

Fiscal Note

The 2015 adopted CIP includes \$6.25 million for planning costs associated with the construction of a public market in the existing Fleet Services facility. These costs may include land acquisition, planning, design, site preparation, and construction efforts. An additional \$2.35 million is currently planned for future years of the CIP. The current CIP also includes \$21.3 million for the relocation of the Fleet Services facility in years 2018 and 2019 of the capital plan.

Title

Accepting the Public Market Business Plan as the guiding document for the implementation of a public market ~~at First Street and East Johnson Street~~ and directing the Local Food Committee to ~~provide develop and execute a project implementation strategy for the Public Market and a plan for the Market District recommendations on operating structure, transition, and a market district plan.~~

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Body

WHEREAS, the City of Madison's Local Food Committee has ~~spent over three years been exploring conducting research, talking with stakeholders, and evaluating~~ the potential of creating a Madison Public Market as a catalyst to strengthen the local food system and grow the food economy; and

WHEREAS, the City and its consulting team from Project for Public Spaces completed an 18-month public market business planning process consisting of three phases: 1) market analysis, 2) site selection, and 3) ~~preliminary floor plan design~~, financial ~~analysis~~, ~~economic impact analysis~~, and operation plan; and

WHEREAS, the first phase of the business planning process identified a high level of interest and support for the public market project among prospective public market vendors, partners, as well as community members; and

~~WHEREAS, the first phase of the business planning process included an online community survey completed by over 2,200 people with 95% of respondents indicating support for the project and included two vendor survey completed by over 300 vendors indicating interest in being part of the project as a business opportunity; and~~

WHEREAS, the second phase of the business plan identified the general area near First Street and East Washington Avenue as the preferred location for the Public Market; and

WHEREAS, the third phase of the business plan provides a ~~detailed preliminary~~ floor plan design, ~~preliminary~~ construction cost estimates, ~~a~~ fundraising strategy, ~~an~~ operating financial pro forma, ~~a~~ management plan, and ~~an~~ economic impact analysis for the development of a public market that would repurpose the planned-to-be-vacated Fleet Services Garage located at the intersection of First Street and Johnson Street; and

WHEREAS, the business planning process included a robust public engagement effort that included numerous public workshops, stakeholder interviews, vendor and community surveys, focus groups, and opportunities for online engagement; and

WHEREAS, at the direction of the Common Council, an Equity Analysis was conducted in coordination with the City's Racial Equity and Social Justice Initiative (RESJI) team to evaluate the project from an equity lens and formulate recommendations on how the public market can benefit low income populations and communities of color in Madison ~~is being utilized to help guide the project in coordination with the City's Racial Equity and Social Justice Initiative Staff Leaders~~; and

WHEREAS, city RESJI and Economic Development staff hosted a public workshop meeting focused specifically on how to ensure the public market is an inclusive place and fosters economic, social, and racial equity; and

WHEREAS, city staff developed a survey, completed by over 2000-500 people ~~so far, to ask to get specific feedback on how the public market can contribute to equity and social justice in Madison~~ questions about the importance of different aspects of justice and equity; and

WHEREAS, ~~preliminary~~ The results of the equity analysis are documented in the completed equity tool report which includes ten recommendations for ~~from the community meeting and survey call for the project~~ making the Public Market to be a place where small, racially and ethnically diverse businesses can find an economically viable place to profit; ~~the a place with~~ product offerings that are must be culturally diverse and affordable; and, and a community gather place that is the space itself must be welcoming to a variety of different cultures and communities; and

WHEREAS, the full business plan for the Public Market is now complete, which outlines three various different development options, recommends an operating structure and transition process; and

WHEREAS, the long-term vision is that the Public Market will be a catalyst for the development of a Public Market District, which has potential to serve as the hub for the local and regional food movement, agglomerating food processing, wholesaling, and retail activities, serving a great need within the local and regional food system by breaking down traditional barriers to economic opportunity across interconnected sectors;

NOW, THEREFORE, BE IT RESOLVED, that the Common Council accepts the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market project, while recognizing that the details will continue to evolve as the project moves forward; and

BE IT FURTHER RESOLVED, that the Common Council accepts the findings within the Madison Public Market Business Plan that Option 2 and Option 3 should be pursued

as viable capital projects and that those two options are operationally stable and provide the best opportunity for implementation; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the use of the remaining 2015 capital budget funds if necessary with recognition that capital expenditures in future years will be subject to Common Council approval; and

~~BE FINALLY~~ BE IT FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, supporting vendors, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility. -

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BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to develop a project implementation strategy identifying how to advance the project from the business planning stage to construction and opening including make final recommendations on the operating model, organizational structure, market design, and fundraising strategy and transition for the Public Market to the Council by ~~December~~ June 30, 2016; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to think beyond the Public Market and develop a plan for the broader ~~Public~~ Market District with recommendations and strategies for how the Public Market project can catalyze additional food-based development and economic activity in a Market District in the general vicinity of the public market and provide recommendations to Council on how to implement the plan by ~~December~~ September 30, 2016; and

BE IT FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan and that the City's ongoing planning of the market incorporates the ten recommendations from the Public Market Equity Analysis as the project moves forward with implementation; and

BE IT FURTHER RESOLVED, that the Mayor and Common Council make relocation of the Fleet Services operation and repurposing of the Fleet Services Building a priority in terms of ~~an aggressive~~ timing within ~~the 2016~~ future Capital Improvement Plans; and

BE IT ~~FINALLY FURTHER~~ RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff continue to explore options for interim space ~~for a~~ ~~for~~ provisional public markets, support pop-up markets and

related events in the District, and continue monitoring other real estate in the district and respond to opportunities to work with land owners on projects that contribute the this area's emerging identity as Madison's Market District ~~space only within the general vicinity of the market;~~ and

~~BE IT STILL FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan; and~~

~~BE FINALLY RESOLVED, that the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility.~~

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