



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](http://cityofmadison.com)

**Office of Business Resources**  
**Office of Real Estate Services**

**Memo:** Healthy Retail Access Program Work Group Funding Recommendation – *Bombay Bazaar* (753 S Gammon Road) + *Istanbul Market* (745 S Gammon Road)

**Date:** Monday, January 9, 2023

**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 Ramesh Chhabra (Owner, **Bombay Bazaar**) and Nish Kanapilly (Co-Founder, Monaire HVAC & Refrigeration Systems) on Monday, January 9, 2023 to discuss Bombay Bazaar's proposal seeking \$98,349 in Healthy Retail Access Program (HRAP) funding. The group also met with Yashar Tairov (Owner, **Istanbul Market**) to discuss Istanbul Market's proposal seeking \$97,500 in HRAP funding.

The total HRAP funding requests from both stores is \$195,849. The total project costs for both stores is \$383,649 (\$141,449 – Bombay Bazaar and \$242,200 – Istanbul Market). This represents a roughly 50/50 total cost-share between the City and the businesses respectively.

HRAP funding would assist **Bombay Bazaar** in the acquisition and upgrade of refrigeration and freezer systems equipment. Additionally, the proposal is requesting funding to upgrade store lighting and re-vamp the checkout counter area, both of which will help enhance the shopper experience within the store.

HRAP funding would assist **Istanbul Market** in the acquisition of refrigeration and freezer systems equipment and upgrade their current freezers and coolers. Additionally, the proposal is requesting funding to upgrade store shelving, purchase equipment used to prepare hot food, and fund a remodel of the existing 2,000sf of current store space.

The Southwest Madison shopping plaza where both stores are located is in close proximity to Woodman's on S Gammon Road and Watts Road. Please note that each store submitted a separate HRAP funding application, and applied to the program separately. However, the recommendation letter for the stores is being presented in tandem, as they are located two doors away from each other. The proximity of these two businesses to one another and to Woodman's forms a unique food retail ecosystem, which both owners discussed in their respective proposal presentations. Woodman's is the main hub that attracts shoppers of all different backgrounds. Some of those shoppers also desire niche, ethnic products that even a store as large as Woodman's does not carry. Bombay Bazaar and Istanbul Market are poised to take advantage of the foot traffic that Woodman's creates, with many customers choosing to do large shopping trips to Woodman's and then grab specialty products and hot food from Bombay Bazaar and Istanbul Market. By helping both businesses to improve their refrigeration/cooler/freezer infrastructure -- as well as the other various infrastructure needs (lighting, checkout counter, store remodel, etc) -- HRAP funding will increase the profitability, efficiency, and inventory offerings at each store while also creating a better shopping experience for customers.

Members of the Healthy Retail Access Program Work Group believe that the applicants have the business experience required (both stores have been in business for more than 15 years) to successfully support a substantial investment in their food retail businesses. Work Group members recommend that the requested \$98,349 in HRAP funding be awarded to **Bombay Bazaar** and \$97,500 in HRAP funding be awarded to **Istanbul Market**.

Sincerely,

A handwritten signature in black ink, appearing to be 'GR' followed by a horizontal line.

George Reistad  
Business Development Specialist, City of Madison  
[greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)  
608-266-6544