

# Madison Public Market Vendor FAQs

Date: September, 2023

Q: How many permanent vendor stalls will there be in the Madison Public Market?

A: **29 (Including 2 to 3 Anchor Tenants)**

Q: What are the different types of stalls and what sizes are they?

A: **Anchor 2,500 sq.ft.**

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**12 Unimproved stalls from 130 to 1,230 square feet**

**15 Food Service Enabled Stalls from 170 to 580 square feet**

**10 Daily stalls 24 square feet each (for temporary vending) and divisible into two 12 sq. ft. locations.**

Q: How much is the rent for the different types of spaces?

A: **This will be determined as we get closer to opening, depending on a wide variety of factors, such as:**

- **Amenities**
- **Storage**
- **Utilities**
- **Square Footage**
- **CAM (Common Area Maintenance)**
- **Shared Kitchen Rental**

Q: How much will stall build out cost?

A: **The amount will depend on each individual Vendor, as their needs direct.**

*(Will depend on location, size and amount of time – will be based on fair market values, comparables in Madison, etc.)*

Q: Will there be a sliding scale of rents based on ability to pay?

**A: We are planning to have funds or resources available to assist as many vendors as possible. The amount available will depend on the rising costs associated with the project.**

Q: Will there be opportunities for vendors who do not initially want a permanent stall?

**A: Yes, there will be opportunities for vendors interested in just a few days/week or weeks/year and at special events.**

Q: What facilities are available for on-site food preparation?

**A: There will be an on-site, shared-use kitchen. There will also be stalls equipped with food preparation spaces.**

Q: What facilities are available for large scale processing and packaging?

**A: There will be small to mid-sized scale facilities. Our focus is on Startup and Emerging/Accelerating Businesses, and will have facilities for those sized businesses.**

Q: What will be the hours and days of operation (vendor access)?

**A: This is yet to be determined, but we hope to have the Market open five to seven days a week, with the hours of operation to be determined as we get closer to opening and determine the need/availability. Vendors will be required to be open during core operating hours, (though exceptions may be negotiated during lease negotiations). Anchor Tenants will be able to determine their operating hours, as they will have their own, dedicated entrances.**

Q: Who will hold liquor licenses?

**A: TBD**

Q: Who will be responsible for the costs involved in building out vendor spaces? Who will be responsible for building out display, decor and branding vendor spaces? Will vendors be allowed to design their own space?

**A: Vendors will be responsible for their space, though there will be construction managers who will help with design and buildout. We also plan to have access to funds or resources to assist with the buildouts.**

Q: How will vendors be selected?

**A: The Executive Director will work with the Public Market Foundation to interview and select vendors of differing types. From food producers to artists and goods makers, all are welcome.**

Q: How long can vendors remain at the market?

**A: There will be a negotiated minimum lease for Anchor Tenants. All other permanent leases will be one to three years, with options available for renewal.**

Q: Can a vendor sublease the space to another business in the market?

**A: No. Any vendor seeking to change their lease, share space with another vendor, or give up their space to another vendor must negotiate their terms with the Executive Director and the Public Market Foundation.**

Q: What kind of vendor storage will there be? How much?

**A: There will be storage in the individual stalls, as well as optional dry, cold, and frozen storage available for additional monthly rental.**

Q: Can one vendor have two separate businesses in the market?

**A: This will be determined on a case by case basis. The goal is to have as much diversity in the Market as possible.**

Q: How and who decides vendor location within the market space?

**A: The Executive Director and the Public Market Foundation will make the decision. As to how that decision is made, that is TBD.**

Q: Will there be an option to share space with another vendor depending on time of day of operations?

**A: Yes. This decision will need approval by the Executive Director and the Public Market Foundation.**

Q: What kind of insurance and licensing will be required by Vendors?

**A: Vendors will be required to have a General Liability Policy with at least one-million dollars of coverage, with the Public Market listed as an “Also-Insured” party. A Wisconsin Seller’s Permit will also be required, as well as any Madison Dane County Public Health or Department of Agriculture Trade and Consumer Protection licenses that are applicable per business.**

*This document will be updated as we have more information. If you have more questions and would*

*like to get them answered in a timely manner,  
please direct them to:*

*info@madisonpublicmarket.org*