

Our Market At The Plaza Prospectus



Our Market At The Plaza is the future of sustainable grocery and staple supply for Macoupin County. Our cause is our county, our neighbors, and our families, and seeing them all thrive. Our Market At The Plaza is being built as a supplier, economic driver, and long-term employment opportunity for all local residents. We are seeking to develop mutually beneficial, collaborative programming with local partners that will supply fresh produce year-round to secure a permanent market for local producers of agriculture products and provide a solid foundation of transferable skills to everyone.

Our Market At The Plaza is all about building a co-op grocery store that will focus on providing continuous access to nutritious food, advancing economic opportunity, and promoting fair market exchanges between consumers and suppliers through partnerships at local, regional, and national levels.

Our Mission Statement:

Locally owned Co-op providing a healthy and sustainable community one partnership at a time.

Our Vision Statement:

To create a family-oriented experience where you can grab a meal, meet the producers, and create connections with your food while supporting local businesses.

Benefits of Our Market at the Plaza

- A grocery store / market that is built by our community, for our community.
- Promotes locally and regionally produced foods while providing access to grocery staples.
- Encourages ownership and community development.
- Driver of economic growth.
- Culinary incubator, fostering cottage industry education and safe food handling practices.
- Provider of jobs that enhance career skills and learning opportunities.
- Full deli featuring Grab- N-Go Options

Become an owner today!

- **Common Stock Owner-** \$200/share
 - Given voting rights at the stockholder's annual meeting.
 - Have the opportunity to serve on the Board of Directors.
 - Access to all Member Benefits.
 - Limit one per household.
 - Owners share in the profit of Our Market.
 - Patronage will be paid out in accordance with the Bylaws and at the discretion of the Board of Directors on an annual basis.

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Become an owner today! (cont'd)

- **Preferred Stock Owner-** \$1000/share
 - Preferred Stock has a Par Value of \$1000 and an Annual Dividend payout at the rate of 5%, paid out in accordance with the Bylaws and as approved by the Board of Directors at each Annual Meeting.
 - Expectation of buyback of Preferred Stock is 10 years from the original date of purchase.
Preferred Stocks are able to be purchased and held by Individuals, Businesses, Corporations, Financial Institutions, Community Institutions, and any legal entity.

Let's Talk Numbers:

One goal is to keep tax dollars in Macoupin County by recovering leaking sales and bring sales tax back to Carlinville instead of subsidizing competing communities. According to the 2017 ESRI report, (more current data is available, but the pandemic skewed numbers, so 2017 is the more indicative of normalcy in data), there is approximately **\$7.314 million in leakage** in grocery needs in Macoupin County. Leakage means that there is not enough supply in a 15-minute radius of Carlinville square, therefore residents are traveling out of the county to buy groceries. The goal is to capture and redirect at least **\$2.2 million** of that annually to stay in Macoupin County.

Working with Sean Park, Program Manager with the Illinois Institute for Rural Affairs, the following numbers have been calculated in our proforma.

Start-up costs \$1,518,000*. (To revitalize the 30,000sq ft at the Plaza) At least 20% will be raised through capital development or (\$300,000), and the remaining balance will be obtained through USDA grants and loans.

Below is a snapshot of what has been calculated for the first three years Our Market will be open. An average inflation rate of 3% in the first year and an average of 5% inflation rate from years 2-3 have been calculated into these estimates. These numbers also reflect an increase in the minimum wage to \$15/hour for hourly workers as well as Cost of Living Adjustments (COLAs). Managers will be salaried at approximately \$57,000/year. (all non-management positions will start out above minimum wage rates)

These numbers represent capturing 30% of the leakage Macoupin County is experiencing in grocery sales. Our Market is striving to achieve an annual compound growth rate of 4% within the first three years.

	Total Revenues	Total Costs	Profit / (Loss)
Year 1	\$2.29M	\$2.24M	\$42,000
Year 2	\$2.45M	\$2.38M	\$68,000
Year 3	\$2.59M	\$2.49M	\$100,000

***Our Market is a start-up cooperative. Estimates are based on good-faith knowledge obtained through research. There is no guarantee that revenues will be made. Hypothetical or simulated performance is not indicative of future results.**

****The securities being sold in this offering have not been approved or disapproved by the Securities and Exchange Commission (SEC) or any state securities authority, nor has the commission or any state securities authority passed upon the accuracy or adequacy of this memorandum. Any contrary representation is a criminal offense.**

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