



200 North Spring Street
City Hall Suite M125
Los Angeles, CA 90012
goodfoodla.org

2/26/2015

Honorable Members of the City Council
c/o City Clerk
Room 395, City Hall
Los Angeles, CA 90012

Subject: 41st Program Year (PY) of the Housing and Community Development Consolidated Plan –Third Year Action Plan (2015-2016)

Dear Councilmembers,

With this letter, we express strong support for the application of Community Development Block Grant funding to the amount of \$250,000 toward the Los Angeles Food Policy Council's Healthy Neighborhood Market Network Program (HNMNP), as listed in the Housing and Community Development Consolidated Plan, line item 27 under Economic Development.

Healthy corner store projects are a great application of Community Development Block Grant (CDBG) funding for micro-enterprise assistance. There are thousands of small convenience stores and corner stores throughout the city. Two to three times as many are concentrated in low-income areas, and many are low-to-moderate income family-owned operations.

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 without replacement of existing businesses. The program serves low and moderate-income store owners in "food desert" neighborhoods with a reported lack of healthy food retail (limited supermarkets, farmers' markets, sit-down restaurants), and prioritizes stores located in major transit corridors.

In the last two years, the HNMNP held six healthy food retail trainings and supported healthy market transformations at three corner stores in South LA and Boyle Heights. Funding through CDBG will enable HNMNP to offer ongoing technical assistance to 10 corner stores, and training events for 100 additional corner stores. The training and technical assistance offered to the store owners include support in the following areas:

- Business / leadership skills
- Healthy food inventory
- Store design and display
- Procurement and distribution
- Community engagement
- Marketing/branding
- Resource referrals to BusinessSource services, WorkSource services

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

Sincerely,

The Healthy Food Retail / Food Equity Working Group

Stakeholders represented:

API Obesity Prevention Alliance (APIOPA)
Community Coalition
Community Health Councils, Inc. (CHC)
Groceryships
Institute for Maximum Human Potential (IMHP)
With Love Market and Café





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The LA Food Policy Council was honored to assist the Economic and Workforce Development Department in 2012-2013 in providing micro-enterprise assistance to neighborhood markets through our Healthy Neighborhood Market Network program. We would welcome the opportunity to partner with the City again to support LMI neighborhood market owners in food desert neighborhoods to grow as businesses and bring fresh food to under-served residents.

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Sincerely,

A handwritten signature in black ink that reads "Clare Fox".

Clare Fox
Director of Policy and Innovation, Los Angeles
Food Policy Council

A handwritten signature in black ink that reads "Alexa Delwiche".

Alexa Delwiche
Managing Director, Los Angeles Food Policy
Council