

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: *

Bowen Kou

The name of your business: *

Fresh International 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? *

45

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? *

Great Location with plenty parking.

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. *

N/A

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

Attractive customers by provide a wide-selection of grocery, prepare food with affordable health options.

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

We are supporting non-profit program in Hill District.

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:

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) *

- 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. *

N/A

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