



Renaissance Community Coop

Healthy ~ Affordable ~ Community Owned

PROJECT TIMELINE

January 2014	February 2014	March 2014
RCC Board Development & training Finalize member Loan plan/materials Finalize Membership Development Plan Finalize Grassroots Fundraising Plan Community-Based Market Research Validate Market Study & Pro Forma (Uplift) Submit proposal to City of Greensboro	Launch college campaign Funder meetings with RCC & Uplift Solutions Officially Launch FR and membership campaigns Board member asks begin Begin Work with Uplift to get Federal/State \$\$\$ Business Plan Precip developed Work with City Council & staff	City sells property to Self help Secure \$100K grant and \$600K loan from city Begin lease negotiations with Self help First draft full business plan completed Apply for Federal and State grants/loans Apply for \$500K add'l in CDFI loans/fndn grants Community survey presented to community
100 members 40K in owner loans \$1K in Grassroots fundraising \$145K in CDFI or foundation grants/loans \$0K in federal/state funding \$6K in owner equity	200 members 75K in owner loans \$2K in Grassroots fundraising \$145K in CDFI or foundation grants/loans \$0K in federal/state funding \$7.5K in owner equity	300 members \$100K in owner loans \$5K in grassroots fundraising \$145K in CDFI or foundation grants/loans \$0K in federal/state funding \$10K in owner equity
April 2014	May 2014	June 2014
Self Help begins spec and bidding Interior store design roughed in Business Plan Complete Launch crowdsourcing campaign Develop General Manager Job description	Reach lease agreement with Self Help Finalize store design Identify & start vendor conversations Community Coop 101 workshop Begin national search for General Manager	Self Help begins construction Begin equipment selection Continue vendor conversations Community Block Parties Gen Mgr interviews
400 Members \$125K in owner loans \$15K in grassroots fundraising \$145K in CDFI or foundation grants/loans \$0K in federal/state funding 20K in owner equity	500 Members \$150K in owner loans \$20K in grassroots fundraising \$245K in CDFI or foundation grants/loans \$0K in federal/state funding 30K in owner equity	600 Members \$175K in owner loans \$25K in grassroots fundraising \$245K in CDF or foundation grants/loans \$100K in federal/state funding 40K in owner equity



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July 2014	August 2014	September 2014
Hire the General Manager Hire RCC construction consultant Continue vendor conversations Finalize equipment purchases Acquire licenses, etc Choose Point Of Sale system Draft Operations Manual	Completion of exterior and parking lot work Construction begins on RCC store Facade & Sign for RCC store goes up General manager begins work Recruit & hire assistant managers Begin signing contracts with vendors Train management team in Phillidelphia	Install equipment & fixtures Install & test POS system Begin advance marketing Hire Floor staff Continue community education/outreach Continue lining up vendors Finalize operations manual
700 Members \$200K in owner loans \$25K in grassroots fundraising \$350K in CDFi or foundation grants/loans \$200K in federal/state funding \$50K in owner equity	800 Members \$200K in owner loans \$25K in grassroots fundraising \$400K in CDFI or foundation grants/loans \$200K in federal/state funding \$60K in owner equity	900 members \$200K in owner loans \$25K in grassroots fundraising \$450K in CDFI or foundation grants/loans \$200K in federal/state funding \$67.5K in owner equity
October 2014	November 2014	December 2014
Hire janitorial & security staff Intensive staff training Initial grocery & dry goods stock delivered Shelves stocked Dry run on all systems	SOFT LAUNCH -----> GRAND OPENING PROJECTED FOR JANUARY 2015	
1000 Members \$200K in owner loans \$25K in grassroots fundraising \$450K in CDFI or foundation grants/loans \$200K in federal/state funding \$75K in owner equity	1100 Members \$200K in owner loans \$25K in grassroots fundraising \$450K in CDFI or foundation grants/loans \$200K in federal/state funding \$82.5K in owner equity	1200 Members \$200K in owner loans \$25K in grassroots fundraising \$450K in CDFI or foundation grants/loans \$200K in federal/state funding \$90K in owner equity

Key Action Steps

Membership & Fundraising Benchmarks