



# Proyecto Pastoral at Dolores Mission

135 North Mission Road, LA, CA 90033  
Phone (323)881-0018 Fax (323) 268-7228  
www.proyectopastoral.org

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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, Proyecto Pastoral at Dolores Mission expresses strong support for the application of Community Development Block Grant funding to the amount of \$250,000 toward the Healthy Neighborhood Market Network Program (HNMNP), as listed in the Housing and Community Development Consolidated Plan (Attachment B, 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. 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,

Cynthia Sanchez  
Chief Executive Officer

Comunidad en Movimiento  
Community Organizing Project

IMPACTO  
Academic Enrichment Program  
Aliso-Pico Recreation Center

Dolores Mission Women’s Cooperative  
Early Childhood Education Centers

Guadalupe Homeless Project  
Men’s Shelter Program  
Women’s Catering Program

Proyecto Pastoral Thrift Store  
Community Thrift Store

Promesa Boyle Heights  
Community-School Transformation