



Dear Applicant,

The City of Madison is excited to offer the Healthy Retail Access Program to promote healthy food retail, improve access to food retailers in underserved neighborhoods, and assist the development of our existing retailers.

The City identified the following areas of priority for the program:

- Increasing the availability of healthy food through physical improvements of retail space;
- Assistance for the marketing of healthy food options within an existing retailer;
- Providing new affordable grocery distribution options;
- Improving access to existing grocery retailers;
- Increasing the availability of healthy food options through the planning for new food retail;
- Other physical improvements to retail environments that increase access to healthy food.

This year's program makes funds available for healthy retail projects that aim to improve access to affordable, healthy, and culturally appropriate retail within underserved areas. Each project must be located within or directly benefit residents within the priority areas, as defined in the *"Food Access Improvement Map—Areas of Focus"* ([see map](#)).

Instructions for Application

The City will accept and consider applications after the deadline, on a rolling basis, based on the availability of funds. Applicants are strongly encouraged to contact city staff prior to submitting a full application.

Please see the attached additional material that will provide requirements, examples, suggestions, and the full application. If you have any questions, please call George Reistad at (608) 266-4611 or email at greistad@cityofmadison.com.

Please submit your application and any additional relevant materials to:

George Reistad
Food Policy Director
City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
greistad@cityofmadison.com

Eligible Projects and Examples

Who is eligible to apply?

- Food retailers (e.g. grocery stores, large convenience stores, cooperatives, etc.).
 - Retail operation must be located within or directly serve residents within the areas identified in the “*Food Access Improvement Map—Areas of Focus*” ([see attached](#)).
 - Organizations directly partnering with food retailers to coordinate a food access related project or technical assistance to eligible retailers (e.g., chambers of commerce, retailer groups, 501(c)(3), other non-profits, etc.).
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Project Examples

Funding for physical and equipment improvements for existing food retailers.

These improvements should enhance the ability of small and medium sized retailers to gain customers and/or offer high quality produce and other healthy foods, such as the purchase of a refrigeration unit for produce at the front of the store. A portion of funding should go to an outside marketing firm to assist with the planning for the new retail and customers.

Funding for equipment and stock improvements for SNAP and/or WIC (Women, Infant, Children) certification.

Funds could be used by a retailer to purchase equipment to accept SNAP (FoodShare Wisconsin) and to make purchases to increase the depth of stock to adhere to program requirements.

Funding for a grocery store shuttle program.

Funds could be used by a full-service supermarket or organization partnering with a full-service supermarket to provide low or no-cost transportation between established grocery retailers and priority neighborhoods. Projects could include a general community outreach plan that involves contacting community leaders in priority neighborhoods and details of frequency and timing of service.

Funding to support non-traditional grocery distribution.

Funds could be used to cover equipment or initial operations costs for bulk buying clubs, mobile grocers, or other non-traditional grocery vendors serving priority neighborhoods. A portion of funding should go to an organization with expertise in business planning for non-profits and/or cooperatives to assist in project implementation.

How can I make my proposal more attractive for funding?

- The focus of the retail project is intended to increase access to healthy food. For the purposes of the Healthy Retail Program, “healthy” refers to fresh fruits and vegetables, whole grain items, certain dairy items, and alternatives to bread. Healthy could also include a de-emphasis on foods that are high in certain kinds of fat, sugar, and salt, such as pizza, hot dogs, candy, soda, and other sugar-sweetened beverages.

- While accepting SNAP (FoodShare Wisconsin) is not a requirement of the program, it is strongly recommended. SNAP retailers and businesses seeking to become SNAP retailers will receive priority consideration of their proposals.
- The healthy access is affordable and/or offers “discount” items that are attainable for the widest population possible (i.e., offering store brand products and/or bulk products).
- Project demonstrates input from and engagement with community-based groups and community leaders active in the priority neighborhoods identified in this program.
- The project proposal clearly outlines the ways in which technical assistance is required to execute the project and to ensure sustainability. For example, a strong proposal for funds for a new produce refrigeration section would include an accompanying marketing plan to attract and keep new customers.
- Project demonstrates input and involvement from small and minority-owned or operated grocery retailers.
- Retail stock reflects the diversity of the neighborhood by catering retail options to the culture of the area residents.
- Project is not currently funded by the City of Madison or is currently under review for other City funding opportunities.
- There are other partners in collaboration that are assisting in the outreach and execution of the project.
- The project or program can demonstrate as having a positive impact on people of color and/or low-income populations, and account for disparate impact in a demonstrable way.
- The applicant is willing to share data to help determine the impact of the project on the community.