



### Legislation Details (With Text)

**File #:** 43204      **Version:** 1      **Name:** RFP Authorization - MarketReady Program for Madison Public Market

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

**File created:** 5/31/2016      **In control:** BOARD OF ESTIMATES (ended 4/2017)

**On agenda:** 6/21/2016      **Final action:** 6/21/2016

**Enactment date:** 6/23/2016      **Enactment #:** RES-16-00461

**Title:** Authorizing a Request for Proposals to engage an Administrator of the “MarketReady Program” (a training, technical assistance, and funding program for Prospective Madison Public Market businesses).

**Sponsors:** Marsha A. Rummel, Amanda Hall

**Indexes:**

**Code sections:**

**Attachments:** 1. Market Ready Program RFP 4\_29\_16 Draft.pdf

Date	Ver.	Action By	Action	Result
6/21/2016	1	COMMON COUNCIL	Adopt	Pass
6/13/2016	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
6/7/2016	1	COMMON COUNCIL	Refer	Pass
5/31/2016	1	Economic Development Division	Referred for Introduction	

**Fiscal Note**

The 2016 Adopted Capital Budget includes funding for pre-development work associated with the construction of the Public Market. This appropriation is support by a UDAG payment that was previously made to the City. The remaining balance of these funds if \$849,000. Resolution 41819 authorized pre-construction work with these funds, costing an estimated \$275,000. The anticipated cost of this RFP is \$200,000.

**Title**

Authorizing a Request for Proposals to engage an Administrator of the “MarketReady Program” (a training, technical assistance, and funding program for Prospective Madison Public Market businesses).

**Body**

WHEREAS, for the last four years, City Staff and the Local Food Committee conducted research, talked with stakeholders, surveyed the community, and created 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 Public Market and directing the Local Food Committee and City Staff to create a project implementation strategy by March 31, 2016; and

WHEREAS, on March 15, 2016 the Madison Common Council Adopted Resolution #41819 to accept the Public Market Implementation Strategy and directing City Staff and the Local Food Committee to move forward with five identified work elements; and

WHEREAS, one of the Work Elements in the Implementation Strategy focuses on creating and administering the “MarketReady Program” as a means to provide training, technical assistance, and micro-financing to prospective Public Market businesses to help them become ready to operate in the Public Market when it

opens; and

WHEREAS, Resolution #41819 included directing the City's Economic Development Division Staff and Local Food Committee to develop a detailed approach to implement the "MarketReady" program; and

WHEREAS, the MarketReady Program concept is guided by the analysis completed using the City's Equity Tool to strategize ways the Public Market can have a positive impact on communities of color and low income populations by providing more accessible business startup opportunities in the food economy; and

WHEREAS, The City's Economic Development Division Staff and Local Food Committee developed a "Program Guide" for the MarketReady Program describing how the program will be implemented; and

WHEREAS, based on the Program Guide, the City's Economic Development Division Staff and Local Food Committee developed a draft Request for Proposals (RFP) to engage a community partner to administer the MarketReady Program; and

WHEREAS, the Local Food Committee reviewed and approved the draft MarketReady Program RFP on May 5, 2016

NOW THEREFORE BE IT RESOLVED, the Common Council authorizes the City Staff to issue the Request for Proposals to engage a qualified partner to be the Administrator of the MarketReady Program, with final approval of the contract by Common Council.