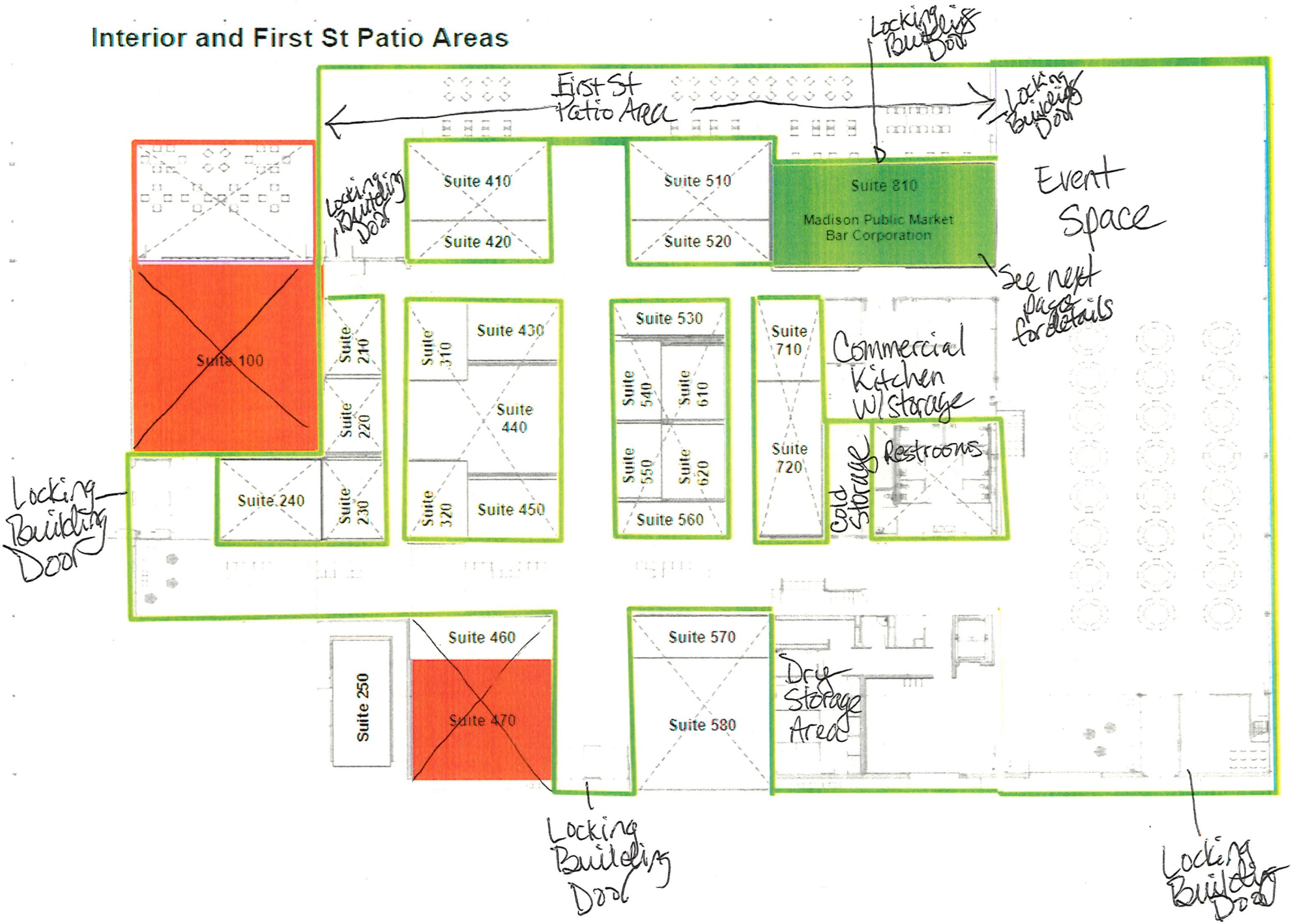
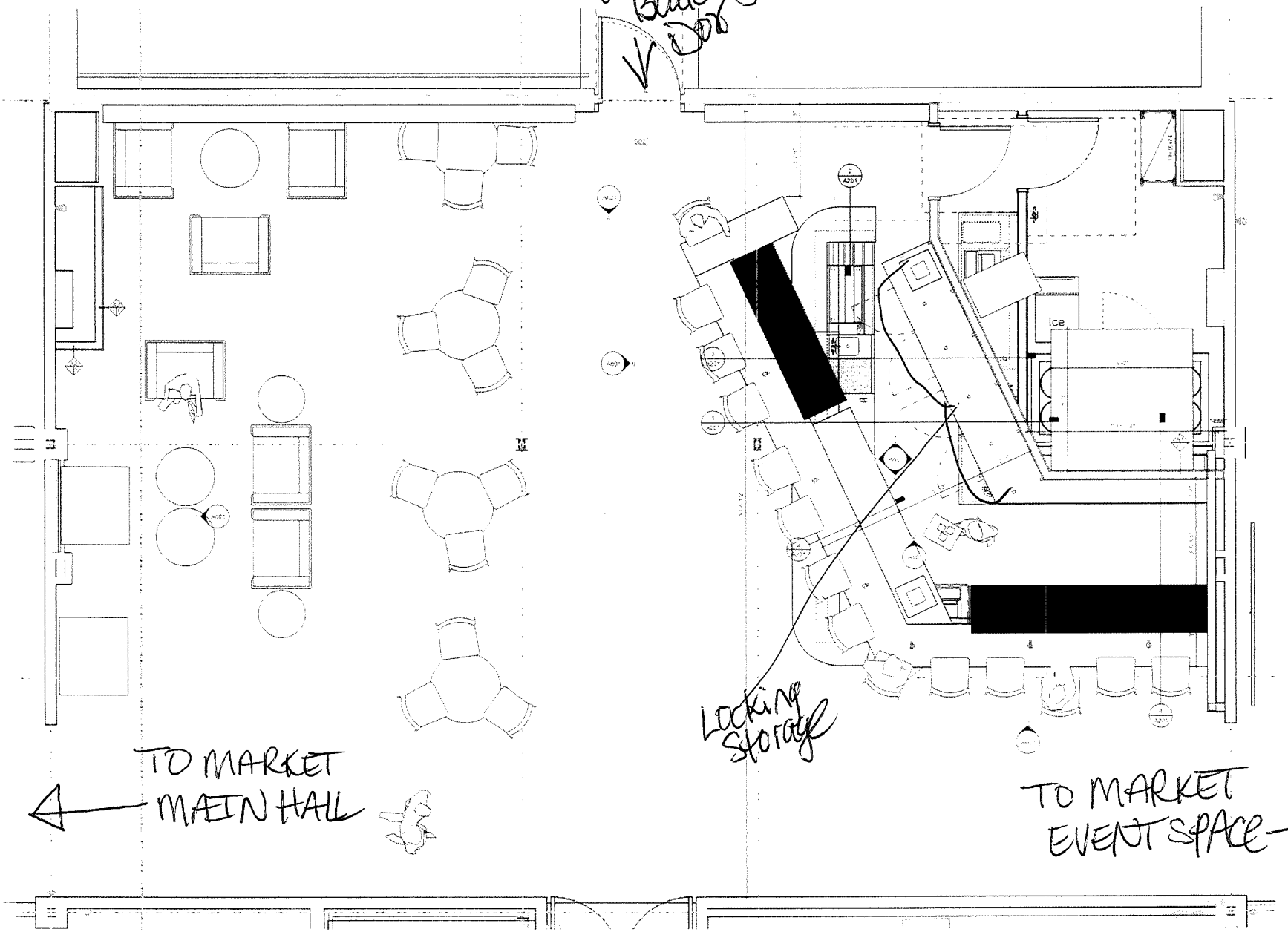
Outdoor Area Coverage

Interior and First St Patio Areas



First Street

Suite 810



Madison Public Market Bar Corporation - Business Plan

Business Overview

Madison Public Market Bar Corporation ("MPM Bar Corporation") is a Wisconsin corporation established to own and operate the beverage service at the Madison Public Market, located at **202 N. First Street, Madison, Wisconsin**.

The corporation has been formed specifically to obtain and maintain all required alcohol beverage licenses and to operate a professionally managed bar that enhances the Madison Public Market experience by providing responsible beverage service in a welcoming, community-oriented environment. The bar is intended to complement the Market's mission of supporting local entrepreneurs, creating community gathering spaces, and encouraging visitors to spend more time enjoying the diverse food, retail, and cultural offerings available throughout the Market.

Business Concept

The Madison Public Market Bar will operate as a full-service walk-up bar occupying approximately **525 square feet** within a **1,051-square-foot** leased space (Space 810). The bar is designed to provide guests with a convenient place to enjoy beverages while dining on food purchased from Madison Public Market merchants.

The beverage program will feature a curated selection of:

- Wisconsin craft beers on draft and in package
- Wines by the glass and bottle
- Premium distilled spirits and handcrafted cocktails
- Non-alcoholic beer and wine
- Soft drinks and other non-alcoholic beverages

The bar will include approximately twelve seats at the bar along with high-top tables to encourage guests to gather, socialize, and enjoy food from throughout the Market. The design emphasizes an open, welcoming atmosphere that complements the Market's communal dining environment.

Operations and Management

MPM Bar Corporation will employ its own management and staff and will be responsible for all beverage operations, including purchasing, inventory management, customer service,

financial controls, and compliance with all applicable federal, state, and local alcohol beverage laws.

All employees serving alcohol will complete Wisconsin Responsible Beverage Server Training and any additional training required by law or corporate policy. The corporation will maintain all required liability insurance and implement policies governing age verification, responsible alcohol service, inventory management, and operational safety.

The corporation's directors and officers will provide governance and oversight, while day-to-day operations will be managed by experienced leadership responsible for staffing, training, scheduling, purchasing, and regulatory compliance.

Role Within the Madison Public Market

The Madison Public Market is envisioned as one of Madison's premier year-round public gathering places, attracting residents, downtown employees, students, families, and visitors. Successful public markets throughout the United States commonly include beverage service as an amenity that enhances the overall visitor experience, encourages longer visits, and supports the success of food merchants.

The Madison Public Market Bar is intended to complement—not compete with—Market merchants by providing beverage options that pair with the diverse cuisines offered throughout the Market. Guests will be encouraged to purchase food from Market merchants and enjoy it alongside beverages served by the bar in shared seating areas.

In addition to daily beverage service, the bar may provide beverage service for private rentals, community events, educational programming, and special events hosted within the Madison Public Market.

Financial Outlook

The corporation's primary revenue sources will include:

- Alcohol beverage sales
- Non-alcoholic beverage sales
- Beverage service for private events
- Beverage service for Market-sponsored programming and facility rentals

The corporation anticipates beverage cost of goods sold in the range of **25%–27% of sales**, consistent with industry benchmarks for professionally managed beverage operations. Operating expenses will include staffing, inventory, insurance, licensing, equipment maintenance, utilities, and administrative costs.