



Public Market Vendor Survey Report

February 13, 2013

Background

The City of Madison is considering developing a Madison Public Market (Market). The Market would be an indoor, year-round opportunity to build on the successful local food economy that already exists within the Region. The City has already devoted energy toward the vision of a Market and Mayor Paul R. Soglin has charged the Madison Local Food Committee (Committee) in taking this work to the next step. The Committee and Mayor want to identify a group of vendors who may have some interest in a Market to learn about what type of market they would be personally interested in vending within. The Committee is open to the Market being a co-location of a food distribution hub and the possible creation of a food district surrounding the Market.

Numerous studies have been completed for the City on a Market. These studies did not thoroughly consider the vendor's point of view. The Committee wanted to gauge the interest of the entrepreneurs on a range of market topics, specifically;

- Types of items that could be available for sale at the Market
- Space needs of vendors
- Market location preferences

The Committee has also identified the need for the preparation of a Madison Public Market Business Plan ("Business Plan"). The vendor survey results will be of value in the preparation of a Business Plan.

Methodology

On December 3, 2012 Mayor Paul R. Soglin held a press conference to kick-off the release of the vendor survey. Potential Market vendors could answer the survey online or on paper. The vendor survey was available in Spanish and Hmong. Committee members distributed the electronic link to the survey and paper copies of the survey to a wide network of food producers, processed food retailers and artisans. Dane County Farmers Market Vendors received a copy of the survey in the mail.

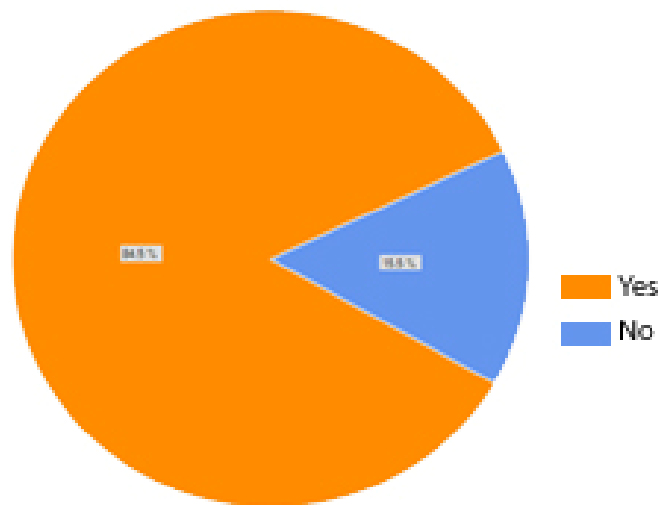
Survey Responses

As of January 15, 2013, 166 surveys were completed. Additionally, several people who did not want to complete the survey responded via phone conversations. The responses from these people are included in this report's comments.

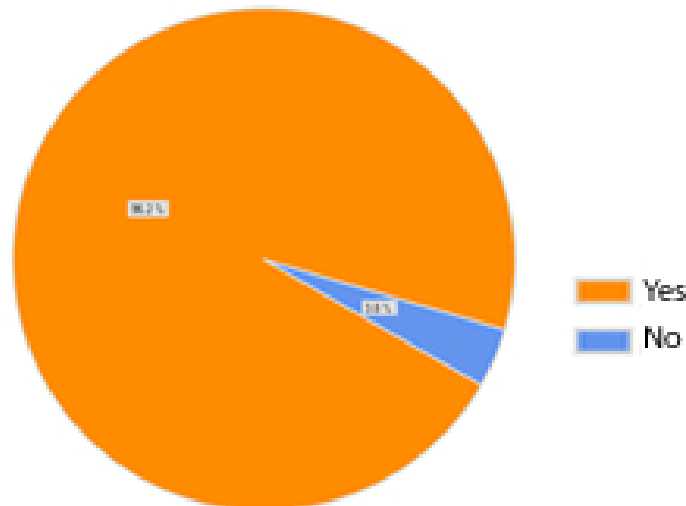
Who Responded

The majority of the survey respondents (84.5%) are already operating a business and see the Market as a place to expand their business. While not all respondents operate an existing business 96.2% of them have had experience in running a business.

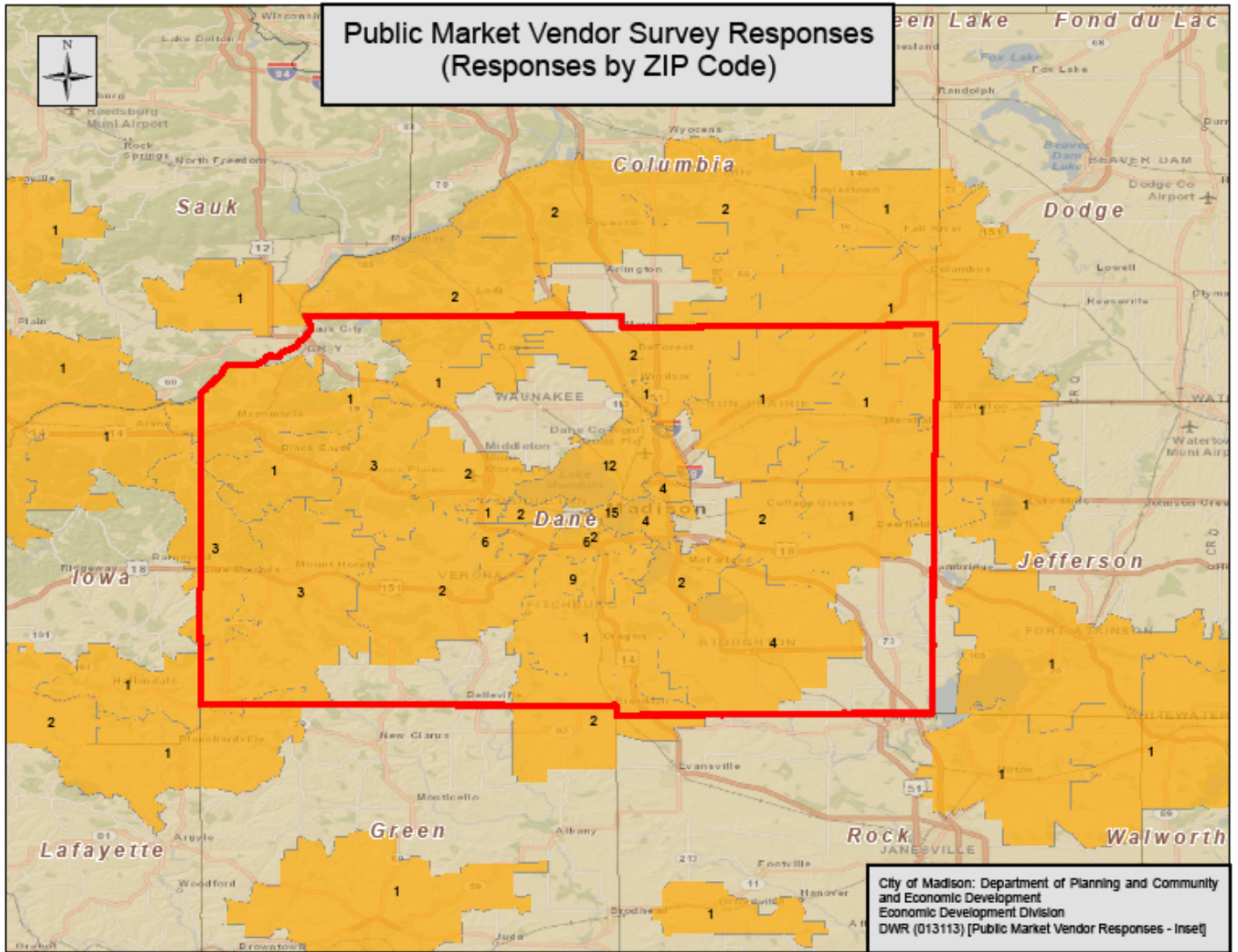
Would this be an expansion of an existing business you own?



Do you have any experience running a business?

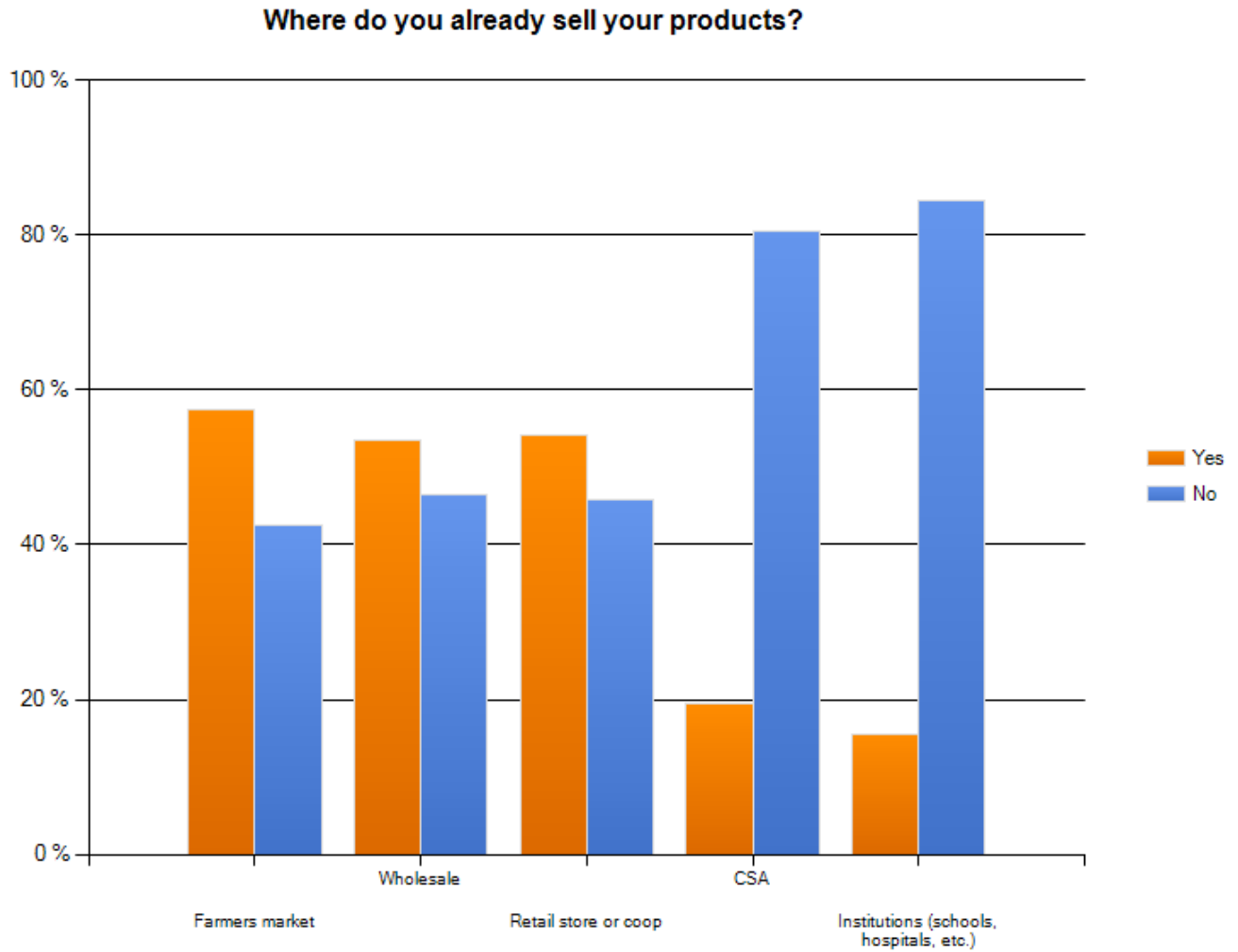


The majority of survey respondents are located within Dane County, specifically in City of Madison zip codes.



Where Vendors Sell Now

Many of the respondents already sell at farmers markets. The majority of vendors also sell their products wholesale and retail.



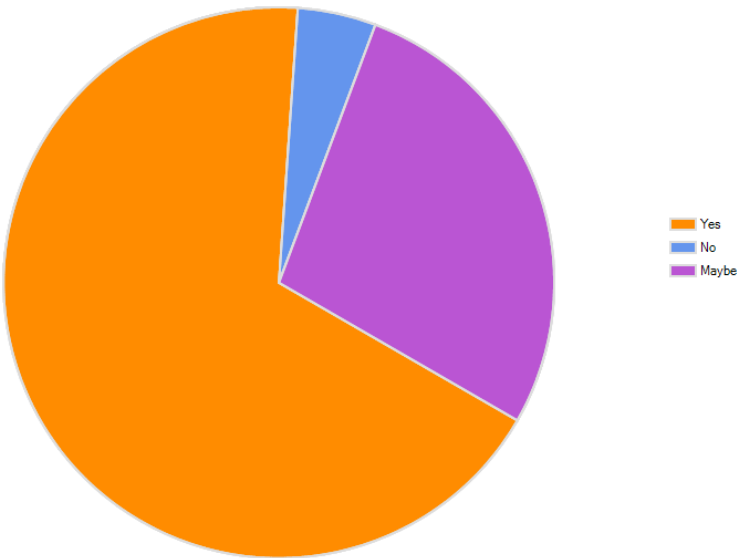
Vendor Level of Interest

The level of interest in the Market is high. On a scale from just curious to very interested 65% of respondents chose very interested.

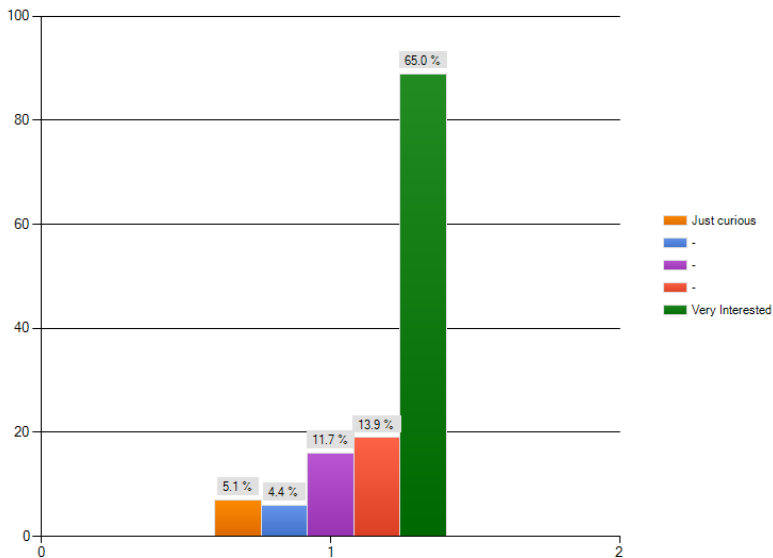
Potential vendors intense interest in the development of a Market was supported in the almost unanimous response (94.8%) to receiving future information and emails on the Market planning process.

The respondents high rate of willingness (67.8%) to participate in future Market surveys and focus groups is another indicator of their interest in the Market's development.

Would you be interested in participating in future Market surveys and/or focus group meetings?

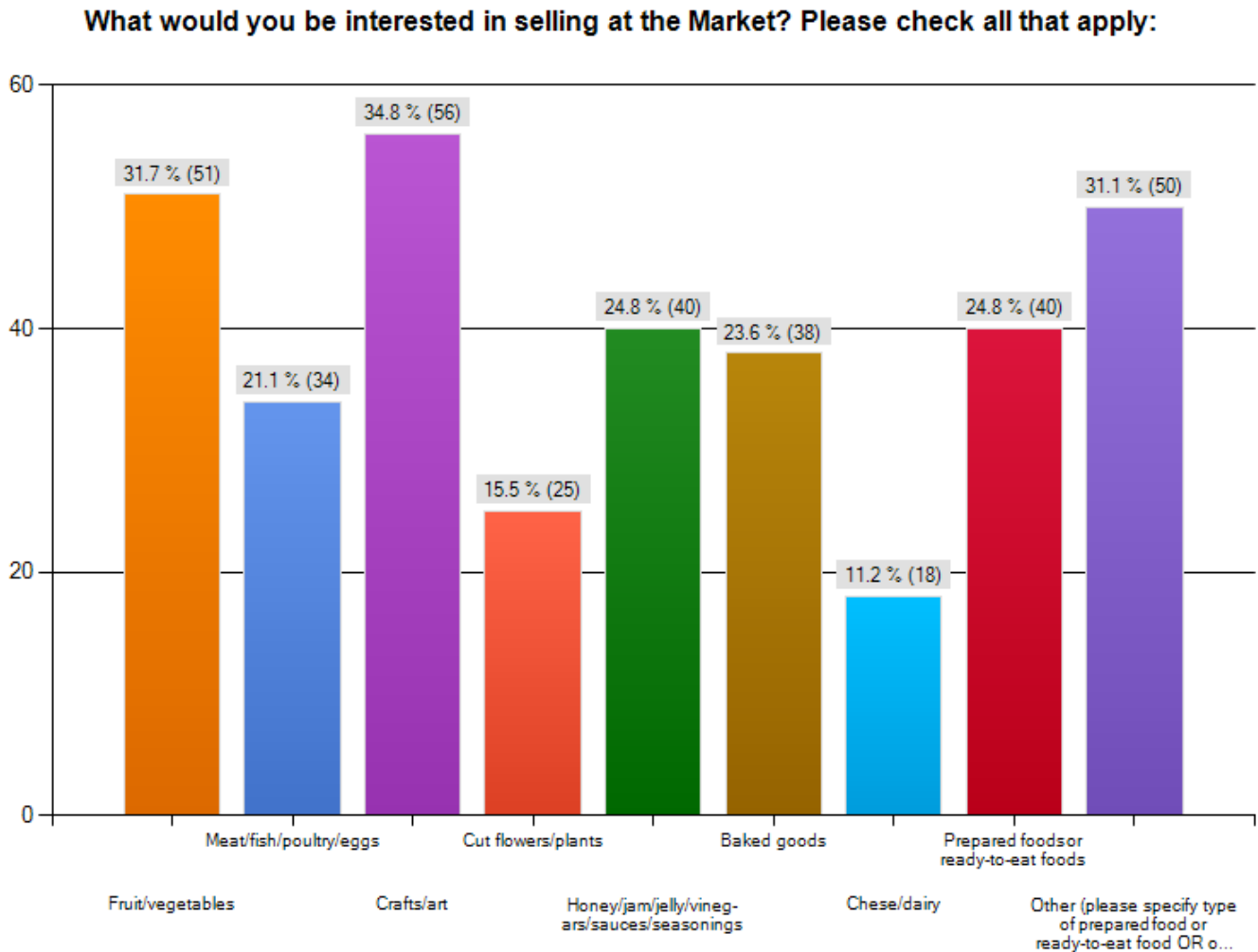


Rate your level of interest in a Madison Public Market.



What Vendors would Sell

Potential Market vendors are interested in selling a wide range of food and craft items. Survey respondents could check multiple items in their response to this question.



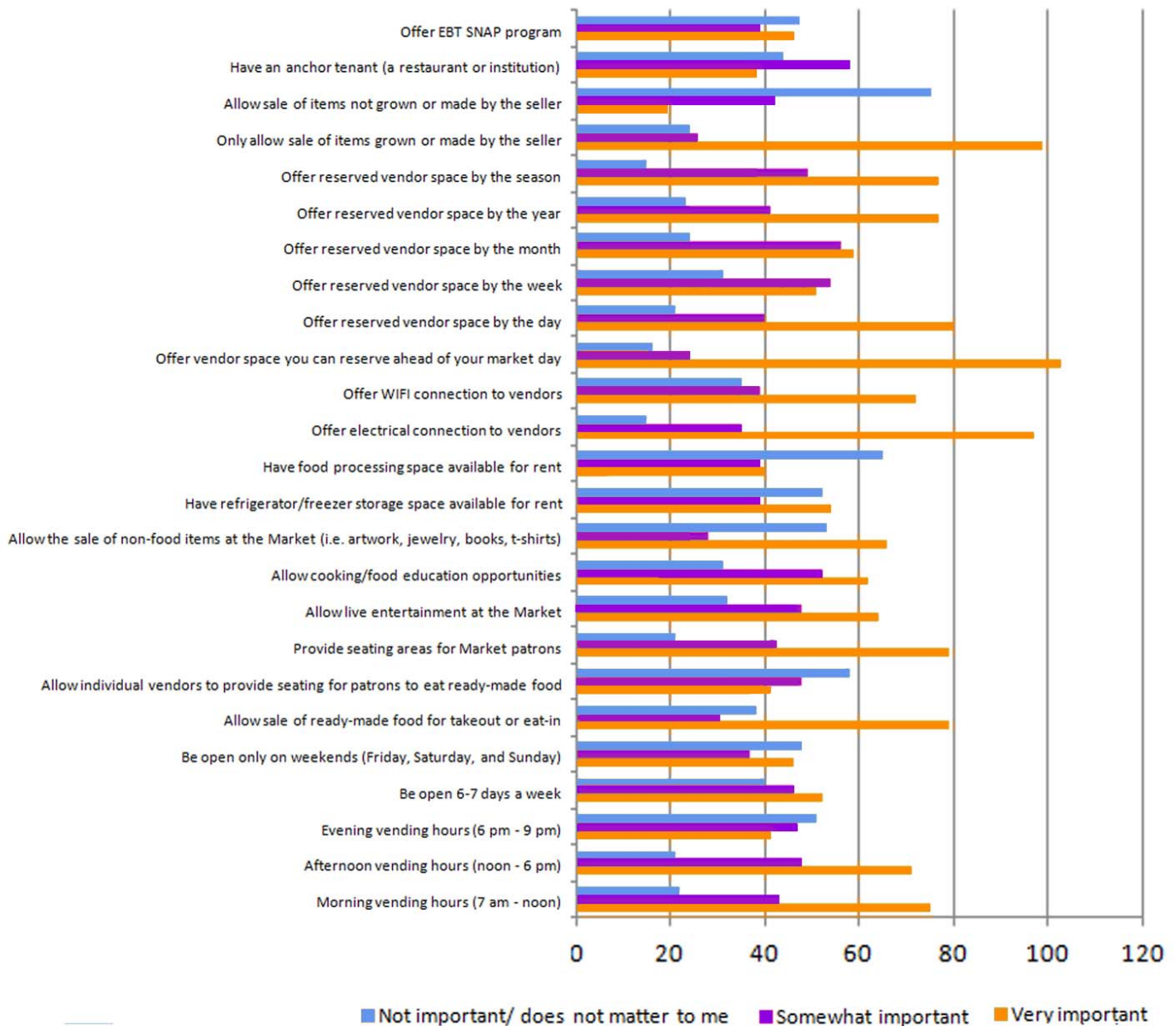
[Appendix 1](#) lists specific edible and non-edible items vendors wrote in the other section of question 2.

Survey respondents also see the Market as a place to offer educational opportunities on exercise, cooking and sustainability.

Market Amenities Preferences

As a basis to begin very preliminary space and operation preferences the survey asked vendors to rank how important a variety of amenities or features of a Market are to their business.

How important is it to your business that the Market have these amenities or features:



Morning and afternoon vending hours were ranked very important by the majority of respondents. Most respondents ranked evening hours as not important or does not matter to them. Operating the Market 6 or 7 days a week was very important to 37.7%.

Survey question 8 asked for other suggestions and comments on Market amenities. This write in question allowed respondents to express their concerns that were not asked for elsewhere in the survey. These responses were grouped into the following general categories with the number of responses in each category:

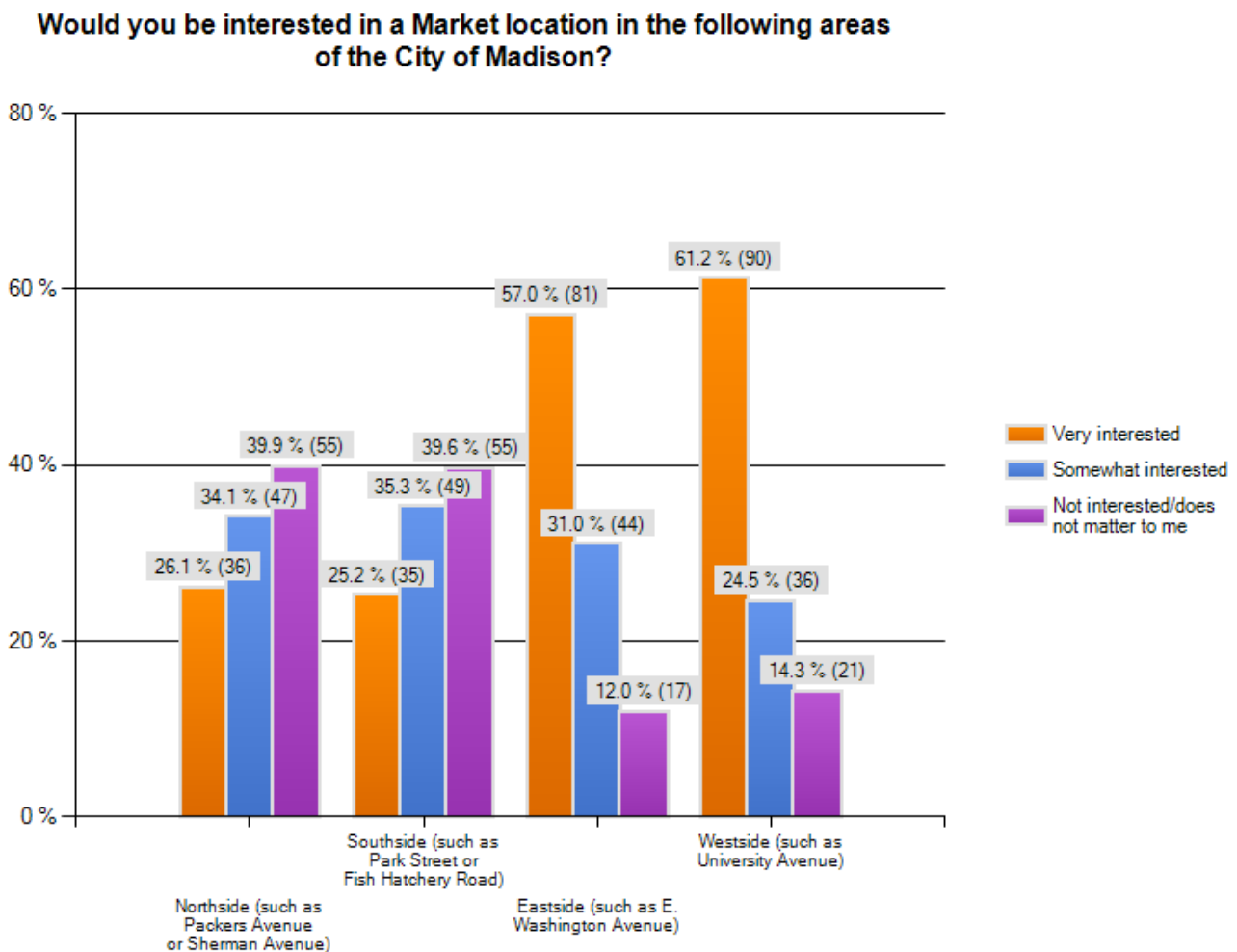
1. Physical Space (13)
2. Market Amenities (3)
3. Location (9)
4. Types of Vendors (4)
5. Operating/Licensing/Cost (21)
6. Miscellaneous (11)

See [Appendix 2](#) for these responses.

Vendors' Preferred Market Location

The vendors had the highest interest rate (61.2%) in a Market that would be located on the Westside of Madison followed closely by an Eastside (57%) location.

While the locating a Market in the Downtown area was not listed in the vision of the Market by the Committee three respondents did write in comments naming Downtown Madison as their preferred Market location. In questions # 8 and #9 one respondent suggested the Royster Clark site for the Market.



General Questions and Comments

Comments received were grouped into the following general categories with the number of responses in each category:

1. General Market Support/Miscellaneous(21)
2. Craft/Art related(1)
3. Impact on Other Markets (5)
4. Location/Physical space (9)
5. Licensing/Market Operations (21)

See [Appendix 3](#).

Next Steps

This survey provides background information and a dataset to use as a stepping off point to continue working with and getting additional feedback from potential vendors and the public as the chosen consultant develops a Market business model that would work in Madison.

Business Plan Preparation Timeline

January 22nd – Introduce resolution to issue RFP and hire consultant team at Common Council

January 28th – BOE reviews resolution

February 5th – Common Council acts on resolution

February 11th – RFP released

March 11th – Proposals due

April 1st – Consultant team hired

September 30th – Business Plan contract completed (or, contract extended if desired by City)

November – City Budget process completed for 2014

Question 2 Responses – Specific Items that Potential Vendors Wish to Sell

Edible Items

- Weasie's Dumplings
- Items made from corn
- Mushrooms (oyster and shiitake)
- We take orders for whole lambs in season April/May. Sheepskins, roving for spinning and weaving/wool.
- Beef sticks, cookies, candy.
- empanadas
- 100% pure Colombian coffee, fair trade. Brewing and bags.
- Canned goods from farm, wreaths.
- Hummus, fermented products, smoked chicken and pheasant sausages.
- Trout, fresh and smoked, salmon, other seafood.
- Pesto, dressings, oils, salts.
- Cider
- Grains, flour, herbs
- Spices
- Freshly made chocolate. Made on site for visitors to see. I would like to be making chocolate from scratch on site. Bars to bonbons.
- Prepare RTE Confectionary (Goat Milk Caramels and Fudge)
- Locally grown and milled grain products. Pancake, cornbread, cake mixes, whole wheat flour, sifted flour, corn meal, buckwheat flour. Future possibility include all local tortilla or bread.
- Homemade empanadas and Venezuelan fare.
- fermented foods
- fruit and vegetable juices Dried fruit and vegetables canned soups and sauces
- Cider
- Cooking, canning, baking, pickling, and other kitchen supplies.
- vegetarian comfort food (as much local and organic ingredients as possible)
- hands on workshop - hoop making, juggling skills, other art projects according to season.
- Wraps, salads soups cookies drinks
- Locally blended teas and teaware.
- Kettle corn, cheese corn, carmel corn
- wine and craft beer
- Wine
- Fresh popped gourmet white popcorn, and a large variety of flavored popcorn. Fresh squeezed lemonade
- Maple Syrup
- Pickles and fermented items, Hungarian foods & pastries ready to eat
- Black oil sunflower seed for birds
- Coffee
- Unique food gifts locally made

Non-Edible Items

- Embroidered clothing and other items, printed t shirts
- yarn, fiber arts
- Alpaca yarn, roving, socks, blankets, scarves, and related products
- yarn, wool, hides
- I sell soap
- beeswax candles
- Other local Value Added Products on consignment

Educational/Social Uses

- I believe that education opportunities/workshops by both food vendors and art vendors would be a great addition to the market.
- Fitness Services/Educational sessions Weight Loss / Nutritional Support and Info / Warm-up exercises...
- The Paolo Verde Compost Office - Advocacy, education and coordinating service for collection of organics waste and recycling. Many if not all food vendors will generate this waste. Present City of Madison resources cannot collect and assist with on-site organics disposal in a market environment or provide guidance. Through a relationship with City of Madison Streets Division Recycling Office my present business -- Paolo Verde Event Logistics - provides this service to event planners and meeting facilities.
- while the focus of the market is on durable and eatable goods, it's also a perfect venue for education/info sharing about building resilient communities, sustainable communities with vibrant and responsive infrastructures. large and small projects make up the impact of these communities on the entire region.
- we would like to create a studio for our cooking show which will also host cooking classes using the local ingredients from the local vendors and farmers

Misc. Comments

- I do not believe this is an appropriate use of City funds. Existing vendors, who pay rent/real estate taxes/mall maintenance fees, should not need to compete with a City subsidized "market" system
- This is a bad idea altogether. It diminishes traffic at local grocery stores and results in less availability in the city. It also substitutes non-property tax paying space for tax paying establishments further eroding the city's tax base and causing rates to rise for the rest of the city.
- I think you should spell cheese correctly and I think we don't need a public market

Appendix 2

Question 8 Responses-Do you have any other suggestions or concerns about Market amenities at this time?

Physical Space Comments

- Kitchen to use sink, water
- Roof/canopy overhead - possibly wind break, green space? Shades food, keeps people out of rain.
- We need limited electricity
- easy loading dock access for multiple vendors.
- The building itself as well as the interior would have to be inviting, clean, welcoming. This would have to be well thought out and constructed
- Restrooms; ample vendor loading/unloading facilities, storage and parking.
- Have plenty of restrooms Allow for comfortable seating/eating in areas (can and should be a common area) Have access to free drinking water - water fountains
- Bathrooms incorporated into the planning, right?
- Having a space for workshops and classes would be great.
- Must have sufficient spaces for people to park.
- If you could provide store type facilities (like West Towne Mall) foot court to low income vendors like my son & I then we could come and bake there everyday of the week and continue to go to the DCFM.
- As I mentioned earlier we would love to have a place where we can film our cooking show with live audience every other weekend and offer cooking classes during the week or off weekends. We would like a space dedicated to our products and would be happy to provide impromptu food demos/samplings.
- Must have adequate FREE parking for both vendors and patrons. The biggest problem with the DCFM is adequate parking. The other problem with the DCFM is the wait time to become a vendor. It is in excess of five years.

Market Amenities Comments

- Offer rental wagons for kids and people who buy too much. Hire teens to take goods to patron's cars.
- Children's play/recreation space nearby. Green space nearby. Indoor recreation area (pool tables, ping-pong, shuffleboard, darts).
- Fun, festive community gathering place and market.

Location Comments

- I think it would be wonderful if the Market was located on East Washington. I think that the residents on the East side would be very likely to patronize artist and farmer vendors.
- I believe that a downtown location would serve the community far better than the locations listed above. Somewhere on the Isthmus, very near East or near the Capitol Square.
- Our public market needs to be downtown
- The market shouldn't compete with DCFM on the Square. Operations must not be overly bureaucratic.
- I think if we have the marketplace near where the tourist interest place will help.
- Should be planned with the east side central park. There should also be plans for food trucks or food carts to operate. Also multiple indoor dining spaces
- I think that E. Washington is DEFINITELY the right place for a public market. The main drag of the city with the capitol at it's pinnacle and easy access from both highways is CRUCIAL.
- Large, open air space. easy parking. think about walking traffic, near campus somehow?
- Locate in tourist heavy area. The Quebec City Market is a good example of serving locals and the tourist market. At this time most tourist/visitor money goes to hotels and restaurants. Widen the options for our visitors

Types of Vendor Comments

- Allow only limited number of similar stores. Have wide variety of food. Food based tenants first, non-food secondary.
- Fruits & veggies should be grown in Midwest or even closer
- Most importantly to be a true farmers market a vendor should only be allowed to sell what they produce and also only available to local vendors within 50 miles.
- creating an open market, if you create art or grow produce the opportunity to sell both.

Operational/Licensing/Cost Comments

- Having this market operating on Saturdays would be in direct competition with farmer's markets in many villages.
- I am wondering what the mission of the project is and how you would go about selecting vendors and/or anchor tenants.
- You may want to consider reduced price to vend during winter. Also, please keep vending fees affordable. Use Westside Community Market as guide; annual fees ÷ annual vending days, fee/day.
- I think you will need something special to draw people to the market. Something for kids and adults. I think weekend mornings work best and after work hours during the week.
- a suggestion would be to include a widely diverse group of vendors. balance maintained throughout the market of the richness of cultures co-mingling around madison, sharing their distinctive recipes and creations with all.
- I think this sounds fantastic and I would definitely be interested. I think an option to rent space annually or by the season would be best for my business. Or at very minimum, monthly.
- Being able to sell for only a few hours per week in season would be important to us. We do not have the staff/labor to be at a market all week long
- I would hope you could keep costs low so smaller producers and artists have the opportunity to exhibit
- We are alpaca farmers. Most of our fiber is sent to a co-op, and we get blankets, socks, etc back to sell. If you limit products ONLY to those grown on premises, we would not be able to sell at the Public Market. The ability to select specific seasons is also important. We are extremely busy in the spring with shearing / fiber preparation and couldn't do a market then, but vendors that sell bedding plants could use our space.
- cost of space will certainly be a factor seperation of "made" and "boughten" merchandise is important
- Allow flexibility for those of us with speciality crops only available for a specific time (e.g. Rhubarb, grapes) and seasonal prepared foods (e.g. Christmas cookies). A little selfish as these are my products.
- Encourage local processors at this market, should not be limited to farmers only. This market could be a good time for arranged pick ups to area restaurants or other local businesses. Should not be set up just for retail, it could fit in as part of the Dane Co. Food Hub.
- DO NOT ALLOW IMPORTED CROPS
- I would rent shelf space provided by an entity that would collect money for sales and remit some to me twice monthly. The rent covered by \$25/month for 4'x8'x2' wall space.
- Flexibility of vendor space availability will attract a greater variety of vendors. Ask for items to be donated for use at the market according to season, i.e. greenhouses in exchange for advertising. Volunteers to help run the market in exchange for vendor space as an option?
- It's important to me that the market be flexible, in other words accommodate what farmer/vendors have available at a particular time in the season.
- I like this idea a lot! I am a jewelry designer that works out of my home and would love this opportunity to reach more people. I'm not certain that I would be able to do this every day of the week, but I'm sure I could do it a few days a week, depending on what the hours would be. I would also be able to attend on some weekends.
- Keep the rent reasonable for small businesses. Would they have to pay property tax as well as rent? I've heard that happens in Madison. A mix of businesses would be good, food, art, entertainment. Outdoor space in the summer, too. Madison needs this!!!!
- I think it would be important to have multiple permanent "stands" that would give customers consistently what they want. Some of my favorite markets are Milwaukee Public Market and Mercado San Miguel in Madrid Spain both feel like they offer the community a place to gather and be social as well as a place to shop.
- Everything made or grown in Wisconsin! Local artists are important and making sure it is really made by the artists. Music is a big part of this, as well as fresh food and being able to eat fresh food. Maybe part of it could be outside as well?

Miscellaneous Comments

- Please continue to update us about this event. I have good ideas about advertising the event, let me know if you need help!
- I would like to see an emphasis on the links between agriculture and culture...so I would definitely like to see arts and culture as a component of the market place.
- My service is an amenity
- I'm sure over time, during the planning stages I would think of other suggestions, but for the moment I am so enthused about the possibility of this happening that that is all I can focus on. This is a brilliant idea and would make an incredible addition to the Madison local food scene. I think the location choices listed are a bit strange however, in towns I have visited with public markets they are not super central downtown, but they are closer than these options. I would

recommend being somewhere that lots of employees can walk to before and after work as well as during lunch, so perhaps with a mile or two of downtown. Just something to think about!

- I have concerns about the combination of craft/flea market sales with fresh produce and artisanal food sales. My experience is that this degrades the market for food and attracts 2 very different types of shoppers--we should be focused on supporting the rich diversity of food producers in the area.
- I am really interested in being involved in this! I see my chocolate business being a great anchor point/store/food establishment for the market. I would offer not only a taste experience for those at market, but also a visual experience.
- I believe that allowing the sale of crafts or food not made/grown by the vendor will be bad for the local economy. It seems more and more people now seek out locally-produced over mass-produced.
- Don't do it. Why should customers visit their local weekly market if there's one open all the time? Would kill the local markets. I've got years of vending and lots of money invested in building up my customer base there. It alarms me that some "Committee" wants to come along and undo all of that for some selfish economic gain for a select few. If you want to do something useful, help promote the local markets already in existence!
- This could be a really great amenity to the city... but ONLY if producer only rules are adopted. As a successful family farm utilizing CSA and farmers markets, this idea is pretty threatening to us. Two major concerns: 1. We don't have the people power to staff a stall every day of the week, or even more that once or twice a week. Nor do we want to be in the business of retailing everyday when we should be focusing on growing food. Unlike meat, cheese, and processed goods vendors, vegetable farmers' products have a short shelf life. We can't afford to constantly harvest and constantly staff. From experience, sales would not be higher than the cost of staffing the stall daily. 2. This market could seriously, seriously hurt existing, thriving markets if a market were open that allowed businesses to sell food they did not grow/make. I am from Cincinnati and have experience with Findlay market. The produce they sell there is never local and it's really no different than a grocery store. What makes the Madison area local food movement so powerful and different is that it is LOCAL and the best markets in town are PRODUCER-ONLY. Please, please be very mindful of the potential negative impacts this could have on local producers.
- As a farmer and vendor, I recommend you work with us to see how we can make us work for everyone. As a farmer and vendor, one thing to remember is that we REALLY do work 24/7. Then we show up to the markets and put on a smile, hide the exhaustion, and work with our customers to get them the food and products they want. Farming and offering our products at markets is one of the hardest jobs. Our family farm has educational degrees and experience in business and engineering which has allowed us to build a great farm with high quality products and a great customer base. That being said, it is becoming very hard to produce the product AND bring it to market. Customers are following farms and the faith they have in their products and they are educating themselves on the foods they are purchasing, so to be at markets longer and meeting all the requirements of producing food, following all the rules of markets, organic requirements, food handling/safety, etc, is making it very difficult for farmers. That is why I say, please work with farmers directly as you are setting this up, and make sure your job is to do what it takes to reduce additional hoops to jump through. Make it easy for farmers in regards to setting up, time, make sure the farmer does not have to spend years at your market before they start bringing in revenue, so you need to make sure the marketing is efficient and bring in shareholders (local business, REAP, local government, etc.). Farm Market managers have a lot to share too. There is so much to share and can't be done here, but please take these ideas into consideration.
- Tourists don't buy much..only "out of hand" things. Another market has a play area and sometimes music at the far end of the selling area, where I noticed dads playing with their kids while mom shopped. (92% of shopping is done by women). Often the "entertainment is too loud or intrusive to allow vendors and customers to hear each other. Then it's difficult to educate customers about your products and it's uniqueness, about growing practices etc. People seem to want to know their farmer/producer/grower. I have seen the Detroit market and it is quite good. I don't believe farmers/producers/growers/ producers should be responsible for financing a large city or it's government. We prefer to provide the people of that city with good products of all kinds. If the fees are too high, you will price out some of the smaller vendors (spices) or seasonal vendors(such as asparagus). Small farmers/growers work on a much smaller profit margin than large commercial growers. suggestion: an area devoted only to organic producers (although some are both conventional and organic) suggestion: another section could possible be for "non-local" produce such as bananas and pineapple and some ethnic produce that isn't or can't be grown in the mid-west. suggestion: if you are going to have coffee vendors and ready to eat out of hand foods, make a "cafe" section away from the shoppers and vendors. Serious shoppers get upset and stop coming to the market if they have coffee dumped on them while shopping or the people strolling along and eating hold up foot traffic. If people want to eat when done shopping (or before) they can go to the cafe area and grab some ready made food. We quit the Milwaukee Public market because it became a coffee house with few buyers. People go out of their way to shop at farmers markets because they don't want what the grocery stores are offering, so I believe a market would be more successful if it steered clear of mass produced items (Knots Berry Farm jam). Customers want high quality products -whether that be arts and crafts, fresh food, prepared food, or processed foods. Regarding ready to eat: I don't see that as a viable part of a farmers market but rather a "cafe" setting

Appendix 3

Responses to Question 9 - Do you have any questions or comments?

General Support/Misc.

- Sounds like a great opportunity
- would permits to othr markets be withdrawn if this market went ahead making it the only market in Madison
- Good start! Good idea!
- THANK YOU!
- If you are looking for farmers to be on a focus group for this project, feel free to get in touch with us.
- Local market is growing, I think this is a GREAT idea!
- If this happens, I would LOVE to be involved in some way! Hopefully an e-mail list would provide, if it goes through, any employment opportunities as they arrive. At one point, I was considering moving to Milwaukee when they were hiring management positions. I currently love my job and am not even looking for something else, but a market like this one (and the one in MKE) is something I am actually passionate about and would love nothing more than to be apart of it!
- Thank you for including us in this process.
- I will be starting a farm in 2014 and eventually will need a place to sell at! Very interested in vending if this goes forth.
- Let's make this happen!!
- None at this time, I LOVE this idea! I hope something comes of it!
- Hi Matt! We spoke on the phone last week. Please keep me in the loop as I am very interested. I think that my chocolate business would be a great fit! And the time frame works nicely with my current business plan. Let us keep in touch!!!
- I'd like to be involved with the feasibility study
- A great idea! I'm familiar with Pike's market in Seattle and the markets in Los Angeles and Philadelphia. Also markets in Bahia and Rio de Janeiro Brazil.
- I was a vendor at the DCFM for 6 years selling cheesecake. I sold the business and may be very interested in participating as a vendor at some point.
- I really like the Milwaukee Public market, have you seen it?
- Make it so!
- great idea, hope it can happen
- I've been a vendor at DCFM 36 years and I would come to a city market because the DCFM is not an open market.
- This is an EXCELLENT idea, and one that I considered starting myself! Handmade Madison: Indie Artist League would be interested in teaming up for the art/craft portion of the market if you're looking for help! contact us at info@handmademadison.com. another market to look at is <http://www.melrosemarketseattle.com/> I was VERY impressed at the quality of this institution and think it would thrive in the madison community.
- We would very much like to be permanent vendors. Superior quality Colombian coffee and espresso drinks.
- May I recommend the 5th Street Public Market as another great example of a city public market (in Eugene, Oregon). It is a vibrant, diverse, successful market that serves as a great hub for both local businesses and is an extremely attractive tourist spot. In addition to food they also have craft vendors and several local businesses that are NOT food oriented, but I'm guessing they help to pay the bills..... Here is their website. <http://www.5stmarket.com/welcome/>

Craft/Art Related Comments

- As a craft vendor/artist I feel that the jury process is very important to any market as a whole. There has to be a set standard for everyones success. That being said, I'm not married to the idea that every vendor (craft/art) has to be the producer of their product, but rather in the vein of eco-friendly, health/well being, or tastefully unique. This standard needs to be higher than average to reflect an over all continuity, and image to attract a sustaining clientelle.

Impact on Other Markets Comments

- I am concerned about the impact of public markets on the existing Producer-only farmers markets in the city. If producer-only requirements for fresh produce sales are not maintained it will compromise the intergrity of what has been a very high standard in Madison for a long time.

- I am concerned about how the market might affect the existing markets which are an integral part of Madison's local economy.
- This could be good but I wonder about competing with the Farmer's market on the Capital on Saturdays. Being outside in the summer is good but the weather doesn't always cooperate. This place would have to be really big so people wouldn't leave saying that it is too crowded and wouldn't come back. The Capital market is getting that way and could be solved by just opening the streets around it and having vendors on both side of the streets.
- We hope the proposed market is not presented as an alternative to the fabulous market on the Square. The new market should be for Wisconsin ag production. As poverty spreads, resale shops are growing in popularity, try to diversify the economic activity, food, resale, art and the ever popular auction, which will bring in Amish and bulb sales.
- If offered on weekends-what impact will this have on the DCFM around the Capital (during the summer) and the winter markets at the Monona Terrace and Senior Center? Could or would it be offered (if on a Saturday) in the afternoons? Will you be putting together a panel (or committee) of vendors later on to look into marketing details? I have sold at the DCFM for over 20 years and would be interested in serving on one.

Location/Physical Space Comments

- Market should have lots of natural light and outdoor areas protected by canopies.
- I have always wished that Madison had a year round indoor market where I could sell my art. I enjoy vending at the Farmers' Market, and I would like to have a place to vend in the winter and on days when the weather is not pleasant outside
- Location and parking key. Good/popular tenants key. We would definitely be interested in being a tenant.
- I believe the Garver Feed Mill would be a fantastic location for a multitude of reasons; location, aesthetics, coordination with Olbrich gardens, historical agricultural use, potential food gardening display/workshop space, potential lite rail access/public transit hub, neighborhood support, etc..
- Is the market close to the Capitol?
- It really should be down town, near the Square.
- There are two options in my opinion: 1) Monona Terrace and expansion of DCFM down MLK. A brunch every Saturday at Monona Terrace featuring different chefs and regions. Free Saturday parking at state lot next to Monona Terrace. 2) Expand West Side Market to 100(+) vendors and go Sat.+Sun.. Put up a (semi) permanent structure area for chefs, music, entertainment. Possibly a full blown daily market.
- I'm filling this out on behalf of Willy Street Co-op. Location of the business would matter a great deal to us - we support it in any location that wouldn't directly compete with us. We support local food, and this could certainly help that. We'd be willing/able to sell pretty much anything that we sell in our stores, although the only meat, prepared foods and bakery are things we make.
- This would be awesome for people in the arts community that make handmade items. Most of us work only from May-December at outdoor art events and always need a venue for our goods from January-May!! Sign me up!!

Licensing/Market Operation Comments

- Reserved space? Same spot so customers find you. Mesh with Dane County/SWFH/food hub.
- My biggest concern is that the market is open to all qualified vendors and that it does not result in a monopoly for a handful of select vendors (which is what the city has managed to do with the farmer's market on the square). Plus the space must be much more affordable. \$600-\$700 a year for a space that you can use for 4-5 hours a week to sell seasonal produce is ridiculous and does nothing to support the small producers (think of how many onions, tomatoes, etc one must sell just to pay for the space let alone the labor hours to man the booth, pay additional insurance premiums for market vending, etc. A lot of vendors are working for very little return). We've purposely chosen to attend markets in the Fox River Valley and Milwaukee area which are very low cost (many are free), and have excellent traffic. The FEED kitchen is a lost cause already in that the space they think they'll have is already filled up, plus they can't sufficient funds to built it anyway (Plus the state just sent us a letter regarding clarification of the regulations related to use of shared kitchens which will put additional burden on a facility of the size they are proposing such that it will be unworkable for most small food businesses and for the kitchen facility itself). We gave up on the concept of the FEED kitchen facility over a year ago and lease our own commercial kitchen space outside of Madison. We intend to build our own non-shared facility in the near future due to the new interpretations of the regulations for licensed food processors using shared facilities.
- Have raised sheep for 36 years. Security at location? Vendors able to have same spot when they come back? Who would manage area?
- If a public market is started, how soon will it be?

- Having a 6-7 day a week deal is unmanageable. I work another job and am a one-man-show when it comes to vending. How can farmers "farm" for product when they have to vend 6-7 days a week?
- I would encourage you to find a way to make this work for those who can only vend 1-2 days per week. However, a daily market is preferable and producer-only is very important.
- FM on the square rent is \$8, FM rent at Hilldale is \$25. State of WI gets no rent from FM on the square, not fair to other FMs in Madison. Help balance state budget, charge rent for FM on square.
- 3 days per week maximum.
- My son & I attend DCFM on the Square and because we are providing an exempt product we cannot have another full time retail outlet, but we could go to other markets if it is not our permanent outlet or if we have a retail outlet that we could bake there for all our other markets we could continue to go to DCFM. Right now we bake at a commercial kitchen and pay rent to them.
- It would be nice if you allowed for the occasional vendor - I have a Wildtree business and I'd like to participate but would be hard pressed to commit to every weekend.
- what would rent be like? what is the timeline for this plan?
- The cost of renting space needs to be affordable to vendors.
- Only those with the right kind of license should be allowed to vend. Education should be available to learn how to obtain licenses to even the playing field. There should be diversity in vendors and products to make event shine. Vendors should not be charged as much during the first 5 years. Once the market stabilizes the City can increase charges. It will take time for the public to know the indoor market and for vendors to adjust. Equal opportunity should be given to everyone.
- I will Not be able to produce all of the ingredients I use in my baked goods, but they will contain some ingredients I grow on my farm. I would want that to qualify as "only items grown or made by seller".
- I assume the City is working closely with existing farmer's markets in Madison. There's a potential problem if the market requires the vendor to have grown or make what he/she is selling. If that vendor (farmer) is already selling at the DCFM, how does he/she have the time to both farm and sell his/her produce? How do you ensure the product to be truly local, but not place an undue burden on the vendor (farmer)?
- I would not be able to come to market more than a couple of times a week so I could get my production and field work done. Would it be possible to share a stall with other similar, totally independent vendors, ie one vendor coming one day another the next and so on, assuring that type of product will be available daily?
- think of charging a percentage of what the person's income is. this would by and large set the monetary exchange system null and void because all people would be able to afford good healthy food and well made, locally grown and made- no matter what income they brought in. it's based on a democratic premise that says if you work in america, you should be able to afford good food, a good, safe place to live and enough money to pay the bills for a nicely equipped, alternative-energy house. what if people paid for goods according to a percentage of their income? what if the shift between money and stranger occurred and exchanges between neighbors and friends took place instead? how would we meet our needs then? what would it look like? how would it feel? how is value attached through a sharing of skills via time with another person? (i know, this is an entirely different discussion.) The payment method of percentage consumerism is the fair way to go, as people who work a hard, long 8-10 hours a day outside the home have comforts and rights equal to us all. that we are able to obtain wholesome food even though we work 50 hours a week but make only minimum wage(7.25/hour) there are subsidies on national and state levels for all sorts of corporate largesse. it is time to end those and give to the people, so that they may create anew. Finally, a public market serves as a hub of cultures, interests, education and sharing, coming together under one roof that honors diversity, creation, sustainability and stewardship of each other, non human beings and the planet itself. Now is a wonderful time to make the market a public reality. i will help in whatever way i can. gratefully yours, rachel
- I'm a craft vendor at the Farmers Market now and I work full time so I would be interested as long as I had flexibility like I have up town during the Farmers Market now. I like having a spot to go to and if for some reasons I can't make it that Sat. there isn't a penalty. How much do you think it would cost for a spot? Would there be an establish booth for me to set up in. I like the idea, I just need to know more. Would the Farmers Market on the Square continue even with this location open?
- If you are planning to have a market with food and crafts, it is critical to require transparent labeling. Sellers who do not make their crafts or grow their produce should be required to label their goods so that customers are not misled.
- Any new market MUST allow for sufficient vendors to make the market attractive. This will need to be balanced with the amount of foot traffic. I do NOT attend current Madison markets due to the busy bodies who over manage the market. (i.e. too many rules) It makes it unattractive for growers who can not commit to being there EVERY week. I also will NOT allow government workers onto my farm to inspect and poke around in order to sell at a market. This is a requirement at most CITY markets, but does not exist at rural markets. We have nothing to hide, but the idea of government showing up on our property to see what we are doing is very unattractive. There NEEDS to be a rule allowing only items the grower has produced himself be allowed at the market. I have seen numerous vendors at Farmers Markets buying items at the Dalton produce auction and then re-selling them at the market below the price of production for a local farmer. The Dalton market is a great place to pickup boxes, bins and supplies to put your produce

in, but when vendors are buying produce others produce at well below market rates, what is the point of having a "farmer's" market? Cost should be FREE or nearly free for the vendor in order to attract new vendors. Paying \$600-\$1000 for a season is unreasonable. Most rural markets offer per day, per month and per season fees with the ability to reserve locations in the month and season payment options with a floating number of first come slots for intermittent vendors. A FAIR fee schedule would be \$5-10 per day per 10-12' wide booth or slot. Monthly and season discounts would be 10% and 20% respectively. Entertainment should NOT be provided unless it in no way detracts from the market. It is all too easy for market managers to get big ideas and want a live band or other "entertainment". In every market I have attended where "entertainment" is provided sales ALWAYS go down for the market vendors. People come for the vendors produce/goods and NOT the entertainment. Tying into events like the Madison Mallards games for a Northside Market, however, would be an EXCELLENT idea. Having an open air market (i.e. in the parking lot) of Sherman Plaza before and during Madison Mallards games would provide a significant amount of foot traffic that would be very attractive to produce vendors and would provide the public an incentive to arrive early and shop. The market MUST be able to generate sufficient sales for vendors in order for them to be profitable. A fresh produce vendor should be able to make a minimum of \$600 to \$1000 per day or it is not worth his time to come. One of the biggest problems with most markets is they are filled with backyard gardeners who are all selling nearly identical items. This dilutes the sales potential for larger growers who may be able to offer more variety. It is a disincentive for them to invest the time, energy and dollars to bring the produce to Market. It would be IDEAL if the city worked with local businesses to encourage them to purchase AT the market or at least help facilitate commercial sales. A consistent source of commercial/institutional sales revenue is a big incentive for a grower to consistently come to the market even if the sales to the general public fluctuate. If possible the market should be limited to LOCAL growers. To me that means growers within a 75 mile range of the market. Only if the market does not have enough vendors should this be extended. Otherwise you will have a few very large growers who will dominate the market and smaller growers will again be pushed out. My suggestion for grower size would be a market garden that grows produce on at least 1.5 acres of land. This will eliminate most of the hobbyists and ensure that those selling at the market are sufficiently financially invested in growing and supplying produce. If the market is intended to be inside, there MUST be sufficient dock/loading space to allow multiple vendors to unload and transport produce into the venue. This space must be dedicated to vendors only so we are not competing with the public to get in and get setup. An onsite market manager who is able to provide no cost services to vendors such as: - Changing monies. (i.e. have ones, fives, tens, quarters, etc. available) - Have customer bags for sale to vendors and or shoppers, Sometimes vendors run out and need emergency supplies and some customers may enjoy branded items. - Be able to act as an agent for SNAP, WIC or other government programs. Many vendors will not already or may not want to register with the government for these low income assistance programs. Having an onsite "redemption" manager who can pay cash immediately to the vendors will make the market MUCH more attractive for low income families and vendors. - Provide a few coupons each week that are "good as cash" to new market customers. These can be spent as cash with vendors. The vendors can redeem these coupons at the end of the market for cash. I have seen these coupons just passed out and used as a lottery. In any event the redemption of the coupons should be possible the same day for the vendor. Customers should be able to use the coupons at any market day during the season. This has been very popular at some of the rural markets I have attended. - Have a simple vendor form that can be filled out the day of the market. Vendors should be able to just show up provided they have id that shows they are based within the geographical boundary the market allows.

- The Market should have e-commerce multi-source drop-off space. See www.farmersfreshmarket.org This allows shoppers to order and pay online and then pick their order up at an agreed upon time at the Public Market.