

Fresh Food Access Fund Proposed guidelines

Community and Economic Development Committee

December 4, 2019

Background

- Budget amendment provided \$200,000 for fund in 2018
- Budget amendment provided \$200,000 for fund in 2019
- Fund intended to improve access to fresh, healthy food for underserved residents
- Many ideas, but no expenditures to date



Fund supports these priority strategies

- Attract grocery stores and mobile market stops
- Develop other retail outlets as sources of fresh foods
- Increase stock of fresh foods in corner stores
- Increase availability of locally-grown food
- Meet food needs of groups with special dietary requirements
- Improve transportation to healthy food outlets
- Improve nutrition and food preparation education

Eligible uses

- Capital projects
 - Investment establishes, expands or improves food-related businesses that broaden access to fresh, healthy foods for underserved residents
 - Purchase of equipment to store and/or prepare food
 - Purchase of furniture, fixtures, inventory for healthy food business
 - Renovation of space to house or expand a food retail operation
 - Purchase of vehicles to deliver food or transport residents to food outlets
 - Improvements to exterior or signage at retail food operation
 - Minimum capital grant: \$10,000
 - Maximum capital grant: \$50,000



Eligible uses

- Education programs
 - Activities that advance nutrition education or food preparation skills
 - Instructor compensation
 - Food and kitchen utensils used during instruction
 - Minimum grant: \$1,000
 - Maximum grant: \$5,000



Grant terms

- Both for-profit and non-profit applicants are eligible
- Applicants must match City grant with funds from other sources
 - Maximum of 50% of project cost covered by FFAF grant
- Grants provided as reimbursement for paid expenses or direct payment to vendors
- Entities that hold or seek licenses to sell alcoholic beverages or tobacco products may not apply
- Applications reviewed by staff from Milwaukee Health Dept. and Dept. of City Development
- Grant decisions made by Business Resource Committee