

Public Market Equity Analysis (Completed June 2015) Summary of Recommendations



1. Focus on making the Public Market successful as a place for diverse startup businesses through programming focused on vendor support
2. Be culturally aware, get diverse input, and look globally for inspiration. The physical design (layout, building materials, colors, etc.) and the “texture” of the place should be culturally aware, welcoming, and familiar to diverse cultures
3. Incorporate Civic Story Telling and Madison History through Interpretive displays about Madison’s communities of color, tribal communities, immigrant communities, etc.
4. Conduct thorough and highly-personal (one-on-one) vendor outreach during the pre-opening stage. Make sure a diverse pool of vendors know the Public Market is for them.
5. Incorporate programming and outreach after opening to support vendors. Build in “wrap-around” services focused on vendor development and success.
6. Hire outreach program coordinator early in the process
7. Build partnerships with other key organizations with related missions (Madison College, FEED Kitchens, UW Extension, REAP, FairShare Coalition, the UW Business Development Center, WWBIC, Madison/Dane County Public Health, the Latino Chamber, the Black Chamber, etc.)
8. Connect with other assets around the City and maintain a focus on a Market District and a city-wide food systems strategy
9. Expand focus to other parts of the City’s for related food system projects including potentially additional locations for future public markets
10. Codify these recommendations into the project charter, incorporation papers, operating agreements, and/or other more formal documents that will ultimately guide the organization that implements the project and operates the public market