

Funding Proposals for Food Policy Council Consideration Work Group on Increasing Food Access in Underserved Neighborhoods

August 4, 2014

We are proposing a \$100,000 request, to fund incentives to increase retail food access in underserved neighborhoods. A grant process would invite proposals up to \$30,000 from any of the following categories:

- **Pre-development funds**
Provide funds to support pre-development work for new and expanded facilities: selecting appropriate sites, paying architectural fees, obtaining construction permits, and engaging with the community. A completed feasibility study or business plan could be a requirement of receiving these funds.
- **Training for small and medium sized retailers**
Provide funds for consulting on merchandizing and marketing. Through the funding, we could leverage partnerships with existing entities (such as Wisconsin Women's Business Initiative (WWBIC) to offer consulting and training.
- **Funding for physical and equipment improvements to existing stores**
These improvements should enhance the ability of small and medium sized retailers to gain customers and/or offer high quality produce and other healthy foods

This additional area doesn't fit as well into the grant concept. It could be a separate request for funds:

Discounted land

Assistance from City to assemble developable parcels, making property available to healthy food retail at a discounted sale or lease price. This may involve land banking.

Examples of Local Programs & Policies that Support Healthy Food Retailing

[New Orleans' Fresh Food Retailers Initiative](#) - The Program will increase access to fresh foods in underserved neighborhoods, provide employment opportunities and serve as a catalyst for neighborhood revitalization by providing direct financial assistance to retail businesses by awarding forgivable and/or low-interest loans to supermarkets, grocery stores, and other fresh food retailers. The City has provided \$7,000,000, which will be matched 1:1 by a city partner.

[Feed DC Act](#) - The Policy (2010) aims enable more District residents to eat a healthy diet by (1) to improve access to healthy foods in low-income neighborhoods; (2) to encourage green technology in food stores; and (3) to create good jobs in areas with very high levels of unemployment.

[New York City FRESH Program](#) - FRESH provides zoning and financial incentives to promote the establishment and retention of neighborhood grocery stores in underserved communities throughout the five boroughs.

[Baltimore Food Policy Initiative](#) - An inter-governmental collaboration with the Department of Planning, Office of Sustainability, Baltimore Development Corporation, and the Baltimore City

Health Department. The goal of BFPI is to increase access to healthy and affordable foods in Baltimore City food deserts through a holistic and comprehensive food systems approach.

For more information on other local and state programs, visit: <http://tinyurl.com/lqqal2w>