

Madison Public Market's MarketReady Program



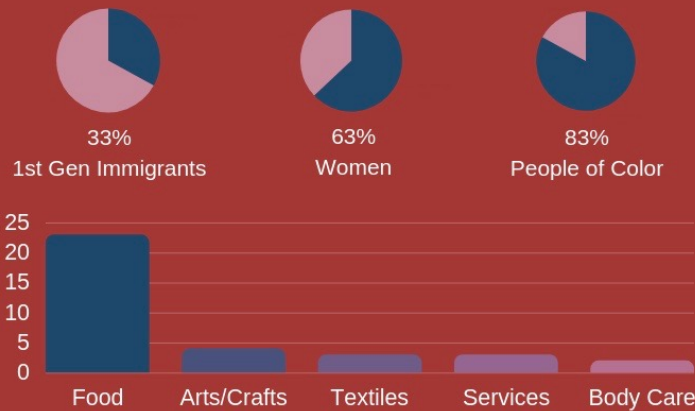
Overview

MarketReady is a small business development program connected with the Madison Public Market, funded by the City of Madison, and administered by the Northside Planning Council. It supports 30 entrepreneurs as they start or expand their business. Participants come from groups facing structural barriers to business ownership.



MarketReady participants and staff touring the Fleet Services Building, the future home of the Madison Public Market

Who are the MarketReady Participants?



Participant Profiles



Reyna, Dave, and family with the molino

Tamaleria El Poblano

Reyna Gonzalez produces 10,000 tamales a week, supplying restaurants and grocery stores, and uses roughly 2,000 pounds of corn a month. She sources her vegetables and herbs from her brother's farm in Verona and wanted to source her corn locally too. She received a \$2,500 grant from MarketReady to buy and import a molino (corn mill). MarketReady staff facilitated a connection with a farmer, Dave Meuer, to grow heritage varieties of corn less than 100 miles from Madison. Reyna speaks only Spanish; Dave speaks only English. With the support of MarketReady, they were able to build a mutually beneficial relationship.

MarketReady participants receive:

- An educational budget to take classes
- Support in accessing business financing, including MarketReady business development grants
- Facilitated peer support through small group meetings and events
- Field trips to learn from vendors and staff at public markets in nearby cities
- Targeted technical assistance
- One-on-one business coaching
- Referrals to vending, networking, and educational opportunities



Madison Public Market's MarketReady Program



Little Tibet

Over the last couple of years, Namgyal Ponsar and her family have grown their business from a single food cart to two carts and a bricks and mortar restaurant on East Johnson. They purchased a machine to help speed up production of their momos, a Tibetan dumpling, and purchased a commercial freezer with a grant from MarketReady. This expanded production and storage capacity allowed them to vend at the Taste of Madison for the first time. With support from MarketReady staff, they wrote a business plan and funded a \$10,000 Kiva loan at 0% interest to purchase a walk-in cooler for their new restaurant. They look forward to expanding their business into the Madison Public Market.



Namgyal and family with food truck

Program Evaluation Quotes from Participants

What are some of the business successes you are most proud of from the last year and a half?

- “Offering cooking classes at MeadowRidge Library; securing a business name, website, logo, and business card; getting accepted to vend food at Bodega at Breese Stevens Field and Shake the Lake.”
- “*Brava Magazine!* Made it into the March issue. Connections made and repeat customers. Understanding and making sales on my Etsy shop. Great feedback and online followers.”

What are ways that MarketReady has supported your business over the last year and a half?

- “Having a business mentor has been instrumental in keeping things moving forward and sharing ideas.”
- “I love the classes offered by multiple organizations. I learn so much and the instructors are easy to work with! It’s also opened up more connections, expanding my network.”
- “I received a grant that helped us ease productions and add an employee.”
- “MarketReady grant was extremely helpful. We got a machine that helps us process jarring. We were in *Isthmus* twice. We participated in several MarketReady host events. We learned a lot from the legal classes.”

What are some barriers your business is facing currently?

- “Growth. I’m still figuring out where I want my business to go while waiting for the Public Market to open.”
- “No space to provide my customers with products on a regular basis. Online can be great, but customers desire that face-to-face contact and being able to feel and test product.”
- “Marketing, taxes, spreadsheets, a working computer.”
- “Getting into more grocery stores as an Asian woman. Finding a distributor.”

Contacts

Ian Aley | MarketReady Coordinator
Northside Planning Council | 608-204-7029
coordinator@marketreadymadison.org

Mike Miller | MarketReady Contract Manager
City of Madison | 608-267-8721
mmiller2@cityofmadison.com

