



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 41819

File ID: 41819

File Type: Resolution

Status: Passed

Version: 1

Reference:

Controlling Body: BOARD OF ESTIMATES

File Created Date : 02/15/2016

File Name: Public Market Implementation Strategy 2016

Final Action: 03/15/2016

Title: Accepting the Public Market Implementation Strategy, directing City staff and the Local Food Committee to move forward with the Strategy's five Work Elements, and authorize city staff to issue Requests for Proposals for two of the Work Elements.

Notes:

CC Agenda Date: 03/15/2016

Sponsors: Amanda Hall, Larry Palm and Marsha A. Rummel

Effective Date: 03/21/2016

Attachments: Public Market Implementation Strategy 2_19_16.pdf

Enactment Number: RES-16-00194

Author: Dan Kennelly - Economic Development Specialist

Hearing Date:

Entered by: afreedman@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	02/17/2016	Laura Larsen	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Economic Development Division	02/15/2016	Referred for Introduction				
	Action Text:		This Resolution was Referred for Introduction				
	Notes:		Board of Estimates, Madison Local Food Committee				
1	COMMON COUNCIL	02/23/2016	Refer	BOARD OF ESTIMATES		03/07/2016	Pass
	Action Text:		A motion was made by DeMarb, seconded by Cheeks, to Refer to the BOARD OF ESTIMATES. The motion passed by voice vote/other.				
	Notes:		Additional referral to Madison Local Food Committee				
1	BOARD OF ESTIMATES	02/23/2016	Refer	MADISON LOCAL FOOD COMMITTEE		03/03/2016	

Action Text: This Resolution was Refer to the MADISON LOCAL FOOD COMMITTEE

Notes:

1 MADISON LOCAL FOOD 03/03/2016 Return to Lead with BOARD OF
COMMITTEE the ESTIMATES Pass
Recommendation
for Approval

Action Text: A motion was made by Palm, seconded by Wells, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

1 BOARD OF ESTIMATES 03/07/2016 RECOMMEND TO COUNCIL TO
ADOPT - REPORT OF OFFICER Pass

Action Text: A motion was made by Cheeks, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Notes:

1 COMMON COUNCIL 03/15/2016 Adopt Pass

Action Text: A motion was made by DeMarb, seconded by Cheeks, to Adopt. The motion passed by voice vote/other.

Notes:

Text of Legislative File 41819

Fiscal Note

The proposed resolution will authorize City staff and the Local Food Committee to begin pre-construction work as laid out in the Public Work Implementation Strategy. Funding for the pre-construction work will be provided a UDAG payment that was previously made to the City. It's anticipated the activities outlined in the proposed resolution will cost an estimated \$275,000. The remaining balance from the UDAG payment is \$849,000.

Title

Accepting the Public Market Implementation Strategy, directing City staff and the Local Food Committee to move forward with the Strategy's five Work Elements, and authorize city staff to issue Requests for Proposals for two of the Work Elements.

Body

Whereas, for the last three years, City Staff and the Local Food Committee have been conducting research, talking with stakeholders, surveying the community, and creating a detailed Business Plan for the Madison Public Market; and

Whereas, on October 6, 2015, the Madison Common Council adopted Resolution 38885 accepting the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market Project; and

Whereas, Council Resolution 38885 also directed the Local Food Committee and Economic Development Division staff to develop a project implementation strategy identifying how to advance the Public Market project from the business planning stage to construction and opening, and the resolution requested that this Implementation Strategy be provided to the Common Council by March 31, 2016; and

Whereas, in accordance with the Resolution 38885, the City of Madison Economic Development Division Staff and Local Food Committee have spent the last four months creating a Public Market Project Implementation Strategy; and

WHEREAS, the Implementation Plan attached to this resolution includes five Work Elements with next steps, budgets, and timelines identifying pre-construction work that needs to be

completed over the next two years for the project to be ready for construction in 2018 and with opening slated for 2019;

Now Therefore Be It Resolved, the Common Council accepts the Madison Public Market Implementation Strategy as a document to direct pre-construction project implementation work on the Madison Public Market over the next two years; and

Be it Further Resolved, in accordance with Work Element 1 of the Public Market Implementation Strategy, the Common Council directs the City's Economic Development Division staff, City Attorney's Office staff, and Local Food Committee to develop draft articles of incorporation and by-laws for the creation of a non-profit Public Market Operating Organization and to identify a process to assign an interim Board of Directors with a target of finalizing these documents and formally creating the non-profit Public Market Operator by September 2016; and

Be it Further Resolved, in accordance with Work Element 2 of the Public Market Implementation Strategy, the Common Council authorizes the City's Economic Development Division staff to issue Request(s) for Proposals to engage qualified firm(s) to assist the City in assembling tax credits, pursuing state and federal grants, and launching a capital fundraising campaign for the Public Market project, with the Local Food Committee or subcommittee thereof as the reviewing body to select the contractor(s) and final approval of contracts by Common Council; and

Be it Further Resolved, in accordance with Work Element 3 of the Public Market Implementation Strategy, the Common Council authorizes the City's Economic Development Division staff to issue Request(s) for Proposals to engage a qualified firm(s) to develop a site plan and architectural design plan for the Public Market, with the Local Food Committee or subcommittee thereof as the reviewing body to select the contractor(s) and final approval of contracts by Common Council; and

Be it further Resolved, in accordance with Work Element 4 of the Public Market Implementation Strategy, the Common Council directs the City's Economic Development Division Staff and Local Food Committee to develop a detailed approach to implementing the "Market-Ready" program as described in the Implementation Strategy; and

Be it Further Resolved, in accordance with Work Element 5 of the Public Market Implementation Strategy, the Common Council directs the City's Local Food Committee and Economic Development Division Staff to identify specific activities to maintain and build momentum for the Madison Public Market among community members and prospective vendors; and

Be it finally Resolved, funding needed to accomplish the tasks described above will not exceed the remaining balance in previously authorized pre-construction funds.