brightpoint
For a Brighter Future.

brightpoint

MISSION

Brightpoint helps communities, families, and individuals remove the causes and conditions of poverty.

Brightpoint's Goal:

PLAN & DEVELOP

A NONPROFIT GROCERY STORE

IN DOWNTOWN

FORT WAYNE, INDIANA

BY 2019

Addressing Food Access

The USDA definition of a food desert:

To qualify as a "low-access community," at least **500** people and/or at least **33%** of the census tract's population must reside more than **1** mile from a supermarket or large grocery store. (for rural census tracts, the distance is more than ten miles).

http://americannutritionassociation.org/newsletter/usda-defines-food-deserts

Strategic Plan

Addressing the food access issue is a key goal to be accomplished within the next 3 years.

Project Goals and Objectives

Goal #1: Create a Market within a Food Desert to improve food access for low income community members.

Goal #2: Connect low income members of the community to fresh/ local products.

Goal #3: Provide a resource to local farmers to sell and distribute their food to the public.

Experience in Addressing Food Insecurity

Helped initiate Community Harvest Food Bank
(the largest food bank in Indiana)

Women, Infants, and Children (WIC) nutrition
program in Northeast Indiana

Regional grantee for the State's
USDA Surplus Commodities Distribution (1984-2003)

Brightpoint has distributed more than **2,000,000** pounds of products to soup kitchens and food pantries.

Target Market

The Target Area is a **99** block area of downtown Fort Wayne.

Currently served primarily by gas stations and convenience stores

46802 zip code is home to roughly **11,200** people

39.6% living in poverty

Downtown Improvement District Boundaries (99 Blocks)

Planned Developments

Riverfront Development	2017-2021	$100M
The Landing	2017-2019	$35M
Electric Works	2017-2021	$440M
STEAM Park	2021-2025	$180M
Lutheran Health Network	2018-2023	$500M

Over $1Billion dollars in the next 5 years!

Downtown Housing

Existing

Worthington Manor
Jackson Manor
Garrison Flats
West Berry Apartments
Three Rivers Apartments
Lamplight Inn
Edsall House Apartments
Traditional single family

Newly developed

Cityscape Flats
Anthony Wayne Building
Harrison Apartments
Midtowne Crossing Condominiums
Randal Lofts
Superior Lofts

4,815 RESIDENTS IN THE DOWNTOWN AND IMMEDIATE SURROUNDING NEIGHBORHOODS

Downtown Lodging

Courtyard by Marriott

Hilton at the Grand Wayne Convention Center

LaSalle Bed and Breakfast

Under construction

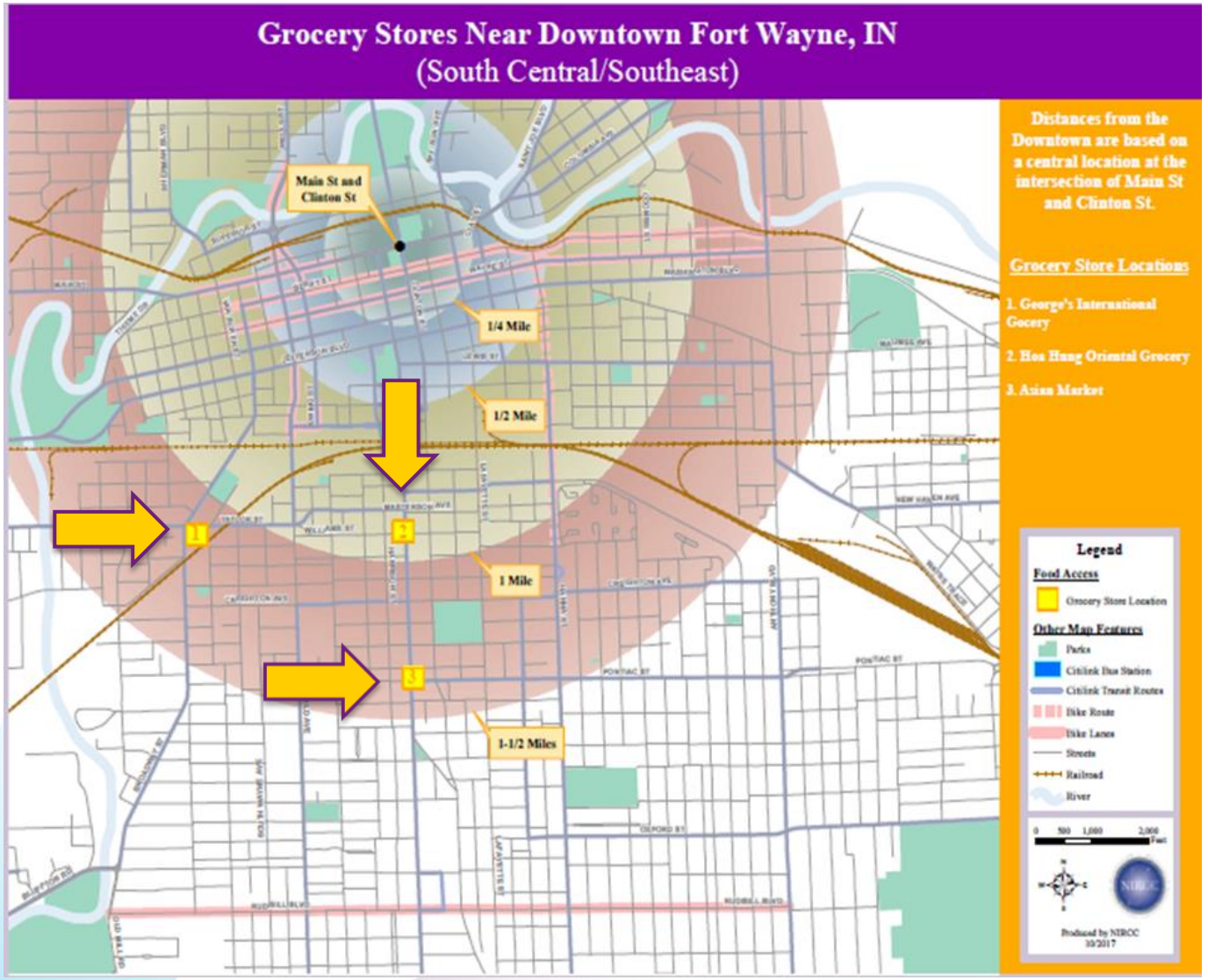
Provenance Hotels (mid 2019)

Hampton Inn (mid 2019)

Identifying other grocery stores within 1.5 miles

Three grocery stores, all primarily ethnic food stock.

1. George's International Grocery
2. Hoa Hung Oriental Grocery
3. Asian Market



George's International Grocery
(South/Southwest of Downtown Fort Wayne)

1. George's Internationa Grocery

Location: 2021 Broadway

Food Type: International foods, fresh produce, meats and cheeses.

Other: Bakery and other fresh foods made daily.

Legend

Food Access

Grocery Store Location

Other Map Features

Parks

Citilink Transit Routes

Bike Routes

Bike Lanes

Sidewalks

0 175 350 700 Feet

Produced by NIRCC
10/2017

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Hoa Hung Oriental Grocery
(South of Downtown Fort Wayne)

2. Hoa Hung Oriental Grocery

Location: 1940 S Calhoun St

Food Type: Oriental Goods and Foods Retail.

Other: Fresh sea food and produce.

Legend

Food Access

- Grocery Store Location

Other Map Features

- Parks
- Citilink Transit Routes
- Bike Routes
- Bike Lanes
- Sidewalks

0 125 250 500 Feet

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NIRCC

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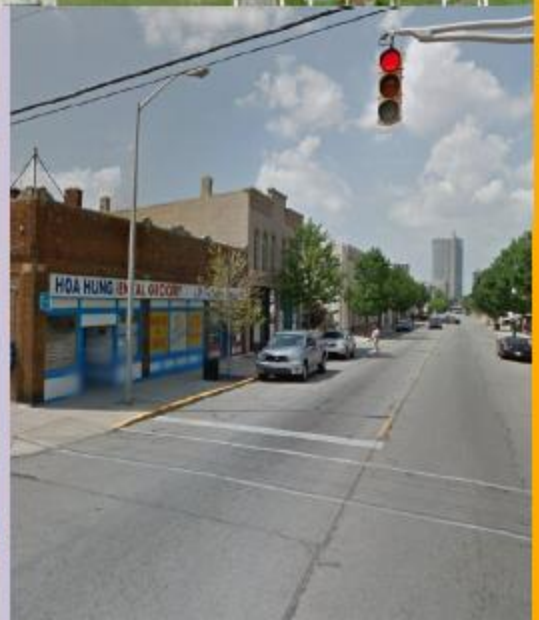

Asian Market
(South of Downtown Fort Wayne)

3. Asian Market

Location: 2615 S Calhoun St

Food Type: Asian grocery and market

Other: Fresh produce, miscellaneous items such as gifts, clothes, household items.

Legend

Food Access
- Grocery Store Location

Other Map Features
- Parks
- Citilink Transit Routes
- Bike Routes
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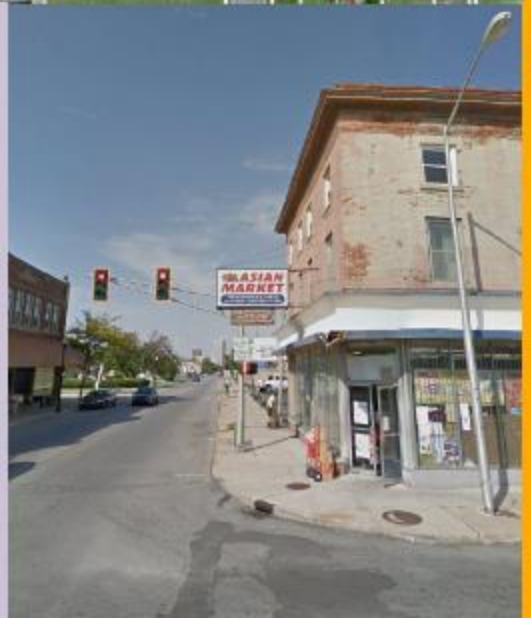

Financing

Local Foods, Local Places	EPA to provide a group of expert facilitators to orchestrate community and stakeholder forums.
Community Food Project Competitive Grant	National Institute of Food and Agriculture, USDA. Project Planning portion of the grant provides $35,000 in matching funds.
Healthy Food Financing Initiative	USDA, Treasury Dept., and HHS. Expands access to nutritious food in underserved communities.

Community Engagement Process

1. Invest time and resources by hosting community forums and workshops, conduct surveys, and advertise message using social and traditional media

2. Dedicate the needed labor, space, equipment, and capital to follow up with respondents and community

3. Seek out technical, artistic, creative, medical and nutritional experts to create business plan and pro forma

Partnerships

The St. Joseph Community Health Foundation

Purdue Extension | Local Faces Countless Connections

HOCH | Brightpoint Community Food Project Competitive Grant Program

City of Fort Wayne Indiana Ke-Ki On-Ga

Community Development

Northeast Indiana Local Food Network

Resources

The Food Trust

PolicyLink

REINVESTMENT FUND

Case studies and online research…

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