



# • INVESTING IN • HOMEGROWN • OPPORTUNITIES



Madison  
Public  
Market

CAPITAL CAMPAIGN











# IMAGINE OUR PUBLIC MARKET

From the moment you walk into the public market, the sounds, savory aromas, and positive energy will create a unique experience that will keep residents and visitors coming back for more. The Madison Public Market will feel alive with social and economic activity.

## THE MADISON PUBLIC MARKET WILL FEATURE

Year round fresh food from local small-scale farmers

Multi-cultural prepared food

Cafe/restaurant space

Unique community events

Start-up support to grow local food businesses

Specialty gifts from local artisans

Revitalized green space in Burr Jones Field and nearby

Yahara River corridor

Affordable indoor community rental space









# WHERE ENTREPRENEURIAL SPIRIT AND LOCAL FOOD MEET

Madison is the epicenter of an exceptional food-producing region. There are over 402,000 acres of farmland in Dane County, and 2,749 farms.

Farmers markets, food carts and local restaurants have flourished.

The Public Market is a vital next step for the continued success of our local food economy. Many new, unique food businesses will launch out of the Public Market. Providing permanent, year-round retail space offers existing food producers a new stage of growth after farmers' markets and food carts. We'll all enjoy the culinary delights resulting from Public Market-supported entrepreneurial successes.





# CREATING A MULTI-CULTURAL EXPERIENCE

The Madison Public Market strives to be a colorful, flourishing celebration of inclusion and local diversity filled with vendors from a variety of cultural backgrounds offering a unique array of cuisines and products.

The City of Madison has launched the **Market Ready Program** to provide technical assistance and financial support to those who dream of starting a food-based business. The program prioritizes women, immigrants, people of color and many others.

Over 60 new and existing food based entrepreneurs have formally offered interest in maintaining a permanent booth at the Market. From cheesecake, to asian cuisine, to Nigerian/Caribbean fusion, these potential vendors offer an exciting array of artisan goods.





## VENDORS ARE THE **HEART** OF THE PUBLIC MARKET

Josey Chu, of Madame Chu Delicacies, grew up in Singapore enjoying authentic, home-cooked cuisine passed down through the generations of women in her family. Several years ago while going through her mother's cookbooks Josey found her great-grandmothers' recipes tucked into the back pages. This began Josey's journey of learning an important piece of her family's heritage and sharing it with us lucky Madisonians.

"For me, being a permanent vendor in the Market is about more than selling my product. I want to introduce my Singaporean culture through food."

Josey sees the Madison Public Market as a bridge to understanding and embracing other cultures.

Josey is applying for the Market Ready program to assist her in preparing her product for market. "The Market Ready program is an excellent opportunity for me to learn what it takes to enter the marketplace."

Madisonians are sure to love Josey's unique sauces. Each batch includes 14 different Asian ingredients and takes 8-10 hours to make, as Josey uses the same techniques and process as her ancestors. The result is a burst of flavor and deliciousness in every bite.

JOSEY CHU,  
MADAME CHU'S DELICACIES











# ANCHORING REDEVELOPMENT AND GREEN SPACE

More than just offering great food and small business opportunities, the Madison Public Market (to be located at First St. and East Washington Ave.) will revitalize the city space around it, transforming the underutilized corridor between East Washington and Fordem into a thriving community destination that draws both residents and tourists.

The adjacent green space will provide the perfect complement to the bustling market. Visitors to the market will enjoy improved access to Burr Jones Field green space that will offer new ways to enjoy the park, increased bike connections, and improved access to the Yahara River corridor.







A stylized plant logo with a central stem and several leaves, rendered in a light blue color, positioned behind the main title text.

# HELP US CREATE OUR PUBLIC MARKET

**After years of anticipation and planning, we are so close to making the Madison Public Market a reality.** To support this roughly \$14 million project, the City of Madison is dedicating \$5.25 million and the project is well positioned to receive \$4 million in new market tax credits. **We are asking the community to help us get the rest of the way there.**

Be a part of creating our very own Madison Public Market through a tax-deductible gift. We cannot build this project without you and hundreds of others from our community.

**This is an opportunity to leave your legacy in Madison and help create a truly unique, vibrant market place. To be an early supporter, please contact Amanda White at (608) 698-9104 or [madisonpublicmarket@gmail.com](mailto:madisonpublicmarket@gmail.com).**





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