

**Thank you for your interest in becoming a Healthy Corner Store!** Below are further details about Healthy Foods Here including the incentives we can offer your store and the next steps to get involved.

Healthy Foods Here can provide the following assistance to your store:

- > **Marketing** – Healthy Foods Here will help you to attract new customers living and working near your store and increase demand for healthier foods. In addition, we provide assistance in advertisement and promotional materials such as posters, shelf-signs and flyers.
- > **Information and business assistance** – Healthy Foods Here provides free assistance in merchandizing, inventory management, and store layout and design.

**Merchandizing and Store Layout**– We help you to promote the sale of products through placement and display, keep track of your orders and order efficiently to reduce waste and overhead, and design the store layout so that it is user-friendly and provides easy access to products.

**Inventory Management** – We help you to choose the right product lines for your store, including assistance in identifying low-cost suppliers. We provide information on how to purchase, price, stock, and market healthy food, especially produce.

**WIC/EBT** - We can also assist your store in the process of applying for and/or retaining WIC and EBT authorization.

- > **Small business development resources** – Healthy Foods Here offers financial incentives including seed capital and low-cost loans for store improvements or equipment (i.e. a new facade or a new refrigerator). Stores are *not* required to take out a loan in order to participate in the project.

**There are 5 steps to become a *Healthy Foods Here* participant:**

1. Complete the Store Application. Healthy Foods Here staff will gladly assist you.
2. Once your application is approved\*, complete the Store Inventory and Store Interview with a Healthy Foods Here staff member.
3. With a Healthy Foods Here staff member, develop a Store Project Plan, outlining your goals and priorities for the program.
4. Sign the six-month Participation Agreement, which outlines how the program works, the ways Healthy Foods Here can support you and your responsibilities as a program participant.
5. Work with a Healthy Foods Here staff member to make changes in the store.

\* Funding is limited. Your businesses will be chosen for participation based on store support and community interest. Please contact a Healthy Foods Here staff member to discuss if this project is right for your business.

### **What is the Store Inventory and what is its purpose?**

*The purpose of the store inventory is to help the Healthy Foods Here team become more familiar with store items, layout and infrastructure so we can provide the best assistance specific to your store. The inventory is designed to be completed without store owner/staff assistance and will involve taking photographs inside and outside of the store. We will not count particular items and will complete the inventory at a time convenient for the store.*

### **What does the Store Interview involve?**

*A Healthy Foods Here team member will talk with the storeowner to become familiar with the business, sales, customers, and types of changes the storeowner would like to make as part of the project. The interview will take about an hour to complete. All business information will remain confidential.*

### **What is the Store Project Plan?**

*Based on our work together, the Store Project Plan outlines business goals and identifies specific improvements with dates of completion and the assistance required for implementation.*

### **What kinds of project costs are eligible for loans and how will they be structured?**

*Equipment and store improvements such as facade upgrades, lighting and refrigeration upgrades related to Healthy Foods Here will be eligible for loans. The Healthy Foods Here program will provide an interest rate subsidy for eligible projects to reduce interest rates to between 3 - 5%, for loans of up to \$50,000. Typical pay back periods will be structured over 3 – 7 years. An incentive will be available to lenders to support projects with limited collateral or personal credit history. Loans will be made by Healthy Foods Here lending partners and are subject to a separate application process and individual lender's underwriting standards. The loan cannot be used to purchase inventory (i.e. food).*

### **How do I access seed capital?**

*Seed capital may be available to support one time expansion costs (i.e. new refrigerator). Seed capital will be available on a case by case basis and as part of an overall incentive package.*

### **Am I required to contribute to my project?**

*Yes, Healthy Foods Here expects all businesses to support the project by contributing their own labor and staff time. Projects that involve the financing of equipment and seed capital will also require an owner financial contribution (stores are not required to take out a loan in order to participate). The amount of the contribution will be determined on a case by case basis, but will typically range between 10 - 20% of the project costs.*

**We hope to have the opportunity to work with your store! Please contact us with further questions at 206.684.0133 or [healthyfoodshere@gmail.com](mailto:healthyfoodshere@gmail.com).**