

EUREKA STORE REMODEL PROPOSED CHANGES

Be a Part of the Dialogue!

Phases Listed
in
Proposed Order



\$7,000	PHASE I
\$8,200	PHASE II
\$24,520	PHASE III
\$20,260	PHASE IV
\$15,160	PHASE V
\$33,250	PHASE VI
\$65,000	PHASE VII
\$17,060	PHASE VIII
\$22,965	PHASE IX (SIGNAGE PROGRAM)
\$55,000	PHASE X: LIGHTING (PRODUCE, CHEESE & WINE)

PHASES: I + III + IV + V + VI + VII + VIII + IX =	\$207,275.00
PHASE II =	\$8,200.00
LIGHTING =	\$55,000.00

Phase I	\$7,000
Phase II	\$8,200
Phase III	\$24,420
Phase IV	\$20,260
Phase V	\$15,160
Phase VI	\$32,250
Phase VII	\$65,000
Phase VIII	\$17,060
Phase IX	\$22,965
Phase X	\$55,000

Questions?
Contact David Lippman at
826-8670 ext. 124
or
davidlippman
@northcoastco-op.com

Want to learn more? Want to give your input?

Please attend one of our Member Forums on the Eureka Store Remodel:

- Monday April 20, 2009 at 6:00 p.m.
- Wednesday April 22 at 6:00 p.m.

Both meetings will be in the upstairs meeting room at the Eureka Co-op

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EUREKA CO-OP REMODEL Proposed Changes — Be a Part of the Dialogue!

Our Eureka store has been open for a little over two years now. It is standard practice after a couple of years to assess what is and is not working with a new store, and to make modifications where appropriate. We are in the process of doing that at this time. Plans have not been finalized, so there is still opportunity for member input before we go forward with any work.

One of the things we know is that the Eureka Co-op is only bringing in two thirds of the sales necessary to support its operations. With increased competition in the natural foods market and many complaints about the layout and underutilized space in the Eureka store, the Board of Directors and the management team deemed it necessary to undertake improvements that would allow the Eureka store to be self-sustaining now and into the future.

Over the past two years we have gotten lots of input from our members and shoppers about ways to make the store better. We've also gotten input from a team of co-op experts who visited and gave advice. Most recently we've contracted with a store designer, Sutti & Associates, who has worked with several other co-ops to remodel their stores and significantly increase sales. It is important to remember that the original store designer did not have a specific background in grocery retail. Sutti & Associates not only has the right background, but a proven track record of success with natural food co-ops. For examples, see Davis Food Co-op and Ukiah Natural Foods.

The proposal that is currently under consideration would cost about \$200,000. The plan is broken down into eight or ten "bite size pieces" that can be done as quickly or as slowly as is appropriate. We anticipate going slowly and taking about a year, but it could take as long as two years, or it could get stopped at any point along the way if financial conditions change or needs in the Arcata store become more pressing.

The Co-op has the funds necessary for this project without incurring any new debt. Based on only modest increases in sales (5 to 6%), the proposed changes would pay for themselves within a year. This is indeed modest, as other co-ops have seen increases of 20% to 30% even in light of the economic downturn. For example, changes to the central "rotunda" area--where roughly 2,000 square feet of valuable retail space is poorly conceived, badly organized and grossly under-utilized—could result in an increase of \$1,500,000/year of sales. Along with the other enhancements to the store—such as improved seating for our Co-op Deli and more room for pallet buys, offering better services and prices--we see this as the means to improving store sales and performance, ultimately creating a sustainable Eureka Co-op that can support our members, our employees and our community now and into the future.

***Please join us in creating
that future!***

