



Department of Planning & Community & Economic Development
Economic Development Division

Website: www.cityofmadison.com

- Office of Business Resources
- Office of Economic Revitalization
- Office of Real Estate Services

Madison Municipal Building, Suite 312
215 Martin Luther King, Jr. Boulevard
P.O. Box 2983
Madison, WI 53701-2983

FAX 608 261 6126
PH 608 266 4222

TO: Madison Local Food Committee

FROM: Matthew B. Mikolajewski, Office of Business Resources Manager

SUBJECT: Madison Public Market – Revised Timeline

DATE: November 26, 2012

Following is a revised timeline for staff and Madison Local Food Committee work on the Madison Public Market.

- (Task 1) November 2012: With Committee input, staff prepares outreach materials to identify interested local vendors
- (Task 2) December – January 2012: Committee and staff outreach to community soliciting individuals interested in vending within the Market
- (Task 3) January – February 2012: Committee and staff analyze initial interest; and, prepare additional outreach materials to follow-up with these vendors
- (Task 4) February – March 2013: Committee and staff complete a more thorough outreach to vendors who had expressed interest in the Market
- (Task 5) January – March 2013: An RFP is prepared, issued, and firm(s) hired to complete a business plan considering both vendor and customer needs, capital costs, operating plan, etc.
- (Task 6) April – September 2013: The selected firm(s) complete the business plan, working with the Committee and staff on vendor and customer outreach as appropriate
- (Task 7) September – November 2013: Community and policy-maker discussion; and, necessary budget for a future Market