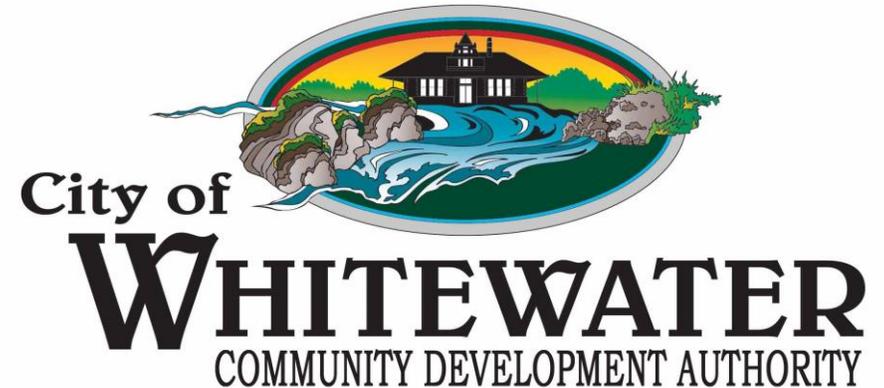


Whitewater Community Development Authority

REPORT TO COMMON COUNCIL ON GROCERY STORE RECRUITMENT

JUNE 19, 2018



2018 CDA Goals

- ▶ Grocery:
 - ▶ Update list of grocery prospects and follow up with interested parties.
 - ▶ Develop a “profile” of what potential prospects would want to see in Whitewater for them to locate here.
 - ▶ Update grocery market study.
 - ▶ Consider constructing a building for a grocery store.



Potential Prospects

▶ Four Prospects Identified:

- ▶ Whitewater Grocery Co.
- ▶ Prospect “Varsity” who currently owns a store in a Wisconsin community north of Madison and formerly managed and had an ownership interest in two stores that served communities with large college campuses.
- ▶ Prospect “Deli” who owns a traditional “big-box” 40,000 foot store and a smaller, under 10,000 square foot store.
- ▶ Prospect” Produce” who owns a 25,000 square foot “hybrid” store with a mix of traditional grocery and expanded “fresh” offerings.



Steps Taken To Date

- ▶ Shared Perkins Study (commissioned by the CDA) as well as demographic information with six different prospects
- ▶ Conducted site visits with three interested prospects in 2017.
- ▶ Had follow-up site visits in 1st quarter 2018 with CDA Chair Larry Kachel and Council Member Jim Allen.



Site Visits

- ▶ The site visits allowed us to:
 - ▶ See the different approaches to selling groceries in the changing retail landscape.
 - ▶ Share information about possible grocery locations in Whitewater.
 - ▶ Discuss potential City, State and Federal financial assistance available to help with a grocery store project.
 - ▶ Gather information to be included in a possible follow-up market study.
 - ▶ Establish personal rapport with these prospects.



Other Activities

- ▶ Submitted a request to WHEDA for inclusion of a Whitewater Grocery project in their application to the Feds for New Market Tax Credits (NMTC).
- ▶ Have reached out to our local, regional and state economic development partners to make sure they are aware of the need and desire for a grocery store in the community.



Next Steps

- ▶ Will continue to dialogue with grocery prospects.
- ▶ Reach out to potential developers who could do a build to suit project for a grocer.
- ▶ Advocate for NMTC and other potential assistance.

