

Madison Public Market's MarketReady Program



Progress Report | PMDC | July 24 – October 3, 2019

Program Delivery

- Collaborating with Inside Connections, a podcast that highlights stories from Madison, to run a series of interviews with 5 MarketReady businesses about their start up journeys.
- Connected 6 participants with Isthmus Best of Madison to vend at an event on 9/6/19. Collected feedback from vendors and communicated this to event organizers.
- Working with the Central Business Improvement District staff and a group of MarketReady businesses to explore renting a downtown storefront to run a twice-weekly indoor pop-up market during the holiday shopping season.
- Supported El Sabor de Puebla as she applied for a \$9,000 Kiva loan, got fully funded in one week, and did follow up messaging and logistics.
- Created a process for tracking inquiries for future small business development cohorts like MarketReady.
- Continued to share information about educational opportunities with participants and coaches.

Events & Field Trip

- Began planning for the bus trip to NewBo City Market in Cedar Rapids, Iowa in either fall 2019 or spring 2020.
- Facilitated a small group meeting on 7/25/19, an all coach meeting on 8/26/19, and meeting of the core MarketReady partners on 9/10/19 to offer updates, listen to feedback, and offer support.
- Coordinated a panel discussion on 9/24/19 at DreamBank called, "Building the Food System" to explore the synergies between the Madison Public Market, FEED Kitchens, Garver Feed Mill, and proposed food terminal.
- Supported Public Market design meeting on 9/5/19 by sharing the event and post-event information with participants, printing a banner, and answering questions during the event.

Vendor Updates

- The 2019 – 2020 MarketReady budget includes a \$400 mini grant for each participant. Purchases must be for durable rather than one-time-use goods and services. Participants have used the funds in the following ways:
 - Savvy Pet Foods paid for FEED Kitchen membership and deposit
 - Curtis & Cake hired a social media consultant
 - Ember Foods bought an industrial food processor
 - SuperCharge! Foods bought a dishwasher
 - Afreeka Wear bought a design cutter and heat press for screen printing production
 - Gaylene's Hair Creations bought salon equipment
 - Madre Yerba bought a computer and hired a consultant to improve her Etsy site
 - Artesan Fruit bought a laser engraver for fruit carving
 - Midwest Mujeres hired a production company to create a promo video for their podcast

