



Madison  
Public  
Market



# Update to the Common Council

7-11-17



# 5 Work Elements



1

**Design & Programing**

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2

**Vendor Development**

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3

**Governance/Operations**

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4

**Funding**

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5

**Outreach & Inclusiveness**

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**Design & Programing**

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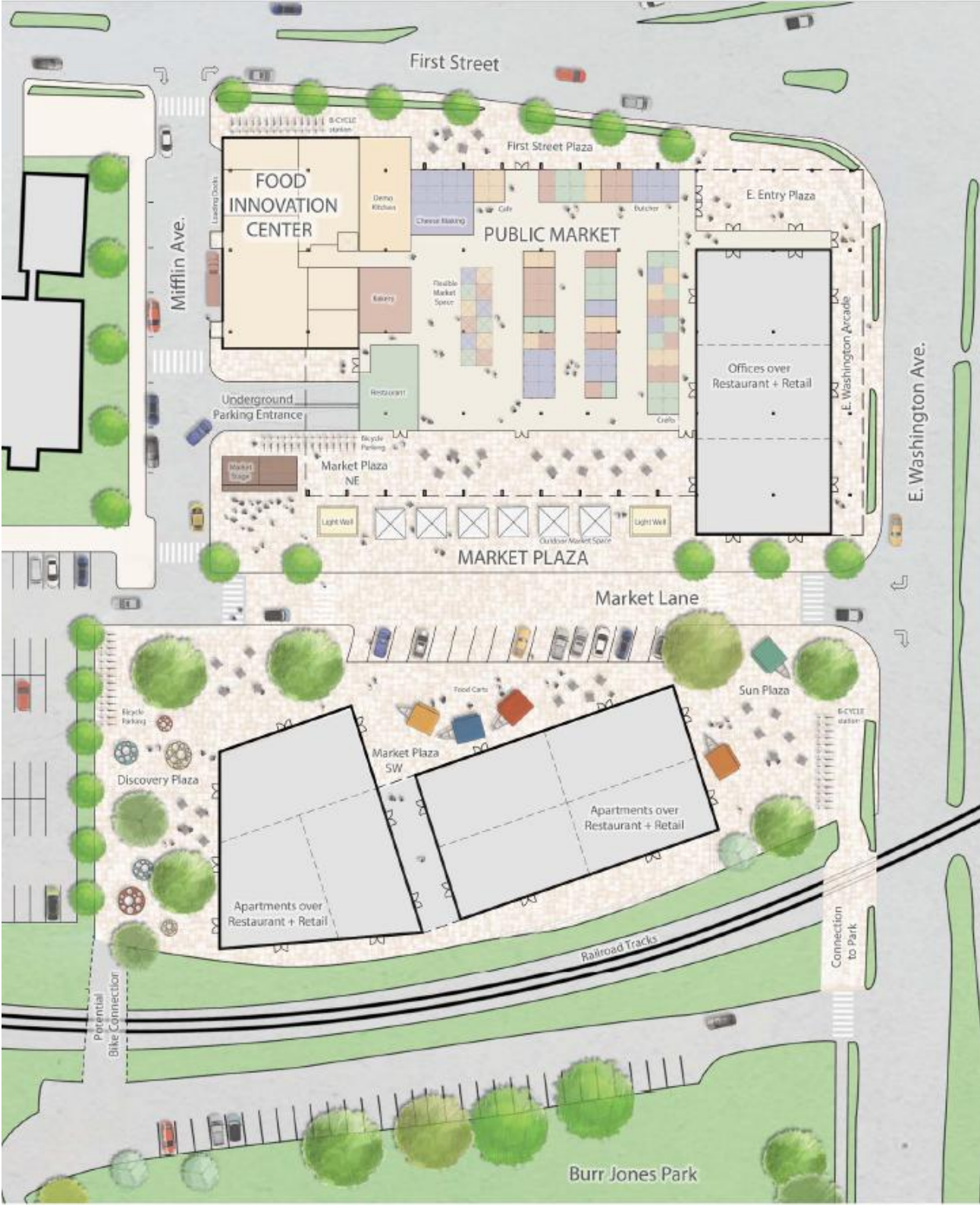
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**Outreach & Inclusiveness**



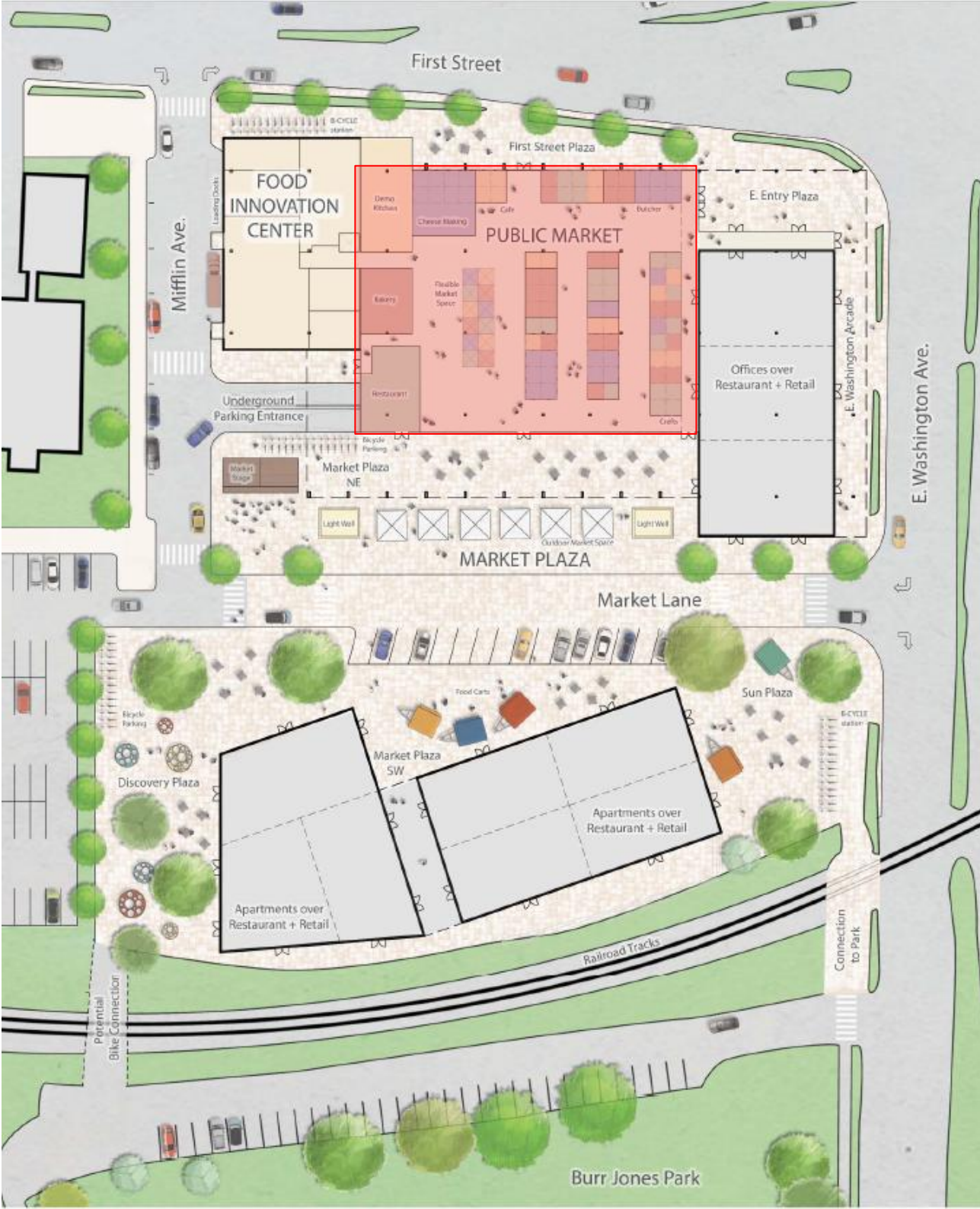








# Market Hall



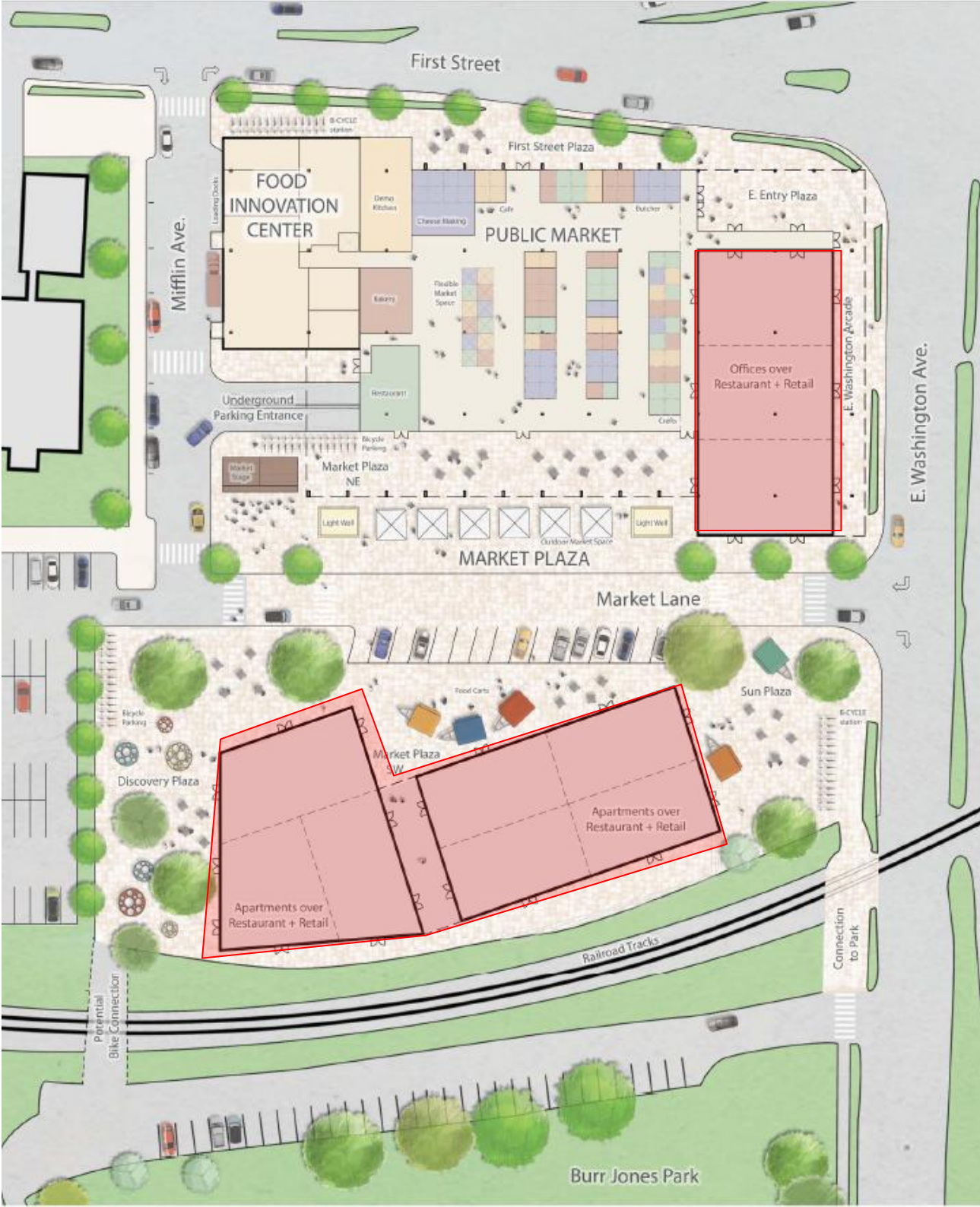


# Food Innovation Center





# Commercial Space & Apartments



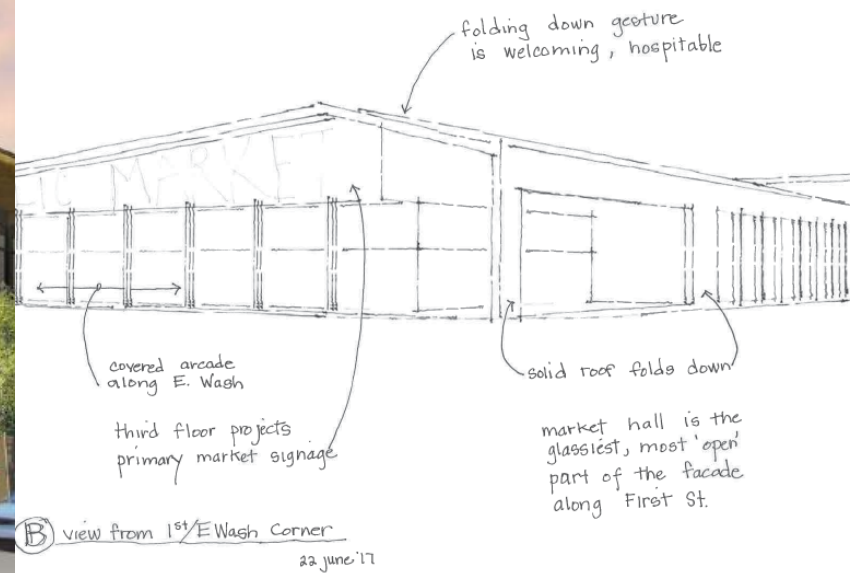
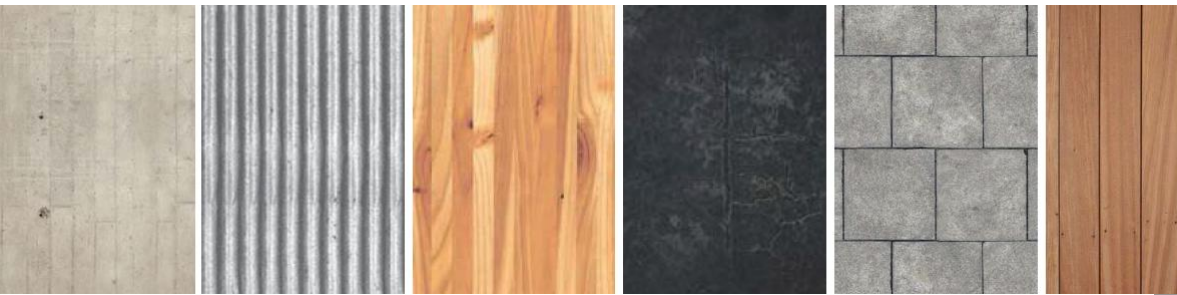
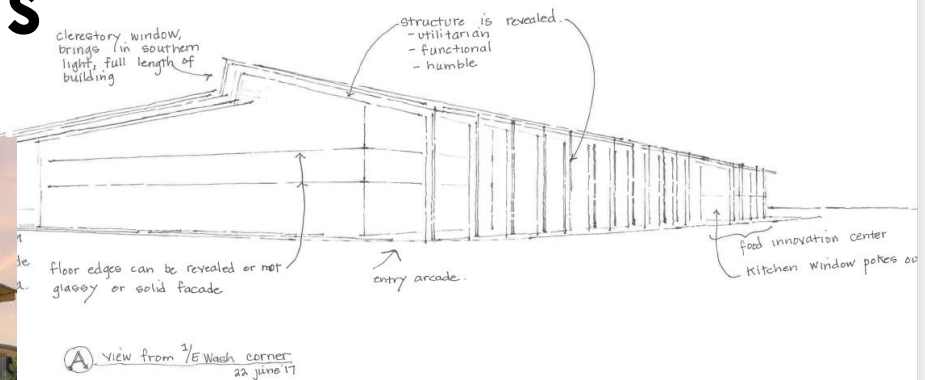


# Outdoor Space





# Massing & Material Concepts





# 1

## Design & Programing

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### Next Steps:

1. Draft LOI with Developer
2. Finalize Site Plan
3. Finalize Schematic Architecture
4. Updated Costs Estimates
5. Contract for A/E to Construction Documents
6. Draft Development Agreement
7. Neighborhood Meetings
8. City Land Use Approval Process



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# Vendor Development

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## Summary of 132 Responses to Vendor Interest Questionnaire

Value-Added Foods	74
Fresh Produce	38
Arts/Crafts	37
Other	12



# Madison Public Market's MarketReady Program



Total Applicants	83
American Indian or Alaskan Native	4%
Asian	14%
African American	29%
Hispanic or Latino	18%
White	38%
Not Disclosed	4%
Female	59%
First-generation Immigrant	29%





## **Vendor Development**

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### **Next Steps:**

1. MarketReady Selection
2. Implement MarketReady
3. Interior Space Layout
4. Define Vendor Selection Process
5. Leasing



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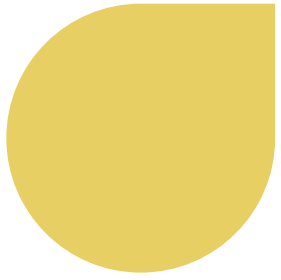
Funding

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Outreach & Inclusiveness



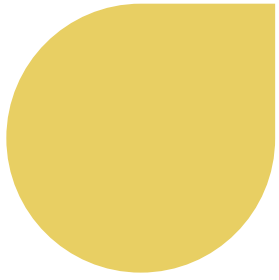


# Governance & Operations

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## Recent Progress

- Public Market Development Committee renamed and seats added
- Madison Public Market Foundation Created
- Ambassador Advisory Council Formed
- Preliminary drafts of operating agreement



# Governance & Operations

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## Next Steps:

- Foundation adds board seats
- City/Foundation Operating Agreement Finalized
- Operating agreement approved and signed
- Foundation hires staff



**Pro Forma (working draft)**

<b>INCOME</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
Stall Income	\$116,640	\$124,416	\$139,968	\$147,744	\$147,744
Restaurant/Storefront Income	\$144,000	\$153,600	\$172,800	\$182,400	\$182,400
Stall and Storefront Vacancy	25%	20%	10%	5%	5%
Event Income (50% first year)	\$49,375	\$98,750	\$98,750	\$98,750	\$98,750
Rent Phase-in for Food Innovation Center	25%	50%	75%	100%	100%
Classroom	\$6,000	\$6,400	\$7,200	\$7,600	\$7,600
Office Space	\$45,000	\$48,000	\$54,000	\$57,000	\$57,000
Kitchen and Production Space	\$17,000	\$34,000	\$51,000	\$68,000	\$68,000
<b>TOTAL INCOME</b>	<b>\$378,016</b>	<b>\$465,167</b>	<b>\$523,719</b>	<b>\$561,495</b>	<b>\$561,495</b>

<b>EXPENSES</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
<u>Personnel</u>					
Executive Director	\$80,000	\$80,600	\$81,205	\$81,814	\$82,427
Assistant manager	\$55,000	\$55,413	\$55,828	\$56,247	\$56,669
Clerical (.5 FTE)	\$25,000	\$25,188	\$25,376	\$25,567	\$25,758
Maintenance	\$40,000	\$40,300	\$40,602	\$40,907	\$41,214
Fringe Benefits (25%)	\$50,000	\$50,375	\$50,753	\$51,133	\$51,517
<b>Personnel Subtotal</b>	<b>\$250,000</b>	<b>\$251,875</b>	<b>\$253,764</b>	<b>\$255,667</b>	<b>\$257,585</b>
<u>Non-Personnel</u>					
Advertising/Events	\$65,000	\$65,325	\$65,652	\$65,980	\$66,310
Professional Services	\$20,000	\$20,100	\$20,201	\$20,302	\$20,403
Insurance	\$25,000	\$25,125	\$25,251	\$25,377	\$25,504
Fees/Permits	\$4,000	\$4,020	\$4,040	\$4,060	\$4,081
Net Utilities	\$50,000	\$50,250	\$50,501	\$50,754	\$51,008
Garbage	\$40,000	\$40,200	\$40,401	\$40,603	\$40,806
Maintenance Contracts	\$60,000	\$60,300	\$60,602	\$60,905	\$61,209
Capital Reserve	\$10,000	\$10,050	\$10,100	\$10,151	\$10,202
Supplies	\$12,000	\$12,060	\$12,120	\$12,181	\$12,242
<b>Non-Personnel Subtotal</b>	<b>\$286,000</b>	<b>\$287,430</b>	<b>\$288,867</b>	<b>\$290,311</b>	<b>\$291,763</b>
<b>TOTAL EXPENSES</b>	<b>\$536,000</b>	<b>\$539,305</b>	<b>\$542,631</b>	<b>\$545,979</b>	<b>\$549,348</b>

<b>Net Operating Income (NOI)</b>	<b>-\$157,985</b>	<b>-\$74,138</b>	<b>-\$18,912</b>	<b>\$15,516</b>	<b>\$12,147</b>
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# City Budget Status

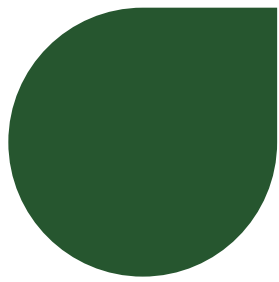
## **Spent or Committed From UDAG Fund**

Business Plan	\$250,000
Funding Consultants	\$90,000
Architecture	\$105,000
MarketReady Program	\$200,000
<b>Total Spent or Committed</b>	<b>\$645,000</b>

## **Capital Budget**

2017 Capital Budget	\$1,200,000
2018 CIP (multiple anticipated sources)	\$11,800,000
<b>Total in Budget</b>	<b>\$13,000,000</b>





# Non-City Funding Sources:

Source	Efforts
State/Federal Grants	<ul style="list-style-type: none"><li>• Preparing EDA grant for Food Innovation Center</li><li>• Tracking potential for WEDC or other State Grant</li><li>• Monitoring Opportunities</li></ul>
New Markets Tax Credit Equity	<ul style="list-style-type: none"><li>• In applications for 7 CDE's</li><li>• Providing CDE updates</li><li>• Attend Conference in October</li><li>• Get project ready to close in early 2018</li></ul>
Fundraising Campaign	<ul style="list-style-type: none"><li>• Completed Feasibility Study</li><li>• Outreach to dozens of community leaders</li><li>• Foundation formed</li><li>• "Friendraiser" events</li><li>• Brochure, website, and social media</li><li>• Ambassador Council</li></ul>



# Non-City Funding Sources:

Source	Conservative	Optimistic
State/Federal Grants	\$200,000	\$2,500,000
New Markets Tax Credit Equity	\$2,300,000	\$3,000,000
Fundraising Campaign	\$2,000,000	\$5,000,000
Totals	\$4,500,000	\$10,500,000

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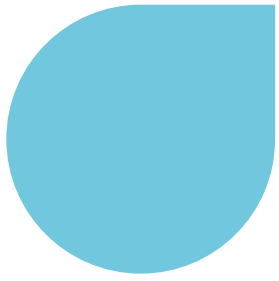
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# Outreach & Inclusiveness

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## What's been done

- Public Workshops
- Online Surveys
- Intercept Surveys
- Focus Groups
- Tabling at Events
- Equity Workshops
- Vendor Focus Groups
- MarketReady Workshops
- Friends of the Public Market Social Media
- Taste of the Market Events



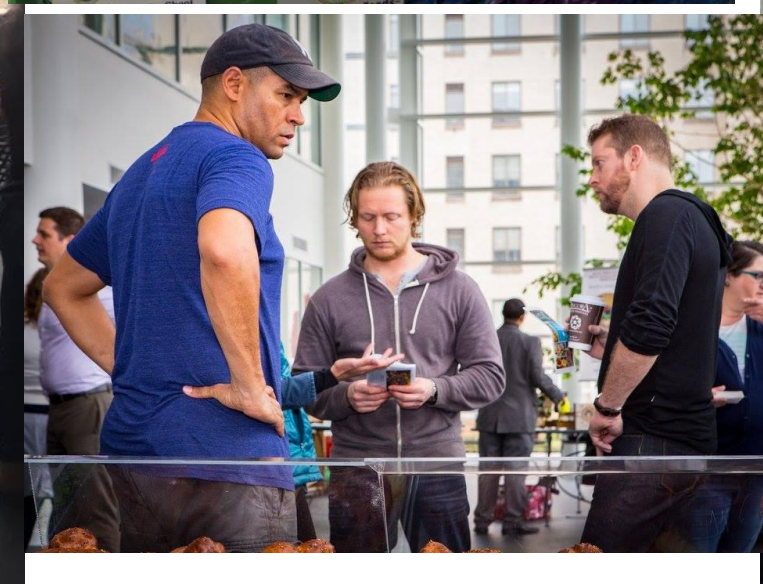






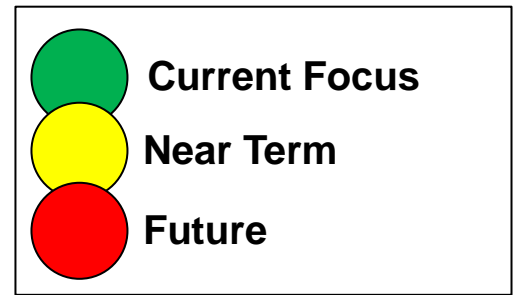








# 10 Equity Recommendations



1. Support for diverse startup businesses
2. Make “Texture” of the building welcoming
3. History and story telling spaces about Madison communities of color
4. Conduct thorough vendor outreach pre-opening
5. Build in “wrap-around” services for businesses
6. Hire outreach program coordinator
7. Build partnerships with other organizations
8. Connect with other assets around the City
9. Link to other neighborhoods
10. Codify these recommendations into project’s guiding documents

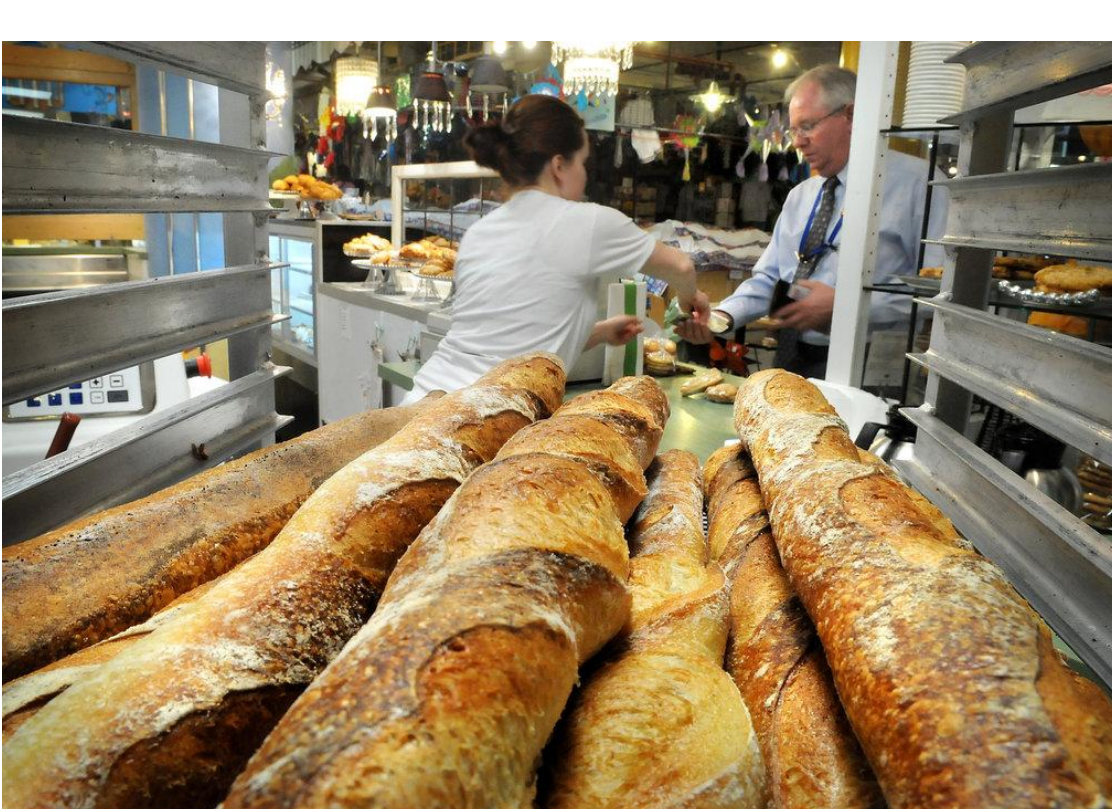


# Adopted Council Resolutions

- 2011** —→ 7/5/11 - RES-11-00586 - Create Local Food Committee
- 2013** —→ 2/5/13 - RES-13-00078 - Authorize RFP for Business Plan
- 2014**   
→ 1/6/14 - RES-14-00370 - Accept Business Plan Phase 1   
→ 5/7/14 - RES-14-00746 - Accept Business Plan Phase 2
- 2015** —→ 10/6/15 - RES-15-00814 - Accept Final Business Plan
- 2016**   
→ 3/15/16 - RES-16-00194 - Accept Implementation Strategy   
→ 5/17/16 - RES-16-00362 - Authorize Design Next Steps   
→ 6/21/16 - RES-16-00461 - Authorize MarketReady   
→ 6/21/16 - RES-16-00464 - Engage Funding Consultants   
→ 9/6/16 - RES-16-00615 - Engage Architects   
→ 11/22/16 - RES-16-00872 - LFC changed to PMDC
- 2017** —→ 2/7/17 - RES-17-00104 - Approve MarketReady Partnership

Public Market	2017		2018				2019	
Timeline 7/11/17	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
<b>Design</b>								
Finalize Concept Plans								
Negotiate LOI with Developers								
Development Agreement								
Final A/E								
City L.U. Approvals								
Contracting								
<b>Vendors</b>								
Select MarketReady Cohort								
Implement MarketReady Program								
Vendor Selection								
Leasing								
<b>Governance</b>								
Foundation adds board members								
Negotiate Operating Agreement								
Hire Executive Director								
Execute Operating Agreement								
Prepare for Operations								
<b>Funding</b>								
Submit EDA grant								
Launch Fundraising Campaign								
Close NMTC transaction								
City Approves Financial Plan								
<b>Outreach/Equity</b>								
Ongoing events/outreach								
Implement Equity Recommendations								
<b>Construction</b>								
Build								
Grand Opening								













MOWSSH





# Madison Public Market

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