



## Call to Action: Future Madison Public Market Vendors (Small Businesses, Artists, Crafts Persons)

Current Status: The Madison Public Market is shovel-ready, and without delay, would be set to move into the Fleet Building in early 2022. The Mayor and the Common Council have approved the funding and implementation of the Public Market Business Plan as well as the final architectural designs. The Public Market Foundation has fulfilled its commitment to raise \$3 million for the project, built a strong volunteer Board of Directors, developed a brand and marketing strategy, worked with City staff on the design process, and engaged the community at large to create a strong foundation for a successful Market.

### **Despite the progress made to bring our dream to fruition, the proposed Madison Public Market is again in danger!**

Due to the financial impact of COVID-19, the Mayor's office is reassessing all City department budgets and projects, including the Public Market. City staff have been directed to cease Market-related activity. When asked by the *Wisconsin State Journal* [in a recent article](#) whether the project could stall or end, Mayor Satya Rhodes-Conway shared, *"That's certainly a possibility. I don't think that's anyone's first choice. The landscape has shifted. There's a lot of things in flux right now. I think everything is on the table at this point."*

We need your help! To help convince Mayor Rhodes-Conway that the community of potential market vendors is solidly behind the Public Market, a groundswell of support must be shown.

As a prospective vendor at the Market, your supportive emails to the Mayor and the Common Council members are crucial, now more than ever. Below, please find a series of "talking points" to use in your communications with both the Mayor and Alders. Please use any of these in your communications. We ask that you try to put them into your own words, so that your appeal to save the Market is genuine and shows your true commitment to the cause. **State clearly that you intend to take advantage of the vending opportunities described below.** Write to them at:

Mayor Satya Rhodes-Conway: [mayor@cityofmadison.com](mailto:mayor@cityofmadison.com)

Common Council Alders: [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com) or <https://www.cityofmadison.com/Council/contact/>

To find email addresses of individual Council Alders:

<https://www.cityofmadison.com/council/documents/publicroster.pdf>

### **Talking Points**

Broad Rationale:

- The proposed Madison Public Market would be an essential step in the region's economic recovery and therefore, should be supported in whatever form by the City and the community.
- With COVID-19 and the closure of many State Street businesses, opportunities like this are essential.
- This is a win-win for everyone and truly deserves the community's support.

Economic Development:

- The Public Market's main purpose is community based economic development. The Market will have a significant positive economic impact – creating jobs and supporting new businesses. The Market will be an accelerator for local food and artisan businesses including home-based production companies seeking to

take their business to the next level.

- As envisioned, the Market would offer business start-up opportunity to small companies and individual growers, producers, artists and craftspeople. The emphasis is on allowing these small businesses to rent space on a part-time, low commitment and low overhead basis.
- Retailers can use the Public Market to develop a customer base and continue to grow into a brick and mortar location or sell wholesale to grocery stores on a much larger basis. The Public Market will be a place where an entrepreneur with a unique idea for a new food product, or a new business idea, can have a place where there will be foot traffic, where they can launch their business and bring that idea to reality.
- The Market will serve as an incubator to start and grow businesses; over 200 businesses have stated formal interest in renting a space.

#### Diversity and Equity:

- The City's innovative MarketReady Program is preparing 30 entrepreneurs through an intensive program of business coaching, training, and small grants. The MarketReady participants are a passionate, committed and diverse group (83% are people of color, 60% are women, and 33% are first generation immigrants).

#### Market Focus:

- The Public Market's focus is to have a wide variety of multicultural food provided by highly diverse merchants, in addition to offering cheese, beer, and other Wisconsin favorites.
- The goal is to offer unique, delicious food that showcases our region's cuisine with one common theme: LOCAL!

#### Market Description:

- The Market will be a mix of food and craft/art vendors offered by startups and established businesses.
- Market Hall will be home to 15-30 permanent merchants of varying size, as well as an ever-changing mix of temporary vendors offering local produce, crafts, seasonal offerings, and more.
- The interior will feature modular and flexible vending areas. As currently envisioned, there are spaces for about 30 vending spots. A rotating mix of temporary and pop-up vendors will have space in the event hall or outdoors in the warmer months.
- The outdoor Market Plaza will offer outdoor seating, live music and other performances.
- A 5,000 square foot event space will be available for a 300-person private party, community events, temporary event space for additional vendors and food trucks, weekend festivals, live music and other entertainment, e.g., Dane County winter farmer's market, International food festival, weddings and special occasions.

#### Location:

- The vibrant art-filled atmosphere of the Fleet Services building will be Madison's next great public place; repurposing a building in great shape that the City already owns makes economic sense and promotes sustainability.
- The location, in the heart of the vibrant Capitol East neighborhood, is the gateway to downtown, close to the airport and the interstate and will spur economic growth and activity for the surrounding area.

#### Fundraising:

- The Madison Public Market Foundation has already raised \$3 million in private support, is on track to raise more, and is anxious to take over the operations of the facility with no financial risk to the City.

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