



## Call to Action: Future Madison Public Market Vendors (Large Businesses)

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 large business 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 are strongly considering leasing space for your restaurant, bar or business in the Madison Public Market.** 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/councilMembers/alders.cfm>

### **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.

- Over 200 businesses have stated formal interest in renting a space.
- The Public Market will also include leasable space for more established businesses such as restaurants, brew pubs, food purveyors, as well as opportunities for sale of fresh Wisconsin-grown produce.
- 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 launch their business and bring that idea to reality. The emphasis is on allowing these small businesses to rent space on a part-time, low commitment and low overhead basis.
- Small 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. A rotating mix of temporary and pop-up vendors will have space in the event hall or outdoors in the warmer months.
- 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.
- The concept that food-related endeavors are viable, actionable vehicles for entrepreneurship is already well established in the region.
- Southern Wisconsin boasts the largest agriculture employment base in the state.
- According to the Madison Region Economic Partnership, there are nearly 60,000 jobs directly related to agriculture, comprising 20% of Wisconsin's total agricultural employment.
- Regional infrastructure supports food and beverage production, processing, packaging, and distribution. Several food-related incubators, such as the FEED Kitchen, the Garver Feed Mill and even the Dane County Farmers' Market support a growing number of local entrepreneurs, while established dairy, beverage and food product companies thrive.

#### Diversity and Equity:

- The Market will serve as an incubator for diverse entrepreneurs to start and grow businesses.
- 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).

#### Location:

- The soon-to-be vacant Fleet Services building, 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.
- The Fleet Services building will allow for one of the largest and most unique markets in the Midwest. The vibrant art-filled atmosphere of the building will be Madison's next great public place; repurposing an ideally suited building that the City already owns makes economic sense and promotes sustainability.
- The Public Market design will include a connection to the adjacent Burr Jones Park as well as the Yahara River. The Yahara River bike path and the park and will offer green space for exploring outdoor events and future opportunities.
- The Public Market is a recommendation in the City's adopted Capitol Gateway Corridor Plan, Emerson East/Eken Park/Yahara Neighborhood Plan, and the recently adopted Comprehensive Plan.

#### 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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