



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

**2024 Fresh Food Access Fund
Addendum #1
May 15, 2024**

This addendum includes answers to all questions submitted prior to the deadline of May 10, 2024 at 4:00 pm.

1. How can we apply for this grant?

All applications are due to the City of Milwaukee through the electronic application interface by 4pm on May 27th, 2024.

2. Can the cost of electricity, rented space, gas for transporting food, cost of feeding the homeless and human asses be counted as matching funds?

Soft costs, including electricity, space rental, and gasoline, can be considered eligible expenses if they are specifically necessary to carry out another eligible use of funds. Such other eligible uses of funds must include capital expenditures related to the establishment, expansion, or improvement of a food-related initiative that increases access to fresh, healthy food for underserved residents.

3. Can the grant include fencing for a newly build community garden?

Construction activities related to community gardens, including the installation of fencing, would be considered an eligible expense.

4. Can you send me the info for the recorded version of the May 8th session?

The video recording of this information session is now available at www.milwaukee.gov/ffaf.





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5. Our school community comprises approximately 500 individuals, including 415 students, 85 staff, and volunteers. We aim to enhance access to healthier food options for these members. Some of these options will be provided free of charge, while others may be available for purchase at a nominal cost through a campus retail shop. This initiative is exclusive to students, staff, and campus visitors and not open to the general public. Would this approach qualify for support from the Fresh Food Access Fund?

An activity that is not available to the general public (i.e. a program providing food that is only available to students, staff, and campus visitors) would be considered ineligible to receive funding through the FFAF.

6. Eastbrook Church (EBC) and Eastbrook Academy (EBA) both administer programs that provide food to families at no cost. EBC operates a food pantry in collaboration with Feeding Wisconsin for community members near our campus, while EBA distributes food to our students' families periodically as part of our family health and wellness program. Participants incur no costs for either of these programs. Would the fact that these programs do not involve the sale of food pose any eligibility issues, or would we still be considered for support?

An activity that is not available to the general public (i.e. a program providing food that is only available to students' families) would be considered ineligible to receive funding through the FFAF. Eligibility to receive funding through the FFAF is not limited to entities that provide food for sale. Non-profits or other entities seeking to expand otherwise eligible initiatives that provide fresh food options free-of-cost to the general public are welcome to apply.

7. Our address is 5375 N Green Bay Ave, located less than one mile from a Pick N Save store. Does our proximity to Pick N Save affect our eligibility for funding, or would demonstrating that many of those we serve come from food deserts help address this concern?

Close proximity to an existing fresh food retailer does not disqualify a potential applicant from applying. Such an applicant could provide information concerning "the level of need experienced by the community or neighborhood that is expected to benefit from the project," or information relating to the other selection criteria listed in the program guidelines, to bolster their argument for a grant.





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8. I am wondering if our Healthy Food Access Tours would be a fit for this opportunity. This is a program that we offer to anyone, but primarily people who are part of the near south side community. We tour local farmers' markets and grocery stores providing nutrition education to participants about the foods they can find there, where in the store or market they are located and also offer a public transportation component, riding the bus with participants and teaching them how to navigate the bus system. Does this seem like it may be an appropriate fit?

FFAF grants may only be used for capital expenditures related to the establishment, expansion, or improvement of a food-related initiative that increases access to fresh, healthy food for underserved residents. Based on the information provided, the Healthy Food Access Tours may not be an appropriate fit for the FFAF.

9. I am the owner of a beverage company Promoting health and wellness through beverage and would like to have my beverages in retail stores. I am inquiring if I would be eligible for this grant?

FFAF grants may only be used for capital expenditures related to the establishment, expansion, or improvement of a food-related initiative that increases access to fresh, healthy food for underserved residents. For example, if specific equipment is required to produce health and wellness beverages at a marketable scale, then the purchase of such equipment could be considered an eligible expense.

10. Would public schools/ a public school district be an eligible entity?

Yes, we will consider grant applications from school districts or other governmental entities.

11. Can these funds be used toward a project already in progress and projected to end midsummer?

If a project is selected for funding, then eligible expenses can only be incurred once the grant agreement is signed. All costs incurred prior to execution of the agreement would be ineligible for reimbursement or match consideration. Contracts are expected to be made available to awarded grantees on or around June 30th, 2024.

12. Can this also cover labor cost/wages to complete this project?

Soft costs, including labor expenses, can be considered eligible expenses if they are specifically necessary to carry out another eligible use of funds. Such other eligible uses of funds must include capital expenditures related to the establishment, expansion, or improvement of a food-related initiative that increases access to fresh, healthy food for underserved residents.

