



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 Work Group Funding Recommendation – *Luna's Groceries*

Date: Tuesday, October 10th, 2023

To: Madison Food Policy Council Members
City of Madison Common Council Members

From: George Reistad, Business Development Specialist and Members of the Healthy Retail Access Review Team

Members of the Madison Food Policy Council,

The Healthy Retail Review Team met with Mariam Maldonado (Owner– Luna's Groceries) on Wednesday, October 4, 2023 to discuss her proposal seeking \$210,000 in Healthy Retail Access Program (HRAP) funding split between 2023 (\$125,000) and 2024 (\$85,000). This funding would assist her in expanding the cold and dry storage capacity of her current store at 2010 Red Arrow Trail. This proposal requests funding for costs related to the store expansion and equipment.

For many years prior to the 2019 opening of Luna's in the Allied-Dunn's Marsh neighborhood, the area struggled with food access issues and the ability to attract and retain food retail establishments with inventory selections that provide fresh produce and healthy offerings to neighborhood residents. Luna's Groceries has been successfully operating on the neighborhood for almost 5 years and employs a unique business model, utilizing a 2,240 sf building that formerly housed a PLS Loan Store to operate a small-footprint grocery store that has a diverse product mix which includes meat, seafood, dairy, and fresh produce. Surveying and evaluation has also shown that the store has emerged as a cultural waypoint of sorts in the neighborhood, serving as a welcoming space for new immigrants to the country or city and a space where community members can both shop and gather. By expanding and increasing the cold and dry storage space of the existing store, Luna's will be able to provide more diverse offerings to their client base as well as serve the new, planned store on S Park Street at the Village on Park.

Members of the Healthy Retail Access Work Group believe that based on the very successful track record of the current Luna's Groceries, the HRAP funding provided to this project would provide increased community benefits for years to come. Review Team members recommend that the requested \$210,000 in HRAP funding be awarded to Luna's Groceries to assist with the costs related to expanding the current store on Red Arrow Trail.

Sincerely,

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

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