

**ATTACHMENT A (File No. 191189)**  
**Fresh Food Access Fund**  
Program Guidelines

Goal

The Milwaukee Fresh Food Access Fund (FFAF) provides financial support to activities that increase the access of underserved consumers to healthy food choices.

Eligible projects

The FFAF provides matching grants to projects that advance one or more of the following strategies:

- 1) Attract grocery stores and mobile market stops to underserved neighborhoods.
- 2) Develop other retail outlets in underserved neighborhoods as sources of fresh foods.
- 3) Increase the stock of fresh foods in corner stores.
- 4) Increase the amount of locally-grown food that is available to Milwaukee consumers.
- 5) Meet the fresh food needs of populations with special dietary requirements.
- 6) Improve transportation to grocery stores and farmer's markets for individuals who live in underserved areas.
- 7) Improve nutrition and food preparation education.

Eligible uses of Fresh Food Access Fund grants

FFAF grants may be used for the following purposes:

- 1) Capital expenditures related to the establishment, expansion or improvement of a food-related business that expands access to fresh, healthy food for underserved residents.
  - a. Purchase of equipment to store and/or prepare healthy food.
  - b. Purchase of furniture, fixtures and start-up inventory for a healthy food business.
  - c. Build-out of space to house or expand a food retail operation.
  - d. Purchase of vehicles.
  - e. Improvements to the exterior and signage of a food retail operation.
- 2) Education programs for consumers
  - a. Instructor compensation
  - b. Food and kitchen utensils used during instruction.

Eligible applicants

Applications will be accepted from not-for-profit organizations with current 501(c)(3) registration with the US Internal Revenue Service, and for-profit businesses.

Application information and evaluation

Grant applications must be prepared on a standard application available in the "Commercial Corridor Team" section of DCD "business toolbox" web site: <https://city.milwaukee.gov/DCD/BusinessToolbox#>

FFAF applications will be evaluated by staff from the Milwaukee Health Department and the Department of City Development, and grant awards will be made by DCD's internal Business Resource Committee. Grant applications are reviewed monthly. Decisions of the Committee are final.

Grant terms

Grant applicants are required to provide a full budget for the proposed project, identifying the sources and uses of all funds. A maximum of 50% of the project budget may be covered by the FFAF grant. See the table below for information about minimum and maximum grants.

<b>Grant type</b>	<b>Minimum grant</b>	<b>Maximum grant</b>
Capital grant (project may include associated educational components)	\$10,000 <i>Project budget must be at least \$20,000 to qualify.</i>	\$50,000 <i>Project budget must be at least \$100,000 to qualify.</i>
Education program grant	\$1,000 <i>Project budget must be at least \$2,000 to qualify.</i>	\$5,000 <i>Project budget must be at least \$10,000 to qualify.</i>

Grantees will be required to enter into a written grant agreement with the City of Milwaukee. The agreement may specify that the grant will be provided as reimbursement for paid expenses or direct payment to equipment vendors. Education projects may be eligible to receive partial payment upfront with the remainder provided upon project completion. The agreement will also specify documentation that the grantee must provide regarding grant expenditures.

If City and State licenses are required to operate the proposed project, no payment will be made until the grantee presents evidence that these licenses have been issued. Licensed businesses that are not in good standing with the City of Milwaukee Health Department are ineligible to receive a grant. Businesses that hold or have applied for licenses to sell cigarettes, tobacco products, liquor, fermented malt beverages or wine are not eligible to apply for an FFAF grant.

mlb/kl  
112719