



December 2016

In this Issue:

Upgrades Preserve Nucla's Only Grocery Store

CO4F Evaluation Indicates Program's Success

Grocer Guide Now Available



Pictured (left to right): Montrose County Commissioner-elect, Roger Rash; CHFA Western Slope Community Relationship Manager, Karen Harkin; Redd's Mercantile co-owner, Kathryn Redd; Redd's Mercantile bookkeeper, Katrina Carver; Redd's Mercantile co-owner, Michael Redd; and The Colorado Health Foundation Senior Program Officer, Chris Smith.

CO4F METRICS

AS OF SEPTEMBER 30, 2016

Upgrades Preserve Nucla's Only Grocery Store

In 2007, the only grocery store in the small Western Slope town of Nucla fell into disrepair and closed its doors. One year later, the Redd family purchased the business, renamed it Redd's Mercantile, and worked to bring it back into operating condition. However, as time went on, it became inevitable to further renovate in order to save the store and the health of the community.



Redd's Mercantile

"Our refrigeration equipment was 50 to 60 years old, our ceiling was still leaking, and our floors were crumbling," explained Katrina Carver, who serves as the store's bookkeeper. Her mother, Kathryn, and brother, Michael, co-own Redd's Mercantile.

The family applied for CO4F support in early 2016 to address the immediate needs of the store. CO4F supported Redd's Mercantile with financing and grant funding to support a real estate loan

\$8,300,000

Total Capitalization

\$5,918,982

Funds Available

\$2,381,018

Total Funded and Committed

Colorado Fresh Food Financing Fund (CO4F) improves access to healthy food in underserved Colorado communities by financing grocery stores and other forms of healthy food retail.

PARTNERS



The Colorado Health Foundation™

colorado
enterprise fund

refinance; new, energy efficient refrigeration equipment; an updated point-of-purchase system; and repairs to the ceiling and floors. Renovations made to Redd's Mercantile have improved energy efficiency, product selection, and overall sales.

"We've definitely seen an uptick in customers after renovating, in fact, our sales have increased by 10 percent. Also, our energy costs have dropped by \$1,000 a month since making our equipment upgrades," said Katrina. She added that the store is now able to offer up to 200 new frozen and dairy products, and is in the process of expanding its produce selection.

"The Town of Nucla Board of Trustees would like to congratulate Michael and Redd's Mercantile on the newly remodeled store. It is beautiful, and so very nice to come into a store that is up to date and well taken care of. We wish them the best and we are very thankful their service to our community," said Mayor of Nucla, Dawna Morris.

All of Redd's Mercantile's improvements were completed by local contractors including Done Right Construction, Wings Electric, and Wilson Heating, Air and Refrigeration. The 5,480 square foot store supports 13 jobs.

On December 3, Redd's Mercantile hosted a renovation celebration to showcase its upgrades, thank supporters, and engage customers. Representatives from CHFA and The Colorado Health Foundation attended on behalf of CO4F, joining local leaders from Montrose County and the Nucla-Naturita Chamber of Commerce. Redd's Mercantile offered product samples and store gift certificates to customers throughout the day. CO4F distributed 100 reusable grocery bags at the event.

CO4F Evaluation Indicates Program's Success

The Sarah Samuels Center for Public Health, Research & Evaluation recently concluded a comprehensive evaluation of the Colorado Fresh Food Financing Fund (CO4F). Over the course of nearly two years, evaluators conducted in-depth interviews with CO4F stakeholders and CO4F-supported store owners, in addition to surveying hundreds of store shoppers. Several achievements and examples of positive impact were noted. They include:

Increasing Food Access

89 percent of shoppers said since CO4F has invested in their community, they have better access to healthy food.

Supporting Economic Prosperity

CO4F-supported business owners reported:

- Increased sales,
- Lower energy costs,
- Positive impact on local job opportunities,
- Reduced crime and enhanced safety, and
- Social cohesion.

Meeting Goals

Key stakeholders have a good impression of CO4F accomplishments such as:

- Quantity of projects supported,
- Geographic diversity of projects, and
- Zero loan defaults.



THE PITON FOUNDATION

at Gary Community Investments



A Health Equity Foundation



During interviews, various store owners commented:

"As I look back, we have far exceeded what we've projected...in terms of the revenues we've generated and the business that we've achieved here. The response in this community has been so much better than we expected."

"[Customers have] loved the updates. They've thanked us dozens of times since then. It's almost a year since then and we still receive compliments, not just from our local community, even from passersby, people traveling."

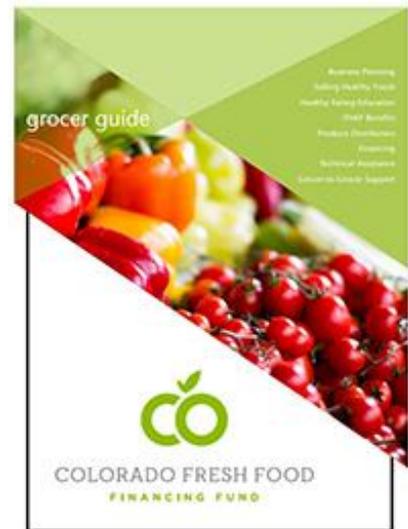
"Our farm stand has been able to support different organizations to operate in the neighborhood. That has really brought together more of that social cohesion for sure. Those are the people who live and work in the neighborhood and they're a part of the collaboration as well. We've supported that."

To date, CO4F has invested \$2.3 million to support 15 fresh food retailers and 268 jobs in both urban and rural communities throughout Colorado. The Colorado Health Foundation recently awarded CHFA a \$600,000 grant to support CO4F operations for an additional two years.

Grocer Guide Now Available

CO4F has published its Grocer Guide, a new resource for grocery retailers. The Grocer Guide is designed to assist prospective grocers and healthy food retailers with an array of tools and information to help start and grow a successful business.

Topics covered in the Grocer Guide include business planning, selling healthy foods, healthy eating education, SNAP benefits, produce distribution, financing, technical assistance, and grocer-to-grocer support. Download your copy [here](#) to learn more!



Erin Lyng, P.U.M.A.
720.519.0535, CO4F@pumaworldhq.com

Tim Dolan, CHFA
303.297.7318, tdolan@chfainfo.com



[visit our website](#)