

NORTH MARKET

A Unique Grant Opportunity

COMMUNITY SUPPORT OPPORTUNITY

A matching gift opportunity currently exists to help Pillsbury United Communities reach its capital needs to bring a full-service grocery store called North Market to North Minneapolis.

With a recent appropriation from the State of Minnesota, the need for North Market is now around \$1.3 million to complete its campaign goal of \$6.3 million. To help North Market achieve its goal, two Minneapolis Foundation donor families have approved \$1 for \$1 matching grants up to \$100,000 each. The next \$200,000 of contributions made by Minneapolis Foundation donors and other foundations directly to North Market, will be matched dollar for dollar by the Edward R. Bazinet Charitable Foundation and the Douglass Brandenburg Family Foundation. Therefore, your \$1 becomes \$2 contributed toward bringing a vital community asset to North Minneapolis.

PROJECT OVERVIEW

North Market will be a full-service grocery store located at Humboldt Avenue North and 44th Avenue North in North Minneapolis. North Market LLC is owned and operated by Pillsbury United Communities, a highly regarded and successful nonprofit organization, as an independent, self-sustaining social enterprise. North Market is unique as it will unite three elements of community health in one place: nutritious food, health care services, and community wellness events and education.

THE NEED

North Minneapolis is a food desert. The community of 67,000 people is currently served by 36 corner convenience stores and one supermarket. (Cub Foods is located more than 3 miles from North Market's location.)

Lack of access to nutritious food has big consequences, from higher rates of diet-related illness to students who are less prepared to learn. Among Twin Cities neighborhoods that lack adequate access to food, the need is greatest in North Minneapolis, which has the highest concentration of low income households in Minneapolis, paired with the highest rate of diet-related deaths.

To improve diet and health outcomes on a community scale, it is necessary to go upstream. As part of a unique cross-sector partnership, Pillsbury United Communities has a plan to put nutritious food and wellness resources within reach of all North Minneapolis families.

A supermarket alone can't solve the food desert in North Minneapolis. More than a store, North Market will be the home base for community health, providing a full-service grocery experience and hands-on guidance to help families make the most of every visit and every meal.

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KEY PROJECT PARTNERS

North Market will partner with experienced companies and organizations to make this social enterprise a success, including Pillsbury United Communities, North Memorial Health Care, SuperValu, and Oppidan. North Market will benefit tremendously from SuperValu's grocery development services. SuperValu has already provided market planning and analysis, and is now partnering with North Market around store design and construction, inventory management and supply chain, labor, licensing, and insurance.

PROJECT FINANCES AND SUPPORT

The budget to purchase the land and building, renovation, and opening costs is \$6.3 million. To date (May 2017) \$3 million has been raised from corporate and private foundations, including the Cargill Foundation (\$500,000), Otto Bremer Trust (\$500,000), Pohlad Family Foundation (\$300,000), Target Foundation (\$300,000), General Mills Foundation (\$250,000), and Best Buy Foundation (\$250,000).

On May 30, 2017, Gov. Dayton signed an appropriation from the State of Minnesota for \$2 million. This funding will bring the total raised to \$5 million, with several corporate and family foundation asks pending.

North Market's projected sales for its first year are \$4.2 million, and it is expected to generate a slight profit of \$50,000 or 1.2%. The grocery business is a high volume, low-margin business and therefore operating efficiently will be a necessity. Working with SuperValu will bring considerable operating value to the partnership.

