

Building Bridges: Eau Claire Public Market Feasibility Study

Project
Newsletter
No. 1

The Project

The City of Eau Claire has received a \$25,000 grant from the U.S. Department of Agriculture to study the viability of creating a year-round public market providing a place for local farmers and producers to sell their products and for residents to buy fresh, healthy, locally-grown food. Champion sponsors, Group Health Cooperative of Eau Claire, Marshfield Clinic, and Mayo Clinic Health System of NW Wisconsin have also provided matching funds. The study will run from October 2015 to September 2016. With a consultant being selected in January, look forward to ways you can get involved in our next newsletter.

Possible Location

The Cannery Redevelopment District has been identified for a potential year-round public market facility. In this location, a public market would be positioned to serve downtown and is at the convergence of three USDA designated food deserts. Food deserts are defined as places of low-income without ready access to a full array of fresh, healthy, and affordable food.



Oxford Avenue in the Cannery Redevelopment District

Study Components

- Goal of the project
- Supply & demand analysis
- Programming & tenant mix
- Merchandising principles
- Ownership, management, & operating structure
- Healthy food access initiatives
- Site & building design
- Financial & pro-forma analysis
- Capital funding options
- Partnerships & more



The Cannery Redevelopment District (circled in red) has strong historic ties to local food

What is a public market?

Project for Public Spaces (PPS) defines a public market as:

- A market operating in or as a public space
- Featuring only locally-owned and operated businesses
- Possessing a broader public purpose such as neighborhood revitalization or improving community health

Do public markets make a difference?

- They create a healthy food center focused on the sale of nutrient-rich, natural foods
- They give a sense of responsibility for your own health
- Vibrant markets strengthen local identity
- Empirical research shows that expanding local food systems can increase employment and income



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