



Healthy Retail Access Program Application City of Madison



APPLICANT INFORMATION

Primary Contact Name:

Total Project Amount:

Healthy Retail Funds requested:

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

Telephone #:

Email:

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?

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):

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 and sales by >25% within the first year*

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.

4. Do you want to be connected with our partners at the [University of WI System Food Finance Institute \(FFI\)](#) to learn more about business development?

- Yes
- No

If so, please indicate your areas of interest below:

- Business plan development/update
- Marketing assistance
- Financial planning
- Grant-writing assistance
- Market research
- Bookkeeping
- Social Media
- Certification and Licensing
- Other:

Please provide a general timeline in the table below:

Activity Description	Estimated Start and Completion Dates

BUDGET SUMMARY

Please include a project budget that includes:

- Construction costs
- Materials costs
- Labor costs
- Descriptions for how City dollars would be utilized
- Itemized list of any in-kind donations from other funders, lenders, or supporters that are contributing to the project.
- Attach: Price estimates for all City funding requests

Item	Description	Total Cost	Amount of City Dollars Requested	Amount of Other Revenues/In-kind Support
<i>Example: Cooler</i>	<i>Walk-in 6x10</i>	<i>\$5,000</i>	<i>\$5,000</i>	<i>\$0</i>
<i>Example: Labor for Cooler Install</i>	<i>6 hours</i>	<i>\$750</i>	<i>\$0</i>	<i>\$750</i>
Total Costs				

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

Year	SNAP Distributed	DD Distributed
2019	\$22,482	\$17,095
2020	\$20,790	\$9,781
2021	\$72,500	\$42,749
2022	\$86,174	\$52,115

Staff Person	Cost/Hour	Hours/Year	Total Cost	Activities Description
Manager	\$30	166	\$4,980	-SNAP Authorization -SNAP processing equipment maintenance -Vendor Reimbursement checks -FAC supervision and communication -Communication with DD partners
Food Access Coordinator	\$20	530	\$10,600	-Information Booth staffing including processing SNAP transactions -Volunteer/collections assistant coordination -Communication with customers and farmers -Vendor reimbursement receipt coordination
Food Access Coordinator			\$600	-FAC reimbursement for using personal computer and cell phone for market matters
Collections Assistant(s)	\$18	128	\$2,304	-Assist the FAC in collection of SNAP and DD tokens at the outdoor Saturday market -Information Booth lead staffer -16 markets per year, 8 hour shift
Assistant Manager	\$22	210	\$4,620	-Information Booth staffing including processing SNAP transactions at the Wednesday market -SNAP outreach material creation (social media posts, physical signage)
Volunteer Hours	\$0	382	\$0	-Winter Markets have 2 volunteers per market (1 volunteer per 2 hour shift), 18 markets (4 volunteer hours total) 72 -Summer Markets have 4 volunteers per market (2 volunteers per 2.5 hours shift), 31 markets (10 volunteer hours total) 310
CRM System			\$3,893	The DCFM functioned without a CRM system before we had to take on reimbursing farmers for SNAP. It would be extremely challenging to reimburse members without this system and SNAP reimbursements are the main reason we use this system.
SNAP/EBT Machine			\$1,800	-Transaction fees break down to about \$150 per month. This does not include the initial start up cost for purchasing the machines (we purchased them at least a decade ago and they are replaced by the company if there is an update. We have 2 machines, which cost \$900 each.) Not included in total cost.
Total		1416	\$26,997	