

Eau Claire Public Market Feasibility Study



Steering Committee Meeting 3
June 2016

Market Ventures Inc.

Agenda

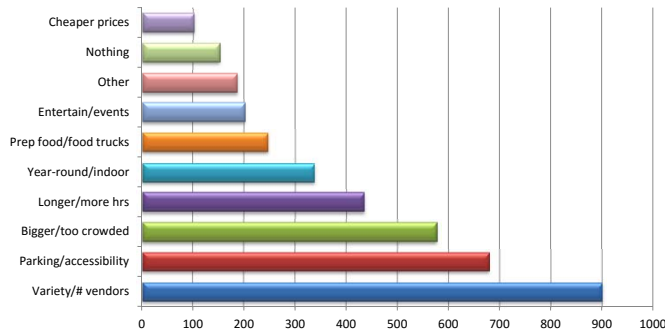
1. Research conclusions
2. Food and event-related assets
3. Development principles
4. Preliminary development concept
5. Comparable facilities in other cities
6. Next steps

Research Conclusions

- Demand
 - Most survey respondents feel existing food stores meet their needs although nearly 20% do not
 - Demographic analysis suggests limited demand for indoor, year-round market because of small and stable population, low incomes, “cheap” mentality
 - Strong enthusiasm for year-round market from community survey, esp. young adults

Suggested Changes for Dt Farmers' Market

Eau Claire Community Survey

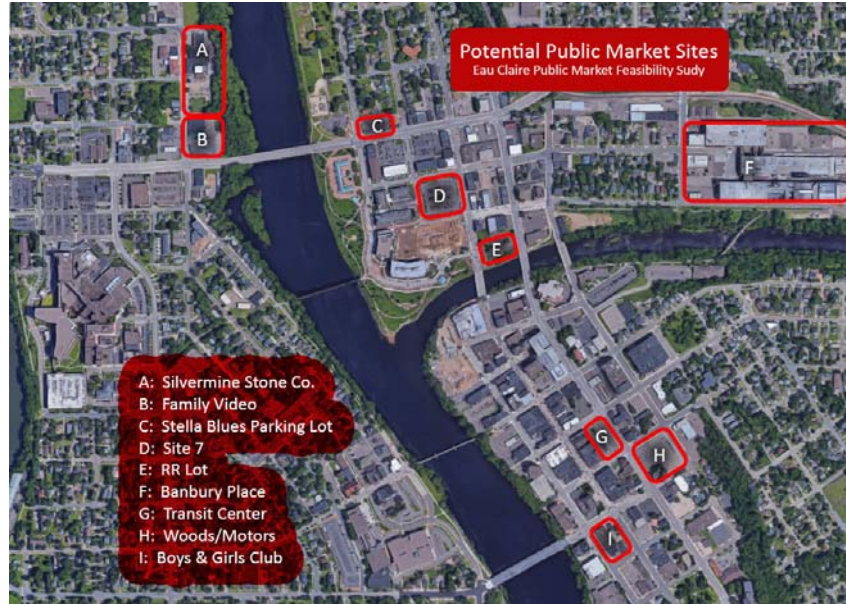


Research Conclusions

- Supply
 - Farmers and food producers looking for inexpensive, short term opportunities; few looking for full-time retail opportunities
 - Will be challenging to tenant a market hall with all product categories
 - Just Local Food Coop needs to expand and wants to stay downtown
- Competition
 - Strong competition from supermarkets, although no high-end grocers in area, so part of community perhaps not being well served (EC shoppers go to Menomonie Market Coop)
 - Other communities creating farmers’ markets (Altoona new riverfront market) and building market sheds (Menomonie) so EC Downtown Farmers’ Market needs to adapt to continue to be premier farmers’ market in region



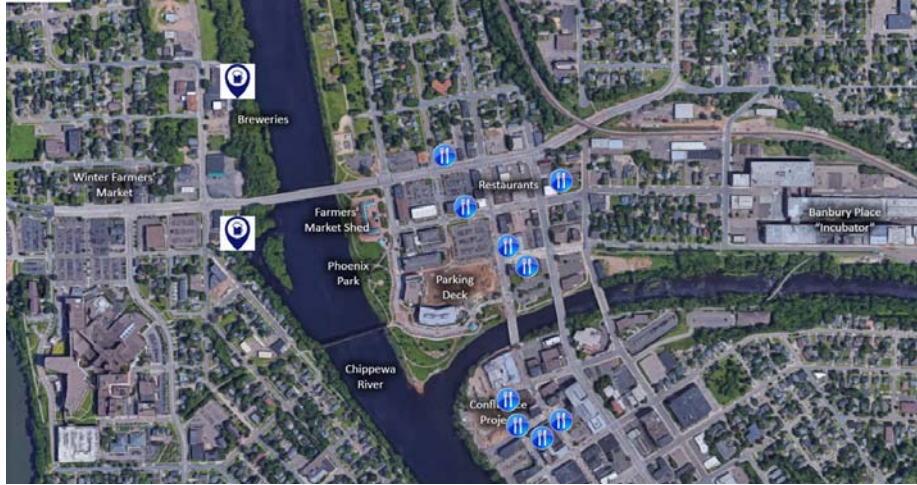
Research Conclusions



Research Conclusions

- Dynamic environment
 - Initial site (Cannery district) likely to become private brewery/restaurant/event space (which is good)
 - Video store site on Madison & Oxford Street not for sale
 - Site 7 presents opportunity for mixed-use development
- Limited public and philanthropic funding, leadership
 - Other big projects (Confluence, UWEC events center) absorbing philanthropic dollars
 - Little federal, dwindling state economic development funding
 - Some strong local opposition to public funding, limited local resources
 - Investment will need to come from private sector
 - No in-place organization to lead development of indoor public market
- Health and education
 - Health and education sectors strong in Eau Claire
 - Investment in public market study; need to determine programmatic connections

Food and Event-Related Assets Near Phoenix Park/Downtown Farmers' Market



Development Principles

- Capitalize on existing assets, particularly maximizing use and success of farmers' market shed
- Complement and be in close proximity to Downtown Farmers' Market
- Target incremental projects that expand public market experience over time
- Focus on private sector investments and modest public investments



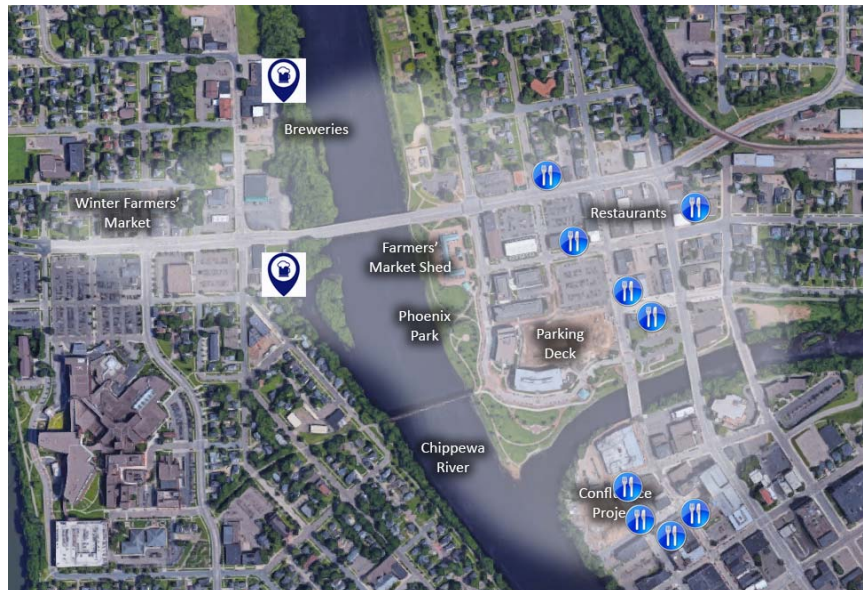
Market District Concept

- A “market district” is a branding and management concept, with indoor and outdoor (public space) components
- Brand promises
 - “Market experience” every day
 - Local food businesses and entertainment, cultural experience
 - Not a branded area now – called North Barstow area, Phoenix Park neighborhood
- Management and oversight are needed to develop and sustain the market district
 - Marketing/events
 - Coordinate with and support existing assets
 - Business recruitment
 - Strategic planning



Byward Market District, Ottawa

Potential Market District Area



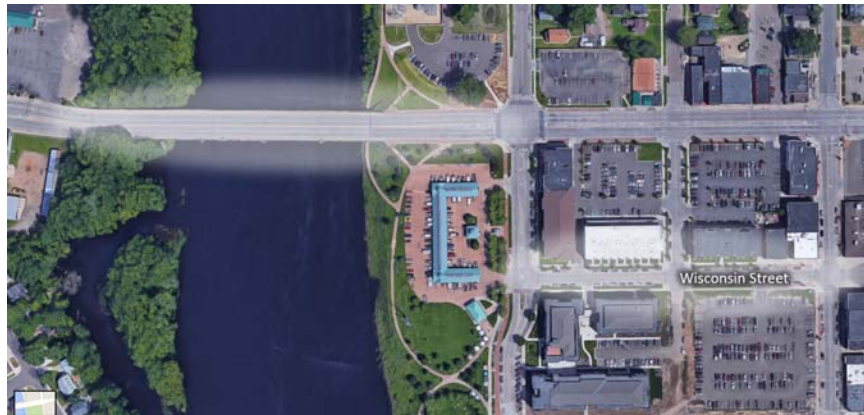
Market District Opportunities

- Key: daily fresh food sales
 - Specialty grocer such as Just Local Food Coop
 - Independent food businesses (bakeries, coffee, butcher)
- Potential elements
 - Continue to improve Downtown Farmers’ Market
 - New outdoor markets: Vintage Market, Makers Market (Sundays)
 - Expand indoor winter market (make every Saturday)
 - Education and event facilities
 - Additional music and other performance venues
 - Local food history and unique agricultural assets (horseradish) – district food festivals
 - Additional restaurants
 - Vacant land and buildings provide future in-fill opportunities
- Banbury Place continues to incubate start-ups

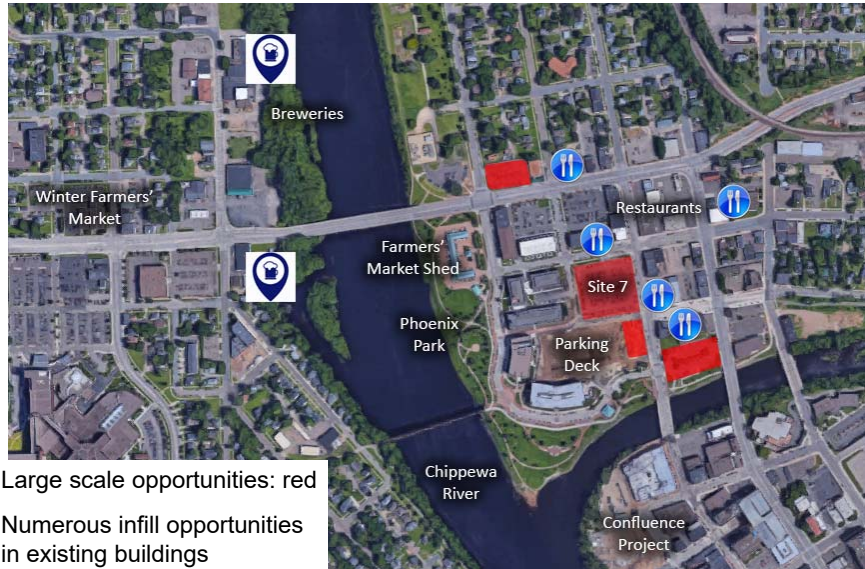


Market District Opportunities

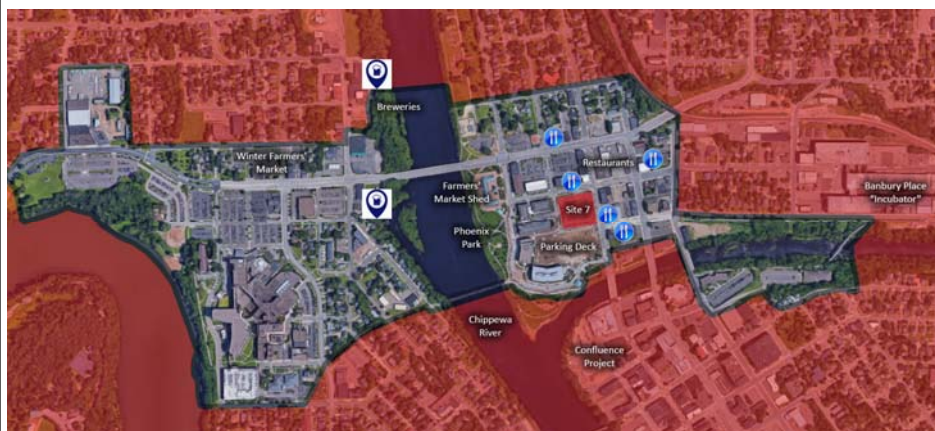
- Enhanced pedestrian experience
 - Chippewa River central to district experience, not a boundary
 - Make Madison Street Bridge part of district experience
 - Re-envision Wisconsin Street as a “Market Street” with vendors, events, food trucks



Development Opportunities



N. Barstow BID Boundaries



N. Barstow BID & Market District Boundaries



Comparable Market Districts: Ann Arbor

- City owned and operated farmers' market under sheds
- Kerrytown Shops (private)
 - Monahan's Seafood Market
 - Sparrow Meats & Produce
 - Spice Merchants
 - Fustini's Oils & Vinegar
 - Sweetwaters Coffee & Tea
 - Crafts
 - Restaurants
- Zingerman's Deli
- Branded as "market district" but not common management



Kerrytown Shops



Comparable Market Districts: Charleston City Market

- Market Street deeded to city in 1788 with stipulation that remain a public market indefinitely
- City leases historic market facilities (40,000 sf) to private real estate firm
- \$5.5 m renovation in 2011
- Over 100 vendors, open daily
- Biggest tourist attraction in city
- Working to increase appeal for residents with fresh food



Comparable Market Districts: Rochester Public Market

- Established 1905
- Owned by City of Rochester, operated by Dept of Parks & Rec
- Year-round operation; retail sheds open Tuesdays, Thursdays, Saturdays; Sunday and evening events
- ~1,000 parking spaces
- 40,000+ customers Saturday



Comparable Market Districts: Rochester Public Market

- Designated district within Rochester's zoning code
- Branded as Public Market District
- Gated boundary
- Mix of outdoor and indoor functions, wholesale and retail
- Private real estate on periphery
- Dedicated city management staff



Comparable Market Districts: City Market, Kansas City

- Established 1857
- Owned by City, operated by real estate mgt firm
- 11 acres, 150,000 sf retail, 146 farmer stalls, 600 parking spaces
- 700,000 visitors per year



Site 7 Concept

- Mixed use building created by private developer
- First floor retail food, three upper levels housing
- Independent grocery with broad range of fresh and natural foods
- Market vendors to complement grocery
 - Bakery
 - Butcher
 - Coffee roaster
 - Florist
 - Prepared foods
- Indoor public space
- Education and event space
- Parking



Comparable Hybrid Public Market: Everyday Public Market, Bellingham

- Privately owned and developed market (14,200 sf, opened 2005)
- Natural foods grocery as anchor tenant (leases entire building)
- Independent and separately branded vendors
 - Electric Beet Juice Co. (fresh juices, smoothies, salads, sandwiches)
 - Ambo Ethiopian Cuisine
 - Trapeze (organic café, bakery, deli, coffee)
 - Makizushi (sushi)
 - Living Earth Herbs
 - Film is Truth (video store)
 - Mount Baker Books (used)



Next Steps

- Development concept refinement
- Design concept at selected site
- Management plan
- Financial analysis

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