

## Project Overview:

# Indy Fresh Market



Northeast Indianapolis has neighborhoods with some of the highest levels of unemployment and poverty in the state. To help address some of the challenges this community is facing, Cook Medical, Goodwill of Central & Southern Indiana, The Indianapolis Foundation, IMPACT Central Indiana, and the United Northeast Community Development Corporation have partnered on a unique project to bring opportunity back to the neighborhood.

The project began with the announcement of a Cook Medical-Goodwill medical device manufacturing facility that will be built in the neighborhood at 38th Street and Sheridan Avenue. To expand this project, a new full-service grocery store will also be constructed near the manufacturing facility. Not only will the store provide additional jobs and future educational opportunities for residents, it will also bring a much-needed food source to the community.

### ▶ About the store

- The Indy Fresh Market will be located on **38th Street and Sheridan** (near Arlington). This location puts the store right next to the new Cook Medical-Goodwill manufacturing location.
- The store will be a **full-service supermarket** with **14,000 square feet** of space planned.
- Currently, there is no supermarket for miles in each direction, and most area residents are on foot.
- The store will accept most governmental food assistance programs (WIC, SNAP, etc.) as well as local programs, like Fresh Bucks Indy, etc.
- The store will be equipped with the technology, resources, and procedures to ensure the health and safety of all customers.

### ▶ Financing and Ownership

- Cook Medical will build the store and **IMPACT Central Indiana** will invest money to provide capital and inventory, as well as other local partners.
- Total Project Cost is **\$3.6 million**
- The supermarket will be operated by neighborhood residents **Michael McFarland and Marckus Williams**.
- The long-term goal is for the owners to own **100%** of the store operation and real estate using a rent-to-own model.
- The store will be designed to allow the owners to partner with local community food groups as they choose.

## ▶ Support

- The store's development will be supervised by **Joe Welsh ("Joe the Grocer")** and his support staff.
- New owners will begin a training program in **June of 2021** that will include how to own and operate a full-service supermarket.
- Training will carry through the opening of the store.
- A committee will be developed to provide ongoing support and resources.

## ▶ Employment and Benefits

- Opening of the new store will create between **15-20 jobs** in the neighborhood, including both prospective owners.
- Starting wages at the store will be between **\$10-\$13/hour**.
- Employees will have access to **Goodwill's** wrap-around services including:
  - Housing support, legal aid, mental/physical healthcare, case management services, substance abuse assistance, and soft skills training

## ▶ Education Opportunities

- The development of this store is an opportunity to create educational tracks for grocery store operations. The **curriculum** would cover different facets of grocery store operations, including:
  - IT, HR, supply chain, entrepreneurship, etc.
  - Provide hands on experience and internships
- **Martin University** is working with Joe the Grocer to develop an official curriculum that would allow individuals to earn accredited certificates in grocery store operations.
- The goal is to use this project as a model that can be replicated in other neighborhoods and communities.

### Timeline of events

May 2021: Gradual close of Wall Street Convenience store

August 2021: Construction begins

April 2022: Construction complete

July 2022: Opening

### Contact

For more information about the Indy Fresh Market, please visit **38thandSheridan.com** or email [community@cookmedical.com](mailto:community@cookmedical.com).