

Whereas the City of Madison's Local Food Committee has been exploring the potential of creating a Madison Public Market as a catalyst to strengthen the local food system and grow the food economy

Whereas, the City and its consulting team from Project for Public Spaces completed an 18-month public market business planning process consisting of three phases: 1) market analysis, 2) site selection, and 3) design, financial, and operation plan

Whereas, the first phase of the business planning process identified a high level of interest and support for the public market project among prospective public market vendors, partners, as well as community members

Whereas, the second phase of the business plan identified the general area near 1st Street and East Washington Avenue as the preferred location for the Public Market

Whereas, the third phase of the business plan provides a detailed floor plan design, construction cost estimates, fundraising strategy, operating financial pro forma, management plan, and economic impact analysis for the development of a public market that would repurpose the planned-to-be-vacated Fleet Services Garage located at the intersection of 1st Street and Johnson Street.

Whereas, as directed by Council, the City applied an Equity Analysis to the project in coordination with the City's Racial Equity and Social Justice Initiative Staff Leaders

Whereas, the business planning process included a robust public engagement effort that included numerous public workshops, vendor and community surveys, focus groups, and opportunities for online engagement

Whereas, the full business plan for the Public Market is now complete

Whereas, the long term vision is that the Public Market will be a catalyst for the development of a Public Market District in the vicinity of the public market where a mix of food-related enterprises co-locate over time creating a multi-use district that agglomerates food processing, wholesaling, and retail activities.

Now, Therefore Be It Resolved, the Common Council accepts the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market project, while recognizing that the details will continue to evolve as the project moves forward.

Be it further resolved, the Common Council authorizes the use of the remaining 2015 capital budget funds if necessary with recognition that capital expenditures in future years will be subject to Common Council approval

Be it further resolved, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue refining the operating model and

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organizational structure for the Public Market and report back to the Council by December 31, 2015

Be it further resolved, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue exploring the notion of the broader Public Market District and provide recommendations to Council on how to move forward with a more detailed market district plan by December 31, 2015

Be it further resolved, the Common Council directs the Local Food Committee and City Economic Development Division staff to identify potential locations and options for interim space for a provisional public market that could be up and running in the short term while the relocation of Fleet Services operation and repurposing of the Fleet Services Building moves forward over the next several years.

Be it further resolved, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmer's Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane by Local, and other organizations that have been involved in the planning for the to continue building momentum, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility.

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