



## **City of Madison Healthy Retail Access Program Grants**

### *Frequently Asked Questions (FAQ)*

#### **Who should apply for the program?**

- 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”](#)**
- Organizations located within the **[Areas of Focus](#)** mentioned who can make a compelling case that they are working to advance the Healthy Retail Access Program goals listed below -- *If you are an organization or business operating a non-brick and mortar operation, please contact Healthy Retail Access Program staff to discuss the details of your proposal:*
  - Increasing healthy food access to low-income individuals and families
  - Supporting food enterprise development and entrepreneurship
  - Increasing healthy food choice and improving health outcomes
  - Increasing culturally appropriate foods in identified Areas of Focus

#### **How do I apply for the program?**

- The City will accept and consider applications on a rolling basis, based on the availability of funds. Applicants are ***strongly encouraged*** to contact city staff prior to submitting a full **[application](#)**.
- Once an application is submitted, feedback will be provided to the applicant by a staff team. Prior to any final funding recommendations, the application will be reviewed by the Healthy Retail Access Work Group and final funding decisions will be made by the full Madison Food Policy Council and/or Madison Common Council. This process may take up to four months.

#### **What are examples of eligible funding requests?**

- **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 creation of new retailers and physical/equipment improvements for existing food retailers**
  - For new retailers, funding can be requested for capital start-up costs, which include equipment and other retail infrastructure. For existing retailers, funding can be requested to improve equipment and infrastructure. Funding for marketing/merchandizing assistance can also be requested.
  - For both new and existing retailers, improvements should enhance the ability of retailers to offer high quality produce and other healthy foods and serve a broader clientele. This could include the purchase of a refrigeration unit for produce at the front of the store. Marketing and merchandizing assistance should focus on the provision of healthy products or de-emphasis on unhealthy products.
- **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.

## How can I make my proposal more attractive for funding?

- The focus of this program is intended to increase access to healthy food in Areas of Focus in the City of Madison. For the purposes of the Healthy Retail Access Program, “healthy” refers to fresh fruits and vegetables, whole grain items, low-fat dairy items, lean meats, seafood and poultry, and non-meat proteins like eggs, legumes, nuts, seeds, and soy products. 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<sup>1</sup>.
- The project addresses a need within the community and identifies how the project will help alleviate that need.
- For retailers: accepting SNAP (FoodShare Wisconsin) is a **requirement of the program**. Applicants who do not currently accept SNAP benefits and who apply for equipment to process SNAP transactions will receive priority consideration.
- Healthy offerings in-store are affordable and/or offer “discount” items that are attainable for the widest population possible (i.e., offering store brand products and/or bulk products).
- The project proposal clearly outlines the ways in which technical assistance is required to execute the project and to ensure sustainability. For example, a proposal requesting funds for a new refrigerated produce section could include an accompanying marketing plan to attract and keep new customers and price inventory accordingly.
- Project demonstrates input, involvement, and impact on and 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 not 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 demonstrates input from and engagement with community-based groups and community leaders active in the identified Areas of Focus.
- The project or program can demonstrate 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.

## What happens when my proposal is selected for funding?

- City staff will work with applicants to navigate the contracting process and will provide guidance materials for completing the grant award agreement with the City of Madison

## Important resources

- Healthy Retail Access Program Webpage:  
<https://www.cityofmadison.com/mayor/programs/food/healthy-retail-access-program>
- City of Madison Food Access Improvement Map:  
<https://www.cityofmadison.com/mayor/programs/food/food-access-improvement-map>

Please email or call with any additional questions:

*George Reistad, Food Policy Director*

[greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

608-266-4611

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<sup>1</sup> US Department of Health and Human Services – Office of Disease Prevention and Health Promotion. 2015-2020 Dietary Guidelines – Key Recommendations. <https://health.gov/dietaryguidelines/2015/guidelines/executive-summary/#key-recs>