



MADISON

Public Market



DRAFT-Public Market Introduction and Survey

Background

The City of Madison is considering developing a Madison Public Market (Market). The Market would be an indoor, year-round opportunity to build the successful local food economy that already exists within the Region. The City has already devoted some energy toward the vision of a Market and Mayor Paul R. Soglin has charged the Madison Local Food Committee (Committee) in taking this work to the next step. The Committee and Mayor want to identify a group of vendors who may have an interest, even a small interest, in a Market to learn about what type of market they would be personally interested in vending within.

Vision

At this time, the Committee envisions the Market to initially have the following characteristics:

- Be a fresh food type of Market offering a combination of produce, processed foods and prepared foods
- All items sold at the Market would be locally produced
- Appeal to local and regional food shoppers; however, it may also be a tourist attraction
- Operate indoors
- Operate year around
- Be open 6 or 7 days a week
- Would not be located Downtown
- Would be located on a major transportation corridor within approximately 5 miles of Downtown Madison
- Would have off street parking for vendors and shoppers
- Would provide bicycle parking
- Would be on or near a bus stop/route

Three great examples of this type of Market are:

1. West Side Market (Cleveland) <http://www.westsidemarket.org/>
2. Findlay Market (Ohio) <http://www.findlaymarket.org/>
3. Pike Place (Seattle) <http://pikeplacemarket.org/>

Please visit these websites to gain a further understanding of the vision the Committee already has.

Next Steps

The Committee is now focusing on defining the business aspect of the Market. Who are potential vendors;? Is there sufficient interest by existing and potential vendors to create and sustain a Market? What would be sold at the Market? To assist with this effort, please take a few moments to complete the attached survey. You can answer it online at _____ or fax it to 608-261-6126 or mail it to Office of Business Resources, P.O. Box 2983, Madison, WI 53701-2983

If you would rather talk with a staff person about a public market in Madison please contact Matthew Mikolajewski, Office of Business resources Manager, at 267-8737 or mmikolajewski@cityofmadison.com

At the end of the survey you will find a question about whether or not you would be interested in participating in future surveys and/or focus groups. We hope you will be able to participate further in the months ahead as we continue to explore opportunities for a Madison Public Market.

DRAFT-Public Market Survey

Please note that the release of information provided through this survey may be subject to public release through the State Open Records Laws. If you wish for certain information to remain confidential, please do not include it with this survey. Please only provide information you are comfortable sharing in this format. If interested, you can speak directly to Matthew Mikolajewski, Office of Business resources Manager, at 267-8737 if you are concerned with the release of certain information before completing the survey.

1. Rate your level of interest in a Madison Public Market.

1 Just curious	2	3	4	5 Very Interested
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2. What would you be interested in selling at the public market? Please check all that apply:

Item

- a. Fruit/vegetables
- b. Meat/fish/poultry/eggs
- c. Crafts/art
- d. Cut flowers/plants
- e. Honey/jam/jelly/vinegars/sauces/seasonings
- f. Baked goods
- g. Prepared foods or ready-to-eat foods
Specify type of food: _____
- h. Cheese/dairy
- i. Other _____

3. Would this be an expansion of an existing business that you run?

___yes ___no

4. Do you already sell products at an existing farmers market?

___yes ___no

5. Do you have any experience running your own business?

___yes ___no

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6. How important is it to your business that the Madison Public Market have these amenities or features:

Amenity/Feature	Very Important	Somewhat important	Not important/ does not matter to me
Morning vending hours (7am-noon)			
Afternoon vending hours (noon-6 pm)			
Evening vending hours (6 pm -9 pm)			
Be open 6-7 days a week			
Be open only on weekends (Friday, Saturday and Sunday)			
Allow sale of ready-made food for takeout or eat-in			
Allow individual vendors to provide seating for patrons to eat ready-made food at the public market			
Provide seating areas for public market patrons			
Allow live entertainment at the public market			
Allow cooking/food education opportunities			
Allow the sale of non-food items at the public market (i.e. artwork, jewelry, books, t-shirts, etc)			
Have refrigerator/freezer storage space available for rent			
Offer electrical connection to vendors			
Offer WIFI connections to vendors			
Offer vendor space you can reserve ahead of your market day			
Offer reserved vendor space by the day			
Offer reserved vendor space by the week			
Offer reserved vendor space by the month			
Offer reserved vendor space by the year			
Only allow sale of items grown or made by seller only			
Allow sale of items not grown or made by the seller			

7. Do you have any other suggestions or concerns about Market amenities at this time?

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8. Do you have any ideas for the location of the Market?

9. Do you have any questions or comments about the Market?

10. Please provide the following:

Name _____

Address _____

City _____

State and zip code _____

Email _____

Phone number _____

11. Would you be interested in participating in future surveys and/or focus group meetings?
___yes ___no ___ maybe

Thank you for completing the survey.