

Public Market Mission

PMDC Exercise (Step 2) – 10/4/18

Name: _____

Below are the results of the PMDC's input on the Mission of the Public Market. For each category (Aim, Audiences, Action, and Results), select 3 to 5 of the listed items that you think are most important aspects of the Public Market mission.

Aim (check 3 to 5 items)

- A place for food
- A place for Arts & Crafts
- Gathering space
- Market development for growers and businesses
- Businesses development
- Inclusive community space
- Madison institution with regional flavor
- Place + (beyond a great place)
- Economic development
- Small Business
- Ecosystem
- Promote food, art, craft businesses
- Creating a year round gathering space
- Make good on promise to invest in economic wellbeing of every Madisonian
- Bring people together
- Aesthetically pleasing
- Building the ecosystem beyond the Public Market Location – links to other areas
- Inviting to all
- Understanding other cultures and learn about the Madison culture.
- Building pipeline to find new space and job creation.
- Place for people and food to come together
- People orientated economic development
- Provide entrepreneurship in the food industry
- Jobs and new entrepreneurs (owners not just workers)
- Create equity using food
- Ownership not just workers
- Equity
- Gathering Place that is Vibrant
- Co-creative (with, for and by the community)
- Not driven by fear but by community

Audiences (check 3 to 5 items)

- Customers
- Vendors
- Neighborhood
- Region
- Entrepreneurs that need additional support or opportunities
- ALL Madison residents (not just foodies)
- Customer friendly
- Consumers & Customers
- Suppliers/Distributors
- Farmers
- West siders
- Other community organizations
- Users of market (facilities not just shoppers)
- Interact with people at the market
- Interaction with supply chain and raw materials
- WI residents
- Tourists/visitors
- All Madison residents
- Partnering organizations
- Focus on diversity
- Current residents using current businesses and how it will affect them

Action (check 3 to 5 items)

- Creating an inviting space inclusive of all (types of uses and aesthetics)
- Engagement – beyond vendors
- Project based activities such as Murals and rotating art
- Intentional on making connections amongst all users (vendors to supply chain, Shoppers and space, Art and food community)
- Draw people from around region and world by showcasing the diversity
- Large variety of high quality products that are not available elsewhere
- Showroom for Wisconsin products
- Learning environment
- A place to share stories
- Large variety of experiences
- Products with a range of price point
- Regionally distinct landscape
- Variety of things to do, see and taste
- Power of 10 (market and district) +
- Access (example MarketReady Program)
- Opportunity to people to start and grow businesses
- Provide ongoing support
- Learning environment (soft learning)
- Feels welcoming
- Share stories
- Providing resources
- Engagement with large number of partners
- Full suite of services
- Regionally distinctive
- From the landscape
- Platform for new businesses
- Opportunity for ongoing engagement
- A place that generates customer activity and repeat trips
- Attracts visitors
- Products and Experiences

Results (check 3 to 5 items)

- Comfortable environment
- Equality
- Shared experiences that is unique to the market
- Multi-state draw
- Prosperity for people that have traditionally been left behind
- Incremental changes
- For residents of MSN to be happy and healthy
- Profitable for vendors
- Revitalization but not keeping people out – participatory
- Happy and healthy
- Spur regional food system growth
- Limit/mindful of gentrification
- Include current users of the space
- Anti-displacement
- Inclusive development
- Steady rotation of vendors that have success inside and outside the market
- Incremental – a place that changes and grows and evolves
- Market is the center piece of an interconnected ecosystem
- People find and connect with others in your industry
- See new and diverse vendors owned and supported businesses in a great space
- Growing and promoting increased economic influence of those who have traditionally less empowered communities
- New vendors and supporting start-up vendors
- Engaging vendors and customers
- Variety of ways to engage with the Market and the community
- Pipeline out of the market
- A place connected to the entire community – reaches beyond its walls
- Turnover because vendors are successful not because they fail
- Microeconomic & Macro growth (spur investments in the ecosystem)
- Consistent flow of people coming in and out of the market
- Hits daily numbers – profitable – lots of commerce
- Great place for events
- Variety of ways to engage
- Centerpiece of an interconnected ecosystem