



Legislation Details (With Text)

**File #:** 38885      **Version:** 2      **Name:** SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for th

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**File created:** 6/10/2015      **In control:** COMMON COUNCIL

**On agenda:** 10/6/2015      **Final action:** 10/6/2015

**Enactment date:** 10/10/2015      **Enactment #:** RES-15-00814

**Title:** SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market at First Street and East Johnson Street and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for the Market District. provide recommendations on operating structure, transition, and a market district plan.

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**Indexes:**

**Code sections:**

**Attachments:** 1. Mark Up business plan resolution (2).pdf, 2. Madison Public Market Final Report w\_o Appendix.pdf, 3. Public Market meeting schedule\_july 2.pdf, 4. July 8 board of public works.pdf, 5. 38885-version1.pdf, 6. Public Market District Completed Equity Tool\_DRAFT\_8\_20\_15.pdf, 7. Public Market District Context\_Staff Supplement to Biz Plan\_6\_8\_15.pdf

Date	Ver.	Action By	Action	Result
10/6/2015	2	COMMON COUNCIL	Adopt	Pass
9/2/2015	2	MADISON FOOD POLICY COUNCIL		
9/1/2015	2	COMMON COUNCIL	Refer to a future Meeting to Adopt	Pass
8/24/2015	2	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
8/6/2015	1	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)		
7/15/2015	1	ECONOMIC DEVELOPMENT COMMITTEE (ended 3/2026)	Return to Lead with the Following Recommendation(s)	Pass
7/8/2015	1	BOARD OF PUBLIC WORKS	Return to Lead with the Following Recommendations	Pass
7/1/2015	1	MADISON FOOD POLICY COUNCIL		
6/16/2015	1	BOARD OF ESTIMATES (ended 4/2017)	Referred	
6/16/2015	1	BOARD OF ESTIMATES (ended 4/2017)	Referred	
6/16/2015	1	BOARD OF ESTIMATES (ended 4/2017)	Referred	

6/16/2015	1	BOARD OF ESTIMATES (ended 4/2017)	Referred	
6/16/2015	1	COMMON COUNCIL	Refer	Pass
6/10/2015	1	Mayor's Office	Referred for Introduction	

**Fiscal Note**

The 2015 adopted CIP includes \$6.25 million for planning costs associated with the construction of a public market in the existing Fleet Services facility. These costs may include land acquisition, planning, design, site preparation, and construction efforts. An additional \$2.35 million is currently planned for future years of the CIP.

**Title**

SUBSTITUTE Accepting the Public Market Business Plan as the guiding document for the implementation of a public market at ~~First Street and East Johnson Street~~ and directing the Local Food Committee to develop and execute a project implementation strategy for the Public Market and a plan for the Market District. provide recommendations on operating structure, transition, and a market district plan.

**Body**

WHEREAS, the City of Madison's Local Food Committee has spent over three years conducting research, talking with stakeholders, and evaluating ~~been exploring~~ the potential of creating a Madison Public Market as a catalyst to strengthen the local food system and grow the food economy; and

WHEREAS, the City and its consulting team from Project for Public Spaces completed an 18-month public market business planning process consisting of three phases: 1) market analysis, 2) site selection, and 3) ~~design, financial, and operation plan;~~ preliminary floor plan, financial analysis, economic impact analysis, and operation plan; and

WHEREAS, the first phase of the business planning process identified a high level of interest and support for the public market project among prospective public market vendors, partners, as well as community members; and

WHEREAS, the first phase of the business planning process included an online community survey completed by over 2,200 people with 95% of respondents indicating support for the project and included two vendor surveys completed by over 300 vendors indicating interest in being part of the project as a business opportunity; and

WHEREAS, the second phase of the business plan identified the general area near First Street and East Washington Avenue as the preferred location for the Public Market; and

WHEREAS, the third phase of the business plan provides a preliminary ~~detailed~~ floor plan design, preliminary construction cost estimates, a fundraising strategy, an operating financial pro forma, a management plan, and an economic impact analysis for the development of a public market that would repurpose the planned-to-be-vacated Fleet Services Garage located at the intersection of First Street and Johnson Street; and

WHEREAS, the business planning process included a robust public engagement effort that included numerous public workshops, stakeholder interviews, vendor and community surveys, focus groups, and opportunities for online engagement; and

WHEREAS, at the direction of the Common Council, an Equity Analysis was conducted ~~is being utilized to help guide the project~~ in coordination with the City's Racial Equity and Social Justice Initiative (RESJI) team to evaluate the project from an equity lens and formulate recommendations on how the public market can benefit low income populations and communities of color in Madison ~~Staff Leaders~~; and

WHEREAS, city RESJI and Economic Development staff hosted a public meeting workshop focused specifically on how to ensure the public market is an inclusive place and fosters economic, social, and racial equity; and

WHEREAS, city staff developed a follow up survey, specifically focused on equity, that was completed by over 2000 500 people and provided specific feedback on how the public market can contribute to equity and social justice in Madison; and so far, to ask questions about the importance of different aspects of justice and equity; and

WHEREAS, preliminary results from the community meeting and survey call for the project to be the results of the equity analysis are documented in the completed equity tool report which includes ten recommendations for making the Public Market a place where small, racially and ethnically diverse businesses can find an economically viable place to profit; the a place with product offerings must be that are culturally diverse and affordable; and a community gathering place that is the space itself must be welcoming to a variety of different cultures and communities; and

WHEREAS, the full business plan for the Public Market is now complete, which outlines three various different development options, recommends an operating structure and transition process; and

WHEREAS, the long-term vision is that the Public Market will be a catalyst for the development of a Public Market District, which has potential to serve as the hub for the local and regional food movement, agglomerating food processing, wholesaling, and retail activities, serving a great need within the local and regional food system by breaking down traditional barriers to economic opportunity across interconnected sectors; and

WHEREAS, Southcentral Wisconsin is a abundant agricultural region with a strong and growing food economy and the Madison region was recently awarded a high competitive federal designation as a national "center of excellence" in the food industry through Investing in Manufacturing Communities Partnership (IMCP) program; and

WHEREAS, the IMCP designation makes the Madison region a priority area for federal grant funding to support the regional food system and the Madison Public Market was identified as the highest priority project in the IMCP application;

NOW, THEREFORE, BE IT RESOLVED, that the Common Council accepts the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market project, while recognizing that the details will continue to evolve as the project moves forward; and

BE IT FURTHER RESOLVED, that the Common Council accepts the findings within the Madison Public Market Business Plan that Option 2 and Option 3 should be pursued as viable capital projects and that those two options are operationally stable and provide the best opportunity for implementation; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the use of the remaining 2015 capital budget funds if necessary with recognition that capital expenditures in future years will be subject to Common Council approval; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, supporting vendors, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility; and make final recommendations on the operating model, organizational structure, and transition for the Public Market to the Council by December 31, 2015; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development staff to identify and pursue state and federal grant opportunities that could help support the Public Market project, leveraging the recent Federal IMCP designation as a key opportunity to access federal funding; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to develop a project implementation strategy identifying how to advance the project from the business planning stage to construction and opening including final recommendations on the operating model, organizational structure, market design, and fundraising strategy for the Public Market to the Council by March 31, 2016; and plan for the broader Public Market District and provide recommendations to Council on how to implement the plan by December 31, 2015; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to think beyond the Public Market and develop a plan for the broader Market District with recommendations and strategies for how the Public Market project can catalyze additional food-based development and economic activity in a Market District in the general vicinity of the public market and provide recommendations to Council on how to implement the plan by September 30, 2016; and

BE IT FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan and that the City's ongoing planning of the market incorporates the ten recommendations from the Public Market Equity Analysis as the project moves forward with implementation; and

BE IT FURTHER RESOLVED, that the Mayor and Common Council make relocation of the Fleet Services operation and repurposing of the Fleet Services Building a priority in terms of an aggressive timing within the 2016 Capital Improvement Plan; and

BE IT FURTHER RESOLVED, the Common Council directs the Local Food Committee and City Economic Development Division staff to continue to explore options for interim space for a provisional public market space, and support pop-up markets and related events in the District; and only within the general vicinity of the market; and

BE IT STILL FURTHER RESOLVED, that the Common Council directs the Local Food Committee and City Staff to ensure that goals of racial equity, social justice, and social cohesion are integrated into the operating model and other execution of the business plan; and

BE FINALLY RESOLVED, that the Mayor and Common Council make relocation of the Fleet Services operation and repurposing of the Fleet Services Building a priority in terms of timing within future Capital Improvement Plans and the City's Economic Development staff will continue monitoring other real estate in the district and respond to opportunities to work with land owners on the Public Market and other projects that contribute to this area's emerging identity as Madison's Market District with a goal for the Public Market project to be ready for implementation by 2017. directs the Local Food Committee and City Economic Development Division staff to continue to work with partners in the community including but not limited to MadCity Bazaar, the Dane County Farmers' Market, the Wisconsin Food Hub Cooperative, Let's Eat Out, REAP, Dane Buy Local, and other organizations that have been involved in the planning to continue building momentum, evaluating needs, testing ideas, and building partnerships in advance of the development of the permanent public market facility.