

July 23, 2012

To: Madison Local Foods Committee

From: Paul R. Soglin

Subject: Public Market

Markets visited: Milwaukee, Chicago French Market, Cleveland, Philadelphia Reading, York PA, Lancaster PA, MSP Mercado and MSP

Observations:

- Madison does not have a grand old existing or refurbishable site such as Philadelphia, Cleveland, Lancaster, Chicago, MSP and Milwaukee
- A downtown market has the advantages in drawing office workers and visitors.
- Other sites may be more accessible with cheaper parking, bus service, lower prices
- Location: any site selected we need to ask if there is a better use for the site, conversely we have to ask what the public market will do to enhance the neighborhood
- We need to focus on our emphasis: **food access** or elegance
- An old dumpy building is not a detraction if the vendors are successful and they attract a wide market.
- Should the market encourage an entrepreneurial spirit?
- Capital costs, public subsidy, competition with existing non-market vendors
- Public market: the new shopping center – only 1500 years old
- Reusing existing ~~businesses~~ *buildings*
- Space issues...loading docks, storage, food preparation
- Management: co-op or non-profit