

Heritage Point Grocery Store



Richmond, Ca

Project Manager: Tania Pulido

Project Type: Neighborhood Grocery Store, New Construction

Project Description: The North Richmond grocery store is an entrepreneurial opportunity that will serve a community burdened with social, economic, and health disparities. The grocery store aims to connect residents to fresh and affordable produce grown by regional farmers in Contra Costa County and beyond. The entrepreneurial initiative will bring together nonprofit organizations and for-profit businesses to develop a long-lasting and sustainable healthy food initiative. North Richmond has no grocery stores to serve the population of about 6,000. The construction and completion of the grocery store are estimated to assist 2,000-2,400 residents weekly. The entrepreneurial initiative will serve North Richmond residents in the future and dramatically improve the community by converting an empty lot into a high-quality grocery store.

Nonprofit organizations that we will engage in the process include Urban Tilth and Fresh Approach; both are local organizations assisting with serving fresh and affordable produce in North Richmond.

Richmond Renaissance, a business development nonprofit, will help select the operator and provide resources to the operator once selected. CHDC will engage active neighborhood councils such as the Shields-Reid Neighborhood Council and North Richmond Municipal Advisory Committee (NRMAC) to assist with choosing the operator and inform residents about the grocery store development. Our long-standing engagement of North Richmond will support the short-term and long-term planning for the grocery store development and serve as a bridge between residents and both nonprofit and for-profit entities. CHDC owns the Resource Center adjacent to the grocery store, another community asset available to teach workshops on health and wellness.

The North Richmond neighborhood store will serve as a catalyst for economic and social growth by bringing in new jobs, fresh products and improving the community's built environment. Walkable communities are healthy communities. The proposed location of the grocery store is central in the community and currently an empty lot. The development of the grocery store will be a community asset and resource for future generations. It will bring together residents, nonprofits, for-profit, farmers, local

vendors, and stakeholders. We are confident in CHDC's ability to sustain this entrepreneurial initiative and continue to invest in North Richmond to aid decades of disparities within the community.

Development Finance Application Competency

Completed and submitted USDA Community Foods Grant with project manager

Working on OCS CED grant with project manager and consultant

More

Participated in weekly check in meetings with project manager on finance application status/updates

Assisted project manager on creating project timeline

Reviewed market study with project manager

Reviewed census reports on Contra Costa County and Richmond

Participated in bi-weekly meetings with property management and project manager