



Welcome!

We will begin shortly

September 20, 2021





Centre Heldman Grocery Store Meeting

September 20, 2021



Agenda

1. Welcome and Reminders

5:30 – 5:40 p.m.

2. Meeting Overview / Background

5:40 – 5:50 p.m.

- History of the Site to Date
- Community Score Card Review

3. Grocer Presentations / Q&A

5:50 – 6:50 p.m.

- Family Tree Food Market
- Pierre Development
- Fresh International Market
- Salem's Market & Grill

4. Next Steps / General Questions

6:50 – 7:00 p.m.

Housekeeping



Select the
“Raise Hand”
button to be
unmuted



Each presentation
will be 15 minutes
with a 5-minute Q&A



Questions can
be placed in the
Q&A box



Tenant Score Card
due September 30

Opening Remarks



**The Honorable
R. Daniel Lavelle**

*City of Pittsburgh
District 6 Councilman*



Dr. Diamonte Walker

URA Deputy Executive Director



Marimba Milliones

Hill CDC President & CEO

Site Location

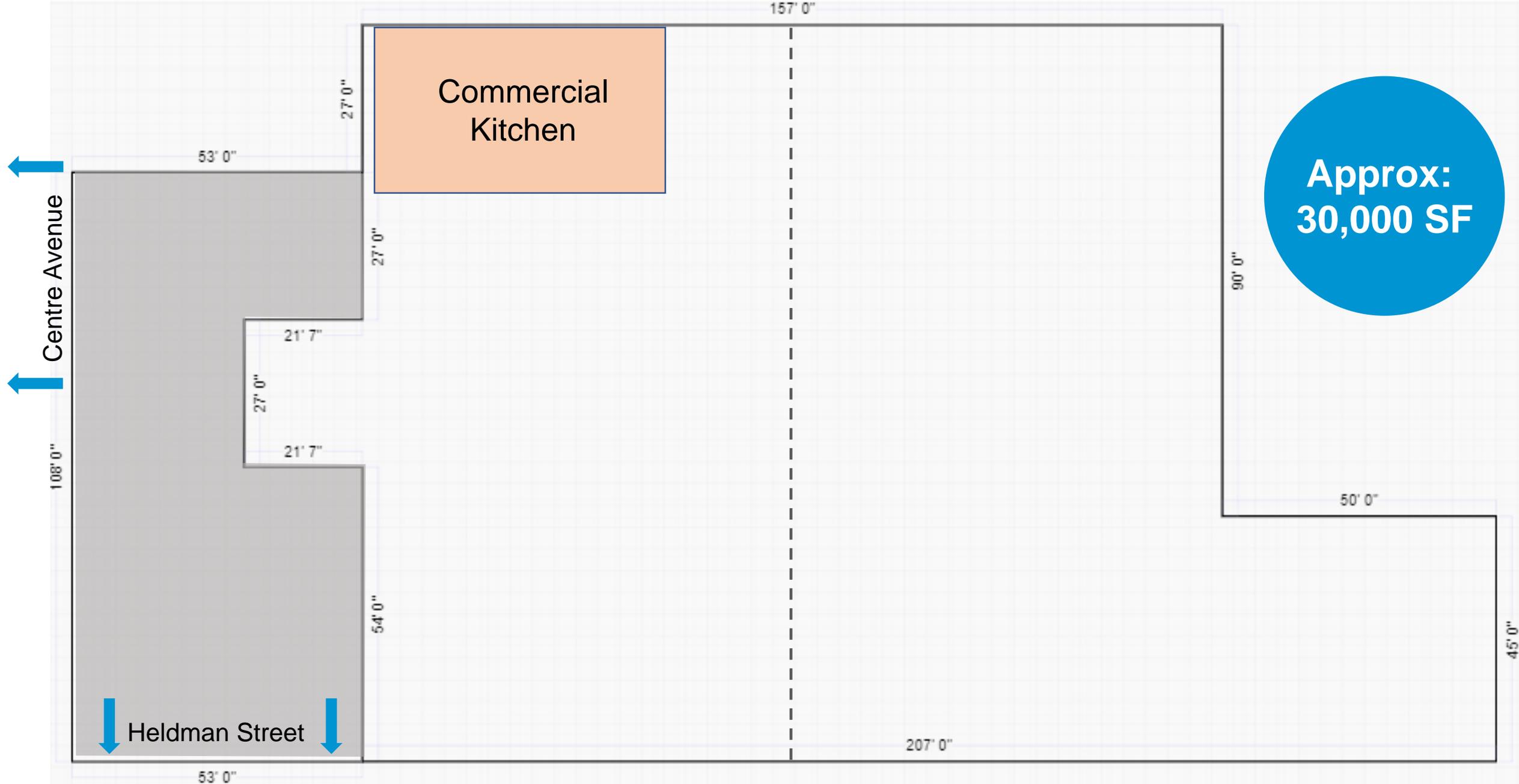


Map of Centre Heldman Plaza



Former SHOP 'n SAVE Exterior

1850 Centre Avenue (Former SHOP 'n SAVE)



Centre Heldman Plaza Timeline

- July 1994: URA acquires the land that now holds Centre Heldman Plaza
- April 2011: URA sells property to Centre Heldman Plaza, LLC (a subsidiary of the Hill House Association)
- October 2013: SHOP 'n SAVE opens
- March 2019: SHOP 'n SAVE closes
- November 2019: URA Board casts a series a votes to gain site control of the property to protect the future of this community asset
- November 2019: URA acquires Centre Heldman Plaza
- March 2020: Request For Interested Tenants (RFI) issued
- June 2020: Modified DRP Community Meeting for interested plaza tenants
- August 2020: CARES CommuniTEA Cafe selected as first tenant in Centre Heldman Plaza
- February 2021: CARES CommuniTEA Cafe opens
- February 2021: First Hill District based Catapult Cohort launched

Scorecard Review

The Scorecard allows Hill District residents to provide feedback on each individual proposal presented.

We want to know:

- Which grocery store concept you like best?
- What qualities are you looking for in a grocery store?
- How likely you are to shop at one of the potential concepts
- Do you feel that the needs of Hill District residents and stakeholders are being addressed?

There is also room at the end to give any other written commentary

How to Score

1. Go to www.hilldistrict.org/score
2. Click the orange "score here" button
3. Fill out the Google Form and submit, IF:
 - You are a Hill District resident
 - You viewed this meeting held on September 20, 2021 either via Zoom, FB Live, or Youtube

The scorecard will remain open until midnight September 30, 2021

PLEASE ALSO SEE THE SCORECARD LINK IN THE ZOOM CHAT

The link will also be available on the URA's Centre Heldman Plaza webpage (ura.org/pages/centre-heldman-plaza), along with the recording of this presentation.

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Family Tree Food Market





Hill District
Pittsburgh, PA
09/2021



Organization

Pittsburgh Executive Team

- ❖ **Jesse Martinez**– Regional Director/Interim Store Executive– Family Tree Food Market – *Jesse has over 20 years of experience running grocery stores. He will join the Hill District to ensure successful implementation.*
- ❖ **TBD** – Store Executive of Operations – Family Tree Food Market – *We will hire a local resident to operate this location as the retail manager.*
- ❖ **TBD** – Executive Assistant of Store Operations – Family Tree Food Market – *We will hire a local resident to support this location and develop into a retail manager.*
- ❖ **Gabrielle Love** – Executive Chef, Master Baker, Nutritionist – Family Tree Food Market – *Gabrielle will join the Hill District to ensure the successful implementation of our food manager.*

National Team

- ❖ **Libby Cook, JD** – Executive Director – Philanthropiece Foundation – *Libby Cook, has over 25 years' experience in the natural foods grocery industry, having co-founded, Wild Oats Markets and Sunflower Markets.*
- ❖ **Jim Thaller** – Managing Director – Talier Treading Group – *Jim Thaller is one of the founders and managing directors of Talier Trading Group; a specialty food development company that is a global leader in distribution.*
- ❖ **Brad Knab, LEED AP** – CEO – StoreMasters – *Over 10 years of professional experience in food retail planning, design, and construction.*
- ❖ **Khalif Ali, MSW** – Executive Director – Common Cause – *Khalif is native to Pittsburgh and is a community leader and has been an advocate for the development of our communities.*
- ❖ **Tamara Dubowitz, MSc, SM, ScD** – Senior Policy Research – Rand Corporation – *Tamara has authored several food publications through the RAND corporation.*

Co-Founders

- ❖ **Daniel Craddock**
- ❖ **Khalid Morris**





ABOUT OUR MISSION

Family Tree Food Market began as community advocacy project. We went door to door in a local underserved historically Black community in Denver to better understand disparity gaps. We found an overwhelming national issue that directly impacted our nation's health and wellness community by community.

Mission

Improve the way we live.

Purpose

Build healthier communities with

Equitable Food Systems.



Our Food System Values



- ❖ **Food Access**
We believe all communities should have equitable access to quality, affordable and nutritious food.
- ❖ **Food Security**
We believe food is a human right and all people should have reliable access to affordable, nutritious food.
- ❖ **Inclusive Economy**
We believe that entrepreneurs and communities should have equitable access to markets, resources, and capital to participate in a robust, local and sustainable food business.

Value Proposition



PROBLEM

- ❖ Annual health care costs surpassed \$3.2 trillion in the United States in 2015.
- ❖ 7 out of 10 deaths each year and accounts for 86% of total healthcare costs.
- ❖ Chronic disease account for more than 50% of all deaths in Allegheny county.
- ❖ 60% of the population in the Hill District experience obesity related health risk.

SOLUTION

- ❖ Reduce the risk factors associated with mental and physical chronic diseases.
- ❖ Modify lifestyle choices such as a poor diet and a lack of exercise, which are linked to financial deficits, illness and death through chronic diseases such as cancer, diabetes, heart disease, stroke and obesity.

Source:

- <https://www.cdc.gov/chronicdisease/about/costs/index.htm>
- <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical>
- <https://www.healthyfoodaccess.org/access-101-research-your-community>



Value Proposition

Affordable Store Model Comparable To A Trader Joe's and Whole Food Market Hybrid

Modern, Culturally Appropriate Look and Feel with a Unique Service Offering

- ❖ *Plan to use 31,040 sq. ft. @ the proposed \$7.00 per sq. ft. (Add'l - Learning Center)*
- ❖ *Preserve onsite community artifacts and remodel the exist space to include*
 - *Full amenities that includes Prepared Foods / Hot Foods*
 - *Fully stocks shelves of high quality, great tasting affordable foods*
 - *Dietary Center that includes social services*
 - *Incentive program to promote physical activity with partner agencies like YMCA*

A Hybrid product offering that mixed natural and organic products with traditional and community-based products

Extended hours so that families have greater access and an enhanced digital experience with food lockers for pick up and go customers

Community engagement that features partnerships to drive a healthier Hill District

- ❖ *10% of profits will go to reinvestment programs in the Hill*
- ❖ *Create a local trolley for those that can't make it to the store*
- ❖ *Food recovery programming that aids hunger relief*
- ❖ *A programmatic approach to drive healthier habits with research partners, discounts and incentives. Annualized impacts report will be available for the community.*





Community Resource

Family Tree Market will be an Asset for Economic Development in the Hill District

Local Leadership team

- ❖ *Family Tree Food Market will build a regional headquarter hub in the Hill*
- ❖ *Flagship Model that will serve as a national blueprint*

Livable Wages starting at \$15 per hour

- ❖ *72 jobs created in the Hill*
- ❖ *Current or former/displaced Hill district residents will be preferred during the hiring process*
- ❖ *Career training and profit-sharing opportunities*

Food Security (Local Resourcing)

- ❖ *Minority Business Enterprise Capacity*
 - *Dedicate a portion of our estimated 12,000 SKUs to community food entrepreneurs*
- ❖ *Innovation and Collaboration (Temporary Land Usage)*
 - *Portable horizontal or vertical hydroponic greenhouses*
 - *Rainwater capture for greenhouse irrigation with up to 10 times less land and 7 times less water than conventional methods*
 - *No carbon emissions*
 - *Temperature controlled greenhouse for year-round growing season*



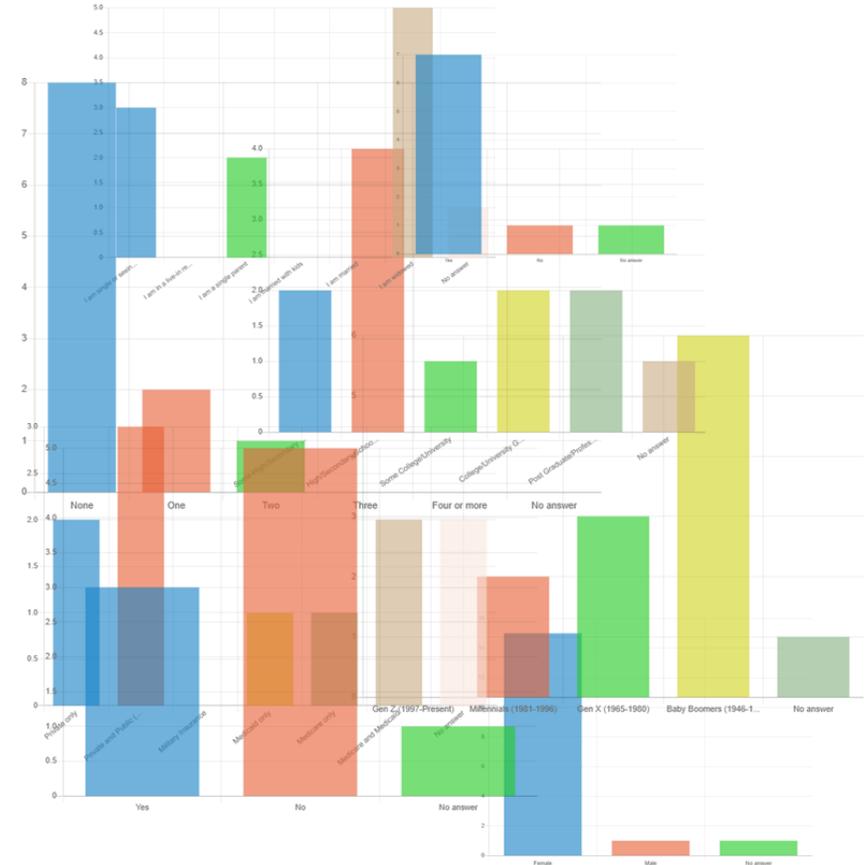
Hill Community Engagement

Survey Results Summary

- ❖ Over 75% of the data collected thus far were from females who are a part of the Baby Boomer generation
- ❖ More than 75% of the participants make a grocery list 80-100% of the time before going grocery shopping
- ❖ The participants tend to buy items that were suggested via email from a store
- ❖ 90% of participants have private transportation and tend to shop in the morning from 9-10am and in the afternoon 2-6pm
- ❖ The majority participants use grocery delivery services more than pick-up services

Key Points

- ❖ Participants were are interested in seeing dietitians if affordable or free
- ❖ Participants are mostly interested in an easy, affordable shopping service



Customer Experience



Click above to play

Hill District Service Offering:

- One Stop Shop
- Ethnic Foods & Cuisines
- Fresh & Clean Ingredients
- Prepared Foods For People On The Go
- A Destination Location
- Dietitian Experts Onsite
- Customized Meals
- Experiential Food Tasting To Inspire
- Affordable Quality Foods
- Shopping Made Fun & Easy

Loretta – just left her doctor's office after receiving her lab results. With diabetes, high blood pressure, and cholesterol, she is convinced that she needs to change her diet NOW! With her son's food allergies, her husband's risk for prostate cancer, she wants to strictly control her family's diet but doesn't know where to start. So she schedules an appointment with Family Tree Market's Dietitian Center. Her entire family is in session with a Dietitian to review the medical results, her physician's dietary recommendation, the family's cultural food preferences, and the budget to plan for the entire month. Along with meal planning on a fixed budget, the family learns a lot about how particular foods can control sugar levels, lower high blood pressure, reduce the risk of prostate cancer by eating lycopene from tomato-based foods, and reduce asthma flare-ups by reducing dairy products for her son. Loretta never thought shopping could be so easy, informative, fun at the same time, and learns that food is better than medicine to manage and reverse most chronic diseases.



Customer Experience

16 Reasons Why Our Customers Will Buy & Remain Loyal

1. Convenient Location
2. Provide Affordable Prices
3. Good Sales & Promotions
4. Variety of Merchandise and Selections
5. Offers One Stop Shopping With Everything They Need
6. Cleanliness
7. Good Private Label Brands
8. Courteous Staff
9. High Quality Produce
10. Fast Checkout
11. High Quality Meat
12. Inviting Atmosphere
13. Affordable Natural & Organic Choices
14. Nutrition & Health Information + Services
15. Sustainable Environmental/Green Policies
16. **We Give Customers A Voice In Our Product Offering (Community Engagement Survey)**



Community Alignment

Hill District Pillars

- ❖ Honor the historic and cultural legacy of African Americans in the Hill District with emphasis on the Lower Hill.
- ❖ Include 'right of return' preferences for displaced individuals, families, organizations and businesses.
- ❖ Use existing neighborhood resources first in revitalization.
- ❖ Advance existing and create new relationships to move the Hill District forward.
- ❖ Ensure that Hill District residents are empowered in planning for the community revitalization.

Summary

01

Increase Access

More Access

- Extended Store Hours
- Food Delivery & FTM Trolley

02

Reduce Burden

One Stop Shop

- Affordable Quality Foods
- Voice Survey

03

Healthy Community

Dietitian Center

- Meal Planning
- Health Coach

Questions



Visit www.familytreemarket.com to complete our 10-minute or 35-minute survey to help us build a store that's right for you in the Hill district.

Pierre Development Corporation





DEVELOPMENT CORPORATION
EST. 2003

NEW YORK

HAITI

PITTSBURGH

Community Meeting:
Centre Heldman Plaza Grocery Store Development
1850 Centre Avenue
Pittsburgh, PA 15219



*C&S
Wholesale
Grocers*

SHOP 'n SAVE

1850



WELCOME



ESMAATTER
FOOD CO-OP

Little
Haiti
SPECIALTY
MARKET
food • grocery • bar

the bar



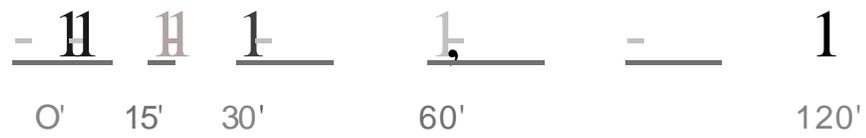
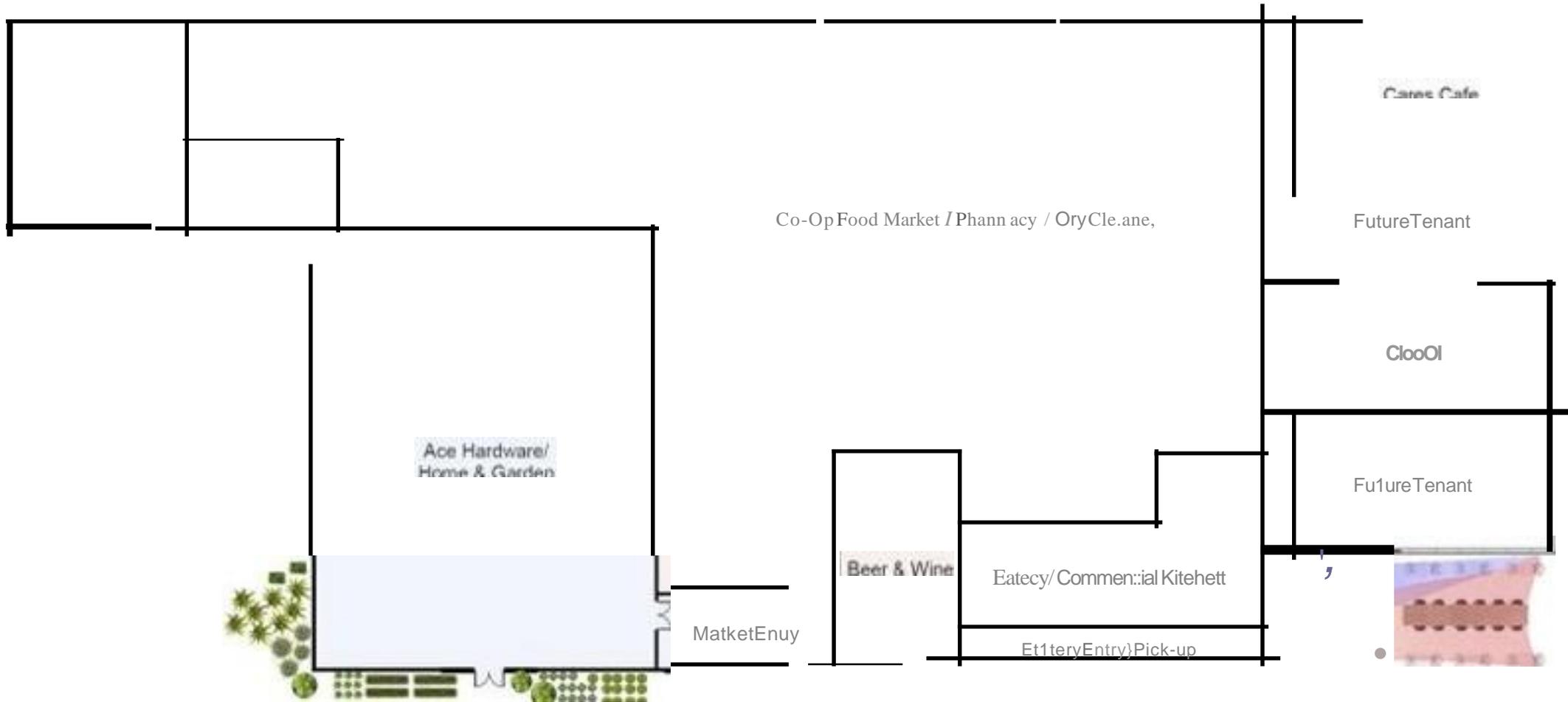
OPEN DAILY 7AM - 10PM
BREAKFAST LUNCH AFTERNOON TEA
Sandwiches & Salads



HOW WE GOT **HERE**

- History
- How We Got Here
- The Future







BEER & WINE
shop
tastings
bar

storefront entry
access from specialty market
connected to eatery

**OUTDOOR
DINING**
shop
tastings
bar

storefront entry
connected to
eatery and bar





Hill District Co-Op and ACE Hardware



A void has been occupying this space for years. Our community is now able to develop this empty space through a project that brings together communities and organizations. With the help of this project that unites organizations and communities, we can develop this vacant space.

- **Cooperative Project**
- **Community Development**
- **Economic Development**
- **Workforce Development**
- **Local Growers/Makers**



ADDITIONAL PARTNERS



OUR COMMUNITY CO-OP OWNERSHIP

Hill District Food Access Working Group

OUR MODEL

Our cooperative model includes a shared investment with neighboring Hill District businesses and community organizations including but not limited to Ujamaa Collective, the Hill District Consensus Group, the Black Urban Gardeners of Pittsburgh, the Hill CDC, the Hill District Federal Credit Union, and more.

The purpose of our partnership is to provide Hill District residents with shared ownership of this for-profit space and empower them to decide how dollars spend in their community as opposed to having non-resident investors make the decision.



OUR VISION

Hill District ACE Hardware

Little Haiti Specialty Market

Home & Garden (hosted by BUGS)

OUR PURPOSE

The Empowerment, Awareness, & Training (E.A.T.) Initiative, Inc. is a non-profit organization that empowers food-insecure communities throughout the Pittsburgh, PA region to source, procure, and prepare their own healthy food.

At the E.A.T. Initiative, we believe that access to fresh produce and healthy food options is a basic human right.

The EAT Initiative has been involved in the Hill District since the launch in 2015 by providing food resources, cooking demonstrations, and educating young people, working parents and senior citizens about healthy food choices.

In the Hill District, there is no local grocery store or hardware store available to residents who live in the area. The closest grocery store and the hardware store are outside of the neighborhood limits across highways and bridges, making it inaccessible to those without transportation. ACE Hardware works closely with grocery stores and has five retail locations in the greater Pittsburgh area.

Why the Hill District?

Our Why

Our studies support our claim that the fresh produce market is a basic human right and our data statistics, and claims from the residents themselves, point to the need for heightened access to produce and food items to stimulate our local economy and empower Hill District residents.

The Hill District has experienced an intentional lack of resources. There has been systematic discrimination that has taken place for decades now and being a current resident in the Hill, we understand the impact of this type of investment. Fresh food and produce is a basic human right, and with our neighboring areas having reliable access and proximity, there is no reason why the Hill District should be struggling in its current state.

This is a catalytic project that focuses on unifying Hill District-bred organizations that have been doing this work for decades. This is the opportunity for our neighborhood to come together and create more jobs and inspire other neighborhoods in our situation to take power back from businessmen and other non-Black entrepreneurs who do not have our best interests in mind.

**OUR OFFERINGS
OUR COMMUNITY
OUR COMMITMENT**



**SPECIALTY GROCERY STORE
GOODS**



HARDWARE SUPPLIES



HOME & GARDEN



BUSINESS SUPPLIES

Weekly Sales, Yearly Sales and Net Income

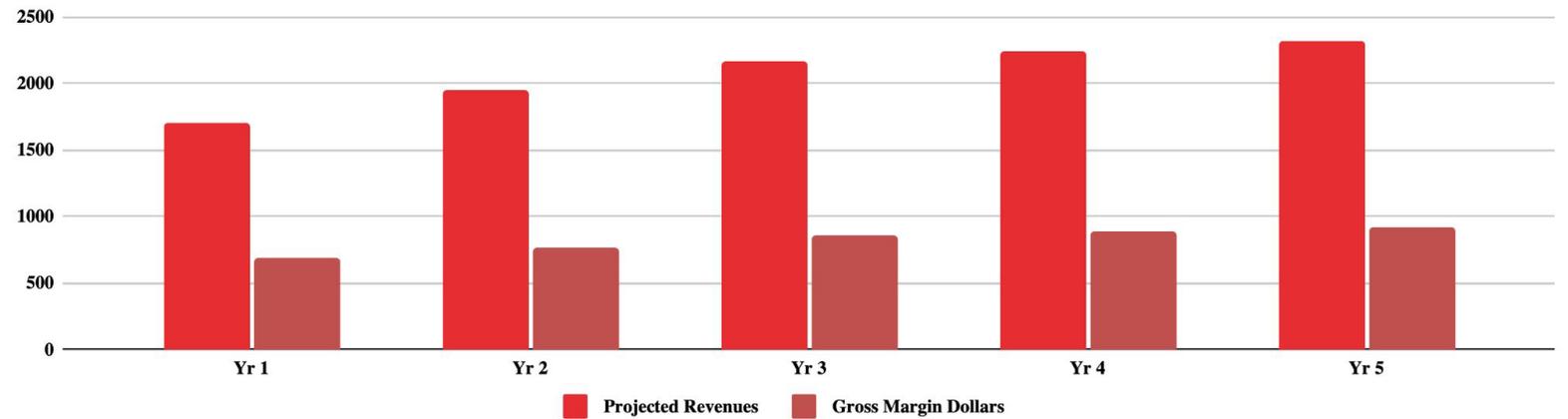


OUR PROFORMA

FINANCIAL PROJECTIONS

GROCERY PROJECTIONS

Projected Revenues, Net Profit, & Gross Margins



ACE PROJECTIONS

WORKFORCE DEVELOPMENT

We will provide workforce development resources partnered with Energy Innovation Center to recruit, identify, and hire Hill District residents primarily and secondarily to stimulate our hyper-local economy.

COMMUNITY INVESTMENT

We have ongoing partnerships with local independent grocery stores that will result in community benefits such as community empowerment events, business development classes, financial management courses and resources, and gardening and home improvement resources that are curated specifically for the Hill District.

DIY CLASSES & MAKER SPACES

We will offer DIY classes (via ACE Hardware) to engage Hill District homeowners, Community giveaways and cooking demonstrations/tutorials.

We will leverage local makers/maker spaces to encourage entrepreneurs to sell their products in our spaces

ACE HARDWARE

We plan to open a hardware store and specialty community-led co-op in the Historic Hill District's specialty market, the area's only hardware store. Hill District's Hardware will serve as an economic engine that spurs job growth by assisting in the creation of 500 plus jobs with an emphasis on workforce development and the sustainment of small business vendors. Moreover, we plan to attract services through corporate philanthropy to assist new entrepreneurs.

ABOUT US



Claudy Pierre
Co-Founder
Pierre Development
The EAT Initiative
Eminent Hospitality



Samuel Pierre
Co-Founder
Pierre Development
The Hatian American Caucus



Andrea Robinson
Project Manager
President of ARCLS
Consulting



Naomi Ritter
Founder and CEO
The Finesse Institute



Adero Harrison
Executive Assistant
Pierre Development



Lakeisha Byrd
Founder + Architectural
Designer
Communion



Tom Hardy
CEO
Palo Alto
Neighborhood Allies

A TEAM DEDICATED TO A COLLECTIVE COMMUNITY VISION

WELCOME



BLACK MATTER
WILL DISRUPT
FOOD CO-OP

Little Haiti
SPECIALTY
MARKET
food • grocery • bar



OPEN DAILY 7AM - 7PM
BREAKFAST LUNCH & AFTERNOON TEA
Sandwiches & Sides

the bar
BEER
CRAFT COCKTAILS
WINE
SPIRITS



THANK YOU

Fresh International Market





FRESH IN MARKET PITTSBURGH

More than a Fresh Market



ABOUT US

Fresh IN Market is a sister brand of Fresh International Market, which is focusing on local community needs with a wide selection of domestic and international cuisine.



Product



Produce

A Wider selection by far comparing the current local supermarket. Directly Shipped from farms in California, Florida and Canada.



Seafood

Live Fish and Seafood. Clear, Steak or Fillet by request. Prepared just the way you like.



Dry Goods

Domestic and International product combine. Fit your daily needs and explores exciting cuisine.



Product



Meat

Especially fine cut in house.



Food Court

A large variety of Deli, Salad, Fry Chicken and Fish, Asian dishes and BBQ.

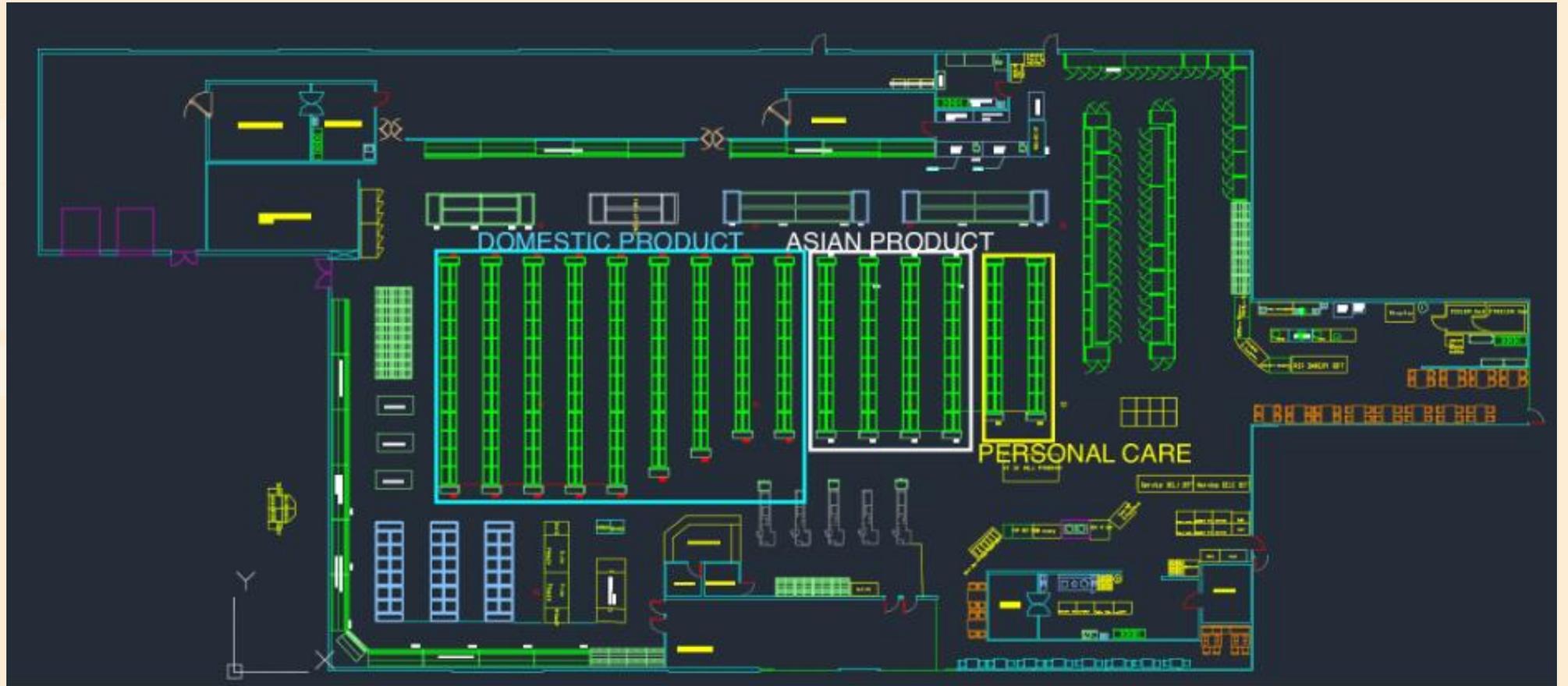


Bakery/Juice Bar

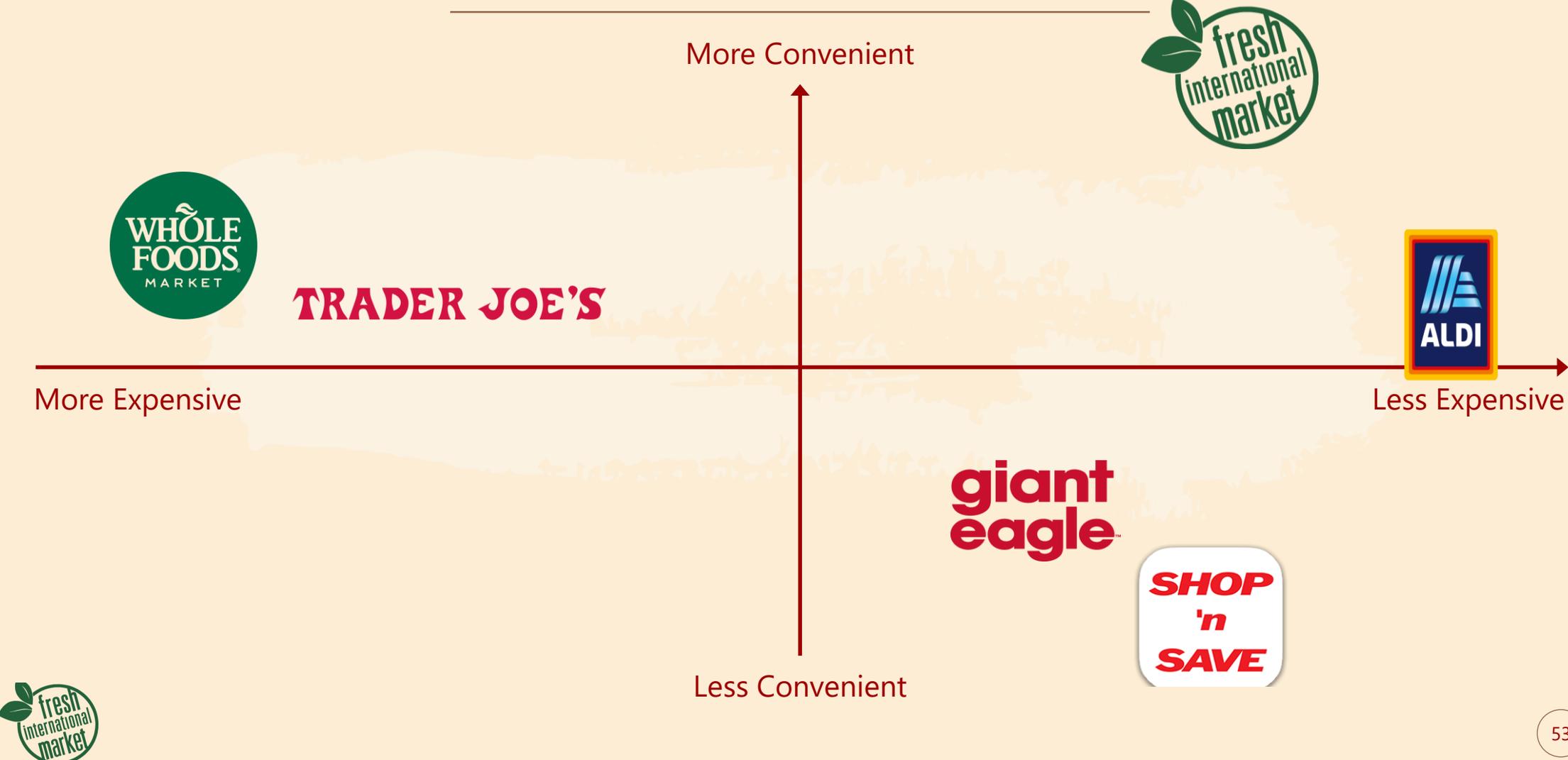
Fresh daily baked! Many drinks with cream cheese on the top and brown sugar boba milk with chewy tapioca fruit.



STORE PLAN



COMPETITION COMPARESION



TEAMOVERSIGHT



Bowen Kou
President

The founder and president of Fresh International Market. Mr. Kou purchased his first store in 2012 with only 20 employees. Today, his market has been in 8 States employed over 250 people. Started from a small store, By applying his idea and understanding about this industrial with his Supply Chain Management background, the company has been growing rapidly in recent years.



Doug Livingston
Chief Designer/Project Manager

Mr. Livingston has 30 years' experience on commercial plaza grocery store design and developing. He has designed and developed for a few national leading retailers such as Walmart, Wholefood and Safeway. Since 2017, Mr. Livingston and his team has completed 3 Fresh International Market project design and development. The Fresh International Market projects he has developed had overwhelming liked by its communities. He would manage the project to ensure it is on track and under budget.



Joel Boff
CPA, CGMA

Mr. Boff is a partner of Cohn-Reznick's which is one of the top ten CPA firms in the United States. As Fresh International's CPA, Mr. Boff and his firm is providing tax planning, financial auditing, reviewing real estate's developing and company acquisition document services.



TEAMOVERSIGHT



Robert A. Shipley
Legal Advisor

As the Chief attorney of Shipley Law Group Ltd. Mr. Shipley has been a trusted legal advisor for Fresh International Market. He is a specialist in real estates, construction and business law and litigation. As an experienced trial attorney, he has an excess of over 100 cases to verdict and has successfully argued cases in the Illinois Appellate Court.



Rikki Wu
Chief of E-commerce

Mr. Wu has a master's degree of Professional Studies of Informatics (Analytics Concentration). He has joined Fresh International after graduate from Northeastern University. He has built Fresh International's E-commerce department from scratch. The E-commerce branch has introduced our physical stores to online sales channel. He also focusses on logistic and deliver services. Under his lead, the furthest deliver services for an individual store reached over 200 miles.



Tingli Guo
Chief Operation of Restaurant

Mr. Guo has been an entrepreneur in Restaurant business since he was in China. Since immigrated to the U.S., he and his wife started two restaurants. He has more than 20 years of experience in the restaurant industry. He is inspired by Eastern and Western food and culture to create a new cuisine, which are liked by all. Under his management, the sales of our restaurant branch keep rising. Mr. Guo has been leading new restaurant's set up and training.



GIVING BACK COMMUNITY

Fresh International Market are proud to service Pittsburgh's community. We are going to hold the grand opening event and donate all our Grand Opening sales to local charity, urban planning and people in need. Also, every Thanksgiving, our store is going to hold charity event helping local community or children in need.



ORANGE ON US / LOVE FROM YOU NOV 22nd to NOV 27th

橙汁義賣

100% of sales goes to support African children for their health care, nutrition, tuition and school supplies long term with Salvation Army

本次義賣100%的收入將捐獻給救贖軍慈善機構以長期給非洲兒童提供醫療,營養,和學校用品。

○100%鮮榨橙汁○自願捐款
○每位顧客限購五杯

• 100% FRESH PRESSED ORANGE JUICE • MAXIMUM 5 BOTTLES EACH CUSTOMER •
• VOLUNTARILY PRICE •

救世軍 (The Salvation Army) 是一個于1865年由卜維生、卜維慈兩姊妹在英國倫敦成立，以軍隊形式作為其架構和行政方式，并以基督教作為道德基礎的國際性宗教及慈善公益組織。以提供佈道和福音活動、社會服務機構、其屬和成立院所使用的名稱是「倫敦救世軍協會」(East London Christian Mission)。目標為「以愛心代替律法的軍隊」。它鼓勵人高舉聖標把福音傳給窮困的人，并透過了解窮人們物質及心靈之需要來給予幫助。

THE SALVATION ARMY (TSA) IS A PROTESTANT CHRISTIAN CHURCH AND AN INTERNATIONAL CHARITABLE ORGANIZATION. THE ORGANIZATION REPORTS A WORLDWIDE MEMBERSHIP OF OVER 1.7 MILLION, CONSISTING OF SOLDIERS, OFFICERS AND ADHERENTS COLLECTIVELY KNOWN AS SALVATIONISTS. ITS FOUNDERS SOUGHT TO BRING SALVATION TO THE POOR, DESTITUTE, AND HUNGRY BY MEETING BOTH THEIR "PHYSICAL AND SPIRITUAL NEEDS".

*FRESH INTERNATIONAL MARKET RESERVE THE RIGHT OF FINAL INTERPRETATION OF THIS EVENT. WWW.FRESHMARKET.COM WWW.SALVATIONARMYUSA.ORG/USN/



20 KIDS FOR 2020 THE SALVATION ARMY

fresh international market

-27日感恩節5%的銷售額用于資助20名非洲小朋友的醫療，營養，學費和學習用具。

-5% OF STORE SALES ON NOV 27 GOES TO SUPPORT 20 AFRICAN CHILDREN FOR THEIR HEALTH CARE, NUTRITION, TUITION AND SCHOOL SUPPLIES.

FRESH INTERNATIONAL MARKET SCHAUMBURG, IL., CHAMPAIGN, IL., PURDUE, IN., AND EAST LANSING, MI., WILL DONATE 5% OF ALL STORE SALES ON THANKSGIVING EVE NOV. 27TH TO SALVATION ARMY TO SUPPORT AFRICAN CHILDREN. 100% OF THE DONATION COLLECTED GOES TO THE SALVATION ARMY. PLEASE GO TO SALVATIONARMYUSA.ORG/USN/ TO READ MORE.



CUSTOMERS LOVE US!

Fresh International Market has an average of 4.5 stars on google review nation-wide

 **Katie Walsh**
Local Guide · 66 reviews · 141 photos

★★★★★ 3 months ago

My first time in a Fresh International Market and i never wanted to leave! Every kind of packaged noodle you could want, a fresh (frozen) fish ball section you buy by the pound, a butcher, Shiseido makeup counter, plenty of fresh food and an amazing skin care section. I will be seeking out this store in every city I visit from now on! Super clean, well-lit and very organized.



 Like

 **Anna Nikol**
Local Guide · 25 reviews · 46 photos

★★★★★ 4 months ago

My favorite grocery store. Huge variety of seafood, teas, vegetables. And you can buy a good selection of cooked dishes, roasted duck including.

 Like



TIMELINE





THANK YOU!



Bowen Kou

Email:
bowen@freshimarket.com

Phone:
517-763-1998

Salem's Market & Grill





SALEM'S MARKET & GRILL 
MID-EASTERN FOODS & CATERING
INTERNATIONAL GROCERIES, FRESH BEEF, GOAT, LAMB AND POULTRY
Fresh Baked Bread, Gyros, Shawarma, Lamb & Chicken Dinners
Meat, Spinach & Cheese Pies, Mediterranean Sweets and Much MORE!!!
WE DO CATERING FOR ALL OCCASIONS
412-235-7828

Salem's Market & Grill

Proposal for the Hill District

September 20, 2021

Who We Are

- Born and raised in Pittsburgh, alums of Schenley High School, and proudly serving this city since 1983
- We provide farm-to-table fresh meats, groceries, and international spices in our market and some of the best, award-winning food you can get in Pittsburgh from our grill
- We are a cultural institution in Pittsburgh's Middle Eastern and International Foods markets
- We are committed to continue supporting the achievement of the commercial and cultural goals of the Hill District



Our Understanding

- Strong desire to build upon the African American cultural legacy
- Ensure family friendly housing is developed in a way that doesn't displace current residents
- Make the Hill District a green and well-designed community
- Ensure viable and affordable transportation access to everyone
- Provide economic empowerment and commercial development opportunities so everyone wins

GREATER HILL DISTRICT Master Plan



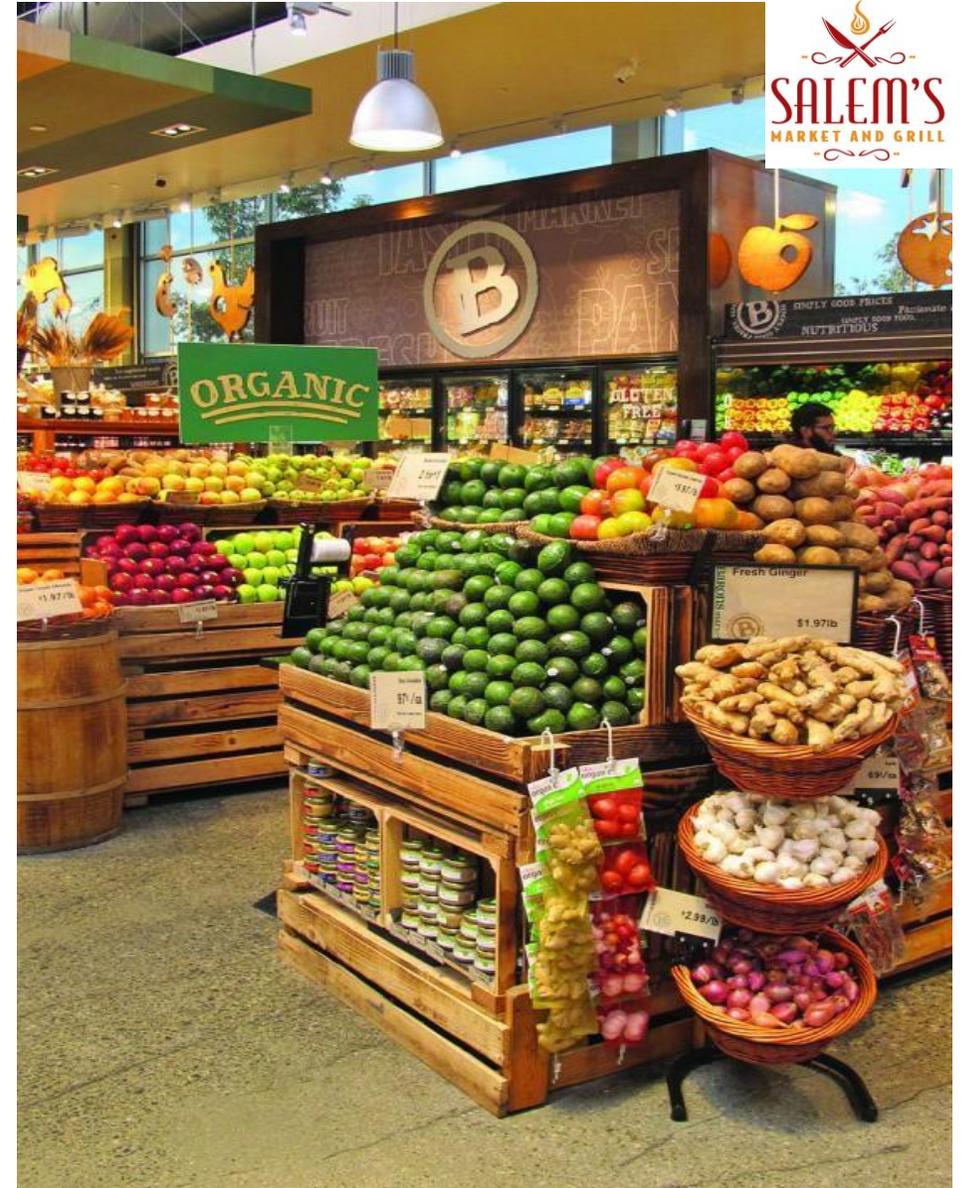
SASAKI



Final Report
September 2011

Our Vision

- Provide an upscale experience with accessible price points
- Offer farm-to-table fresh food and groceries and organic options
- Help provide convenient grocery options for the community
- Reinvigorate Centre Avenue by drawing diverse customers from across the region
- Create economic opportunities and support commercial development and education
- Active community partner and great neighbor, not a commercial tenant



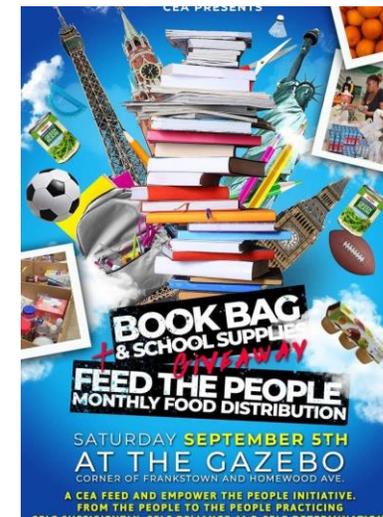
Most Importantly...



Create a place that feels like home no matter where you're from

We Are Committed to Our Communities

- Deeply committed to and invested in our community
- Existing partnerships with leading non-profits like Community Empowerment Association, 412 Food Rescue and the Greater Pittsburgh Community Food Bank
- Provided over 20,000 lbs. of chicken and more than 3,000 cooked meals to families in need throughout the pandemic
- We aspire to continue to invest in our communities and expand these efforts to the Hill District



As a family owned and operated business with deep roots in this city, we hope you understand that by selecting us, you are not simply getting another corporate tenant to fill an empty box. You are getting a new neighbor, friend of the community and partner in its continued development. You are also getting one of the top cultural food establishments in the city, consistently recognized for excellence by many local media outlets.

We hope we can break bread together soon at the Centre Heldman site and start working to help build the Hill this community deserves.



Questions???

- ◇ Salem's Market and Grill
- ◇ asalem@SalemsMarketGrill.com
- ◇ www.SalemsMarketGrill.com



Thank you!!!

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Next Steps

- **Community input and scoring due Thursday, [September 30, 2021](#)**
- **The URA will review the Letters of Interest (LOI) and community input received to select a potential tenant.**
- **The target date for completion of due diligence and lease execution is **November 30, 2021****
- **Depending on the lease terms, the [grocery store opening](#) is [expected by end of the first Quarter of 2022](#).**

Questions?

