

## Madison Public Market District 2015 - Q1/Q2 Timeline



### FEBRUARY

- **Equity Survey** – Release and collect responses to the Public Market District Equity Survey
- **Draft Business Plan** - PPS delivers a first draft of the Public Market District Design and Business Plan

### MARCH

- **Staff/Committee Review** - City staff and the Local Food Committee reviews the draft and provides comments, edits, and additions.
- **Neighborhood/Community Meetings** – One or more meetings to share the draft plans and get input from the interests and concerns from the neighborhood and the general community.
- **Vendor/Operational Meetings** – One or more meetings focused on the operational plan for the Public Market include spaces, rent structures, operating hours, etc.
- **Equity Analysis** – The public meetings will emphasize the equity analysis being conducted as part of the project. This will include sharing results of the equity survey and getting input on how the business plan and design relates to the City's equity goals.

### APRIL

- **PPS Presentation** – PPS team comes to Madison to presents and takes questions/comments on the draft business plan from the Local Food Committee and Community

### MAY

- **City Committee Review** – The draft business plan will be reviewed by City Committees including but not limited to the Economic Development Committee, Food Policy Council, and Sustainability Committee.
- **PPS Revisions** – City Staff will consolidate all of the staff, public, and committee comments and recommendations into one set of directions for PPS to revise the business plan.
- **Common Council Adoption** – Once PPS revises the draft, the Common Council will vote on the adoption the finalized business plan.

### JUNE - DECEMBER

- **Launch Implementation Phase** – Project shifts gears from "business plan" stage to "implementation" stage which may include creating a new non-profit organization, fundraising, finalizing tenant agreements, finalization design, pre-construction, etc..