

**Detail on the organizational role: Non-Profit Public Market Operator**  
**Anne Reynolds, Feb 14, 2016**

*Note: This outline assumes a supportive, collaborative and consistent interface between the PMO and City staff.*

**2016**

- Mayor appoints 4-5 founders
- Incorporation and Bylaws
- Seek 501(c)3 status
- Draft standards of performance (based on business plan)
- Negotiate memorandum of understanding with City (early phase)
- Hire coordinator
- Liaison with LFC and Friends group
  - Interface with design and Market ready program
- Liaison with City staff to support activities
- Create marketing plan
- Create private fundraising plan
- Begin quiet phase of fundraising
  - Madison Community Foundation
  - Major corporate sponsor(s)
- Establish partnerships with other organizations to achieve goals

**2017**

- Mayor appoints full board
- Liaison with LFC and Friends group
  - Interface with final design, construction process
  - Monitor grants and fundraising
  - Monitor market-ready program
  - Events, momentum building
- Liaison with City staff to support activities
- Support community partnerships to achieve goals
- Reach quiet phase goal
- Begin community fundraising
- Implement marketing plan
- Hire Executive Director
- Negotiate operating agreement with City

**2018**

- Liaison with LFC and Friends group
  - Interface with final design, construction process
  - Monitor grants and fundraising
  - Monitor market-ready program
  - Events, momentum building
- Recruit vendors and sign vendor
- Establish operating policies and procedures
- Hire staff
- Events, marketing
- Reach fundraising goals

**2019**

- Market operations
- Grand opening