



Department of Planning & Community & Economic Development
ECONOMIC DEVELOPMENT DIVISION

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Office of Business Resources
Office of Real Estate Services

Memo: Healthy Retail Access Program Work Group Funding Recommendation
Little Tibet Market and Cafe (1113 Sherman Av) + A-Mart Asian Grocery (680 S Whitney Way)

For: MFPC Meeting – Wed 5/15/2024

To: Madison Food Policy Council Members

From: George Reistad, *Business Development Specialist* and Members of the Healthy Retail Access Program Work Group

Members of the Madison Food Policy Council,

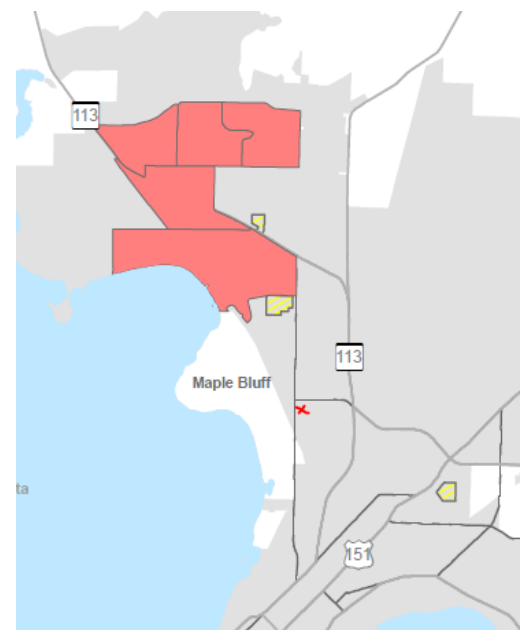
The Healthy Retail Access Program Work Group met with Namgyal Ponsar (Owner, **Little Tibet Market and Café c/o Tendrel Foods LLC**) on Wed. May 8, 2024 to discuss Little Tibet's proposal seeking \$98,800 in Healthy Retail Access Program (HRAP) funding. The group also met with Vu Tran (Owner, **A-Mart Asian Grocery c/o A-Mart LLC**) to discuss A-Mart's proposal seeking \$60,000 in HRAP funding.

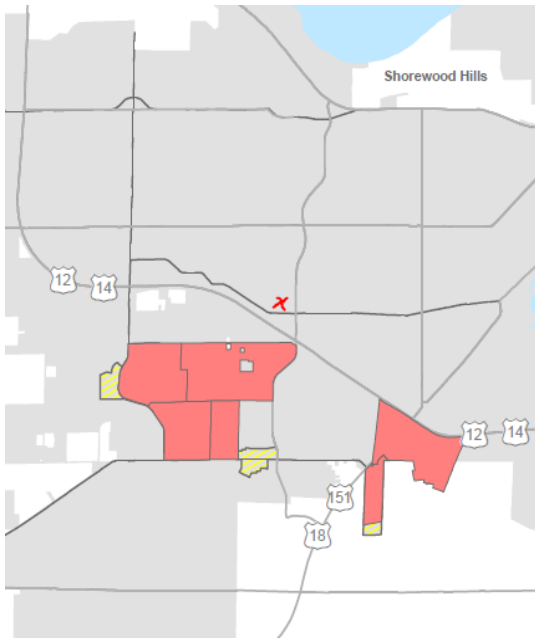
The total HRAP funding requests from both stores is \$158,800. The total project costs for both stores is \$1,026,250.36 (\$790,590 – Little Tibet Market and Café and \$235,660.36 – A-Mart Asian Grocery). This represents about 15.5% of total project costs funded by the City.

HRAP funding would assist Little Tibet Market and Cafe in the acquisition of various equipment needs for the business – refrigeration, retail and merchandizing, and food prep/storage.

HRAP funding would assist A-Mart Asian Grocery in the build-out of the deli, grab-n-go, and hot food section of the store.

Little Tibet Market and Café is located in the Northgate Shopping Center on Sherman Ave, near Aberg Ave. The location is adjacent (less than a mile) to an Area of Focus on the Food Access Improvement Map. In the past, HRAP has funded FEED Kitchens and Madison Oriental Market, both of which operate out of the Northgate Shopping Center. In this case, FEED, Madison Oriental Market, and Little Tibet are all complementary businesses to one another. FEED is a shared-use, processing kitchen, which sells some products retail via Madison Oriental Market. Little Tibet has also expressed an interest in selling FEED products on their shelves. Additionally, Madison Oriental Market specializes in sourcing and providing Southeast Asian and African grocery products, whereas Namgyal has outlined that Little Tibet will be more focused on providing South Asian/Indian grocery products as well as creating value-added fresh and frozen momo dumplings for customers to prepare and reheat at home.





A-Mart Asian Grocery is located on S Whitney Way and Odana Rd, adjacent to the Whitney Way shopping Center. The location is adjacent (less than 1/2mi) from an Area of Focus on the Food Access Improvement Map. A-Mart has been in business for approximately 10 years (since 2013) and since that time has steadily grown the business. However, the business is now at an inflection point with sales leveling off and limited options to continue growth. By adding a deli/grab-n-go/hot food option to the A-Mart store -- along with some other freezer/cooler improvements and layout changes -- Vu will be able to have an outlet that drives more customers to the store as well as a way to add value to produce and inventory that is nearing the point of expiration, by processing it into meals. Recipe cards are also envisioned as part of the cold/hot food offerings so that customers know what ingredients to purchase and where they are at in the store to make the dishes at home.

Members of the Healthy Retail Access Program Work Group believe that the applicants have the business experience and financial backing to successfully support a substantial investment in their food retail businesses. Work Group members recommend that the requested \$98,800 in HRAP funding be awarded to **Little Tibet Market and Café** and \$60,000 in HRAP funding be awarded to **A-Mart Asian Grocery**.

Sincerely,

A handwritten signature in black ink, appearing to read 'George Reistad'.

George Reistad
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