

2025 IMPACT REPORT

A Regional Destination and Economic Engine
for the Madison Region

GARVER | FEED MILL
Madison, Wisconsin

One Building Lasting Impact

Restored in 2019 after years of being abandoned, the Garver Feed Mill now is a thriving hub of small businesses, local foods, creative culture and an engine of regional economic activity in Madison. Since opening in 2019, the award winning historic building has grown into a destination that sustains locally-owned independent businesses, supports working artists and entrepreneurs and strengthens local food systems.

\$85M

**Building-
Based Total
Impact Since
2019**

\$49M

**Visitor-Driven
Impact Since
2019**

\$130M

**10-Year
Projected
Net Regional
Activity**



From Ruins to Regional Engine

Once a vacant and crumbling landmark, Garver Feed Mill has been transformed into a vibrant example of community-centered development, public-private partnership, and historic preservation that draws visitors, strengthens Madison's quality of life, and supports the local economy.

"Garver looks more like something you'd see in one of those areas abandoned 28 years ago in the wake of the Chernobyl nuclear disaster."

Chris Rickert, Wisconsin State Journal (2014)

"I could not have imagined the many ways this project has had a positive impact on our community. Thank you to Baum Revision for having the vision to make it happen."

David Ahrens, Former Madison City Council Alder

OUR OPINION

Quick action on Garver? Yeah, right

Grass Roots

By PAT SCHNEIDER | pschneider@madison.com

Garver Feed Mill dreams may come down to humble storage facility

By PAT SCHNEIDER

After entertaining some ambitious plans for the former Garver Feed Mill, officials are endorsing its proposed use as a storage and maintenance facility for the gardens.



After entertaining some ambitious plans for the former Garver Feed Mill building adjacent to O'Brien Botanical Gardens on the city's east side over the years, officials are endorsing its proposed use as a storage and maintenance facility for the gardens.

"Unfortunately, given all the years that have passed - and additional years to come before any decisive action occurs- demolition seems assured....May the buiding rest in peace" - Wisconsin State Journal Editorial Board



Plans to renovate the century-old Garver Feed Mill as an "arts incubator" fall through, leaving little hope for fast action to save it now.

Fueling the 2025 Local Economy

Garver Feed Mill demonstrates how a single catalytic investment can create durable economic infrastructure fostering entrepreneurship, tourism, and cultural vitality throughout the Madison region. The historic restoration and operation of Garver Feed Mill has created over 247 jobs and draws 300,000+ visits annually whose spending circulates throughout the broader economy.

\$17.9M

Direct Local Economic Activity

\$7.1M

Out-of-Town Visitor Spending

\$10.5M

Regional Impact

\$3.4M

Annual Tax Revenue

¹ Based on actual tenant sales reports, payroll data, visitor data based on location analytics and a review of project accounting records, representing documented dollars moving through local businesses rather than estimated or modeled impacts.

² Economic circulation estimates are based on established input-output modeling principles used by IMPLAN, the U.S. Bureau of Economic Analysis (RIMS II), and Tourism Economics.

A Launchpad for Local Makers & Artists

14
Resident
Businesses

200+
Artists
Supported

300+
Market
Vendors

\$5.3M
Revenue of Market
Vendors Since 2019



Garver Feed Mill isn't just a cultural destination, it's a living chapter in Madison's artistic identity. Garver is known as one of Madison's most authentic cultural landmarks, a place where art and culture isn't just a passive event, it's the way a good life is lived.

Karin Wolf, Madison Arts and Cultural Administrator

Our Economic Footprint: 247 Jobs and Counting



Hosted Markets



Programming That Brings People Together

Across its operating history, Garver Feed Mill and tenants have **hosted over 800 public and cultural events**. Garver functions simultaneously as a small-business marketplace, cultural venue, food destination, and civic community space, with programming spanning retail incubation, creative production, family engagement, and regional entertainment accessible to all.



Vendor Testimonials

Cora White



"Without the Garver Feed Mill in the winter time, my business would not be functioning in the in the winter months."



Danielle Clark



"We haven't had to go find another job during the winter time. We can still do exactly what we love and that's growing mushrooms with our family."



Chloe Longmire



"I think it builds community. You feel a strong sense of community when you're in spaces like this that are all about thriving and seeing other people thrive....I met so many amazing people today...my business is all about building community."



Sarah Mullins



"It means everything. It's being part of the community and getting exposure, having people touch and see the made wear that I create."



Vendor Testimonials

Angel Torres



"A great experience because more and more people asked me about my business. I was very excited to be here."



Nita



"Being surrounded by other strong women and fem equal in such a welcoming and supporting atmosphere to be around."



Chef Thony Clarke



"People are happy. I mean great music, great crew. Amazing. It means that I can make more revenue, you know. If people are happy they buy more food....It's a cultural experience. People like to try different things...it helps me out a lot."



Gauri Bansal



"It is very fulfilling. To be in a city which I call home and to be a small business here and to be able to support other businesses and to be able to be in the midst of other creatives. I can't ask for anything better."



Community Leaders

★★★★★

ELLIE WESTMAN CHIN
President & CEO,
Destination Madison

"Garver has established itself as a community anchor, attracting both locals and visitors. A tremendous asset."

★★★★★

DINA NINA MARTINEZ
RUTHERFORD
Alder, **District 15**

"Our neighborhood has been invigorated in a way I never expected. The work they do to engage the community has been a phenomenal addition to our city."

★★★★★

PAULA SEVERSON
Former Executive Director,
Dane Buy Local

"Garver's commitment to collaboration and programming with a diverse range of community partners underscores their dedication to fostering unity and cohesion within our city."

★★★★★

FRANCESCA HONG
State Representative,
Assembly District 76

"I really do see Garver an integral part of the community ecosystem building and making sure that folks who may not have opportunities with a traditional brick and mortar can really diversify their clientele."

★★★★★

RYAN KOGLIN
Board President,
SASY Neighborhood Association

"Garver represents the kind of thoughtful, community-centered development that makes our neighborhood more vibrant and resilient."

★★★★★

SATYA RHODES-CONWAY
Mayor,
City of Madison

"Garver is now a hub for entrepreneurs and a thriving community gathering spot. This is a true success story, and I fully expect Garver to positively contribute to the City of Madison for decades to come."



GARVER | FEED MILL

Madison, Wisconsin