

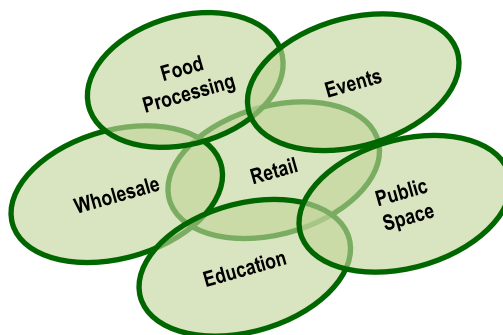


## WHY A MADISON PUBLIC MARKET DISTRICT ???

Madison is a pioneering leader in the local food movement with an unparalleled mix of assets - rich and diverse agriculture, beloved farmers markets, renown farm-to-table restaurants, thriving community gardens, hundreds of CSA members, and countless grassroots food advocacy organizations, initiatives, and projects. The Madison Public Market District is an opportunity to create the epicenter of this energy, build synergies, and catalyze entrepreneurship and innovation in an extraordinary place that strengthens our economy

## VISION

Create a multi-use market district featuring a mix of retail, wholesale, and processing of locally-made products... Celebrate the abundance of our region... Support farmers and entrepreneurs to build a stronger regional economy and better food access throughout Madison



## BUSINESS PLAN PROCESS

### Phase 1: Visioning, Vendor Outreach, Market Analysis

#### What we DID:

- Interviews with regional experts
- Community outreach meetings
- Vendor focus groups & survey
- Consumer focus groups & surveys
- Food market analysis

#### What we LEARNED:

- Needs to fit with existing assets
- Strong vendor interest
- Vendors foresee a variety of uses with retail as the driver
- Residents are enthusiastic and full of ideas
- It's a "MARKET DISTRICT" not just a market!

### Phase 2: Site Selection

#### What we DID:

- 4 community meetings (N/S/E/W)
- Parcel analysis (ownership, size, etc.)
- Site analysis (visibility, access, etc.)
- Huff Gravity Model

#### What we LEARNED:

- The Community is thoughtful and open to different ideas
- E. Wash site is best opportunity for widest range of uses
- E. Wash site best meets the needs of vendors
- Opportunity to embrace the river as a public space

**Phase 3 (NEXT STEP)** – budget, financing plan, design, operating structure, phasing, staffing, etc.

## POTENTIAL COMMUNITY & ECONOMIC IMPACTS

- Support small/mid-sized farmers and the continuation of diverse agriculture in our region
- Incubate new businesses and create opportunities for food-based entrepreneurship
- Create living wage jobs in food processing and distribution
- Keep more of Madison's food-buying dollars in the region
- Create an extraordinary public space for the community that catalyzes investment nearby



Madison Local Food  
Committee

**2+ Years of Research,  
Outreach, & LISTENING**

**26** Committee meetings  
since May 2012

**9** Stakeholder meetings with  
key organizations and  
thought leaders

**60** attendees to the business  
plan kick-off open house

**24** randomly selected  
participants in 2 focus  
groups

**80** Participants in 9 targeted  
vendor outreach meetings

**101** responses to a  
prospective vendor survey

**2,200** respondents to an  
online community survey  
(94% support for the  
project)

**80** attendees to 4 community  
meetings to discuss site  
selection

**50** comments submitted to  
online comment form

**650** subscribers to project  
email list