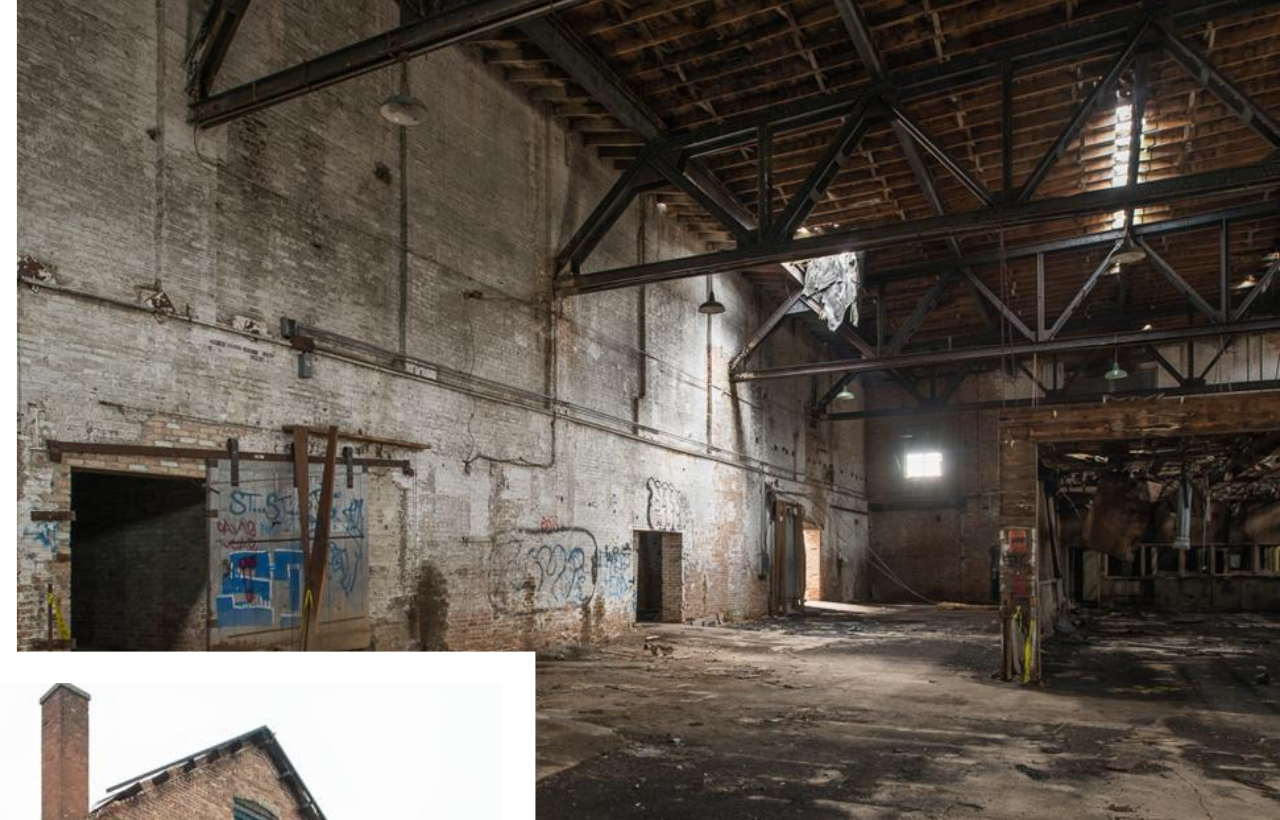


An aerial photograph showing a large, multi-story brick industrial building, the Garver Feed Mill, with a flat roof and several skylights. The building is surrounded by extensive parking lots filled with cars and trucks. To the right of the main building is a smaller, white, single-story structure. The background features a dense forest of green trees, a body of water in the upper left, and a residential neighborhood with houses and a larger multi-story building on the right. A white text box with a thin black border is overlaid on the left side of the image.

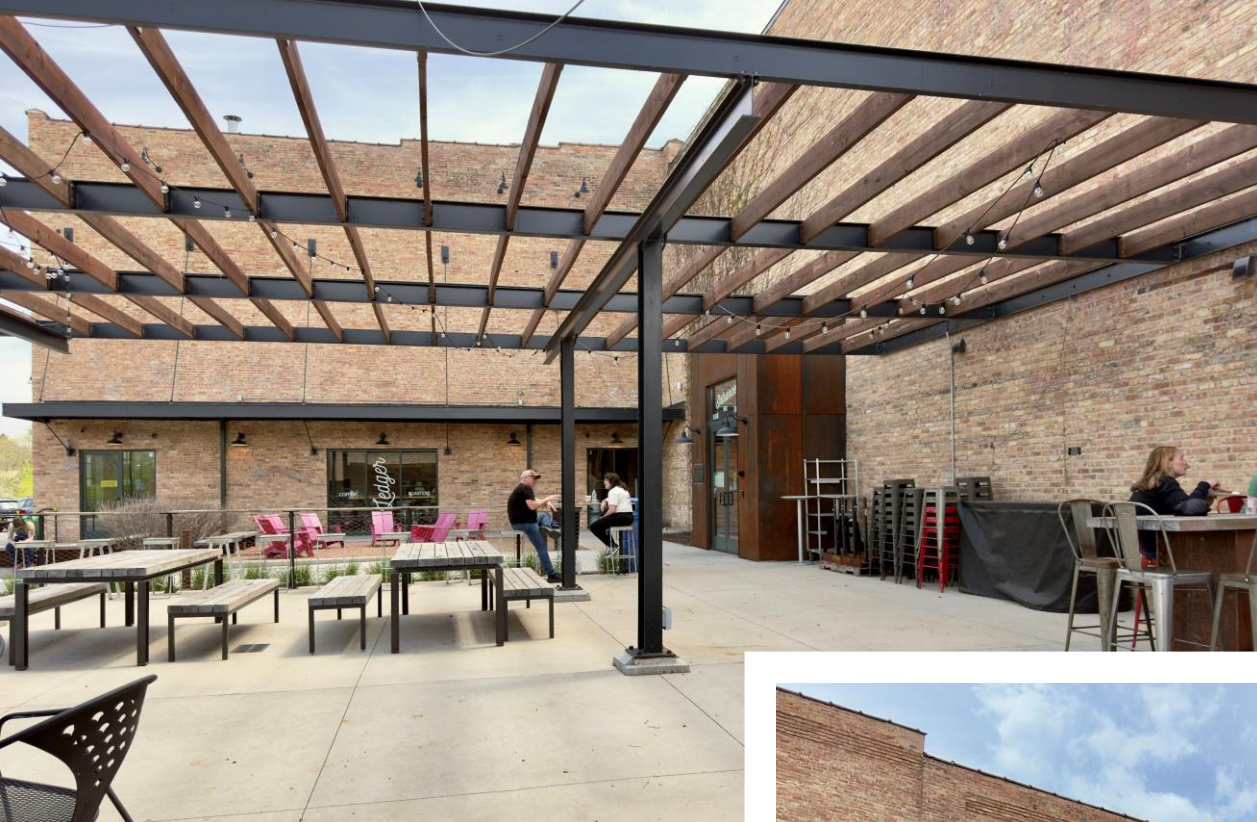
Garver Feed Mill Update
Informational Presentation
8.12.26





© Zane Williams





Feeding the Local Economy

\$85M

Building-
Based Total
Impact Since
2019

\$49M

Visitor-Driven
Impact Since
2019

\$130M

10-Year
Projected
Net Regional
Activity

Impact Report: bit.ly/4555JM3

GARVER FEED MILL | ECONOMIC IMPACT



OWEN ZILIAK, STATE JOURNAL

The event space at Garver Feed Mill can host concerts, galas, farmers markets and educational classes, but on the first Friday of each month, the Dairyland Dancers take over the space with line dancing. The events can draw more than 200 dancers of all ages and skill levels and helps bolster the venue's economic impact on Madison.

‘A lesson in preservation’

Since opening in 2019, the building has generated \$85 million and created 247 jobs

BARRY ADAMS
badams@madison.com

The visitors come seeking coffee, pizza, a massage, to play board games or make fairy gardens.

The Dane County Farmers Market sets up here on winter Saturday mornings, with line dancers taking over the space on the first Friday of every month. A used bookstore will open in a few weeks.

The Garver Feed Mill is many things to many people, and now we know its economic value.

Since opening in 2019, the building and its 14 businesses have generated an estimated \$85

million in local economic activity, including \$17.9 million in 2025, according to a study commissioned by Baum Revision,

Please see GARVER, Page A6

Hub for Small Business, Artists, Makers and Farmers



Garver Feed Mill isn't just a cultural destination; it's a living chapter in Madison's artistic identity. Garver is known as one of Madison's most authentic cultural landmarks, a place where art and culture isn't just a passive event, it's the way a good life is lived.

- Karin Wolf, Madison Arts and Cultural Administrator

Angel Torres



"A great experience because more and more people asked me about my business. I was very excited to be here."



Nita



"Being surrounded by other strong women and fem equal in such a welcoming and supporting atmosphere to be around."



Chef Thony Clarke



"People are happy. I mean great music, great crew. Amazing. It means that I can make more revenue, you know. If people are happy they buy more food....It's a cultural experience. People like to try different things...it helps me out a lot."



www.reallygreatsite.com

Gauri Bansal



"It is very fulfilling. To be in a city which I call home and to be a small business here and to be able to support other businesses and to be able to be in the midst of other creatives. I can't ask for anything better."



Community Events that Brings People Together



★★★★★

ELLIE WESTMAN CHIN
President & CEO,
Destination Madison

"Garver has established itself as a community anchor, attracting both locals and visitors. A tremendous asset."

★★★★★

DINA NINA MARTINEZ
RUTHERFORD
Alder, **District 15**

"Our neighborhood has been invigorated in a way I never expected. The work they do to engage the community has been a phenomenal addition to our city."

★★★★★

RYAN KOGLIN
Board President,
SASY Neighborhood Association

"Garver represents the kind of thoughtful, community-centered development that makes our neighborhood more vibrant and resilient."

★★★★★

SATYA RHODES-CONWAY
Mayor,
City of Madison

"Garver is now a hub for entrepreneurs and a thriving community gathering spot. This is a true success story, and I fully expect Garver to positively contribute to the City of Madison for decades to come."



Looking Ahead:

- How does the future development of Olbrich Park allow us to maintain and expand our community impact?
- How do we maintain **accessibility** with increasing # of visitors to Olbrich Botanical Gardens, Garver Feed Mill and Olbrich Park?

Olbrich Park Visitors (including Garver + OBS)	2025
> 5 miles	435,200
Frequency	1.55
Average Dwell Time	77 minutes
Age 55+	35%