

BENEFITS FOR OUR Corporate Partners





Local Matters.

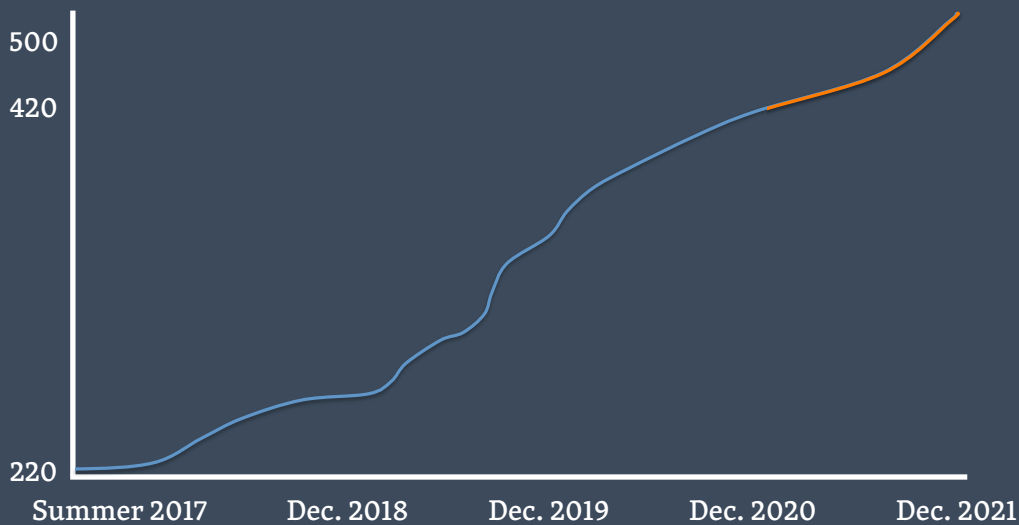
Now More Than Ever.

**In the face of COVID, we
must work together and
we must be resilient.**

**Our community
is calling for a
solution.**

MOMENTUM ACCELERATES

Member-Owner Growth



COVID Pivot to Virtual
as bridge to physical location



We Are Here.

After crossing the 300 member-owner threshold, we began Phase 2 in 2019 with renewed momentum and vigor.

The following pages outline how YOU can help us get to the next phase.

CORPORATE BENEFITS

Despite tremendous growth and revitalization underway, Downtown Schenectady is still a food desert. Let's make it a food oasis. We are focused on growing social capital, not just sales. Community partnerships are key.

Our future depends on corporate partners. Here's how it benefits your company:

- A real grocery store near their work with grab & go food
- Additional dollars spent in our local downtown, not miles away
- Corporate sponsorships telegraph goodwill for our whole community
- Visionary partnerships promote good healthy food
- Healthy food=healthy employees
- Sponsorships show your devotion to your employees' health and wellbeing

\$1,000

Patron

- Your logo on ECFC website

\$2,500

Producer

- Your logo on ECFC swag

\$5,000

Top Shelf

- Your logo on ECFC publications

\$10,000

Outstanding in the Field

- Signage in store, on walls, community boards, Community kitchen, shopping baskets & carts

LOCAL SUPPORTS LOCAL

Our Co-op already has tremendous support from corporate partners across the city and region. Electric City Co-op Businesses:

- Beekman 1802
- BioSoil Farms
- Bisallion Brthers
- Capital Xp Realty
- Casa Visco
- The Chris White Studio
- City Barber Shop
- Collaborative Design Small Business Solutions
- David Bonabitus & Joseph Schmid
- Deb Best Practices
- Ecco Salon
- Electric City Roasters
- fin - your fishmonger
- Gatherer's
- Happy Cappuccino
- Homespun Occasions
- Hungry Chicken Farm Market
- Lennon's
- Logical Net
- Lovin' Mama Farms
- Malcom's
- Mangino's
- Marianne Ashley Designs
- Mazzone Hospitality
- Nott Street Office
- Open Door Book Store
- Pedé Brothers
- Re4orm Architecture
- Redburn
- Sam Goldstien Productions
- Schenectady County Historical Society
- Schenectady Trading Company
- Sciocchetti & Abbott
- Studio 232
- Sweet Sprig
- Tara Kitchen
- Tech Froward
- Transfinder
- Upstate Electrical
- urban CoWorks
- We Rise Consulting
- Wolf Hollow Brewing



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Initial Organizing

LAUNCH: 2013

- Incorporate
- Build Community Support
- Gather Strong Leadership Team
- Develop Initial Business Plan

Stage 1 → Stage 2
300 Member-Owners

2a

Feasibility

LAUNCH: 2019

- Conduct Market Feasibility Study
- Explore Potential Site Options
- Preliminary Design
- Explore Financing Options
- Grow Community Support

Stage 2a → Stage 2b
450 Member-Owners

2b

Planning & Virtual Pivot

- Hire General Manager
- Plan Capital Campaign
- Secure Location and Finalize Financing
- Grow Community Support
- Launch online / virtual Co-op as bridge to physical location

Stage 3a
600 Member-Owners



Pre-Construction

- Launch Fundraising Campaign
- Recruit and Engage Member-Owners
- Develop and Implement Marketing Plan
- Host Groundbreaking Ceremony
- Provide Community Support

Temp. on hold during virtual pivot

Stage 3a → Stage 3b
800 Member-Owners



Construction

- Build-Out Store
- Order and Receive Inventory
- Develop and Implement Marketing Plan
- Host Remote Store Opening
- Provide Community Support

Temp. on hold during virtual pivot

Stage 3b → Stage 4
1200 Member-Owners



Grand Opening

- Host Community Event and Ribbon Cutting Ceremony
- Launch Plan for Continued Growth, Success and Community Support



www.electriccityfood.coop