



## Legislation Details (With Text)

**File #:** 56560      **Version:** 1      **Name:** MarketReady Contract 2 - Madison Northside Planning Council

**Type:** Resolution      **Status:** Passed

**File created:** 7/2/2019      **In control:** Economic Development Division

**On agenda:** 8/6/2019      **Final action:** 8/6/2019

**Enactment date:** 8/9/2019      **Enactment #:** RES-19-00571

**Title:** A Resolution authorizing a non-competitive selection contract with the Madison Northside Planning Council for the continuation of the MarketReady Program, which is a business training and micro-grant program designed to help prospective Public Market vendors become ready to start their business and operate within the Madison Public Market when it opens in 2021. (12th A.D.)

**Sponsors:** Syed Abbas, Lindsay Lemmer, Marsha A. Rummel

**Indexes:**

**Code sections:**

**Attachments:** 1. Non-Competitive Selection Request.pdf, 2. Contract 2 Support Documentation.pdf

Date	Ver.	Action By	Action	Result
8/6/2019	1	COMMON COUNCIL	Adopt	Pass
7/22/2019	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
7/16/2019	1	COMMON COUNCIL	Refer	Pass
7/2/2019	1	Economic Development Division	Referred for Introduction	

### Fiscal Note

A Resolution authorizing a non-competitive selection contract with the Madison Northside Planning Council for the continuation of the MarketReady Program. The Economic Development Division's 2019 Adopted Capital Budget includes \$100,000 to extend the MarketReady Program through 2019. No additional City appropriation is required.

### Title

A Resolution authorizing a non-competitive selection contract with the Madison Northside Planning Council for the continuation of the MarketReady Program, which is a business training and micro-grant program designed to help prospective Public Market vendors become ready to start their business and operate within the Madison Public Market when it opens in 2021. (12th A.D.)

### Body

WHEREAS, the City launched the MarketReady Program in 2017 to prepare a diverse cohort of entrepreneurs for success in the Madison Public Market. The concept of the MarketReady Program came out of the Racial Equity Impact Analysis for the project, which the City's RESJI team completed in 2015. Administered by community partners, this program is working with 30 entrepreneurs providing business training, business coaching, peer-to-peer support, and micro-grants. MarketReady has been helping participants prepare business plans, develop marketing strategies, purchase equipment, secure financing, and test products; and

WHEREAS, Staff and the Public Market Development Committee designed the "MarketReady Program" to focus on helping potential public market vendors prepare business plans, develop marketing strategies, get products tested, establish any required permits or licenses, purchase supplies, purchase equipment and design stalls, etc. - all with the goal of helping them be more poised to be successful within the Public Market when it opens; and

WHEREAS, As directed by Council, the City Staff issued in 2016 a Request for Proposals (RFP #8552-0-2016-BP) to seek an administrator to assist in creating and running the MarketReady program; and

WHEREAS, the City received one proposal submitted by a multi-organization team (proposal team) of organizations led by the Madison Northside Planning Council and including the Wisconsin Women's Business Initiative Corporation (WWBIC) and Dane County UW Extension; and,

WHEREAS, a subcommittee of the Public Market Development Committee reviewed the proposals and recommended moving forward with a contract with the Proposal Team to assist the City in implementing the MarketReady Program; and

WHEREAS, the Madison Northside Planning Council has been administering the program since 2017 it would be economical to the City on the basis of time and money to retain this Proposal Team; and

NOW THEREFORE, BE IT RESOLVED, that the Mayor and the Common Council approve the selection of Northside Planning Council to continue to provide the designed services; and

BE IT FURTHER RESOLVED, that the Common Council authorizes the Mayor and the City Clerk to enter into a non-competitive contract for up to \$100,000 on behalf of the City with this organization, as required, to perform the desired services as authorized in the Economic Development Division's 2019 Capital Budget.

BE IT FINALLY RESOLVED that the Mayor and City Clerk are authorized to execute, deliver, accept and record any and all documents and take such other actions as shall be necessary or desirable to accomplish the purpose of this resolution in a form approved by the City Attorney.