

**Madison Public Market:  
Post Business Plan, Pre-Construction Transition Period  
LFC Discussion Questions  
10/1/2015**



As the Business Planning effort for the Madison Public Market wraps up, the project is transitioning to a pre-construction implementation phase. As this transition occurs, the Local Food Committee and project partners need to address several key issues.

**1) Organizational Structure** – The Business Plan recommends establishing a non-profit organization to manage the public market. This would begin with a “Transition Team” to lead the project over the next several months.

- What should be the organizational vehicle for this transition team:
  - A new City Committee?
  - A reconstituted LFC?
  - An LFC subcommittee?
  - An informal “advisory team”?
- What groups and individuals should be part of this transition team?
- Should there be a parallel “Friends of the Market” group to raise funds and build support?
- What about the Local Exposition District authority?

**2) Funding** - The project needs a multi-layered capital campaign targeting grants and private donations.

- What funding sources should the City pursue?
- Who should lead this effort?
- When should it begin?

**3) The Market District Vision and Plan** – If adopted, the resolution will charge the LFC with creating a plan for the Market District. This plan will likely include recommendations on things like proposed uses, physical planning, regulatory frameworks, and incentive programs.

- What are the priorities for the Market District plan?
- What’s the scope of work Plan?
- Who will do that work?
- Who will oversee this process?

**4) Maintaining Momentum and Supporting Vendors** - The Public Market planning effort cultivated numerous prospective vendors interested in moving forward. The challenge will be maintaining momentum and supporting these vendors during this transition period.

- What should the City do to maintain momentum for the project?
- How can the City continue to work with and support prospective vendors, including potentially interim markets, pop-up markets, training programs to help them prepare their businesses, micro-grants, etc.?

**5) Physical Design of the Public Market Building** - The business plan includes a preliminary floor plan for the project. To get to “shovel ready” the project obviously needs construction-level plans.

- How and when should the City move forward with creating construction plans for the project.
- What does that process look like and how is it managed?