

From: [David Ahrens](#)
To: [All Alders](#)
Subject: The Public Market
Date: Monday, September 12, 2022 4:46:54 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Planning for a public market in Madison is now well into its second decade. During that time there have been four proposed sites for the market: two downtown and two on the east side. Its focus has changed from providing “access to local healthy foods and produce” to a “specialty food” emporium. Over the past 15 years, the city has hired a virtual conga-line of consultants, authorized spending of \$2,375,000 for planning efforts, and another \$1-2,000,000 on staff salaries, “vendor development”, project organization and public relations.

As a candidate for mayor, Mayor Rhodes-Conway expressed lukewarm support for the market. Perhaps more relevant was her promise to fund only those projects “that the city needs but not merely wants. With each budget, the proponents of the Market announce: 1. The cost of the market has increased X millions of dollars and 2. More money from the city will be needed to get the project underway. Inflation is not the only reason for the doubling of cost since 2013 (in my first year on the Council). It has added a “food innovation center”, a hall for wedding receptions, etc. Is this the role of a municipal government? Has the city met all of the needs of health, safety and transportation?

The memo from the Economic Development states, “The Foundation’s business plan identifies reasonable expectations for revenue and expenses; however, in the current financial environment, adjustments may need to be made to the Business Plan as the project opens and

begins operating in order to maintain financial sustainability.”

What are those reasonable expectations? I have read the current and some past Market business plans. They are compilations of wishful-thinking and speculation. For example, in 2014, a consultant recommended that the market should be located on East Washington Avenue and First Street instead of on the less traveled and less affluent Park Street where it was initially sited. Three years later, the city moved the market two blocks to Johnson Street.

Johnson Street has half the car traffic of the East Wash site. Despite the halving of the traffic flow, the revenue projections of \$16.5 million per year were unchanged.

Also problematic is the market’s construction budget of \$21 million. Over the last three years, the city’s share of the budget has increased from \$4 million to \$7 million, with the rest of the funds to come from the federal government (\$3 million) and private donors (\$3 million). The projections on costs and financing have been as consistently wrong as the revenue projections. The city’s share of \$7 million is likely to run to \$12 million due to the lack of federal and private funding. The business plan relied on \$3 million of private contributions but after 10 years of effort including hiring a professional fundraiser it has managed to raise less than \$1 million due to a lack of community support.

Building a public market is only the beginning; the 2019 business plan acknowledges it will run a deficit for the first two years. It’s possible that the market could make a small profit because, unlike every business, the market will be exempt from property taxes. Normally, a \$20 million

building would pay about \$500,000 per year in taxes. This subsidy plus the city payment of the mortgage — valued at hundreds of thousands of dollars — makes “running in the black” possible.

(The absence of property taxes is especially problematic in light of the proposed “TIF” of \$7 million. First, how would the TIF be repaid if they are not paying property taxes on its enhanced value? TIF is not a grant. Second, is the notion that the city could construct and maintain ownership of a building for which it uses TIF dollars? Municipalities are strictly prohibited from using TIF for a governmental purpose.)

It is instructive to learn from the city’s history of entrepreneurship. In 1985, City residents, who were to vote on a referendum to build the Monona Terrace Convention Center, were told by the Center’s proponents that the MT “business plan” projected a profit by the second year of its operation. That did not turn out to be the case. It has been in deficit every year of its operation. City taxes and hotel taxes have subsidized the MTCC with over \$100 million in operating revenue alone, not including millions more for its bond/mortgage and capital improvements. Six million more is projected for 2023.

Originally, the market was envisioned as a site to get fresh produce and local goods year-round. There were even concerns that it might compete with established businesses nearby — it’s within one mile of Festival Foods and the Willy Street Co-op, two miles from Woodman’s and a half mile from Jenifer Street Market.

There are no longer concerns about competition. A review of 28 vendors featured on the Public Market website indicated 20 are focused on limited

specialty foods, while others offer crafts, soap, etc. Thus, the “market” is not a retail food market, but more like a collection of food carts. It is a source of free capital and deeply discounted services for a small group of select individuals — and of course, the upscale buyers.

Fundamental questions about this venture should be answered before the city commits more resources to this project. What is the consumer demand not being filled by existing businesses? Should a business be started when that consumer demand is unknown and unquantified. Should a business heavily subsidized by the city, and exempt from taxes and debt, compete with existing ones? Almost all successful public markets are “anchored” by one or major retailers. This public market has failed to attract such a seller. Why?

Will the city continue to provide subsidies, if necessary? Will a future Council have the political will to stop subsidizing the project when there are ten or twenty vendors pleading to keep it open? Is this food emporium the most effective and cost-efficient means of “lifting-up” budding entrepreneurs?

It is well past the time for the city stop spending on this well-intentioned but failed project simply because it has already spent millions.

From: gilbertaltschul@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Saturday, September 10, 2022 12:40:02 PM

Recipient: All Alders

Name: Gilbert Altschul

Address: 2530 Myrtle Street, Madison, WI 53704

Email: gilbertaltschul@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I think the public market would be a great addition to the city. I think the city should cover the gap in funding to keep it moving

From: jpbecker28@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Sunday, September 11, 2022 2:52:38 PM

Recipient: All Alders

Name: James Becker
Address: 217 N Few St, Madison, WI 53703-2423
Email: jpbecker28@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Good day,

I am writing you to encourage your support for and funding of, the Madison Public Market.

Thank you.

From: johnbergh@gmail.com
To: [All Alders](#)
Subject: [All Alders] The Public Market
Date: Friday, September 9, 2022 1:33:16 PM

Recipient: All Alders

Name: john bergh
Address: 815 magdeline dr, madison , wi 53705
Phone: 608-772-5077
Email: johnbergh@gmail.com

Would you like us to contact you? Yes, by phone
Best time to call: any

Message:

I urge you to not throw more money at the public market. There are many similar projects nationally that are in better locations and with better fundamentals that have failed. The Madison Public Market as imagined is destined to be a failure. We have better uses for our tax dollars.

From: kyliebergst@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 3:12:10 PM

Recipient: All Alders

Name: Kylie Bergstrom

Address: 4101 Monona Dr, Apt 201, Monona, WI 53716

Email: kyliebergst@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I believe investing in this type of public space along with vendors will have a significantly positive impact on our community. Public markets like this have shown great success in other cities comparable to Madison and if we want to show support for the growth of Madison, particularly the East side of Madison that has been hit hard during the pandemic, we need to continue to push for the market.

From: ellenboyle81@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Saturday, September 10, 2022 5:11:06 PM

Recipient: All Alders

Name: Ellen Boyle
Address: 1214 Fish Hatchery Rd, Madison, WI 53715
Email: ellenboyle81@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Please don't give up on the public market. Our city will support it!

From: sueburns72@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison public market
Date: Wednesday, September 7, 2022 8:46:00 PM

Recipient: All Alders

Name: Sue Burns

Address: 1920 Dondee, Madison, Wi 53716

Email: sueburns72@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I want to voice my support for the Madison city market. Our city needs this for multiple reasons. Please support the financial means for this to happen.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 3:54:14 PM

Recipient: All Alders

Name: Steve Carbin

Address: 186 Garrison Street, Madison , Wi 53794

Would you like us to contact you? No, do not contact me

Message:

Please help the market get over the finish line financially. They, like most current building projects, have fell victim to the dramatic increase in building costs through no fault of their own. I work in the construction industry an know all too well what these price increases have done to our clients and businesses. Please consider helping them and the greater Madison community with your financial support.

Thanks

Steve

From: [Denise Cariski](#)
To: [All Alders](#)
Subject: Please support the Public Market
Date: Monday, September 12, 2022 4:21:40 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

The Madison Public Market project is an essential component of the City's economic recovery and future, providing a beloved destination for area residents and tourist. The Market will have a significant positive economic impact – creating jobs and supporting new businesses, with an emphasis on supporting women- and persons across the entire broad spectrum of the BIPOC community.

The Market will be an accelerator for local food and artisan businesses including home-based production companies seeking to take their business to the next level.

The Market would offer business start-up opportunities to small companies and individual growers, producers, artists and craftspeople. The emphasis is on allowing these small businesses to rent space on a part-time, low commitment and low overhead basis.

Adding the 5.25M to the 2023 Capital Budget allows for future consideration to fund this amount by TID #36.

Please do not miss this important opportunity.

Thank you very much,

Denise Cariski
Madison Resident

From: gretagetsmail@gmail.com
To: [All Alders](#)
Subject: [All Alders] We Need the Public Market!
Date: Saturday, September 10, 2022 10:40:36 PM

Recipient: All Alders

Name: Margaret Casey
Address: 510 Stang Street, Madison, WI 53704
Phone: 608-513-3863
Email: gretagetsmail@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Please please move forward with this!
Small businesses, BIPOC entrepreneurs, Eken Park, Emerson East, Hartmeyer and Union
Corners, Badgers fans, Tourists- so many beneficiaries.
It's not going to get and less expensive down the road. Time to push "play" on this.

From: Lizzyc450@gmail.com
To: [All Alders](#)
Subject: [All Alders] The city public market
Date: Saturday, September 10, 2022 4:07:33 AM

Recipient: All Alders

Name: Elizabeth Chapa
Address: 2150 E. Washington Ave, Madison, WI 53704
Phone: 608-886-3679
Email: Lizzyc450@gmail.com

Would you like us to contact you? Yes, by email

Message:

We are all so excited about the reality of the public market on the east side. It is going to play a vital role in shaping the community as it continues to grow and become more diverse. A place where neighbors and visitors can come together, gather food items, eat and experience life. Sounds incredible to me!

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 1:19:43 PM

Recipient: All Alders

Name: Melissa Clifton

Address: 1842 Helena St, Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

Please accept this message as support for the Madison Public Market and a request that you consider filling the budget gap so that this important project can be completed for the benefit of all Madisonians and surrounding communities.

From: Jeffrey@weichertlakepoint.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 4, 2022 11:21:25 AM

Recipient: All Alders

Name: Jeffrey Cullen
Address: 306 Marston Ave , Madison, WI 53703
Phone: 608-215-0945
Email: Jeffrey@weichertlakepoint.com

Would you like us to contact you? No, do not contact me

Message:

Keep the Public Market! Please fund it. The Eastside needs it, Madison needs it. Get it done or a large portion of this City may upset with your inability to improve the City.

From: [Patti O](#)
To: [Mayor](#); [All Alders](#); [Okeefe, James](#)
Subject: Public Market / Men's Shelter
Date: Thursday, September 1, 2022 2:58:41 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Since it looks like the funding for the Public Market will not happen in the near future, please consider keeping the men's temporary shelter at 1st Street until the purpose built shelter is completed. The funds saved by removing the expense of a temporary shelter on Zeier Road should be analyzed. Without the cost of renovations and transportation to and from The Beacon, millions of dollars could be saved. Not to mention, the current shelter on 1st Street has been a success, and the aspect of a homeless shelter at EastTowne has really stagnated any development in that area. Possibly, the Zeier Rd property could be made available to vendors until the Public Market can be built.

Respectfully,
Patricia O Day

From: sdoran@galwaycompanies.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, September 12, 2022 9:08:34 AM

Recipient: All Alders

Name: Steven Doran

Address: 1858 E Washington Avenue, Madison, WI 53704

Phone: 608-327-4006

Email: sdoran@galwaycompanies.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders:

I am writing to voice my support for the Madison Public Market. The development of the Madison Public Market is integral to the continued re-development of the east side of Madison including the development of affordable housing for residents as well as continued investment by the business community. The Madison Public Market will offer all people of color opportunities to grow their businesses and offer residents unique offerings not currently available. Please vote yes for the additional funds needed to make the Madison Public Market a reality.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 2:34:54 PM

Recipient: All Alders

Name: Justin Duris

Address: 2012 E Mifflin St., Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

My wife and I support the public market. Please get this funded and started. We live in district 12, 1.5 blocks from the market. Our neighborhood is very supportive of this project.

Justin Duris

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 7:33:57 PM

Recipient: All Alders

Name: Ann Garden

Address: 2022 East Dayton Street , Madison , WI 53704

Would you like us to contact you? No, do not contact me

Message:

I have seen how much public markets enhance neighborhoods in other countries, and I strongly support the market proposed for First Street. Please give it your support!

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Funding for Public Market
Date: Friday, September 9, 2022 2:26:37 PM

Recipient: All Alders

Name: Sue Goldwomon

Address: 350 S Hamilton St, Madison, WI 53703

Would you like us to contact you? No, do not contact me

Message:

It has taken years of effort to get to the place of an 'almost Public Market' here in Madison. As a longtime Public Market supporter, including making a financial donation myself, I feel that the Market is an important addition to Madison for what it will offer and who it will employ, who it will benefit all of us! and who will take advantage of it and enjoy it. I believe the Public Market will be added to the list of 'must do' things, not just for those who live here but those who visit, one more thing which makes Madison so attractive and interesting and fun. Please make up the financial shortfall, either thru the budget or the TIF district nearby. The future will prove the correctness of your support! Thank you!

From: griffeat@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Monday, September 12, 2022 4:05:38 PM

Recipient: All Alders

Name: David Griffeath

Address: 2145 Linden Ave, Madison, WI 53704

Email: griffeat@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders:

I wholeheartedly urge you to maintain funding and city support for the planned Public Market. This project has been many years in the making and promises to provide an exciting new addition to Madison's community culture. I have supported the effort throughout its development by participating in neighborhood support efforts, where I found the response enthusiastic. Please help see this project cross the finish line!

Sincerely,
David Griffeath

From: mvheinritz1208@hotmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market Funding
Date: Friday, September 9, 2022 8:21:00 PM

Recipient: All Alders

Name: Melinda Heinritz
Address: 3734 Ross Street, Madison, WI 53705
Phone: 608-233-3592
Email: mvheinritz1208@hotmail.com

Would you like us to contact you? Yes, by email

Message:

Please support the Madison Public Market and provide the monies needed to fill the unexpected funding gap. This is a critically important project that will drive our local economy, attract still more visitors to our city, help us recruit and retain more workforce, and give our city a safe yet dynamic space for people of all backgrounds to come together.

From: dahill@wisc.edu
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 1:44:48 PM

Recipient: All Alders

Name: Dennis Hill
Address: 5316 Shaw Ct, Madison, WI 53705-2744
Phone: 608-630-1345
Email: dahill@wisc.edu

Would you like us to contact you? Yes, by email

Message:

This is something whose time has passed. The location is awful. No one is going to go there. The offerings during the open visits were not going to bring people in. It doesn't stand a chance of becoming the Milwaukee Public Market or, even better, the Cleveland West Side Market, which is truly spectacular. Don't throw more good money at this poorly conceived concept.

From: carolinehoff2@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public market
Date: Sunday, September 11, 2022 9:05:47 AM

Recipient: All Alders

Name: Caroline Hoffman

Address: 462 Marston Ave, Madison , WI 53703

Email: carolinehoff2@gmail.com

Would you like us to contact you? No, do not contact me

Message:

As a citizen of Madison, I am in full support of public dollars for the creation of a public market. I have been to Milwaukee's public market a number of times and believe the economic and social benefits to the city support this investment in the public good. Let's support and finish this worthwhile project.

From: francescahongwi@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, September 12, 2022 11:36:02 AM

Recipient: All Alders

Name: Francesca Hong
Address: 101 N. Blount Street , Madison, WI 53703
Phone: 608-772-6599
Email: francescahongwi@gmail.com

Would you like us to contact you? Yes, by email

Message:

It's time to make our Public Market a reality! I firmly believe that the Market needs to be a priority in Madison.

The 5.25M can come from the City's E. Washington Corridor TID #36, instead of general borrowing. The TID is spinning off 10M in City funds annually for the next five years, meant to be reinvested in city economic development projects. The Public Market is a perfect use for these dollars. Please include this imperative investment in the upcoming budget.

From: [Nicole Schiele](#)
To: [All Alders](#)
Subject: Madison Public Market Support
Date: Monday, September 12, 2022 1:11:54 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

I am writing to express my strong support of the Madison Public Market. As a small business owner myself, I think the opportunity the market will give to small business owners to expand their reach is valuable to the community.

And, as a resident of the north side of Madison, I'm really looking forward to the location. I'm hopeful the market will come to fruition and my family and I are excited to make many visits.

Thanks for your consideration!

Nicole Howarth
Owner of Up North Boutique

From: jmhowe@uwalumni.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Saturday, September 10, 2022 4:28:18 PM

Recipient: All Alders

Name: John Howe
Address: 2230 East Johnson Street, Madison, WI 53704
Phone: 608-334-1578
Email: jmhowe@uwalumni.com

Would you like us to contact you? No, do not contact me

Message:

I strongly support the Madison Public Market and feel it is vital to our community, especially minority owned businesses.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market - Please fund!
Date: Friday, September 2, 2022 12:00:20 PM

Recipient: All Alders

Name: Ama Idun

Address: 187 S Fair Oaks Ave, Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

Please provide the remaining Public Market funding in the 2023 capital budget to make the market a reality. I am strongly in support of bringing such a gathering space to the community. I've enjoyed the public market scene in Milwaukee & St. Louis, and I think Madison would be a great city for something like this.

Thanks & take care.

From: misham@wisc.edu
To: [All Alders](#)
Subject: [All Alders] Public market
Date: Friday, September 9, 2022 2:01:50 PM

Recipient: All Alders

Name: Monique Isham

Address: 31 Sherman Terrace, unit 1, Madison , Wi 53704

Email: misham@wisc.edu

Would you like us to contact you? Yes, by email

Message:

I support the market and hope funding can be found to make it happen. Monique Isham

From: Yankuba113@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public market
Date: Friday, September 9, 2022 2:58:40 PM

Recipient: All Alders

Name: Yankuba Janneh

Address: 2800 crinkle root drive , Fitchburg , Wi 53711

Phone: 608-444-9135

Email: Yankuba113@gmail.com

Would you like us to contact you? Yes, by email

Message:

The city market is going to provides so much for the community and it completion will definitely help alot of small business so please provide the necessary funding.

From: jjokela@sbcglobal.net
To: [All Alders](#)
Subject: [All Alders] Support for Madison Public Market
Date: Friday, September 9, 2022 1:56:20 PM

Recipient: All Alders

Name: Jill Jokela
Address: 5 Hallows Cir, Madison, WI 53704
Phone: 608-469-3768
Email: jjokela@sbcglobal.net

Would you like us to contact you? Yes, by email

Message:

I support the Madison Public Market and sincerely hope the Common Council can find a way to continue to move this project forward. Please do not let all the time and effort that had gone into making this a reality go for naught. I've been involved with the Northside Planning Council for several years and know the effort that has already been spent on the Market Ready effort to help vendors prepare for the Public Market. The Madison Public Market will be an important asset for the east side and greater Madison community and will enhance the work of the Northside Planning Council in supporting food business incubation at FEED Kitchens. Please find the funding to finish this important project that has so much public support. Thank you.

From: timothykilkenny@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 8, 2022 1:04:40 PM

Recipient: All Alders

Name: Tim Kilkenny
Address: 209 N Rosa Road, Madison, WI 53705
Phone: 608-843-1083
Email: timothykilkenny@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

I want to relay my full support for the Madison Public Market to move forward. When I first moved to the city a decade ago, the thing I fell in love with was the sense of community and diversity. I believe that the Market would further that and benefit women, people of color, and underrepresented communities.

I would happily pay more in taxes each year as well if it meant that others in our city would benefit from this Market being built.

Thank you,

Tim Kilkenny

From: Hklebesadel@icloud.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market support
Date: Sunday, September 4, 2022 8:31:13 AM

Recipient: All Alders

Name: Helen Klebesadel
Address: 2017 Jenifer Street, Madison, WI 53704
Phone: 608-345-5802
Email: Hklebesadel@icloud.com

Would you like us to contact you? Yes, by email

Message:

Please support the Madison Public Market. I understand it is possible to provide the needed 5.25M from the City's E. Washington Corridor TID #36. The Public Market is a perfect use for these dollars based on their intended use.

Thanks for your attention.

From: amos428@hotmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 11, 2022 10:52:00 PM

Recipient: All Alders

Name: Amy Klus
Address: 171 S Fair Oaks Ave, Madison, WI 53704
Email: amos428@hotmail.com

Would you like us to contact you? Yes, by email

Message:

I support the Madison Public Market! Please keep this a priority!

From: [Courtney Konieczko](#)
To: [All Alders](#)
Subject: Madison Public Market
Date: Tuesday, September 13, 2022 10:27:00 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please please fund the madison public market. This would be a huge benefit for the whole community, and is a great place to have lots of local food options all in one place, and someplace more permanent than a Farmers Market.

Thank you,

Courtney Koneiczko

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market: Restrain and Remove City Support
Date: Friday, September 9, 2022 4:32:47 PM

Recipient: All Alders

Name: Peter Kraemer

Address: 117 Island Dr, Madison, WI 53705

Would you like us to contact you? No, do not contact me

Message:

With the news that plans for the Madison Public Market now show a gap of over 5 million, it's time to withdraw city support for this venture. Former Mayor David Cieslewicz, in this op-ed for Isthmus magazine, does a good job articulating why our community should rethink spending taxpayer funds on the market, <https://isthmus.com/opinion/citizen-dave/do-we-really-need-a-public-market/>. In this time of massive expenditures requiring the support of already stretched Madison homeowners, increasing inflation, and rising construction costs, the public market should be viewed as a luxury the city simply cannot afford. Our community already enjoys numerous and vibrant farmers markets located throughout the city, as well as food trucks, and swaths of underutilized commercial and retail space. It remains unclear why the Madison Public Market is needed.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Fund the public market
Date: Saturday, September 10, 2022 1:31:51 PM

Recipient: All Alders

Name: Sara Krauskopf

Address: 2025 Carey Ct, Madison, Wi 53704

Would you like us to contact you? No, do not contact me

Message:

Please fund the public market. If we don't do it now it will never get done.

From: Kkrebsbach@rsandk.com
To: [All Alders](#)
Subject: [All Alders] Public Market Push
Date: Thursday, September 1, 2022 10:18:53 AM

Recipient: All Alders

Name: Kay Krebsbach
Address: 155 E. Wilson St, Madison, WI 53703
Phone: 608-827-0701
Email: Kkrebsbach@rsandk.com

Would you like us to contact you? No, do not contact me

Message:

We need a public market in Madison. The success of markets in other cities like Milwaukee and Seattle are perfect examples of the economic boost to tourism as well as filling the needs of our community with fresh locally grown and produced foods, educating our youth on where food comes from and boosting our sense of community with a space for all!!!! Please use your legislative power to push this funding through Thank you for your service!

From: matthew@kronfam.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Thursday, September 1, 2022 3:39:42 PM

Recipient: All Alders

Name: Matthew Kronberger
Address: 2649 Hoard Street, Madison, WI 53704
Email: matthew@kronfam.com

Would you like us to contact you? No, do not contact me

Message:

Please provide the additional needed funding for the Madison Public Market. This project has been a long time coming. We and our neighbors are really looking forward to walking and biking over to the market.

From: renladassor@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market Support
Date: Friday, September 9, 2022 2:18:37 PM

Recipient: All Alders

Name: Ren LaDassor
Address: 2210 Martin St, Madison, WI 53713
Email: renladassor@gmail.com

Would you like us to contact you? Yes, by email

Message:

I support the funding of Madison's Public Market. Hope this is a priority for you too. It will be such a wonderful much needed community venue.

From: roblatousek@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 9:30:45 AM

Recipient: All Alders

Name: Rob Latousek
Address: 407 N Brearly St, Madison, WI 53703
Email: roblatousek@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I am writing to express my strong support for finding the necessary funding to finish the process of constructing the Madison Public Market, as planned. I have been to other public markets and have always been impressed with their popularity, with both locals and visitors. I believe that they are strong economic generators for the neighborhood and city they are located in. I hope we can complete ours as soon as possible. Thank you for your time and effort in this and all other city matters!

From: Dmalaufen@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 1:49:49 PM

Recipient: All Alders

Name: Doris Laufenberg
Address: 3146 Forest Run Way, Madison, WI 53704
Phone: 608-222-2669
Email: Dmalaufen@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I am in full support of the city funding the public market. I feel it would be a great addition to the City of Madison. Let's move ahead and find a way to support this project.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 9:40:31 AM

Recipient: All Alders

Name: LuAnn Lodl

Address: 1325 East St., Black Earth, WI 53515

Would you like us to contact you? No, do not contact me

Message:

I want to voice my support of funding the Madison Public Market out of the 2023 capital budget. I realize I live outside Madison, but I do live in Dane County and I've been looking forward to the market opening since I heard they were considering building one. Our favorite place to go in Milwaukee is their public market. Even though we live close, we rarely go into Madison on weekends unless there is a Badger game. This would draw us into Madison and once we're there, we'd definitely shop, eat, etc. Yes there is the Farmer's Market on Saturdays during summer, but I haven't been there once in the past 5 years. I've been to Milwaukee Public Market at least 2-3 times a year in that span. When we're in Milwaukee, we go. If we had one closer, we'd be there at least once a month. This is a tourist draw as well as a place locals will go. Madison needs this Public Market.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Sunday, September 11, 2022 12:31:29 PM

Recipient: All Alders

Name: Cathy Loeb

Address: 2145 Linden Ave., Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

Greetings:

I'm writing to express my heartfelt support for the Public Market. I've been following this project for some time and know the tremendous work many people have done for years to bring the market into being. I attended one of the early open houses and saw the enthusiasm and creativity of the vendors. Let's not let all this effort be lost. The market will make a vital contribution to our city. Please do what you can to help the project come to fruition.

Sincerely,

Cathy Loeb

From: lorman@edgewood.edu
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 1:26:29 PM

Recipient: All Alders

Name: Jim Lorman
Address: 516 WINGRA ST, MADISON, WI 53715
Email: lorman@edgewood.edu

Would you like us to contact you? Yes, by email

Message:

I support the Madison Public Market, particularly as a way to promote local, minority-owned businesses. I encourage Council members to do whatever they can to fill the gap in funding, so that all the work done so far on this project is not lost.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market Funding
Date: Monday, September 5, 2022 9:41:27 AM

Recipient: All Alders

Name: Lynne MacAdam

Address: 1924 E. Dayton St., Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

Good day!

The proposed Public Market is half a block from my house. The progress of the project has, obviously, held great interest.

I am disappointed that, at this stage, we must again contact alders requesting funding for the project.

This particular location is a point of influence for the city. Any traffic that comes into or out of points East, or between East/West sides, are a stone's throw from the proposed Market.

If the City's stated interest for Madison is robust economic development ... prove it.

Fund the market. Create jobs. Create a hub of destination travel and spending that would ripple out to the larger community. Create a space where neighbors can walk to pick up an onion for tonight's dinner. Put out the welcome mat that our neighborhood already embraces, as is evident by The People's Pronouns on Pennsylvania Avenue.

Please invest in Madison and it's ever-evolving landscape. We believe in this project and hope you do, too.

Thank you for your time.
Lynne MacAdam

From: mahlummccarthy@sbcglobal.net
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 8, 2022 12:53:25 PM

Recipient: All Alders

Name: Debbie Mahlum

Address: 1121 Havey Rd, Madison, WI 53704

Email: mahlummccarthy@sbcglobal.net

Would you like us to contact you? No, do not contact me

Message:

Our family is indeed support of Public Market. We visited the one in Milwaukee a couple times and enjoyed it and it is very busy when we have gone.

From: rmarohn@heartlandcu.org
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 8, 2022 2:14:02 PM

Recipient: All Alders

Name: Robin Marohn
Address: 5325 High Crossing Blvd, Madison, WI 53718
Phone: 608-212-8877
Email: rmarohn@heartlandcu.org

Would you like us to contact you? Yes, by email

Message:

Heartland Credit Union strongly supports the Madison Public Market and urges continued support from the City of Madison to keep it on track and a reality.

The MPM is needed not only for the obvious reasons – a bustling marketplace for locally grown and prepared food, beverages and artwork– but as a place where new entrepreneurs can learn and grow a business. Heartland associates have been on the ground floor of the MarketReady Program and Heartland is ready to support these new business people in every way possible.

Madison Public Market stands to become yet another reason Madison is an increasingly popular destination to live, work and play. Please continue to support the Madison Public Market.

From: [Amy Marsman](#)
To: [All Alders](#); [Mayor](#)
Subject: Public Market
Date: Thursday, September 1, 2022 9:34:30 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I'm writing in support of the Madison Public Market, which will be a vital source of economic development. I urge you to support the market and add funding to the 2023 Capital budget. Significant fundraising has already been achieved. The Madison Public Market Foundation has already raised approximately \$3 million in private support, TID #36 has provided \$7M in funding, and the Neighborhood Investment Fund Grant provides \$4M in additional funding. The Foundation is on track to raise more, and is anxious to take over the operations of the facility with no financial risk to the City. These achievements show how supportive the community is and what a powerful driver the Madison Public Market will be.

Please add funding to support this forward-thinking idea.

Sincerely,
Amy Marsman

From: mccarthy1@central.edu
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 11:34:04 AM

Recipient: All Alders

Name: April McCarthy
Address: 1910 E Mifflin, Madison, Wi 53704
Email: mccarthy1@central.edu

Would you like us to contact you? Yes, by email

Message:

My family and I heavily support the Madison Public Market for numerous reasons. I cannot think a better use of the space that once was the fleet services building. Everyone has been through trying times during the pandemic, so why can't we repurpose the building to bring people back together? And with people, comes money. This has the potential to be a source of revenue and economic growth for our community. Realistically, if we wait any longer the price of construction will only increase. The time is now and the time is right for the Madison Public Market.

From: faymcclurg@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Monday, September 5, 2022 12:17:56 PM

Recipient: All Alders

Name: FAY MCCLURG

Address: 15 N Third St, Madison, WI 53704

Email: faymcclurg@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please support the Public Market. It can be a driver of community based economic development. I'm a neighbor and I've been looking forward to this since it was first proposed several years ago. PLEASE MAKE THIS HAPPEN

From: david.e.mcglynn@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Tuesday, September 6, 2022 11:42:19 AM

Recipient: All Alders

Name: David McGlynn
Address: 2113 Sheridan Drive, Madison, WI 53704
Email: david.e.mcglynn@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Madison Common Council,

I'm writing to voice my overwhelming support for the Madison Public Market. As a resident of the Madison's North side, with children who attended Sherman Middle School and East High School, I'm confident the market would be transformative for our area bringing in local vendors, creating jobs, and revitalizing an area in desperate need of a boost. I'm a huge fan of the Seattle and Milwaukee Public Markets, both of which have become major draws for their respective cities. The Madison Public Market has a terrific location and is ready to break ground. Please approve the remaining funding and allow the project to go forward.

Sincerely,

David McGlynn
2113 Sheridan Dr.
Madison, WI 53704

From: christy@madlocalfood.com
To: [All Alders](#)
Subject: [All Alders] Support for the Madison Public Market
Date: Friday, September 9, 2022 3:53:58 PM

Recipient: All Alders

Name: Christy McKenzie
Address: 4313 Somerset Ln, Madison, WI 53711
Phone: 608-347-9300
Email: christy@madlocalfood.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

I am writing in support of finding the gap funding needed to move the Madison Public Market project forward in the 2023 budget.

As the owner of Pasture and Plenty and the P&P Makeshop, two businesses that work hard to support a healthy and resilient, equitable and accessible local food system, I am a social entrepreneur in Madison and a student of community economic development. I know how important it is for communities to create and support spaces for entrepreneurship and community. This project will be a flagship for Madison and the surrounding area.

There are so many diverse businesses who are counting on the Public Market for the growth and success of their venture. The Market will serve over 100 businesses per year, many being minority-owned businesses. Over 16M in annual sales, at least 500,000 visitors annually, and a 20M economic impact is expected. No other project in Madison is poised to support entrepreneurs of all cultural backgrounds in such a significant way. This is our community's opportunity to bring people together in support of equity through entrepreneurship.

Thank you for considering providing your full support to make sure this project that has such broad support and potential makes it to the starting line.

Wishing you all good health and good eating,
Christy McKenzie

From: sandkmelberg@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 11, 2022 8:46:46 AM

Recipient: All Alders

Name: Kathy Melberg
Address: 4221 BARNETT ST, MADISON, WI 53704
Email: sandkmelberg@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please support the Madison Public Market creation in the unused Fleet building. Madison residents have been teased with the idea of getting a public market for over a decade. The perfect time will never happen, so let's do this now and turn it into the perfect time. Please make this idea a reality.

From: mark.miller3345@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Thursday, September 1, 2022 10:07:51 AM

Recipient: All Alders

Name: Mark Miller

Address: 115 S Franklin Street, Unit 302, Madison, WI 53703

Email: mark.miller3345@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

Please consider funding the budget gap for the Madison Public Market. It would be a shame to see the project not move forward given all the time and energy already expended. The Market will be a real draw to the downtown area and give many small businesses the opportunity to grow the foodie scene in Madison.

Thank you,

Mark Miller
115 S Franklin Street
Madison WI 53703

From: sandramontello@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Sunday, September 11, 2022 1:11:01 PM

Recipient: All Alders

Name: Sandra Montello
Address: 1913 Manley Street, Madison, WI 53704
Phone: 608-712-9138
Email: sandramontello@gmail.com

Would you like us to contact you? Yes, by email

Message:

It is not right to use taxpayer funds for the public market. I was turned down for help and what I want to say is more than a few sentences. The mission is not to help everyone who asks for help, but only those who meet certain criteria_ which means private funding is appropriate. Crime is rampant, it is dangerous to drive safely, our water is contaminated. Don't take public money that is desperately needed to combat these issues.

From: [Madison Public Market Foundation](#)
To: [All Alders](#); satvarhodesconway@gmail.com
Cc: [Mikolajewski, Matthew](#)
Subject: The Madison Public Market - an investment in equity through entrepreneurship
Date: Wednesday, September 28, 2022 2:54:26 PM
Attachments: [Madison Public Market Letter to Common Council-2.pdf](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Common Council Alders,

The Madison Public Market Board of Directors kindly asks that each of you review the attached letter.

We wish to convey to you the essential nature of the Public Market project as an important investment in equity through entrepreneurship. We believe the Market offers unmatched economic benefits to the region's BIPOC community through a financially viable solution (as shown in the Business Plan provided).

We hope that after reading this document, you will find a solution to the funding shortfall of \$5,208,272. An amendment to the 2023 Capital Budget submitted by the 12:00 PM deadline of November 9 will allow for funding to be considered and possibly provided via the successful TID #36.

Thank you very much for your support of the once in a generation project.

Sincerely,

MPMF Board of Directors



TO: City of Madison Common Council, City of Madison Mayor Satya Rhodes-Conway

FROM: Board members of the Madison Public Market Foundation

DATE: September 26, 2022

RE: **The Madison Public Market - an investment in equity through entrepreneurship**

CC: Matt Mikolajewski, Economic Director, City of Madison

The Madison Public Market is our community's next beloved public gathering space that prioritizes equity through entrepreneurship. No other project in Madison is positioned to successfully support 100+ entrepreneurs and bring 500,000 people of all backgrounds together each year to celebrate the diverse cultures of Southern Wisconsin. The Madison Public Market will feature Wisconsin farms, culturally diverse prepared food, locally-made food products, and handcrafted arts and crafts. It includes food processing in the Food Innovation Center, business acceleration, and workforce training.

As a contracted agent of the City of Madison, the Madison Public Market Foundation has been working in good faith to fulfill its responsibilities. City staff has similarly worked diligently to create the Public Market, the only public space in our community that will bring together people from all cultures, backgrounds, ages, political views, and ethnicities. The Madison Public Market and our 5,000+ supporters believe the Market is a vital public space that the City should not continue to delay for the following reasons:

- **The Market's primary goal is equity through entrepreneurship** to increase minority-owned businesses of all cultures and grow generational wealth. This is another proven outcome of Public Markets. The City's highly successful MarketReady program has prepared 30 vendors for a presence in the Market, a market that will foster their economic growth and financial security.
- No where else in Greater Madison is there a **public gathering space where people of all backgrounds and cultures** want to go. This is a proven outcome of Public Markets around the country. In a divided world, we need this space.
- The Market will **generate \$20M in economic impact** for the region every year ● The need and interest is high. More than **230 large and small businesses** have submitted formal interest in vending at the Market. Greater than **50% of these businesses are minority owned**. ● The Market will **support 100+ small businesses annually**, welcome at least 500,000 people each year, and **create more than 100 jobs**.

Mayor Rhodes-Conway, as she introduced the 2023 Capital Budget, summarized how the specific values of *Equity, Civic Engagement, Well-being, Shared Prosperity, and environmental Stewardship* influenced proposed funding priorities. **The proposed Madison Public Market manifests every one of the Mayor's 2023 Capital Budget's guiding Values.**

Equity Through Entrepreneurship

The diversity of Greater Madison is its greatest asset. By celebrating our unique traditions, the Madison Public Market will be a cherished and inclusive year-round community gathering space with food, art, music, and events that bring people together, celebrating the many cultures of Southern Wisconsin.

The Mission of the Madison Public Market is equity-based economic development. The project lowers barriers to entry and creates a supportive environment for diverse entrepreneurs to launch new businesses. The Market builds on Madison's existing strengths and competitive advantages in the food industry to grow the next generation of food-based businesses. It will bring together dozens of

early-stage businesses under one roof in a space that offers exposure, affordable rents, and support.

Public Markets are successful in accelerating minority-owned businesses. The Market emphasizes equity through entrepreneurship and has already supported 30 diverse entrepreneurs through the City's MarketReady program. The MarketReady program shows the untapped entrepreneurial talent in Greater Madison that was simply waiting to be harnessed. MarketReady business owner demographics include:

- 83% people of color
- 62% women
- 33% first generation immigrants
- 90% are considered low income

Five MarketReady vendors were awarded funding and guaranteed placement in the Public Market. These businesses are successfully operating, but need an affordable space to accelerate their business. While funding was only available for five businesses, several other MarketReady vendors also have strong business plans that depend on the Public Market for long-term growth and success.

[Three MarketReady vendors share their current thoughts about the Market in this short video](#)

As a City, we can support small pop-up spaces, kitchen spaces, and events for diverse entrepreneurs in scattered locations across the region, but these will not create the transformative, collective change we need to see in Madison. No other public or private project that exists or is underway will come close to fostering the type of equity through entrepreneurship for all cultures that the Madison Public Market can achieve. The Madison Public Market offers the opportunity to build wealth and prosperity within communities that have too long been marginalized. The Public Market will provide food for one of Madison's "Food Access Focus" areas on the Northeast side, and has plans to ensure that affordable food is available at the Market.

Madison Public Market Business Plan

The Public Market Foundation was formed to become the operator of the Public Market. The Foundation has met its City imposed commitment to raise \$3 million, with the support of area philanthropic foundations and the business community. **A gift of \$1.5 million has been pledged by one of Madison's largest private employers.** The Foundation will operate the market as an independent, local non-profit organization handling leasing, licensing, marketing, maintenance, programming, etc. The City of Madison will retain ownership of the facility and site. The City will continue involvement and oversight via three appointed members of the Board of Directors. An Operating Agreement will establish terms for ensuring a successful partnership between the City and the Foundation.

The Madison Public Market has a viable business plan that demonstrates financial independence. The City of Madison hired one of the world's leading public market experts, Projects for Public Spaces, to conduct a feasibility study for a Madison Public Market. The City then authored the Madison Public Market Business Plan from that study. [The Business Plan and operating financial forecast \(updated in late 2020\) can be found here.](#) Highlights include:

- Operating losses for the first years have been factored into the capital costs.
- The Market will operate a \$1M annual budget. Two anchor tenants will be key to viability.
- A hybrid vendor rent structure, common and successful at other markets, includes a base rent per square foot, base Common Area Maintenance (CAM) charge per square foot, and a percentage of sales
- An extensive Marketing Analysis, with local comparisons and surveys from over 2,000 residents, anticipates at least 500,000 annual visitors and \$16M in direct annual sales, as well as tens of

thousands of dollars in City specific sales taxes.

The project will repurpose the existing and obsolete city-owned Fleet Services garage to create a truly special community destination. The City of Madison commissioned Project for Public Spaces to perform a “Huff Gravity Model” analysis to evaluate this selected site and others for sales potential. Based on population density and spending patterns of people within different travel time distances to the site, the analysis estimated that the selected site for the Public Market could achieve \$12 to \$14 million in annual sales (just in food to take home). With prepared foods included, the City anticipates total average annual sales of \$16 to \$20 million.

Public Markets are financially viable with a strong social return on investment. **The City of Madison's Madison Public Market business plan does not show that ongoing investment is needed.** However, the City of Madison may choose to provide “impact based” subsidies that enhance the Market’s mission to promote entrepreneurship among the BIPOC community.

Examples of Successful Public Markets are Plentiful

Public Markets are beloved places. Public Markets are not a new concept and have been operating successfully in the US for over a century. Nearly all of the best cities across the US and the world have one thing in common: vibrant, beloved public markets that bring people from all backgrounds together to experience local culture. **In the Midwest, there are nearly 30 successful public markets** in communities of all sizes and demographics.

In Wisconsin, there are four public markets, and several in the planning stages, with the Milwaukee Public Market welcoming over 2 million visitors every year. The Madison Public Market’s business plan specifically calls for collaboration with the Greater Madison Convention and Visitors Bureau, Downtown Madison, Inc, UW Madison, Monona Terrace, and other event facilities. Marketing plans target Milwaukee, Chicago, Minneapolis and other regional markets.

The Madison Public Market is Highly Popular

Throughout years of anticipation, the Greater Madison community has voiced support for the Public Market. In 2020, during the height of the pandemic, over 100 citizens, businesses, and organizations contacted the Mayor and Common Council to voice support. Several alders in the past have commented that the most citizen feedback they’ve received has been in support of the Market. **Letters of Support from area non-profit agencies, businesses and community members are included below.**

[Public feedback from individuals and multiple organizations](#)

[Letters of support from diverse organizations in support of the EDA grant](#)

Broad community support is demonstrated through the large amount of individuals interested in our success: [Facebook](#): 5,041 followers [Instagram](#): 3,239 followers [E-Updates](#): 4,848 subscribers

Throughout the years, there have been many opportunities for public dialogue. The links below share a variety of recent perspectives from individuals, businesses, and organizations who support the Market.

At this time, funding for the Public Market exists from private donations (\$3M), TID #36 (\$7M), the State of Wisconsin Neighborhood Investment Fund grant (\$4M) and other sources totalling \$14.8M. Without adequate and immediate funding, the Market’s construction will be delayed for the foreseeable future. Continued project uncertainty will jeopardize private funding commitments. It is not unrealistic to conclude that a halt in the Market’s progress could kill the project in its entirety.

The Market will provide one central location where Madison’s diverse food culture can be experienced and celebrated. With that in mind, the Madison Public Market Foundation, and other supporters of the Public Market, respectfully request that the funding shortfall of \$5,208,272 be added to the 2023

Capital Budget, with consideration to be made for funding to be provided via the successful TID #36.

From: [Madison Public Market Foundation](#)
To: [All Alders](#); satvarhodesconway@gmail.com
Cc: [Mikolajewski, Matthew](#)
Subject: Re: The Madison Public Market - an investment in equity through entrepreneurship
Date: Wednesday, September 28, 2022 4:28:20 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello, below you will find a copy of the links on this document for your review. They seem to not open correctly from the PDF sent. Thank you.

[Three MarketReady vendors share their current thoughts about the Market in this short video](#)

[The Business Plan and operating financial forecast \(updated in late 2020\) can be found here.](#)

[Public feedback from individuals and multiple organizations](#)

[Letters of support from diverse organizations in support of the EDA grant](#)

On Wed, Sep 28, 2022 at 2:54 PM Madison Public Market Foundation
<info@madisonpublicmarket.org> wrote:

Dear Common Council Alders,

The Madison Public Market Board of Directors kindly asks that each of you review the attached letter.

We wish to convey to you the essential nature of the Public Market project as an important investment in equity through entrepreneurship. We believe the Market offers unmatched economic benefits to the region's BIPOC community through a financially viable solution (as shown in the Business Plan provided).

We hope that after reading this document, you will find a solution to the funding shortfall of \$5,208,272. An amendment to the 2023 Capital Budget submitted by the 12:00 PM deadline of November 9 will allow for funding to be considered and possibly provided via the successful TID #36.

Thank you very much for your support of the once in a generation project.

Sincerely,

MPMF Board of Directors

From: karlnibbelink@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 9:14:43 AM

Recipient: All Alders

Name: Karl Nibbelink

Address: 1335 E Johnson St, Madison, WI 53703

Email: karlnibbelink@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Hello,

I'm sending this message to encourage you all to support fully funding the Madison Public Market. The wonderful public markets from Philadelphia to Denver, and Seattle, are always a great stop when I travel and I have high hopes that ours could be a great destination spot, and a wonderful community gathering site.

Sincerely,

Karl Nibbelink, MD

From: nlinero1@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 8, 2022 4:38:00 PM

Recipient: All Alders

Name: Nelson Linero
Address: 366 Grant Street, Wyocena, WI 53969
Phone: 608-769-7521
Email: nlinero1@gmail.com

Would you like us to contact you? Yes, by phone
Best time to call: Day

Message:

I am an Organizer for Nature Forward. We are a new team working in our local area to give everyone access to self sustaining opportunities. This Public Market would be an invaluable resource to our objective and all the community members we aim to serve. The People of Madison deserve this. Thank you for your consideration.

From: n_e_miller@hotmail.com
To: [All Alders](#)
Subject: [All Alders] let's get Madison Public Market to the finish line
Date: Monday, September 12, 2022 9:46:01 PM

Recipient: All Alders

Name: Nicole Miller
Address: 1229 E. Johnson St., Madison, WI 53703
Email: n_e_miller@hotmail.com

Would you like us to contact you? No, do not contact me

Message:

I am writing to express my enthusiasm and support for the Madison Public Market. I have donated to support the project, and will do so again. Please do everything you can to make sure this wonderful project comes to fruition!

Many thanks,
Nicole

From: [FEED Manager](#)
To: [All Alders](#)
Subject: Madison Public Market Funding
Date: Monday, September 12, 2022 8:50:13 AM
Attachments: [NPC_Madison Public Market Letter of Support.pdf](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good Morning,

Attached please find a letter from Madison Northside Planning Council, Inc. supporting the Madison Public Market and urging you to find a way to fund and continue the project.

As stated in the letter, the Public Market complements our efforts at FEED Kitchens to support local food business entrepreneurs as well as enhances our local food system.

Thank you for your thoughtful consideration of our appeal.

Regards,
Chris

Chris Brockel
FEED Kitchens Manager
Healthy Food for All Coordinator

Madison Northside Planning Council, Inc.
FEED Kitchens
1219 N. Sherman Ave.
Madison, WI 53704
Office: (608) 204-7017
manager@feedkitchens.org
www.feedkitchens.org

Northside Planning Council



DATE: September 10, 2022
TO: All City of Madison Alders
FROM: Madison Northside Planning Council, Inc.
Lauri Lee, Chair
Martee Mikalson, Interim Executive Director
Chris Brockel, Food Systems Director
RE: Support for Madison Public Market Funding

Madison Northside Planning Council, Inc (NPC) is writing in support of the MPM and to urge the Finance Committee and City Council to fund the gap and make the MPM finally come to reality. The background and reasons include:

- NPC has been a strong supporter of the Madison Public Market over the past decade. NPC owns and operates FEED Kitchens, 1219 N. Sherman Ave., with 95 entrepreneurs and nonprofit social enterprises owned by people of color (65%) and by women (55%). These businesses and social enterprises consider the MPM to be the “next step” to jumpstart for their business or take business growth to the next level through a permanent or itinerant vending space. This path would support their families and build generational wealth and family assets. *Voting to fund the MPM is about equity for entrepreneurs of color, immigrants and women.*
- When the Northside was cast aside in 2014 as a potential MPM location, the Northside Economic Development Coalition, a program of NPC, helped to advance the idea of a Food Innovation Corridor running from the Troy Community Farm, past FEED Kitchens and down North Sherman Avenue to the MPM to include the Northside in this economic development opportunity.. This corridor would also solidify Madison’s place as a local food hotspot as well as support a more vibrant and responsive regional food system that can respond to changes and disruptions. Coming through the pandemic we have learned some tough lessons about supply chain disruption and the ability of a region to take care of its own food needs. *The MPM is an integral part of a complete food system that goes from farm to consumer. Please vote to support our food system and local economy.*
- NPC operated the Market Ready program under contract with the City of Madison to prepare a cohort of small locally-owned vendors from groups historically not included or unable to start small businesses in our city (low-income, people of color, immigrants, veterans and women). More than 80 vendors applied, and of the 30 selected — 83% are people of color, 63% are women and 33% are first-generation immigrants. Business plans were built around moving into the MPM. In this post-pandemic era, this group does not have the resources to create a new opportunity to take its place. If the MPM is never built, it is just another financial blow layered upon pandemic losses. *Please vote to help underserved communities become successful business owners.*
- FEED Kitchens had planned to have a store and pop-up restaurant space in the MPM so our food carts and catering chefs could keep their businesses operating year-round and give instant shelf space to their products. The year-round demand for local food products is high and continues to grow. In August, FEED hosted the successful Black Restaurant Jamboree and Tasting for 30 black-owned food businesses in collaboration with the Madison Black Chamber of Commerce. It proved the appetite for local ethnic foods is strong and these small food vendors would do extremely well in a Public Market. *Please vote to support FEED and our vendors, and other minority-owned businesses at the MPM.*
- It seems the MPM has a funding gap due to rising building costs and inadequate notice and action by leadership that caused insufficient fundraising in order to qualify for the federal pandemic grant opportunity. The MPM was doomed before most stakeholders were even aware of a problem. *Please vote to remedy this oversight and fund the MPM.*

We ask the Finance Committee and Common Council to support the Madison Public Market and vote in favor of food access and equity, small business ownership, and entrepreneurship.



From: jcparker@tds.net
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 4:14:00 PM

Recipient: All Alders

Name: Jennifer Parker

Address: 1425 Wheeler Ct Unit B, Madison, WI 53704

Email: jcparker@tds.net

Would you like us to contact you? Yes, by email

Message:

I fully support and would like the city to support the Public Market. It will benefit our citizens in numerous ways, including improving the economy of Madison.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Public Market funding
Date: Thursday, September 1, 2022 10:53:58 AM

Recipient: All Alders

Name: Jamie Pekarek Krohn

Address: 1812 Keyes Avenue, Apt, Madison, WI 53711

Would you like us to contact you? No, do not contact me

Message:

Hello, I support finding the funds to complete the Madison Public Market. If done correctly and with the right support this could be a huge boost to our local community connection as well as a draw for tourism.

From: josh@rockwoodrealtygroup.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 9:22:59 AM

Recipient: All Alders

Name: Joshua Pelletter
Address: 269 Kensington Dr, Madison, WI 53704
Email: josh@rockwoodrealtygroup.com

Would you like us to contact you? Yes, by email

Message:

Disappointed to hear the public market has again run into more funding issues. I feel this project needs to happen, the time, energy, hopes and dreams that have gone into the project over the last years...Long term the public market will have a significantly positive impact to the near East Side and Madison in general. Madison needs more economic bases and opportunities and less mixed use apartments...though I understand apartments provide the immediate tax revenue that the city seems so desperately chasing..

From: beverly.phillips@wisc.edu
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 9, 2022 5:27:06 PM

Recipient: All Alders

Name: Beverly Phillips
Address: 204 N Third St, Madison, Wi 53704
Phone: 608-628-3850
Email: beverly.phillips@wisc.edu

Would you like us to contact you? Yes, by email

Message:

Just a quick note to let you know I support the Public Market. It will be only a couple of blocks from my house, and I have been looking forward to this neighborhood asset for years!

From: pinto@chorus.net
To: [Fields, Debbie](#)
Subject: [Council Staff] Public Market
Date: Friday, September 9, 2022 1:33:16 PM

Recipient: Council Staff

Name: John Pinto
Address: 609 N. Westfield Rd., MADISON, WI 53717
Phone: 608-833-2297
Email: pinto@chorus.net

Would you like us to contact you? No, do not contact me

Message:

With so many farmers' markets, Madison does not need another one.

From: josie.pradella@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market Funding
Date: Saturday, September 3, 2022 8:44:23 AM

Recipient: All Alders

Name: Josephine Pradella

Address: 1713 Sheridan Dr, Madison, WI 53704

Email: josie.pradella@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I would like to encourage all Alders to support funding the Public Market. It is so important for local vendors to connect with the community year-round. As with the farmers' market, the public market will strengthen the local economy and become a year-round attraction for visitors.

From: [Ramey, Melanie](#)
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 2, 2022 9:52:45 PM

Recipient: All Alders

Name: Melanie Ramey
Address: 295 W Main St
Apt 601, Madison, WI 53703
Phone: 608-235-5349
Email: Melr217@aol.com

Would you like us to contact you? Yes, by email

Message:

I do not think we should invest in the public market. It is simply not needed. I want to be very sure out infrastructure problems are addressed with no delayed maintenance. Reserves are essential to insure our ability to deal with climate change and other unforeseen problems. Look around town. There is a huge number of unoccupied spaces if vendors should want to open their own restaurant etc. No more are needed
I never sensed much public support for it and I think there is less now..

From: Tlras@sbcglobal.net
To: [All Alders](#)
Subject: [All Alders] Public market
Date: Saturday, September 10, 2022 8:58:47 AM

Recipient: All Alders

Name: Tonya Rasmussen
Address: 2230 E Johnson St, Madison, Wi 53704
Email: Tlras@sbcglobal.net

Would you like us to contact you? No, do not contact me

Message:

I support the public market.
Please don't give up on it!

From: Caseyreiser@gmail.com
To: [All Alders](#)
Subject: [All Alders] Support for the public market
Date: Friday, September 9, 2022 9:07:02 PM

Recipient: All Alders

Name: Catherine Reiser
Address: 1123 Sherman Avenue, Madison , WI 53703
Phone: 608-698-3663
Email: Caseyreiser@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Please support the continued funding and development of the public market. It would good for Madison as an economic driver and for community development

From: Revtravel@yahoo.com
To: [All Alders](#)
Subject: [All Alders] Public market
Date: Friday, September 9, 2022 4:52:49 PM

Recipient: All Alders

Name: Kevin Revolinski
Address: 17 Sherman Terrace, MADISON, WI 53704
Email: Revtravel@yahoo.com

Would you like us to contact you? Yes, by email

Message:

It seems Madness to not move forward on this project that benefits the entire public and adds a bit more to our fast growth as a city and a community other than merely in-fill apartments. It's especially a bad choice to not fund it when it also means that we would lose an even larger chunk of Federal money. Make Madison truly great!

From: kylerrichmond@yahoo.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market support
Date: Monday, September 12, 2022 7:12:37 PM

Recipient: All Alders

Name: Kyle Richmond

Address: 107 Sutherland Court, #208, Madison, WI 53704

Email: kylerrichmond@yahoo.com

Would you like us to contact you? Yes, by email

Message:

Please find a way to keep the Public Market moving forward. It's been under careful planning and development for a long time, and important progress has been made to create a true public market that will both support itself and include all sorts of vendors. This is still a very important public asset for the City of Madison to put in place. Thank you for your consideration.

From: serobbins11@gmail.com
To: [All Alders](#)
Subject: [All Alders] I Support the Madison Public Market!
Date: Friday, September 9, 2022 2:05:21 PM

Recipient: All Alders

Name: Sarah Robbins

Address: 2271 E Washington Ave., Madison, WI 53704

Email: serobbins11@gmail.com

Would you like us to contact you? No, do not contact me

Message:

My family and I are so looking forward to the completion of the public market. We believe it's going to be SO amazing for jobs, tourism and general well being and life for our neighborhood. Please support funding this important project!

Thank you,

Sarah

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 8, 2022 8:30:57 PM

Recipient: All Alders

Name: Teresa Rosado-Sanna

Address: 622 Merryturn Rd, Madison, WI 53714

Would you like us to contact you? No, do not contact me

Message:

Hi everyone,

I'm contacting you today to share my support for the Madison Public Market initiative. Having the public market and the vendors planned would be a huge addition to the community. It would be wonderful to have a central place where under represent communities can come together and we can feel like we are valued and can support other people and businesses like us.

I urge you to move forward with this project and provide the additional budget needed to bring this to life.

Thank you for your consideration

From: Otravase@aol.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Thursday, September 1, 2022 9:16:28 AM

Recipient: All Alders

Name: Virginia Rose
Address: 349 Kensington Drive , Madison , WI 53704
Email: Otravase@aol.com

Would you like us to contact you? Yes, by email

Message:

Milwaukee's Public Market is the heart of the Third Ward and draws many to the area. Madison's Public Market would offer the same opportunities as it generates new life into the East Side.

From: megan.schiele@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison public market
Date: Thursday, September 1, 2022 2:49:38 PM

Recipient: All Alders

Name: Megan Schiele
Address: 3470 State Rd 138, Stoughton , WI 53589
Email: megan.schiele@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I am writing to ask you give the remaining funds needed to the public market. This has been a long time project the city has been waiting for and many makers / small businesses who have waited a long time. Being a small business myself I can attest to how hard COVID has been on businesses, especially in Madison. The city and people could really use something positive. Thank you for considering.

From: [Mark Schmitz](#)
To: [All Alders](#)
Subject: Public Market Support
Date: Friday, September 9, 2022 2:56:37 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello Friends,

I am writing from my ZEBRADOOG studio on Williamson Street to voice our collective and overwhelming support for the Public Market proposed on First Street in Madison. It has been our mission to support such an endeavor since its early inception. Providing these key community services and community hub activities is critical to our gateway and to our future.

As a property owner and business owner on the east side of Madison, I can promise our allegiance and support for your decision to move forward.

We need this.

Please pause to consider.

Very Best Regards,

Mark Schmitz

Founder | Visual Therapist

CEEE

[ZEBRADOOG.com](https://zebradoog.com) • +1.608.257.8400 ext: 316



From: [Robert Schubert](#)
Subject: I am strongly supportive of the Madison Public Market.
Date: Saturday, September 3, 2022 11:30:30 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please add \$5.25M to the 2023 Capital budget in support of the Madison Public Market. The \$5.25M can come from the City's E. Washington Corridor TID #36, instead of general borrowing. The TID is spinning off \$10M in City funds annually for the next five years, meant to be reinvested in city economic development projects. The Public Market is a perfect use for these dollars.

Sincerely,

Robert Schubert

2558 East Dayton Street, Madison, WI 53704-4909 (608) 241-5769

Broad Rationale:

- The proposed Madison Public Market would be an essential step in the region's economic recovery.
- This is a win-win for everyone and truly deserves the community's support.

Economic Development:

- The Public Market's main purpose is community based economic development.
- The Market will have a significant positive economic impact – creating jobs and supporting new businesses, with an emphasis on supporting women- and persons across the entire broad spectrum of the BIPOC community.
- The Market will be an accelerator for local food and artisan businesses including home-based production companies seeking to take their business to the next level.
- The Market would offer business start-up opportunities to small companies and individual growers, producers, artists and craftspeople. The emphasis is on allowing these small businesses to rent space on a part-time, low commitment and low overhead basis.
- Regional infrastructure supports food and beverage production, processing, packaging, and distribution. Several food-related incubators, such as the [FEED Kitchen](#), the [Garver Feed Mill](#) and even the Dane County Farmers' Market support a growing number of local entrepreneurs, while established dairy, beverage and food product companies thrive.
- The Market will serve as an incubator for diverse entrepreneurs to start and grow businesses. The City's innovative MarketReady Program has prepared 30 entrepreneurs through an intensive program of business coaching, training, and small grants. The MarketReady participants are a

passionate, committed and diverse group (83% are people of color, 60% are women, and 33% are first generation immigrants).

- Community Benefit: The vibrant art-filled atmosphere of the Fleet Services building will be Madison's next great public place; repurposing an ideally suited building that the City already owns makes economic sense and promotes sustainability.
- The soon-to-be vacant Fleet Services building, in the heart of the vibrant Capitol East neighborhood, is the gateway to downtown, close to the airport and the interstate and will spur economic growth and activity for the surrounding area. The vibrant art-filled atmosphere of the building will be Madison's next great public place; repurposing a city-owned building makes economic sense and promotes sustainability.
- The Public Market design will include a connection to the adjacent Burr Jones Park as well as the Yahara River. The Yahara River bike path and the park, and will offer green space for exploring outdoor events and future opportunities.

City Support:

- Since 2012, the Common Council has approved over 20 formal Council resolutions authorizing next steps with the Public Market and the project has been authorized in the City budget for the last three years.
- This includes adoption of the business plan, launching the MarketReady Program, selecting the architecture team, establishing a partnership with the Public Market Foundation, approving architectural designs and more.
- Mayor Rhodes-Conway has expressed strong support for the MarketReady Program and the Public Market's focus on supporting diverse entrepreneurs.
- The Public Market has been well-vetted by the community, analyzed by experts, embraced by diverse entrepreneurs, repeatedly approved by the Common Council, recommended in City plans, and authorized by the City's budget.
- The Public Market is a recommendation in the City's adopted Capitol Gateway Corridor Plan, Emerson East/Eken Park/Yahara Neighborhood Plan, and the recently adopted Comprehensive Plan.

Funding:

- The Madison Public Market Foundation has already raised approximately \$3 million in private support, TID #36 has provided \$7M in funding, and the Neighborhood Investment Fund Grant provides \$4M in additional funding. The Foundation is on track to raise more, and is anxious to take over the operations of the facility with no financial risk to the City.
-

From: michelleaschwarze@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Saturday, September 3, 2022 10:54:19 AM

Recipient: All Alders

Name: Michelle Schwarze
Address: 2114 Lakeland Ave., Madison, WI 53704
Phone: 607-835-8722
Email: michelleaschwarze@gmail.com

Would you like us to contact you? Yes, by email

Message:

Hello,

I was dismayed to see that, yet again, funding for the long anticipated Madison Public Market is up in the air again and that the mayor doesn't seem to want to commit city funds to the project. I can't imagine a better use of them than another large, public, indoor space with fresh food and a place to gather and a way to improve the blight on the corner of First and Gorham. Most thriving large cities have these. Madison of all places, with long, cold winters, should have a place to eat and spend time with the community inside in the winter. I sincerely hope that after, what, 15 years we finally see this project realized soon! Please commit the funds to pay for this fantastic project.

From: susanshain@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 1:36:31 PM

Recipient: All Alders

Name: Susan Shain
Address: 1139 E. Mifflin St., Madison, WI 53703
Email: susanshain@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Hi! Please give funding to the market we are so excited about this coming and think it will be great for the community.

Thank you,
Susan

From: bmsheehy@yahoo.com
To: [All Alders](#)
Subject: [All Alders] Public Market funding
Date: Friday, September 9, 2022 4:25:31 PM

Recipient: All Alders

Name: Brian Sheehy
Address: 325 Belmont Rd, Madison, WI 53714
Email: bmsheehy@yahoo.com

Would you like us to contact you? No, do not contact me

Message:

I want to voice my support for funding the Public Market. I think it would be a great addition to our city. It is nearly fully funded, I hope you will make up the funding gap to make this market reality.

From: fishmongerstudio@gmail.com
To: [All Alders](#)
Subject: [All Alders] Please support the Madison Public Market
Date: Monday, September 5, 2022 11:13:04 AM

Recipient: All Alders

Name: James Shulkin
Address: 5027 Marathon Drive, Madison, WI 53705
Phone: 608-698-4529
Email: fishmongerstudio@gmail.com

Would you like us to contact you? Yes, by phone
Best time to call: Any time.

Message:

Hello,

The Madison Public Market project is an essential component of the City's economic recovery and future, providing a beloved destination for area residents and tourist. The Market will have a significant positive economic impact – creating jobs and supporting new businesses, with an emphasis on supporting women- and persons across the entire broad spectrum of the BIPOC community.

The Market will be an accelerator for local food and artisan businesses including home-based production companies seeking to take their business to the next level.

The Market would offer business start-up opportunities to small companies and individual growers, producers, artists and craftspeople. The emphasis is on allowing these small businesses to rent space on a part-time, low commitment and low overhead basis.

Adding the 5.25M to the 2023 Capital Budget allows for future consideration to fund this amount by TID #36.

Please do not miss this important opportunity.

From: fraulini@yahoo.com
To: [All Alders](#)
Subject: [All Alders] Support the Public Market
Date: Thursday, September 1, 2022 10:52:28 AM

Recipient: All Alders

Name: Carrie Simon

Address: 1918 E. Dayton St., Madison, WI 53704-4719

Email: fraulini@yahoo.com

Would you like us to contact you? No, do not contact me

Message:

I am writing to urge you to support the funding needed to develop the Public Market project. This has been a very long standing vision for our community and far too much money, time, and energy has been invested thus far to abandon the project now. The Public Market will not only be an asset to our community but also has great potential to improve equity and support small business owners. Please allocate the funding necessary to finally bring the Public Market to life!

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 11, 2022 9:23:33 AM

Recipient: All Alders

Name: Heidi Skaar

Address: 133 dunning st, Madison, WI 53704

Would you like us to contact you? No, do not contact me

Message:

Please support filling the gap for the Madison Public Market on Madison's east side. It would be a tremendous and positive new space for the east side and I support it!

From: sadee.sterling@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Monday, September 5, 2022 11:08:33 AM

Recipient: All Alders

Name: Sadee Linero
Address: 366 Grant St, Wyocena, WI 53969
Phone: 607-697-4731
Email: sadee.sterling@gmail.com

Would you like us to contact you? Yes, by email

Message:

Madisonians and visitors alike would utilize this incredible economic opportunity to keep local money local. It would also encourage local nutrition and engagement with community.

From: arthurjsnowwhite@gmail.com
To: [All Alders](#)
Subject: [All Alders] WE NEED THE PUBLIC MARKET
Date: Thursday, September 8, 2022 9:24:05 AM

Recipient: All Alders

Name: Arthur Snowwhite
Address: 2150 E Mifflin St, Madison, WI 53704
Phone: 513 227-0178
Email: arthurjsnowwhite@gmail.com

Would you like us to contact you? Yes, by email

Message:

I hope to see Madison commit to the East Side by helping small businesses and providing quality walkable grocery in the area! We need a public market in this community, these opportunities are important to community growth!

From: delliffs@aol.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Monday, September 5, 2022 7:41:17 AM

Recipient: All Alders

Name: Donad Snyder
Address: 334 W Doty St., Madison, WI 53703
Email: delliffs@aol.com

Would you like us to contact you? No, do not contact me

Message:

This project Needs a better feasibility study. Do we really need to provide public funds when Madison has so many infrastructure need requirements.

From: arsoglin@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 18, 2022 8:07:30 AM

Recipient: All Alders

Name: Alexandra Soglin

Address: 1301 Rae Lane , Madison, WI 53711

Phone: 608-770-1057

Email: arsoglin@gmail.com

Would you like us to contact you? Yes, by email

Message:

I support additional funding for the Madison Public Market.

From: katyanatticus@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Saturday, September 10, 2022 12:11:10 AM

Recipient: All Alders

Name: Katya Spear
Address: 514 North 8th street, Madison , WI 53704
Email: katyanatticus@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Voicing my support for the Madison Public Market - please include funding for this in the upcoming budget as previously discussed!

From: reporting@cityofmadison.com
To: [Fields, Debbie](#)
Subject: [Council Staff] Save Madison Public Market
Date: Monday, September 5, 2022 1:03:48 AM

Recipient: Council Staff

Name: Nicole Spesr

Address: 1005 Grant St, Apt 1, Madison, WI 53711

Would you like us to contact you? No, do not contact me

Message:

Madison Public Market is the city's opportunity to put money where it's mouth is and show minoritized/underrepresented people of Madison that their voices matter and give them the opportunity to inject wealth into those communities.

From: bspindel@gmail.com
To: [All Alders](#)
Subject: [All Alders] support Madison Public Market
Date: Friday, September 9, 2022 4:13:00 PM

Recipient: All Alders

Name: Brian Spindel
Address: 2017 E Dayton St, Madison, WI 53704-4720
Email: bspindel@gmail.com

Would you like us to contact you? Yes, by email

Message:

Alders, I think it's awful that after 20 years of trying, this city is still unable to stand up a public market. I am deeply skeptical that the current funding gap can be filled. For goodness sake, we've got the land and the building in place can't we find a way to have a 7 million market instead of a 14 million market?!? A simplified market would be better than no market at all. Thanks, Brian.

From: trey.sprinkman@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 1:25:15 PM

Recipient: All Alders

Name: Trey Sprinkman
Address: 11 Cambridge Rd, Madison, WI 53704
Phone: 608-354-4000
Email: trey.sprinkman@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders

I'm writing today to ask that you keep the Madison Public Market moving forward and find the needed dollars in your budget to finish what so many of us have started. I have been volunteering and helping raise private dollars for years to help get this off the ground. Please help by voting Yes to fund this project.

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 4:01:29 PM

Recipient: All Alders

Name: Clare Stoner Fehsenfeld

Address: 815 Terry Pl, Madison, WI 53711

Would you like us to contact you? No, do not contact me

Message:

I'm in favor of funding this project

From: k9oaclark@yahoo.com
To: [All Alders](#)
Subject: [All Alders] Public Market Funding
Date: Tuesday, September 6, 2022 1:05:12 PM

Recipient: All Alders

Name: Clark Thompson
Address: 418 Marston Avenue, Madison, WI 53703
Email: k9oaclark@yahoo.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

I urge you to fill the newly revealed funding gap for the Madison Public Market in the 2023 capital budget process. We are so close, yet once again we risk letting the reality of a vibrant Madison Public Market slip away. So much time, effort and money has been spent already. Another significant delay moving forward will have a ripple effect on other revitalization efforts on the near east side and beyond.

Thank you for consideration,

Clark Thompson
32 year Tenney Lapham resident

From: torres.akeem@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 4, 2022 8:28:43 AM

Recipient: All Alders

Name: Akeem Torres
Address: 2017 Jenifer Street, Madison, WI 53704
Phone: 608-241-3078
Email: torres.akeem@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please support the Madison Public Market by providing the needed 5.25M from the City's E. Washington Corridor TID #36. The Public Market is a perfect use for these dollars based on their intended use.

Thank you.

From: ptully.madison@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 4:52:34 PM

Recipient: All Alders

Name: Pat Tully
Address: 9 Susan Circle, Madison , WI 53704
Phone: 608-445-7653
Email: ptully.madison@gmail.com

Would you like us to contact you? Yes, by email

Message:

I am appalled that after all the time and money that has gone into the Madison Public Market the city is not working tirelessly to get this project finished! What about all the donors who gave money to support this project? What about all the minority vendors this was going to benefit? I will be disappointed in each and everyone of you if you allow the Madison Public Market to fail before it even opened.

From: [Jack Turek](#)
To: [All Alders](#)
Subject: Madison Public Market
Date: Friday, September 2, 2022 3:52:26 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello!

I am a resident of the Emerson East neighborhood and I'm in support of the Madison Public Market!
Im excited for the new businesses and eateries the public market will bring to our neighborhood for my family and I to enjoy for years to come!

Jack Turek

Sent from my iPhone

From: liamjoker@hotmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Saturday, September 10, 2022 10:06:06 AM

Recipient: All Alders

Name: Liam Walsh

Address: 2510 E Dayton St, Madison, WI 53701

Email: liamjoker@hotmail.com

Would you like us to contact you? Yes, by email

Message:

Please do all that you can to ensure the Public Market opens. This project is important and will benefit the whole city. Please.

From: erinksway@gmail.com
To: [All Alders](#)
Subject: [All Alders] Public Market
Date: Friday, September 2, 2022 3:23:38 PM

Recipient: All Alders

Name: Erin Way
Address: 209 N. 2nd St., Madison, WI 53704
Email: erinksway@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Hello. I support the public market and I hope you will too. With financing. I don't know why the city withdrew its application from the 3.45M Federal Government Economic Development Administration grant. It's not my job to know. Please figure it out. The public market will have a positive effect on not only my neighborhood, but the east wash corridor, and the many small businesses that will be anchored there.

From: thane_michelle@hotmail.com
To: [Fields, Debbie](#)
Subject: [Council Staff] Public market funding
Date: Sunday, September 4, 2022 9:49:04 AM

Recipient: Council Staff

Name: Michelle Weber
Address: 1206 Elizabeth St, Madison, WI 53703
Phone: 608-334-7520
Email: thane_michelle@hotmail.com

Would you like us to contact you? No, do not contact me

Message:

Please support budgeting for the public market.

From: pringlein@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Market
Date: Friday, September 30, 2022 11:11:08 AM

Recipient: All Alders

Name: Jim Werlein
Address: 412 Tompkins , Madison , Wi 53716
Email: pringlein@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please do not spend any more funds on the proposed market. Cost overruns should tell us it's not viable, at least in that location. Thank you for considering my input.

From: caitlin.e.williamson@gmail.com
To: [All Alders](#)
Subject: [All Alders] Support for Madison Public Market
Date: Sunday, September 11, 2022 5:06:30 PM

Recipient: All Alders

Name: Caitlin Williamson

Address: 1000 E. Johnson St., Madison, WI 53703

Email: caitlin.e.williamson@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Dear Madison Alders: I strongly encourage you to provide the remaining funding needed for the Madison Public Market via the 2023 capital budget. The MPM will play an important role in our community, including by providing community-based economic development, by supporting community members with job creation and new businesses, especially for women, people of color, and other underrepresented communities, and by creating Madison's next great public place. For me personally it is something I am greatly looking forward to and is a priority. Thank you for your consideration!

From: twcarman608@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison market
Date: Wednesday, September 7, 2022 11:52:06 AM

Recipient: All Alders

Name: Theresa Wilson-Carman
Address: 332 N. Baldwin St, Madison, WI 53703
Email: twcarman608@gmail.com

Would you like us to contact you? No, do not contact me

Message:

I am writing to ask you to please provide the remaining public market funding in the 2023 Capital budget. This market will be a tremendous asset to the Madison community, drawing folks from local residents to folks visiting from out of town. We are so close, please fund it so the public market can become a reality!

From: reporting@cityofmadison.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 3:34:29 PM

Recipient: All Alders

Name: Leah Wisdorf

Address: 121 S Hamilton St Unit 205, Madison, WI 53703

Would you like us to contact you? No, do not contact me

Message:

I'm writing to you today in support of the Madison Public Market.

Please add 5.25M to the 2023 Capital budget to fulfill your commitment to this project.

The Market will have a significant positive economic impact – creating jobs and supporting new businesses, with an emphasis on supporting women- and persons across the entire broad spectrum of the BIPOC community.

Since 2012, the Common Council has approved over 20 formal Council resolutions authorizing next steps with the Public Market and the project has been authorized in the City budget for the last three years.

The Public Market has been well-vetted by the community, analyzed by experts, embraced by diverse entrepreneurs, repeatedly approved by the Common Council, recommended in City plans, and authorized by the City's budget.

If our community is really interested in DE&I initiatives within our city and the greater Madison area, this is a significant 1st step and we need the city to follow through on their promises.

From: naworces@wisc.edu
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Sunday, September 11, 2022 7:35:37 PM

Recipient: All Alders

Name: Nancy Worcester
Address: 249 Corry Street, MADISON, WI 53704
Email: naworces@wisc.edu

Would you like us to contact you? No, do not contact me

Message:

I am writing to STRONGLY support all actions possible to go ahead with plans/fundraising for the extremely important Madison Public Market. It will SERVE & BRING TOGETHER our communities in positive ways we can't even imagine. It is especially exciting & important to provide this opportunity for people of color & women small businesses to grow & thrive & be a part of Madison. BIG thanks, Nancy

From: pzumhagenkrause@gmail.com
To: [All Alders](#)
Subject: [All Alders] Madison Public Market
Date: Friday, September 9, 2022 10:22:06 PM

Recipient: All Alders

Name: Paul Zumhagen-Krause
Address: 2630 Hoard St, Madison, WI 53704
Email: pzumhagenkrause@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please fill the funding gap for the Madison Public Market during the upcoming capital budget process. The Public Market is an important initiative in addressing ongoing racial inequities in Madison, providing a place where businesses owned and operated by people of color can get their start.