



FREQUENTLY ASKED QUESTIONS

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 successful raising money in order to expand or open new stores. There is a new co-op opening in Oshkosh soon.

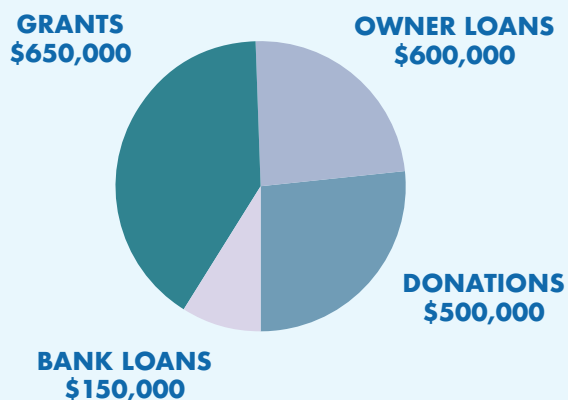
Our market study indicates very positive support for the co-op with enough numbers of businesses and individuals who will support the capital campaign and shop regularly in the store.

What is an owner loan?

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 you have the satisfaction of knowing you've been a key part of making the co-op a reality. PLUS you earn a financial return on your investment.

Owner loans are limited to current owners who are 18 or older and residents of the state of Wisconsin.

What are the funding sources?





FREQUENTLY ASKED QUESTIONS

What are the options for financial donations?

We are accepting monetary gifts (not tax deductible) or donations (tax deductible). Whichever you prefer! 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 out to Cooperative Development Fund of CDS.

If you aren't in need of 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 and thank you!

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

- ✓ Co-ops offer more locally produced goods to support our local farmers
- ✓ Co-ops provide enhanced food security due to less steps in the distribution process
- ✓ Co-ops focus on helping people and community as priority #1

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 2021.

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 downtown Manitowoc 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 large enough for productive sales, plus office space. And it will have adequate, handy off-street parking!

Will the co-op be able to compete 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 and offer online retail ordering capability, wholesale foods to local restaurants and bulk purchasing for anyone, such as half a hog or cow.