

Equity Through Entrepreneurship and a Healthy Retail Vision at the Madison Public Market



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What Will We Cover Today?



- Intro - MPMF CEO
- Updates on the Madison Public Market project
 - Current progress
 - Timeline and next steps
- Equity Through Entrepreneurship Initiative
- Healthy Retail Vision at MPM
- Q&A

Intro - MPMF CEO



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Updates on the Madison Public Market



CURRENT PROGRESS

- Construction is on schedule
- Currently hiring for two positions (COO and Executive Assistant)
- More staff positions in Q2 2025

Follow construction progress on our website: www.madisonpublicmarket.org

Updates on the Madison Public Market



TIMELINE AND NEXT STEPS

- Merchant solicitations released by the end of 2024
- Expect to occupy the building by the beginning of February 2025
- Tenant improvements/buildout to begin Q2 2025
- Grand Opening Summer 2025

Equity Through Entrepreneurship Initiative



Equity Through Entrepreneurship harnesses the economic power of the public market model for businesses owned and operated by people of color, women, and first generation immigrants to get their start. The collaborative ecosystem supports and elevates these businesses to create a community that thrives together rather than competing in isolation.

Equity Through Entrepreneurship Initiative



Equity Through Entrepreneurship can be accomplished through:

- Group purchasing power
- Shared services
- Affordable rent
- Peer-to-peer mentorship
- Profit-sharing models
- Diverse supplier networks

Healthy Retail Vision at the MPM



IDEAS AND NEEDS

- Expanding Fresh Food Access: By hosting produce vendors, healthy prepared food businesses, and culturally relevant offerings, MPM helps address “food deserts” and improves citywide nutrition.
- Local Food System Strengthening: Links regional farmers and food producers to urban markets, supporting sustainable agriculture and fresh food availability for all residents.
- Community Engagement Through Food: Healthy retail spaces become venues for educational programming, fostering connections between consumers, vendors, and the broader food system.



Questions?