

February 26, 2013

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Members of the Housing, Community and Economic Development
Council:

Councilmember Richard Alarcón, Chair
Councilmember Ed P. Reyes
Councilmember Herb J. Wesson, Jr.
Councilmember Jan Perry
200 N. Spring Street, Los Angeles, CA 90012

Dear Councilmembers:

With this letter, we express our strong support for the application for
Community Development Block Grant funding for the Community Market
Conversion (CMC) Program submitted by the Los Angeles Food Policy
Council. We ask that you consider application of unencumbered funds
available through the Economic Development Fund established in the
Mayor's 2013-2017 Housing and Community Development Five-Year
Consolidated Plan.

Corner market conversion projects are a prudent and salient investment
of Community Development Block Grant (CDBG) funding available to the
city. There are thousands of small convenience and corner stores
throughout the city, with two to three times as many in low-income
areas.

Investments in neighborhood markets address multiple community needs
at once by promoting (1) access to nutritious foods, (2) small business
development and (3) neighborhood revitalization through improved
signage and store fronts. The program serves low and moderate-income
store-owners in "food desert" neighborhoods with demonstrated limited
healthy food retail (supermarkets, farmer's markets, sit-down
restaurants) and with an oversaturation of liquor stores, fast food outlets
and convenience stores.

The services offered to the business include:

- Facade treatment/business building rehabilitation
- Business development
- Food inventory technical assistance
- Store design and display support
- Procurement and distribution support
- Community engagement support

The program prioritizes stores located within major transit corridors,
including bus and rail transit-oriented development hubs. The program
also connects store-owners to BusinessSource services and DWP's direct
lighting Install program for small businesses.

Economic development funding through CDBG would be met with
philanthropic grants that enable the LAFPC to offer ongoing free business





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Councilmember Richard Alarcón, Chair

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Councilmembers:

As the principal of a Los Angeles economic development consulting firm focused on improving access to healthy foods in low-income communities, I have seen from experience the impact that corner store, or community market, conversions can have on a neighborhood. Community market conversions, such as those being endorsed by the Los Angeles Food Policy Council, can bring healthy food, more jobs, and greater tax base to Los Angeles. I hope you will consider support of such programs as part of this year's Consolidated Plan.

While a successful community market conversion program was initially executed by the former CRA/LA, such entities no longer exist to assist the City. New entities, such as the Food Policy Council and the formative economic development agency, must seek to fill the void. I encourage the City to be innovative and courageous in its leadership.

Should you wish to further discuss the merits of food access, or the activities that my firm is undertaking to bring improved food retail to Los Angeles residents, please do not hesitate to contact me.

Sincerely,

/s/

Daniel Tellalian
Director, Emerging Markets Inc.



**LOS ANGELES
FOOD POLICY COUNCIL** MOVING
THE GOOD FOOD FOR ALL
AGENDA

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Dear Councilmembers:

With this letter, I express my strong support for the application for Community Development Block Grant funding for the Community Market Conversion (CMC) Program submitted by the Los Angeles Food Policy Council.

Corner market conversion projects are a prudent and salient investment of Community Development Block Grant (CDBG) funding available to the city. There are thousands of small convenience and corner stores throughout the city, with two to three times as many in low-income areas.

Investments in neighborhood markets address multiple community needs at once by promoting (1) access to nutritious foods, (2) small business development and (3) neighborhood revitalization through improved signage and store fronts. The program serves low and moderate-income store-owners in "food desert" neighborhoods with demonstrated limited healthy food retail (supermarkets, farmer's markets, sit-down restaurants) and with an oversaturation of liquor stores, fast food outlets and convenience stores.

The services offered to the business include:

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The program prioritizes stores located within major transit corridors, including bus and rail transit-oriented development hubs. The program also connects store-owners to BusinessSource services and DWP's direct lighting install program for small businesses.

Economic development funding through CDBG would be met with philanthropic grants that enable the LAFPC to offer ongoing free business development trainings for a network of up to 300 neighborhood market owners as well as additional store conversion projects.

With the application of CDBG funding toward the Community Market Conversion Program, the City has the opportunity to fortify this unique, multi-faceted redevelopment initiative that improves the lives of our city's small businesses and food desert communities. Thank you for your support.

Very truly yours,



Mathew Sharp
Senior Policy Advocate, California Food Policy Advocates
Member of the Los Angeles Food Policy Council