



Department of Planning & Community & Economic Development
ECONOMIC DEVELOPMENT DIVISION

Matthew B. Mikolajewski, Director
P.O. Box 2983
Madison, WI 53701-2983
Phone: (608) 266-4222 | Fax: (608) 261-6126
cityofmadison.com

Office of Business Resources
Office of Real Estate Services

Memo: Healthy Retail Access Program Work Group Funding Recommendation
Paleo Mama Bakery (961 S Park St)

For: MFPC Meeting – Wed 1/15/2025
To: Madison Food Policy Council Members

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

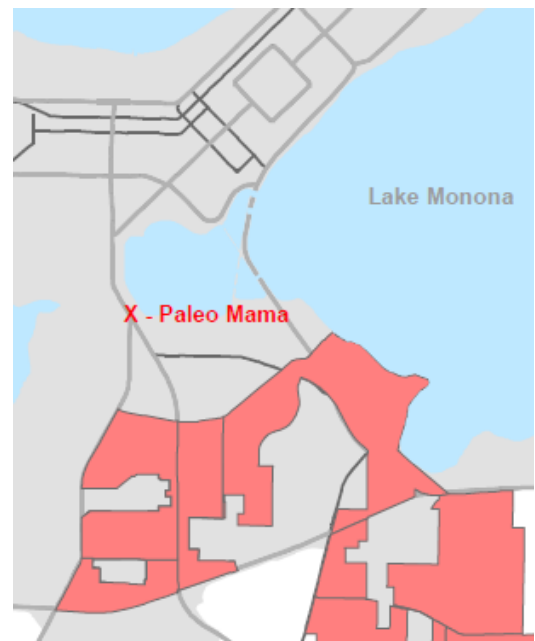
Members of the Madison Food Policy Council,

The Healthy Retail Access Program Work Group met with Belle and Joe Voell (Owners, **Paleo Mama Bakery**) on Monday, December 16, 2024 to discuss Paleo Mama Bakery's Healthy Retail Access Program application.

The total HRAP funding request from Paleo Mama Bakery is \$50,000. The total cost for this project is \$1,075,102.64. This represents about 4.65% of total project costs funded by the City.

HRAP funding would assist Paleo Mama Bakery in the acquisition of various equipment needs for the business – mainly refrigeration, retail and merchandizing, and food prep/storage.

Paleo Mama Bakery has been in business over 10 years and is currently located at 409 S Few St. but is relocating to a larger building at 961 S Park St. at the intersection of S Park St and Fish Hatchery Road. At this location, they will offer not just baked goods that cater to residents with dietary restrictions and dietary sensitivities (gluten-free, paleo, etc) but will also carry healthy retail products, which is a significant inventory expansion from their current location. The new location is adjacent to (~1/2 mile) an Area of Focus on the Food Access Improvement Map. In this new location immediately serving the Southside neighborhoods of Bay Creek, Burr Oaks, Bram's Addition, and Capitol View (as well as Vilas, Greenbush, and Monona Bay), the owners are engaging with nearby neighborhood associations and orgs to educate and provide info on the products they offer and the health benefits of those products for diseases such as diabetes, epilepsy, etc. They are also looking at ways to make their products accessible to all shoppers in the area and beyond by engaging with USDA FNS to seek SNAP-EBT approvals for the store and exploring novel ways to lower costs for lower-income consumers, specifically through a "PMB Discount Program" that offers shoppers with financial need a free tote and 10% off all purchases.



Members of the Healthy Retail Access Program Work Group believe that -- in addition to the steps taken above to address affordability and engage with residents and orgs within Southside neighborhoods -- the applicants have the business experience and needed financial backing to successfully leverage HRAP investment in their food retail business. Work Group members recommend that the requested \$50,000 in HRAP funding be awarded to **Paleo Mama Bakery.**

Sincerely,

A handwritten signature in black ink, appearing to be 'GR', with a horizontal line extending to the right.

George Reistad
Business Development Specialist, City of Madison
greistad@cityofmadison.com
608-266-6544