



Office of the Mayor

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Memo: Healthy Retail Access Work Group Funding Recommendation - *Luna's Groceries*

Date: Tuesday, March 6th, 2018

To: Madison Food Policy Council Members

From: George Reistad, Food Policy Coordinator and Members of the Healthy Retail Access Work Group

Members of the Madison Food Policy Council,

The Healthy Retail Work Group met with Mariam and Joe Maldonado, representatives of Luna's Groceries, on Tuesday, March 6th to discuss their proposal seeking Healthy Retail Access Program (HRAP) funding to assist in the acquisition, renovation, and opening of a small grocery store in the Allied-Dunn's Marsh neighborhood. That proposal requests funding for capital costs related to equipment, renovations, building acquisition, and initial inventory.

For many years, the Allied-Dunn's Marsh neighborhood has grappled with food access issues and has struggled to attract and retain food retail establishments with inventory selections that provide fresh produce and healthy offerings to neighborhood residents. Luna's Groceries employs a unique business model, utilizing a 2,240 sf building that formerly housed a PLS Loan Store to launch a small-footprint grocery store that will have a diverse product mix which does include -- among other things -- meat, seafood, dairy, and fresh produce.

Members of the Healthy Retail Access Work Group believe that the applicants have the business experience and community foundations required to open a successful food retail business within the neighborhood. Work Group members highly recommend that the requested \$157,735 in HRAP funding be awarded to Luna's Groceries to assist with the start-up costs related to opening a small grocery store in the Allied-Dunn's Marsh neighborhood.

Sincerely,

A handwritten signature in black ink, appearing to be "GR", with a horizontal line extending to the right.

George Reistad
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