From: Mikolajewski, Matthew
To: Monks, Anne;
cc: "Anne Reynolds"; Olver, Aaron; Woulf, Mark; Yessa, Peggy;
Subject: Madison Local Food Committee - Public Market Timeline
Date: Friday, July 20, 2012 11:22:23 AM

Anne-

Per our discussion on Wednesday, following are my thoughts on a timeline for the public market, and the role that the Madison Local Food Committee can play.

There are several **models** of a public market that the City of Madison could consider, including:

- An extension/expansion of the Dane County Winter Farmer's Market
- A downtown market including both produce and value-added food products (such as the Milwaukee Public Market) targeted to both residents and visitors
- A produce-only market, likely located outside of downtown, targeted to residents of the surrounding neighborhood (possibly an expansion of existing farmers markets into the winter months)
- A hybrid/combination of the three options noted above

Within any of the aforementioned models, the following market **characteristics** need to be considered:

- Desired hours of the market (open all week, open only a single day of the week, evenings hours, etc.)
- Co-use of the space (for example, use of the Senior Center for the Dane County Winter Farmer's Market; could schools, places of worship, neighborhood centers, etc. serve a similar purpose in other neighborhoods around the City during the winter months)
- Quality/type of space ("clean and new" vs. "gritty and old")
- Incorporation of entrepreneurial opportunities, such as a commercial kitchen
- Other amenities, such as a demonstration kitchen or community room
- The method of transportation to/from the market (auto-dominated vs. walking/bus/bike) during all seasons of the year
- The targeted demographic of customers (age, income, ethnicity, etc.)
- The targeted demographic of the vendors (farmers, food producers, ethnicity, etc.)
- And, ??????????

Answers to the question of which **model** and **characteristics** of a public market are most appropriate for the City of Madison can begin to be answered by asking the following two questions:

1. Who are the customers that we are trying to support and what do they want?
2. Who are the vendors that we are trying to support and what do they want?

The Madison Local Food Committee can play a lead role in helping to identify answers to these two questions. More specifically, they can do the following:

1. Thoroughly review all previous studies/documents on a public market in Madison to identify the groups of customers and vendors that were interviewed in the past. Determine who among these customers and vendors should be interviewed again, what information is still useful, and where gaps in the information occur.

2. Identify likely cohorts of customers what could be interested in a public market (downtown workers, visitors, students, middle/upper income families, lower/ middle income families, seniors, ethnic communities, etc.).

3. Identify the best form of outreach to the aforementioned customer cohorts (surveys, focus groups, community meetings, etc.).

4. Complete the outreach to help identify who the customers might be and what they might want.

5. Identify likely cohorts of vendors that could be interested in the public market (farmers, value-added food processors, existing food-based business owners, restaurateurs, etc.)

6. Identify the best form of outreach to the aforementioned vendor cohorts (surveys, focus groups, etc.)

7. Complete the outreach to help identify who the customers might be and what they might want.

To complete the aforementioned work, I would recommend the following timeline:

August 2012 through December 2012

The Madison Local Food Committee and City staff can lay the groundwork for answering Questions #1-7; especially completing the background research in #1 and identifying who the cohorts might be and how the best way to reach the identified cohorts would be. The Committee should complete the outreach that is within their capacity to complete during this time. The Committee should identify where they would require outside assistance (ie. consultants) to continue this outreach.

January 2013 through June 2013

Under the guidance and direction of the Madison Local Food Committee, the City should retain consultant(s) to complete the additional outreach to customers and vendors that the Committee is unable to complete on their own.

July 2013 through November 2013

Community discussion based on the results of the outreach about exactly what the community needs/wants and a decision during the 2014 budget process about additional allocation of resources to move the concept of a public market(s) forward.

Please let me know if you have any questions.

Thanks,

Matt

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