



October 25, 2022

To Whom It May Concern:

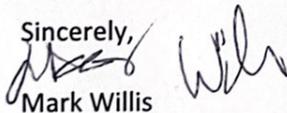
The Hall Hunger Initiative (Hall Hunger) is pleased to write this letter in support of Sunlight Village's request for PDAC funding for the Healthy Family Market project, which will bring healthy affordable food to West Dayton neighborhoods. Hall Hunger has collaborated with the Healthy Family Market from its earliest stages, providing a small microgrant in \$5000 to support early development of the project. We were so impressed by this project that we contacted a major donor we work with and requested they consider funding the Healthy Family Market, which resulted in a significant donation. We would put our support behind a project that we felt was vital and had skilled leadership.

Since its founding by Ambassador Tony Hall in 2015, Hall Hunger has been working in partnership with the community to create a sustainable and just food system in the Miami Valley. As a part of that work, we were instrumental in the development of the Montgomery County Food Equity Plan, which identifies a range of strategies to increase food access, decrease food waste, and decrease food insecurity across Montgomery County. The Healthy Family Market would help to implement these goals by bringing a healthy food market to West Dayton neighborhoods, in an area that is currently a food desert, and by specifically focusing on low-income mothers and children who use WIC and are some of our most vulnerable populations. The Market would not only serve West Dayton residents, but would be available to customers, especially WIC-users, around the County.

The Healthy Family Market also complements other food access efforts that Hall Hunger has been a key support of, including Gem City Market, the recently opened cooperative grocery store in Northwest Dayton.

Hall Hunger is pleased to support Sunlight Village's funding request for the Healthy Family Market and is confident that the project will enhance quality of life for low-income mothers and children in West Dayton and around the County.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Willis", is written over the typed name.

Mark Willis

Director, Hall Hunger Initiative



Dedicated to addressing the problem of food access and serving families in the most impoverished and undeserved areas of Dayton.



VISIONS Artist Rendering - Concept Only

2118 GERMANTOWN - DAYTON, OHIO

Problem Statement:

Dayton's primarily-Black Westside neighborhoods—most notably zip codes 45417 and 45402—suffer from a lack of access to opportunity, particularly affordable, healthy food¹. Approximately 70% of households in these zip codes are led by single women and 46% of all households have children under the age of six (almost 80% of households with young children are headed by single mothers). Residents of these zip codes have poor health outcomes and few healthy resources. ***West Dayton has become a food desert in recent decades, with rates of food insecurity now more than 30% above the national average***², making it the top of the spear for Dayton as a whole, the country's 42nd hungriest city. It is also home to Dayton's largest remaining public housing site, Desoto Bass Courts, built in 1942. Scarcity of healthy food perpetuates poor health outcomes in these low-income Black communities, including high rates of obesity, malnutrition, diabetes, hypertension, and heart disease, especially among children and seniors, as well as higher than average rates of infant mortality. New and expecting mothers in particular simply do not have access to purchase the nutritional produce and other food needed to support a healthy diet to set their unborn and new children up for success.

¹Ohio State University's Kirwin Institute and Public Health Dayton and Montgomery County's 2019 Community Health Assessment, <https://www.phdmc.org/report/community-health-assessment>

²<https://www.daytondailynews.com/news/local/food-insecurity-five-things-know-the-dayton-area/vfB3DMgbVAyqPF2akdg6WK/>

Our Integrated Solution:

The Healthy Family Market (“HFM”) will *provide the inner-city, West Dayton community, specifically low-income women and young children, with convenient access to nutritious, affordable, fresh, high-quality foods and products that support health and wellness.* Based on a proven model that has worked well in other communities, the HFM will focus on selling WIC-friendly items and offer a pharmacy-style shopping experience that will enable customers to place an order online for pickup, or with a cashier, after which the HFM team will shop for them while they access health information and enjoy the child-friendly lobby.

The HFM will accept SNAP EBT food stamp credits, debit cards, and most notably payment via the federal government’s Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), which assists low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, infants and children up to age five buy formula, baby and other supplemental foods, and fresh produce while accessing health care referrals and nutrition education. The pharmacy-style market will enable HFM to better serve single parents and those navigating WIC and SNAP to ensure their credits can be applied to purchases.

The Market will offer a safe, family- and community-friendly environment. Thanks in part to our inclusion in Co-op Dayton’s Social Enterprise Incubator, the support of Greater Dayton Premier Management and CityWide Development, we have secured a site on the Germantown Street thoroughfare, next to Desoto Bass Courts.

In addition to the 3,500 square foot market, HFM will also include an adjacent 1,500 square foot community coffee and smoothie shop. The shop is designed to improve the overall wellness of the community by offering a community space for mental health support groups, food demonstrations, and community discussions, along with preventative and restorative health education programs.

We realize markets that do not provide alcohol, tobacco, unhealthy snacks and processed foods, have a very slim profit margin but a huge impact on the health of those served. Therefore, the Healthy Family Market Team is working hard to open the Market with little to no debt and low overhead to control expenses while ensuring we can maintain our focus of healthy quality foods at an affordable price/fair market value.

TOTAL ESTIMATED PROJECT COST:	\$1,375,932
TOTAL FUNDS RAISED:	\$651,000
GAP:	\$724,000

For more information, contact:

Robbie Brandon

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Kiya Patrick

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Caitlin Jacob

cjacob@citywidedev.com



Greater Dayton Premier Management

Enhancing Neighborhoods • Strengthening Communities • Changing Lives

October 25, 2022

To Whom It May Concern:

Dayton Metropolitan Housing Authority dba Greater Dayton Premier Management (GDPM) is a committed partner of Sunlight Village, Inc. and the Healthy Family Market Project, which will bring healthy, accessible food options for low-income mothers and children to West Dayton. The Market will be located just a few blocks from DeSoto Bass, one of the largest public housing communities in Dayton.

GDPM is the local metropolitan housing authority and services residents of Montgomery County, Ohio. Sunlight Village has worked with GDPM for over 6 years, and in partnership, we are realizing great progress and real investment in West Dayton. GDPM currently owns the site of the future Healthy Family Market and has been an engaged partner in the project from its inception. We are pleased to support the development of such a needed amenity in a current food desert.

Through partnership on the Choice Neighborhood program and providing mental health services at our various developments, Sunlight Village has demonstrated capacity to coordinate cross-sector partnerships that have provided needed resources to residents and investments to the area. The Healthy Family Market will build on these investments and align with the adopted *Renew Miami Chapel Plan*, a comprehensive community development plan completed with robust community engagement through the Choice Neighborhood program.

GDPM is confident that funding for Sunlight Village will benefit not only West Dayton and the residents we work with there, but all of Montgomery County. GDPM looks forward to its continued partnership with Sunlight Village and fully supports their efforts in securing additional funding for the Healthy Family Market.

Sincerely,

Kiya Patrick
Vice President of Development
kpatrick@gdpm.org

EXECUTIVE OFFICE

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October 24, 2022



Hospitals, Health Care, & Human Services Committee
Priority Development and Advocacy Committee
Dayton Area Chamber of Commerce
8 W. Main Street, Suite 100
Dayton, OH 45402

Re: Healthy Family Market Project

Dear Hospitals, Health Care, & Human Services Committee Members:

CityWide Development is pleased to write this letter in support Sunlight Village's request for PDAC funding for the Healthy Family Market project, which will provide low-income women and children access to healthy and affordable food in the heart of the West Dayton Community.

CityWide has been engaged in planning and community organizing in southwest Dayton neighborhoods since 2016, when we became the planning coordinator for the HUD Choice Neighborhood planning effort, led by Greater Dayton Premier Management and the City of Dayton. We led a community process that engaged more than 500 people and led to the development of an adopted transformation plan, *Renew Miami Chapel*. The plan, based on direct feedback from residents, calls for the development of new amenities that ensure residents have better access to healthy and affordable food. The plan also provides a vision for reinvigorating the Germantown St. Corridor and business district. The Healthy Family Market would address both of these needs.

Currently, the market site is located in a food desert, and the new Healthy Family Market would be part of an expanding ecosystem of food projects, focused on providing food access to all residents. The Market would specifically serve some of the area's most vulnerable by focusing on new mothers and young children. Located on Germantown St., at the edge of the neighborhood business district, this market would also revitalize a blighted site and bring new traffic and energy to the area.

We are pleased to lend our support to this project, which will support the implementation of multiple priorities from the *Renew Miami Chapel* transformation plan and bring much-needed services to some of the most vulnerable families in West Dayton.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karen DeMasi".

Karen DeMasi,
Vice President, Community Development



840 Germantown St.
Dayton, OH 45402
(937) 716-1717

October 26, 2022

Hospitals, Health Care, & Human Services Committee
Priority Development and Advocacy Committee
Dayton Area Chamber of Commerce
8 W. Main Street, Suite 100
Dayton, OH 45402

Re: Healthy Family Market Project

To Whom It May Concern:

CO-OP Dayton is pleased to write this letter in support of Sunlight Village's request for PDAC funding for the Healthy Family Market project, which will bring much needed healthy and affordable food to West Dayton Neighborhoods.

The Healthy Family Market team participated in CO-OP Dayton's CO-OP and Social Enterprise Incubator program, which provides social enterprise start-ups with mentorship, resources, and support to complete market research, develop business plans, and begin fundraising. CO-OP Dayton, which developed the Gem City Market, has remained engaged with the Healthy Family Market team, helping to broker relationships with vendors and providing some lessons learned from the first year of operating Gem City Market.

The Healthy Family Market project is deeply rooted in community. It not only brings access to healthy and affordable food to West Dayton, but is using a model that focuses on low-income mothers and young children and strives to create a convenient process that directly fits their needs. CO-OP Dayton is pleased to support the ongoing development of this project which will add a healthy food amenity in a food desert area that has struggled with decades of disinvestment and redlining.

Sincerely,

A handwritten signature in brown ink that reads "Cherrelle Gardner".

Cherrelle Gardner
Program Director