Bombay Bazaar and Istanbul Market Healthy Retail Access Program Applications + Enterprise Assistance Training (EAT) Initiative

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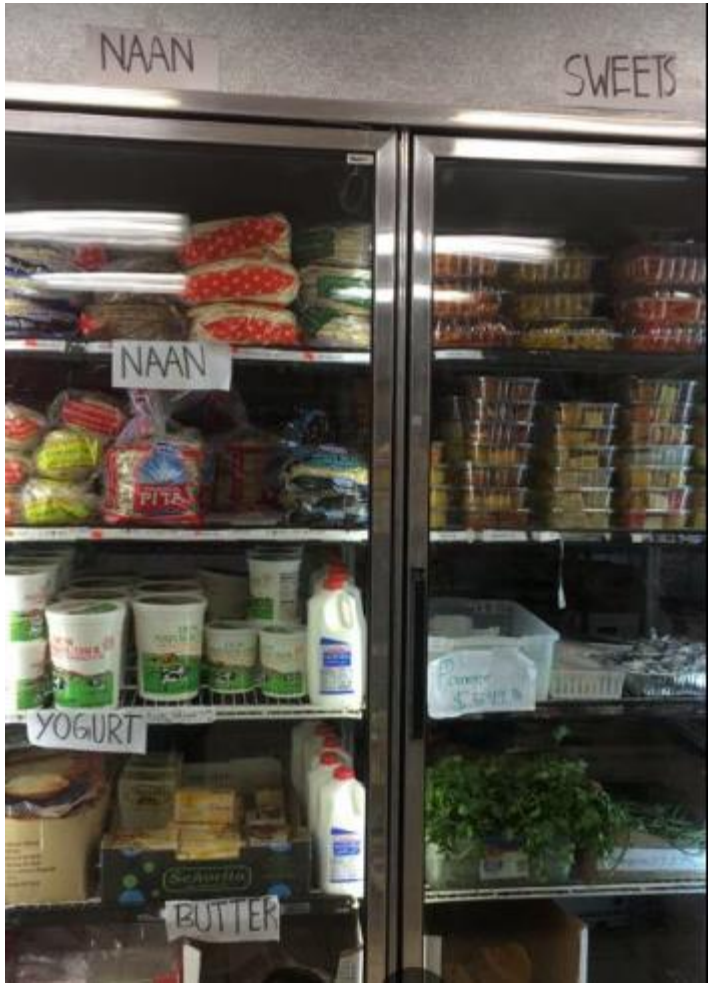
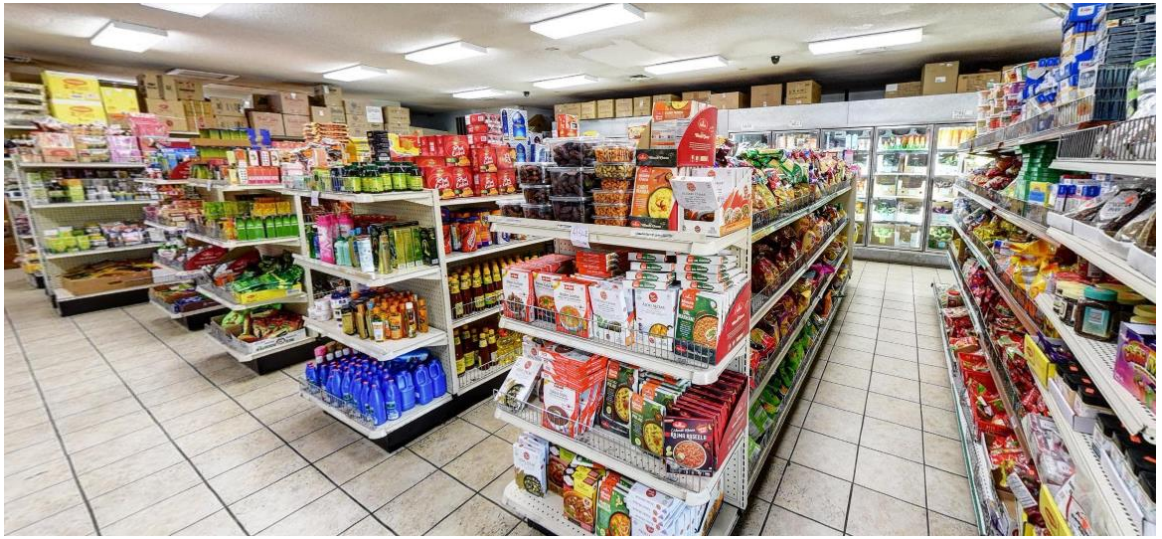
HRAP Apps Background

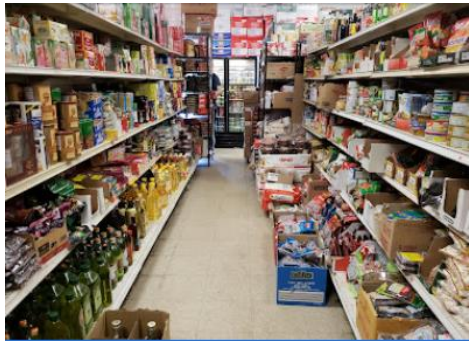
- $195,489 in HRAP funds requested between Bombay Bazaar and Istanbul Market
- Bombay Bazaar - $98,349
  - Acquire and upgrade refrigeration and freezer systems equipment, upgrade store lighting, and re-vamp the checkout counter area
- Istanbul Market - $97,500
  - Acquire refrigeration and freezer systems equipment and upgrade current freezers and coolers, upgrade store shelving, purchase equipment used to prepare hot food, help fund a remodel of the existing 2,000sf of current store space

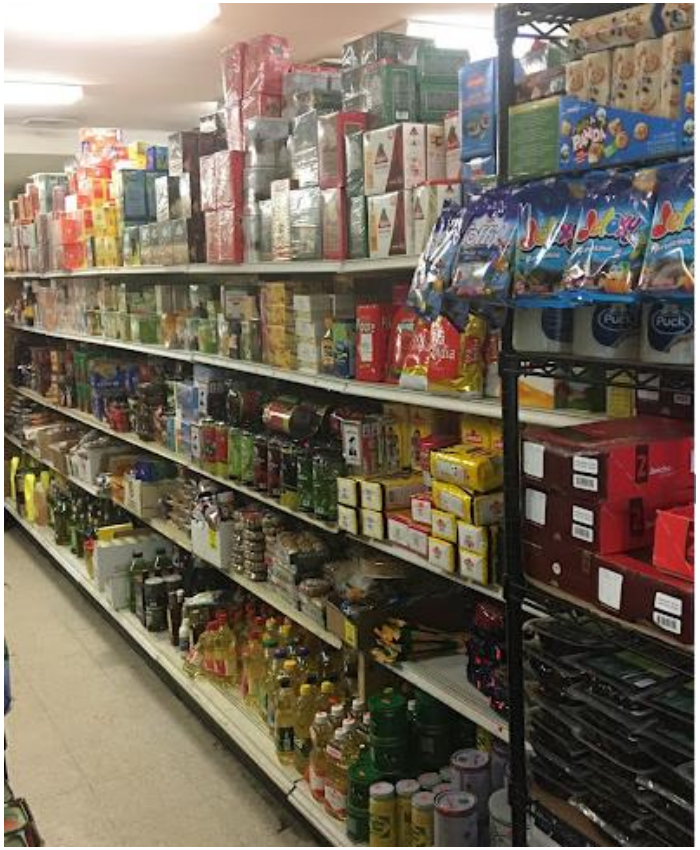
Bombay Bazaar – Remarks and Q/A





Istanbul Market – Remarks and Q/A





Enterprise Assistance Training (EAT) Initiative

- The EAT Initiative stems from 2022 and 2023 budget requests, seeking funding to create a technical assistance and evaluation component of the Healthy Retail Access Program
- 3 elements to the EAT Initiative:
  - INITIAL TECHNICAL ASSISTANCE: Up to $44,000 – University of Wisconsin System - Food Finance Institute
    - Services: Discussions and coaching around business model and structure, financial statements and forecasting, product category mix and margin, market analysis, and other business growth and viability support
  - INTERMEDIATE TECHNICAL ASSISTANCE: Up to $15,000 – Martee's Consulting LLC
    - Services: Cost analysis, pricing, vendor recommendations, employee hiring, merchandising, profitability suggestions, store layout and planning services, equipment procurement assistance, and other services as required by the retailer
  - EVALUATION: Up to $22,072 – UW-Madison Division of Extension, Community Food Systems Program
    - Evaluation services for HRAP and SEED Grants

Questions?