



PROJECT PROGRESS REPORT AND NEXT STEPS LOCAL FOOD COMMITTEE MEETING – 2/6/2014

Recap of Business Plan Progress so Far (October – January):

- Held interviews with a variety of stakeholders and a hosted a public Open House in October to kick off the project (about 60 attendees)
- Conducted a series of meetings with a variety of different types of prospective Public Market vendor groups to gauge interest and determine their needs - received a very high level of participation among a diverse mix of vendors
- Held two consumer focus groups to better understand food-buying habits among “regular people” in Madison
- Conducted one-on-one interviews with a variety of regional food system organizations
- Conducted a Madison Food Business Survey which resulted in approximately 100 completed responses. The survey showed a high level of interest from potential vendors in retail marketing opportunities that the potential public market could provide
- Ongoing research and analysis of the regional food system

Immediate Term Next Steps (February – March)

- Finish the consumer market research portion of the project including completion of a consumer survey, retail gravity model, and analysis of the focus groups
- PPS will deliver a draft of their “**Phase 1**” **Report/Findings** sometime in March and the Local Food Committee will review and discuss the draft with PPS at our March meeting (to be scheduled). This will be a brief report accompanied by several appendices documenting the research efforts and the report will focus on answering three questions:
 - 1) What does Madison’s Food System need?
 - 2) Is there market capacity and vendor interest sufficient to ensure the success of a Public Market?
 - 3) What type of Public Market should be pursued for further consideration (form, vendor mix, seasonality, uses, etc.)?

Longer Term Next Steps to Complete Business Plan (~April – September)

- Based on the results of this Phase 1 Report, we will make a “go/no go” decision on whether the City should continue to move forward with the public market project. Assuming the decision is made to move forward, Phase 2 will focus on Site Exploration to identify areas of the City and specific locations for the Public Market.
- If we successfully find a location for the Public Market and decide to continue moving forward, the next step will be for PPS and the City to host a visioning workshop to initiate the process of designing the building and refining the building program.
- Once we have a location and design, PPS will work with us to finalize the operating plan and financial plan for the Public Market.