

----- Forwarded message -----

From: **Missy F. Tracy** <Juanita.Tracy@ho-chunk.com>

Date: Tue, Aug 18, 2020 at 12:59 PM

Subject: Madison Public Market Endorsement

To: mayor@cityofmadison.com <mayor@cityofmadison.com>

Cc: info@madisonpublicmarket.org <info@madisonpublicmarket.org>

Good afternoon Mayor Rhodes-Conway,

I am writing to you today in support of the Madison Public Market. I agree with and take genuine pleasure in recommending the City of Madison continue with their intended financial support of this project.

The public market heavily relies on the City of Madison, among others, for this to ever hope to become a reality. The value the market will bring to our community will be two-fold. First, it will foster and encourage social entrepreneurship. Second, it creates a destination attraction.

This project serves many municipal purposes. It bridges the gap with non-traditional businesses within our underrepresented communities and will demonstrate we value and treasure our local merchants and vendors. It will be an engaging public space which defines Madison.

This place celebrates our local flare. It will enable people to really take in the flavor of Madison. Our chefs and artisans showcase their craft and will have an opportunity to display their wares. Additionally, this is not only a more permanent, year-round farmer's market but, will further expand on it.

This investment in our community and the value it brings I have personally witnessed in Washington, D. C.'s Eastern Market in the Capitol Hill area and in Charleston's historic public market. Both are destination attractions. As both places do, I believe it will enrich and enhance our lifestyles. It is organic and authentic, along with having potential for an international appeal.

I liken this opportunity, for our underrepresented communities, to the reasons our tribal enterprises exist with purpose to provide opportunity to a population of people who would otherwise not have, in addition to encouraging economic development and economic self-sufficiency.

I implore you to give this serious contemplation. Please consider what this investment could mean for Madison.

Respectfully,

Missy Tracy

Missy Tracy

Municipal Relations Coordinator | [Ho-Chunk Gaming Madison](https://www.hochunk.com)

4002 Evan Acres Rd, Madison WI 53718

608.223.9576 ext. 3532

Juanita.tracy@ho-chunk.com



danebuylocal.com

We All Win When You
Think Local First

July 27, 2020

Dear Mayor and Madison Common Council,

Madison residents enjoy an enviable quality of life, and the city's vibrancy appeals to event organizers and visitors from across the state throughout the country. The city's attributes have also led to numerous national recognitions. Sitting atop of the list of reasons why the city has seen this success is a thriving local and small business community. It is one of our greatest assets and is essential to a thriving economy. Recognizing and acknowledging this fact is crucial when making any decision on behalf of our city's future.

Local and small business success has historically driven our good times even higher and saved us during the bad. Seeing business doors close and an increasing number of vacancy signs pop up in areas where we normally feel pride, unity, and hope is demoralizing for the entire population. Dane County recognizes the economic and emotional impact our local and small businesses have and responds by being an instrumental ally to ensure they survive. But it is also necessary to see the City of Madison and the Madison Common Council follow suit. How the city fares for the duration of the pandemic will undoubtedly directly correlate to the action or inaction by its leaders on behalf of these businesses. And it will also determine our future.

The lack of support from the city toward the downtown businesses during and after the protests has been discouraging. Discussions are needed to address the concerns which led to the protests. But they are separate discussions from the ones which need to occur about the businesses adversely affected by the timing of the protests and the destruction which occurred separately. Having to reduce hours or close completely again after the extended pandemic closure, plus the destruction, is more than most

businesses could overcome. Some have closed for good while others struggle each day to keep going. The downtown is the heart of our city, and the struggles felt by these businesses can also be felt beyond the downtown borders. The citizens of Madison and surrounding communities are watching the city's leaders, expecting them step up and do what they can to help the situation stabilize.

Another topic of concern is the future of the Madison Public Market. Many community members have worked tirelessly, devoting countless hours for over five years, to launch the Madison Public Market. But the press has reported the city is contemplating the elimination of its financial support. It is surprising and puzzling because the community and city government will benefit from the project for a number of reasons.

- It is an economic development project which has already helped start many businesses through the MarketReady program. 83 percent of the program's businesses are minority-owned, which also works toward the city's goal to actively support its minority population.
- The participants took great financial risks to achieve their dream of owning and operating a successful business. They did so with the understanding that they would be supported by the MarketReady program and the City of Madison. Losing the city's financial support could be catastrophic to all of them.
- The Madison Public Market is projected to have a \$21M direct impact on the local economy, a very profitable investment. If understood correctly, the city's \$7.5 million local funding revenue comes from the tax increment district which runs along East Washington Avenue and is specifically assigned for economic development. The Madison Public Market fulfills the usage of such funds.

We respectfully request the City of Madison leaders consider these points when determining what is in the best interest of our community. Our future is in your hands.

Sincerely,

J. Colin Murray, Dane Buy Local

Peggy Gunderson, Strategic Brand Marketing

Amanda Metcalfe, Metcalfe's Market

Lynne Georgia Derra, Madison Optometric Center

Kent Yan, Plato Commercial Real Estate

John Hayes, Goodman's Jewelers

Lauri Lee, Communications Concepts

Jason Hafeman, Citizen Supporter

Katy Schalles, Katy's American Indian Art

Dean and Orange Schroeder, Orange Tree Imports

Carolina and Sofia Peuza, Estacion Inka

Brittney DuFrane, Group Health Cooperative of South Central Wisconsin

Amy Johnson, Towns & Associates, Inc.



Greater Milwaukee
1533 N. RiverCenter Drive
Milwaukee, WI 53212
Phone: 414.263.5450

South Central
2300 S. Park Street, Suite 103
Madison, WI 53713
Phone: 608.257.5450

Southeast
600 52nd Street, Suite 130
Kenosha, WI 53140
Phone: 262.925.2850

245 Main Street, Suite 102
Racine, WI 53403
Phone 262.898.5000

Northeast
1191 N. Casaloma Drive
Appleton, WI 54913
Phone: 920.944.2700

info@wwbic.com
wwbic.com

August 10, 2020

Dear Mayor Rhodes-Conway & Madison Common Council,

Like WWBIC, the Madison Public Market's mission is centered on inclusive entrepreneurship, leveling the playing field for women, minorities and first generation immigrants. We urge the City of Madison to continue moving forward with this shovel-ready economic development project where minority business owners can thrive. The Madison Public Market, now slated to open in 2022, will play an integral role in Covid-19 recovery efforts.

As one of the lead founders of Milwaukee Public Market I have seen the results of our original social and economic goals realized and how our Milwaukee Public Market has turned into a true landmark and part of our positive cityscape in Milwaukee. Policy Makers announce and celebrate their wins there, the old Milwaukee and new Milwaukee from Milwaukee visit and shop regularly, the tourists do stop, the foodies do show, the famous chefs visit – cook and sign their books, couples are married, corporations hold bonding meetings with their teams and the healthy mixing of people takes place all around the essential ingredient we all need each day....good food!

A late 2019 news release says the Historic Third Ward attraction saw both customer visits and total vendors sales grow by double-digit percentage points. Total customer visits increased nearly 13%, from 1,794,554 in 2018 to 2,026,840 in 2019 – its first count of over 2 million. In addition, total vendor sales reached new heights, growing 10% to \$19, 914,069.

The public market, which opened in 2005, has been listed among the top local attractions in the region, trailing only a few other venues (in attendance) such as Potawatomi Hotel and Casino and the Milwaukee Brewers (Miller Park).

Yes resources are needed and they are to some degree finite and scarce and most likely in our local, state, national and international scene will always need to be balanced. The financial resources needed to continue the development and building of Madison's Public Market is a great, positive and will be long-lasting investment for Madison and its citizens and communities all around.

Thank you for your care and attention here; do not hesitate to reach out to me for additional information.

Wendy K. Baumann
WWBIC President
Milwaukee Public Market

From: **Heather Wentler** <heather@thedoyennegroup.com>

Date: Fri, Jul 31, 2020 at 1:56 PM

Subject: Madison Public Market - Request for reconsideration to keep in the budget

To: <mayor@cityofmadison.com>

Cc: <info@madisonpublicmarket.org>

Hello Mayor Rhodes-Conway,

As a leader within the Madison Entrepreneurial Ecosystem and advocate for women and BIPOC entrepreneurs I highly urge you to reconsider the removal of funding for the Madison Public Market from the City Budget.

Doyenne staff and volunteers and our partners have worked with many of the entrepreneurs who are hoping to launch their ventures within the Public Market. It is my belief that without funding dedicated to making sure this project comes to fruition you are crushing the dreams and economic prosperity for many across our community. Many of the entrepreneurs hoping to locate within the Public Market have literally put years of work and their own dollars into investing in the commitment the city has made to them in making this venue possible.

Research continues to show that if you invest dollars into women and BIPOC entrepreneurs the returns double and triple economic impact within the community they run their ventures. These individuals and ventures typically are more community and social good motivated, meaning they'll be value added to the local economy by providing jobs and goods & services to the Madison community, instead of fiscal returns and jobs going elsewhere like fast-growth and large corporations do.

I am happy to have a conversation with you if you would like to talk more about this topic. I also urge you to reach out and talk to the entrepreneurs who were planning to be in the Public Market to hear their stories and why they have continued to wait and put their dreams and ventures on hold because of their belief in the Public Market.

Thank you,
Heather Wentler

Heather Wentler
Executive Director & Founder of Doyenne

From: Suzanne Fanning <sfanning@wisconsinmilk.org>

Sent: Tuesday, August 11, 2020 10:40 AM

To: mayor@cityofmadison.com

Cc: Rachel Kerr <rkerr@wisconsinmilk.org>

Subject: Madison Public Market

Mayor Rhodes-Conway,

Dairy Farmers of Wisconsin is respectfully asking you to consider leaving funding for the Madison Public Market in the city budget so the Foundation can complete design and start building. Pulling city funding jeopardizes the hard work the Foundation and others have put into producing a shovel ready plan that will support economic recovery of small businesses.

The Wisconsin dairy industry generates \$45.6 billion dollars a year for our state's economy. That means 154,000 jobs and \$1.26 billion in state and local taxes. Family owned farms make up 95% of the state's dairy farms and these farmers need dairy to succeed to stay in business. As the marketing arm for the dairy industry, Dairy Farmers of Wisconsin is investing in a partnership with the Madison Public Market Foundation to tell Wisconsin's rich dairy story to thousands of locals and visitors for many years to come.

Wisconsin is the state of cheese and the Madison Public Market will be a place for locals and visitors from around the country to celebrate and enjoy Wisconsin's award-winning dairy products. It will also be a hub for local dairy purveyors to sell their product and support family farms, that are the backbone to our state's economy.

We have full confidence in the Madison Public Market Foundation to press forward with a new vision for the market in a post-COVID world. The impact of COVID is unmistakable but we must focus on economic recovery. There is still a need for a community market that will increase economic viability for small businesses and attract locals and visitors all while supporting local artisans, farmers and purveyors.

Thank you.

Suzanne Fanning

Senior Vice President and CMO

Dairy Farmers of Wisconsin

sfanning@wisconsinmilk.org

800.373.9662 | 608.203.7262

8418 Excelsior Drive, Madison, WI 53717

WisconsinCheese.com | WisconsinDairy.org

Washington Plaza, LLC
800 W. Broadway, Suite 500
Monona, WI 53716

August 6, 2020

Dear Mayor Rhodes-Conway:

My name is Todd Waller and I am one of the developers of the former Fiore Shopping Center at the corner of First Street and East Washington Avenue next to the proposed Public Market Site. As you may know we have been working side by side with City Staff and the Madison Public Market Foundation to carefully craft a redevelopment plan of our site that supports and promotes the success of both the Public Market and our private development. The East Washington Corridor has been a tremendous opportunity to reshape a vital corridor long seen as the "Gateway to Madison". The projects occurring on East Washington Ave will impact the City Tax base as well as the amenities it offers for generations.

As plans were finally starting to come together, Covid-19 arrived forcing business closures and shaking the City to the core. I was born and raised in Madison and have never seen our community this on edge. Every day I pick up the paper the challenges we are facing continue to grow. These challenges started with the struggles of small business due to Covid-19 and were then followed by the issues of racial inequality and violence. This has set up the perfect storm of challenges our City will face moving forward. I cannot imagine having all of this on my plate as the new Mayor of Madison. The purpose of my letter is to express my support of the Public Market and what I see as a tremendous opportunity to build an entrepreneurial platform that will support small business for years to come. The Public Market is a win for all and is essential in facilitating the economic recovery of those most impacted. Hundreds of entrepreneurs, the majority of which are minorities, have expressed significant interest in the Public Market. Implementing a platform like the Public Market could be one small step in helping bridge the gap of racial equality.

Financial challenges that were brought on by the Covid-19 pandemic will be both short-term and long-term. However, the City of Madison is strong enough to survive these financial burdens. We are lucky enough to have a vibrant economy and strong tax base. Those that may not recover are the families and business that have been impacted. The community has spoken that the Public Market is something that they want. The philanthropic contributions have been incredible with over \$3,000,000 raised to date. The Public Market is a system of perpetual giving that will coach and train generations of entrepreneurs through its MarketReady Program with over 80% of the participants being minority. The last piece of the puzzle is the City contribution. I know you are faced with a tremendous challenge of balancing the City budget and will be getting pressure from every angle. However, I hope you will continue to support the Public Market and find a way to make years of hard work a reality for Madison entrepreneurs.

Sincerely,



Todd Waller

SASY

Schenk-Atwood-Starkweather-Yahara Neighborhood Association

Sunday, August 9, 2020

To: Mayor Satya Rhodes-Conway
City of Madison Common Council Alders

Delivered by email

Dear Mayor and Alders,

I send this letter on behalf of the SASY Neighborhood Association to advocate for continued and undiminished City of Madison financial support for the proposed Public Market. The SASY Board very recently voted in favor of this funding when we realized that it was unexpectedly in jeopardy. We see this not just as an investment in a fancy project. Rather, it is the culmination of years of planning that has focused many resources and positive energy on a truly public amenity.

Consider that the funding is question is the product of the East Washington Tax Increment District (TID). This funding should only be reinvested in improvements that lay within the district, and arguably none are so broad-based and universally beneficial as a public market.

This project has also grown to have a genuine focus on equity and support of minority entrepreneurs. There are few projects that can even approach this potential for long-term support of small business owners in a setting that will be available to so many people.

We understand that this pandemic is forcing us to reevaluate so many choices and priorities. However, food security and racial equity certainly must remain top priorities for us all. We bear these values out ourselves as an organization; When this pandemic first began, SASY moved quickly to draw on our very limited financial reserves to give \$5,000 to a local food pantry, and another \$2,000 to support victims of domestic abuse. We did this unsolicited, and we did this even though we knew that the one fundraiser that we run to generate 100% of our income, AtwoodFest, would be completely cancelled this year. In short, we decided to invest the money where we knew the need would be greatest.

Funding for the public market may not be an emergency, but it speaks to some of our greatest core values and needs as individuals and as a community. It speaks to food security. It speaks to racial equity in small businesses. We encourage you all to keep the \$7 million in TID funding for the public market intact.

Thank you for your time, your service and your consideration.

Respectfully,



Bradley Hinkfuss
President – SASY, Inc.

Cc: SASY Board of Directors, Madison Public Market Board

From: **Diane Farsetta** <farsettad@gmail.com>
Date: Thu, Aug 6, 2020 at 4:44 PM
Subject: Emerson East neighborhood supports the Public Market
To: Mayor <mayor@cityofmadison.com>, <allalders@cityofmadison.com>
Cc: Christina Heaton <christina.heaton@gmail.com>, sarahinkel <sarahinkel@sbcglobal.net>, <info@madisonpublicmarket.org>

Dear Mayor and Common Council Members,

As the development subcommittee of the Emerson East Neighborhood Association (EENA), we facilitate neighborhood involvement in decisions that affect land use and development, multi-modal transportation, and housing.

For years, our neighborhood has looked forward to being the home of the Madison Public Market. We attended and gave feedback at city committee meetings and other public events. We have enjoyed the Public Market's "sneak peek" events.

Most importantly, we value how the Public Market centers equity in its approach to economic development. The MarketReady program—a collaboration with the Northside Planning Council, FEED Kitchens, WWBIC, and UW–Madison Extension—has already helped 30 local entrepreneurs, mostly people of color, to launch and grow their businesses.

The Public Market is exactly what our community needs to expand economic opportunity and strengthen the local food infrastructure on Madison's east and north sides. Our neighborhood hopes it will galvanize the redevelopment of the Fiore shopping center, an underutilized and unattractive presence at the corner of East Washington Avenue and North First Street.

We also anticipate social benefits from the Public Market. Our neighborhood is mostly residential and lacks community gathering spaces. In fact, the lack of community space means that our regular Emerson East Neighborhood Association meetings are not held in our own neighborhood.

We understand that the City is facing a \$30 million shortfall. **Still, we urge you to provide sufficient support so that the Public Market is able to open in 2022, the current timeline.** We know that the Madison Public Market Foundation has gone above and beyond in its private fundraising. The City must do its part.

Thank you and be well,

Chris Heaton and Diane Farsetta, Co-chairs, on behalf of the EENA Development Subcommittee

The Development Committee was charged by the Emerson East Neighborhood Association to facilitate neighborhood involvement in decisions that affect land use and development, multi-modal transportation, and housing to further the neighborhood association's mission of improving the Emerson East neighborhood and surrounding areas as a place to live, work and recreate.



Manager/Co-owner

p: [608-339-3654](tel:608-339-3654) **m:** [608-931-6779](tel:608-931-6779)

f: [608-339-9702](tel:608-339-9702)

a: 2401 5th Ave. Grand Marsh, WI 53936

From: **Conscious Carnivore Store Manager** <manager@conscious-carnivore.com>

Date: Fri, Jul 10, 2020 at 10:48 AM

Subject: Support for the Public Market

To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>

Mayor Rhodes-Conway and Alders —

I am the Business Manager for the Conscious Carnivore, a local-food whole animal butcher shop. We have our flagship store on the near west side (University Avenue at the entrance to Shorewood) and have been looking for a near-east location for years. The near east side is vibrant and exciting, but the available commercial real estate was extremely expensive, awkwardly located, and often run down. The cost of going into sub-standard locations and the risk of a huge capital outlay for a possibly poor location was not viable for us, even though we are a successful business.

The opportunity to be part of the Madison Public Market is an exciting one for us. I believe it can be a new local-food hub that will add vibrancy to this City and provide a year-round opportunity for our citizens to support local businesses and producers. It is also a critical pathway for new businesses. If we were unable to accept the risk for starting a near-east side business, I don't know how a start up or small producer could ever make that leap. The lack of economical options restricts them largely to selling through other retailers — at a greatly reduced margin — or trying to make a go of it through food carts.

Reviewing the development of the market over the years, I am impressed by the careful planning, community building, and ideation that the Directors have achieved. The location has a chance to create a remarkable multi-use, multi-cultural/concept public space that will be a unique draw in Madison. That entire area needs this commercial spark, and the ability to support new businesses will be critically needed as we come out of the current pandemic.

There are so many demands for funding right now, much of it reactionary and backfilling as our systems strain or break altogether. It is essential, however, that this City maintain some focus on what we want to see on the other side, to plan ahead and create our own future. There are few, if any, potential projects as suitable for re-creating our sense of community as the Madison Public Market. As such, I urge you to continue your support for the Market and push through the funding necessary to finish the planning, design and implementation of this vision.

If you have any questions, please feel free to call me. If I can speak to the Council at a hearing, I would very much like that opportunity.

Bartlett Durand

K. Bartlett Durand, Jr.
Business Manager
Good Meats, LLC, dba
The Conscious Carnivore
3236a University Avenue
Madison, WI 53705
608.333.1251

From: Judy McNeal <cooper_judy@sbcglobal.net>
To: allalders@cityofmadison.com <allalders@cityofmadison.com>
Sent: Saturday, July 11, 2020, 03:29:30 PM CDT
Subject: Madison Public Market Funding

Greetings!

I write to ask that you please keep the Madison Public Market funding in the budget. I think the Public Market will be what our recovering local businesses and economy needs. Small businesses will require an affordable, supportive place to do business - where we are stronger together. I sincerely believe that the Madison Public Market will be an essential step in our economic recovery.

Over the many years, this is the only opportunity presented in Madison, Wisconsin, where our younger generation will see businesses of diverse backgrounds. There is nothing else like it and who knows when the opportunity will rear its head again. We are driven, we are prepared, and we will be successful.

Thanks for your time and consideration!

Judy McNeal
QB's Magnetic Creations
www.QBsid.com
608-221-9873

Megan Wallendal

Fri, Jul 10, 9:55
AM

to mayor, allalders, bcc: me

Hello,

I was very disappointed to find out that the Madison Public Market is in danger of being stopped as a project by the city.

Our family recently sold our large grain and vegetable farm. My husband and I are now trying to farm on our own as well as having second jobs. The Madison Public Market is a light and hopeful place for us to be able to market our produce and goods, network with additional businesses, and increase our ability to rely on our farm as our primary income. We see the Madison Public Market as a stepping stone for having our products brought into restaurants and other market classes that would allow us to farm full-time.

I've visited several other cities public markets while at agriculture conferences. From experience, these bustling places are a center for community gatherings, tourist visits, and business draw. I can't imagine in these times that the Market (which has fulfilled its fundraising commitment) wouldn't be welcome. It will increase the economy, and not just for the city of Madison, but for many of the struggling small business owners that are desperately trying not to go out of business.

Please don't take this hope from us too.

Sincerely,

Megan Wallendal

From: Joshua Feyen <joshua.feyen@gmail.com>
Date: Mon, Aug 10, 2020 at 8:50 PM
Subject: Please Support the Public Market
To: <info@madisonpublicmarket.org>
Hello,

You are well-versed in Madison's opportunities and challenges. I recognize that these challenges have been multiplied and amplified with COVID - but so are our opportunities. I believe that the Madison Public Market can be a bright spot for our future Madison as, in a year or so, we emerge from our pandemic hibernation. Small businesses will need the services and systems that are being planned for the Public Market, and people will be craving for somewhere to spend their time and money. The Public Market can serve both purposes.

I live on Mifflin between First and Second streets, the future Public Market and all of its up and downsides will be my next-door neighbor. And I fully support the concept, the current design, and the farmers and producers who will occupy the space.

I am writing to ask that the City continue to support the Market, with funding, professional services and encouragement. As we (hopefully) emerge from our COVID challenges, I believe the market will provide the economic, social and cultural balm that we will all want and need.

Please continue to support the Madison Public Market.
Regards, Josh Feyen
1933 E Mifflin St, Madison, WI 53704
608-333-4075
Josh Feyen
<https://www.linkedin.com/in/joshuafeyen/>
Blog.joshuafeyen.com

From: **Lance Owens** <Lance.Owens@artworking.org>
Date: Thu, Jul 30, 2020 at 11:29 AM
Subject: Continuance of the Public Market Project
To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>

Dear Mayor Rhodes-Conway and Madison alders.

I am writing to express my desire as a community member to see the Public Market project continued and implemented as planned.

In short, I feel that we really need a stable pipeline for local farmers and food producers to get their product directly into the hands of consumers. This is especially important for small farmers and food producers of color that may otherwise lack ample opportunity to connect directly with buyers. If we discontinue or delay the Public Market project, my fear is that we will end up back on square one, even as the need for equity and access to the market palace intensifies. Since we have already put considerable investment and countless hours into this project, I respectfully ask that it be continued, so as not to put our local food producers in even more peril than the current crisis has already created for them.

Thank you for your consideration.

Lance Owens
(pronouns: He, Him, His)

Sign up [HERE](#) to receive our newsletter with information on upcoming events and exhibitions!

From: **John Peck** <familyfarmdefenders@yahoo.com>
Date: Mon, Aug 10, 2020 at 7:25 PM
Subject: Please support the Madison Public Market
To: mayor@cityofmadison.com <mayor@cityofmadison.com>
Cc: allalders@cityofmadison.com <allalders@cityofmadison.com>

Dear Mayor Rhodes-Conway.

I'm writing on behalf of Family Farm Defenders, a national grassroots organization based in Madison with over 500 Wisconsin members, to urge you to continue city funding and municipal support for the proposed Madison Public Market.

The ongoing COVID-19 pandemic has revealed the inherent weaknesses in our globalized corporatized agribusiness dominated food/farm system, and why it is so important to relocalize and redemocratize how we feed ourselves. Our farmer members have been struggling to meet the demand for local food and bridge the vast gap with hungry consumers that has been left by the food giants.

Such supply shocks can be easily avoided, though, if we - as an ethical forward-thinking community - provide fresh venues such as the proposed Madison Public Market. This crisis is the ideal moment to expand the opportunity for family farmers and small-scale food entrepreneurs to sell their goods at a fair price DIRECTLY to eager consumers who are keen to enjoy healthier fresher fare that not only has a real human face behind it, but is also economically responsible and ecologically sustainable.

One can not emphasize enough the immense value of a successful Madison Public Market initiative not only in terms of ameliorating the horrid inequities in our current agriculture system, but also retaining the value added multiplier effect of all this dedicated consumer spending on a basic human need like food. In contrast, every dollar spent at big box grocer outlet is almost guaranteed to be siphoned off from our struggling economy to a faraway corporate headquarters and those employed here are left to subsist on meager wages and taxpayer assistance.

As a family farm organization that believes strongly in democratic food sovereignty, fair (parity) market prices, and consumer access to healthy local food, we urge you to move ahead with funding and support of the Madison Public Market. In any crisis there is opportunity - and this is one of those critical choices that can fundamentally transform the future of our community for the better.

Sincerely,

John E. Peck
Executive Director
Family Farm Defenders

From: **Gail Leinweber** <bookworm386@gmail.com>
Date: Fri, Aug 7, 2020 at 12:03 PM
Subject: Madison Public Market
To: <mayor@cityofmadison.com>
Cc: <allalders@cityofmadison.com>, <info@madisonpublicmarket.org>

To whom it may concern,

I'm writing in support of maintaining the funding for the Madison Public Market. As a lifelong resident of Madison who has travelled to cities with similar markets to the one proposed (Seattle, Boston, and Minneapolis spring most to mind) I can say that these type of markets are great community anchor points for small businesses with locals and tourists alike.

I've been excited for the Madison version of a public market ever since I saw their initial vendor list (shout out to Melly Mel's and Caracas) and it's exactly the type of project that a city that advocates for shopping local should invest in. The emphasis that this project has on helping to incubate small businesses owned by POC only makes it that much more critical because I know my hometown struggles deeply with racial inequality. This is an opportunity to literally put the city money where its mouth is, and should be embraced as an investment on getting to the other side of the pandemic.

We don't merely want to survive this, we want to create an environment that everyone can thrive in. Adding additional structure for small businesses to cope with the current crisis will only help with that and I believe the team behind the public market can do that (even if they were launching with contactless pick up).

Sincerely,

Gail Leinweber

Read to children. Vote. And never buy ANYTHING from a man who's selling fear. ~ Mary Doria Russell

From: **Nancy Worcester** <naworces@wisc.edu>

Date: Fri, Aug 7, 2020 at 3:00 PM

Subject: Support the Madison Public Market

To: mayor@cityofmadison.com <mayor@cityofmadison.com>, allalders@cityofmadison.com <allalders@cityofmadison.com>

Cc: Mariamne Whatley <mwhatley@wisc.edu>, Madison Public Market <info@madisonpublicmarket.org>

Dear Mayor Rhodes-Conway and City Council Alders,

We are writing to very strongly encourage you to enthusiastically support the continued dreaming and planning for our Madison Public Market.

We have long been very excited about this dream/plan. It has long been exactly the kind of public resource that we could imagine bringing together a wide range of Madison's communities, while supporting buy local campaigns and helping grow grassroots small businesses. We have tried to find (small) ways to support the on-going planning for the public market by making small donations, attending publicity events, and ordering from Christine's Kitchens EVERY week of this pandemic!

Now, as we hear more about how important the Madison Public Market is for Madison's communities of color, we are even more strongly committed to making sure this happens. As you all know so well, we are all learning in new ways the importance of really listening to Madison's communities of color and making Madison work for these communities in new ways. Supporting Madison's Public Market now seems like a way to support communities of color as a way to demonstrate a commitment to "building wealth for communities of color" and as an "investment in the health of our diverse communities of entrepreneurs."

After we survive COVID 19, our community is going to need energizing new community resources to be excited about. The Public Market can be exactly that. If the city makes this market happen, I am sure the community will step up to help finance and support this in whatever ways is needed.

Thank you.

Sincerely,

Nancy Worcester & Mariamne Whatley

UW-Madison Professors emeriti

From: Alan Crossley <wildmgr@sbcglobal.net>

Date: Sun, Aug 9, 2020 at 10:01 AM

Subject: Support for Madison Public Market

To: <mayor@cityofmadison.com>

Cc: <info@madisonpublicmarket.org>

Dear Mayor Satya Rhodes-Conway:

I am writing to ask you to fully honor the city's commitment of support for the Madison Public Market. Over the last week or so I have been wrestling with how best to craft a convincing narrative to back up my request. In the end, I think this opinion piece by Northside News and Neil Heinen's editorial best articulate how I feel about the market and why it is so important for our community. I will let them speak for me.

Alan Crossley
2109 Lakeland Ave
Madison WI 53704
(608)770-1765
wildmgr@sbcglobal.net

----- Forwarded message -----

From: **Glen Reichelderfer** <glenreichelderfer@gmail.com>

Date: Sun, Aug 9, 2020 at 11:05 AM

Subject: Yes to funding the Public Market

To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>

Cc: <info@madisonpublicmarket.org>

Dear Mayor and Alders,

The article in the Northside News says it best.... YES, keep funding the Madison Public Market.

Here is caught my attention from that article: *The Madison Public Market is a public investment in building wealth for communities of color by leveraging the power of local food. We know that with robust infrastructure and policies dedicated to racial equity, local food is an effective vehicle for antiracism work. A public market alone cannot accomplish this, but a public market centered on equity and in partnership with the Healthy Retail Access Program, FEED Kitchens, WWBIC, UW-Extension, a terminal market, numerous other partners and last-mile delivery infrastructure can play a powerful role in boosting minority entrepreneurship and wealth-building.*

Please keep the funding for the Madison Public Market. Thank you.

Glen Hall Reichelderfer

Never forget that justice is what love looks like in public - Cornell West

What struck me most about those who rioted was how long they waited. The restraint they showed. Not the spontaneity, the restraint. They waited and waited for justice and it didn't come. No one talks about that. -Toni Morrison

From: robert schubert

Sent: Saturday, August 8, 2020 4:38 PM

To: allalders@cityofmadison.com <allalders@cityofmadison.com>; mayor@cityofmadison.com <mayor@cityofmadison.com>

Cc: Robert Schubert <rcschubert@hotmail.com>

Subject: Madison Public Market

Dear Mayor and Common Council Members,

As a resident of the Emerson East Neighborhood and as a member of the Emerson East Neighborhood Association, I am dismayed to hear Madison Mayor Satya Rhodes-Conway is even considering delaying, or worse yet, killing the development of the Madison Public Market. The Madison Public Market would be well located one block from a bus rapid transit stop, a priority of our mayor. The Madison Public Market will also be a great asset to developing affordable housing in the adjacent Oscar Mayer Special Area Plan area, another priority of our mayor.

For years, our neighborhood has looked forward to being the home of the Madison Public Market. We attended and gave feedback at city committee meetings and other public events. We have enjoyed the Public Market's "sneak peek" events.

Most importantly, we value how the Public Market centers equity in its approach to economic development.

The MarketReady program—a collaboration with the Northside Planning Council, FEED Kitchens, WWBIC, and UW–Madison Extension—has already helped 30 local entrepreneurs, mostly people of color, to launch and grow their businesses.

The Public Market is exactly what our community needs to expand economic opportunity and strengthen the local food infrastructure on Madison's east and north sides. Our neighborhood hopes it will galvanize the redevelopment of the Fiore shopping center, an underutilized and unattractive presence at the corner of East Washington Avenue and North First Street.

We also anticipate social benefits from the Public Market. Our neighborhood is mostly residential and lacks community gathering spaces. In fact, the lack of community space means that our regular Emerson East Neighborhood Association meetings are not held in our own neighborhood.

We understand that the City is facing a \$30 million shortfall. **Still, we urge you to provide sufficient support so that the Public Market is able to open in 2022, the current timeline.** We know that the Madison Public Market Foundation has gone above and beyond in its private fundraising. The City must do its part.

Sincerely yours,

Robert Schubert

From: **Ed Hughes** <edhughes9@gmail.com>

Date: Thu, Aug 6, 2020 at 5:17 PM

Subject: Madison Public Market

To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>

Mayor Rhodes-Conway and Alders --

I am writing to oppose any effort to eliminate the City's financial contribution to the proposed Madison Public Market.

The source of the City's funds earmarked for the Market is increment generated in TID # 36. Unless the TID is to be closed and any surplus returned to the appropriate taxing jurisdictions, that increment is to be devoted to

economic development projects in the East Washington corridor. While the financial impact of COVID-19 on the City is indisputably severe, I am not aware that it has caused a reshuffling of the potential value of projects in the East Washington corridor such that the Market is no longer an appropriate recipient of the TID funds.

I recognize that you have many very difficult decisions ahead of you, but please do all you can to avoid sacrificing the many long-term benefits of the Public Market to the City's immediate financial challenges.

Thank you for considering my views and for your service to our city.

Ed Hughes

608-216-6610

From: Diane Farsetta <farsettad@gmail.com>

Date: Thu, Aug 6, 2020 at 4:44 PM

Subject: Emerson East neighborhood supports the Public Market

To: Mayor <mayor@cityofmadison.com>, <allalders@cityofmadison.com>

Cc: Christina Heaton <christina.heaton@gmail.com>, sarahinkel <sarahinkel@sbcglobal.net>, <info@madisonpublicmarket.org>

Dear Mayor and Common Council Members,

As the development subcommittee of the Emerson East Neighborhood Association (EENA), we facilitate neighborhood involvement in decisions that affect land use and development, multi-modal transportation, and housing.

For years, our neighborhood has looked forward to being the home of the Madison Public Market. We attended and gave feedback at city committee meetings and other public events. We have enjoyed the Public Market's "sneak peek" events.

Most importantly, we value how the Public Market centers equity in its approach to economic development. The MarketReady program—a collaboration with the Northside Planning Council, FEED Kitchens, WWBIC, and UW—Madison Extension—has already helped 30 local entrepreneurs, mostly people of color, to launch and grow their businesses.

The Public Market is exactly what our community needs to expand economic opportunity and strengthen the local food infrastructure on Madison's east and north sides. Our neighborhood hopes it will galvanize the redevelopment of the Fiore shopping center, an underutilized and unattractive presence at the corner of East Washington Avenue and North First Street.

We also anticipate social benefits from the Public Market. Our neighborhood is mostly residential and lacks community gathering spaces. In fact, the lack of community space means that our regular Emerson East Neighborhood Association meetings are not held in our own neighborhood.

We understand that the City is facing a \$30 million shortfall. Still, we urge you to provide sufficient support so that the Public Market is able to open in 2022, the current timeline. We know that the Madison Public Market Foundation has gone above and beyond in its private fundraising. The City must do its part.

Thank you and be well,

Chris Heaton and Diane Farsetta, Co-chairs, on behalf of the EENA Development Subcommittee

The Development Committee was charged by the Emerson East Neighborhood Association to facilitate neighborhood involvement in decisions that affect land use and development, multi-modal transportation, and housing to further the neighborhood association's mission of improving the Emerson East neighborhood and surrounding areas as a place to live, work and recreate.

----- Forwarded message -----

From: **Emily Swanson** <emhilts@gmail.com>
Date: Mon, Aug 3, 2020 at 7:50 PM 7/31EmiCit
Subject: Funding for Public Market
To: <allalders@cityofmadison.com>
To the Alders of Madison,

Thank you for all the long hours you have put into listening to the voices of Madison residents over the last few months amid the pandemic and the killing of George Floyd. Thank you for striving to build the common good of our city. I cannot imagine the headaches and tough decisions you have had to make and I thank you for the service you have given our city.

I would like to add my voice to the others that are asking for funding for the Public Market to be preserved. I agree with many others who call for this project to boost the east/northside economies and create diverse jobs in our neighborhoods. But on a more personal note, my family lives across the street from the fleet services building, and we are wholeheartedly looking forward to having a public market in our neighborhood. We are looking forward to having a community gathering space, especially once the pandemic is over, and we want to have more opportunities to support entrepreneurs. We want people to have the means to provide for their families, and we want to have a tangible way to support people of color right outside our door.

Thank you for hearing the thoughts of your residents!
Emily, Erik, and Linden Swanson

From: Emily Swanson <emhilts@gmail.com>
Date: Mon, Aug 3, 2020 at 7:49 PM
Subject: Madison Public Market
To: <mayor@cityofmadison.com>

Dear Mayor Rhodes-Conway,

Thank you for all the long hours you have put into listening to the voices of Madison residents over the last few months amid the pandemic and the killing of George Floyd. Thank you for striving to build the common good of our city. I cannot imagine the headaches and tough decisions you have had to make and I thank you for the service you have given our city.

I would like to add my voice to the others that are asking for funding for the Public Market to be preserved. I agree with many others who call for this project to boost the east/northside economies and create diverse jobs in our neighborhoods. But on a more personal note, my family lives across the street from the fleet services building, and we are wholeheartedly looking forward to having a public market in our neighborhood. We are looking forward to having a community gathering space, especially once the pandemic is over, and we want to have more opportunities to support entrepreneurs. We want people to have the means to provide for their families, and we want to have a tangible way to support people of color right outside our door.

Thank you for hearing the thoughts of your residents!

Emily, Erik, and Linden Swanson

----- Forwarded message -----

From: **Sara Krauskopf** <sjkrauskopf@gmail.com>
Date: Thu, Jul 30, 2020 at 10:26 AM
Subject: move forward with public market

To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>
Cc: <info@madisonpublicmarket.org>

To whom it may concern,

I believe in the public market. I know that money will be tight, but there are many small businesses, especially those from marginalized communities, who will be able to use the market to pull themselves out of the financial hole that the pandemic created. Please fund the market on schedule originally planned.

Sara Krauskopf
Madison, WI

From: **Jennifer Smith** <jenovate@gmail.com>
Date: Thu, Jul 30, 2020 at 12:15 PM
Subject: Please maintain investment in Madison Public Market
To: Dave Cieslewicz <mayor@cityofmadison.com>, <allalders@cityofmadison.com>
Cc: Madison Public Market Foundation <info@madisonpublicmarket.org>

I am writing in support of funding for the Madison Public Market. This is a project so long in the making, with strong community support and potential, particularly supporting small businesses and business owners of color in an increasingly dicey economic environment. In the future, this will serve as a great way to rebuild the community strength and feeling post-COVID.

Thank you,

--

Jennifer Smith
Jenovate@gmail.com
Linked In: [@jenovate](https://www.linkedin.com/company/jenovate)

From: **Tom Theisen** <zoesfriend@hotmail.com>
Date: Thu, Jul 30, 2020 at 1:05 PM
Subject: Madison Public Market
To: mayor@cityofmadison.com <mayor@cityofmadison.com>, allalders@cityofmadison.com <allalders@cityofmadison.com>
Cc: Madison Public Market Foundation <info@madisonpublicmarket.org>

Dear Mayor and Alders

Just a quick note to let you know that I strongly support the Madison Public Market. While I realize money is tight, especially now, I believe the public market will be a very positive addition to our city. All I have heard make me believe that it will be a valuable resource for our city. Please consider maintaining the level of support you have expressed in the past.

Thank you for your consideration.

Tom Theisen
3729 Richard St

From: **Paul Abramson** <phabramson@gmail.com>
Date: Thu, Jul 30, 2020 at 3:24 PM
Subject: Keep Madison Public Market in the Budget

To: <allalders@cityofmadison.com>
Cc: <info@madisonpublicmarket.org>

Dear City of Madison Alders.

I urge you to find funding for Madison Public Market in this year's budget. With the amount of preparation both the city, communities, and MPM itself have done to create a truly diverse, food-centered, place, potentially curing the ills of a large fresh-food desert in our area, abandoning the project sends the wrong signal.

MPM will be a community gathering place when COVID abates, supporting a vital shot of integrated social interaction. It may have a ways to go in its development process, but it cannot reach its potential without the City of Madison's continued financial support.

I do not use the word 'defunding' as it is misleading, but in the case I fear The Council will throw out the good greens with the bad.

Please let me know how I can help the city's MPM support be beneficial to your vision for our city, both in the near and long term.

Onward,
Paul Abramson
608.279.8339

"Sometimes, people who no one imagines anything of, do things no one can imagine.: Alan Turing

From: **Paul Abramson** <phabramson@gmail.com>
Date: Thu, Jul 30, 2020 at 3:28 PM
Subject: Fwd: Madison Public Market
To: <info@madisonpublicmarket.org>

Dear Mayor Satya,

I urge you to find funding for Madison Public Market in this year's budget. With the amount of preparation both the city, communities, and MPM itself have done to create a truly diverse, food-centered, place, potentially curing the ills of a large fresh-food desert in our area, abandoning the project sends the wrong signal.

MPM may have a ways to go in its development process, but it cannot reach its potential without the City of Madison's continued financial support.

I do not use the word 'defunding' as it is misleading, but in the case I fear you are throwing out the good greens with the bad.

Please let me know how I can help the city's MPM support be beneficial to your vision for our city, both in the near and long term.

Onward,

Paul Abramson, 1330 Morrison St. 53703
608.279.8339

From: **Otehlia Cassidy** <otcassidy@gmail.com>
Date: Fri, Jul 31, 2020 at 8:22 AM
Subject: Please fully fund our Public Market
To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>
Cc: Madison Public Market Foundation <info@madisonpublicmarket.org>

Dear Mayor Satya and Alder persons,

Please do not defund the Public Market. We have come too far to stop now. And the benefits of this market to our community, especially considering the issues of equity and diversity we are facing now, are more important than ever.

“The @madisonpublicmarket is a public investment in building wealth for our communities of color by leveraging the power of local food.” I could not agree with this statement more.

The market was designed to embody the equity and diversity our community requires. Of the 30 marketready entrepreneurs, 83% are people of color, 60% are women and 33% are first generation immigrants. The market board has worked tirelessly to secure private funding, and this is a project that our city should be supporting. We need this market now, and in our post-pandemic future more than ever.

Thank you for your consideration,
Otehlia

Otehlia Cassidy

Owner, Madison Eats Food Tours, LLC
Culinary Tours & Events/Mexico & Cuba Culinary Vacation
<https://madisoneatsfoodtours.com/> | 608-628-8927

From: <scotfi@mailworks.org>
Date: Fri, Jul 31, 2020 at 9:14 AM
Subject: Madison Public Market
To: <mayor@cityofmadison.com>, <allalders@cityofmadison.com>, <info@madisonpublicmarket.org>

Good day, Mayor Rhodes-Conway and Madison Alders,

It is our understanding that the capital budget is being finalized. There has been some speculation that the Madison Public Market will be defunded or dramatically cut back.

It seems to us that the Public Market can be a key component of a revitalized Madison economy in the wake of the pandemic. Cutting or defunding the Market is a short-sighted decision when it comes to the cost / benefit analysis.

What could be more enticing than the Public Market for people hungry for a destination of food, goods, and entertainment when it is safe to do so? The Market is also a way to fully support and encourage small business vendors whose livelihoods (and dinner tables) depend on a venue to sell their product.

We are neighbors, and the Public Market will directly impact our daily lives (yes, we live that close). We wholeheartedly encourage you to fully fund, even invigorate, plans to move the Market forward.

There will be what our household calls "The Aftertimes" of the pandemic. Fully funding the Public Market is an investment in the economic recovery of individuals and the local community into the future.

Just do it. Please.

Thank you for your thoughtful consideration,

Lynne and Jini MacAdam

From: **Josey Chu** <joseychu@gmail.com>
Date: Fri, Jul 31, 2020 at 10:00 AM
Subject: Please Keep Madison Public Market Alive
To: <allalders@cityofmadison.com>, <mayor@cityofmadison.com>, Madison Public Market Foundation <info@madisonpublicmarket.org>, <mayor@cityofsunprairie.com>

Hello All,

My name is Josey Chu. My husband and I represent the brand Madame Chu. We make Southeast Asian Condiments. We are also participants of MarketReady Program that ended recently.

We are writing to express our sadness, disappointment, and concerns that Mayor Satya Rhodes Conway is considering redirecting previously assigned funding to Madison Public Market to a different area. We feel that this decision lacks community engagement and failed to continue and listen to the vendors, community and public at large. We want a Madison Public Market.

We want to have a place where we feel there is community engagement that values equity across all levels. The Madison Public Market is a place where we connect with people of all colors. It is also an opportunity to share and learn about different cultures, not just through our cuisine but learning activities that can be presented to the community.

We want to create jobs. We want to give back to our community who has supported us for many years. The Madison Public Market will be an icon of how different businesses with different social-economic levels, experiences, cultures, and backgrounds can work together. The Madison Public Market be a place where success and dreams can happen. It can be a platform where we can express who we are without judgment.

Please keep the Madison Public Market alive. We want a place with a well-balanced business representation that engages the community and addresses equity issues. Additionally, the Madison Public Market can be a pathway, a contact point, and a platform for many, many many other issues.

Please save our Dream, our Future, our Hope.

Sincerely,
Josey Chu

From: **Josie Pradella** <josie.pradella@gmail.com>
Date: Fri, Jul 31, 2020 at 5:44 PM
Subject: Madison Public Market
To: <mayor@cityofmadison.com>
Cc: <info@madisonpublicmarket.org>

Dear Mayor,

In these times of rethinking budgets which will have long-term ramifications, please remain a firm supporter/funder of the public market concept and the Madison community that has come together to develop a unique space for local entrepreneurs. I'm sure you've heard many rationales so will not repeat them here. Suffice it to say I hope you will recognize the importance of supporting local businesses with a long-term strategy which the Public Market should abundantly provide.

Peace,
Josie Pradella
Co-founder, Dane Buy Local

-- Forwarded Message -----