



# RFP Vision for the Madison Public Market

A unique destination that features:

- Food retail sales
- Prepared food sales
- Wholesale operations
- Aggregation/distribution
- Food processing

Serving and providing the local population access to fresh, affordable, locally-produced food.

# Core Questions

- What does Madison need?
- Is there opportunity to agglomerate these uses?
- Is there sufficient capacity to ensure sustainability?
- What is the level of vendor interest?
- Who wants to work together?
- What type of public market should be pursued?

# Methodology

- Extensive interviews with regional experts
- Public outreach meetings
- Vendor focus groups & survey
- Consumer focus groups
- Consumer surveys
- Huff Gravity Model

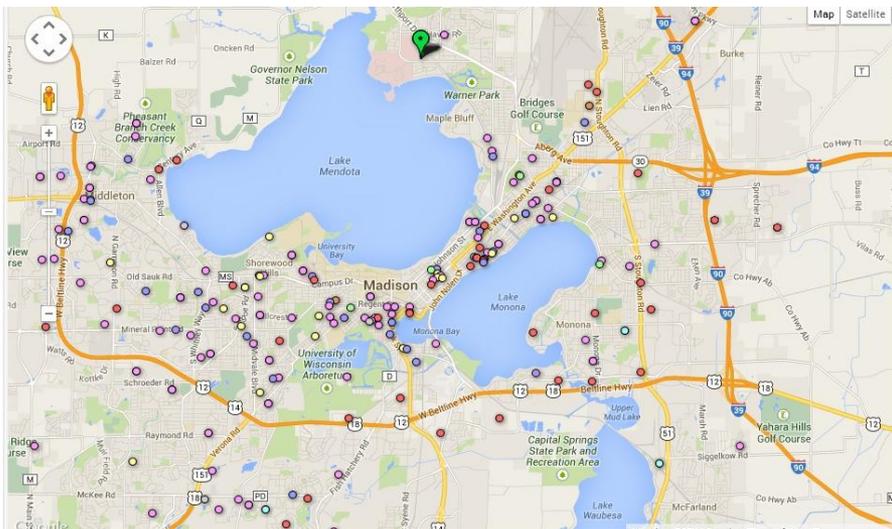
# Phase I: People & Products



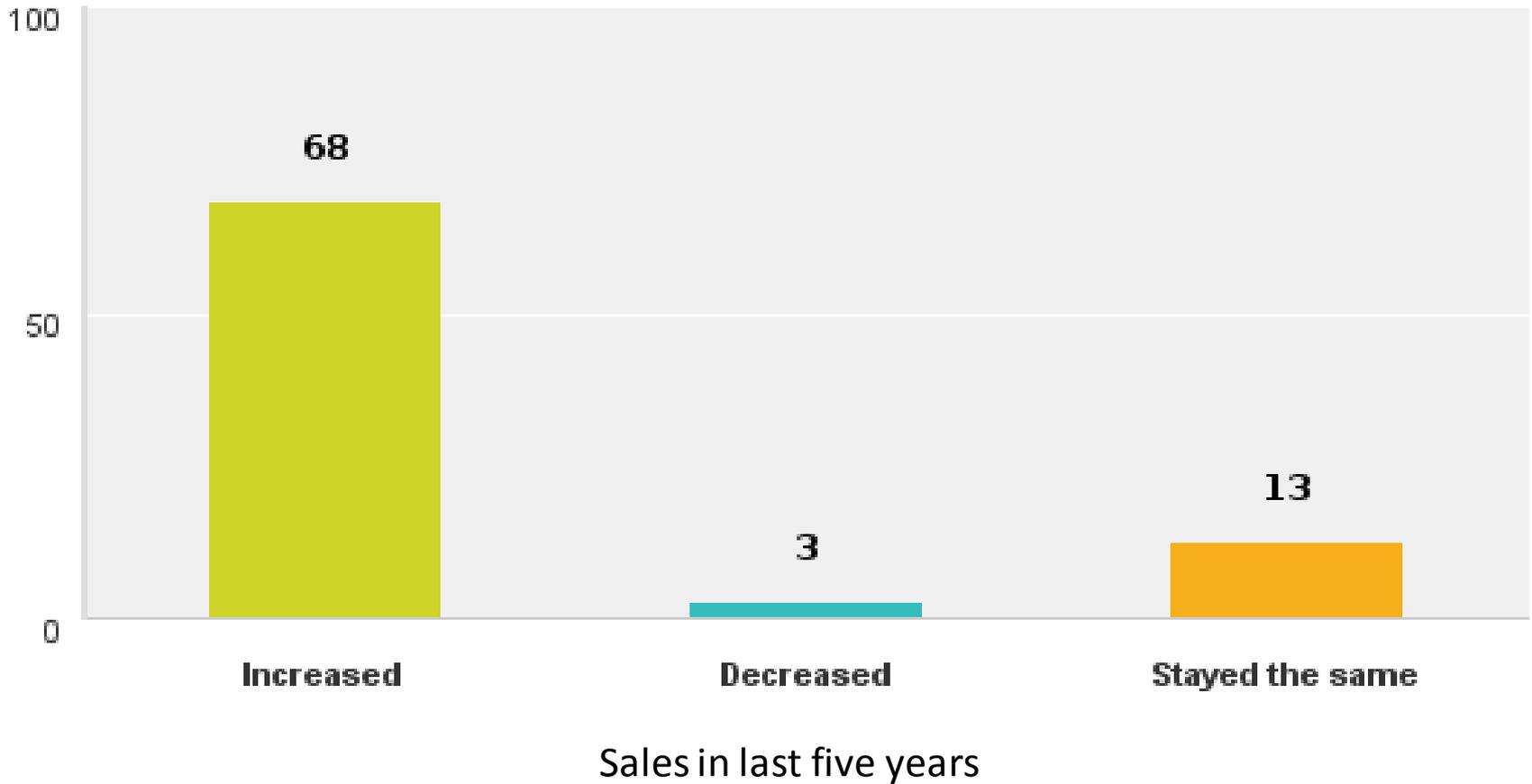
# Product Strengths



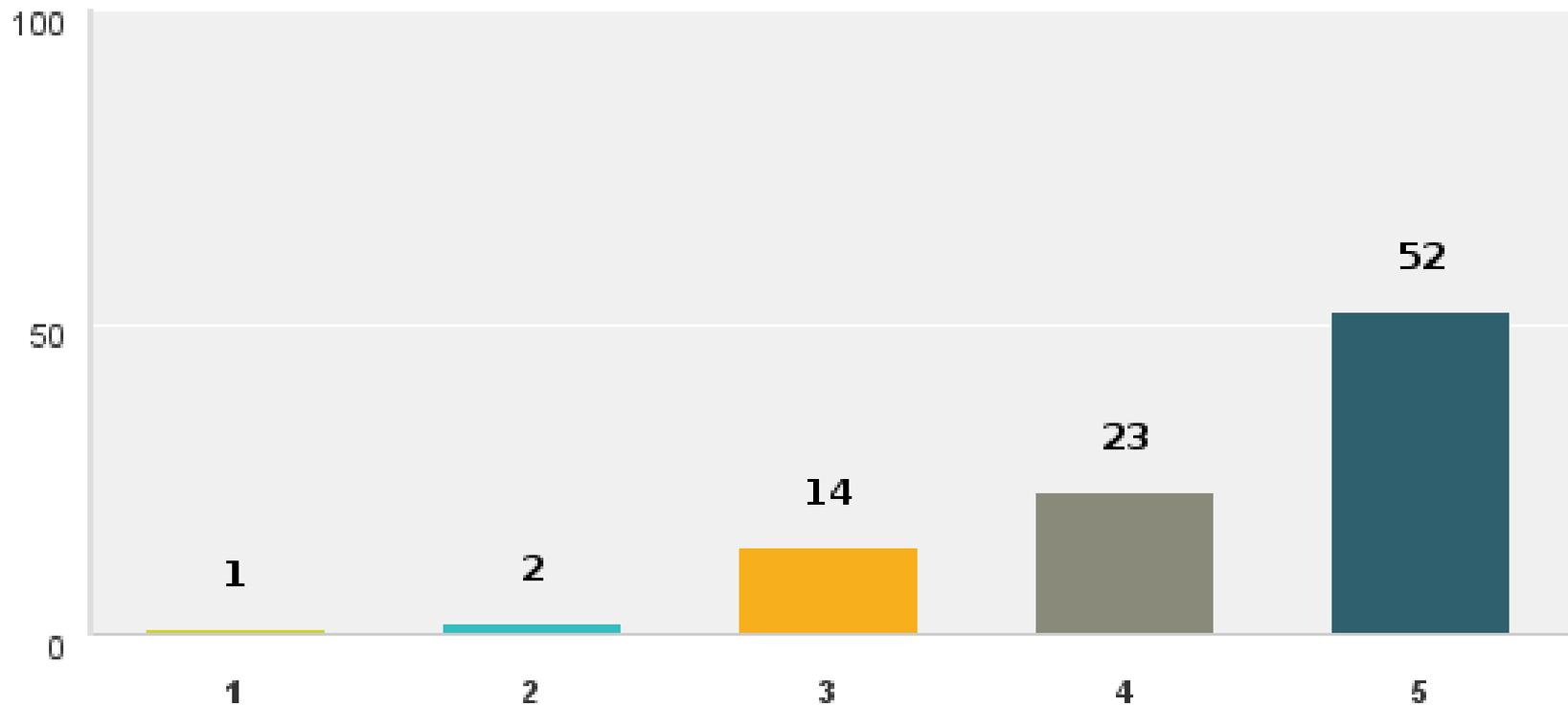
# Local Food Center



# Food businesses are doing well

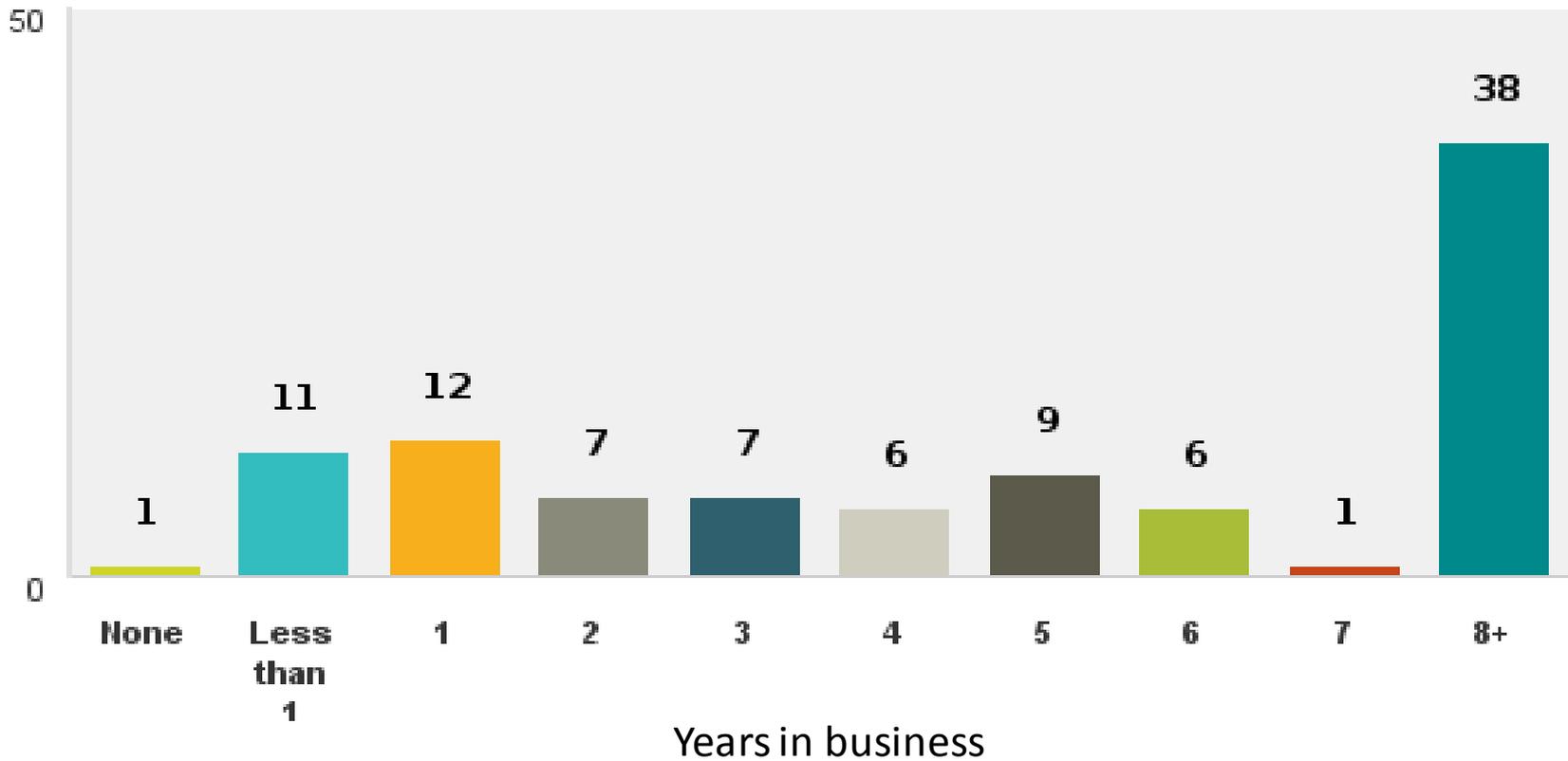


# High interest in Madison Public Market

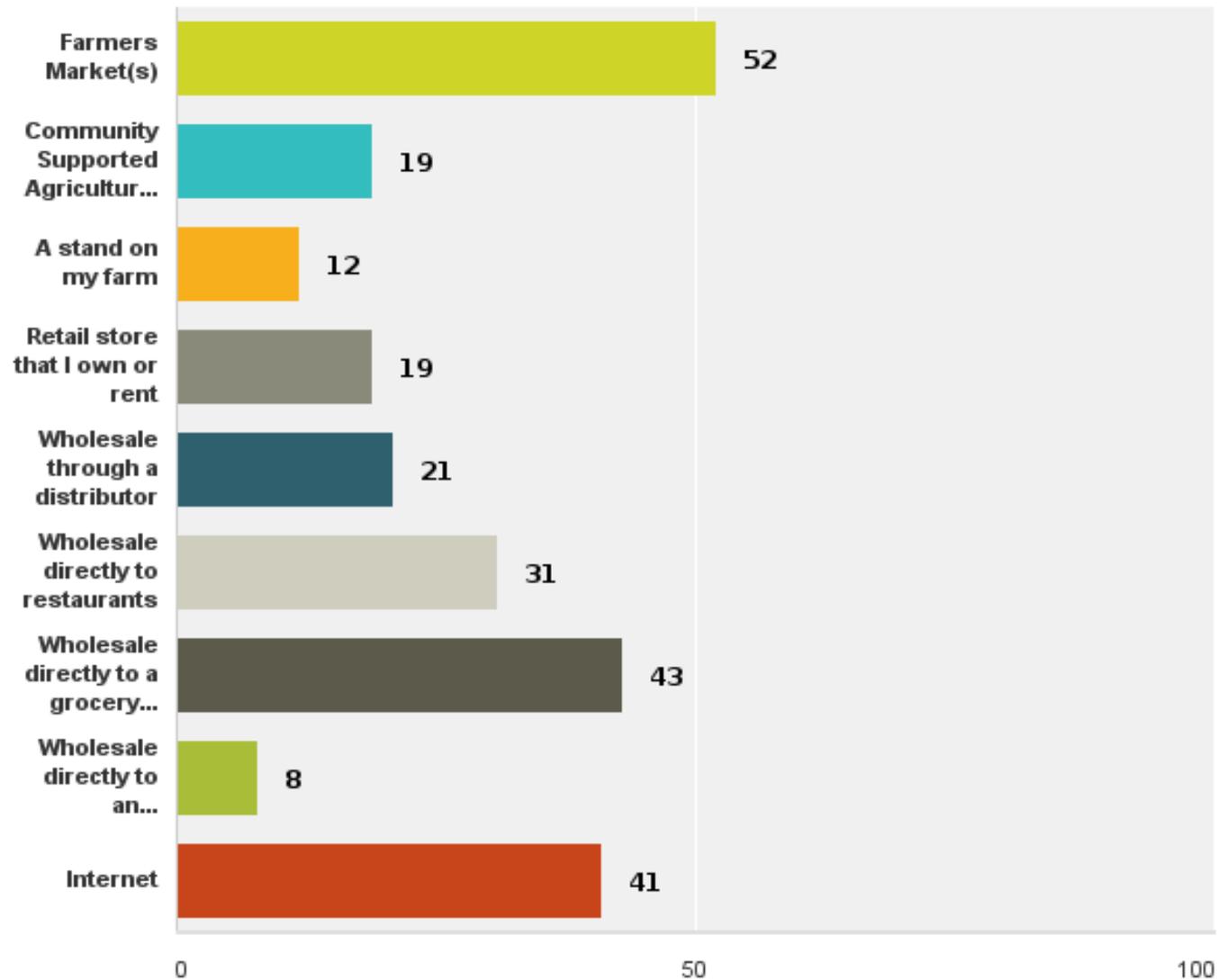


Interest in locating business in MPM – 1 (not interested) to 5 (very interested)

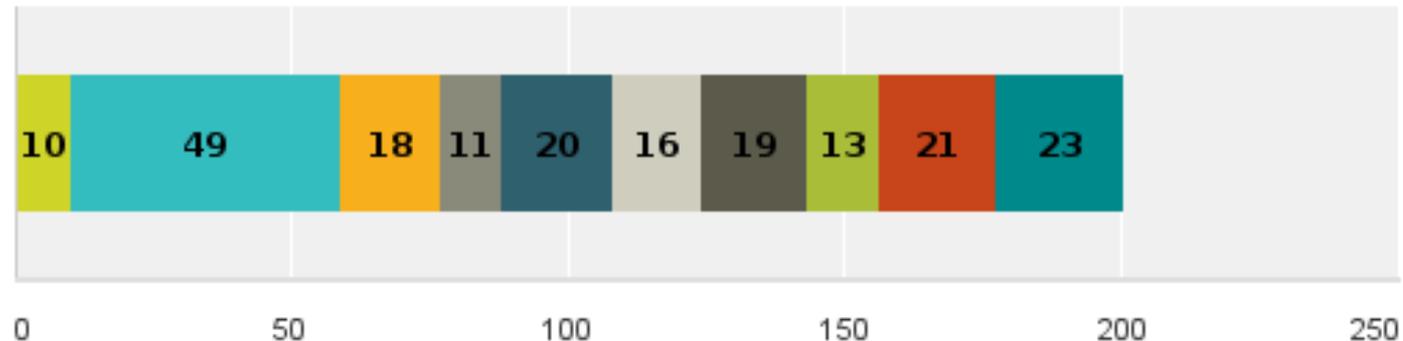
# Established



# Experienced & far-reaching

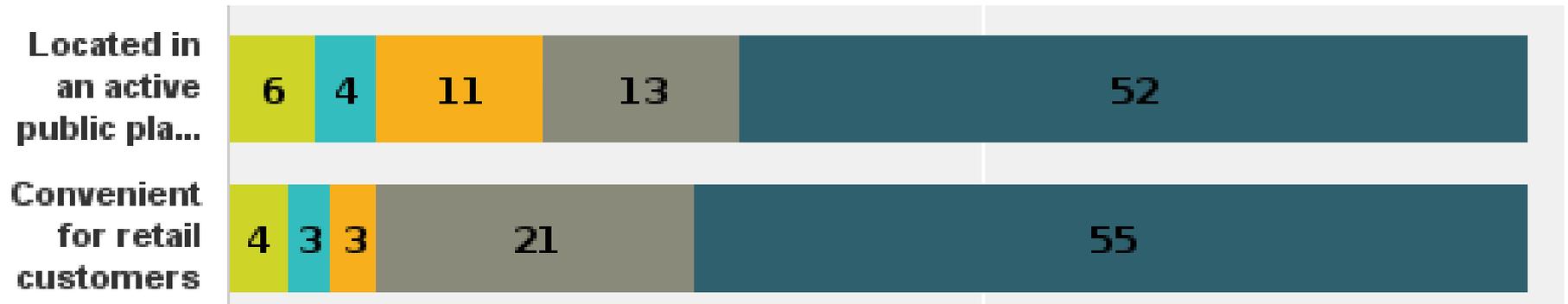


# Retail expansion is strong



-  Becoming "Good Agricultural Practices" (GAP) Certified
-  Sell at more year-round farmers market(s)
-  Sell more shares through my own CSA
-  Sell more product(s) at a stand on my farm
-  Develop my own retail storefront or a similar permanent facility
-  Add another retail storefront location or a similar permanent facility
-  Use a shared-use food processing facility to expand my product line
-  Lease or buy my own food processing facility
-  Use a shared aggregation/distribution/packing facility to sell wholesale to distributors, grocery store:
-  Develop the infrastructure/capacity at my farm or business to sell wholesale to distributors, grocery

# Vendors want the market to be active and convenient for retail customers



# Growing farmer-led wholesale opportunities

**WISCONSIN**  
**FOOD**  
**HUB**  
**COOPERATIVE**

THE WISCONSIN FOOD HUB COOPERATIVE IS A FARMER-LED BUSINESS DESIGNED TO MAKE IT EASY FOR YOU TO SELL TO THE EXPANDING MARKET FOR LOCAL PRODUCTS.

**PLEASE JOIN US AT THE TABLE.**

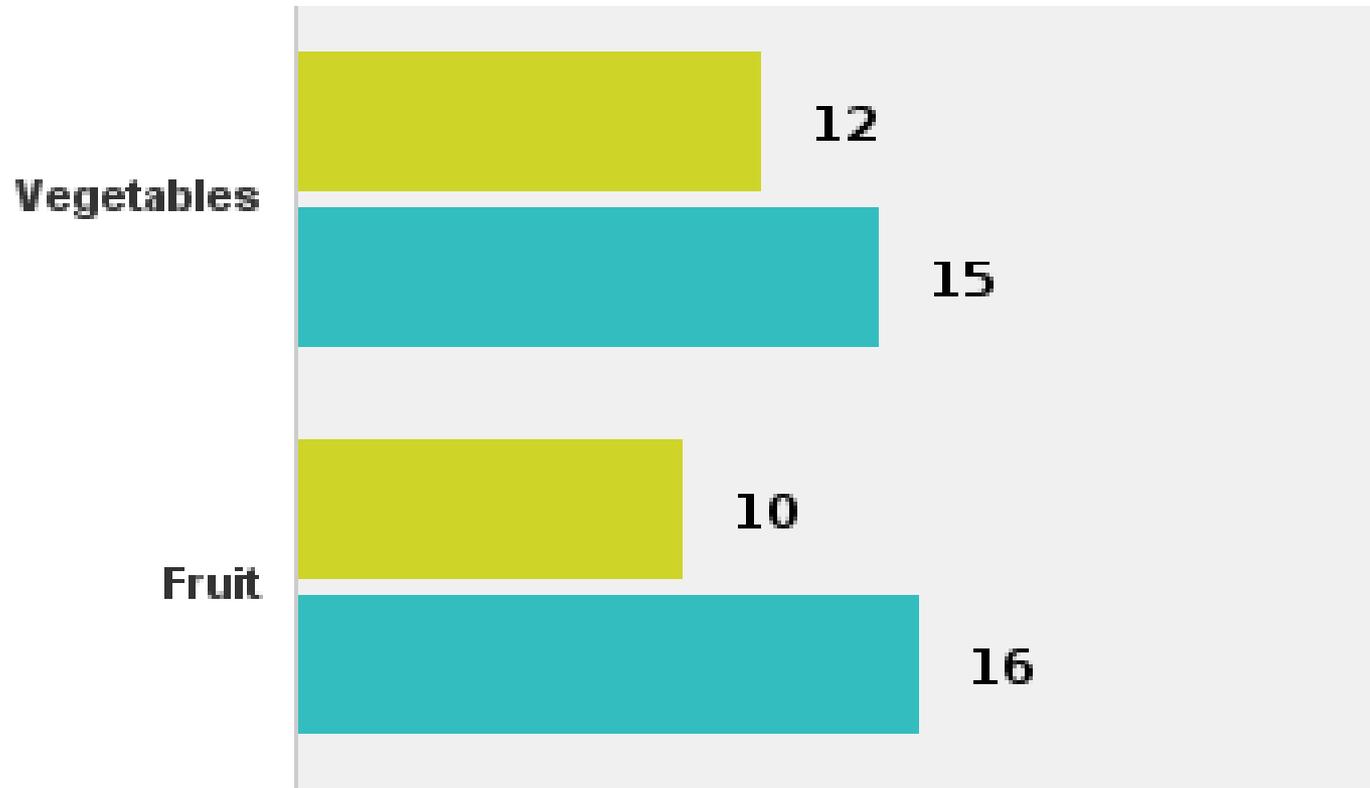


# FEED Kitchens



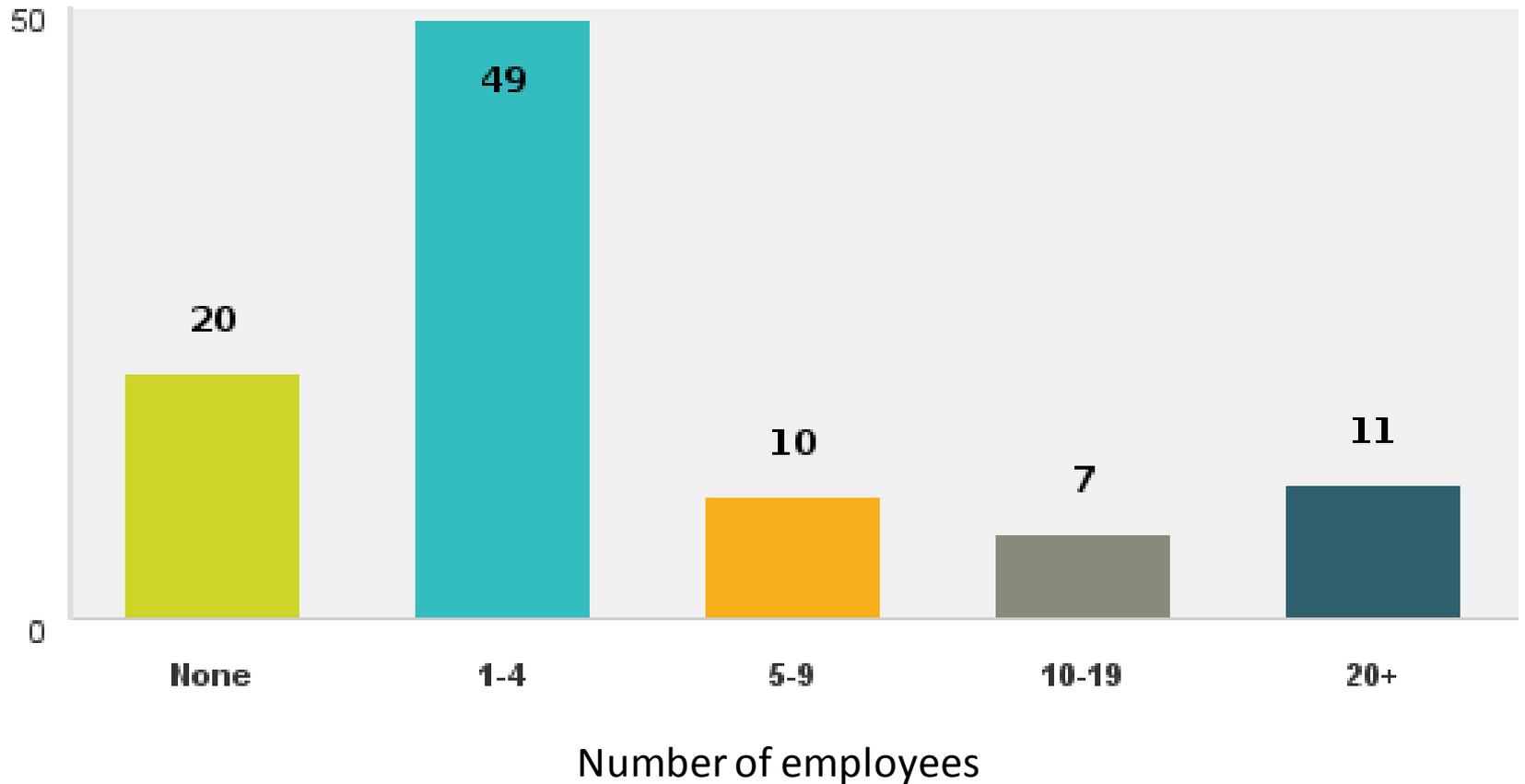
# Product Challenges

Produce offerings will be seasonal  
& potentially weak in the winter

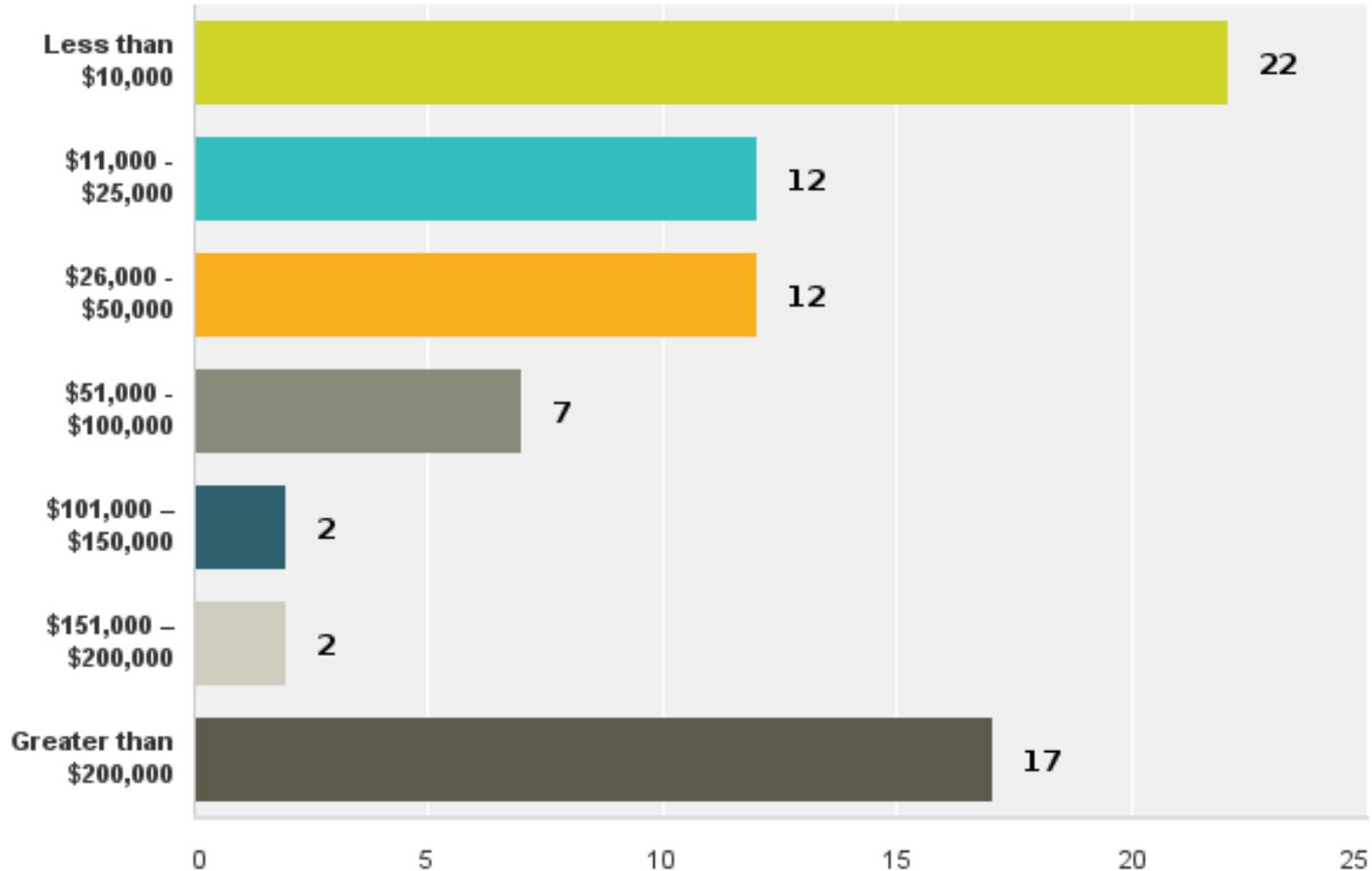


Products to sell in next 5 years: year-round (green) & seasonal (blue)

# Low on Capacity

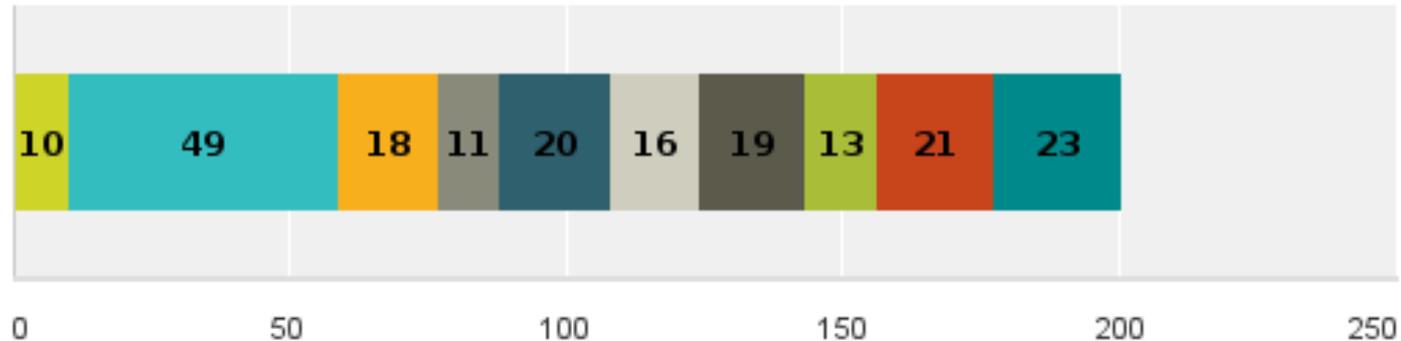


# Low Sales



Average annual sales

# Wholesale expansion, including GAP is moderate



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# Too early to tell

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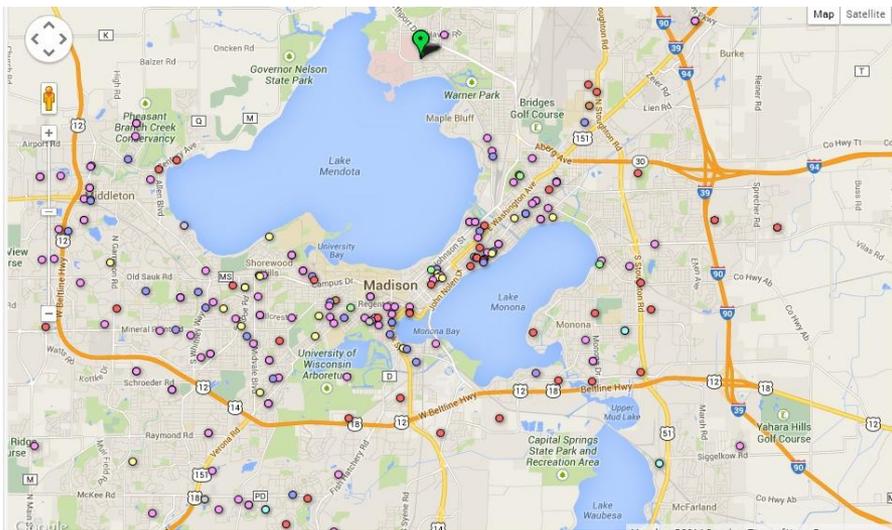
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# The elements already exist



# Product Opportunities

- Innovative small food business – temp/perm stalls
- Farmers - temp/perm stalls
- Grocery Store
- Prepared Foods Vendors – food carts, perm stall, retail store
- Complementary retail opportunities
- Artists and Crafters



## On-site production & processing



# Complementary retail



# Complementary Uses



# Tenant-operated wholesale - depending on location



# People Strengths



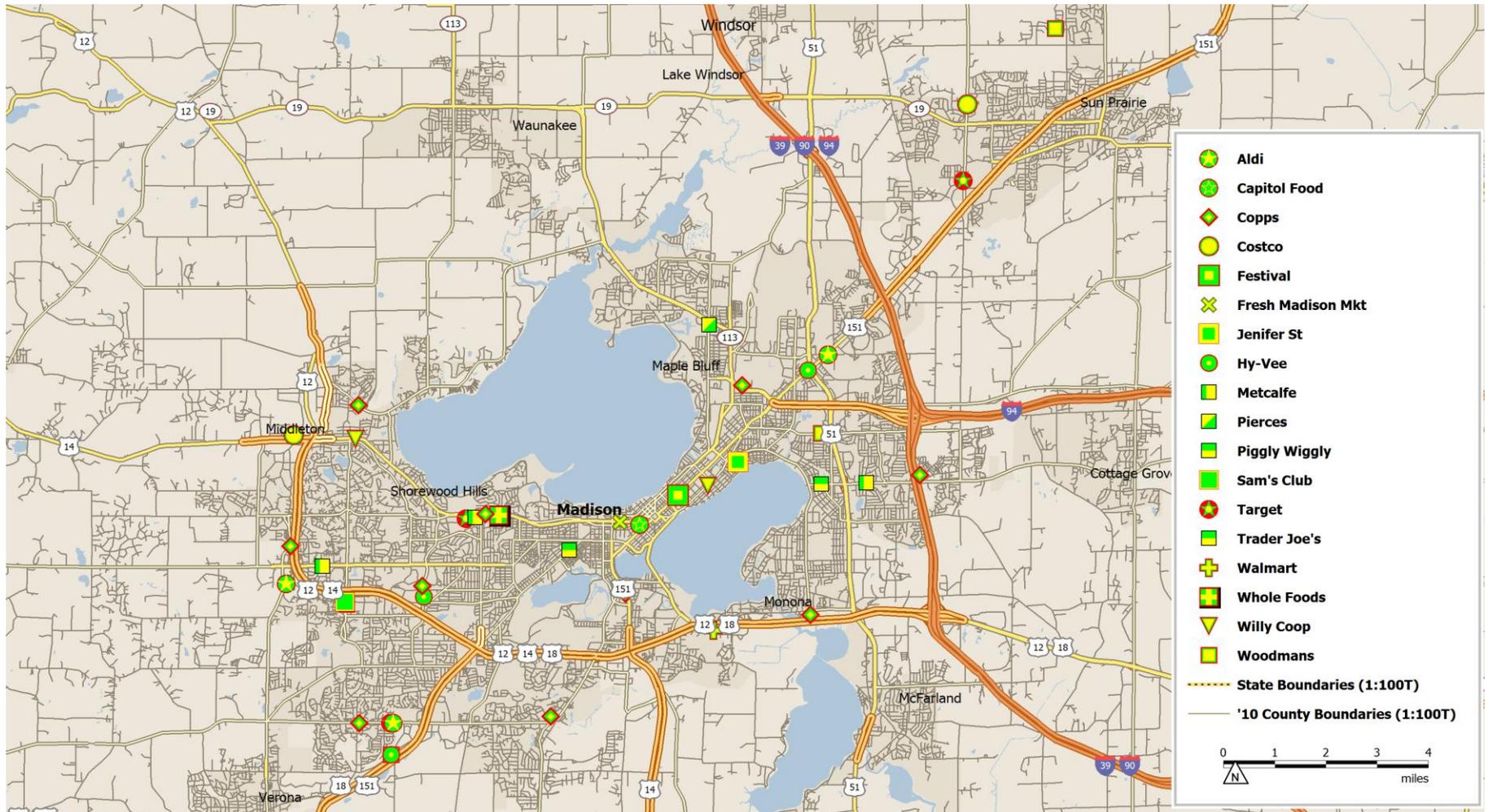
# Strong Interest in Locally Grown/Produced Products

In Choosing where to shop for food, how much do the following strongly influence where you shop?	Panel	Public
Very Convenient	69%	64%
Has Low Prices	63%	39%
Has Highest Quality	44%	60%
<b>Good Selection of Locally Grown/Produced Products</b>	<b>25%</b>	<b>53%</b>
Good Selection of Specialty and Ethnic Foods	18%	35%
Good Selection of Organics	12%	42%
Personal Service	12%	18%
Good Selection of Freshly Prepared Foods to Take Home	11%	16%
Introduces me to New Food	4%	18%
Place to Eat and Meet with Friends	0	5%

# Shoppers use many different stores to fulfill their needs

Top 10 Panel Stores	% Shopping Weekly	% Shopping 2-3 times Monthly	% Shopping Less than Monthly
Woodman's	29%	27%	44%
Copp's	27%	39%	34%
Hy-Vee	9%	31%	60%
Metcalfe's	8%	21%	71%
Costco	6%	24%	70%
Target	6%	23%	71%
Aldi	5%	11%	84%
Willy St Coop	4%	9%	87%
Walmart	3%	12%	85%
Trader Joe's	2%	17%	81%

# Shopping is very competitive with 18 different stores and 41 locations



# Dane County Farmers Market is Very Popular

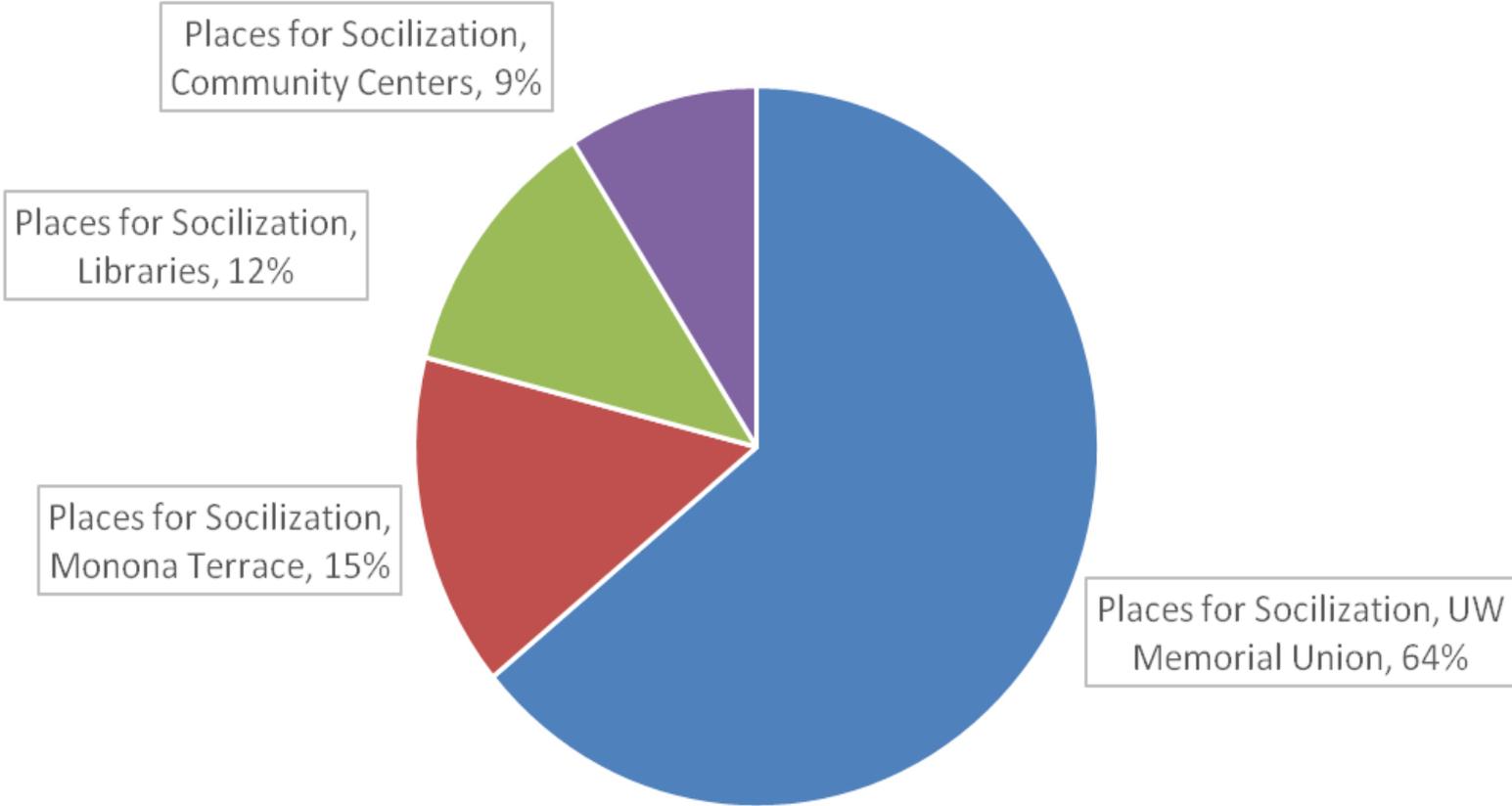
	Panel	Public
<b>Downtown Farmers Market on Capitol Square</b>	<b>63%</b>	<b>81%</b>
Downtown Farmers Market on Martin Luther King Jr. Blvd	21%	46%
Westside Market DOT or Hilldale	Hilldale: 17% DOT Parking: 18%	40%
Eastside Jennifer St Market	10%	27%
Capitol View Far Eastside Market	15%	12%
Southside Labor Temple, Villager Mall or Rimrock Markets	Labor Temple: 8% Villager Mall: 14% Rimrock: 7%	13%
Northside Market	13%	23%

# Growing demand for specialty & ethnic foods

Since 2000, Madison's Black population has grown by 40.6%, its Asian population by 44.5%, and its Latino population has more than doubled.

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# Madison needs more Great Public Spaces



■ UW Memorial Union   ■ Monona Terrace   ■ Libraries   ■ Community Centers

# People Challenges

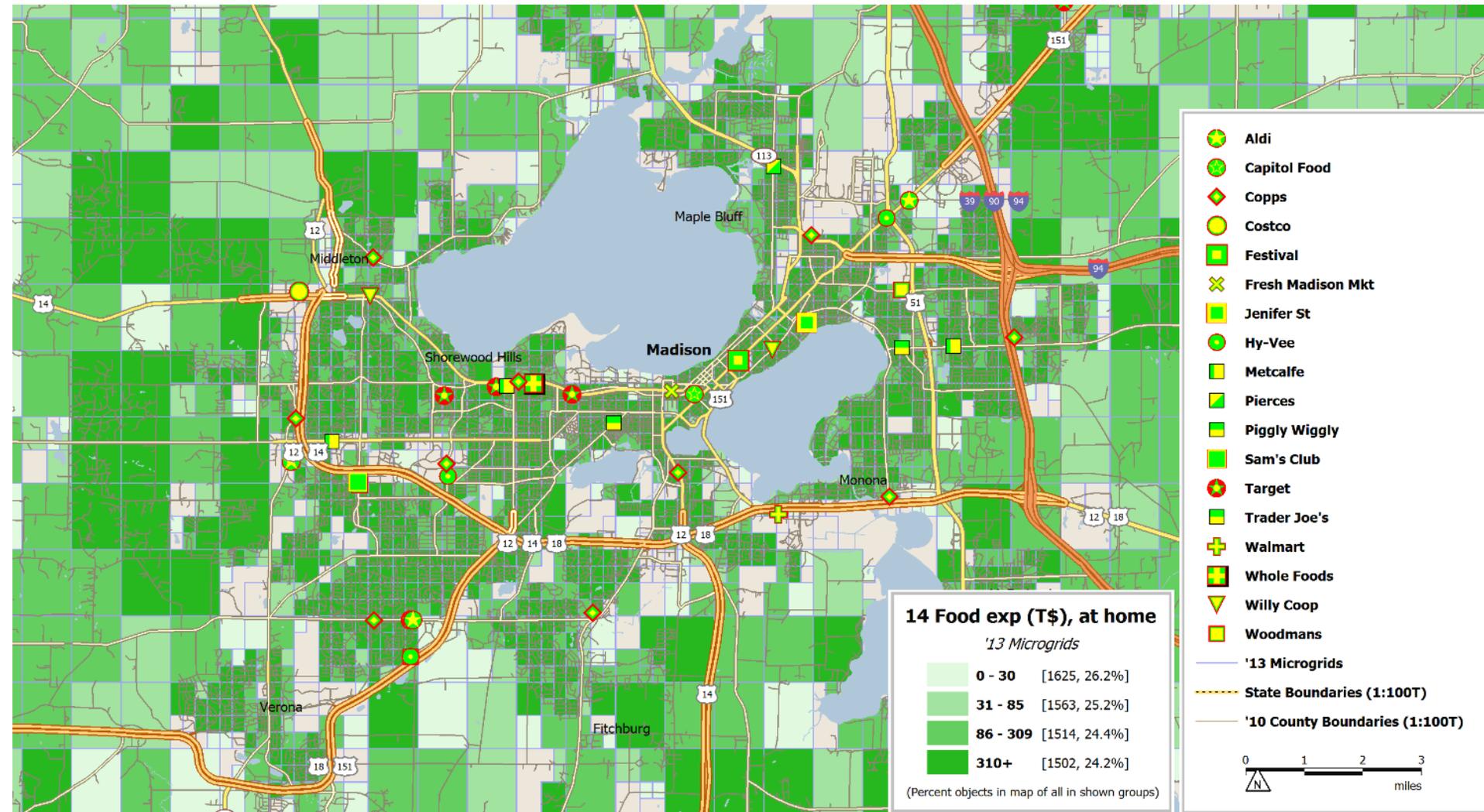


# Cognitive Dissonance?

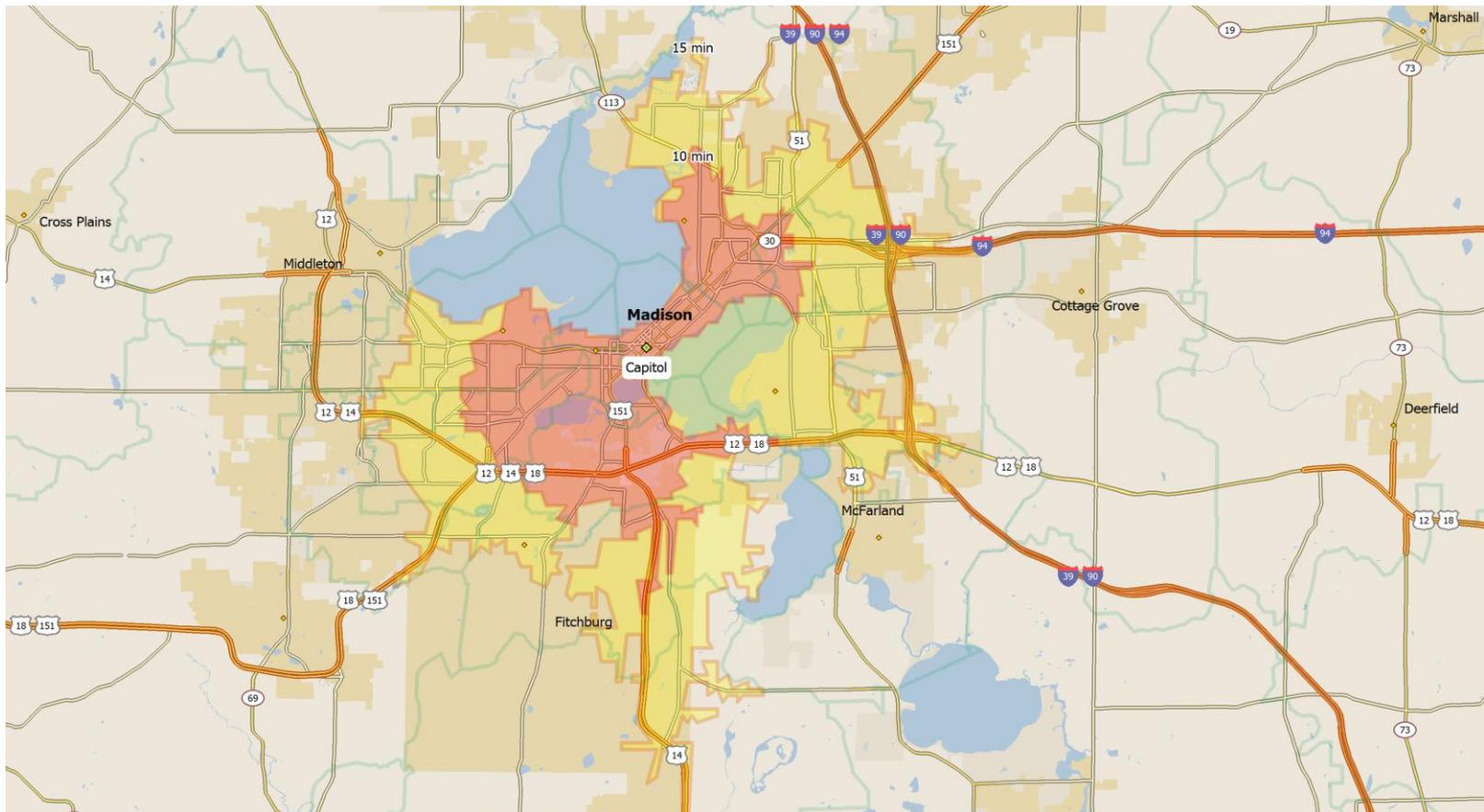
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- Shoppers want High Quality at Lower Prices
- Farmers want more money, shoppers want locally grown food but they want to pay less

# Finding a Competitive Niche



Madison is a relatively compact city,  
but residents have psychological  
barriers for travel



# Winter Markets suffer from Winter

Accidentally Advertising Amount Aware Back Bad Bigger Bit Breakfasts Bundle Capitol Case Center Centrally Change Check Cold Conveninet Count County

Couple Cramped Crowded Dane Draw Easier Eat Experience Extended Farmers February Fitchburg Food Fresh Good Grown Hard Hit Hours Huge Ideal Improve

Interested Kids Large Line Local Location Love Lower Madison Main Make **Market** Meeting Met Mind Na Neighborhood Nice

November Offered Park Prefer Prices Primarily Produce Publicize Reality Reason Seasonal Selection Senior Shop Side Small Soup Square Stay Stopped

Strawberry Suggestions Summer Things Thought Time Tricky Unpleasant **Variety** Veggies Vendors Visited Walk Weather Wegweg West Wider

**Winter** Wisconsin Years 3

# Markets need convenient parking, at least enough make market viable

Access Activities Affordable Ample Area Artists Bar Beer Bike Breweries Bus Capitol Car Carry Carls Central Chefs Choices Classes Collie Compellions Convenient Cooking Court Cal Demonstrations Develop Dine Diverse Easy Easy Eat Entertainment Ethnic **Events** Family Farmers

**Food**

Free Friends Garden Gelato **Good** Great Grow Include Items Live

**Local**

Location Lots Madison Make Mail **MARKET** Mobile Music Na Nice Offerings Open Opportunity Options

**Parking**

People Place Plenty Possibility

Prepared **PRICES** Products Public Purchase Quality Real Reasonable **RESTAURANTS** Samples Seasonal Seating Selection Sell Shop Showcase Sit Sit Small Smaller Space Specialty Spot Tables Tasting Theme Things Time Transportation **Variety** Vendors Visit Wine

# People Opportunities



RickyNJ. (2013) Flickr

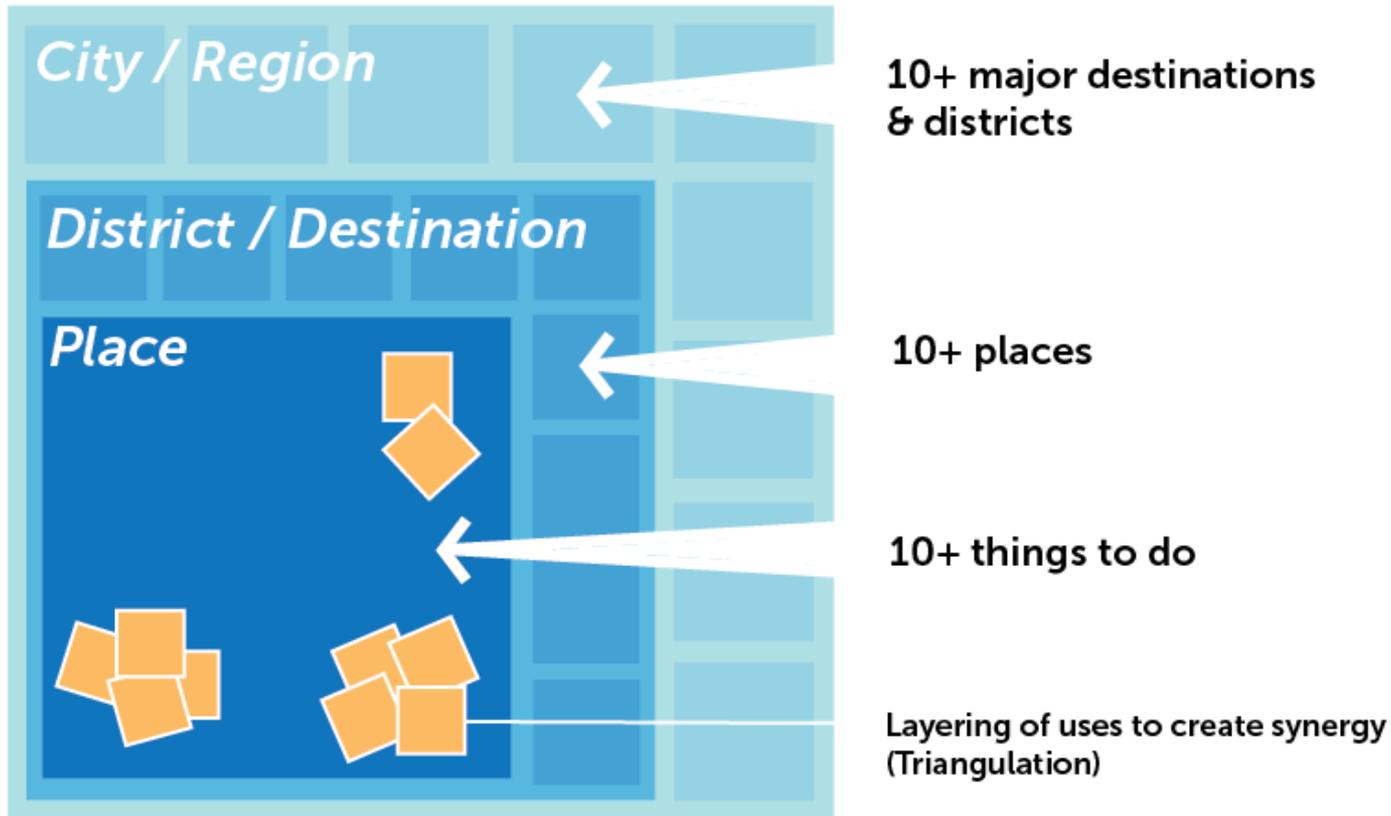


- Address all price levels
- Commit to local food and regional growers
- Spotlight on ethnic foods and ingredients

# Place Implications



# *The Power of Ten: How Placemaking Scales Up*



# Eastern Market, Detroit, MI



# Eastern Market, Detroit, MI



## Greater Downtown Development

### Eastern Market:

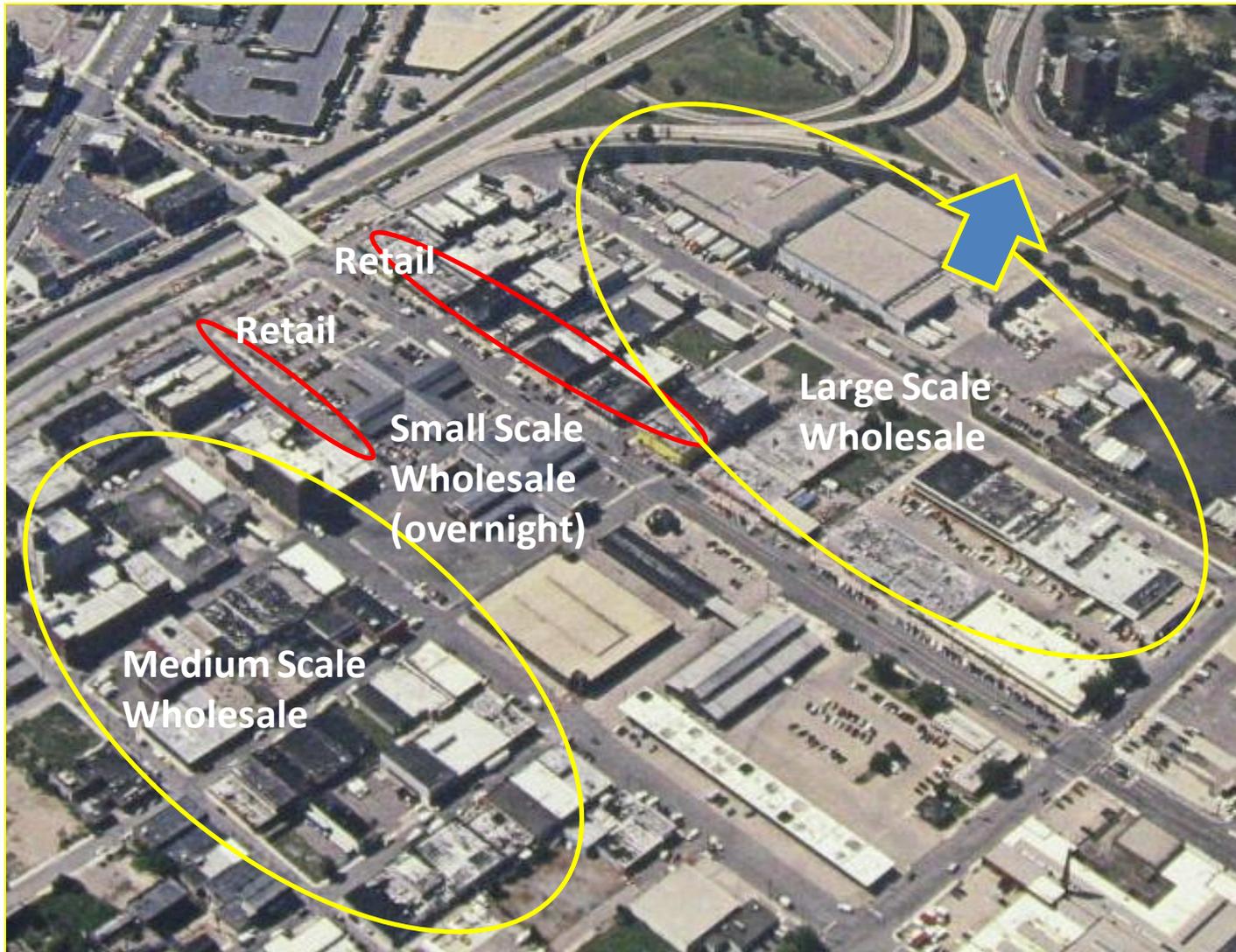


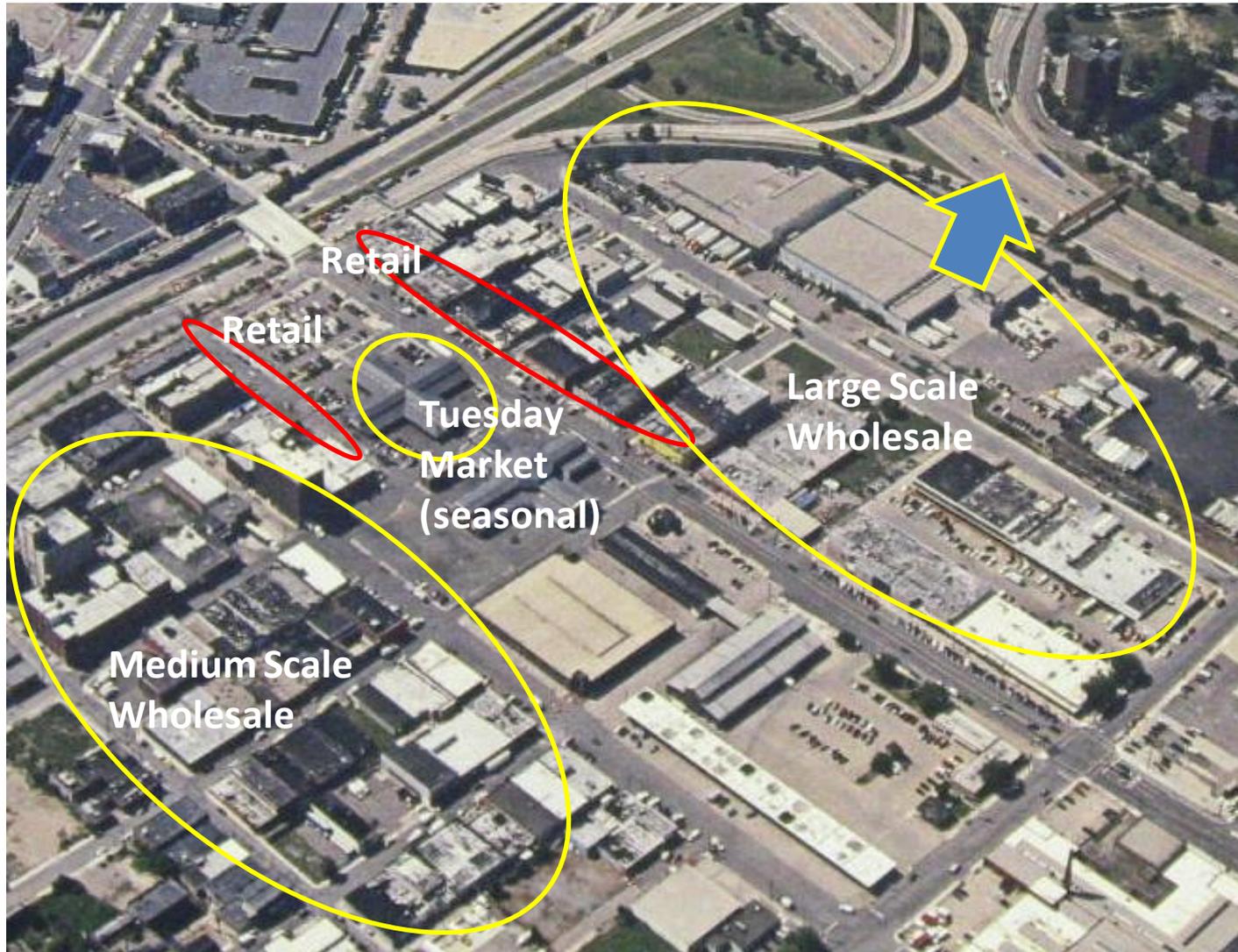


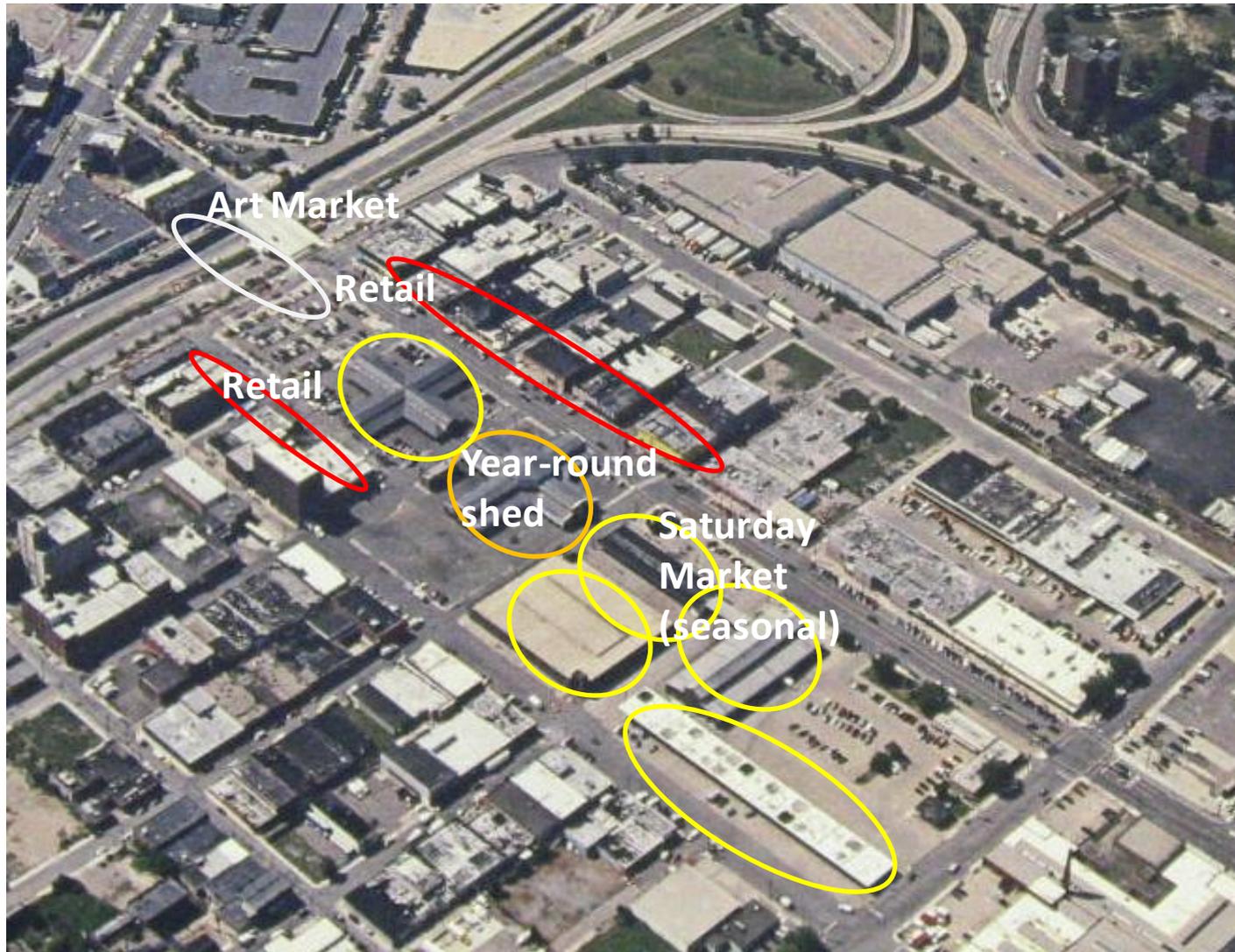














Operating Hours: Tuesday & Thursday (6am – 1pm); Saturday (5am to 3pm)  
Year-round







# Santa Fe Farmers Market, Santa Fe, NM





Santefe.com

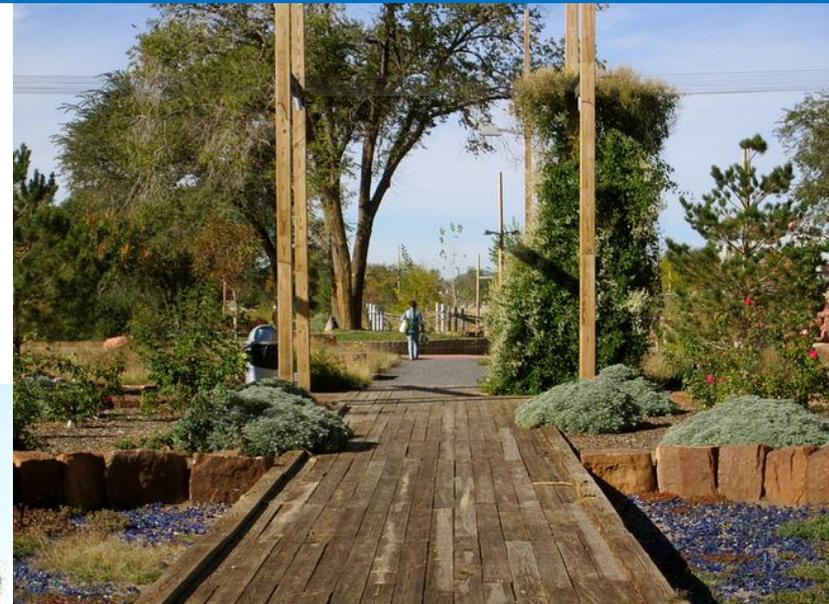
Hanlon, B. (2009). Flickr











La Citta Vita (2011) Flickr

# What Makes an Extraordinary Place

- Key Attributes
- Intangibles
- Measurements



# Access & Linkages

- Visible
- Near other places
- Convenient
- Indoor/Outdoor
- Connected (e.g. by walking, transit, bikes)
- Parking!



# Uses & Activities

- Food centered
- Synergistic  
Multi-Use  
Destination
- Indigenous/  
Local
- Diverse
- Affordable
- Fun/vital



# Uses & Activities



# Uses & Activities



# Comfort & Image

- Inviting
- Authentic/Not “Fancy”
- Lots of seating
- Attractive
- Indoor/outdoor experience



# Sociability

- Welcoming
- Interactive
- Neighborly
- Place of Pride
- Diverse
- Stewardship



# Site Selection Considerations

- ✓ Potential as a multi-use destination & community gathering place
- ✓ Opportunity to serve diverse populations
- ✓ Balanced wholesale uses
- ✓ Access and parking
- ✓ Spin-off economic potential
- ✓ Opportunity for public-private partnerships
- ✓ Co-location and synergy of uses with differing operating hours



(Abboud, A. (2009) flickr.com)