

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

**George Reistad – Business Development Specialist
City of Madison**

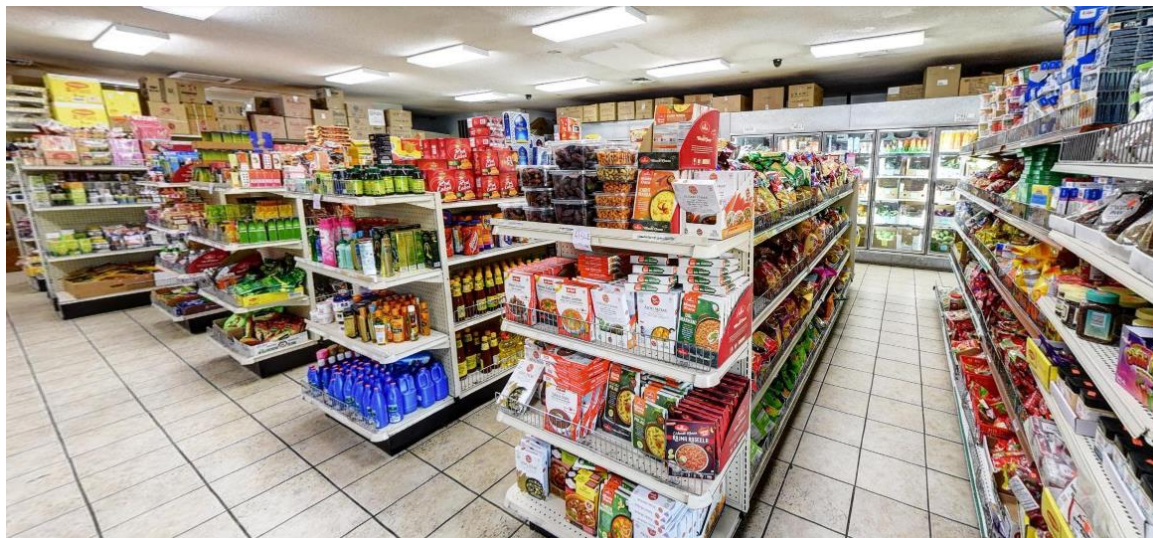
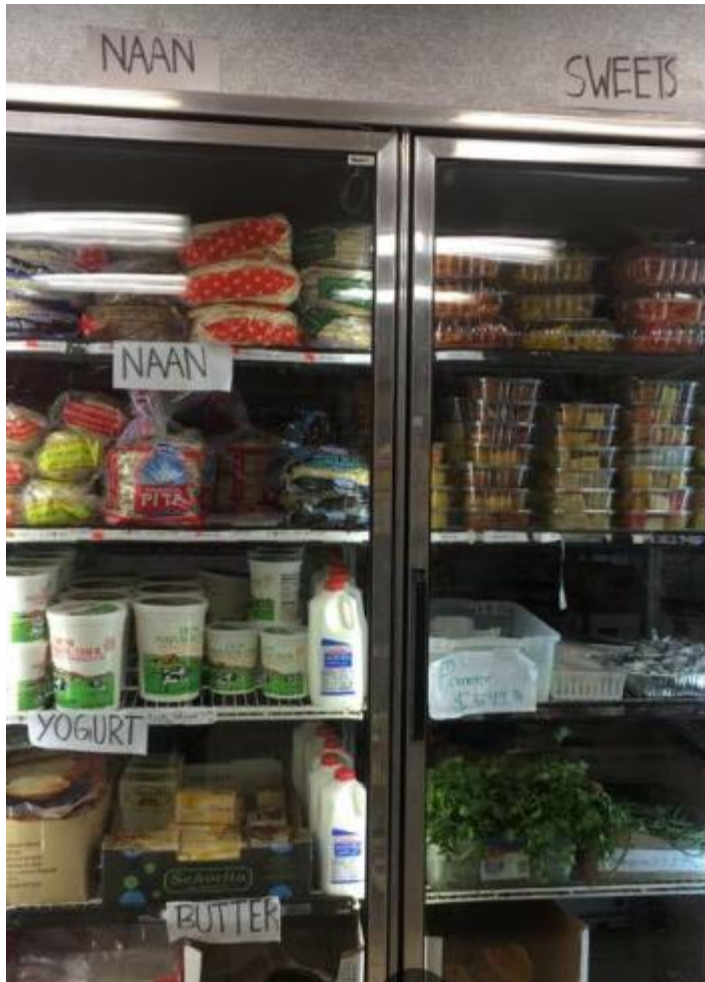
Presented to the Madison Food Policy Council – 2/8/2023

HRAP Apps Background

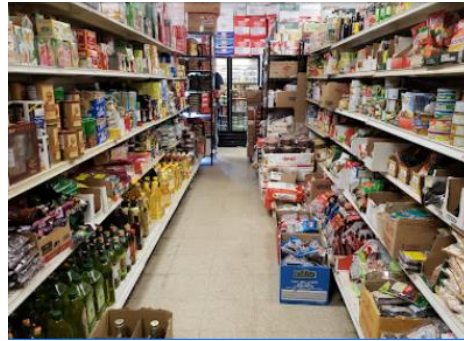
- \$195,489 in HRAP funds requested between Bombay Bazaar and Istanbul Market
- Bombay Bazaar - \$98,349
 - Acquire and upgrade refrigeration and freezer systems equipment, upgrade store lighting, and re-vamp the checkout counter area
- Istanbul Market - \$97,500
 - Acquire refrigeration and freezer 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?

