



Healthy Retail Access Program Application City of Madison



APPLICANT INFORMATION

Primary Contact Name: **KABA BAH**

Total Project Amount: **\$1,270,000.00**

Healthy Retail Funds requested: **\$125,000.00**

Agency/Organization/Group Name (Legal Entity Name) and Address:

**GOOH GROCERIES
125 NORTH HANCOCK ST
MADISON, WI, 53703**

Telephone #: **757-319-9929**

Email: **kababah@hotmail.com**

Applying as a:

- Retailer
 Non-Retail Organization

Are you a SNAP-approved retailer through the US Department of Agriculture (USDA)?

- Yes USDA FNS #: _____
 No – if no, do you plan on becoming a SNAP-approved retailer? **YES**

PROJECT INFORMATION

You may attach additional information at the end of this application. Photographs, price estimates, testimonials, and other secondary sources are **highly** recommended.

1. Please describe, in detail, the proposed project (500 word maximum):

Go-oh Groceries was established in January, 2019 in the city of Madison by M. Kaba Bah and Jerreh Kujabi. Go-oh Groceries was born out of the desire to provide access to healthy food choices within our low-income communities and increase culturally appropriate food for our rapidly growing west African community. Our sustainable competitive advances as a team in our targeted areas are the deeply rooted connections we have as leaders within our communities, our decades of experience within the food industry that helped us recognize the rapidly growing community need and the findings by the city of Madison healthy food retail work group which was also confirmed by our neighborhood studies and market analysis.

While healthy retail neighborhood groceries stores are not well known for turning huge profit margins right off the ground, they are very well known as strong catalyst in stabilizing neighborhoods, creating jobs and bringing communities together through our common love and need for food. As part of our healthy retail food programs, Go-oh Groceries will support and distribute locally grown products, and feature products manufactured or distributed by local entrepreneurs wherever possible. In addition to meeting this need for access to healthy food choices, our choice of location will also convert a troubled strip club building into a neighborhood grocery store.

Due to the high startup costs, coupled with building purchase and renovations, we hereby seek some support through the city of Madison's already existing programs and technical support through the Wisconsin SBDC at UW-Madison school of business.

2. What are the top three objectives of this project? Please refer to the HRAP program goals below: (500 words maximum)
- Increasing healthy food access to low-income individuals and families
 - Supporting food enterprise development and entrepreneurship
 - Increasing healthy food choice and improving health outcomes
 - Increasing culturally appropriate foods in identified Areas of Focus

Examples:

- 1. Become a certified SNAP-approved retailer within 6 months of receiving funding*
- 2. Increase fresh food inventory by 25% within the first year*

The proposed location of the Gooh Groceries is depicted on the Food Access Improvement Map by the City of Madison as an area needing significant improvement in terms of access to healthy food. This exerts a tremendous burden on the residents and adds an extra layer of cost to the already high food prices thereby further stretching their meager incomes.

Hence, some of key objectives of this project are as follows:

(I) Placing the grocery store right within the neighborhood and strip away these limitations by cutting time and cost to access healthy foods.

(II) In addition to increasing access to healthy fresh produce, meat section, and culturally appropriate foods, this grocery will also feature locally grown produce to support our farmers and we will be a SNAP and EBT approved retailer.

(III) Conversion of a strip club, with a long-checkered history of complaints from the neighbors, to a food services facility that provides healthy options to the residents and create job opportunities. This prospect is received with welcome excitement among surrounding businesses and neighbors in our preliminary conversations.

3. **LETTERS OF INTENT AND SUPPORT ARE STRONGLY RECOMMENDED – PLEASE ATTACH**

- **Letters of Intent** provide commitment from a partner showcasing their intent to provide services towards project goals
- **Letters of Support** conveys enthusiasm for the project from community stakeholders.

Over the past 2 years, we have reached out to and had meetings with almost all of the surrounding neighborhood associations around our targeted area map. This includes but are not limited to Ekan, Emmerson, Darbo, and the Truax neighborhood.

In addition, we also had interviews with at least three of the alders around our targeted area map. We have also interviewed local business men/women, as well as the east Madison Community center which is a walking distance away from our intended location.

All of the associations we have reached out to so far, have shown strong support and some of them offered to provide us letters of intent and support. Please see appendix 01 of our business plan for the above-mentioned letters.

4. Do you want to be connected to the City of Madison Office of Business Resources to learn more about business development?

- Yes
 No

If so, please indicate your areas of interest below and staff will follow-up with you:

- (1) Marketing assistance
- (2) Financial planning
- (3) Bookkeeping
- (4) Certification and licensing.

Please provide a general timeline in the table below:

Activity Description	Estimated Start and Completion Dates
Acquisition of the property	March - April 2021
Restoration and Layout	May - June 2021
Equipment purchases and contract vetting	July - August 2021

Activity Description	Estimated Start and Completion Dates
Hiring and training	September-October 2021
Grand opening	November 2021

SUPPLEMENTARY MATERIALS (Optional)

Please include any additional materials that may clarify, strengthen, or support your application. **Photographs, price estimates, testimonials, and other secondary sources are highly recommended. Additional materials can also be attached as appendices via Word Doc, PDF, Excel spreadsheet, etc**

Please see our attached complete business plan for all the supplementary materials. This includes support letters as well as site control documents.