

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: *

Abdullah Salem

The name of your business: *

Salem's Market & Grill LLC

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? *

75

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? *

Salem's Market & Grill has served as a Pittsburgh staple for nearly 40 years; not only delivering farm to table fresh meats, groceries, and international spices within our market, but also providing hot and delicious foods for thousands of people across the region for lunch and dinner.

Growing up in Pittsburgh, especially as alums of Schenley High School, we know about the legendary Hill District and its rich history as one of the cultural capitals of the United States. We also know it is home to some of the proudest and most determined people in the city.

As a successful family owned and operated business, we also find ourselves at a crucial point in our nearly 40-year history. After being approached by countless developers and real estate investors about potential locations for expansion across the city, the Centre Heldman site stood out for a variety of reasons which include:

- The ideal physical space and associated parking to enable our vision for expansion
 - The exceptional condition of the facility which should help accelerate our time to market
 - Great location in close proximity to our current customers from the Hill, Oakland and Downtown
 - The opportunity to attract new customers from across the City and region both now and in the near future
 - The opportunity to partner with the community and do our part to help bring the Greater Hill District Masterplan vision to life
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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. *

Wholesale, Baby and Infant Care Products, Pet Food & Supplies, Pharmacy & Beauty Products, Nutrients & Supplements

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

We believe our business will complement existing business offerings in the Hill District in a number of ways. As a cultural institution in Pittsburgh's Middle Eastern and international food markets, our business draws hundreds of thousands of visitors each year from across the region. We believe this new retail traffic can help anchor both existing and future commercial development throughout the community, especially along the renewed Centre Avenue "main street". We look forward to working with our new neighbors to help promote their businesses to our customer base and develop new relationships in the process.

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

We are committed to supporting the achievement of the commercial and cultural goals of the Hill District. We expect to support in the following ways:

- Hire 1st, 2nd, 3rd tier employees from within the Hill District. (hiring between 50-75 employees)
 - Planning a career fair in the Hill District throughout the year as a commitment to honoring employment opportunities for Hill District residents that also include a butcher/chef training program for those interested.
 - Supporting local vendors by providing retail space for local products.
 - Supporting local businesses by providing service contracts to MBE's within the Hill District (i.e. plumbing, carpentry, refrigeration, etc.)
 - The existing philanthropy efforts will be expanded in support of local non-profits, organizations, and/or businesses within the Hill District. (i.e. food drive, community day, sporting events, food bank donations, etc.)
 - We also hope to partner with the Hill CDC and other leading community groups to develop and promote entrepreneurial programming that helps start, support and grow local businesses.
 - Restoring commercial vibrancy through hundreds of thousands of diverse, new visitors to the Hill
 - Supporting existing and new housing in the Hill District through the provision of a convenient, high quality, full service grocery store
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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:

We believe that all people, regardless of race, religion, personal preferences or income should be treated with the respect and dignity they deserve. We also know that at the end of the day, everyone needs to eat. Our aim is to create a place that feels like home no matter who you are or where you're from. Our price points are designed to make that possible for everyone.

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. *

First and foremost, we sincerely thank you for your time and consideration. Based on all of your hard work to date, we're convinced that the Hill's best days are yet to come. Being from the Burgh, we understand how important this project is to the community and we are all-in on making it a success. 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 a number of 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.

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