



2. What are the top three objectives of this project? Please refer to the HRAP program goals below: (500 words maximum)

- 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

*Examples:*

- 1. Become a certified SNAP-approved retailer within 6 months of receiving funding*
- 2. Increase fresh food inventory by 25% within the first year*

3. **LETTERS OF INTENT AND SUPPORT ARE STRONGLY RECOMMENDED – PLEASE ATTACH**

- **Letters of Intent** provide commitment from a partner showcasing their intent to provide services towards project goals
- **Letters of Support** conveys enthusiasm for the project from community stakeholders.



**BUDGET SUMMARY**

Please include a project budget that includes:

- Construction costs
- Materials costs
- Labor costs
- Descriptions for how City dollars would be utilized
- Itemized list of any in-kind donations from other funders, lenders, or supporters that are contributing to the project.
- Attach: Price estimates for all City funding requests

Item	Description	Total Cost	Amount of City Dollars Requested	Amount of Other Revenues/In-kind Support
<i>Example: Cooler</i>	<i>Walk-in 6x10</i>	<i>\$5,000</i>	<i>\$5,000</i>	<i>\$0</i>
<i>Example: Labor for Cooler Install</i>	<i>6 hours</i>	<i>\$750</i>	<i>\$0</i>	<i>\$750</i>
<b>Total Costs</b>				

**SUPPLEMENTARY MATERIALS (Optional)**

Please include any additional materials that may clarify, strengthen, or support your application. **Photographs, price estimates, testimonials, and other secondary sources are highly recommended. Additional materials can also be attached as appendices via Word Doc, PDF, Excel spreadsheet, etc**



Craig Little  
Manager, Market Development  
UNFI  
101 Jefferson Ave S.  
Hopkins, MN 55343  
4/20/2021

I am writing this letter on behalf of UNFI in support of Mariam Maldonado, owner of Luna's Groceries, in opening a new 24,000SF grocery store in Madison, WI.

This store will be part of a new mixed use development and really fills a need in the community for both housing and grocery access. We have done a Market Study to determine the viability of this store along with preliminary proformas to ensure the long term success of this project. We are prepared to partner with Mariam from the design phase, to setting departments, to long term supply of groceries for this new location.

Mariam shows strong support for the Madison community. Her vision for this store is to bring fresh groceries to this community to fill a void in this neighborhood. This is abundantly evident already and will ensure the store caters to the needs of the community.

I am more than happy to discuss further and in greater detail if necessary. I can be reached by phone at 262-357-4403, or by email at [Craig.Little@UNFI.com](mailto:Craig.Little@UNFI.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'Craig Little', with a stylized flourish at the end.

Craig Little  
Manager, Market Development



## Office of the Common Council

### Alder Tag Evers, District 13

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City-County Building, Room 417  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345  
Phone (608) 266-4071  
Fax (608) 267-8669  
district13@cityofmadison.com  
www.cityofmadison.com/council/district13

April 9, 2021

To Whom It May Concern:

I am writing in strong support of Mariam Maldonado's application for a grant from the Healthy Retail Access Program (HRAP). I understand Ms. Maldonado's request for a relatively small amount of assistance, roughly \$11,000, will be focused on securing planning and design work for the new store to be located at 1401 S. Park Street, the site of the exciting project being led by the development team of Rule Enterprises and Movin' Out.

As you are no doubt aware, this project is of profound importance for South Madison. Since being elected in April 2019, my primary focus has been ensuring we could avoid a grocery gap once Pick 'n Save, the only full-service grocery store on the south side, closes. A competitive RFP process was executed in an expedited manner, with Rule and Movin' Out being selected. Rule and Movin' Out, in turn, selected Luna's Groceries, owned and operated by Ms. Maldonado, to build out the 24,000 square foot full-service grocery store.

The store functions as an essential component of the overall project, which includes 150 units of affordable housing. Ms. Maldonado was selected as a local independent grocer who has demonstrated the necessary business acumen based on her success in establishing the first Luna's in Allied Drive. That store, located in a diverse neighborhood, has been a huge success, and is a success story as well for HRAP. Luna's success in a diverse neighborhood is a solid indicator that the new store will respond favorably to diverse market demand inherent to Madison's south side.

The wisdom in selecting Luna's acknowledges the need for a food retailer capable of integrating diverse community needs with healthy products at accessible and affordable prices. It is my firm belief and personal commitment that we do everything we can as a city to ensure this store is successful to avoid a grocery gap in the long or short term.

To ensure that success, Ms. Maldonado recognizes the importance of securing and working with a high-caliber and well-respected planning and design team like the United Natural Foods Incorporated (UNFI). Considering some of the pushback from those doubting Luna's ability to scale up and meet the challenges of building and running a store of this size, it is crucially important Ms. Maldonado be able to point to the fact she

April 9, 2021

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is working with a nationally recognized food retail store planning and design team. Moreover, the UFNI team, from my understanding, has solid industry connections related to purchasing and distribution that bode well for inventory selection and affordable pricing.

It should be noted the total cost of this planning assistance is around \$40,000, yet Ms. Maldonado is only requesting around \$11,000, an amount in line with HRAP's preferred funding ratio of less than 30% of total project costs. The size of this store, at 24,000-square feet, is much bigger than the current Luna's store, and is consequently a much more detailed and expensive project. Every bit of assistance we can offer at this early stage is essential for the store's long-term success.

I trust you will see the wisdom of this investment. Please contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "TAG EVERS" with a long horizontal flourish extending to the right.

Tag Evers  
Alder, Thirteenth District



**Office of the Common Council**  
**Ald. Sheri Carter, District 14**

City-County Building, Room 417  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345  
Phone (608) 266-4071  
Fax (608) 267-8669  
district14@cityofmadison.com  
www.cityofmadison.com/council/district14

April 10, 2021

Dear Grant Coordinator:

I have been involved with this project since 2017 with former Alder Sarah Eskrich, and with Alder Tag Evers since 2019. I evocatively **support** Mariam Maldonado's application for a grant from the Healthy Retail Access Program (HRAP) in the amount of \$11,000.00 which is approximately 30% of the total amount of \$40,000.00. Luna's grocery store will be located at 1402 S. Park Street in the proposed Truman Olson development (TOD). The TOD will have 150 units of affordable housing and the grocery store will be the only anchor tenant of the complex. Mariam currently owns Luna's in the Allied/Dunn Marsh neighborhood but also serves the Dunn Marsh neighborhood. Ms. Maldonado is an established business owner and well-respected community member in the Black/Latinx community.

In 2015, I was notified that Kroger's owner of Pick n Save was not going to renew their lease at their present location once it expired in five years. Luna's full-service grocery store will be slightly smaller than the current Pick n Save at 24,000 square feet. This grocery store will secure a grocery store presence in South Madison, which has never been without a grocery store since the 1950s. Luna's will be especially important to the diverse neighborhoods of Burr Oaks, Bram's Addition and Capitol View. A recent survey showed that over 90% of the Pick n Save patronage were from the neighborhood previously mentioned, while other surrounding neighborhoods were well under forty percent.

Mariam's commitment to providing high quality product to South Madison is reflected in the selection of United Natural Foods, Inc. UNFI is known nationally as a leader in food retail store planning and design. They will be added plus to Marian's team. While many external residents have been critical of the selection of Mariam as the anchor tenant. I believe that Mariam Maldonado has met the qualification of this application to receive the amount requested and has proven beyond a doubt that she is more than capable of expanding her business to South Madison.

I am available for questions/concerns.

Best Regards,

A handwritten signature in black ink, appearing to read "Sheri Carter".

Alder Sheri Carter  
Common Council President  
Aldermanic District 14



## Store Design & Equipment



# Our Value



- Team of 28 grocery store design and equipment experts to guide retailer needs
- One-stop shop for design development process that saves retailers time, money and expertise in managing project obstacles
- Award winning designs that increase sales
- 1-800 dedicated customer service team for all grocery procurement needs – from carts, refrigerated cases to sinks
- National pricing with over 100 vendors - enhancing leverage & quality with lower costs



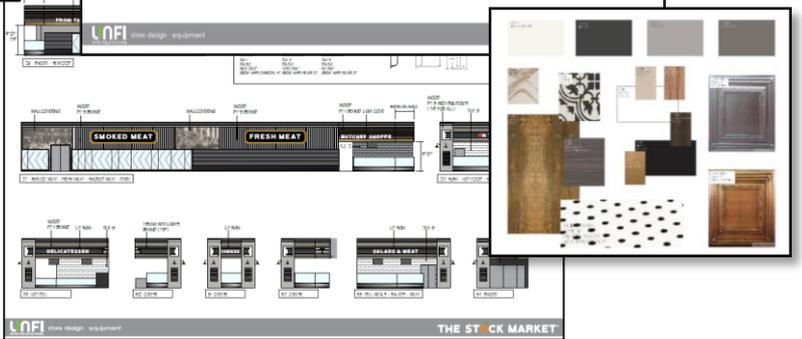
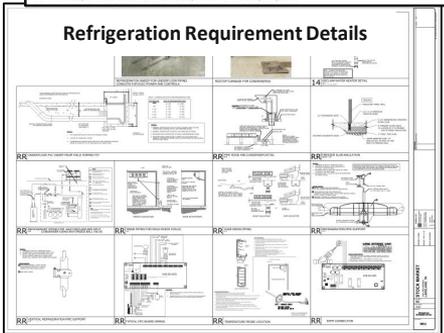
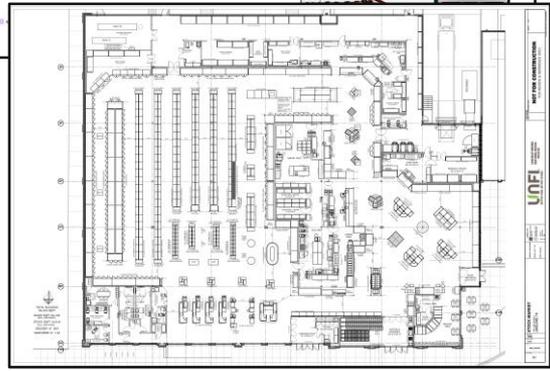
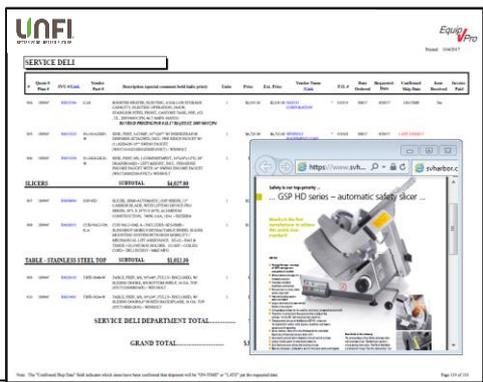
# Our Expertise



- Project budgeting
- Grocery Construction Management
- Store Planning
- Interior Design
- Refrigeration Design
- Requirement Drawings
- Equipment Sourcing and Procurement



# Our Design Process



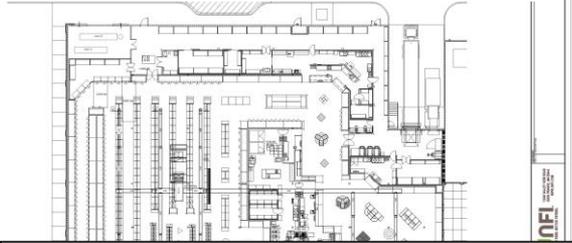
# Project Budgeting

Item Description	Budget Cost Equipment	Budget Cost Walk-In's	Budget Cost Rack-Condenser	Budget Cost RF Install	BTU MT/LT (New) Load	BTU MT/LT 20 Years Old	BTU Savings	AS Heater Amps	Lights Amps	Fans Amps	Case Cooling Credit BTU Closed Case	Case Cooling Credit BTU Open Cases
48" French Door Shelving	\$5,328.00											
Low Temp 3 Door Case 30"	\$6,243.75		\$3,567.96	\$11,550.00	9,540	14,400	4,860	9.18	1.62	2.7	3,339	
Low Temp 4 Door Case 30"	\$28,860.00		\$0.00	\$15,400.00	16,960	25,600	8,640	16.32	2.88	4.8	5,936	
Low Temp 5 Door Case 30"	\$144,300.00		\$31,715.20	\$61,600.00	84,800	99,216	14,416	81.6	14.4	24	29,680	
Low Temp 6' Jumbo Wide Island End Cap	\$3,885.00		\$1,009.80	\$3,850.00	2,700	3,650	950		0.75	0.85		1,350
Low Temp 8' Jumbo Wide Island	\$4,440.00		\$1,756.30	\$3,850.00	4,696	5,600	904	3.02		0.29		2,348
Low Temp End Panel Door Case	\$3,885.00											
Low Temp Freezer Coil Each	\$8,047.50			\$44,000.00								
LT Freezer Single Action Door	\$5,994.00											
LT Freezer Sliding Action Door	\$11,988.00											
Medium Temp 12' French Doors 24"	\$93,240.00		\$6,115.82	\$23,100.00	30,888	38,610	7,722	12.9	6.48	3.9	10,812	
Medium Temp 3DK 6' Case	\$12,654.00		\$2,744.28	\$11,550.00	13,860	18,540	4,680		0.554	0.72		6,930
Medium Temp 3DK 8' Case	\$14,985.00		\$3,659.04	\$11,550.00	18,480	24,720	6,240		0.739	0.96		9,240
Medium Temp 5 Door Case 30"	\$43,290.00		\$3,528.36	\$23,100.00	17,820	27,000	9,180	14.46	4.8	3.9	6,240	
Medium Temp 5DK 12' Case	\$62,267.67		\$24,377.76	\$34,650.00	123,120	151,200	28,080		4.86	6.296		61,560
Medium Temp 5DK 4' Case	\$6,082.80		\$1,805.76	\$7,700.00	9,120	11,200	2,080		0.36	0.466		4,560
Medium Temp 5DK 8' Case	\$39,267.36		\$14,446.08	\$30,800.00	72,960	89,600	16,640		2.88	3.731		36,480
Medium Temp 6' French Doors 24"	\$8,880.00		\$509.65	\$3,850.00	2,574	2,650	76	1.08	0.54	0.33	901	
Medium Temp 6' Jumbo Wide Island End Cap	\$3,885.00		\$199.58	\$3,850.00	1,008	1,650	642	1.48		0.15		504
Medium Temp 8' French Doors 24"	\$24,420.00		\$1,359.07	\$7,700.00	6,864	8,040	1,176	3.1	1.46	0.86	2,402	
Medium Temp 8' French Doors 24"	\$12,210.00		\$679.54	\$3,850.00	3,432	3,925	493	1.55	0.73	0.43	1,201	
Medium Temp 8' Jumbo Wide Island	\$4,440.00		\$712.80	\$3,850.00	3,600	4,460	860	3.02		0.29		1,800
Medium Temp Coil Each	\$15,262.50			\$96,800.00								
Medium Temp End Panel Door Case	\$5,550.00											
Medium Temp End Panel Open Case	\$6,604.50											
Medium Temp End Panel Service Case	\$1,665.00											

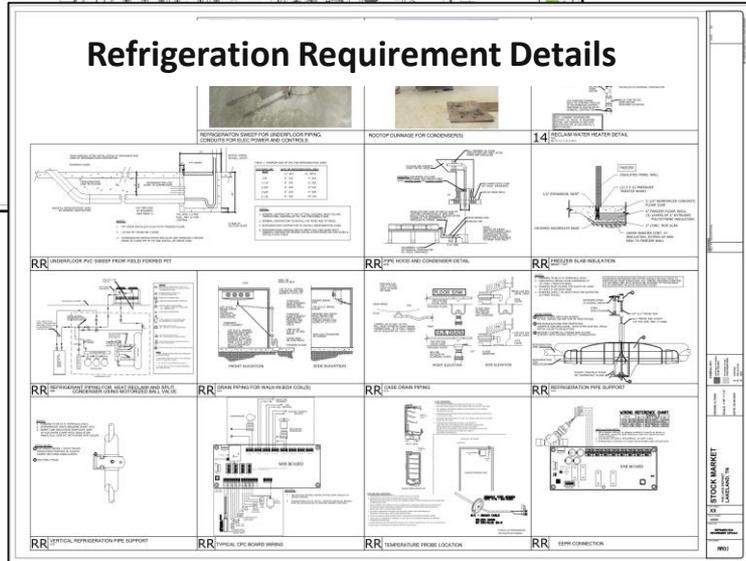
- Itemized Equipment Budget
- Refrigeration Design and System Budget
- Work with Local Contractor and Engineering
- Historical Project Cost for all Regions

# Refrigeration Design

## Refrigeration Requirement Plan



## Refrigeration Requirement Details

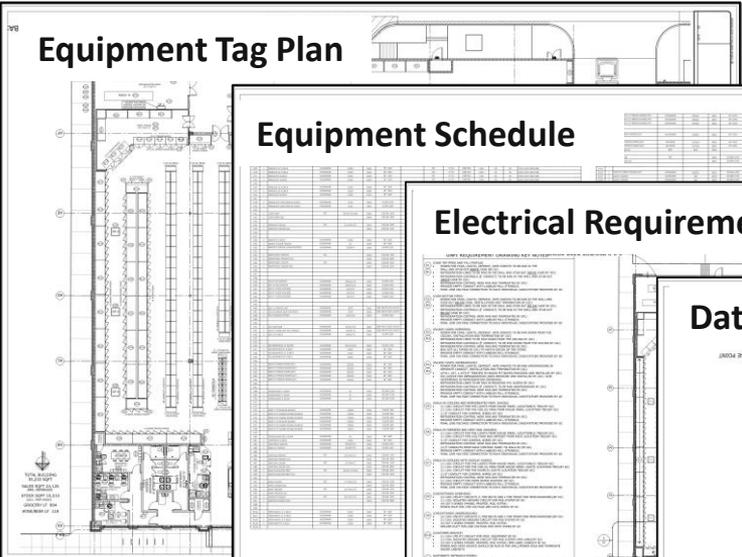


- Custom refrigeration design (not brand specific)
- Refrigeration installation plans including refrigerant piping schematics, controls and specifications
- New technologies including natural refrigerants, high efficiency motors and controls
- Integration of refrigeration with renewable and alternative energy systems

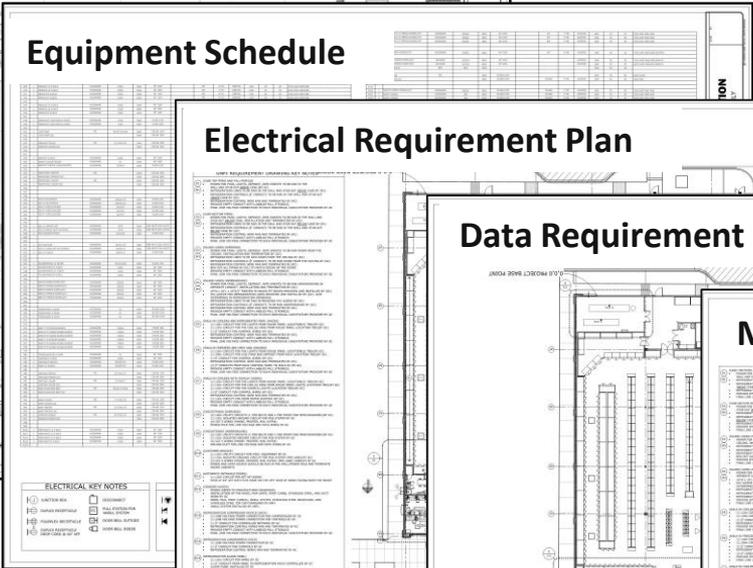


# Requirement Drawings

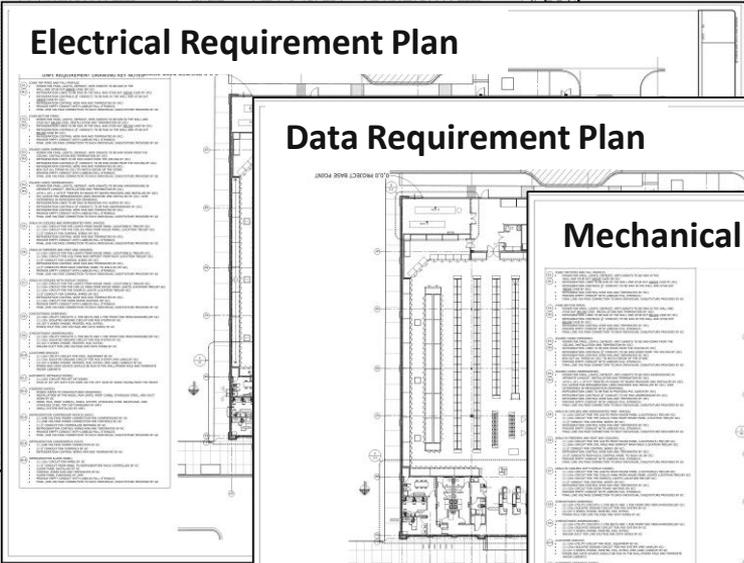
## Equipment Tag Plan



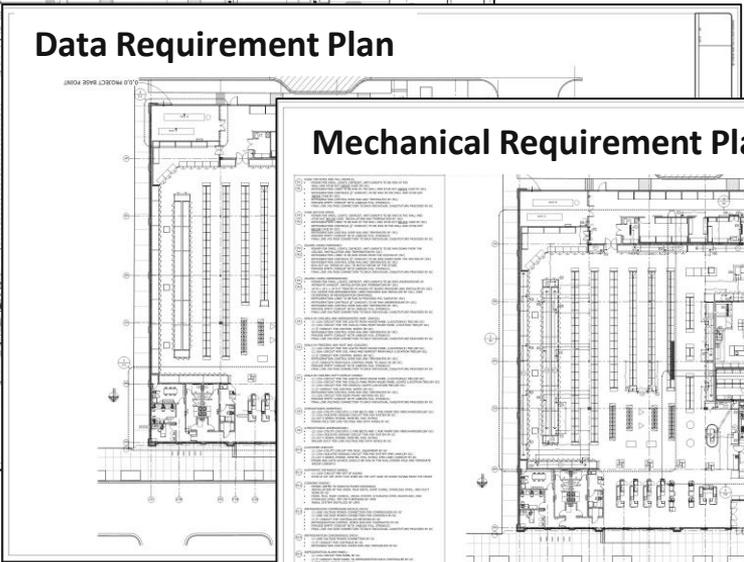
## Equipment Schedule



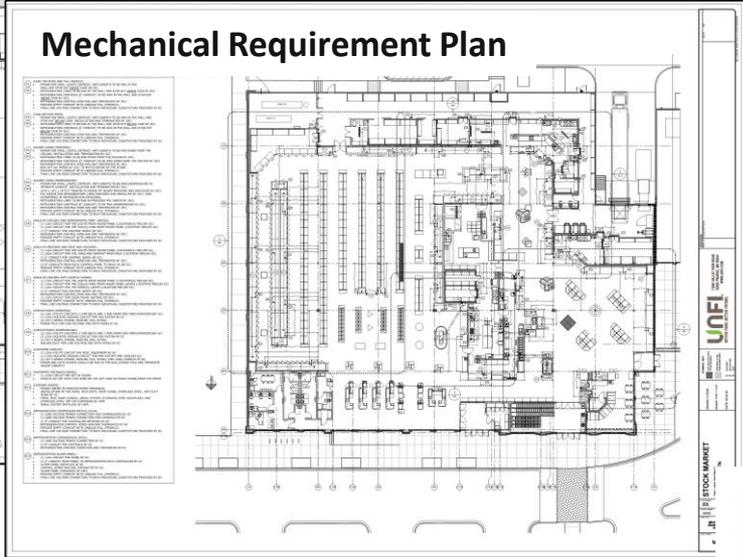
## Electrical Requirement Plan



## Data Requirement Plan

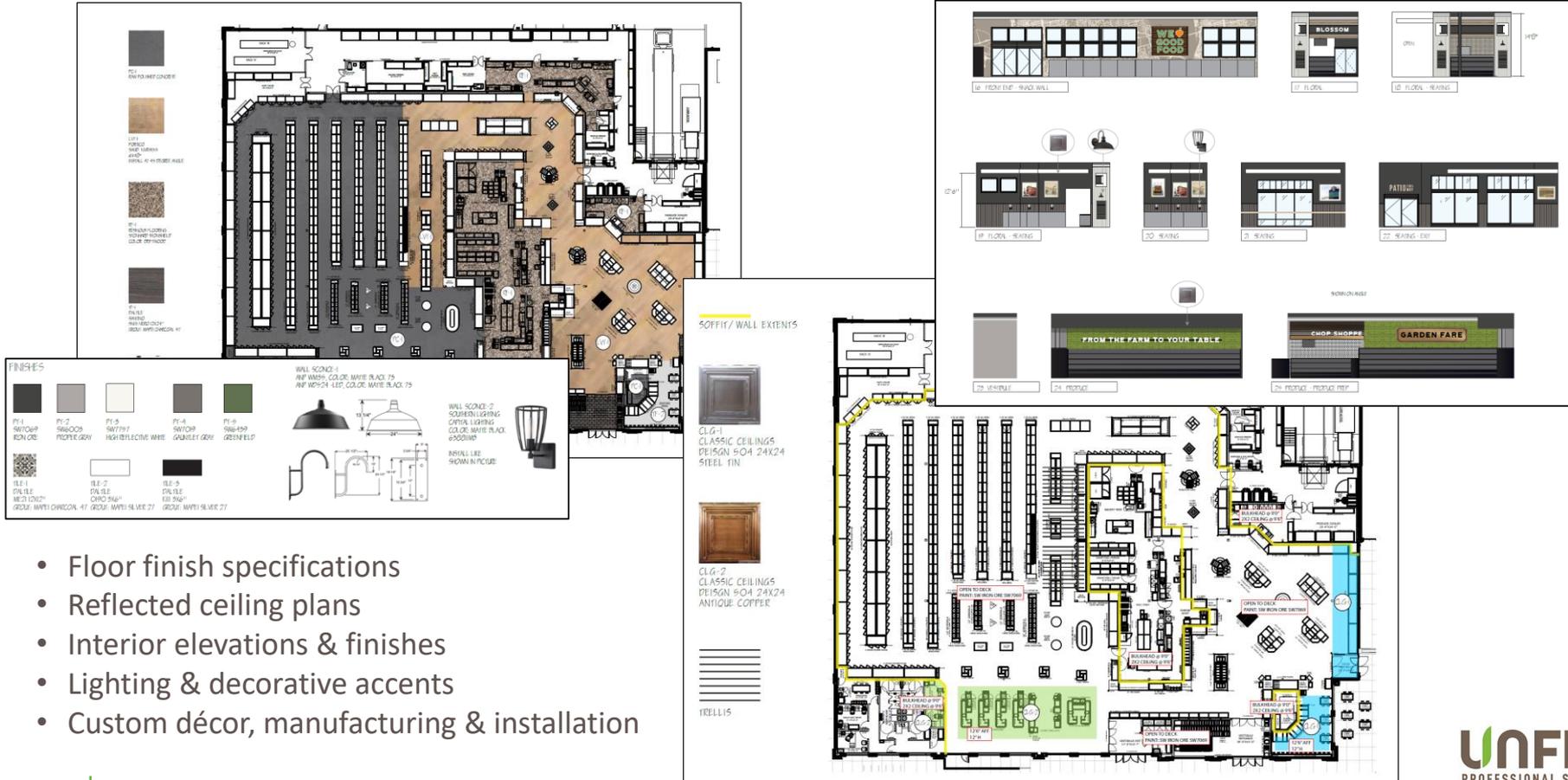


## Mechanical Requirement Plan



- Saves time and money by utilizing local design build contractor
- Clearly defines project scope
- Avoids costly mistakes
- Reference documents only

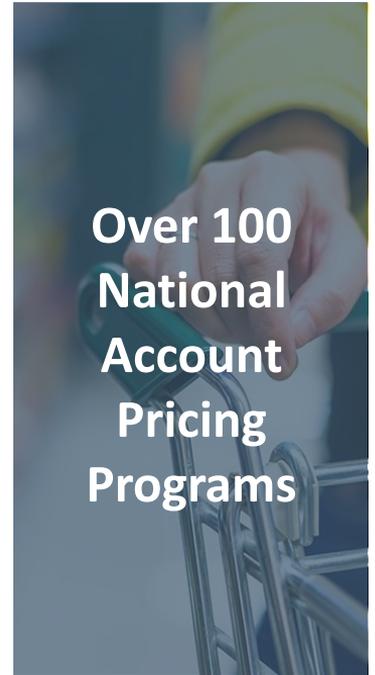
# Interior Design Drawings



- Floor finish specifications
- Reflected ceiling plans
- Interior elevations & finishes
- Lighting & decorative accents
- Custom décor, manufacturing & installation

# Top Equipment National Accounts

Categories	Vendors Partners
SHELVING & PUSHER SYSTEMS	LOZIER, MADIX & RTC
REFRIGERATION SYSTEMS AND WALKIN COOLERS/FREEZERS	HILL PHOENIX, ZERO ZONE, HUSSMAN, HEATCRAFT, KPS GLOBAL
REFRIGERATED CASES	HUSSMAN, HILL PHOENIX, SOUTHERN CASE ARTS, KYSOR
SMALLWARES	HUBERT COMPANY
REFRIGERANT	WEITRON
OVENS, PREP & BACKROOM EQUIPMENT	MIDDLEBY ADVANTAGE, WINHOLT, HOBART, HENNY PENNY, ALTO SHAAM, TRUE
SIGNAGE & DÉCOR	IN-HOUSE DESIGN & NATIONWIDE MANUFACTURING PARTNERS
PALLET JACKS & LIFT TRUCKS	CROWN EQUIPMENT CORP
SHOPPING CARTS, HAND BASKETS & CONTAINMENT	TECHNIBILT, BEMIS, PRECISION WIRE, VERSACART, ASSEMBLED PRODUCTS, AMIGO, GATEKEEPER
PALLET RACKING & STORAGE SHELVING	A & K EQUIPMENT, NEXEL
CHECKSTANDS	ACCENT, KILLION
CASE INSERTS	CARLSON AIRFLO
SCALES & WRAPPERS	METTLER TOLEDO, HEATSEAL
HOODS	CAPTIVEAIRE SYSTEMS
PRODUCE, BAKERY & BULK DISPLAYS	MARCO, JSI, TRADE FIXTURES
FLOOR SCRUBBERS	TENNANT SALES & SERVICE



















THE MARKET @ 25<sup>th</sup> Richmond, VA

LOFI



THE MAR *EX*@25<sup>TH</sup> Richmond, VA



**CORNER MARKET**

Hattiesburg, MS





PALUBICKI'S





PALUBICKI'S







