



## City of Madison Healthy Retail Access Program Application



### APPLICANT INFORMATION

**Primary Contact for Project (phone, email)**

Mayra Medrano, 608-712-0452, president@lccmadison.org

**Total Project Amount: \$ 35,000**

**Healthy Retail funds requested (Maximum: \$35,000): \$ 35,000**

**Address(es) of Project**

Latino Chamber of Commerce of Dane County, 818 W. Badger Road, Madison, WI 53713

**Applying as a: Organization**

**Retailer** ☐

**Organization** ☒ (must fill out Form A)

**Are you a SNAP approved retailer through the U.S. Department of Agriculture (USDA)?**

YES ☒ **FNS#** 5155436 -  
**Mercado Marimar**

NO ☐

### PROJECT INFORMATION

**Please limit each answer to the space provided. You may attach additional information related to the questions and budget to this application.**

**Please describe, in detail, the proposed project.**

The Rimrock Road Corridor Food Buying Club is a collaboration between the Latino Chamber of Commerce of Dane County, the Badger Rock Neighborhood Center, Mercado Marimar and the South Madison Farmers Market that will increase the availability of fresh, healthy and locally-grown food within this corridor. According to the City of Madison, approximately 13,916 people live within a block of the Badger Rock Neighborhood Center. The median household income for the area is \$31,351 with an average household size of 2.5 people, falling within HUD's Very Low Income Limits. Approximately 62% of the residents are people of color. Through outreach provided by the Latino Chamber and Badger Rock Neighborhood Center, the project will establish a food buying club that will screen members to be eligible for home-delivery of healthy foods by Mercado Marimar within the target area. An initial Food Buyers Club organizational meeting will be held at the Badger Rock Neighborhood Center to review the rules and procedures for the club and to establish the initial healthy food offering of the club. With guidance from Mercado Marimar, the South Madison Farmers Market will expand the variety of organic fruit and vegetables that it raises to meet the dietary preferences of the African American and Latino families living in the area. It is planned that the relationship between the South Madison Farmers Market and Mercado Marimar will lead to a growth in organic fruit and vegetables that are sold in Mercado Marimar's store on S. Park Street leading to an expansion of locally-grown, organic and health foods that are purchased in the South Madison area. The South Madison Farmers Market will work with four ex-offenders in expanding the capacity of the farmers market in providing fruit and vegetables to Mercado Marimar. Once the Food Buying Club has been established, members will be able to place orders for health foods and basic cooking ingredients such as flour, meats and milk through a Mercado Marimar website or a food-order calling number utilizing an order form that lists each product and its price. Members will need to place a minimum order for the home delivery. Deliveries will only be made to member households that have been pre-screened by Latino Chamber and Badger Rock employees. Deliveries will be made once per day in the late afternoon and early evening by Mercado Marimar. Mercado Marimar will accept SNAP, credit card, debit card and check payment for the deliveries. In the interest of safety, cash payments will be discouraged or prohibited. It is hoped that the Food Buying Club will eventually lead to a physical presence of Mercado Marimar in the Rimrock Road corridor and the expansion of the South Madison Farmers Market to provide organic fruit and vegetables to other local outlets and the employment of more ex-offenders in the process.

**Please describe how the project improves access to healthy food in the neighborhood you serve.**

The Rimrock Road Corridor Food Buying Club will improve access to healthy foods in two primary ways. First of all, the closest access to grocery stores is on S. Park Street with Mercado Marimar, Yue-Wah Oriental Foods and Copps Grocery Store and WalMart on Royal Avenue in the South Towne area. There is no easy access to these sources of fruit and vegetables from the Rimrock Road corridor, especially if the household lacks their own transportation and must rely upon the bus and other forms of transportation to purchase food for the household. In addition, these outlets may not provide locally-grown, organic fruit and vegetables during significant periods of the year. The Food Buying Club will provide fruit, vegetables and other healthy foods on a daily basis to food buying club members within this geographical area that could be described as a food desert. Ordered food stuffs will be delivered by Mercado Marimar, eliminating the transportation barrier to obtaining healthy foods. And with the daily deliveries in the late afternoon and early evening hours, households will not have to wait until for a weekly pick-up time or periodic organized trips to grocery stores via buses that are provided for that purpose. With daily access to food stuffs, households will be less likely to rely upon higher-priced, high calorie foods available at convenience stores or through delivery from fast food and other restaurants. Second, the project will be promoting the expansion of locally-grown, organic fruit and vegetables grown by the South Madison Farmers Market that meet the dietary preferences of local African American, Latino and Asian American households in the area. Through the employment of ex-offenders having difficulty in securing employment after their release from incarceration, the South Madison Farmers Market will increase the number of people in the Rimrock Road corridor producing organic healthy foods in the area. Since the South Madison Farmers Market grows its food in fields off of Moorland Road in the target area, it also means that the project is cutting down on the air pollution and other side effects that are incurred when transporting fruit and vegetables from California and foreign countries and will guarantee that the fruit and vegetables are organic. The food buying club will hold quarterly meetings at the Badger Rock Neighborhood Center to feature healthy cooking demonstrations and to allow members to discuss with Maercado Marimar any changes to the offerings that they desire. This project melds healthy foods supply and retail together. It will also serve to promote neighborhood cohesiveness and cooperation together by bringing Euro-American, Hmong, Latino and African American residents together around healthy food. In essence, this project is two healthy foods initiatives melded into one project in order to achieve synergies that would not be achieved by submitting them separately.

**Please describe any organizational partners or other collaborators and their relationship to the project.**

The Rimrock Road Food Buyers Club is a collaboration between the Latino Chamber of Commerce, Badger Rock Neighborhood Center, Mercado Marimar and the South Madison Farmers Market. Founded in 2003, the Latino Chamber of Commerce of Dane County, 818 W. Badger Road, represents the Latino and non-Latino business community in the greater Madison and surrounding cities. It provides technical assistance, skill-building seminars and networking opportunities to Latino businesses and those wishing to do business in the Latino community. The Latino Chamber will perform outreach to the Latino community on the Rimrock Road area and provide overall project administration. The Badger Rock Neighborhood Center, a part of the Center for Resilient Cities, was established in 2012 at 501 E. Badger Road. It provides its own programming for youth and adults and allows other organizations to provide services and programming to residents of the Rimrock Road area. It will serve as the physical anchor to the project and provide outreach within the target area for the food buying club. It will also host meetings of the membership of the food buying club. Mercado Marimar, 2102 S. Park Street, is an established, Latino-owned business that is both a carry-out food and grocery seller at its S. Park Street location and operates a food cart on the Capitol Square. Mercado Marimar will work with the South Madison Farmers Market to expand the selection of fruits and vegetables that it will grow and provide deliveries of food to club members in the Rimrock Road area from its S. Park Street store. The South Madison Farmers Market, 501 E. Badger Road, has been growing organic fruit and vegetables for over three decades. Employing ex-offenders identified through the Nehemiah Center for Urban Leadership Development, the South Madison Farmers Market will expand the volume and variety of organic fruit and vegetables grown in the Rimrock Road area that are available for sale through the food buying club and in other outlets in the South Madison area and beyond.

**Please take some time to describe the types of technical assistance that you may need to help with completing the project. Some examples of technical assistance: business plan development, marketing assistance, financial planning, grant writing assistance, market research, bookkeeping, project management, etc.**

At the present time, it is felt that the collaboration members will be able to provide all of the necessary components of the project. We will have to purchase some technical assistance to develop Mercado Marimar's website and Internet ordering system.

**Please indicate a general timeline for the project.**

1) November - December 2015 - Collaboration members will further organize the project and formally enter into a collaboration agreement. 2) December 2015 - February 2016 - Latino Chamber and Badger Rock Neighborhood Center perform outreach to the Rimrock Road area. 3) January - February 2016 - Latino Chamber and Mercado Marimar develop Internet and phone club ordering system. 4) Organizing meeting of the Rimrock Road Food Buyers Club held at Badger Rock Neighborhood Center to determine offerings and final mechanics of the club. 5) March 2016 - Mercado Marimar and South Madison Farmers Market determine fruit and vegetables that will be grown by South Madison Farmers Market and timeline for bringing food stuffs into the club and Mercado Marimar. 6) January - April 2016 - South Madison Farmers Market begins training ex-offenders on organic farming and planting initial offerings. 7) April 2016 - Rimrock Road Food Buyers Club begins operation. 8) May 2016 - First quarterly meeting of the food buyers club is held at Badger Rock Neighborhood Center.

## BUDGET SUMMARY

Please include a project budget that includes items such as construction costs, materials, labor, etc. Please include specifically how city dollars would be utilized within the project budget. Also include other funders, lenders, or in-kind supporters that are contributing to the project.

## SAMPLE BUDGET

Item	Total Cost	Labor Cost (estimate, if not available)	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support
Fruit/Vegetable Refrigeration Unit	\$25,000.00	\$0.00	\$25,000.00	\$0.00
Partial Van Allocation	\$9,330.00	\$0.00	\$9,330.00	\$0.00
Marketing Materials	\$1,500.00	n/a	\$1,500.00	\$0.00
Community Outreach	\$7,670.00	\$7,670.00	\$7,670.00	\$0.00
Crop Expansion Labor	\$21,000.00	\$21,000.00	\$21,000.00	\$0.00
Seeds	\$3,000.00	\$0.00	\$3,000.00	\$0.00
Administration	\$39,400.00	\$1,000.00	\$1,000.00	\$38,400.00
Internet Ordering System	\$1,500.00		\$1,500.00	
<b>TOTAL</b>	\$108,400.00	\$29,670.00	<b>\$70,000.00</b>	\$38,400.00

# FORM A

**A) Please list the retailer(s) and location(s) that are directly working with for this project.**

A) Mercado Marimar, 2102 S. Park Street, Madison, Wisconsin B) The South Madison Farmers Market, 501 E. Badger Road, Madison, Wisconsin will be a fruit and vegetable wholesaler.

**B) Please specifically describe the organizational support that you are providing to the retailers as a part of this project proposal.**

The Latino Chamber is providing overall project management, assisting Mercado Marimar with developing its Internet and phone ordering system, providing outreach to the Latino community to sign-up food buying club members and outreach material development.

## LETTER OF INTENT

**Please attach a letter, signed by the owner or manager for the retailer(s) involved that describes their active participation in the project.**