

Madison Public Market's MarketReady Program



Progress Report | PMDC | November 1 – December 6, 2018

Update on Deliverables

- Common Council approved two years of the MarketReady program on 2/10/17 (RES-17-00104) and program delivery began March 2017.
- MarketReady staff are on pace to complete all deliverables by the end of February 2019.
- MarketReady staff will plan to write a report in early Spring 2019 to close out the first two years of program delivery.
- Common Council approved an additional year of funding for the MarketReady program as part of the 2019 operating budget. This would allow the program to run from March 2019 – February 2020.
- If the Foundation completes the vendor selection process by Spring 2020, at the same time as the latest round of City funding concludes, this could be a transition moment for MarketReady.

Program Updates

- A couple of business owners are considering opening bricks and mortar spaces soon.
- Staff worked with one business owner to get their products into the Willy Street Co-op Retail Ready Lab.
- Boardman & Clark will offer a series of workshops and one-on-one legal support meetings starting winter and spring 2019.
- Staff facilitated four small group meetings in the last month, the final group will meet next Thursday, the meeting will be held in Spanish. New small groups are mostly organized by business type: non-food, value-added food products, etc.
- Staff continue to nurture relationships with our many partners.



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MarketReady Participant Responses to Change of Location & Timeframe

MarketReady staff sent a message to participants on Friday, November 30 describing the change of location and timeframe and inviting them to the press release on Monday, December 3. Since then, staff have spoken with about a third of participants and plan to speak one-on-one with the remaining participants over the next couple of weeks to listen to their feedback and ideas. So far, this is what we have heard:

Location

- Generally, consensus amongst the Participants is that Fleet Services is the right location for the Public Market, particularly if this means the building will be able to accommodate more vendors, lower capital costs could lead to more affordable rent, and the site could allow for an easier flow of people and vehicles.
- One person was worried that it may be more difficult to outfit an existing building with the appropriate ventilation, plumbing, and other utilities required for kitchen spaces.
- Another person was concerned about parking, even with the additional space.
- Multiple people expressed interest in touring the building.

Timeline

- Some vendors welcomed the extended timeline, while others felt some frustration.
- One business owner was upset because they are at a point where they are ready to invest in a bricks and mortar space. They would like that to be the Public Market, but waiting until 2021 could slow their business development.
- A couple of Participants independently requested that we continue with the vendor selection process according to the schedule, even if construction process gets pushed back by a year.

The general messages from MarketReady staff has been:

- We are here to support you.
- Start now, don't wait for the Market to open. Make sales, work on your systems, develop new product lines, and hone your business plans. The more experience you log, the better prepared you will be when the Market opens.

