

Madison Public Market
 2016 and 2017 – POTENTIAL Pre-Construction, Non-Capital Implementation Costs
 (DRAFT FOR DISCUSSION) 12/02/15

1. **“Market-Ready Program” for Vendor Development and Support** – Create and implement the Madison “Market-Ready” Program to help prospective vendors develop their business plans and become ready to operate within the market when it opens. The City will work with partners on programs focused on supporting prospective public market vendors so they will be poised to succeed once the market opens. This may include micro-enterprise grants/loans, business plan clinics, training on food handling licensing, funds permitting fees, funds for marketing plans, etc. This will emphasize the equity recommendations and focus reaching entrepreneurs representing low income populations, communities of color, displaced workers, etc.
 - o **Budget:** \$250,000
 - o **Use of Funds:** Create a micro-enterprise grant program to provide small grants of up to \$15,000 to prospective public market vendors. Work with community partners to implement the program.

2. **Establish the Permanent Operating Entity** – Move forward with establishing the permanent operating entity for the public market (most likely a 501c3 non-profit). Create articles of incorporation, develop by-laws, determine the board make-up and appointment process, define the structure of the organization, define staff roles, etc. This will include engaging legal support and an outside project facilitator to support this work.
 - o **Budget:** \$75,000
 - o **Use of Funds:** These funds would be put toward administrative costs, legal fees, and project facilitation support.

3. **Momentum Building Efforts** - Create and support market-related events to continue building momentum, testing ideas, and getting public market activities happening in advance of the permanent public market’s opening. This could include pop-up markets, night markets, tastings, food cart rallies, fundraising events, contests, festivals, etc.
 - o **Budget:** \$100,000
 - o **Use of Funds:** Engage a community partner to undertake these work and cover costs associated with starting and operating temporary and pop-up markets

4. **Marketing/Branding Strategy** – Create a name for the market, clear logo, message strategy, website, brochures, etc. to communicate a clear message and vision to the community and potential funders
 - o **Budget:** \$50,000
 - o **Use of Funds:** Marketing Strategy

5. **Launch a Professional Fundraising Campaign** – The Transition Team (with hand-off to the Operating Entity and partnership with the City) will launch a multi-layered capital campaign for the project including grant writing and pursuing private donations.
 - o **Budget:** \$75,000 (development consulting and expenses)
 - o **Use of Funds:** Professional fundraising

SUMMARY	
1. “Market-Ready Program” for Vendor Development and Support	\$250,000
2. Establish the Permanent Operating Entity	\$75,000
3. Momentum Building Efforts	\$100,000
4. Marketing/Branding Strategy	\$50,000
5. Launch a Professional Fundraising Campaign	\$75,000
TOTAL	\$550,000