



## Office of the Mayor

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**Memo:** Healthy Retail Access Work Group Funding Recommendation – *International Market*

**Date:** Monday, September 14, 2020

**To:** Madison Food Policy Council Members

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

Members of the Madison Food Policy Council,

The Healthy Retail Access Work Group met with Martee Mikalson (Grocery Retail Consultant, Martee's Consulting, LLC) on Thursday, September 10, 2020. Martee provided an overview of International Market's Healthy Retail Access Program infrastructure proposal, which seeks \$30,000 in funding assistance to invest in refrigeration and cooler/freezer equipment at the store, located at 4261 Lien Road (addressing Food Access Improvement Map – Areas of Focus 4 and 7).

International Market is owned by Ceesay Dukuray, an immigrant from The Gambia, who worked for years at a retail distribution center to save up enough money to lease and open a small grocery store. Currently International market is able to offer mostly shelf-stable products with very limited perishables. The root of this funding request lies in Ceesay's desire to offer more perishable products, both fresh and frozen, with a focus on dairy, meat, and produce so that she can expand her client base, grow the business, and provide healthier, culturally relevant products to community members. The equipment that is currently installed at International Market is obsolete and frequently breaks down, resulting in costly repair costs and loss of perishable inventory.

The Healthy Retail Access Work Group members believe that this is a technically sound and thorough proposal, which provides estimates and a timeline for equipment purchase and installation, income statements that show current and predict future cash flow and growth after the equipment purchases, have letters of support and commitment from economic development organizations, and has secured 60% of the total project costs from either personal equity, landlord investment/rent credits, and in-kind contributions. For all of these reasons, members of the Healthy Retail Access Work Group recommend that this application for funding be approved by the full Madison Food Policy Council.

Sincerely,

A handwritten signature in black ink, appearing to be "GR", followed by a horizontal line.

George Reistad  
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