



Madison Public Market & MarketReady Program



Topics:



1

Public Market Background *(Dan)*

2

MarketReady Program Origin & Structure *(Mike)*

3

MarketReady Delivery & Outcomes *(Ian)*

4

Perspective of a MarketReady Participant *(Eder)*

5

Lessons Learned & Discussion

1

Public Market Background *(Dan)*

2

MarketReady Program Origin & Structure *(Mike)*

3

MarketReady Delivery & Outcomes *(Ian)*

4

Perspective of a MarketReady Participant *(Eder)*

5

Lessons Learned & Discussion



Public Market Vision:

- A year-round destination
- culturally diverse prepared food
- locally-made food products
- handcrafted arts/crafts
- Wisconsin-grown produce
- Diverse business incubation
- workforce training
- Cherished and inclusive community gathering space

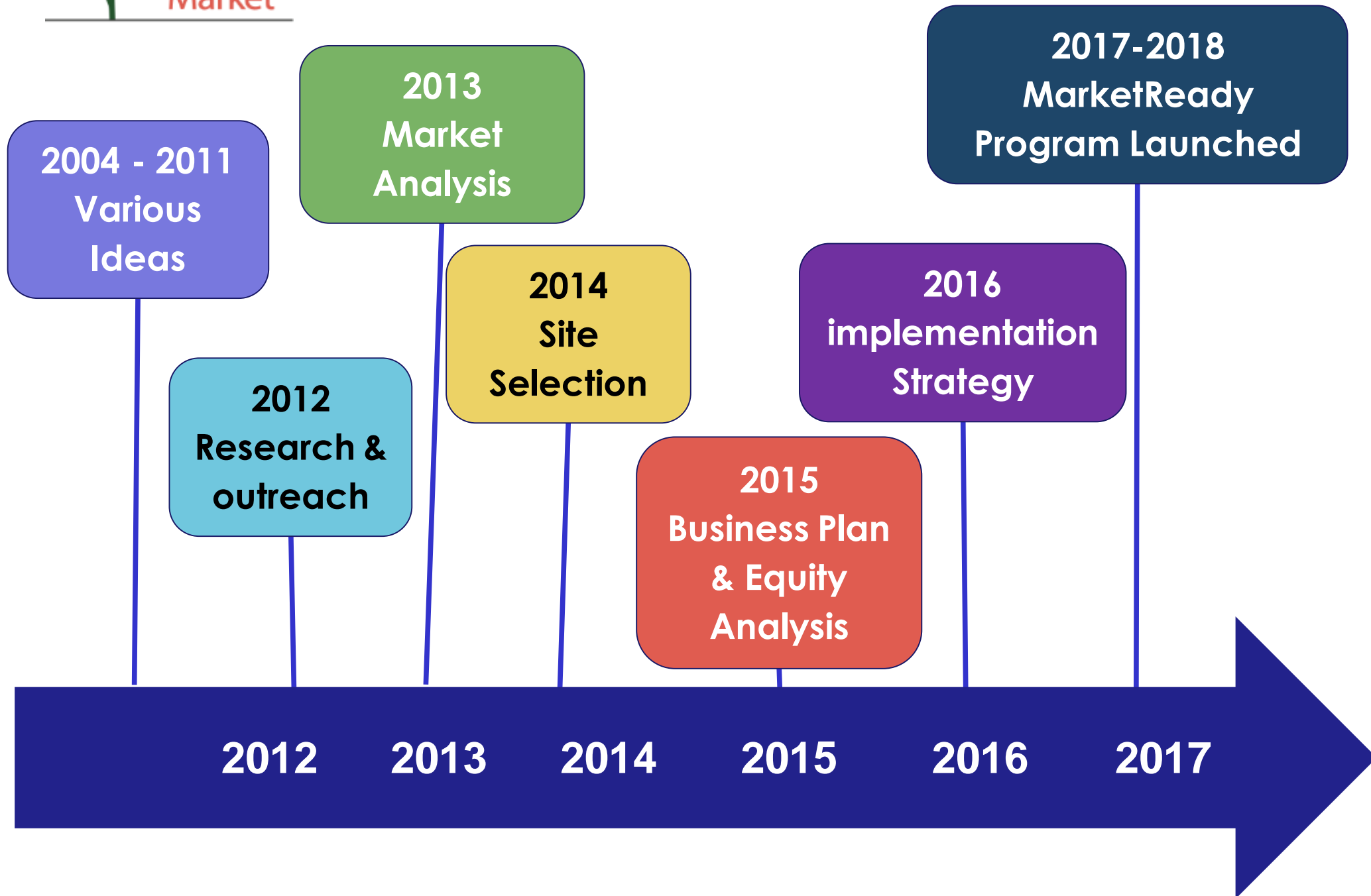
Core mission: community-based economic development through entrepreneurship



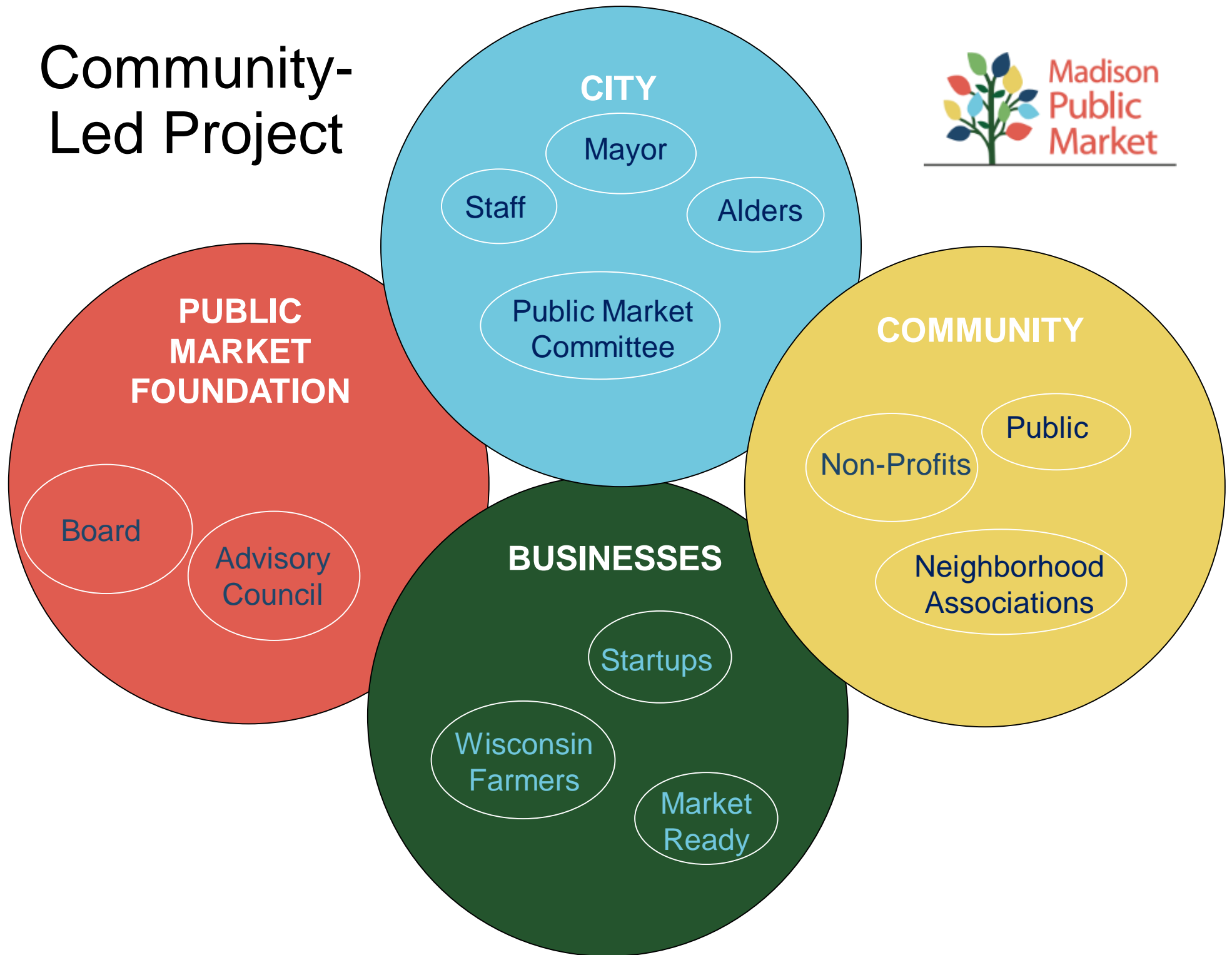
MOWSSH



Project Timeline



Community-Led Project



Uses at the Market

Market Hall



Food Innovation



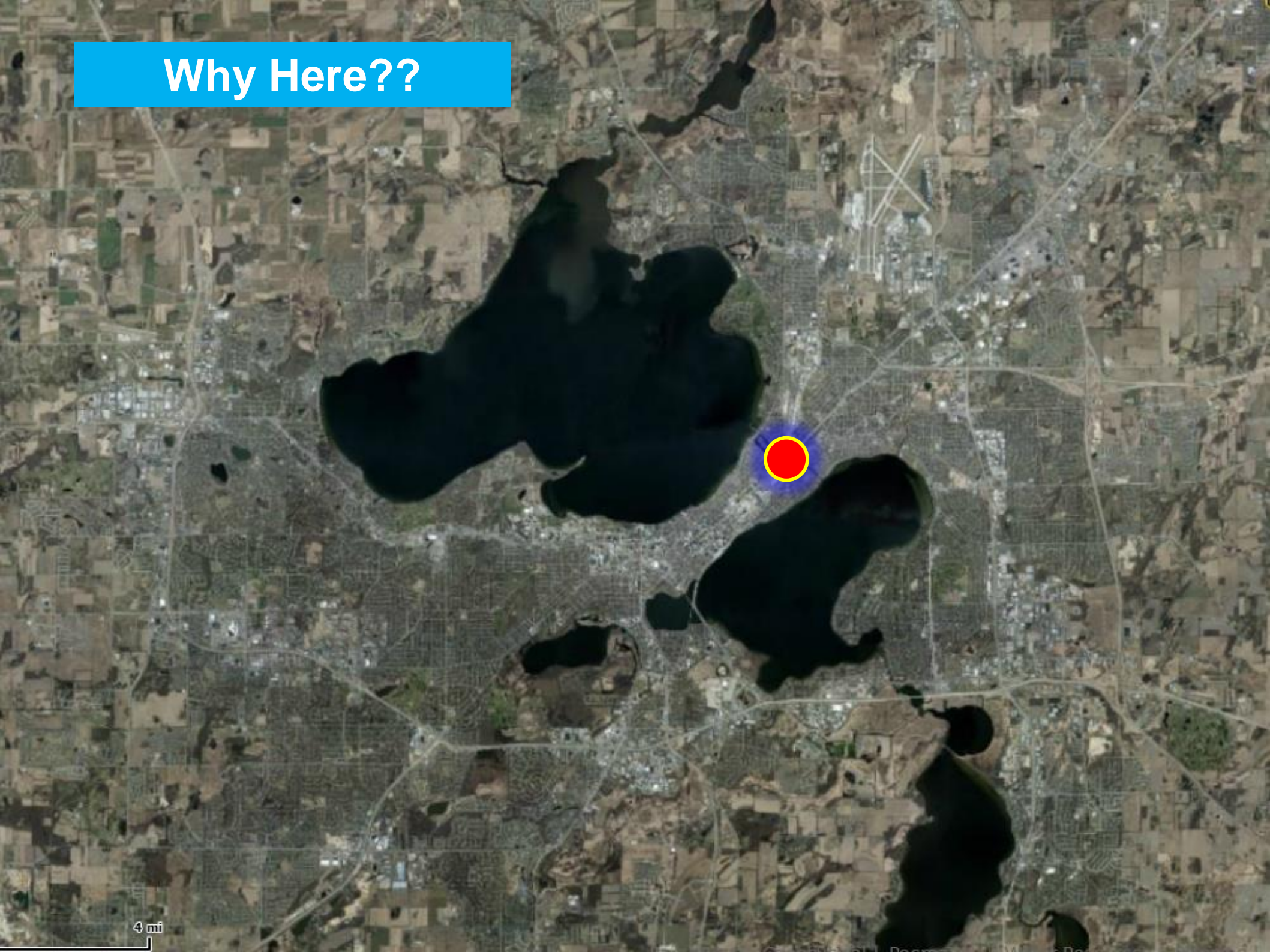
Events Space



Outdoor Space



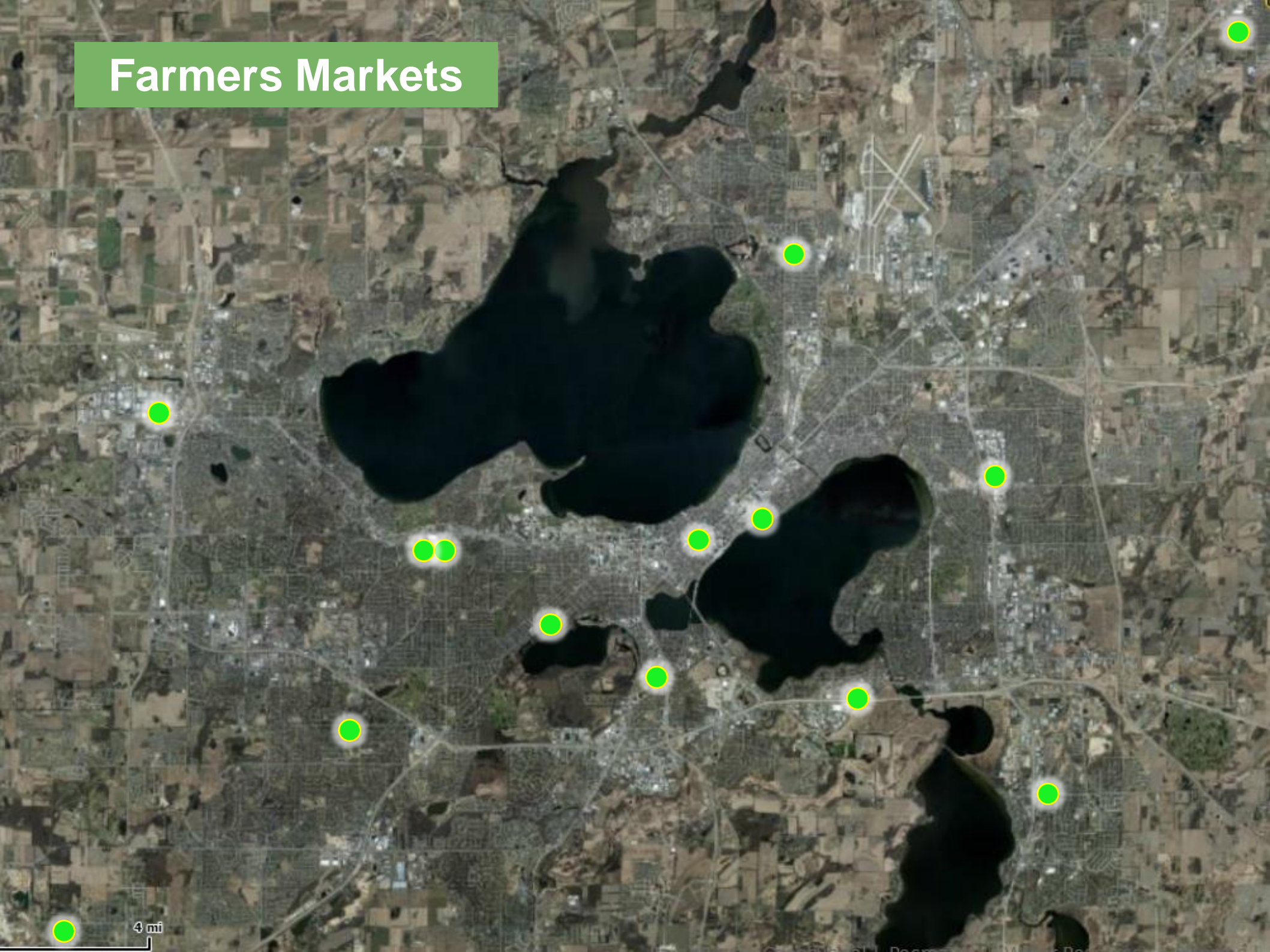
Why Here??



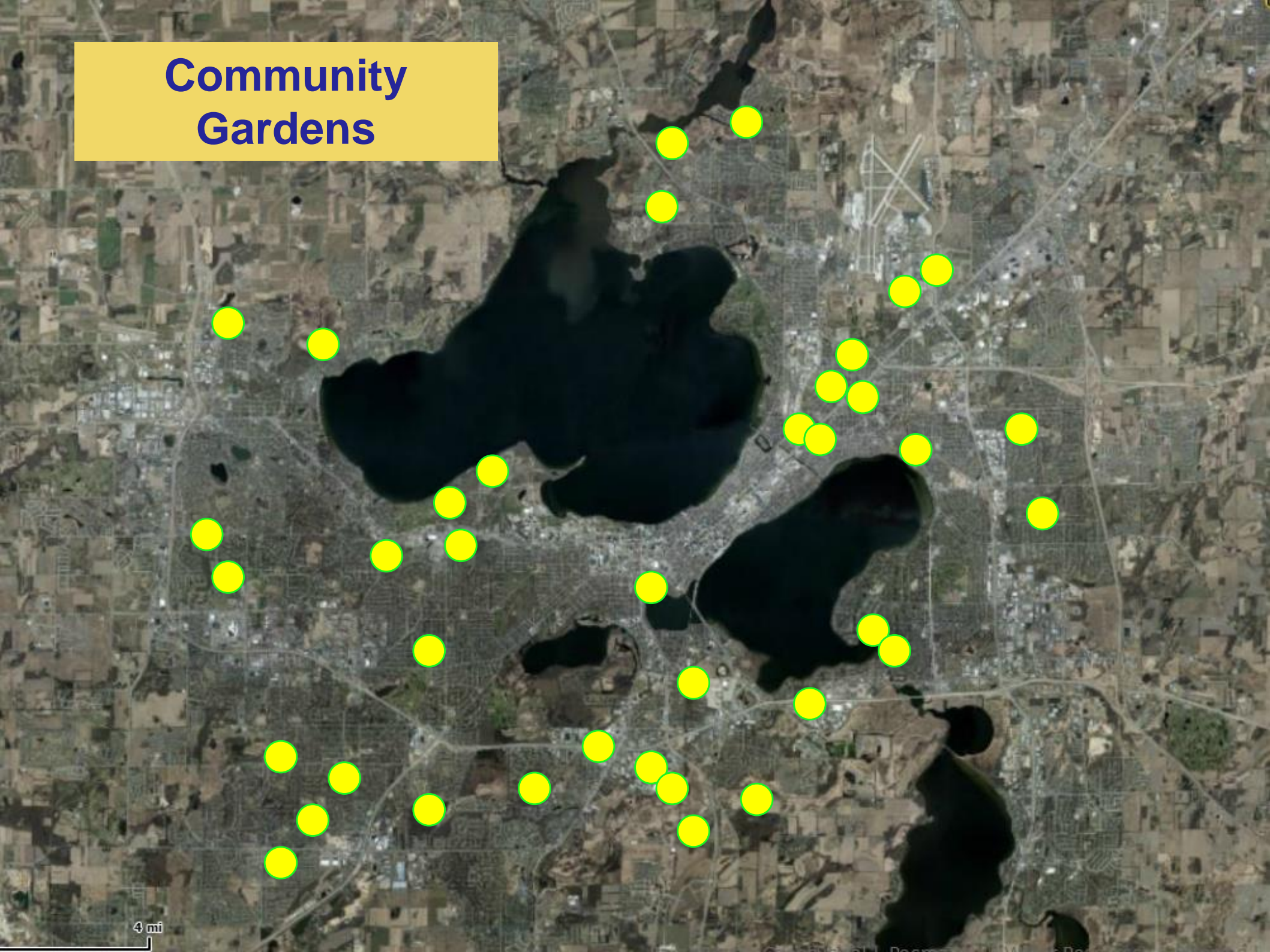
A Few Local Food Processing Businesses



Farmers Markets

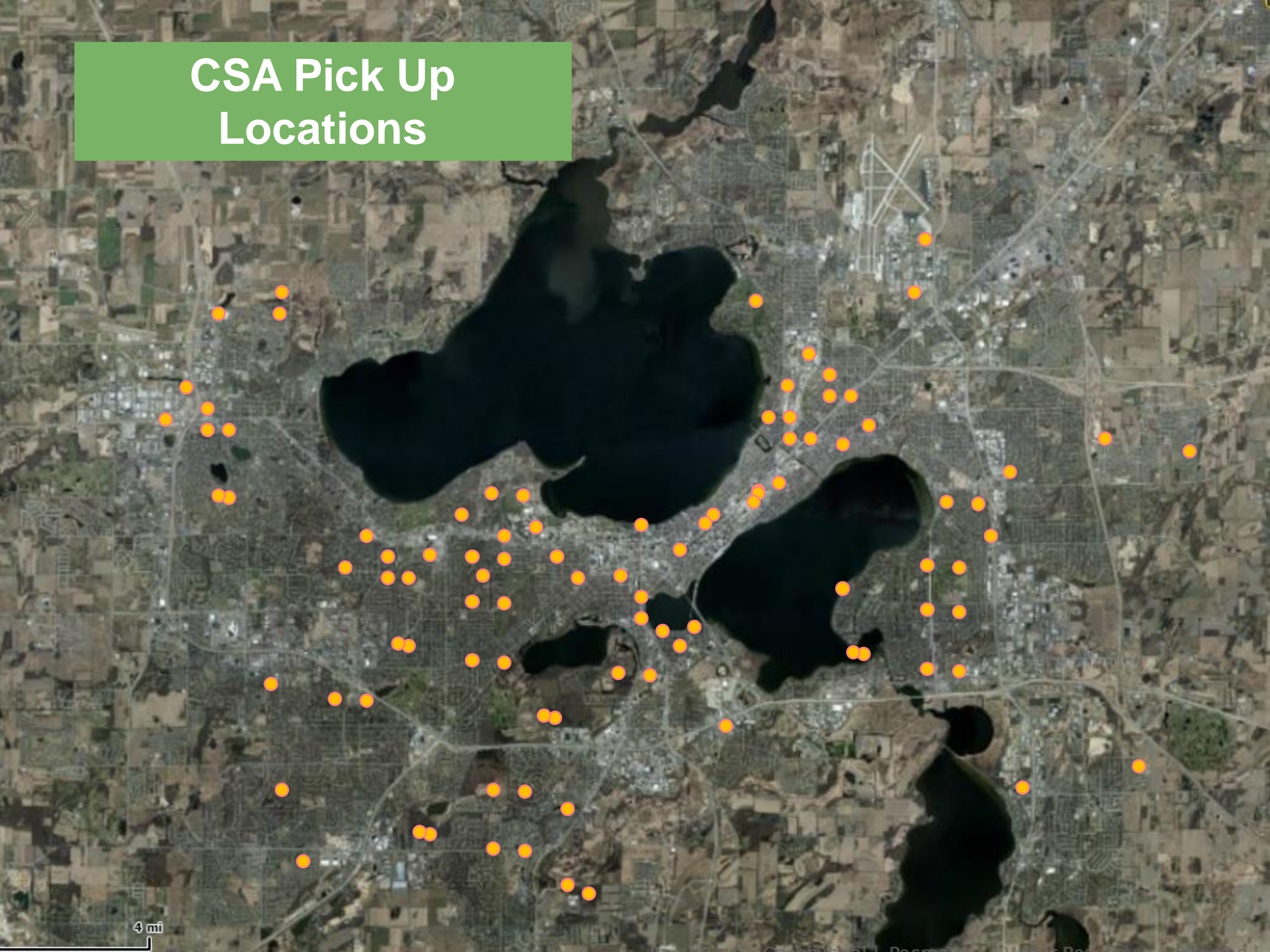


Community Gardens



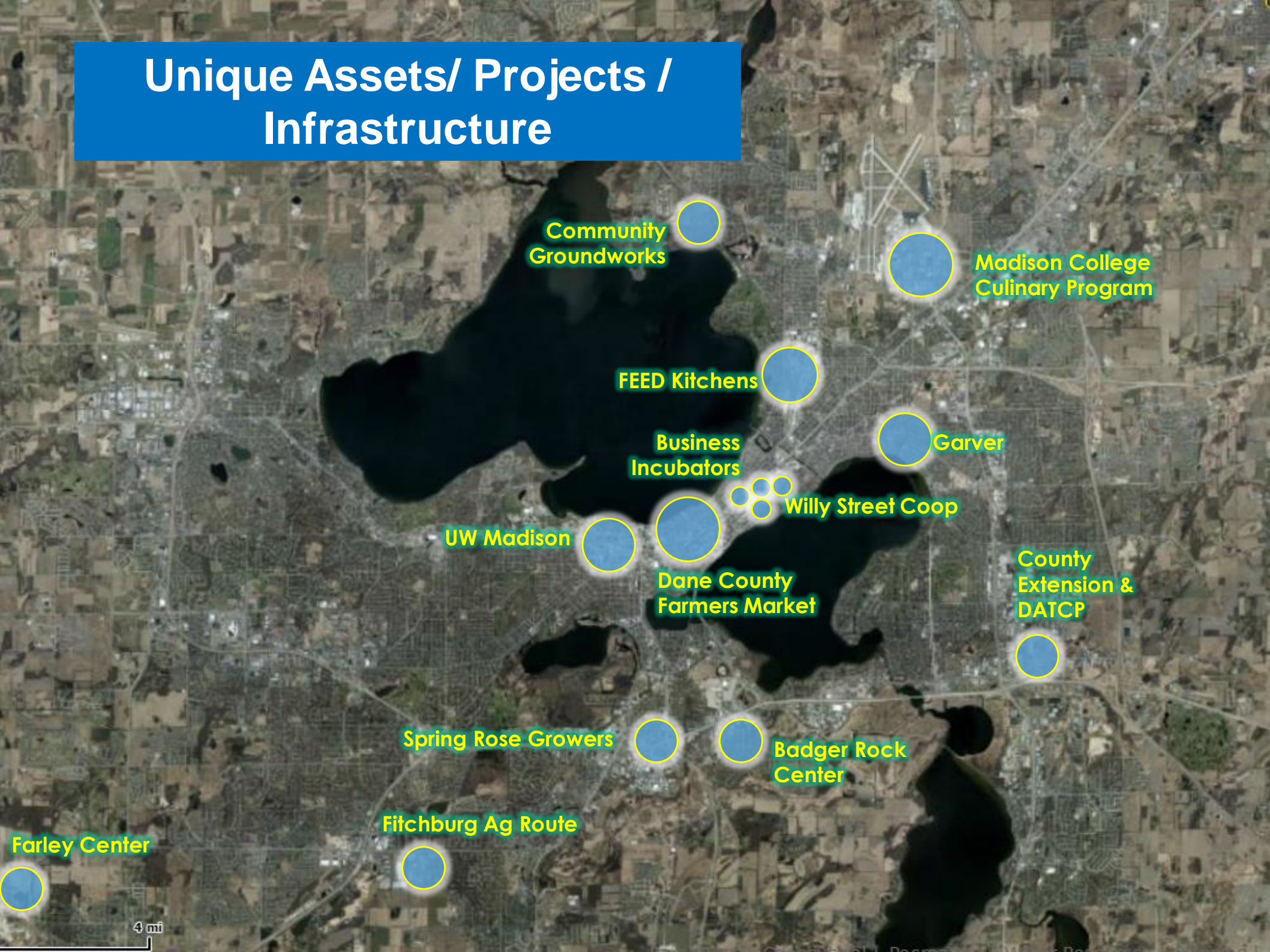
4 mi

CSA Pick Up Locations



4 mi

Unique Assets/ Projects / Infrastructure



Community
Groundworks

Madison College
Culinary Program

FEED Kitchens

Business
Incubators

Garver

Willy Street Coop

UW Madison

Dane County
Farmers Market

County
Extension &
DATCP

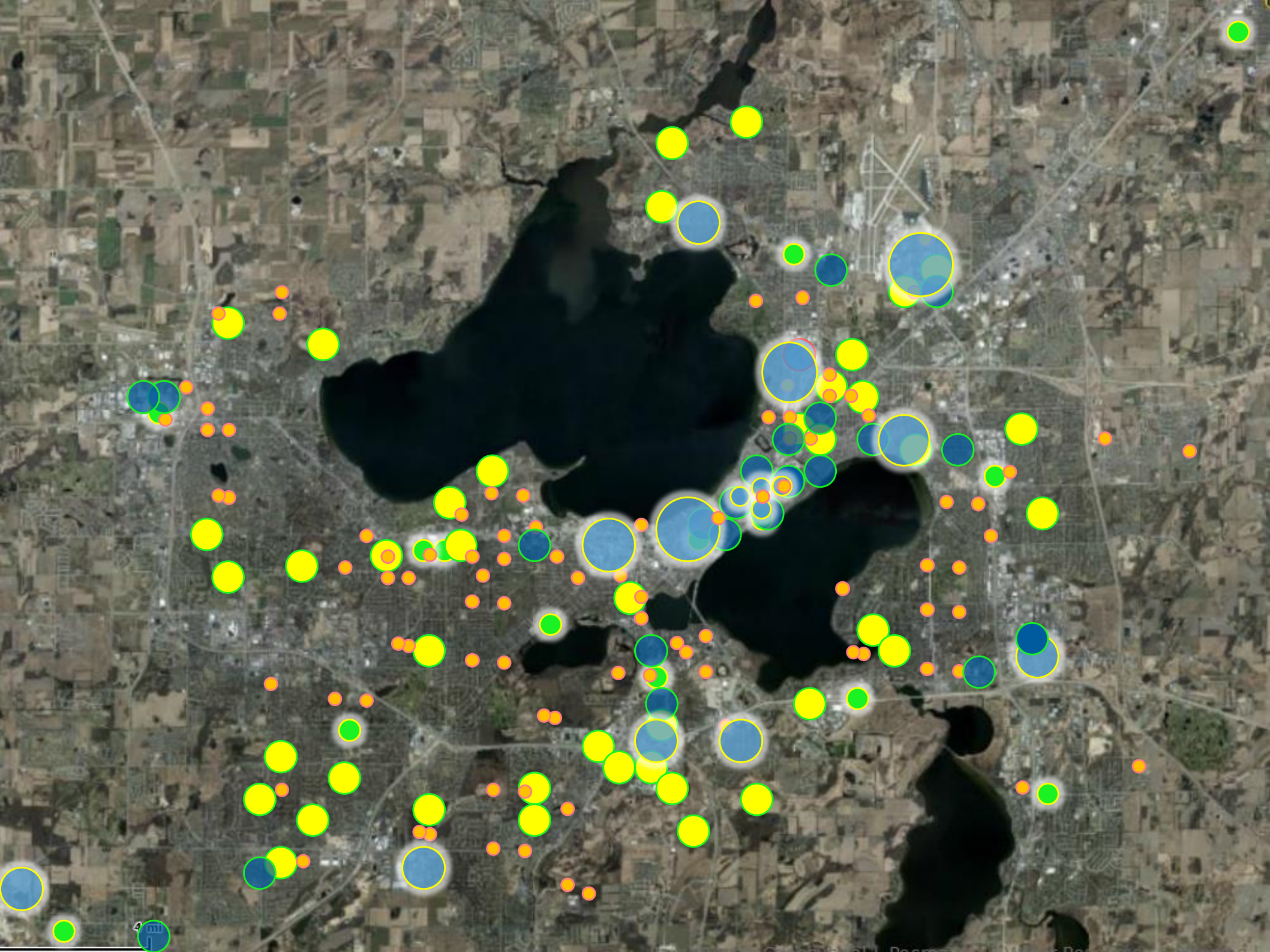
Spring Rose Growers

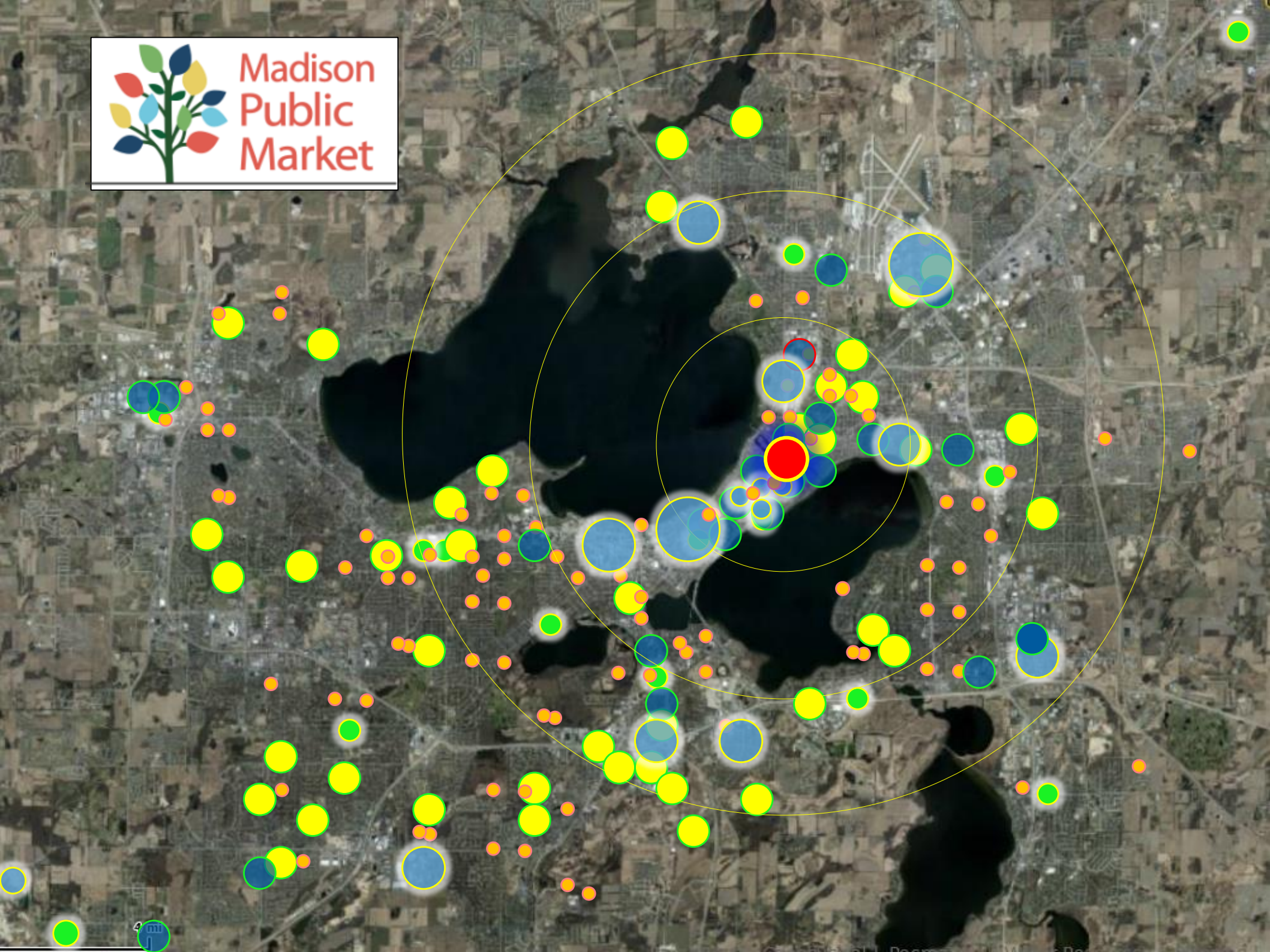
Badger Rock
Center

Fitchburg Ag Route

Farley Center

4 mi







Funding Sources:

City of Madison	\$7.5 million
----------------------------	----------------------

Federal Sources	\$3 million
----------------------------	--------------------

Fundraising Campaign	\$2.5 million
---------------------------------	----------------------

Total	\$13 million
--------------	---------------------

Equity Analysis Process (2015)

- Directed by Common Council
- One-on-One meetings
- Community Workshops
- Survey
- Data Analysis
- 10 Specific Recommendation (see report)
- MarketReady Program hits on several of them



1

Public Market Background (*Dan*)

2

MarketReady Program Origin & Structure (*Mike*)

3

MarketReady Delivery & Outcomes (*Ian*)

4

Perspective of a MarketReady Participant (*Eder*)

5

Lessons Learned & Discussion

Equity Focus



- **Concept** - Training, Technical Assistance, Business Coaching and Micro-Grants for potential public market businesses, with focus on diverse entrepreneurs
- **Emerged from Equity Analysis** - Economic opportunities flowing from the Public Market should raise the quality of life, increase wealth and jobs, and empower Madison's diverse communities
- **Focus** – Supporting motivated and passionate entrepreneurs from communities that face structural barriers to business ownership



Partnerships



HMONG WISCONSIN
CHAMBER OF COMMERCE



Outreach/Recruitment



- Robust outreach process
- MarketReady received 83 applications to fill 30 spots
- Applications submitted by video
- Community Advisory Group Selection Panel



Participants



- Participant demographics
 - 33% First generation immigrants
 - 63% Women
 - 33% Black
 - 27% Asian
 - 33% Latinx



1

Public Market Background (*Dan*)

2

MarketReady Program Origin & Structure (*Mike*)

3

MarketReady Delivery & Outcomes (*Ian*)

4

Perspective of a MarketReady Participant (*Eder*)

5

Lessons Learned & Discussion

Services Offered



- Supports 30 entrepreneurs with
 - Business training
 - Technical assistance
 - Business coaching
 - Facilitated peer-to-peer support
 - Micro-grants
- MarketReady helps participants
 - Prepare business plans
 - Understand and apply for permits and licenses
 - Develop marketing strategies
 - Purchase equipment
 - Apply for financing
 - Test products



Program Delivery



- Partnerships: culturally-appropriate economic development services
- Cater to individual businesses, but delivered in community
- Since October 2017, participants have
 - Attended 916 hours of educational events and workshops
 - Received 469 hours of direct business consultation with staff
 - Attended 29 peer-to-peer support meetings
 - Received 142 hours of business coaching over the course of 106 one-on-one meetings



Program Outcomes



- In April 2018, participants reported that
 - 40% plan to hire additional employees in the next 6 months
 - 20% have a written business plan and 60% are currently writing one
 - 44% made a large purchase for their business in the last 6 months
 - Dumping machine for wholesale
 - Second food cart, doubled employees
 - Hired 19 employees
 - Received 5 grants and 2 loans from outside organizations for a total of \$71,425



More Outcomes



- 9 participants were in WARFs upstart program
- 24 participants at Edible Startup Summit
- 28 participants on Twin Cities trip to visit 3 markets
- Taught 37 Cooking Classes with Chefs of the Madison Public Market at Meadowridge Public Library
- Vendors purchasing equipment (empanada press, dumpling maker, table-top pizza oven)
- Vendors securing permits, licenses, LLC incorporation, logos, insurance, etc.
- ***Built relationships with one other, shared equipment, experience, culture, laughter, childcare, etc.***



Today:



- 1 Public Market Background (*Dan*)

- 2 MarketReady Program Origin & Structure (*Mike*)

- 3 MarketReady Delivery & Outcomes (*Ian*)

- 4 Perspective of a MarketReady Participant (*Eder*)**

- 5 Lessons Learned & Discussion



Artesan Fruit takes
pride in creating a
meaningful connection
with our guests.

Allow us to bring
your event to *life*.

info@ArtesanFruit.com



Today:



- 1 Public Market Background (*Dan*)

- 2 MarketReady Program Origin & Structure (*Mike*)

- 3 MarketReady Delivery & Outcomes (*Ian*)

- 4 Perspective of a MarketReady Participant (*Eder*)

- 5 **Lessons Learned & Discussion**

Lessons Learned

- **Public Markets are not about the building** – vendors are the heart of the market
- **Start early** – Started program 2+ years before market opens
- **Build Partnerships** - Go to where people already gather and work with institutions people already trust
- **Equity Tool** – Key impetus for this program





THANKS!

