

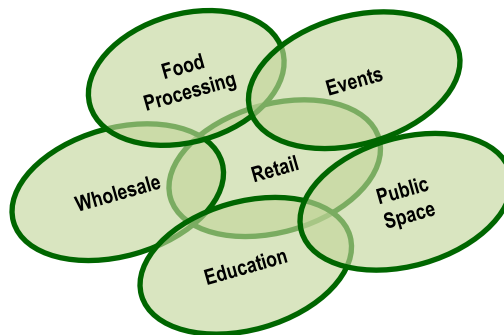


WHY A MADISON PUBLIC MARKET DISTRICT ???

Madison is a pioneering leader in the local food movement with an unparalleled mix of assets - rich and diverse agriculture, beloved farmers markets, renown farm-to-table restaurants, thriving community gardens, hundreds of CSA members, and countless grassroots food advocacy organizations, initiatives, and projects. The Madison Public Market District is an opportunity to create the epicenter of this energy, build synergies, and catalyze entrepreneurship and innovation in an extraordinary place that strengthens our food economy

VISION

Create a multi-use market district featuring a mix of food retail, wholesale, and processing... Celebrate the abundance of our region's food system... Support farmers and food entrepreneurship to build a stronger regional food economy and better food access throughout Madison



BUSINESS PLAN PROCESS

Phase 1: Visioning, Vendor Outreach, Market Analysis

What we DID:

- Interviews with regional experts
- Community outreach meetings
- Vendor focus groups & survey
- Consumer focus groups & surveys
- Food market analysis

What we LEARNED:

- Needs to fit with existing assets
- Strong vendor interest
- Vendors foresee a variety of uses with retail as the driver
- Residents are enthusiastic and full of ideas
- It's a "MARKET DISTRICT" not just a market!

Phase 2: Site Selection

What we DID:

- 4 community meetings (N/S/E/W)
- Parcel analysis (ownership, size, etc.)
- Site analysis (visibility, access, etc.)
- Huff Gravity Model

What we LEARNED:

- The Community is thoughtful and open to different ideas
- E. Wash site is best opportunity for widest range of uses
- E. Wash site best meets the needs of vendors
- Opportunity to embrace the river as a public space

Phase 3 (NEXT STEP) – budget, financing plan, design, operating structure, phasing, staffing, etc.

POTENTIAL COMMUNITY & ECONOMIC IMPACTS

- Support small/mid-sized farmers and the continuation of diverse agriculture in our region
- Incubate new businesses and create opportunities for food-based entrepreneurship
- Create living wage jobs in food processing and distribution
- Keep more of Madison's food-buying dollars in the region
- Create an extraordinary public space for the community that catalyzes investment nearby



Madison Local Food Committee

2+ Years of Research, Outreach, & LISTENING

26 Committee meetings since May 2012

9 Stakeholder meetings with key organizations and thought leaders

60 attendees to the business plan kick-off open house

24 randomly selected participants in 2 focus groups

80 Participants in 9 targeted vendor outreach meetings

101 responses to a prospective vendor survey

2,200 respondents to an online community survey (94% support for the project)

80 attendees to 4 community meetings to discuss site selection

50 comments submitted to online comment form

650 subscribers to project email list