



Corporation for Findlay Market:

Healthy Neighborhoods Committee
September 20, 2023



Local food access:

- Findlay Market Shopping App
- Partners and impact

Economic opportunity:

- Findlay Kitchen impact
- Findlay Launch new businesses
- Findlay Learn upcoming classes

Community connectedness:

- Safety and security
- Upcoming events

Merchant experiences:

- Spruce Nail Shop
- Eckerlin Meats

Q&A





FINDLAY MARKET SHOPPING APP

The Findlay Market Shopping App provides not only a convenient way for Findlay Market shoppers to access the foods they need and want, but most importantly, a more equitable way.

This initiative is helping to create a model for inclusive urban revitalization that invests in small, local businesses and connects them directly to shoppers that need and want access to fresh, local groceries.



SCAN TO
SHOP →



A **convenient** way to shop Findlay Market Merchants **more often**



Ready for **pickup** with extended evening hours or **local delivery**



Purchase your order with **SNAP benefits**



SHOPPING ON A DESKTOP? VISIT WWW.SHOP.FINDLAYMARKET.ORG





FINDLAY MARKET SHOPPING APP

Merchant Benefits

- Incremental weekday sales
- Expanded customer base & new sales channels without increased administrative overhead
- Order processing, aggregation, customer service, logistics taken care of
- Enhanced product & Merchant discovery

Shopper Benefits

- Conveniently shop 35+ small, local, Findlay Market Merchants in one easy App or online experience
- Next day order turnaround
- Extended evening hours pickup or doorstep delivery within 15 miles
- Access to fresh, local foods for all with SNAP benefits accepted

Food access by the numbers

Nutrition Benefits

- SNAP Distribution: \$27,609
- Produce Perks Matching Program: \$20,932
- Customers Served: 686

Key partnerships

- PRx
- Meals on Wheels





FINDLAY
KITCHEN
FOOD BUSINESS INCUBATOR

Non-profit food business incubator, opened in 2016, supporting food entrepreneurs looking to start, grow and scale their businesses.





Licensed & Equipped Kitchens

- 8,000 sq ft facility with affordable access to 14 kitchens
- Commercial-grade equipment and ample storage
- Lowers the most common barriers to entry in the food industry

Business Support Services

- Wraparound technical support allows business education access from branding to recipe scaling
- External org partners & leveraging internal experts to provide unique mentoring & industry learning

Exclusive Partnerships & Programs

- Access to sales channels and brokered growth opportunities exclusive to Findlay businesses
- Development of targeted support programs crucial to organic growth and a vetted path forward



FINDLAY
KITCHEN
FOOD BUSINESS INCUBATOR

- **60+** active businesses producing in Findlay Kitchen
- **14** commercial grade kitchens
- **24** hour access
- Since 2016, Findlay Kitchen has supported **200+** members
- **85%** are BIPOC, women, or immigrant-owned businesses
- **40+** businesses have grown from Findlay Kitchen into brick and mortar spaces
- **From 2016 to 2020 - 1,200** scholarship hours provided



What: Storefront Accelerator program for restaurant and food-related businesses, designed to provide entrepreneurs the space and support to fully execute their retail storefront concept while lowering financial, professional, and personal risk

Why: With an intentional focus on BIPOC, women and immigrant-owned businesses, Findlay Launch aims to build equity and inclusivity in the food industry by launching diverse, supported, and vetted food businesses.

How: Findlay Launch gives real time experience to food businesses, with crucial mentorship, industry education, a 9-week restaurant curriculum based course, and a year operating in their own storefront.

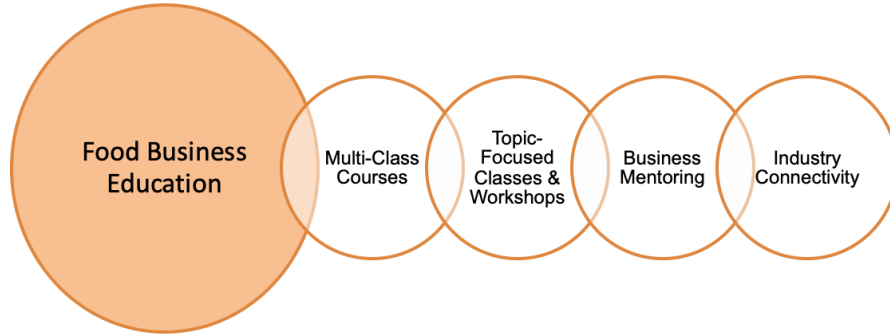


FINDLAY
LAUNCH
STOREFRONT ACCELERATOR





A Food Business Education program, connecting current and future food entrepreneurs with knowledge, support, and access to opportunities. With curriculum-based courses, one-off classes, workshops, mentorship, and industry panels, participants will find a diverse, supportive community and a clearer pathway to their next step.



Growing Into A Storefront

Summary

A 9-week food education course focusing on business management and operations for those currently operating a brick-and-mortar or for food businesses currently operating a different business model, but planning on moving into a physical location in the future.

Coursework

- Branding & Marketing
- Product Sourcing & Costing
- Menu Development
- Financial Management
- Operations
- Customer Experience
- Commercial Leasing
- Leadership & Team Management

<https://www.findlaymarket.org/findlaylearn>

Community & Connectedness

Safety & Security

- Policing needs
- Target hardening

Upcoming Events

- Fall Food Fest - Sunday, October 15, 10 am to 4 pm
- Trick or Treat at the Market - Tuesday, October 31, 4 to 6 pm

Findlay Market Merchant Speakers

Spruce Nail Shop

- Mandy Spears
- Gloria Garcia



Eckerlin Meats

- Josh Lillis





Q & A