

Madison Public Market's MarketReady Program



Progress Report | PMDC | January 16 – April 4, 2019

Milwaukee Bus Trip | Saturday, March 16

- Some quotes from evaluations:
 - “It was great to see the Fleet Services Building first and then the Milwaukee Public Market, it sparked vision. Something could be taken from each venue. Great to get together with everyone.”
 - “Love being in a group with fellow entrepreneurs... Love the support and respect for each other. Love touring other markets for ideas and eating, yum. Nice not having to drive. Great time to catch up with people. Love that we are all different and trying to be successful entrepreneurs.”
 - “Strengthened connections. I learned that this could be a reality.”
 - “It was really good to learn from a strategic standpoint how the Milwaukee Public Market operates. It was also good to hear from a successful business owner.”
 - “I studied the overall design of each market and learned about the logistics of floor plans. I did feel connected to a few businesses that operate similarly to my business (looked at # of staff, equipment, supplies, etc.)”
 - “The pizza place at Milwaukee Public Market had solid fuel exhaust, which we’ve been thinking about for our charcoal chicken. We hadn’t seen that exhaust anywhere else. So it was a good experience to know someone has it. We’ve taken his business card and will be calling him to check about details.”
 - “At Sherman Phoenix I gave everyone a sample and business card. I got connections with a vendor and the owner invited me back to vend and do a pop-up shop. I absolutely loved that place (Sherman Phoenix). Never heard of it.”
- Written responses from Milwaukee Public Market circulated
- 40 attendees; 15 MarketReady businesses



MarketReady vendors; PMDC and Foundation members; City, partner organization, and MarketReady staff; and other supporters starting the day with a tour of the Fleet Services Building (the future home of the Madison Public Market).



Learning from Fondy Food Center about how their market engages diverse vendors and customers, and interacts with the neighboring park.



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Technical Assistance

- Public Market design input session followed by Tax and Recordkeeping panel discussion: 8 MarketReady vendors attended, 5 panelists, and 2 other businesses
- Three legal workshops planned for April with Boardman Clark
- Pricing Your Product workshop organized with Dane County Extension
- Kiva loans working session and successful loans to Little Tibet and Curtis and Cake
- Corn agreement finalized between Tamalaria El Poblano and farmer
- Two MarketReady businesses catered their first events during this period

Reporting

- Video storytelling
 - Interviews and other footage recorded during bus tour
 - 3-4 Videos will be ready for distribution in coming weeks
- Written program evaluation
 - Administered during bus trip
 - Some quotes from the evaluations:

What are some of the business successes you are most proud of from the last year and a half?

- “For me personally doubling the size of my business in 2018 by adding a second food cart with a totally different market and seeing it take off overnight.”
- “Cooking classes at Meadowridge Library, Orange Tree Imports. Participating in food sampling at Warner Park (Taste the Future). Business website, logo, business card. Business posters for food events. Accepted to participate at food events such as - Bodega (at Breese Stevens Field), Shake the Lake. Secured a business name.”
- “Brava Magazine! Made it into the March issue. Connections made and repeat customers. Understanding and making sales on my etsy shop. Great vocal feedback and online followers.”



Discussing sales figures, loading docks, rent structures, and other nitty gritty details with Milwaukee Public Market vendors and staff.



Gaining inspiration and ideas from the Sherman Phoenix vendors, staff, and space.



Participants and staff connecting and debriefing at the end of the day.



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What are some of the most important ways that MarketReady has supported your business over the last year and a half?

- “Having a business mentor has been instrumental in keeping things moving forward and sharing ideas”
- “I love the classes offered by multiple organizations. I learn so much and the instructors are easy to work with! It’s also opened up more connections, expanding my network”
- “In 2018 I received a grant that helped us ease productions and add an employee. Also allowed me to reach with an opportunity to grow more than I thought possible. The group and individual support has been more than I saw possible. Thank you so very much.”
- “MarketReady grant was extremely helpful. We got a machine that helps us process jarring. We were in Isthmus twice. We participated in several MarketReady host events. We learned alot from the legal classes.”
- “Scholarship money has paid for things I can not afford. Market trips and connections on trips. Other people in market support when in groups, like trips, not small group meetings. Ian always checking up on us. The public market people supporting us.”

What are some barriers your business is facing currently?

- “Growth I’m still figuring out where I want my business to go while waiting for the public market to open”
- “No space to provide my customers with products on a regular basis. Online can be great but customers desire that face to face contact and being able to feel and test product.”
- “Getting into more grocery stores as an Asian woman. Finding a distributor.”
- “My lack on all technical things like marketing, taxes, spreadsheets, a working computer. Lack of funds to cover fees at events and to get help with production and with technology.”

How can MarketReady support your business in the next year?

- “Continue to promote opportunities and resources! Access to grant and loan programs is always great. It would be nice to have more frequent communication about updates with site plans, designs, who/when are decisions being made, etc.”
- Can I get help applying for a City Grant (KIVA?)? MarketReady can host a retailer meet vendor night where local and national retailers can meet the MarketReady vendors (food processors) to taste their products and work on getting them into their stores.”
- “Grants, supportive one-on-one meetings. More group meetings to share ideas and comments. More possibilities to vend/showcase products.”

Anything else you would like to share?

- Can we do another field trip? Can we start getting information on the criteria to get a spot at Madison Public Market? I like to have a big group meeting again once or twice a year.
- I really appreciate everyone’s love and encouragement in us. I get overwhelmed with jobs and tasks.

