

Why is the Co-op doing a capital campaign?

THE CLIPPER CITY CO-OP NEEDS RESOURCES TO OPEN A STORE:

- Fund our store lease and make physical improvements to the space
- Hire awesome team members to get the store ready
- Purchase and install equipment
- Support other expenses such as legal, marketing, website creation, insurance, permits, and other related, essential items

What is the breakdown of the \$ needed for the co-op?



Do you think you will be able to raise this much money?

YES!

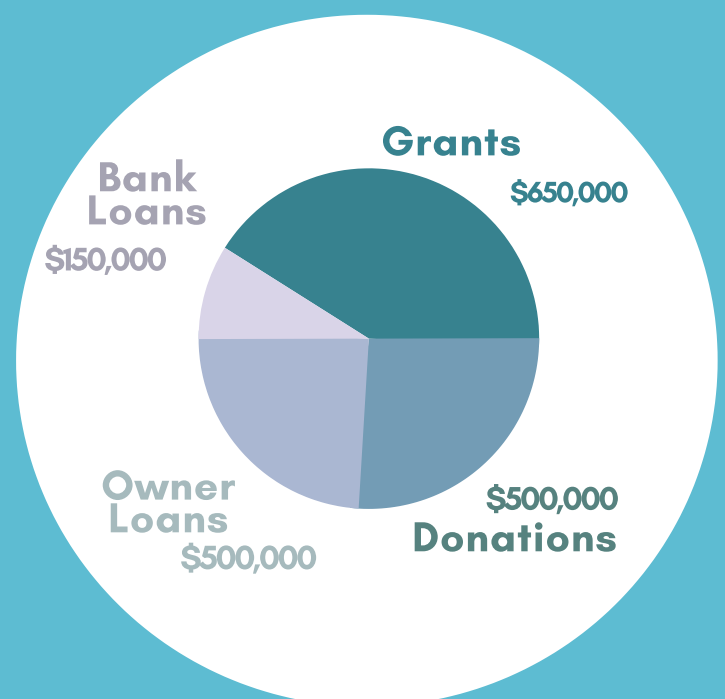
Co-ops around the country have been sucessful raising money in order to expan or open new stores. There is a new co-op opening in Oshkosh soon.

Our market study indicates very positive support for the co-op with enough numbers of businesses and individuals who will support the capital campaign and shop regularly in the store.

What is an owner loan?

This loan option is perfect for current owners. It's a way to invest in the co-op a bit further, just like you would for any other startup business. Owner loan programs have been incredibly successful for other co-ops. The Co-op gets money from an owner in the form of an unsecured loan and the owner has the satisfaction of knowing they've been a key part of making the co-op a reality PLUS they earn a financial return on their investment. Owner loans are limited to current owners who are 18 and older and residents of the state of Wisconsin.

What are the funding sources for the \$1.9 M?



What are the options for financial donations?

We're happy to receive donations of all sizes. Donations can be made as either a TAX DEDUCTIBLE DONATION or a NON-DEDUCTIBLE GIFT based on your choice.

Since the co-op is a for - profit entity, we are working with a foundation that can accept your donation on behalf of the Clipper City Co-op. This is a 501(c) 3 federally tax exempt organization. Checks can be made payable to COOPERATIVE DEVELOPMENT FUND OF CDS. If you aren't interested in a tax deduction (many people have indicated this since the significant change in tax laws) then you simply make your check payable to CLIPPER CITY CO-OP and we will consider it a gift.

When will the co-op open?

WE DO NOT HAVE AN EXACT DATE YET, BUT IF EVERYTHING GOES ACCORDING TO THE OVERALL MASTER PLAN WE WOULD ANTICIPATE OPENING THE STORE IN **EARLY 2021**.

Why do we need a co-op when we have other grocery stores?

Co-ops offer more locally produced goods to support your local farmers

Co-ops partner with more local producers and food artisans

Co-ops provide more organic and natural food choices overall

Why will the co-op be in downtown Manitowoc?

Downtown Manitowoc is growing every day, but yet it lacks a grocery store. More people are working, shopping and living downtown which makes 702 York Street a wonderful choice for the co-op. It also supports revitalization of our county seat.

Do you have to be an owner to donate to the campaign?

Absolutely not. You must be an owner to make a loan, but anyone can donate. Corporations, businesses, foundations, families, YOU!

How big will the store be?

The store will be around 5,000 square feet, using all of it for productive sales! And we will have adequate, handy parking!

Will the co-op be able to compete on price with other grocery stores in the county?

Yes! The co-op is pledging it will provide healthy, quality foods at fair and competitive prices.

Will the co-op have special features for our area?

Yes! it will be a food hub. It will have an online retail ordering capability, provide wholesale foods to local restaurants and offer bulk purchasing for anyone, such as half a hog or cow.