

# Centre Heldman Grocery Tenant Questionnaire

PLEASE READ: This Questionnaire is designed to give the Hill District Community insight into your business and who you are as a business owner. There are various goals and strategies regarding business development designed to serve the population within the entire Hill District. It is not only important that businesses align with these strategies, but also that you, as a business leader, are familiar with the economic and cultural environment of the Hill District.

This information will be shared with the URA, Hill CDC, and made available to the broader Hill District community.

Your name: \*

Khalid Adom Morris

The name of your business: \*

Family Tree Food Market

How many years has your business been in operation? \*

0-2 years

3-5 years

5+ years

Do you intend to utilize the entire grocery store site or only a portion of the site? \*

- Entire site
- Portion of the site
- Open to either option

If you only intend to use a portion of the site, how much square footage do you need? If you selected "entire site" above write N/A. \*

N/A

Do you have a formal business plan and marketing strategy for the Hill District? \*

- Yes
- No

How many employees does your business have or require? \*

72

Will you be hiring for your Hill District location? \*

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? \*

Daniel Craddock's is one of two African American co-owners for Family Tree Food Market. He trained with a bachelor in African American studies, a master's in business administration and master's in Public Health to fight against economic injustice and health disparities in African American communities. His commitment to return home to locate our full amenities grocery store in the Hill District stems from being a former Hill District resident, active community member on several non-profits in the Hill, a Hill District Coro Leader Alumni, and a public health professional passionate about caring for our people. Daniel's son Daniel Jr. was born, raised, and a proud resident of the Hill District. Daniel says, "locating our store and our Regional Head Quarters in the Hill District is about taking care of my people." Through Daniel, Family Tree Food Market has maintained relationships with residents and key leaders in the community over the past 12 years. Family Tree Food Market's mission alignment with the community and the Hill's CDC development goals makes it an ideal partner.

Daniel was involved when the vision to build a grocery store in the Hill District begin to blossom and the initial funding was secured over 10-12 years ago. His awareness of community conditions and business development knowledge in the Hill then and now will fuel a partnership with the Hill to strengthen the physical/mental wellness and economic growth for residents in the Hill. Family Tree Food Market is committed to incorporating community feedback and working with Hill District food entrepreneurs to build a first-class grocery store. Khalid Morris, co-owner of Family Tree Food Market, says our store will be a proud icon for the Hill District and draw national attention as a best practice. Daniel further stated that we are ending food deserts by building an affordable version of Whole Foods & Trader Joes experience with a public health approach and community partnership to build healthy and happy communities for generations to come.

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Do you operate as a MBE, WBE, or DBE? \*

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? \*

- Yes
- No

If yes, was your market study completed formally or informally? \*

- Formal
- Informal

What offerings will you have in store? Check all that apply. \*

- Produce
- Meat
- Seafood
- Deli
- Prepared Foods
- Household Items (e.g. cleaning supplies)
- Paper Products (paper towel, toilet paper, paper plates, etc.)
- International Foods
- Frozen Foods
- Chips/Snacks
- Juice, Soda, Water
- Baked Goods
- Other

If you selected other above, please explain. Otherwise type N/A. \*

Our full list of product categories are listed below. This includes additional product categories that are not listed above. We plan on bringing a unique food experience to the Hill that includes hyper local (From the Hill), within state, national and international food products.

Private Label Prepared Foods (Frozen/Refrigerated)

Dairy

Nondairy Beverages (soy, rice, oat)

Bulk/Packaged Bulk

Produce

Bakery

Packaged Grocery

Fresh Meat/Seafood

Beer/Wine

Coffee/Tea

Other Beverages

Snack Foods

Vitamins

Minerals

Herbs/Botanicals

Sports Supplements

Meal Supplements

Specialty (ayurveda, glucosamine, EFAs)

Homeopathy

Personal Care

Books

Housewares

Pet Products

Café

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In what ways will your business complement existing business offerings in the Hill District? \*

Family Tree Food Market will seek a working partnership and program planning with the following:

1. YMCA health benefit incentive program for Family Tree Food Market customers.
2. Local food growers and food manufactures can establish a supplier contract. We can help grow local supplier's capacity to growth with Family Tree Food Market in the Hill, catered services to the surrounding business districts, and across the country as we expand.
3. RAND Corporation work relationship to document the impact of Family Tree Food Market's solution on reducing the burden of disease and cost through offering affordable and healthy quality foods and services.
4. Our store design will be state of art and will retain and attract former Hill District residents and businesses back to the Hill.
5. Our store will be a destination location model that will increase business traffic into the Hill. Businesses in the Hill will benefit from the new traffic flow into the Hill
6. Hill District office space developers will benefit from Family Tree Food Market's commitment to locate our Regional Head Quarters.
7. We work with local employment services to hire 72 employees with our lowest starting wage of \$15. Our employees are like family, and we want to see them grow and thrive with a rewarding career and profit-sharing bonuses.
8. The delivery services industry will grow in the Hill District with the growing demand from our store.

How will your business contribute to the development of the commercial and cultural goals in the Hill District? \*

1. Honoring the cultural legacy in the Hill District:

- Use interior design solutions that complement the existing mural at the entrance to honor the cultural legacy of African Americans in the Hill District.
- We will provide cultural cuisines that honor African American roots in the Hill District.

2. We support right of return preferences by:

- Hiring and training Hill District residents and offer livable wages starting at \$15.
- Family Tree Market will partner with Hill District food entrepreneurs to supply the Centre Ave location and other locations as we grow across the country.
- Family Tree Market offering, and experience will attract former returns to return and be a part of rebuilding the Hill.
- My son was born and raised in the Hill. This store has given me a chance to return home to the Hill.

3. Use existing neighborhood resources first in revitalization.

- Recycling Hill District dollars is a priority. We hire and source locally to promote economic growth and sufficiency.
- We can use blighted land to vertical farm year around until the land is ready for development.

4. Advance existing and create new relations to move the Hill District forward.

- As a former resident of the Hill, I have forged relationships along with my business partner across the country and abroad. These relationships will serve to enrich the lives of Hill District residents and create opportunity for vitality.
- By 2024 Hill District's food entrepreneurs will have access to place their products in the 4 new stores in Denver, and 2 in Pittsburgh.

5. Hill District Residents are empowered in planning for our store in the Hill.

- Last month we launched our Hill District partner survey to learn what matters to the residents in the Hill. We want to learn what products are important to you, where do you go to buy them so that we can build a one-stop shop for all your needs in the Hill. This will save you time, money, and increase ease of shopping to support a healthier lifestyle.
  - We know that health is something we all value and worry about. We will continue to survey our residents to ensure that we offer affordable healthy foods that taste great.
  - Our survey will occur quarterly to ensure that our store evolves with the changing needs of the community.
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Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? \*

- Yes
- No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? \*

- Yes
- No
- Maybe

Please select your target income demographic(s) Check all that apply. \*

- Under \$25K
- \$25K - \$35K
- \$35K - \$55K
- \$55K - \$75K
- \$75K +

Please select your target age demographic(s) Check all that apply. \*

- 0-18
- 19-24
- 25-44
- 45-64
- 65+

Please select your target racial demographic(s) Check all that apply. \*

- Black
- White
- Hispanic
- Asian/Indian
- Other

Please select your target gender demographic(s) Check all that apply \*

- Female
- Male
- Non Binary

Please select your target educational attainment demographic(s) Check all that apply

- High-School Diploma
- Some College
- Bachelors Degree
- Post Graduate Degree

Please include other demographic information you would like to share:

Our store is designed for cultural diversity and all income levels. We have a primary focus on low-income families due to food injustice, access to quality and healthy foods that support unique diets. Our store provides a first-class grocery shopping experience for everyone regardless of income. Our model serves families, busy college students, busy professionals, on the go individuals/families looking for quick affordable healthy options instead of fast food, and true foodies that love to cook homemade meals.

Have you had an opportunity to review the Greater Hill District Master Plan and the Centre Avenue Redevelopment and Design Plan? ([www.hilldistrict.org/hilldistrictplans](http://www.hilldistrict.org/hilldistrictplans)) \*

- Yes
- No

Any additional information you would like to share with the Hill District Community about your proposal. If you have none type N/A below. \*

Family Tree Food Market will be a Flag Ship in the Hill. We are committed to the concept of rebuilding Black Wealth in the Hill and equal access for a Stronger Healthier Community for Sustainable Growth. Family Tree Food Market is excited that one of Hills returning resident, Daniel Craddock, is returning home with business opportunities and resources to contribute to the rebuilding of the Greater Hill District community.

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