



Dear Applicant,

The City of Madison is excited to offer the Healthy Retail Access Program (HRAP) to promote and improve access to healthy foods within the City of Madison and assist the development of new and existing retailers and organizations within identified areas of the City.

This program makes funds available for projects that aim to improve access to affordable, healthy, and culturally appropriate retail within Areas of Focus identified on the [City of Madison Food Access Improvement Map](#).

Healthy Retail Access Program Goals

- Increasing healthy food access to low-income individuals and families
- Supporting food enterprise development and entrepreneurship
- Increasing healthy food choice and improving health outcomes
- Increasing culturally appropriate foods in identified Areas of Focus

Instructions for Application

The City will accept and consider applications on a rolling basis, based on the availability of funds. Applicants are strongly encouraged to contact city staff prior to submitting a full application.

Once an application is submitted, feedback will be provided to the applicant by a staff team. Prior to any final funding recommendations, the application will be reviewed by the Healthy Retail Access Work Group and final funding decisions will be made by the full Madison Food Policy Council. This process may take up to four months.

More information can be found on the [Healthy Retail Access Program](#) website:

- Frequently Asked Questions (FAQ)
- Program Guidance Document – “Am I a Good Fit for the Healthy Retail Access Program?”
- Healthy Retail Access Program Application

Please submit your application via email or direct mail along with any additional relevant materials to:

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