

Madison Public Market's MarketReady Program



Progress Report | PMDC | September 7 – November 1, 2018

Program Delivery

- **Free legal support:** established a partnership with UW Law & Entrepreneurship Clinic and Boardman & Clark to offer free legal services.
- **Financial services:** established a partnership with Heartland Credit Union to provide free advice on improving credit score, setting up business banking infrastructure, and preparing for loan applications. Supporting participants in preparing KIVA loan applications.
- **Holiday promotion:** working with the Public Market Foundation to promote the holiday offerings of 14 MarketReady businesses and the Madison Public Market through local media outlets.
- **Large group meeting and all coach meeting:** administered 6-month program delivery survey, gathered input on Market design and governance, and gave updates on classes and events.
- **Co-organizing workshops:** 7 participants attended Edible Startup Summit and 3 MarketReady businesses sat on a panel to share lessons learned. Working with Public Library to offer photography for your business class.
- **Spanish language support:** connected a Spanish speaking participant with a coach to develop a business plan. Supported the organizing of a food cart class in Spanish and promoted to participants.
- **Spring 2019 Milwaukee bus tour:** Milwaukee Public Market, Sherman Phoenix, and Fondy Food Center Market.
- **Cooking classes with chefs of Madison Public Market continue:** we have now offered 37 classes from 14 different MarketReady businesses at the Meadowridge Public Library. This is an opportunity to test recipes, make sales, and connect with neighbors across the city.

Participant Updates

- Ugly Apple was invited to the Full Application stage of Buy Local Buy Wisconsin grant to develop her fruit leather line. Staff will continue to support her with the application process.
- La Joe Bla has created a website, registered her LLC, applied for a state sellers permit, created a business checking account, shadowed Melly Mel's, and applied to be a vendor at the Overture Center International Festival in February: her first pop up event.

Program Development

- MarketReady and City staff are drafting a roadmap for program delivery from now until when the Public Market opens, including exploring the possibility of adding a second cohort, as per the request of Alder Palm at the 10/4/18 PMDC meeting.

