

Rooted Carrot Co-op Market

2023 Member-Owner
Annual Report





Future of the Co-op



2023 Notable News

- Special Member-Owner Meetings, held in July and August: [Recording of video available here.](#)
- Advisory Vote: Member-owners were asked to make an advisory vote on whether or not we should move forward with the goal of opening a full-service grocery store co-op.
 - **Over 70% voted to move forward.** [See all results here.](#)
- Welcomed three new members to the Board of Directors: Mallory DeVries, Nick Phillis, and Ben Scholl. Learn [about all of the board members here.](#)
- [Check our blog for all of the year's news.](#)



Current Needs

- Finance Committee Members
 - Lead effort in seeking out traditional bank loan
 - Lead effort in seeking out supplementary loan
- Project Manager - site team
- Board development - recruiting people to run for the board
- Capital Campaign committee members and leadership
- Operations committee
 - Additional committee members

2023 Board of Directors Elections



Co-op board:

- 9 volunteer member-owners
- 3-year term
- 3 open seats each year

THE WINNERS ARE.....



Welcome, Benjamin Scholl!

- Program Coordinator,
Hawkeye Community College
- Wants to be part of “building the foundation for what I hope will be a long-term addition to the area that my children will be able to take advantage of in the future”

Welcome, Mallory DeVries!

- Owner/operator of local farm
Woodside Acres
- has experience in grocery, local food marketing, and the inner workings of the food system
- Proponent of small, diversified farms to promote the health of our people and communities





Welcome, Nick Phillis!

- Assembler, John Deere
- “ideal way for me to give back to a community that has given me so much”
- “cooperative based food distribution is really important to building community”

Theresa Westbrook

- Appointed to fill vacant seat - one-year term
- Was president of the board of directors of a food co-op in New Mexico
- She sees food co-ops as an integral part of a robust local food network





Thank you to the following outgoing board members!
We appreciate your dedication and hard work.

Christine Sexton

- Joined the Board in 2018
- Vice-President of the Board
- Co-Chair of the Site Committee
- Chair Advisory Council



Gina Brown

- Treasurer since October 2021
- Attended the Up & Coming Conference
- Chairs the Finance Committee





Tom Blanford

- Joined the Board in 2022
- Served on Site Committee and Co-Chair of Capital Campaign Committee
- He has relocated to Boone.



Committee Year End Reports

July 1, 2022-June 30, 2023

- **Membership**
- **Operations**
- **Communications**
- **Finance**
- **Capital Campaign**
- **Site**
- **Community Relations**

Membership Committee

July 1, 2022

June 30, 2023

Current

1197

**Member/
Owners**

1201

**Member/
Owners**

1204

**Member/
Owners**



Proud Member and
Potential Vendor



Operations Committee 2022-2023

Ongoing and current

- Community partners
- Co-op bylaws
- Market analysis - Current as of September 2022
- Potential vendors
- Grants
- Member survey - Winter 2022

On the horizon

- National Co-op Grocers application
- Recruiting and hiring a General Manager



DOWNLOAD THE ROOTED CARROT CO-OP APP TODAY!

COMMUNITY PARTNER
BUSINESS DISCOUNTS



BUSINESS MAP

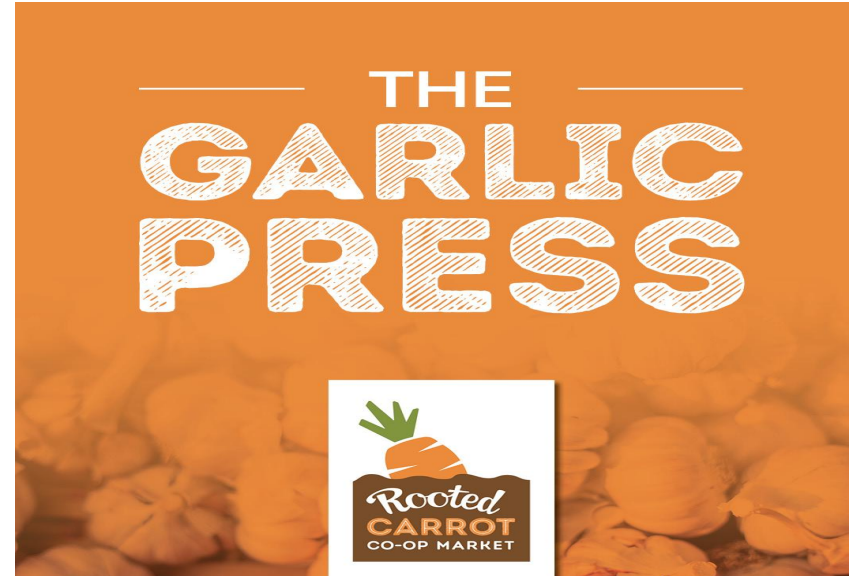
MEMBER CARD

UPDATED
LISTINGS



Communications Committee

**GARLIC PRESS
NEWSLETTER
SIGNUP**



Finance Report FY 22/23

BEGINNING CASH 07/01/2022

Checking	\$ 34,025.44
Community Foundation Fund	\$ 219,867.49
Escrow (Loans)	\$ <u>315,310.05</u>
Total Cash	\$ 569,202.98

ENDING CASH 06/30/2023

Checking	\$ 17,385.34
Community Foundation Fund	\$ 205,062.25
Escrow (Loans)	\$ <u>317,625.55</u>
Total Cash	\$ 540,073.14

Cash Variance (29,129.84)



Questions:
financerootedcarrot@gmail.com



SOURCES OF CASH FY 22/23

Member Shares	2,300
Member Loans	2,000
Donations	<u>5,100</u>
Total	\$9,400

USES OF CASH FY 22/23

Postage/Supplies/Bank Fees	455
Insurance	1,964
Technology	2,050
Printed Materials	1,141
Advertising	472
Rentals	700
Food & Drink	67
Gifts/Campaign Incentives	223
Consultant Fees	<u>31,998</u>
Total	\$39,070

Questions:
financerootedcarrot@gmail.com



Cost to Open Our Store:

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Equipment	930,000
Leasehold/Site Costs	930,000
Inventory	168,640
Consultant Fees	157,000
Start Up Staffing & Promo	151,604
Working Capital & Interest	276,516
Overhead/Admin	235,293
Holding Site Costs	10,000
Overrun Allowance	<u>214,429</u>
Total	\$ 3,073,482



Sources:

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Member Equity	300,000
Member Loans	900,000
Campaign Donations	873,000
Grants	150,000
Bank Loan	645,186
2nd Loan Source	175,000
Free Fill	25,296
Merchandise Sales	<u>5,000</u>
Total	\$ 3,073,482



Cash Raised	832,691
Pledges Received	<u>261,835</u>
Total Secured	\$1,094,526

Cost to Open	\$3,073,482*
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Remaining to Secure	(\$1,978,955)
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*Number from Pro-forma (updated Jan 2023)

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Remaining to Secure:

Questions:
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Member Equity	57,045
Member Loans	461,374
Campaign Donations	493,025
Grants	121,700
Bank Loan	645,186
2nd Loan Source	175,000
Free Fill	25,296
Merchandise Sales	<u>330</u>
Total	\$1,978,955

Site Update

Site selection - past and present

- 22+ sites
- Negotiated 4 Letters of Intent
- Meetings with property owners, neighbors, developers, contractors, city staff, architects, consultants, store planner
- Site team includes real estate broker, volunteering for 3+ yrs



Site selection - 2022/2023

Site 1 (3-4 months)

- Signed letter of intent
- Contractor listed improvements + costs
- Negotiations on required improvements
- Architect produced renderings
- Store Planner conversations
- Curb cut to street not allowed for truck ingress/egress, negated feasibility of this site (dock could not face street per code)



Site selection - 2022/2023

Site 2 (7-8 months)

- Negotiated letter of intent
- Toured building with store planner
- Floor plans drawn up by architect
- Was working through ingress/egress and dock location issues
- Building owner changed plan - ingress/egress changed; parking changed



Feasible Site Options



**A - 3+ yrs? Dependent on partnerships,
slow-moving development**

B - 2 yrs? Dependent on developer's commitment

What we need to succeed

City support

- Establishing a co-op was cited in the [Future Forward 2025 Cedar Falls' Strategic Plan](#)
- Since 2013, at least 11 co-ops have opened with the help of city support & funding: tax increment financing, grants, sales and property tax abatement, forgivable/low interest loans, street redesign
- How do your candidates for local office support this initiative?





Community Relations



THE CO-OP SWAG STORE IS OPEN!



THANK YOU

- BEN, MALLORY, & NICK
- SUSAN M.
- STEPHANIE, ANNE, LEANDRA
- SUZY
- KRISTEL
- JONATHAN, BETSIE, BEN, KATHRYN, LEANDRA
- BRENNAN, NICK, JONATHAN, BARB, KATHRYN, KAMYAR



*Together
we Grow*



VOLUNTEER



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QUESTIONS?

Thank you for continuing to support the
Rooted Carrot Co-Op Market.

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