

Madison Public Market's MarketReady Program



Progress Report | January 4 – February 1, 2018

Education & Business Development

- Partnership with Madison Public Library
 - “Cooking Classes with Chefs of the Madison Public Market”
 - Meadowridge Library commercial kitchen space, maybe also Sequoya
 - Bilingual workshops featuring MarketReady chefs
 - Workshop series at Central Library with media lab and business librarian
- Dane County Loan/ Grant workshop next Friday
- Bus tour to Twin Cities
 - March 17
 - Three markets
 - 50 attendees confirmed
- Recruiting business mentors
 - Referrals welcome!
 - Applications due February 15

From October 2017 to present:

- Participants have received 591 hours of educational programming
- Participants have spent \$1,982 of the total \$15,000 educational budget, or 13% of total budget
- MarketReady staff have logged 158 hours of business consultation services

Business Development Stories

- SuperCharge! Foods added clients, including the juice bar at the Milwaukee Public Market. This will help them get a sense for future demand at Madison Public Market.
- Monica is building her own kitchen 3 minutes from her home with a loan from Nehemiah.
- Josey will source her ginger locally in partnership with a professor at UW-Platteville.
- Mai developed 15 recipes and wrote the first draft of her business plan.

Media

- Kristina (Abasso) and Donale (Off the Block) were featured in the Cap Times Bright Ideas of 2018.
- SuperCharge! Foods was featured on the front page and in a podcast by the Cap Times.
- Judy (Perfect Imperfections) was featured in the Isthmus.
- Monica (Curtis & Cake) was featured in Brava Magazine and had a Wisconsin Life feature on her through Wisconsin Public Television.

