

### Potential Goals for a Madison Public Market

There are a variety of goals that a Madison Public Market or Markets could address. The goals may be incompatible, though, or unlikely to be equally realized. Understanding and articulating the desires of the community will be important to ensure the right type of public market(s) are created.

POTENTIAL GOAL	DESCRIPTION	IMPLICATIONS
<b>Food Access Goal</b>		
Improve food access in under-served neighborhood(s)	Public market could make produce and healthy foods available to one or more areas of the city with inadequate access to food (i.e. Food Oasis)	Market may draw on a smaller scale mostly from one neighborhood
<b>Agricultural Goal</b>		
Create year-round retail opportunities for growers/producers	Public market could serve as a year-round indoor farmer's market for growers/producers	Market may have limited hours (growers unlikely to become full-time retailers)
<b>Public Space/Magnetic Madison Goals</b>		
Create a public space for community events	The market could include venue space for public events, classes, or meetings	Transportation, parking, and size more critical if additional public activity is desired
Create a unique space for socializing/eating/drinking	The market could be a unique entertainment offering for residents and visitors	Market probably needs to be located near other retail clusters and/or in areas with dense employment & population; market needs ready-to-consume offerings (meals/drinks)
Attract shoppers from Dane County and beyond to spend in Madison	The market could draw shoppers from around the region and beyond	Market needs breadth and depth of offering; market needs adequate parking; market needs convenient location or to be clustered with other offerings
Celebrate and strengthen Madison's brand as a local food leader	The market could celebrate the best of the Madison region's local producers, processors, and retailers	Market needs breadth and depth of offering; location to maximize traffic; strong outreach to potential vendor community to incorporate their needs into planning

<b>Entrepreneurial/Economic Goals</b>		
Stimulate entrepreneurship	Small stalls could lower the upfront capital required to start a business	Type of businesses created will depend on location/style of market
Create viable retailing opportunities for a smaller or more specialized scale	Clustering complementary businesses could allow for new types of businesses to prosper that might not work on the scale of a regular storefront or without being surrounded by complementary offerings	Location and vendor mix will tend to reinforce some businesses
Create a path for kitchen incubator participants to graduate into businesses	Public market could be located near or include a kitchen incubator and/or serve as a place for incubator graduates to grow up	Additional space/kitchens could be required; collocating with an incubator could be considered; provision of technical assistance to entrepreneurs may be of increased importance
Create expansion opportunities for existing local businesses	Public market could act as second/growth location for existing Madison businesses	Surveying the needs and interests of potential vendors will be important
<b>Community/Neighborhood Development Goals</b>		
Create business opportunities for minority populations	The market could be oriented toward creating and clustering businesses oriented toward a particular market (e.g., Hispanic, Hmong, African American, etc.)	Identifying current/potential entrepreneurs important; selecting right location vital; providing technical assistance to entrepreneurs must be considered
Attract traffic to activate a neighborhood and improve safety	The market could increase traffic and create more eyes on the street	Market has to be located strategically in an area near a tipping point, but where people are willing to visit
Strengthen an existing retail area by generating additional traffic	The market could improve the viability of other retail by attracting additional visitors	Market has to be located in an area with enough current retail activity to build on