

Madison Public Market's Market Ready Program



Progress Report | PMDC | November 8, 2019 – February 6, 2020

Program Delivery

- Participants are focusing on writing business plans that they will submit on 02/29/20 to be considered for one of the five \$19,000 grants.
 - Finished recruiting seven-member grant evaluation committee:
 - 2 Public Market Development Committee members
 - 2 Public Market Foundation representatives
 - 3 Members of the public (leaders from Black and Latinx business organizations)
 - Finalized request for proposals, evaluation instructions, and application materials in consultation with team and evaluation committee members.
 - Facilitated five sessions for Participants to work with coaches and one another on business plans development.
 - Received 16 draft business plans from participants by the end of December.
 - Connected each Participant who submitted a draft plan with coach(es) to offer feedback.
 - Set up a meeting at Fleet Services between Participants and City staff to discuss design specifications to inform business planning efforts.
- Oriented new business coach to the program; connected him with participants. Facilitated all coach meeting and provide ongoing support for coaches as they support Participants.
- Firming up details for 3/21/20 bus tour of Cedar Rapids public market, including confirming vendors from their Public Market for a panel discussion.
- Supported Madison Public Market Holiday and Winter Night Market event logistics. Worked with Participants to secure insurance and other details for the event.
- Convened a meeting on between City, Foundation, and NPC staff to coordinate communications over the next couple of months as we wrap up this stage of the program.

Vendor Updates

- Ember Foods started selling product at all three Willy Street Coop locations.
- Worked with La Joe Bla to explore loan options.
- Supporting Curtis and Cake in finding someone to buy equipment and take over the lease of her production space. She will be relocating to Georgia.
- Madame Chu bought a \$3,175 piece of production equipment with help from the \$400 grant.
- Connected a Participant with free legal support for switching from sole proprietor to an LLC.
- Supported Ugly Apple in submitting a progress report for her DATCP grant.
- Facilitated communication between El Sabor and the farmer who is growing corn for tamales.

