

Madison Public Market's MarketReady Program



Progress Report | PMDC | June 29 – September 6, 2018

Mini Grant Update

- \$37,500 granted to 15 MarketReady businesses: \$2,500 each
- Awardees included:
 - Josey Chu | Madame Chu
 - Machine to speed up bottling process so she can keep up with demand for product.
 - Eder Valle | Artesan Fruit
 - Design and prototyping of branded packaging. This will reduce his packaging cost from \$4.50 to \$1.50 per unit. It will be a more stable base for transport. Branding will lead to follow up business.
 - Namgyal Ponsar | dZi Little Tibet
 - Commercial freezer/ refrigerator to store production from momo machine ahead of larger jobs like Taste of Madison. They participated in Taste, Bike the Barns, and Willy Street Fair for the first time this year because of their expanded production capacity.
 - Luis Dompablo | Caracas Empanadas
 - Empanada press will allow them speed up production to keep up with demand.
 - Laura Riggs | Savvy Pet Foods and Meat Market
 - Freeze drier machine will allow Laura to produce a high quality, shelf stable, and light weight pet food product.
 - Khang Brothers | TK's Noodles
 - Noodle maker, vegetable and meat slicers, bubble tea blender, and other supplies so that they can begin to prototype products and make sales.
 - Mai Vang | Rice and Noodles LLC
 - Food permits, licenses, LLC incorporation, insurance, Quickbooks, and logo design.
 - Monica O'Connell | Curtis & Cake, LLC
 - Website and branding services.
 - Laurel Bursleson | Ugly Apple Café
 - Catering equipment, signage to keep up with increase demand for product.
 - Angel Flores & Leticia Torres | Tortillas Los Angeles, LLC
 - Tortilla making machine to increase production to keep up with demand.
 - Yakub Kazi | Charcoal Chicken Madison
 - Food licensing, LLC fee, and catering equipment so he can start to make sales.
 - Jasmine Banks | Perfect Imperfections
 - Soap molds, label machine, and website design. This will allow Jasmine to scale up production to be able to sell to boutique hotels.
 - Kossi Apaloo | Afreeka Wear
 - Copyright protection, website security to process online payments, and embroidery machine.
 - Reyna Gonzalez | Tamaleria el Poblano and Sabor de Puebla
 - Molino (corn mill) that will allow her to sell a fresher product and use local corn in the 10,000 tamales she produces a week.
 - Donale Richards | Off the Block Enterprises
 - Countertop pizza oven to sell pizza at pop up events and food licensing fees.



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Program Delivery Metrics

- Since October 2017, participants have
 - Attended 916 hours of educational events and workshops
 - Received 469 hours of direct business consultation with staff
 - Attended 29 peer-to-peer support meetings
 - Received 142 hours of business coaching over the course of 106 one-on-one meetings

Other updates

- Supporting Laurel of Ugly Apple in applying for Buy Wisconsin Buy Local grant for fruit leather using produce seconds
- Josey of Madame Chu won second place in Wisconsin state fair for hot sauce with her Sambal Nyonya
- Maipa of Pink Lotus is putting business on hold while she works on business school, work, and family
- Peer-to-peer support continues: Reyna support Panfilo, a MarketReady applicant who did not get accepted, with his shaved ice business by letting him use her kitchen and offering business advice.

Invitation

All PMDC members are invited to the Northside Planning Council 25th Anniversary Celebration: tomorrow, Friday, September 7 from 6:00 – 8:30pm at Warner Park Community Recreation Center (1625 Northport Drive).

