



HFFI-FA NARRATIVE QUESTIONS FOR PRA

FY 2019 CDFI Program and NACA Program
Healthy Food Financing Initiative – Financial Assistance Application

Sections

HFFI-FA Target Market Profile

Question

1. Quantify the extent to which the Applicant's activities will provide goods and services and have an impact in communities that:
 - (i) lack access to healthy food options (for example food deserts) ;
 - (ii) indicate patterns of non-healthy food consumption (such as low rates of fruit and vegetable consumption);
 - (iii) suffer from poor health indicators (such as high rates of obesity, diabetes and other diet-related chronic disease);
 - (iv) have high concentrations of persons participating in food assistance programs (for instance, Supplemental Nutrition Assistance Program; Women, Infants, and Children food packages; school lunch programs); or
 - (v) demonstrate other indications of need for healthy food finance interventions. *[6,000 character maximum.]*

Healthy Food Financial Products

Questions

2. Describe the Applicant's eligible healthy food financial products, and include information on how those financial products will be leveraged with or support other healthy food interventions in the Applicant's target markets. *[4,000 character maximum.]*
3. Describe how the Applicant's proposed and/or current financial products that support healthy food interventions address the financing needs of the Applicant's customers. *[2,000 character maximum.]*

Healthy Food Financing Development Services

Question

4. Describe the development services (e.g., training, technical assistance) that the Applicant offers and/or intends to offer in conjunction with its HFFI-FA eligible lending activities. Describe the format of the instruction (such as one-on-one sessions, group training, or on-line counseling), any fees or costs charged to the customer, and any systems used to evaluate the effectiveness of the development services offered. *[2,000 character maximum.]*

Projected HFFI-FA Activities

Question

5. Use the table below to provide information on the Applicant's pipeline of eligible

HFFI-FA projects and provide a narrative to add any additional context and/or information on pipeline development. Be sure to identify the number and dollar amount of transactions that have already been identified, and for which underwriting is completed or underway. [1,000 character maximum.]

AMIS data entry: Yes

Example:

Project Name	Brief Project Description	Total Development Cost	Total HFFI Loan Amount	Retail	Food Desert	Target Market	Status in pipeline
XYZ Project	Supermarket in Akron, OH serving LMI population	\$10,000,000	\$5,000,000	YES	YES	YES	Underwriting
ABC Project	Food prep space in a larger development	\$15,000,000	\$10,000,000	NO	YES	YES	Inquiry
Total		\$25,000,000	\$15,000,000				

HFFI-FA Track Record

Question

- Discuss prior eligible healthy food financing activities, with particular focus on those that were specifically provided in the Applicant’s designated Target Market. Please use the narrative to provide examples of prior transactions. [1,000 character maximum.]

AMIS data entry: yes

Example:

Fiscal Year	2016	2017	2018	2019
Cumulative Dollar Amount of Healthy Food Projects financed				
Dollar in Target Market				
Dollar Retail				
Dollar Non-retail				
Dollar Food Desert				

Management Capacity for Providing Healthy Food Financing

Question

- Please provide information on staff members that will play key roles in the implementation of your HFFI strategy. You may include up to seven (7) key staff members. [no narrative]

AMIS data entry: Yes

Example:

Key Staff	Responsibility for HFFI implementation	Qualifications
Joe Smith	Underwrite HFFI transactions	Spent 5 years as Loan Officer underwriting super market loans at a commercial bank
Business Development Officer-vacant	Generate new business including HFFI transactions	