City of Madison

Legislation Details (With Text)

File #:	41819	**Version:**	1	**Name:**	Public Market Implementation Strategy 2016
Type:	Resolution			**Status:**	Passed
File created:	2/15/2016			**In control:**	BOARD OF ESTIMATES (ended 4/2017)
On agenda:	3/15/2016			**Final action:**	3/15/2016
Enactment date:	3/21/2016			**Enactment #:**	RES-16-00194

Title: Accepting the Public Market Implementation Strategy, directing City staff and the Local Food Committee to move forward with the Strategy's five Work Elements, and authorize city staff to issue Requests for Proposals for two of the Work Elements.

Sponsors: Amanda Hall, Larry Palm, Marsha A. Rummel

Indexes:

Code sections:

Attachments: 1. Public Market Implementation Strategy 2_19_16.pdf

Date	Ver.	Action By	Action	Result
3/15/2016	1	COMMON COUNCIL	Adopt	Pass
3/7/2016	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
3/3/2016	1	MADISON LOCAL FOOD COMMITTEE (renamed Public Market Development Committee 12/2016)	Return to Lead with the Recommendation for Approval	Pass
2/23/2016	1	BOARD OF ESTIMATES (ended 4/2017)	Refer	
2/23/2016	1	COMMON COUNCIL	Refer	Pass
2/15/2016	1	Economic Development Division	Referred for Introduction	

Fiscal Note

The proposed resolution will authorize City staff and the Local Food Committee to begin pre-construction work as laid out in the Public Work Implementation Strategy. Funding for the pre-construction work will be provided a UDAG payment that was previously made to the City. It's anticipated the activities outlined in the proposed resolution will cost an estimated $275,000. The remaining balance from the UDAG payment is $849,000.

Title

Accepting the Public Market Implementation Strategy, directing City staff and the Local Food Committee to move forward with the Strategy's five Work Elements, and authorize city staff to issue Requests for Proposals for two of the Work Elements.

Body

WHEREAS, for the last three years, City Staff and the Local Food Committee have been conducting research, talking with stakeholders, surveying the community, and creating a detailed Business Plan for the Madison Public Market; and

WHEREAS, on October 6, 2015, the Madison Common Council adopted Resolution 38885 accepting the Madison Public Market Business Plan as the guiding document for the implementation of the Public Market Project; and

WHEREAS, Council Resolution 38885 also directed the Local Food Committee and Economic Development

Division staff to develop a project implementation strategy identifying how to advance the Public Market project from the business planning stage to construction and opening, and the resolution requested that this Implementation Strategy be provided to the Common Council by March 31, 2016; and

WHEREAS, in accordance with the Resolution 38885, the City of Madison Economic Development Division Staff and Local Food Committee have spent the last four months creating a Public Market Project Implementation Strategy; and

WHEREAS, the Implementation Plan attached to this resolution includes five Work Elements with next steps, budgets, and timelines identifying pre-construction work that needs to be completed over the next two years for the project to be ready for construction in 2018 and with opening slated for 2019;

NOW THEREFORE BE IT RESOLVED, the Common Council accepts the Madison Public Market Implementation Strategy as a document to direct pre-construction project implementation work on the Madison Public Market over the next two years; and

BE IT FURTHER RESOLVED, in accordance with Work Element 1 of the Public Market Implementation Strategy, the Common Council directs the City's Economic Development Division staff, City Attorney's Office staff, and Local Food Committee to develop draft articles of incorporation and by-laws for the creation of a non -profit Public Market Operating Organization and to identify a process to assign an interim Board of Directors with a target of finalizing these documents and formally creating the non-profit Public Market Operator by September 2016; and

BE IT FURTHER RESOLVED, in accordance with Work Element 2 of the Public Market Implementation Strategy, the Common Council authorizes the City's Economic Development Division staff to issue Request(s) for Proposals to engage qualified firm(s) to assist the City in assembling tax credits, pursuing state and federal grants, and launching a capital fundraising campaign for the Public Market project, with the Local Food Committee or subcommittee thereof as the reviewing body to select the contractor(s) and final approval of contracts by Common Council; and

BE IT FURTHER RESOLVED, in accordance with Work Element 3 of the Public Market Implementation Strategy, the Common Council authorizes the City's Economic Development Division staff to issue Request(s) for Proposals to engage a qualified firm(s) to develop a site plan and architectural design plan for the Public Market, with the Local Food Committee or subcommittee thereof as the reviewing body to select the contractor (s) and final approval of contracts by Common Council; and

BE IT FURTHER RESOLVED, in accordance with Work Element 4 of the Public Market Implementation Strategy, the Common Council directs the City's Economic Development Division Staff and Local Food Committee to develop a detailed approach to implementing the "Market-Ready" program as described in the Implementation Strategy; and

BE IT FURTHER RESOLVED, in accordance with Work Element 5 of the Public Market Implementation Strategy, the Common Council directs the City's Local Food Committee and Economic Development Division Staff to identify specific activities to maintain and build momentum for the Madison Public Market among community members and prospective vendors; and

BE IT FINALLY RESOLVED, funding needed to accomplish the tasks described above will not exceed the remaining balance in previously authorized pre-construction funds.

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