



Healthy Retail Access Program

Funding Impacts Walkthrough

Presented to Members of the Economic Development Committee – 9/20/2023

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Healthy Retail Access (HRAP) Program Overview

- The Healthy Retail Access Program was started in 2015 with \$100,000 in capital funding to improve food retail access in identified underserved neighborhoods and is overseen by the Madison Food Policy Council
- The program has gone through a series of funding ups-and-downs over the years due in part to some of the growing pains we had with the program in the early years
 - \$300,000/yr - 2016-2018
 - \$150,000/yr - 2019-2021
 - \$250,000/yr – 2022 and now in the CIP through 2029
- City Staff discovered that the program was under-performing and in late 2017/early 2018, worked with community partners to commission a structural evaluation of the program to guide a strategic re-vamp, which has led to increased program/project success

HRAP: Businesses Supported and Business Sustainability

Business Name	Funding Amt	Funding Year
Willy Street Co-op (Northport/Sherman Av)	\$65,330	2016
Luna's Groceries (Allied)	\$157,735	2018
Madison Oriental Market (Sherman Av)	\$150,000	2019
International Market (Lien Rd)	\$30,000	2020
Go-oh Grocery (E Wash)	\$125,000	2021
Istanbul Market (S Gammon)	\$97,500	2023
Bombay Bazaar (S Gammon)	\$98,349	2023
GRAND TOTAL	\$724,024	

HRAP: Leveraging Other Funding Resources

- In 2019, Madison Oriental market received ~\$10,000 from the City to assist the owners with financial management/POS system training and to help pay for a part-time book-keeper.
- In 2021 Go-oh Grocery simultaneously received funding from HRAP (\$125,000), Commercial Ownership Assistance Program (\$195,000), and WEDC's CDI Grant Program (\$230,700).
- Many – if not all – of these business were able to use City HRAP funding to strategically leverage traditional lending sources.
- In the case of Luna's, Madison Oriental Market, and Gooh Grocery – HRAP dollars were the seed funding that paved the way for more traditional credit sources

HRAP: Program Evaluation

- The Healthy Retail Access Program has a robust evaluation component in place:
 - In 2018 a structural evaluation of the program was performed to study the structure and funding strategy of the program. This evaluation informed changes made to the program to allow it to be more effective and administratively less burdensome
 - In 2022 an evaluation examining funded entities was conducted and showed that the program is very effective and achieving the purposes it was set up for.
- Both of those reports can be found on the HRAP Evaluation Page:
 - <https://www.cityofmadison.com/mayor/programs/food/healthy-retail-access-program/healthy-retail-access-program-evaluation-reports>
- Currently UW Extension is also working on another evaluation report for the program, which will be released in 2024.

HRAP: Snapshots of Success

ALLIED DUNN'S MARSH | NEW IN THE NEIGHBORHOOD

Food desert no more as Luna's Groceries opens

Barry Adams | Wisconsin State Journal | Feb 12, 2019



Customers at Luna's Groceries wait at the meat counter as Carlos Almendarez serves up an order. The meat department is one of the highlights at the 2,300-square-foot store, which recently opened in the Allied Dunn's Marsh neighborhood.

BARRY ADAMS, STATE JOURNAL



2018-2019 – Luna's Groceries (NEW STORE)

\$157,735 HRAP Grant Award

>\$800,000 Total Project Cost

Allied-Dunn's Marsh Neighborhood (SW Side)

2019-2020 – Madison Oriental Market (REMODEL)

\$150,000 HRAP Grant Award

\$500,000 Total Project Cost

Sherman Neighborhood (Northside)

City funds, major upgrades will help Madison Oriental Market better serve its diverse customers

Lisa Speckhard Pasque | The Capital Times | May 18, 2019



Former Visions strip club site to be turned into community grocery store

Posted: May 12, 2021 3:41 PM

Updated: May 12, 2021 6:43 PM by Jamie Perez



2021 – Go-oh Groceries (NEW STORE)

\$125,000 HRAP Grant Award

\$2.2 million Total Project Cost

Carpenter-Ridgeway Neighborhood (NE Side)



Questions or Comments?