



## Legislation Details (With Text)

<b>File #:</b>	52538	<b>Version:</b>	1	<b>Name:</b>	Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services.
<b>Type:</b>	Resolution	<b>Status:</b>			Passed
<b>File created:</b>	7/18/2018	<b>In control:</b>			MADISON FOOD POLICY COUNCIL
<b>On agenda:</b>	7/24/2018	<b>Final action:</b>			8/7/2018
<b>Enactment date:</b>	8/10/2018	<b>Enactment #:</b>			RES-18-00624
<b>Title:</b>	Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services.				
<b>Sponsors:</b>	Paul R. Soglin, Rebecca Kemble, Larry Palm, Ledell Zellers, Arvina Martin, Steve King, Sara Eskrich, Samba Baldeh, Marsha A. Rummel, Amanda Hall, Matthew J. Phair, Shiva Bidar				
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. Letter to MFPC_LDF_Reso52538 080118.pdf, 2. HRAWG Recommendation_Reso 52538 080118.pdf, 3. FPC_Slides_18-08-01_Final.pdf				

Date	Ver.	Action By	Action	Result
8/7/2018	1	COMMON COUNCIL	Adopt	Pass
8/1/2018	1	MADISON FOOD POLICY COUNCIL	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
7/24/2018	1	COMMON COUNCIL	Refer	Pass
7/18/2018	1	Council Office	Referred for Introduction	

### Fiscal Note

The proposed resolution authorizes funding for a consultant to explore the feasibility of food terminal cross-dock facility. The anticipated cost of the study is \$100,000, which will be funded through the 2018 Healthy Retail Access program in the Economic Development Division's capital budget. The total 2018 appropriation for the program is \$300,000 with \$142,265 remaining of that 2018 appropriation. The Healthy Retail Access Program has \$654,869 of total available funding.

### Title

Authorizing the City of Madison to purchase services creating a feasibility study for a food terminal cross-dock facility within the City of Madison and making a funding allocation of no greater than \$100,000 for purchase of services.

### Body

WHEREAS, the City of Madison lies within Dane County, regarded as one of the richest agricultural areas in the United States, producing more than \$471 Million in agricultural products in 2012; and,

WHEREAS, the City of Madison has prioritized policy creation and resource investment towards supporting and bolstering the local food economy and promoting healthy food access, as highlighted through numerous adopted policies and city-sanctioned plans and programs, including:

- Connect Madison: City of Madison Economic Development Strategy (Dec 2016)
  - o STRATEGY #3: Create Good Jobs by Building on Competitive Strengths in Key Economic

Sectors - Food Systems (Page 13 and 14)

- Imagine Madison - Comprehensive Plan DRAFT (2018)
  - o Economy and Opportunity, Strategy #7: Support efforts for businesses and consumers to produce and buy local food, products, and services (Page 43 of 44)
- RES-17-00912 - Authorizing the City of Madison to become a signatory of the Milan Urban Food Policy Pact
  - o The Milan Urban Food Policy Pact advocates for public investment in wholesale supply chains to improve the flow of food through seven, distinct recommended actions for wholesale food distribution
- The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience (2011)
  - o Planning and Design - Goal 4: Promote and Foster Local Food Systems (Page 23); and,
- The Healthy Retail Access Program; and,

WHEREAS, consolidation in food supply chains has made it increasingly difficult for small and medium-sized Wisconsin farmers to sell their products to high-volume regional outlets, such as independent grocery stores, hospitals, and schools; and,

WHEREAS, small food businesses, including participants of the City of Madison Healthy Retail Access Program, typically incur higher costs for lower quality product and less timely deliveries than large chain food retailers, which they pass onto consumers; and,

WHEREAS, a food terminal cross-dock facility has the potential to enhance market access for both small and medium-sized farmers and food businesses, connecting them with local and regional food supply chains, while supporting job creation, small business development, and contributing to the property tax base; and,

WHEREAS, there exists significant interest from the local and regional private sector in having a food terminal cross-dock facility to aggregate and distribute food and agricultural products within the Madison market and other regional markets such as Minneapolis, Milwaukee, and Chicago; and,

WHEREAS, there are multiple organizational partners with economic development expertise and research capacity that are already actively collaborating with the City of Madison on this effort, including:

- UW-Madison Center for Integrated Agricultural Systems (UW CIAS)
- Madison-Area Regional Economic Partnership (MadREP),

NOW THEREFORE BE IT RESOLVED, That the City of Madison shall allocate no greater than \$100,000 of funds from the City of Madison Healthy Retail Access Program to purchase consulting services to develop a food terminal cross-dock facility feasibility study with the following components:

- Real estate market and food sector overview
- Business plan
- Economic Impact Assessment
- Community Benefit Assessment
- Comparative Site Analysis; and

NOW THEREFORE BE IT FURTHER RESOLVED, that the Madison Food Policy Council shall issue an RFP for, select, and oversee the consultant to develop the food terminal cross-dock facility feasibility study through its Healthy Retail Access Program Work Group; and,

NOW THEREFORE BE IT FURTHER RESOLVED, that the Madison Food Policy Council shall authorize the Healthy Retail Access Program Work Group to seek outside funds to supplement the cost of the feasibility study research and development including grants and contributions from partners; and,

NOW THEREFORE BE IT FINALLY RESOLVED, that the Madison Food Policy Council's Healthy Retail Access Program Work Group will develop an RFP for the consultant prior to the October 3, 2018 meeting of the Madison Food Policy Council.

NASS Census of Agriculture (2012): County Profile "Dane County WI":  
<[https://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/County\\_Profiles/Wisconsin/cp55025.pdf](https://www.agcensus.usda.gov/Publications/2012/Online_Resources/County_Profiles/Wisconsin/cp55025.pdf)>  
Connect Madison: City of Madison Economic Development Strategy (Dec 2016)  
<[https://www.cityofmadison.com/dpced/economicdevelopment/documents/Connect%20Madison%2012\\_19\\_16.pdf](https://www.cityofmadison.com/dpced/economicdevelopment/documents/Connect%20Madison%2012_19_16.pdf)>  
Comprehensive Plan - May 1, 2018 Draft - Part 2 of 4  
<<http://imagine-madison.civiccomment.org/comprehensive-plan-part-2-4>>  
RES-17-00912 - Authorizing the City of Madison to become a signatory of the Milan Urban Food Policy Pact  
<[https://madison.legistar.com/ViewReport.ashx?M=R&N=Master&GID=205&ID=3196240&GUID=4D7D6910-F492-4929-87A8-283EEC6180D1&Extra=WithText&Title=Legislation+Details+\(With+Text\)>](https://madison.legistar.com/ViewReport.ashx?M=R&N=Master&GID=205&ID=3196240&GUID=4D7D6910-F492-4929-87A8-283EEC6180D1&Extra=WithText&Title=Legislation+Details+(With+Text)>)>  
The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience (2011)  
<<https://www.cityofmadison.com/Sustainability/documents/SustainPlan2011.pdf>>  
City of Madison Healthy Retail Access Program. <https://www.cityofmadison.com/mayor/priorities/food/healthy-food-retail-underserved-neighborhoods/healthy-retail-access-program>  
Campsie, Philippa. 2004. The Ontario Food Terminal: A Unique Asset in the Central Ontario Economy. Canadian Urban Institute. p. 7 Accessed April 13, 2018:  
<https://static1.squarespace.com/static/546bbd2ae4b077803c592197/t/58f922f26a4963f73bc7c098/1492722421192/CUI.Publications.OFTFinalReport.2004.pdf>