brightpoint

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

Goal #2: Connect low income members of the community to fresh/ local products.
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)
<table>
<thead>
<tr>
<th>Development</th>
<th>Start Year - End Year</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverfront Development</td>
<td>2017-2021</td>
<td>$100M</td>
</tr>
<tr>
<td>The Landing</td>
<td>2017-2019</td>
<td>$35M</td>
</tr>
<tr>
<td>Electric Works</td>
<td>2017-2021</td>
<td>$440M</td>
</tr>
<tr>
<td>STEAM Park</td>
<td>2021-2025</td>
<td>$180M</td>
</tr>
<tr>
<td>Lutheran Health Network</td>
<td>2018-2023</td>
<td>$500M</td>
</tr>
</tbody>
</table>

Over $1 Billion 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)
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 International Grocery
Location: 2021 Broadway
Food Type: International foods, fresh produce, meats, and cheeses.
Other: Bakery and other fresh foods made daily.
George's International Grocery
(South/Southwest of Downtown Fort Wayne)

Legend

- Food Access
- Grocery Store Location

Produced by NIRCC
10/2017

Location: 2021 Broadway
Food Type: International foods, fresh produce, meats and cheeses.
Other: Bakery and other fresh foods made daily.
Hoa Hung Oriental Grocery
(South of Downtown Fort Wayne)

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

Produced by NTRCC 10/2012
Hoa Hung Oriental Grocery
(South of Downtown Fort Wayne)

Location: 1940 S Calhoun St
Food Type: Oriental Goods and Foods Retail.
Other: Fresh sea food and produce.
Asian Market
(South of Downtown Fort Wayne)

Location: 2615 S Calhoun St
Food Type: Asian grocery and market
Other: Fresh produce, miscellaneous items such as gifts, clothes, household items.
Asian Market
(South of Downtown Fort Wayne)

Legend
Food Access
- Grocery Store Location

Location: 2615 S Calhoun St
Food Type: Asian grocery and market
Other: Fresh produce, miscellaneous items such as gifts, clothes, household items.
<table>
<thead>
<tr>
<th>Local Foods, Local Places</th>
<th>EPA to provide a group of expert facilitators to orchestrate community and stakeholder forums.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Food Project Competitive Grant</td>
<td>National Institute of Food and Agriculture, USDA. Project Planning portion of the grant provides $35,000 in matching funds.</td>
</tr>
<tr>
<td>Healthy Food Financing Initiative</td>
<td>USDA, Treasury Dept., and HHS. Expands access to nutritious food in underserved communities.</td>
</tr>
</tbody>
</table>
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
Resources

The Food Trust

PolicyLink

REINVESTMENT FUND

Case studies and online research...
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