

**From:** Baumel, Christie CBaumel@cityofmadison.com  
**Subject:** Re: Questions for the mayor on the Madison Public Market  
**Date:** October 19, 2022 at 4:57 PM  
**To:** Bill Lueders blueders@gmail.com

CB

Hi Bill,

The Mayor provided the following quote in response to your questions.

"The City has long supported the Madison Public Market, and has committed significant staff time and over \$7 million to the project. Unfortunately, the project now has a substantial financial gap, and one that could grow over time with inflation. To fill that gap means dedicating millions more to the Market, and that is a decision that I did not feel comfortable making without input from the Common Council. I put forward a capital budget that reflects many priorities and anticipated that the debate about the Public Market was still to come in Council Chambers. There will definitely be a budget amendment on this issue, possibly more than one. Using funds from TID #36 is an option, but spending more TID funds on one priority means they won't be available for other projects, and those trade-offs should be weighed, along with the potential future impacts on the City's operating budget. I do believe the Madison Public Market still has the potential to be an asset to Madison in the long-term, and I expect a robust Council discussion about this issue."

Thanks for reaching out on this, and take care.

Best,  
Christie

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**From:** Bill Lueders <blueders@gmail.com>  
**Sent:** Tuesday, October 18, 2022 12:21 PM  
**To:** Baumel, Christie  
**Subject:** Re: Questions for the mayor on the Madison Public Market

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Thanks. Here are my questions for Mayor Rhodes-Conway:

Dear Ms. Mayor,

1. The Madison Public Market Foundation is urging the city to plug the \$5.2 million gap by tapping into the East Washington Corridor TID #36, which it says will be generating \$10 million annually for the next five years.

Is this a viable solution? Is there a more viable one?

2. You said in a [promotional](#)

[promotional](#)

[video](#) released in November 2020 that the city “is fully committed to the Madison Public Market,”

and that “I am absolutely confident it’s going to be financially stable, and successful in the long-term.”

Would you say the same thing now?

3. How do you respond to those who say your failure to include money for the Madison Public Market in your 2023 capital budget suggests that it is not one of your priorities?

On Tue, Oct 18, 2022 at 12:16 PM Baumel, Christie  
<[CBaumel@cityofmadison.com](mailto:CBaumel@cityofmadison.com)> wrote:

Hi Bill,

Thanks for reaching out, and happy to help. If you are able to email the questions, I think that might be best. Could you send them this way?

Thank you, I appreciate it.

Best,  
Christie

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**From:** Bill Lueders <[blueders@gmail.com](mailto:blueders@gmail.com)>  
**Sent:** Tuesday, October 18, 2022 11:23 AM  
**To:** Baumel, Christie  
**Subject:** Questions for the mayor on the Madison Public Market

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Ms. Baumel,

I'm working on a piece for the next issue of Isthmus on the Madison Public Market and would like to ask a few questions of the mayor. I could send them in writing or do it by phone. I have until the end of the week to file. (My email to Mary Botari drew an auto reply that said she is gone until next week.)

How should we proceed?

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608-669-4712

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