



## Chicago Market Owner Survey, July 2020

This Chicago Market Owner Survey was conducted July 7-23, 2020, and focused on financial feasibility. Appendix A includes a description of the survey methodology, a link to a document with the full questionnaire wording, and a chart showing survey completions by date.

### Executive Summary

- A total of 1,914 Owners (including both primary Owners and household Owners) were invited to take the survey.
- Of those, 343 Owners completed the survey, with a response rate of 17.9%.
- Owners who responded to the survey differ from Owners overall on a few factors. By comparison, they are:
  - much more likely to have made an Owner loan (Chart 2)
  - less likely to be Cultivating Owners (Chart 3)
  - more likely to have used the payment plan when joining (Chart 4)
- Nearly half of responding Owners say they are “somewhat enthusiastic” about Chicago Market, and most of the remainder are divided between “very enthusiastic” and “not very enthusiastic”. (Chart 6)
- Those who aren’t enthusiastic cite the slow progress / delay in opening the store as the biggest reason for feeling this way. (Chart 9)
- Overall, 60.3% of survey respondents are potentially willing to provide financial support to Chicago Market, and 49.3% are open to doing so within the next 3-6 months.
- The majority of this group is not firmly committed to that support, and selected a response indicating “Maybe, I’ll have to see how the next 3-6 months go”. (Chart 14)
- The types of support that are most attractive to this group are donations and leveling up to a Cultivating Ownership. Owner Loans are less popular. (Chart 15)
- Roughly 3 in 10 respondents are potentially interested in dividing up donations or payments to level up their memberships into multiple payments. (Chart 16)
- Owners who said “Yes”, they’d be willing to provide financial support in the next 3-6 months seem like they may be more financially secure than those who said “Maybe” or “No”. They are more likely to have viewed the cost of joining as a small financial commitment, less likely to have used the payment plan, and less likely to express interest in flexible options to spread payments out

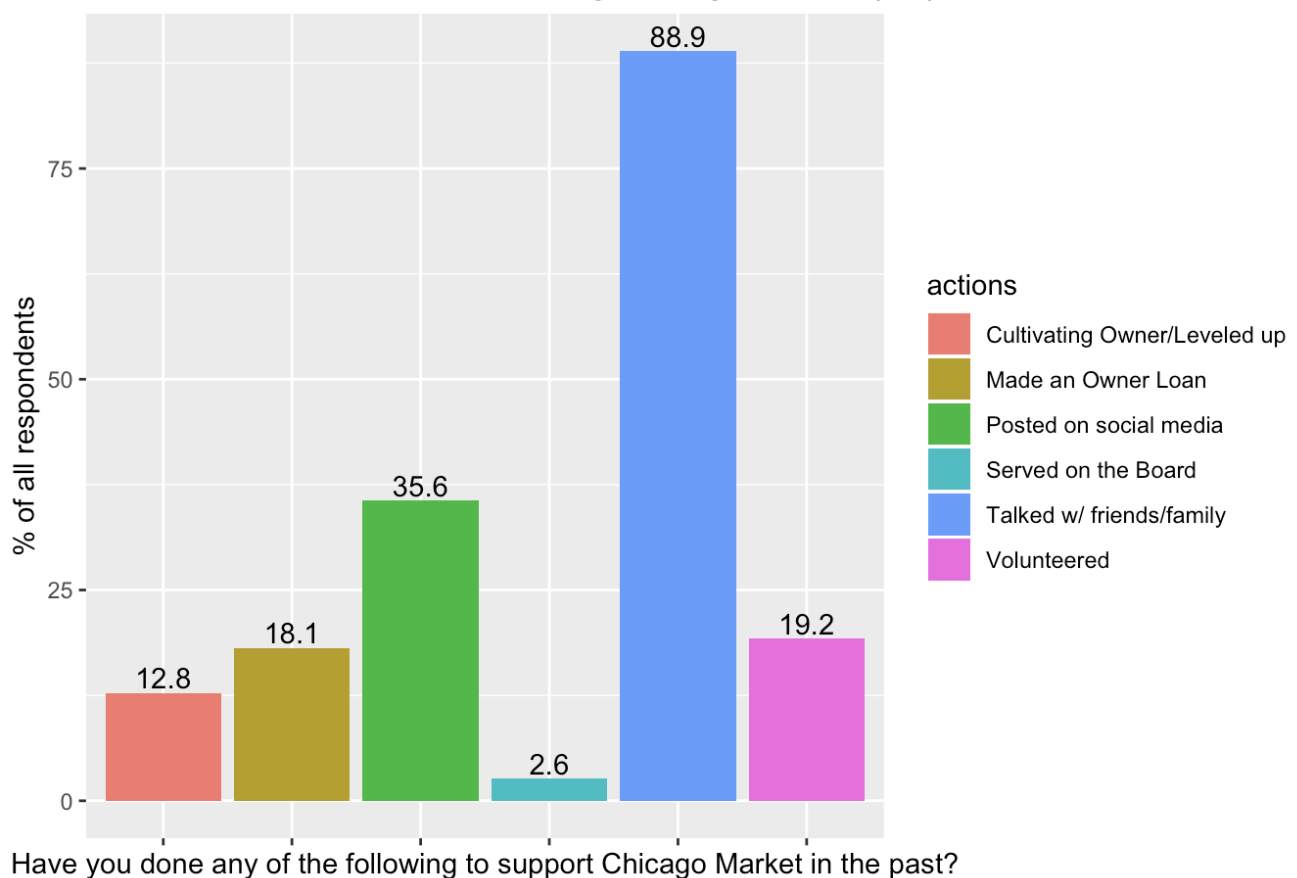
over multiple months. However, fewer of the “Yes” respondents are currently Cultivating Owners than the other groups, which seems to represent an opportunity for levelling up.

- A small number of respondents raised the idea of offering a way for Owners to sponsor membership for someone else rather than level up their own memberships.
- For Owners who are not willing to provide financial support in the next 3-6 months, the main reasons for this are:
  - being nervous about Chicago Market’s uncertain future
  - feelings that contributions already made are as much as they are willing to contribute
  - being extra cautious financially right now
  - having other financial priorities
- In general, many Owners are concerned about the slow progress toward opening the store and express a desire for more communication about the status of the project.

## Respondent Profile

Before digging into the results regarding financial feasibility, we can get a general idea of the survey respondents’ past level of engagement with Chicago Market based on responses to Question 3.

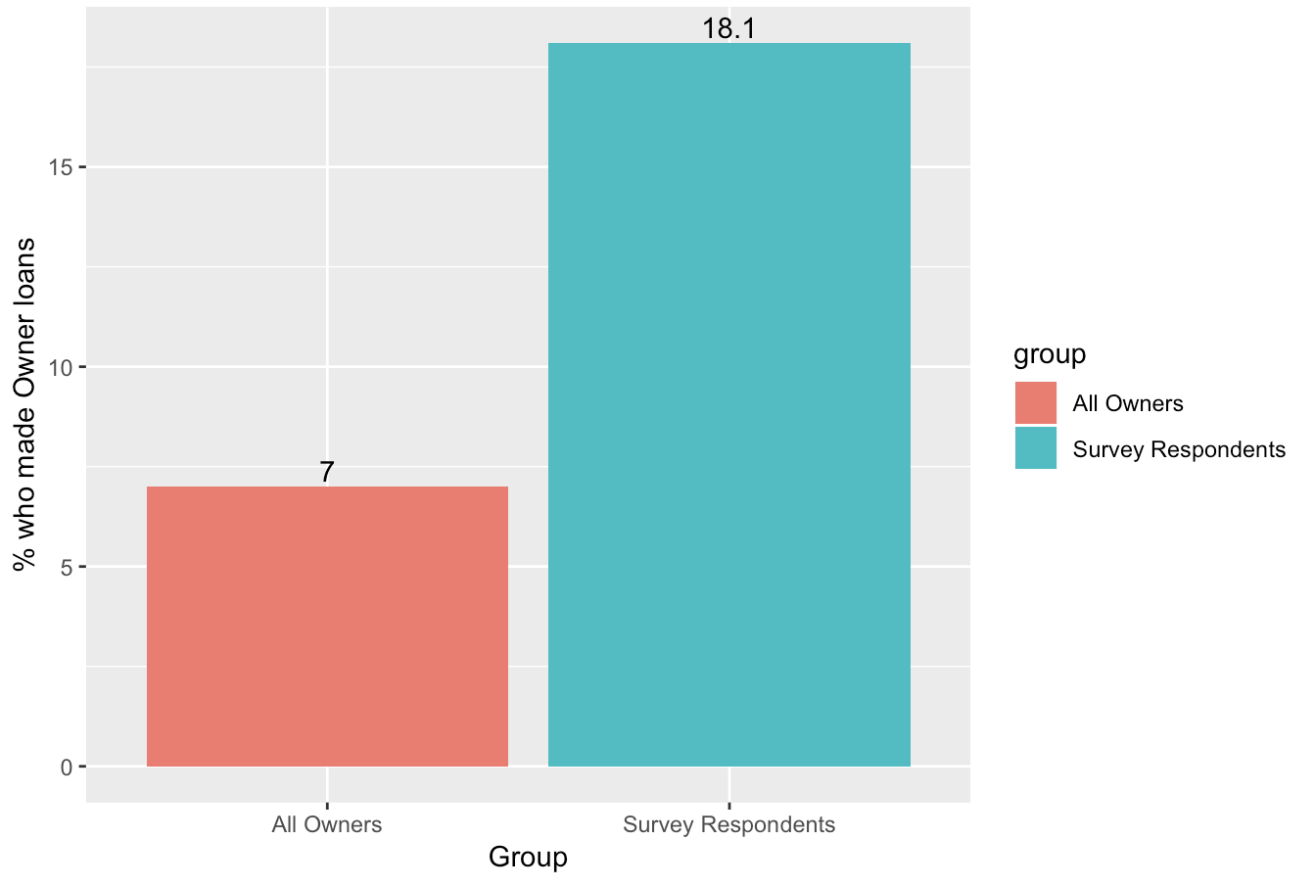
Chart 1: Past Activities Supporting Chicago Market (Q3)



While we have fairly limited demographic information about our Owners, we were able to evaluate how the Owners who responded to the survey compare to Owners overall on a few measures.

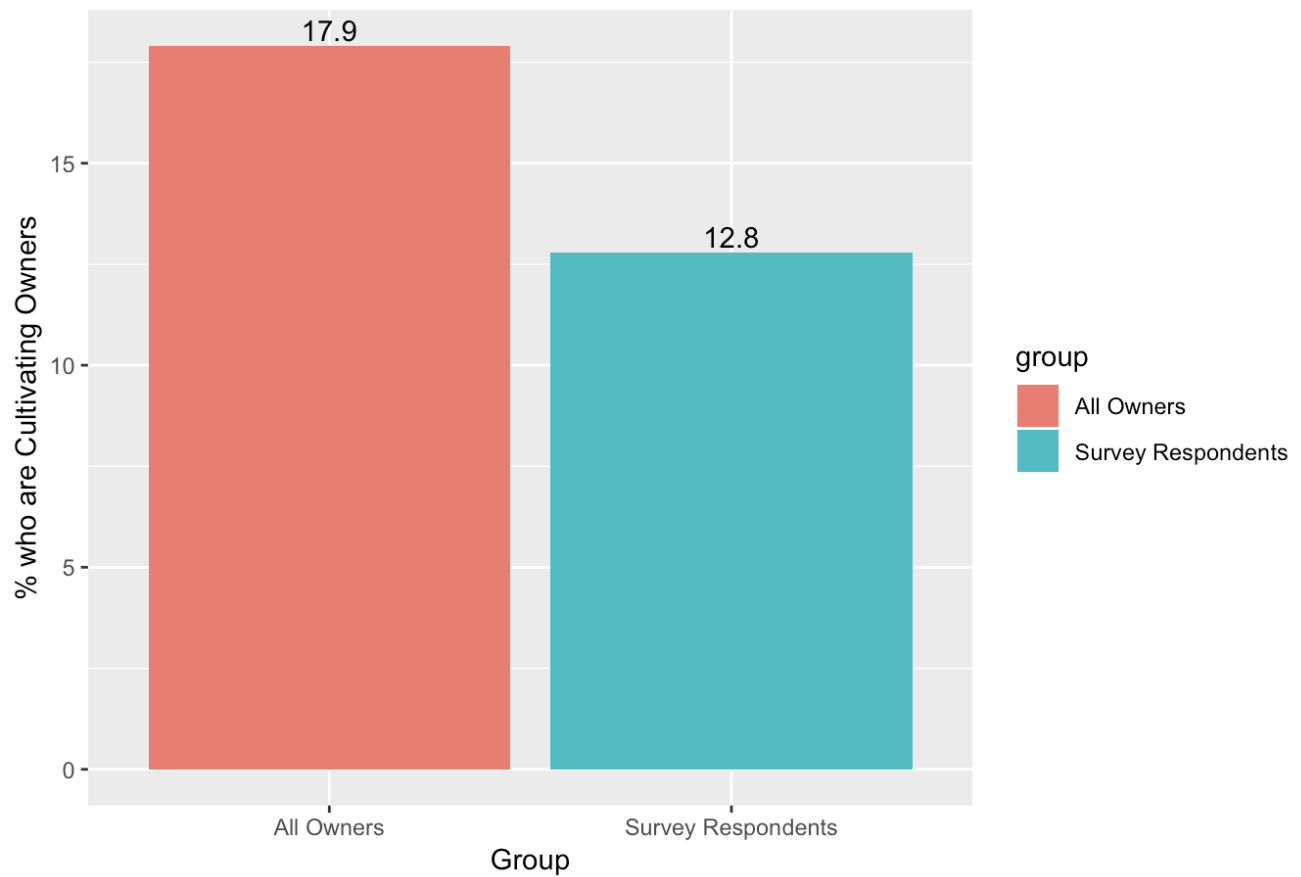
Survey respondents were much more likely to have made an Owner loan than Owners overall.

Chart 2: Owner Loans - Overall vs. Survey Respondents (Q3)

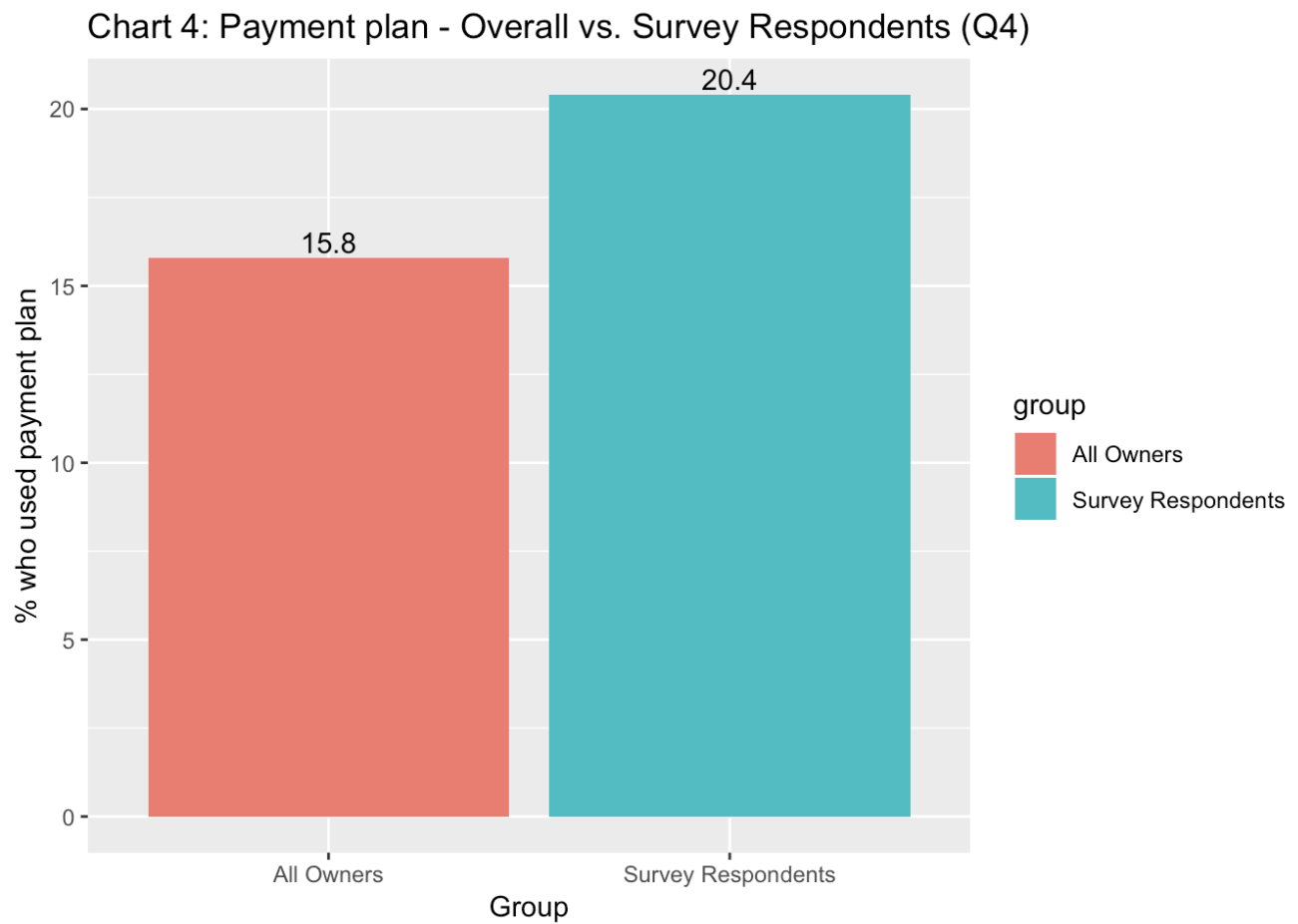


The proportion of Owners who are Cultivating Owners (vs. Founding Owners) is slightly lower for the survey respondents than Owners overall.

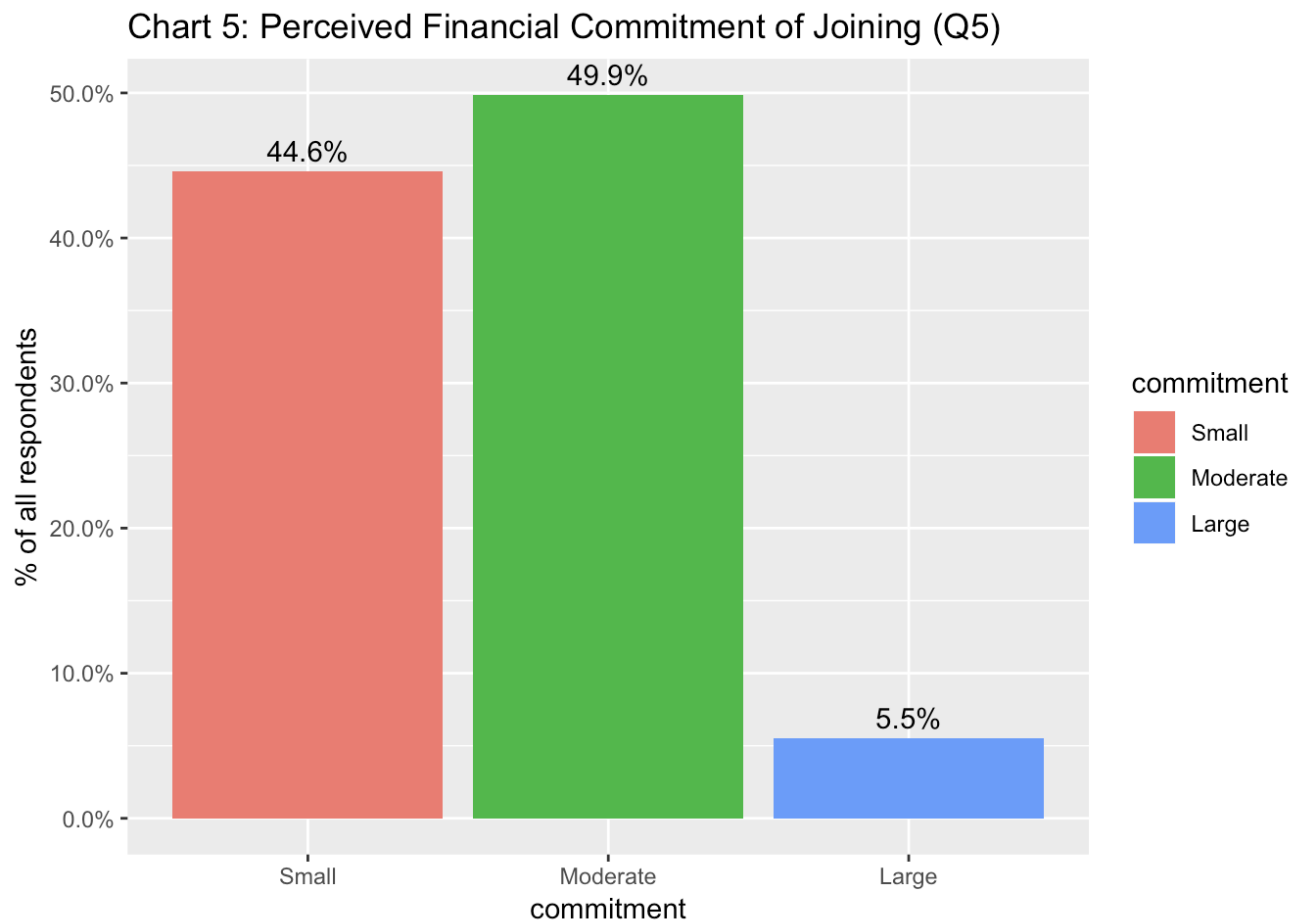
Chart 3: Cultivating Ownership - Overall vs. Survey Respondents (Q3)



Survey respondents were also more likely to have used the payment plan when they joined as Owners than Owners overall.



As one more piece of background information, most responding Owners feel that the cost of joining Chicago Market was small or moderate.

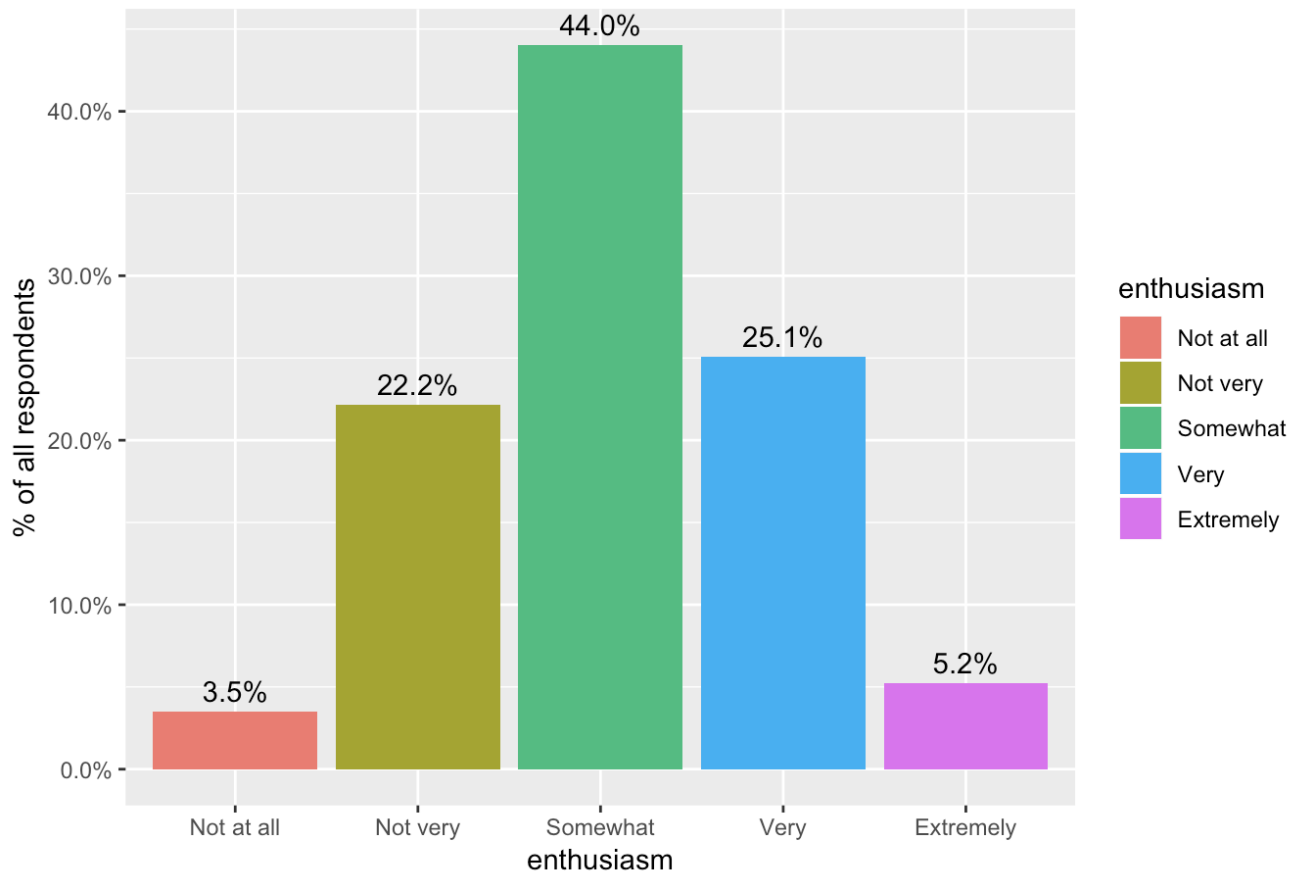


# Results

## Engagement with Chicago Market

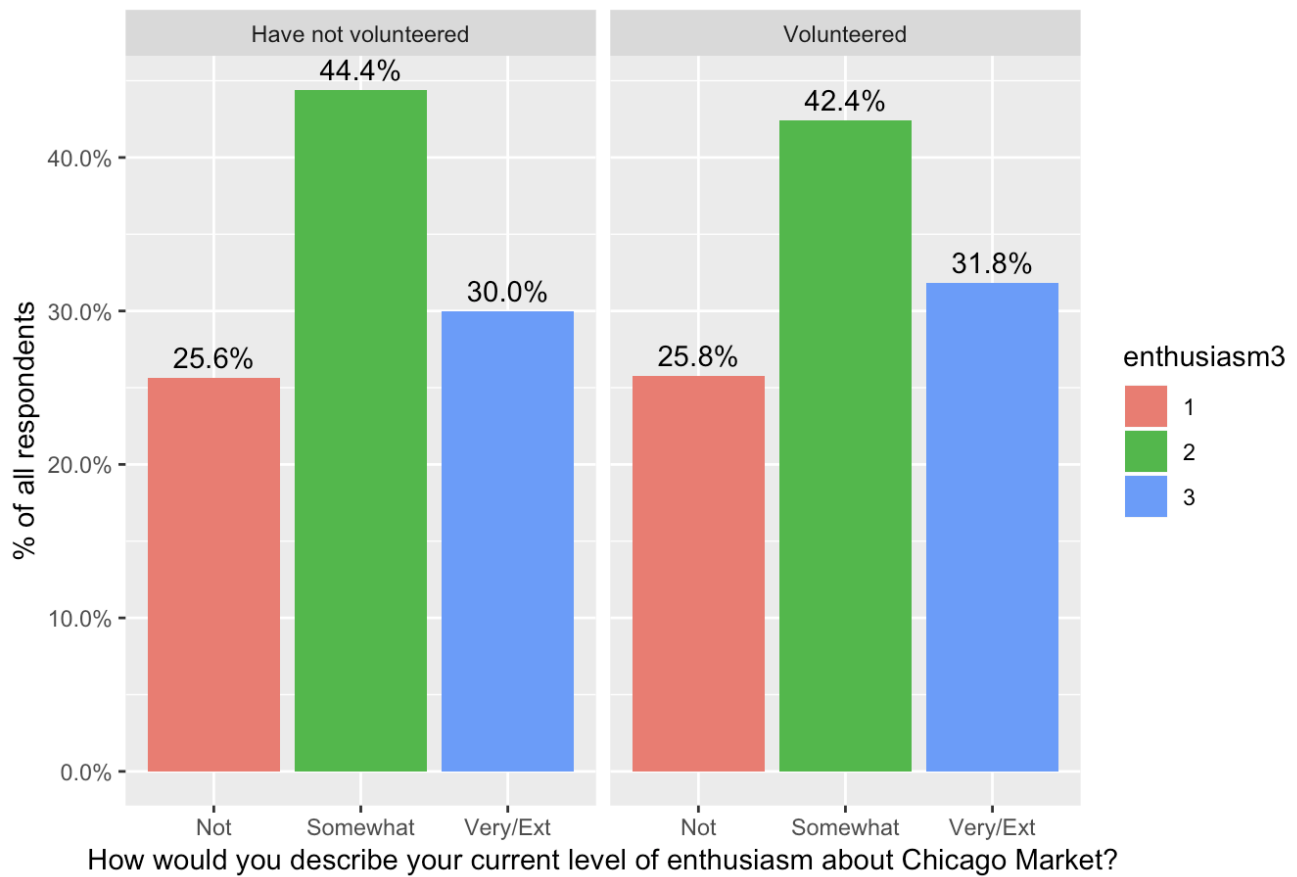
Overall, survey respondents' enthusiasm about the project is moderate.

Chart 6: Enthusiasm about Chicago Market (Q1)



Owners who have volunteered in the past do not feel substantially more enthusiastic about the project than those who have not volunteered.

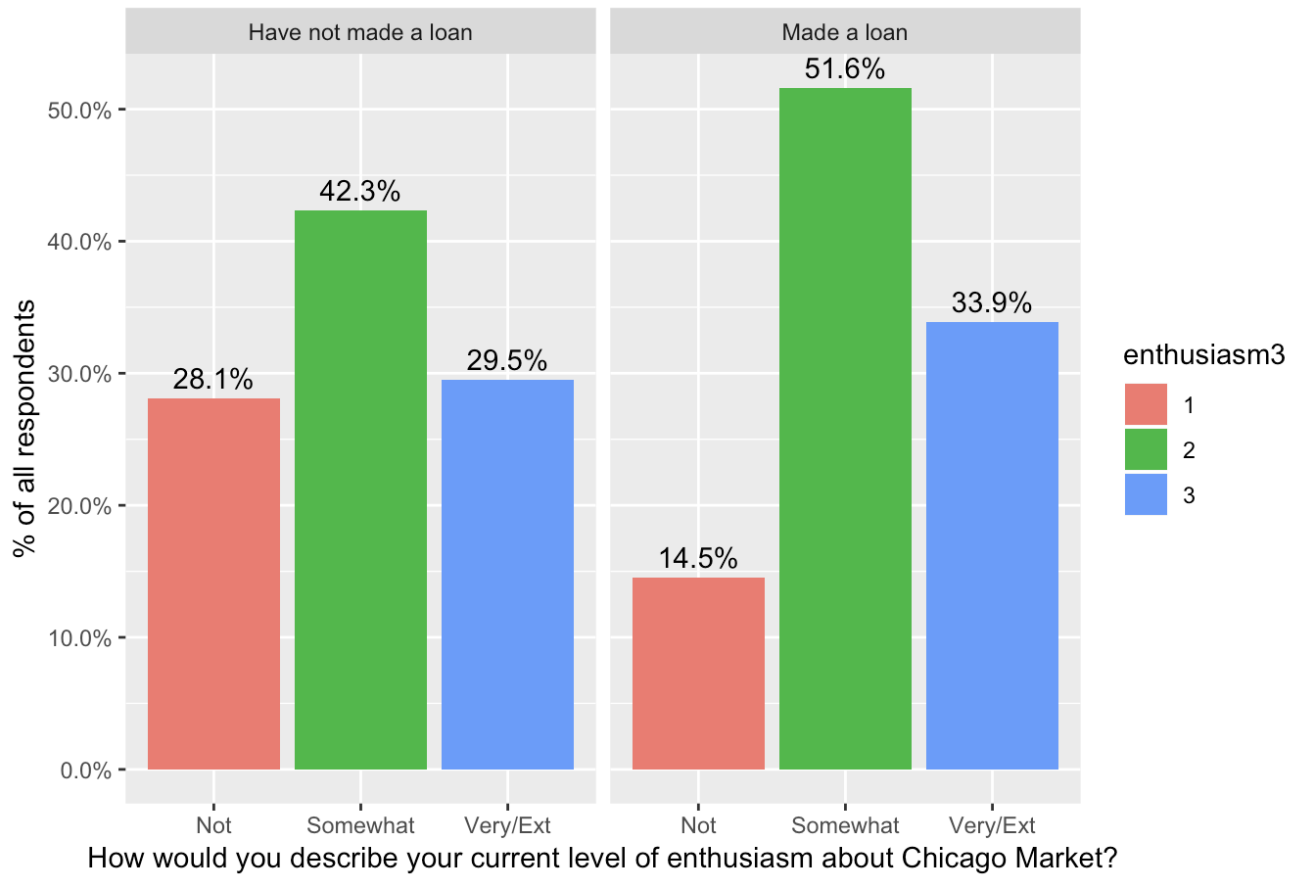
Chart 7: Volunteered in the Past\*Enthusiasm (Q3\*Q1)





Owners who made an Owner loan report substantially higher levels of enthusiasm than those who have not made loans, but a small group of lenders are not currently enthusiastic about the project.

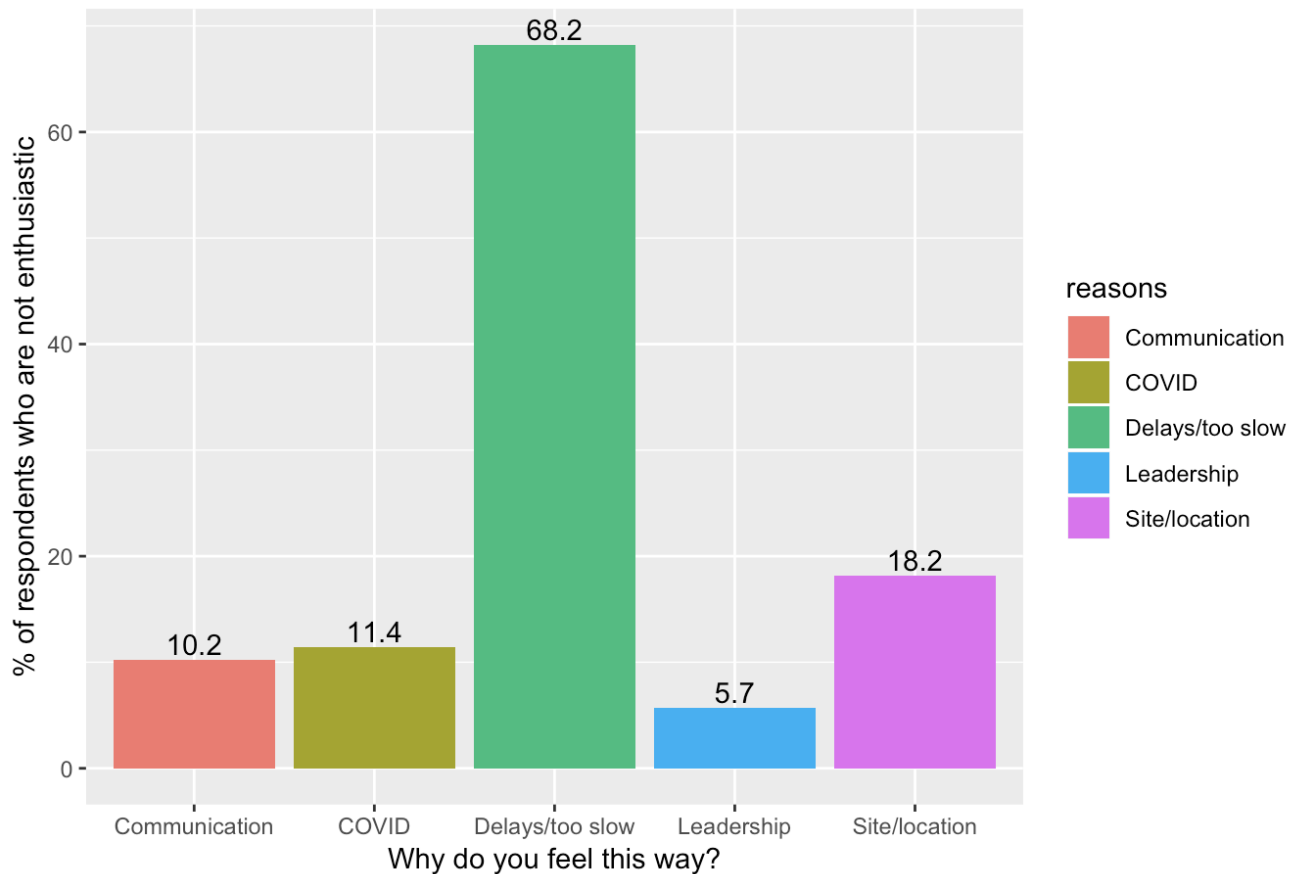
Chart 8: Made an Owner Loan\*Enthusiasm (Q3\*Q1)



Owners who reported that they were not feeling enthusiastic about Chicago Market were asked a follow-up question to explain why they felt this way. Their responses were coded into thematic categories to provide a quick overview of their reasons. Note that responses could be coded into more than one theme.

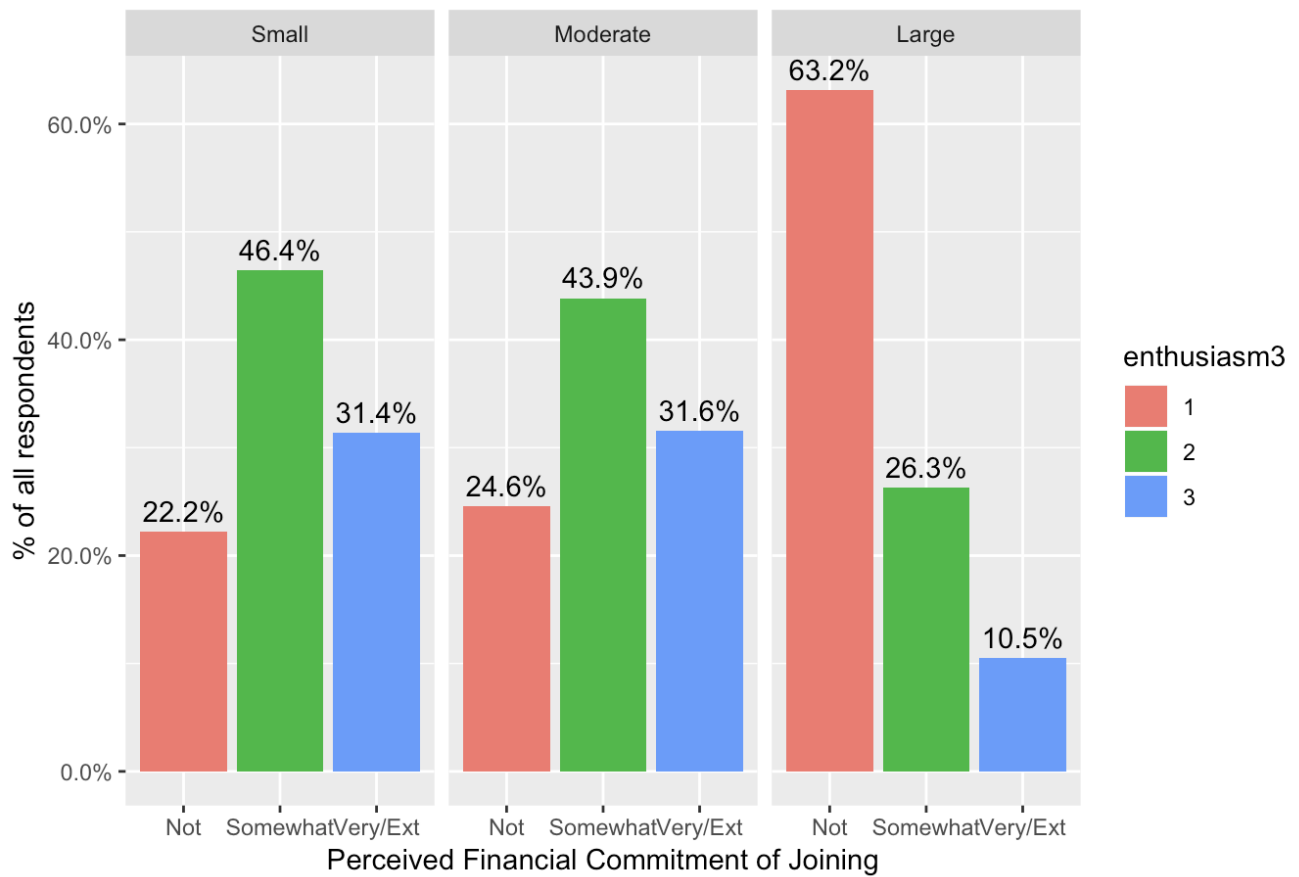
The majority of responses centered around progress toward opening the store moving slowly. The full text of the responses is shown in Appendix B.

Chart 9: Reasons Why Some Owners Are Not Enthusiastic (Q2)



Owners who felt that the cost of joining Chicago Market was small or moderate are substantially more enthusiastic than the small group who viewed the cost as a large commitment.

Chart 10: Perceived Financial Commitment of Joining\*Enthusiasm (Q5\*Q1)



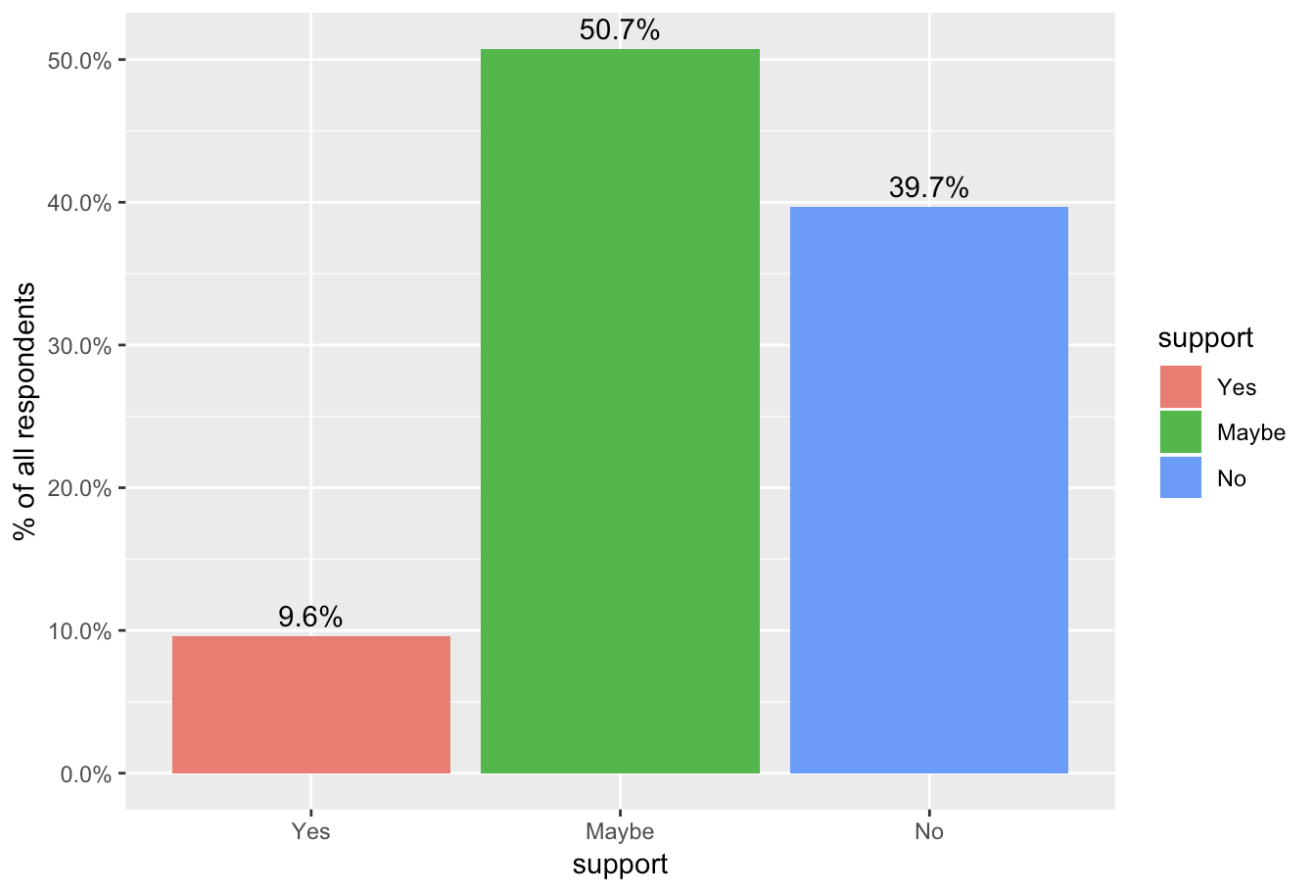
# Financial Feasibility

The survey questions focusing on financial feasibility included an initial question gauging willingness to provide financial support in the near future, and two follow-up questions for those open to the idea about the types of support they'd consider and whether they would be willing to offer their selected types of support within the next 3-6 months.

Overall, 207 (60.3%) of the 343 respondents indicated they were open to financial support in the near future, and 169 (49.3%) indicated they would consider offering that support within the next 3-6 months. The next few charts walk through the responses to each of these questions.

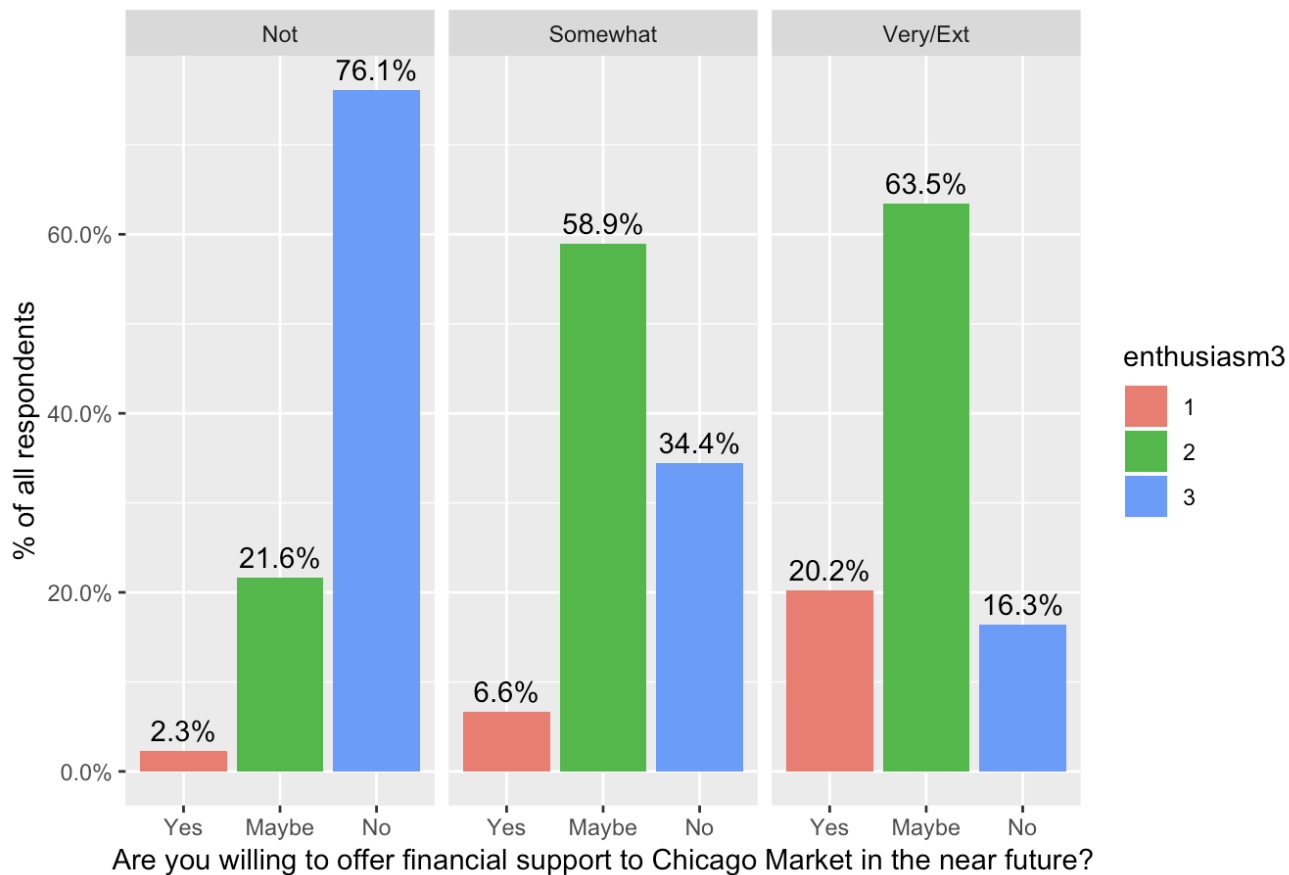
More than half of survey respondents are open to the idea of offering financial support to Chicago Market in the near future, although few are willing to give a definitive "yes" response.

Chart 11: Willingness to Offer Financial Support in the Near Future (Q6)



Not surprisingly, those who are more enthusiastic about the project are more likely to be willing to offer financial support than those who are less enthusiastic.

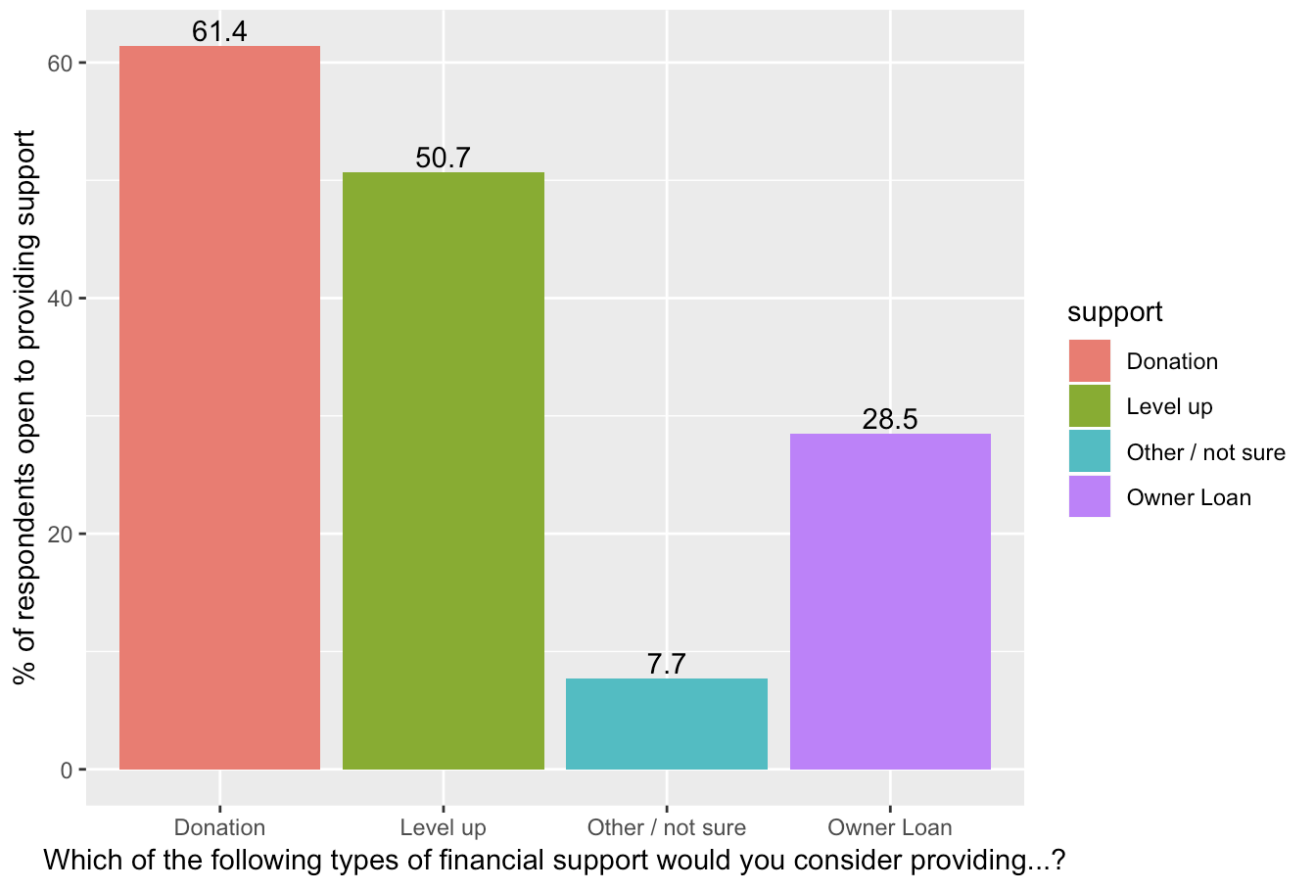
Chart 12: Enthusiasm \* Willingness to Offer Financial Support (Q1\*Q6)



Among the Owners who might offer financial support in the near future, donations are the most popular option being considered, followed by levelling up to Cultivating Ownership.

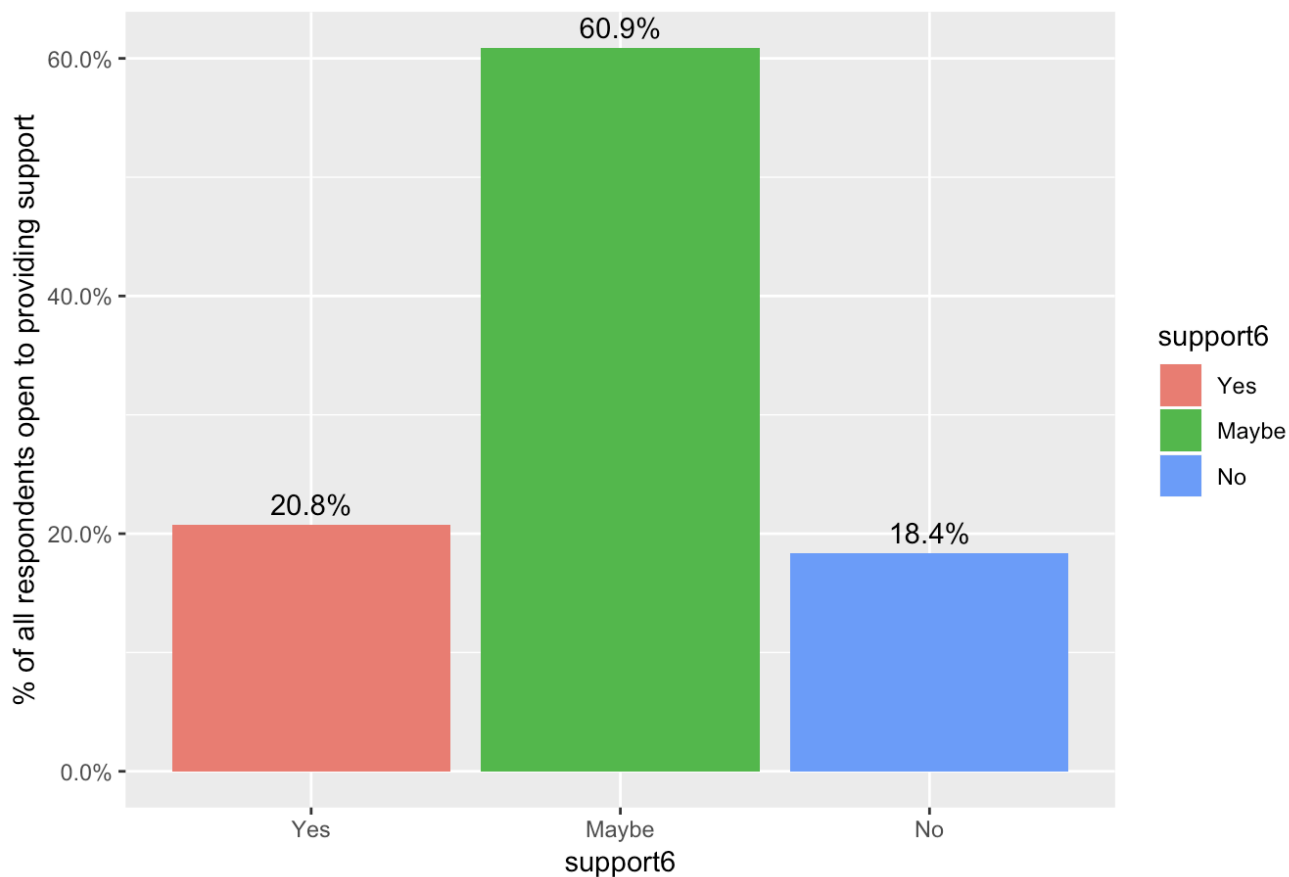
Note that these percentages in the chart below are calculated based on the subset of Owners who said they might be willing to offer financial support in the near future (not all survey respondents). Also note that many Owners selected multiple options at this question so the percentages sum to more than 100%. Responses that were added under “Other” are shown in Appendix C.

Chart 13: Types of Support Willing to Offer in Near Future (Q7)



The majority of Owners who are open to providing financial support might be comfortable doing so in the next 3-6 months, although few give definitive “yes” responses to this question. Most selected the option for “Maybe, I’ll have to see how the next 3-6 months go” (which is shortened in the chart label).

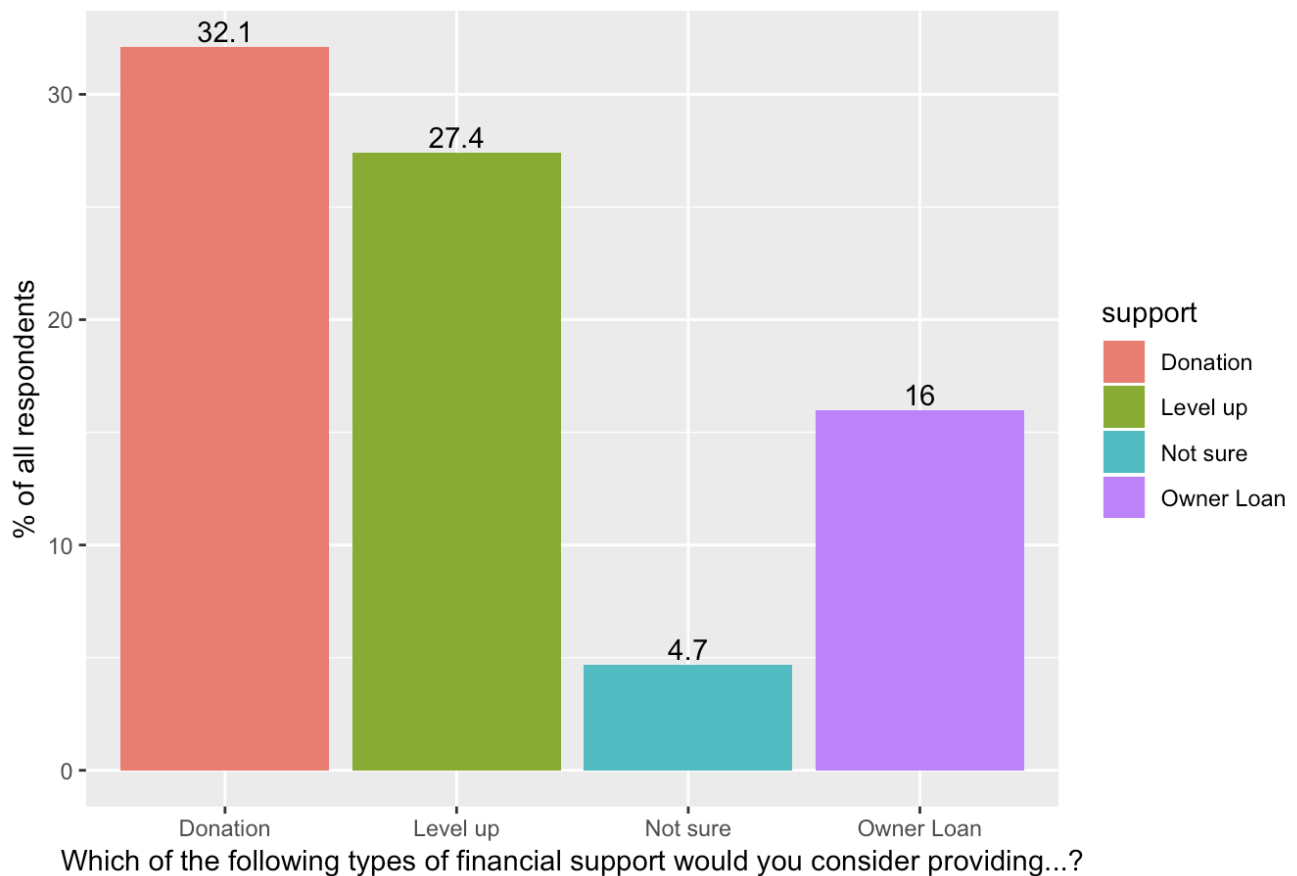
Chart 14: Comfort with Financial Support in the Next 3-6 Months (Q9)



We can combine the responses across these questions to determine the overall proportion of survey respondents who said yes or maybe about providing each type of support within the next 3-6 months. The overall proportion of Owners who gave responses of “Yes” or “Maybe, I’ll have to see how the next 3-6 months go” is 49.3%.

This chart mirrors Chart 13, but shows the percentage of all respondents who might be willing to provide each type of support in the next 3-6 months.

Chart 15: Types of Support Willing to Offer in Next 3-6 months (Q7)

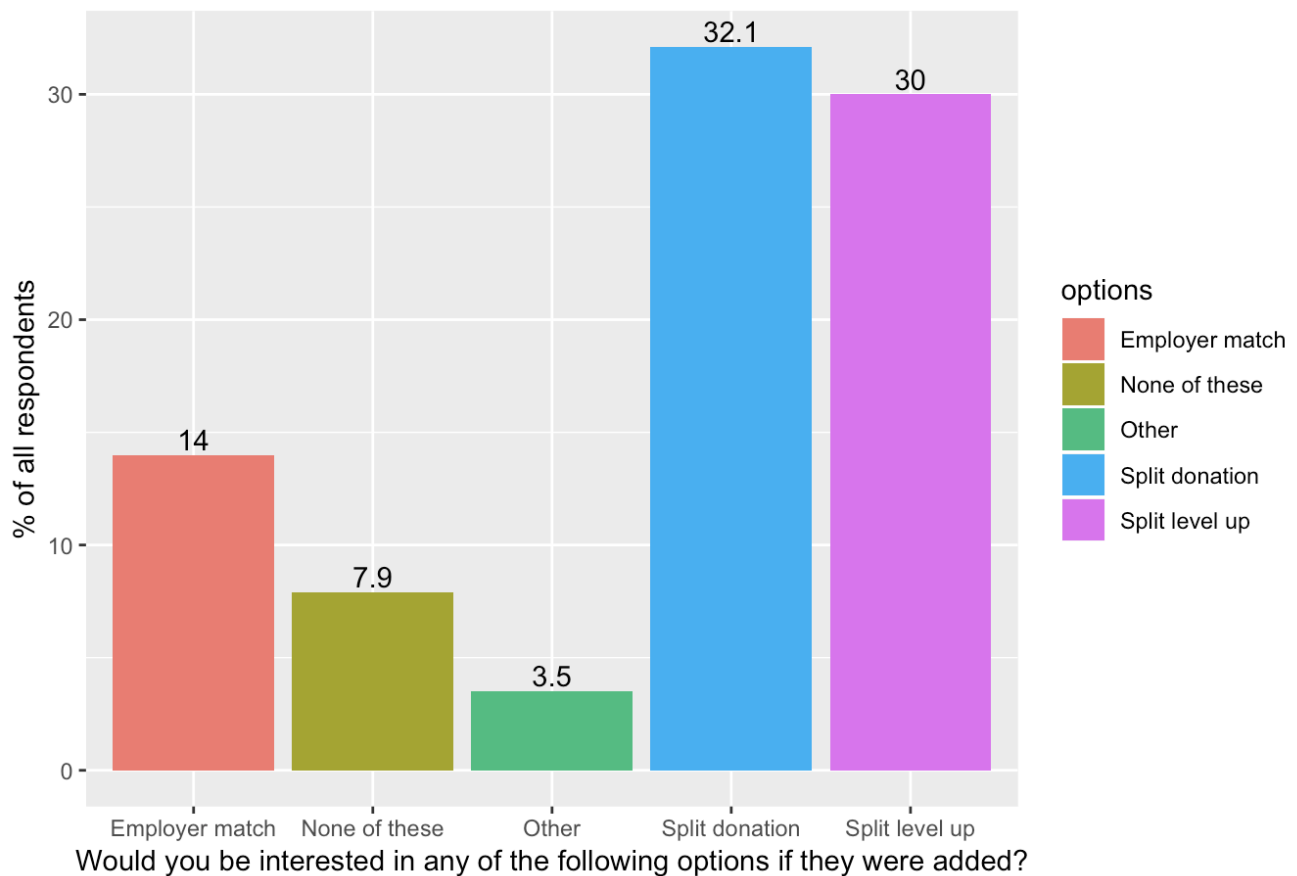




Nearly a third of responding Owners expressed interest in potential new ways to offer financial support, including ways to split donations and/or payments to level up to Cultivating Ownership across multiple months.

This question was asked of all Owners who were open to providing support in the near future, but the percentages below are calculated for all survey respondents. Note that Owners could provide multiple responses to this question. Responses that were added under “Other” are shown in Appendix D.

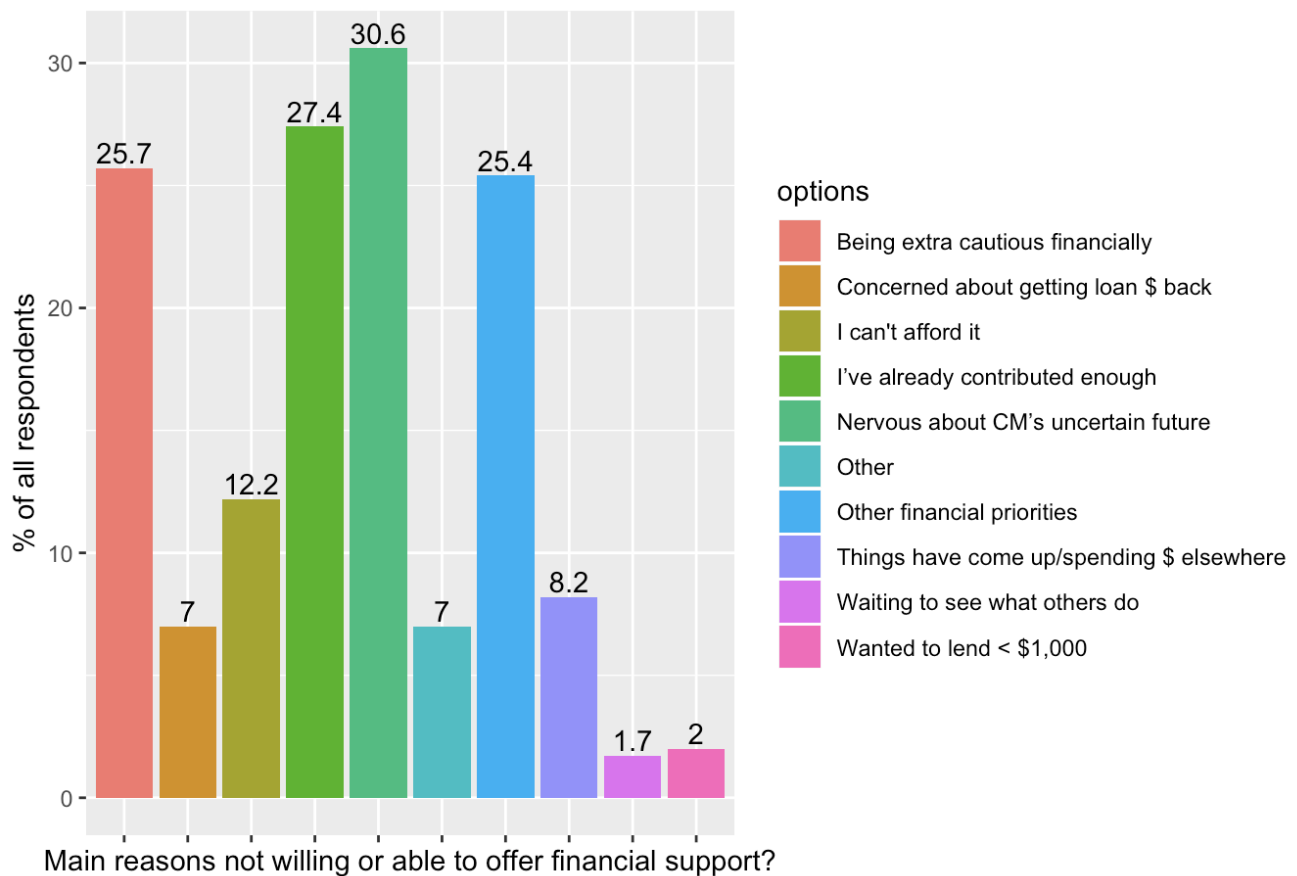
Chart 16: Interest in Potential New Ways of Providing Support (Q8)



The main reasons provided by Owners who are not willing to offer financial support (either in “the near future” or in the next 3-6 months) focused on Chicago Market’s uncertain future, feeling like they’ve already contributed enough, feeling cautious financially, and having other financial priorities.

This question was asked of all Owners who were not willing to provide support, but the percentages below are calculated for all survey respondents. Note that Owners could provide multiple responses to this question. Responses that were added under “Other” are shown in Appendix E.

Chart 17: Reasons Why Some Owners Are Not Willing to Provide Support (Q10)

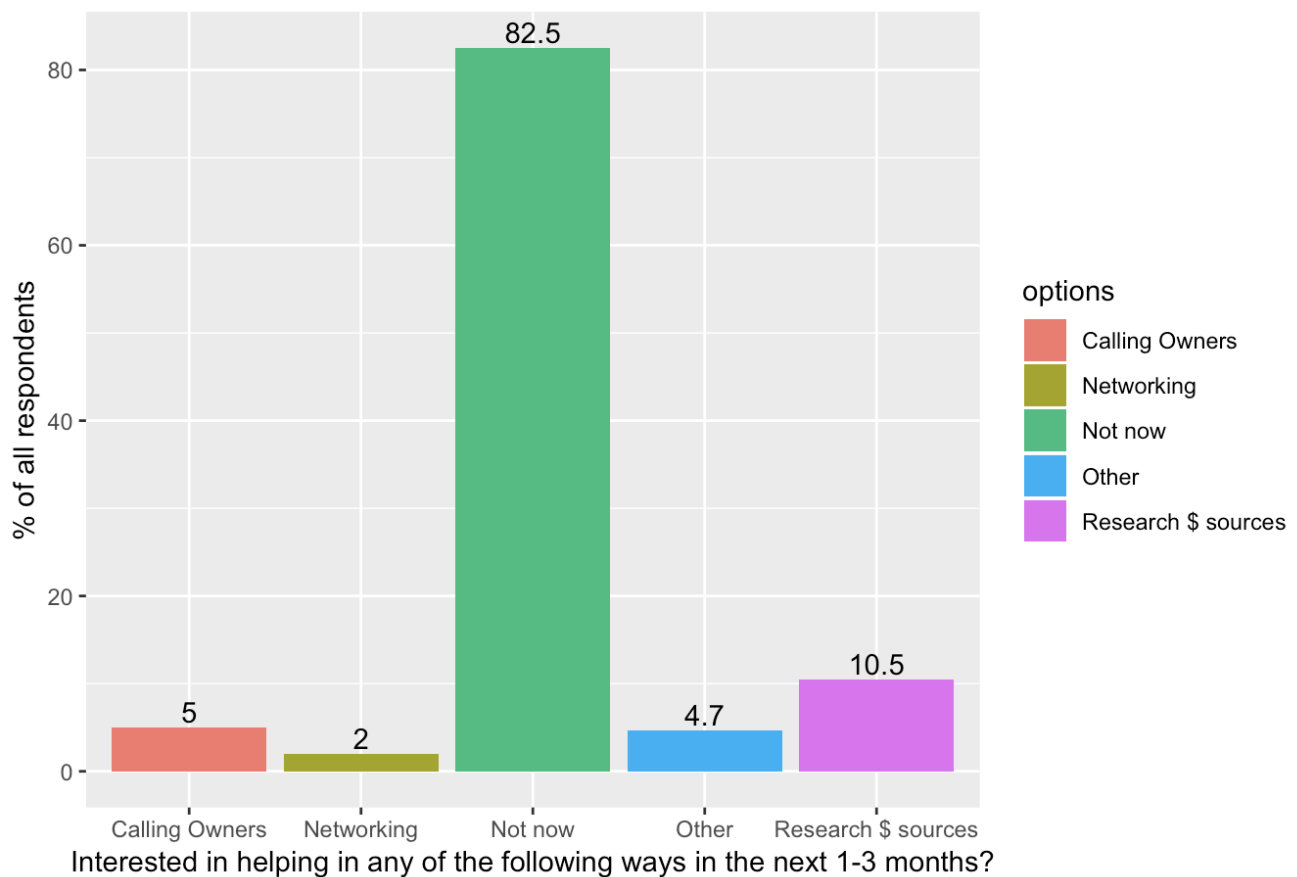


When asked if they would be willing to offer other types of assistance with fundraising efforts (listed below), most Owners declined:

- Researching funding sources and fundraising ideas – this could include grant programs and philanthropic opportunities, identifying individuals, organizations, or foundations who might be interested in loaning or donating to Chicago Market, etc.
- Calling Chicago Market Owners to talk to them about Owner loans and donations
- Introducing us to someone who might be able to make a large loan or donation to the Co-op
- Not at this time

Note that Owners could provide multiple responses to this question. Responses that were added under “Other” are shown in Appendix F.

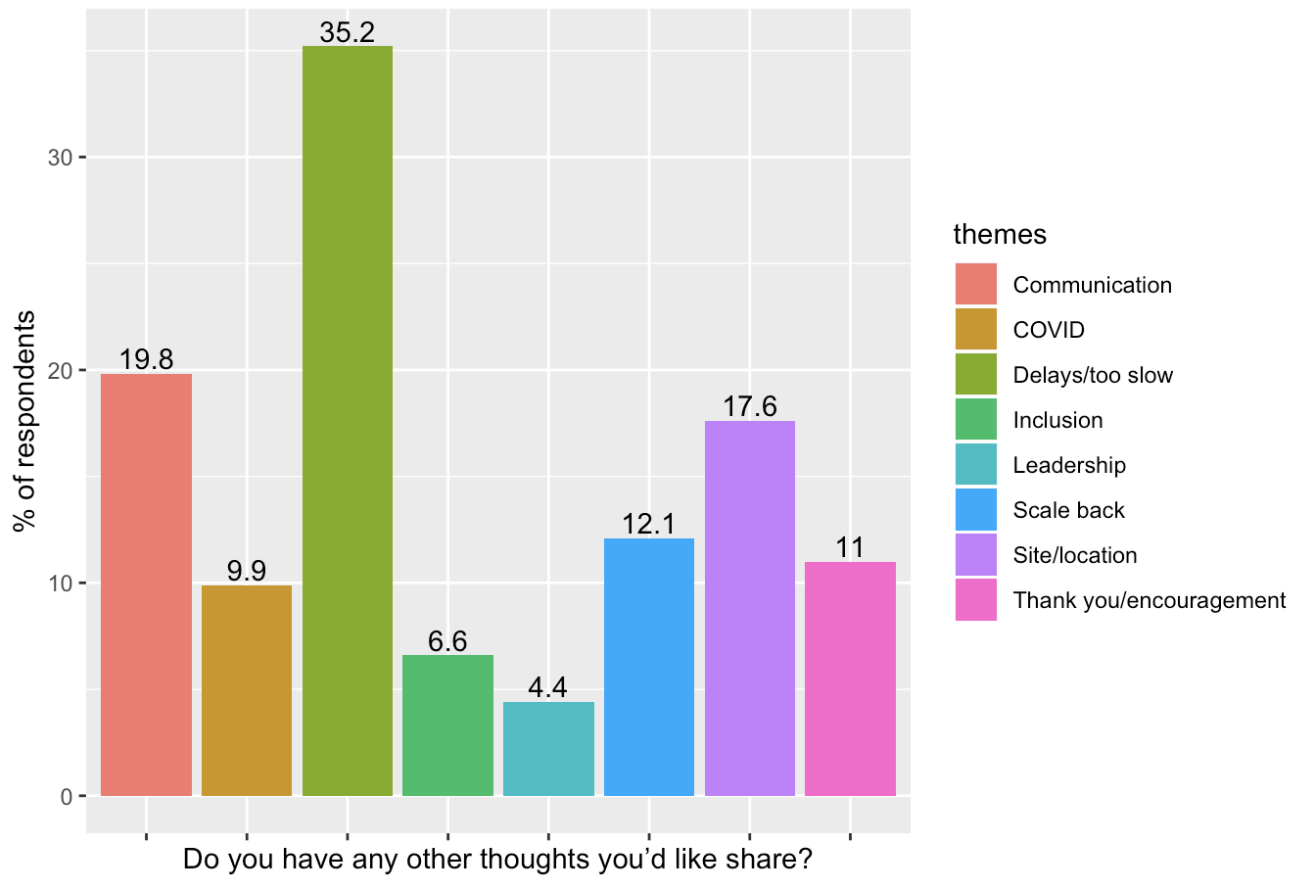
Chart 18: Other Types of Help Owners Are Willing to Provide (Q11)



Many Owners raised concerns in the open-ended comment field at the end of the survey, with some overlap with the issues raised by those explaining their lack of enthusiasm (Q2). These comments were coded into thematic categories.

Note that responses could be coded into more than one theme. The full text of the comments is shown in Appendix G.

Chart 19: Themes from End of Survey Comments (Q12)



## Results, part 2

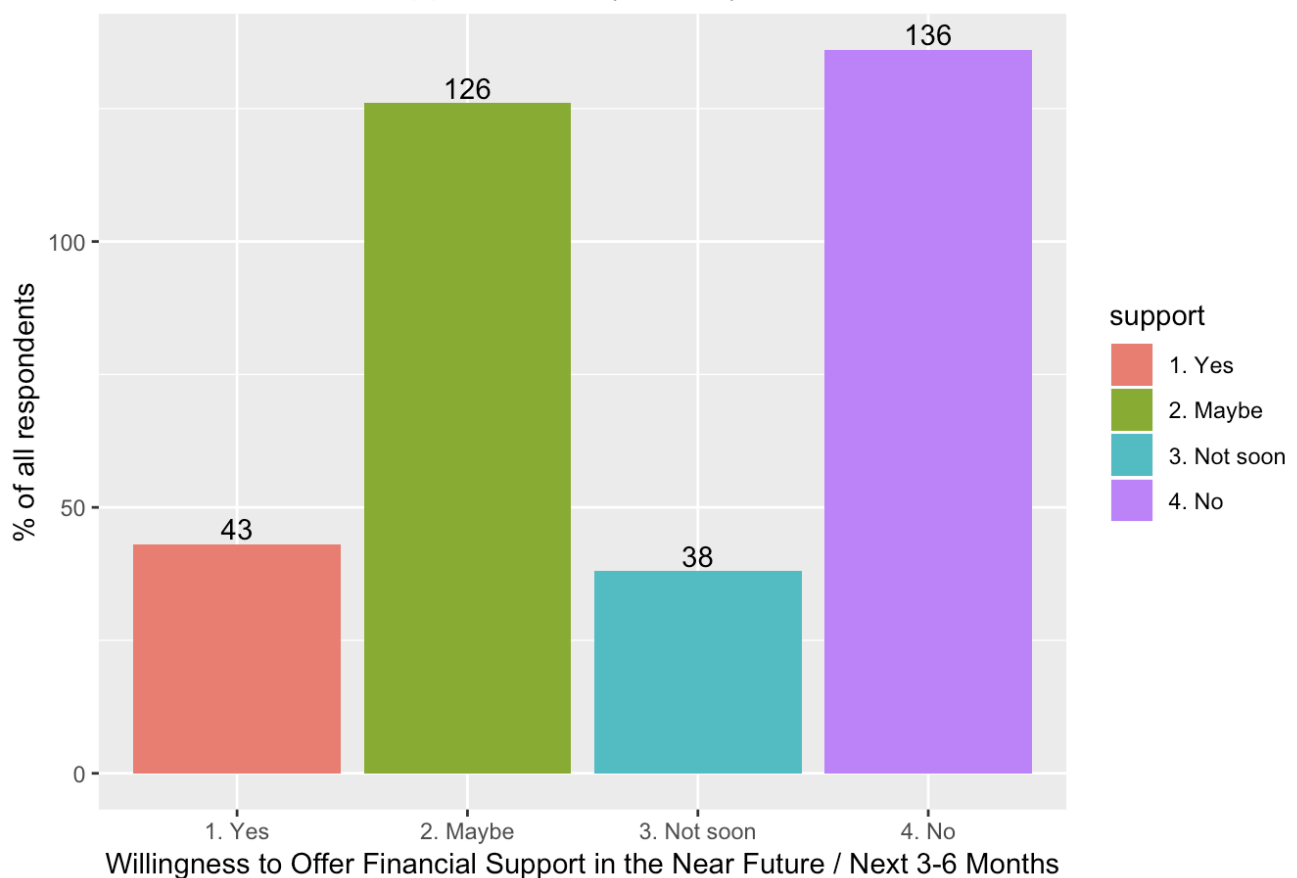
Note that this portion of the report was added after the Board meeting on 7/23 and discussion with the Capital Campaign team on 7/25.

Per our discussion, there was interest in separating out responses to several questions based on overall willingness to provide financial support. We can separate Owners into four support status categories as follows:

1. the “Yes” group: Owners who said “Yes” to providing support within the next 3-6 months
2. the “Maybe” group: Owners who selected “Maybe, I’ll have to see how the next 3-6 months go”
3. the “Not soon” group: Owners who said they were open to providing support “in the near future”, but that they probably won’t be able to do so in the next 3-6 months
4. the “No” group: Owners who are unable or unwilling to provide support in the near future

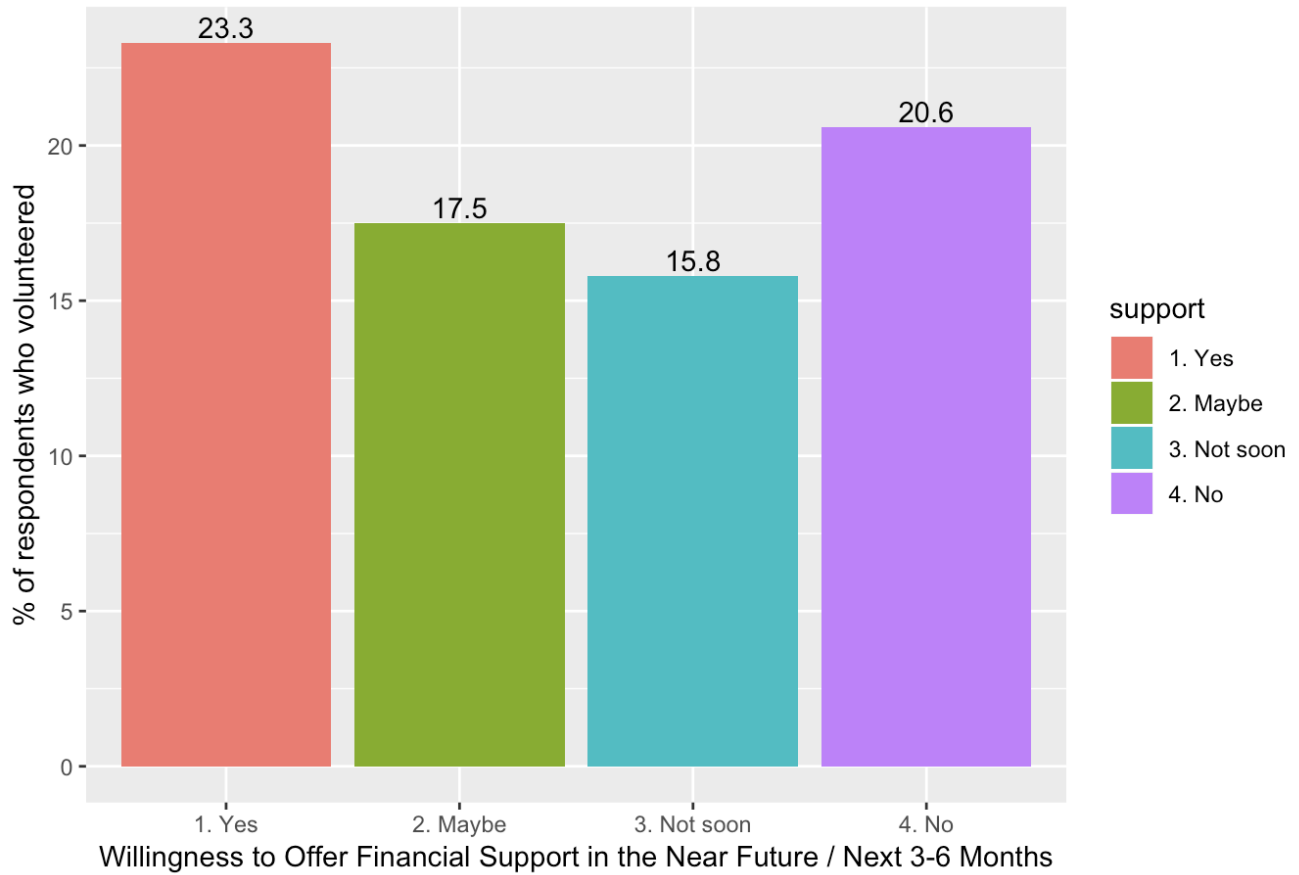
It is important to note that some of these categories are based on relatively small groups of Owners so we should be careful in attempting to extrapolate their results to Owners at large. Still, the overall trends that we see between these groups can provide some insights to help guide our fundraising efforts.

Chart 20: Overall Support Status (Q6, Q9)

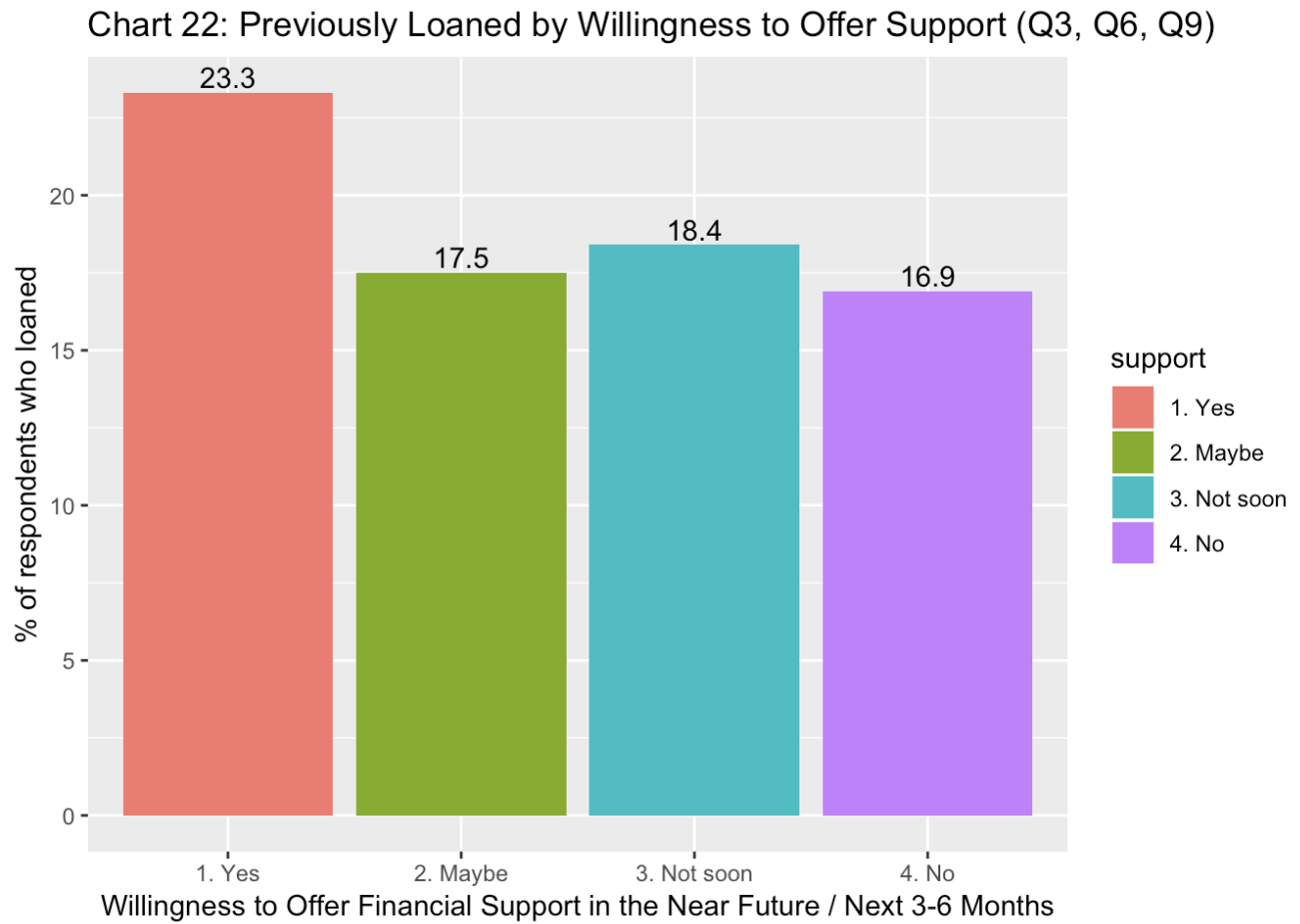


Looking at previous engagement with Chicago Market among these groups, we can see that those who said “Yes” to providing support within the next 3-6 months are the most likely to have volunteered in the past, but they are closely followed by the group that is not open to providing support.

Chart 21: Previously Volunteered by Willingness to Offer Support (Q3, Q6, Q9)

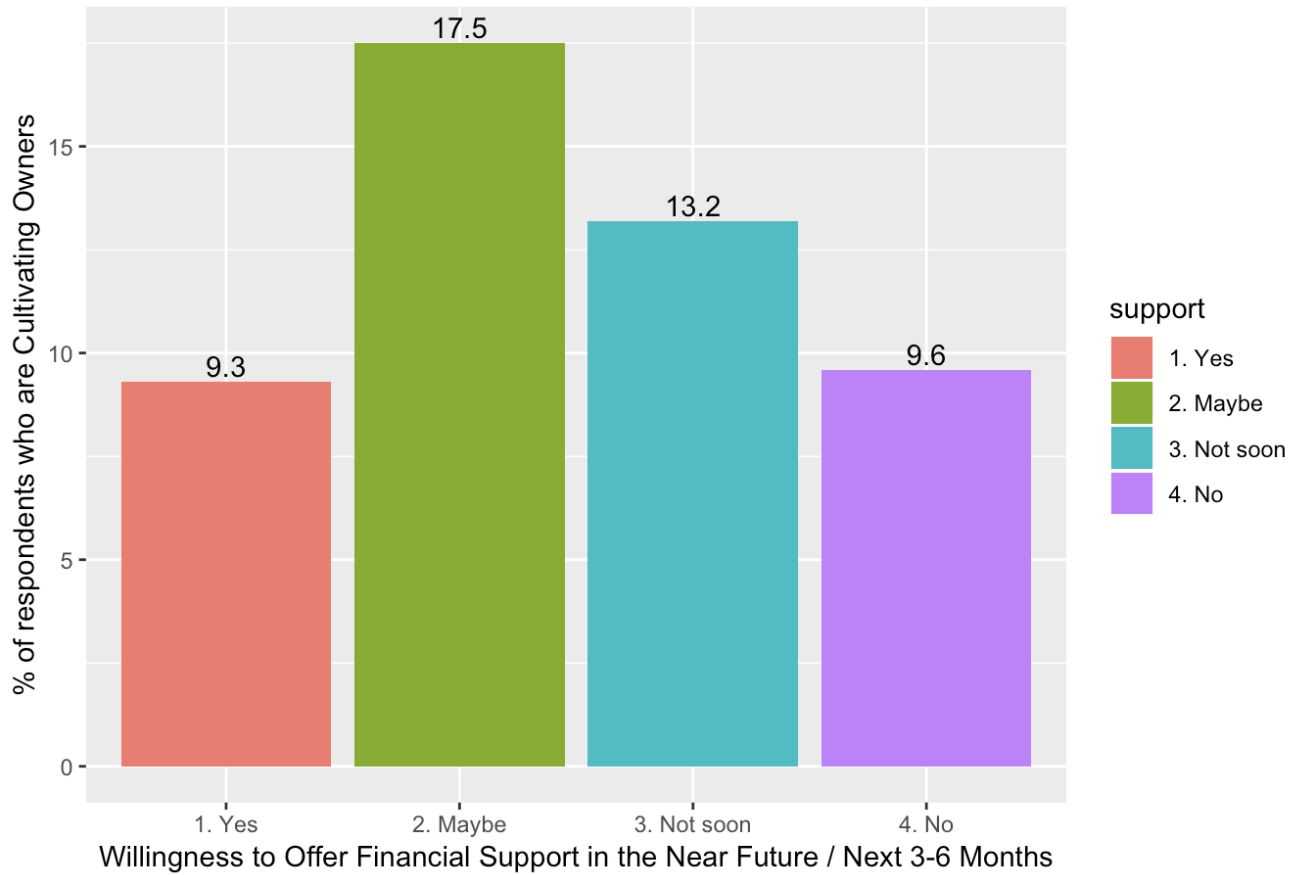


The “Yes” group also has the highest proportion of lenders of all groups.



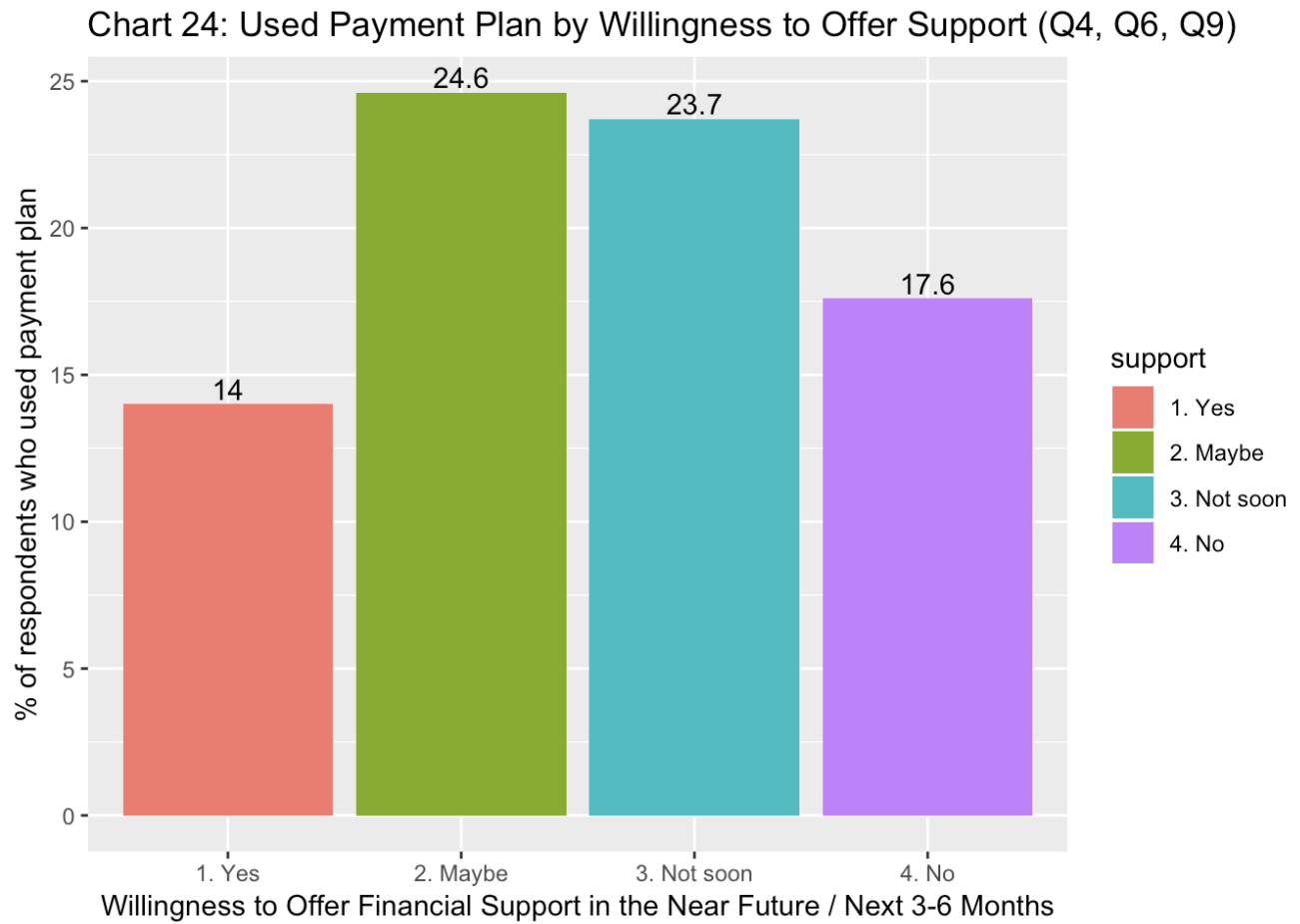
Owners in the “Yes” group are less likely to be Cultivating Owners than the “Maybe” and “Not soon” groups, meaning there is a good opportunity to encourage this group to level up.

Chart 23: Cultivating Owner by Willingness to Offer Support (Q3, Q6, Q9)



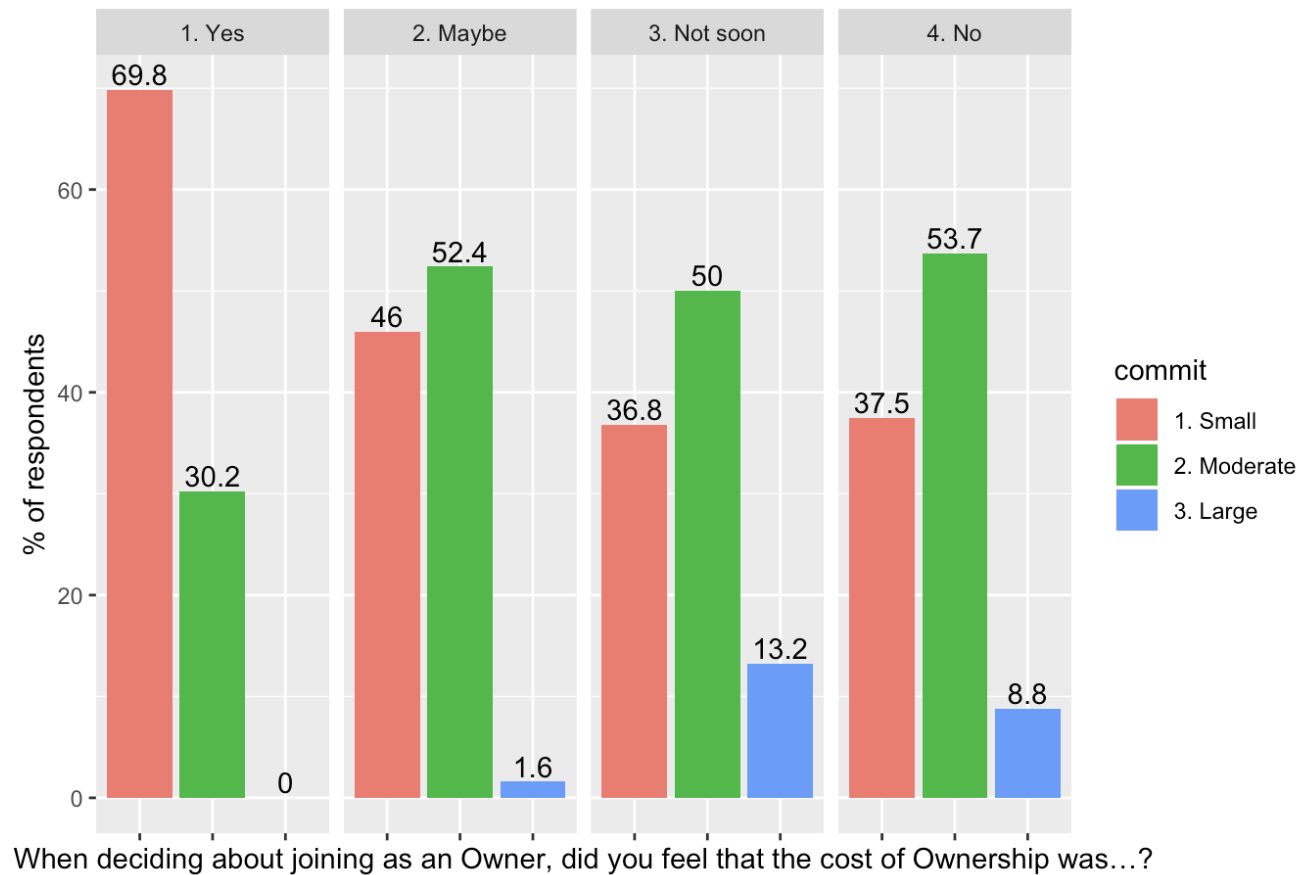


The “Yes” group is the least likely to have used the payment plan when joining of all groups.



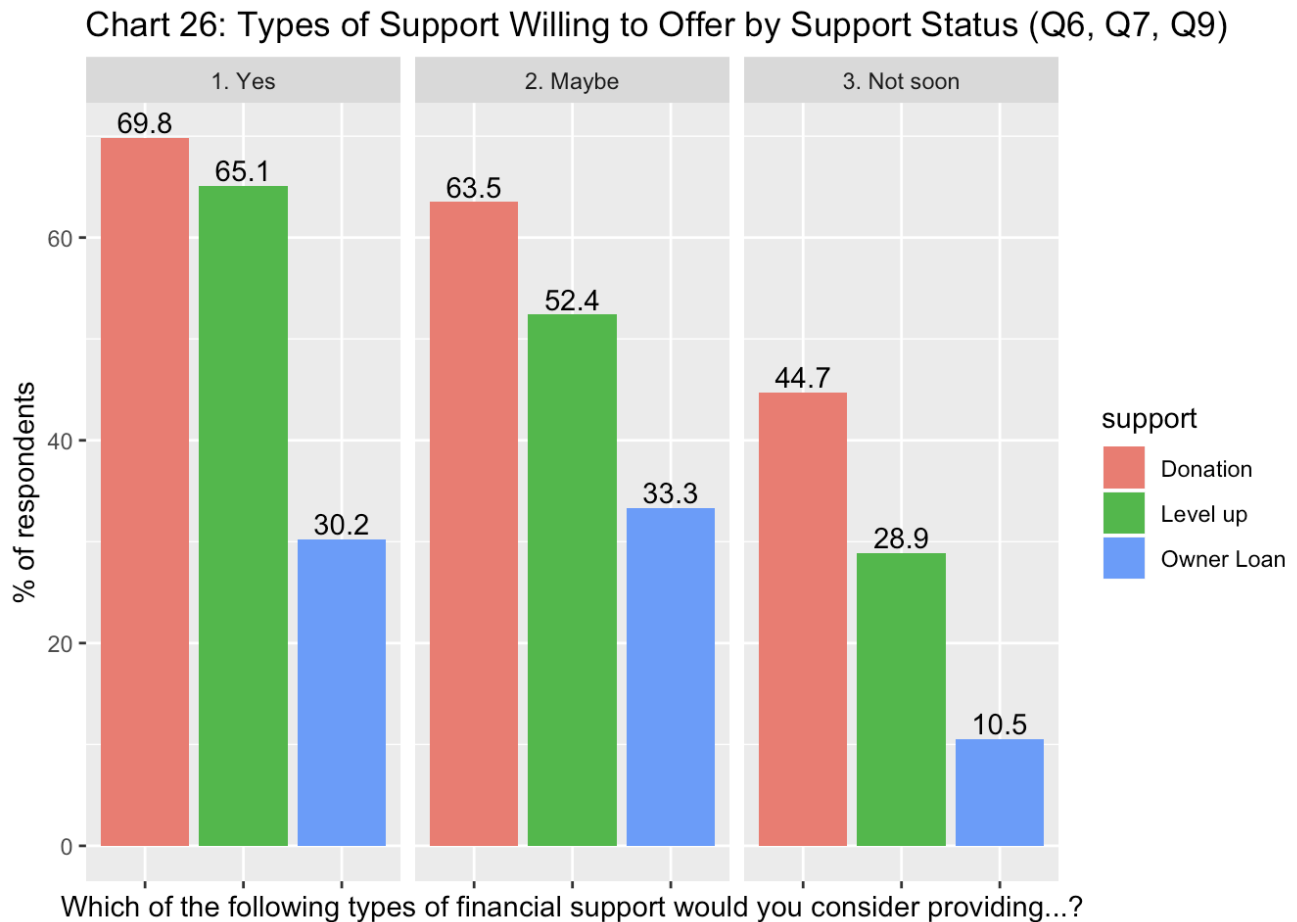
The “Yes” group was more likely to view the cost of joining Chicago Market as a small financial commitment than the other groups.

Chart 25: Perceived Commitment by Support Status (Q5, Q6, Q9)



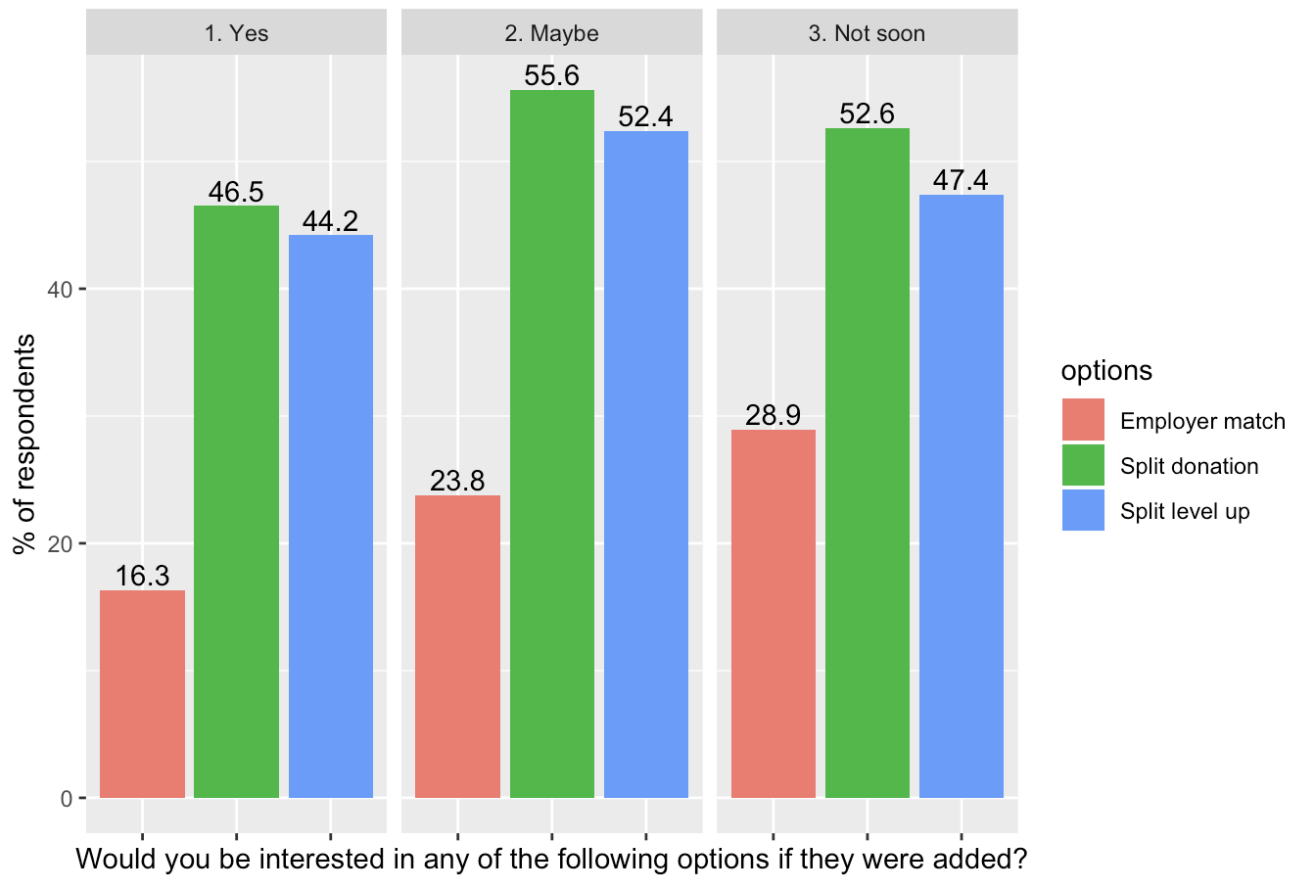
Not surprisingly, the “Yes” group is more open to all types of support than the “Maybe” and “Not soon” groups.

While the magnitude of interest varies, the general pattern of preferences for types of support is consistent across these groups, with donations always being the most popular option, followed by levelling up and Owner loans.



Interest in flexible new options for ways to offering support is slightly higher among the “Maybe” and “Not Soon” groups than the “Yes” group.

Chart 27: Interest in Potential Options by Support Status (Q6, Q8, Q9)



# Appendices

## Appendix A: Survey Methodology

The full questionnaire wording is included in the Google document below: [https://docs.google.com/document/d/1zd9n75IKgNAleCNidmwND2wITFU\\_6OhzfZ7t9AWeuIM/edit?ts=5eded71b](https://docs.google.com/document/d/1zd9n75IKgNAleCNidmwND2wITFU_6OhzfZ7t9AWeuIM/edit?ts=5eded71b)  
([https://docs.google.com/document/d/1zd9n75IKgNAleCNidmwND2wITFU\\_6OhzfZ7t9AWeuIM/edit?ts=5eded71b](https://docs.google.com/document/d/1zd9n75IKgNAleCNidmwND2wITFU_6OhzfZ7t9AWeuIM/edit?ts=5eded71b))

The survey was conducted using Google Forms, mainly from July 7-15, 2020. A few late responses came in between July 16 and July 23. All Chicago Market Owners including primary Owners and household Owners were included in the email invitations to the survey. The first invitation was sent on Tuesday (7/7) at 3:00 pm. A reminder email was sent on Friday (7/10) at 3:00 pm. An additional reminder was included in the Owner newsletter sent on the following Tuesday (7/14) at 12:15 pm.

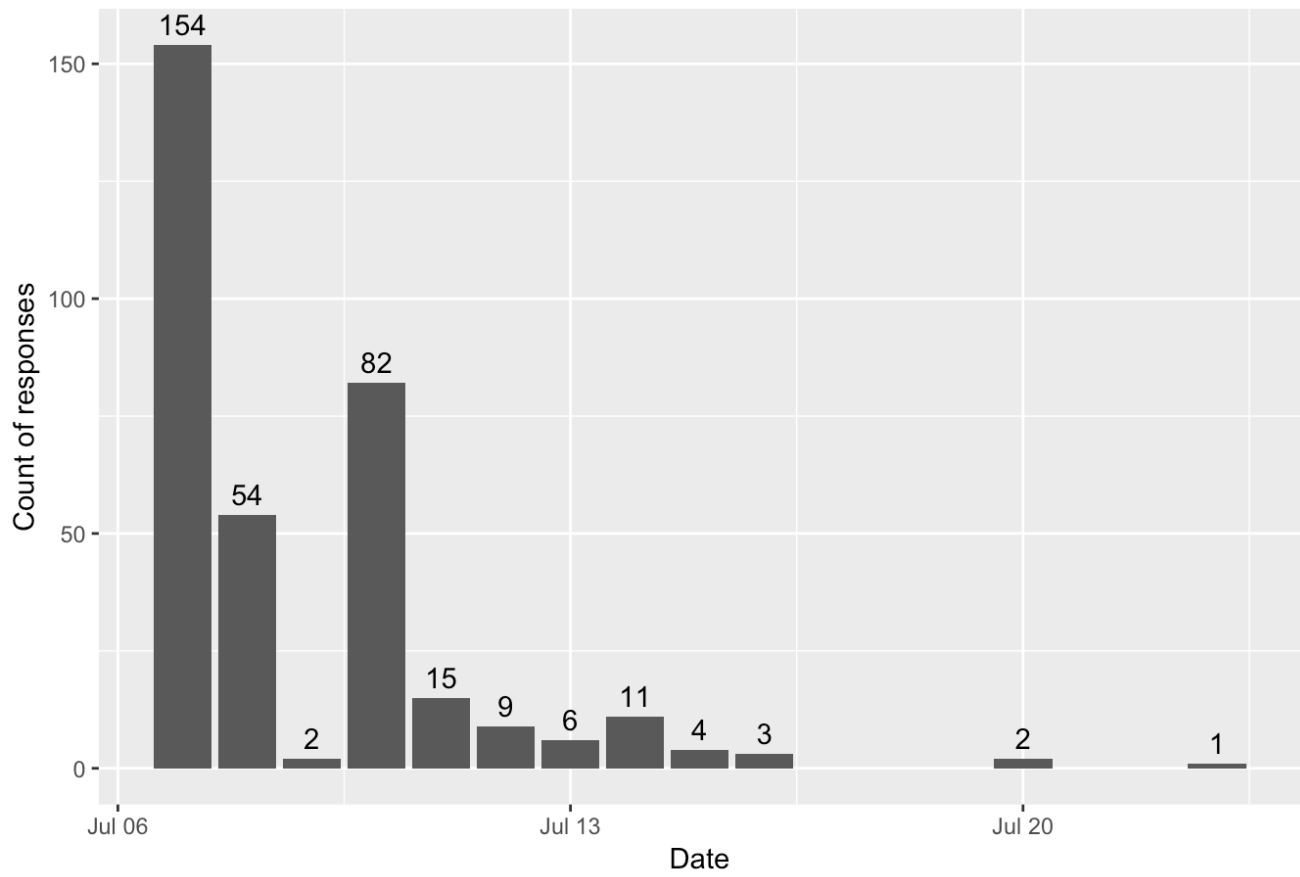
A total of 343 Owners responded to the survey. This total excludes 7 duplicate submissions that were identified and removed during data processing.

Data were processed using R, and this document was produced using R Markdown.

Note that the figures for Owners overall presented in Charts 2-4 were generated using Nation Builder tags. This comparison is imperfect because the NB tags were limited to records for primary Owners, but the survey respondents include both primary Owners and household Owners.

Becky Reimer (Owner #1217) provided guidance on the survey design, programmed the survey, processed the data, and produced this report.

Chart A1: Survey Completions by Day



## Appendix B: Reasons Given By Owners Who Are Not Very Enthusiastic or Not At All Enthusiastic

## [ 1 ] Delayed opening, change in location, etc

## [ 2 ] Moved out of area. Taking such a long time to get going.

## [ 3 ] I'm concerned with the leadership, the viability of the market, the decision making, communication, and focus. Seems like an incompetent disaster at this point.

## [ 4 ] The opening is taking way too long

## [ 5 ] The perception of a lack of feasibility of the project

## [ 6 ] The speed of launching the store has made me skeptical and unsure of the Market's future. I was so thrilled about the possibility of this (and even moved somewhat close by). In a tight economy, I'm also concerned about my previous investment and if/when I should request the money back.

## [ 7 ] I had hoped we would have a market by now. I completely understand, though, that this is a difficult task.

## [ 8 ] I feel like the development of the store is lagging. I thought it would be up and running or at least under construction by now. I understand the challenges, but at this point I'm not sure we'll still be living in the neighborhood if/when the store opens.

## [ 9 ] Lack of store

## [ 10 ] Taking too long to open

## [ 11 ] Preferred location is quite far from where I live in the city.

## [ 12 ] I am concerned that the store might never open. I am also concerned that we will be an unnecessary gentrifying force in the Uptown neighborhood, if we do open in the Gerber Building.

## [ 13 ] Covid

## [ 14 ] Taking so long to get going

## [ 15 ] There is no progress or communication. Just a bunch of empty promises. It does not seem like the board is trying to find solutions, just post a bunch on Facebook and have some worthless events.

## [ 16 ] The opening process has taken much too long and the setback with the location is ridiculously unacceptable considering how in-depth the process was. I feel like a lot of meeting and bureaucracy are going on and very little is actually being done to open the store. I don't even remember when we became owners, but it seems like it was at least 5 years ago (we're #307, or something like that). People shouldn't be expected to continue to be enthusiastic about a hypothetical store for this long.

## [ 17 ] Partly because we have moved out of state. Partly because I've not been confident in the leadership.

## [ 18 ] It has taken so long. I get it, but that is the reason. I know you all are trying to provide alternative options for programming in the meantime. They seem cool, but they've all been at a time that doesn't work for me or the notice is too short.

## [ 19 ] Lack of meaningful progress on developing the space, lack of participation of (and effective outreach) to low-income communities

## [ 20 ] Once it was clear the space on Wilson wasn't going to happen, I felt really discouraged.

## [ 21 ] I joined way back in 2013 in hopes of having a physical grocery store to shop at; seven years later the Chicago Market is still an expensive occasional farmers' market. I gave up on CM ever getting its act together to

## have a physical store years ago and joined Dill Pickle Coop, so at least I  
## can buy things.

## [ 22 ] Lack of transparency and action. What is the status of things—the real  
## status? I don't see how the virtual events or any of the activities and  
## communications are relevant to moving things forward. What is happening with  
## the location, what is the status of fundraising? The pandemic can be an easy  
## excuse for this lack of action and communication and that's not right.

## [ 23 ] I believe the initial materials about Chicago Market I was presented  
## with were overly ambitious and misleading about the state of affairs. The  
## ensuing rapid board turnover and major leasing/funding issues does not  
## inspire confidence that the ship has been righted

##

## I'm grateful for the brave new board members who have a herculean task in  
## front of them, but it feels like the updates are diversionary rather than  
## substantial. I want to be able to recommend ownership to friends but I can't  
## in good conscience because I'm worried the project will never come to  
## fruition.

## [ 24 ] I am very concerned about how it appears the board has set their heart  
## of a site which will not work. The last I read, the national consultant we  
## were paying to give us advice said that the site would not work for a grocery  
## store, but if I remember correctly, the board's response was basically, "but  
## we think it will be great."

##

## Why are we paying for consultant's opinions if we don't listen to them?

## [ 25 ] The status of the store

## [ 26 ] Was looking forward to a walkable market under the train near my  
## house. Not interested in driving if you end up far from there.

## [ 27 ] Lack of progress

## [ 28 ] Delay in opening plans, unsure if I will ever be able to take  
## advantage of membership

## [ 29 ] delays in the physical location. The pandemic doesn't help

## [ 30 ] I have been waiting forever for the store to open.

## [ 31 ] The process has been too slow and I am not sure if the coop location  
## will be as I had thought - at Wilson and Broadway.

## [ 32 ] How long it is taking for the market to open. I question how thought  
## out it was.

## [ 33 ] I became a member 6 years ago. I guess I thought there would be some  
## sort of market by now- even a small one in a rented space?

## [ 34 ] lack of progress

## [ 35 ] It's been over two years since I originally became an owner, and I  
## don't feel like we're any closer to having a store.

## [ 36 ] Is it open? Will it ever open?

## [ 37 ] It's taking forever to open, and with the pandemic, I'm not sure it  
## ever will. It feels like I kind of threw my money away.

## [ 38 ] I feel very little progress has been made

## [ 39 ] So little progress on the build-out, with so many setbacks

## [ 40 ] The delay in the store opening

## [ 41 ] I joined at the \$500 level, thinking that the number of members when I  
## joined would enable the Coop to get started on a small level. I went to



## several board members and was surprised that marketing people were hired and  
## that the philosophy had changed from "start small and grow" to "dream big."  
## [ 42 ] Lack of progress  
## [ 43 ] Where is the store? Stop sending me emails and get to work!  
## [ 44 ] It seems quite unlikely that we'll ever open at the Gerber Building -  
## so it's hard to imagine we'll ever open at all. Finding space is really  
## difficult and COVID-19 is causing serious economic headwinds  
## [ 45 ] We were very excited about the concept of the market, but have been  
## disappointed by the process of launching. We feel that "Phase 1" was always  
## too ambitious, though were willing to give the Board the benefit of the  
## doubt. We were disappointed, however, when the Board continued to pursue the  
## Wilson Building location despite the myriad shortcomings and hurdles. Many  
## food co-ops start small and even as only semi-formal enterprises, grow their  
## membership and reserves, then eventually expand.  
## [ 46 ] Lack of communication/progress toward goal  
## [ 47 ] It just feels as though we've missed the mark and the movement has  
## stalled.  
## [ 48 ] I have been waiting forever for the store to open.  
## [ 49 ] Length of time to open; location so Far East  
## [ 50 ] Fund raising plans appear too ambitious for the last proposed  
## location.  
## [ 51 ] Belief in the completion of the project has declined  
## [ 52 ] The plan for moving forward is not clear to me  
## [ 53 ] There is little communication to know where we stand and what it will  
## take to open. The market keeps create events, but where is forward momentum  
## to opening. I no longer feel comfortable encouraging people to join.  
## [ 54 ] Because the development has stalled, it makes me feel less confident  
## that the market will come to fruition.  
## [ 55 ] Lack of store opening  
## [ 56 ] I moved to Logan Square a year ago, and take public transportation. I  
## will probably not frequent the Market if it ever opens. I invested the  
## initial \$250. and didn't know I would be relocating at that time.  
## [ 57 ] Personal lack of ability to be involved, economic stall with COVID  
## [ 58 ] Seems unlikely it will open  
## [ 59 ] This project has been going on for more than 5 years and there's no  
## end in sight.  
## [ 60 ] Haven't seen many communications, looks like the site fell through.  
## [ 61 ] too many other issues and I do not live in a food desert.  
## [ 62 ] I'm very disappointed by which our funds were handled and wasted. The  
## proposed space was always a unique shape, and the seemingly late recognition  
## of how the space would present idiosyncratic issues for construction is  
## frustrating.  
## [ 63 ] Activity has continued to slow down, and from the updates I have read,  
## it appears the board is decided to not take the consultant's advice on the  
## viability of the current site.  
## [ 64 ] With all the things going on in general, I feel like getting all the  
## required funds to finally opening the market it's not going to happen this  
## year.  
## [ 65 ] Length of time to build, I will not even be in Chicago when it becomes

## a reality

## [ 66 ] lots of delays and missed promises.

## [ 67 ] No progress in opening food store

## [ 68 ] I attended a few Happy Hours finding them clique-ish and unfriendly.

## Next, so many things have been delayed for opening even before the pandemic.

## Now I wonder if the co op will ever actually open and was my investment

## merely money poorly invested.

## [ 69 ] Moved away from the target neighborhood(s); taking way too long to get

## the co-op open; always asking me for time and money; lack of diversity in

## leadership

## [ 70 ] Lack of communication in the last year. Doesn't seem like any

## progress is being made toward opening a tangible store, whether it's in the

## Gerber building or in a smaller, more conventionally sized space.

## [ 71 ] I moved and am not as close as before, I haven't been in a store for

## months due to the virus, it has taken a very long time to get this far

## [ 72 ] Personal circumstances

## [ 73 ] It seems that it will never open

## [ 74 ] It's taken so long that I actually no longer live in Chicago anymore

## [ 75 ] I really joined just to be initially supportive. I never saw myself

## shopping there, but I understood that it would be good for the neighborhood.

## Of course COVID-19 has made everything more difficult and this is not

## someplace I want to put my limited energy.

## [ 76 ] I became an owner so many years ago and have not seen anything come of

## my membership and don't feel I have benefitted at all.

## [ 77 ] The process is taking a long time and I am not convinced that the

## organization is building relationships with existing community partners.

## [ 78 ] Both the obstacles involved in opening the location in the Gerber

## building and increasing uncertainties in light of COVID-19, city finances,

## and the November election.

## [ 79 ] The slowness of the process and lack of progress

## [ 80 ] Still not open.

## [ 81 ] Honestly, when I became an owner several (5?) years ago, I was really

## excited - and since then, I've had a lot of life transitions and have moved

## around, so I've not been as engaged with the Market or if/how it's moving

## toward becoming a reality

## [ 82 ] It doesn't feel like any real progress has been made even before the

## pandemic

## [ 83 ] Don't see this store opening any time soon, or at all. Plus it sounds

## like it maybe at a location I will ever go out of my way to go to.

## [ 84 ] Signed up excited for the premise having just moved to Uptown at the

## time. Lost steam as I saw the space remain empty for over a year. Extremely

## disappointed that no temp use cases were implemented, like an indoor farmers

## market, etc. And now I view this as a wasted investment. It does not seem

## like there will ever be enough money to get this off the ground, and I now

## view this as just another empty store front in Uptown... keeping the

## neighborhood from flourishing.

## [ 85 ] This has been years in the process

## [ 86 ] I was against the CTA and their treatment of us early on. Based on

## our performance that required 3,000 members to make the owner loan plan work has

```
## always concerned me. We've spent way to much money on projects that haven't
## born fruit and the current expectations are unrealistic.
## [ 87 ] It seem clear that there's no strategic direction. Capital campaign
## efforts don't seem to successful. Same people doing the same things. We need
## diversity of thought and cultural dimension. It's frustrating to see that we
## haven't moved the needle - it's because you keep leveraging the same people.
## Let's bring new faces and new perspectives
## [ 88 ] It's been sooooooooooooo long.
```

## Appendix C: Types of Financial Support Considered - Other Responses

```
## [ 1 ] Not sure at this time. Helping some family who are unemployed right
## now.
## [ 2 ] I would like to see all the details of each option. Thanks
## [ 3 ] Not sure, but depends on realistic plan to open store
## [ 4 ] I do not have a large amount to spare so I am not sure what a loan
## would look like, but I would absolutely help campaign/fundraise
## [ 5 ] I already leveled up; not sure I'd donate additionally.
## [ 6 ] Not sure
## [ 7 ] Being a member-worker like I was at my previous co-op... providing
## labor for a larger discount.
## [ 8 ] Not sure
## [ 9 ] Uncertain times financially. Not sure what cultivating level is
## [ 10 ] Donating or sponsoring new members from the community
## [ 11 ] Potentially upgrading to cultivating level depending on cost
## [ 12 ] Cannot answer as I don't know the amounts for either of the first two
## options
## [ 13 ] Buying a membership for someone else
## [ 14 ] Don't know. Depends on what the plan is to get a store up and running
## in the not so distant future.
## [ 15 ] Not sure, can't really think about it now that shopping is not a
## priority
## [ 16 ] That's the problem. You don't take input well but you sure do want my
## money
```

## Appendix D: Interest in Flexible Support Options - Other Responses

```
## [ 1 ] Open to options, but need to know it will result in store opening
## [ 2 ] I prefer a one-time donation
## [ 3 ] other matching opportunities
## [ 4 ] I don't know
## [ 5 ] Labor. I'm not throwing any more cash into this, but I might be willing
## to work.
## [ 6 ] Sponsorship for new members
## [ 7 ] Fundraising through events such as ticket sales or having business
## sponsors
## [ 8 ] I would make a one-time donation of $150 or so.
## [ 9 ] Levels of one-time contribution
## [ 10 ] Future discounts when buying Chicago Market products.
## [ 11 ] I would consider pledging if a feasible plan (even scaled down) was
## shown to go along with detailed lists of expenses
## [ 12 ] I cannot offer more financial contributions
```

## **Appendix E: Reasons Why Owners Are Not Willing to Offer Financial Support (in the Next 3-6 Months) - Other Responses**

## [ 1 ] I moved and don't feel this is as valuable to me as it formerly seemed.  
## [ 2 ] Covid  
## [ 3 ] I have really lost faith in the concept of the Chicago Market and that  
## it will ever open. Making a loan seems like throwing money down a rathole.  
## [ 4 ] Being out of state now I would not get to use the co-op. I would be  
## more inclined to offer financial support if I was more confident in the  
## leadership.  
## [ 5 ] I don't see why I should throw good money after bad - why lose more?  
## At first CM said they needed 1000 members, then as soon as they got to 1000  
## they said they needed 2000, and now they need more \$\$\$ . I don't think CM is  
## ever going to exist, so why give it money?  
## [ 6 ] I've already made an owner loan.  
## [ 7 ] My loan is unsecured  
## [ 8 ] Until location is finalized I wouldn't feel comfortable donating more  
## [ 9 ] I work in theater/ entertainment and I don't know when I'll have a  
## steady job again  
## [ 10 ] I've already made a sizable owner loan. More willing to donate again  
## once we get closer to an "opening."  
## [ 11 ] Donating to racial justice, Covid relief, and political campaigns is  
## higher priority for me this year  
## [ 12 ] I am worried that I won't get the previous loan back.  
## [ 13 ] Small business shuttered due to COVID for 4 months. Uncertain when i  
## can return to full business levels.  
## [ 14 ] This feels like it is taking forever. Not Chicago Market fault, but  
## feels that way.  
## [ 15 ] Job security related to the pandemic  
## [ 16 ] I've lost enthusiasm since its lagged on so long.  
## [ 17 ] I don't trust that my funds would be used in a meaningful way.  
## [ 18 ] I am a preschool teacher in a very limited income. I just don't have  
## expendable income to invest, as much as I would like to.  
## [ 19 ] i am moving out of Uptown  
## [ 20 ] Need to have physical store before I feel good about giving any more  
## money; no ROI so far!  
## [ 21 ] No longer in Chicago  
## [ 22 ] I only joined to help get it off the ground. People who would benefit  
## from it need to provide the enthusiasm.  
## [ 23 ] Nonresident whose membership represents token support for a good cause  
## that will not be useful to me  
## [ 24 ] I don't think CM will ever come to be

## Appendix F: Non-Financial Support - Other Responses

## [ 1 ] I really do not feel qualified to do funding and I do not know anyone  
## to make an introduction to for a large donation loan.

## [ 2 ] No because when I volunteered in the past it was very hard to achieve  
## any sort of traction. There's not enough institutional support. Maybe because  
## of lack of funding? Not sure, but it was not an effective or personally  
## gratifying use of my time.

## [ 3 ] No, and I feel like soliciting money from people is dishonest at this  
## time, when the Board has been sitting on everyone's money for years now and  
## nothing's been done.

## [ 4 ] Generating written materials to promote such a campaign.

## [ 5 ] It's hard to say. It's such an uncertain time overall.

## [ 6 ] I've already participated with no results

## [ 7 ] not sure

## [ 8 ] I am not skilled to do the above but would like to help; so many of the  
## scheduled events conflicted with my schedule

## [ 9 ] I have limited bandwidth until November election. Would be interested  
## in research of funding sources.

## [ 10 ] Board needs to seriously consider scoping down. We do not see the  
## wisdom in fundraising for this demonstrably unrealistic plan.

## [ 11 ] Translation of any documents needed in Spanish

## [ 12 ] I currently serve on two other non-profit boards and it takes up all  
## my free time.

## [ 13 ] This is fine, but we need a lot of capital. I keep wondering about  
## resources available from lenders/financial institutions.

## [ 14 ] I really don't want to be involved at all and wish you'd remove my  
## name. I wish you luck, but I have many causes to support and I don't have the  
## enthusiasm or extra cash for this one. Sorry.

## [ 15 ] Have doubts that Chicago Market will ever be a reality

## [ 16 ] Reviewing proposals for funding and outreach

## Appendix G: End of Survey Comments

## [ 1 ] You need to get something opened. I feel like I gave my money in vain.  
## Had I known that it was going to take this long I would have never signed up.  
## I didn't need to donate to a theory or thought of a coop market would be nice  
## [ 2 ] I like the virtual events you're doing, e.g. truffle-making workshop.  
## [ 3 ] I was very excited when I thought you would be moving into Uptown,  
## where I live, but now that that has fallen through, I'm very disappointed - I  
## don't have a car, and taking CTA to another neighborhood to buy groceries  
## doesn't seem like something I'll do very often.  
## [ 4 ] Thank you to everyone who is working on making the coop a reality!  
## [ 5 ] I would love to get more frequent updates on where the co-op is in the  
## process of becoming a full fledged market. If we are back on track with  
## securing a location? Is there a projected timeline for opening? Financial  
## status? etc.  
## [ 6 ] As I am currently unemployed, my finances are strained (to say the  
## least). And, my time is focused on procuring employment so, right now, this  
## is the last thing on my mind  
## [ 7 ] I didn't think that I was buying into a charity that would need such an  
## on-going financial prop-up. I thought that my original payment was on track  
## to create a market, which was open for me to buy things and attend  
## classes/workshops in. Then I thought that when we reached 1000 owners, it was  
## going to happen. Then I thought when a space was secured it was going to  
## happen. I can't keep getting my hopes up that you are going to actually make  
## this happen, only to have them dashed again and again. I have no confidence  
## in or hope for Chicago Market.  
## [ 8 ] Keep it up! Talking about money is tough!  
## [ 9 ] I haven't been keeping up because my life is taken with work and  
## personal projects, so I'm not in the position to offer an opinion; but  
## generally speaking, I believe that scaling back the project to make it happen  
## with what you have, and grow gradually, is the way to go.  
## [ 10 ] I wish that CM could have focused on a smaller scale shop instead of  
## putting all their eggs in a single large location option; I'd rather have a  
## small place to buy things than a maybe-someday large store or what it is now  
## - a farmer's market club. At this point I've given up on CM and consider my  
## lost \$ a lesson learned.  
## [ 11 ] I don't know about grants or federal funding but I think it would be  
## good to see if grants exist so that Chicago Market could do an outreach  
## program (weekly grocery delivery) to at-risk/low income/marginalized citizens  
## in Uptown and the surrounding area.  
## [ 12 ] I'm in favor of the market if it happens, because I favor organic and  
## non-toxic products and I support local ownership, but it doesn't really fit  
## into my vision of Uptown, which is historically about supporting poor and  
## disenfranchised people. Our Uptown neighborhood is suffering from upscale  
## development, and this market seems white and upscale to me. I transferred my  
## membership from another coop elsewhere, and I have a minimal emotional  
## investment right now. I would love to see more non-white and non-corporate  
## people involved in creating this market.  
## [ 13 ] There seems to be a need for some serious recovery of trust. The  
## current building was sold with such enthusiasm and confidence that it has

## been an incredibly frustrating experience to now hear that it is not a very  
## food site and could cost. us hundreds of thousands. Additionally, the message  
## originally communicated about making the coop a reality was 2000 members. The  
## we needed to raise 2 million dollars!!

## [ 14 ] Did I miss an update about what's going on w/the Gerber building?

## [ 15 ] If possible, it would be great to include more substantial updates  
## about progress of the actual market in emails. The ancillary offerings are  
## nice, but I'd rather engage with the hard truths of the situation rather than  
## not hear anything at all

## [ 16 ] My only other thoughts are that I still don't have a firm grasp of  
## what really is blocking us from opening and what a realistic timeline looks  
## for that. Has COVID impacted this effort at all? I just feel a little out of  
## the loop sometimes, though it may just be because I skim the emails as they  
## come in. I feel like I signed up years ago though at this point and I'm sure  
## y'all share in my disappointment that we don't yet have a store together.

## [ 17 ] I feel like the financial goals for the Chicago Market have been more  
## aspirational than realistic. I think it might be time to take a hard look at  
## the Co-op, determine what the real financial capacity of the membership is,  
## and proceed with a scaled down plan to meet that funding ability.

## [ 18 ] I'm supporting the Chicago Market because I think it is a good cause,  
## not because I will be using it all that much. I'm almost retired and don't  
## cook much or, for that matter, eat much. So any donation I gave would be  
## small, not significant, because I will continue to make all my regular  
## donations, which are also good causes.

## [ 19 ] I would like more of an update on the site on Wilson Avenue. I know  
## some of the details are still being worked through and I have watched some of  
## the townhalls, but I still don't have a really good handle on where we are  
## at. I think this sort of information might help with transparency and show  
## the Chicago Market community that more support is needed if we want the  
## Gerber building to be our spot.

## [ 20 ] My interest or lack of interest in further donations does not pertain  
## so much to flexibility as it does to an uncertainty about progress. I am  
## hesitant to continue to give when the future is so unclear.

## [ 21 ] n/a

## [ 22 ] I've just moved to Chicago and became a member, but it's not clear to  
## me what the benefits of ownership are between now and when the market opens.  
## If the benefit is simply supporting a great idea in hopes that a market will  
## open one day, that's fine. I'd just want clarity on that on the website.

## [ 23 ] I hope the vision of Chicago Market can come to life. However, we need  
## honesty to owners as well as viable "Plan B" options (e.g. seasonal market,  
## pop-ups, CSA model) if the original vision is not deemed feasible.

## [ 24 ] It's been too long with no progress. What is the problem? Should have  
## been open by now. Hard to still feel committed after all this time and  
## effort, need to know I wouldn't be throwing more money at a hopeless cause.

## [ 25 ] The Wilson CTA building is awesome (and Very convenient for me), but  
## with the competition from Aldi and Target, I have concerns about the  
## location. I suppose it's a different customer base, though, so it still  
## might work. I want CM to succeed! If it ever opens I will shop there and  
## support it for sure.



## [ 26 ] It would be great to see a dashboard of where the co-op is financially  
## to reach goals published for members to access (e.g. - how far are we, how  
## much do we need to go). I feel like I got this info when I signed up but  
## haven't had much insight since then. I know there has been a few digital  
## board meetings, but sharing out via email on a monthly basis would be  
## awesome. I would be happy to help out here - I am so excited by the thought  
## of having a co-op in my community and seeing progress can help push people to  
## action. I am also interested in understanding the work the co-op has done  
## (or plans to do) to make sure the co-op is accessible and considers the  
## interests of all community members (not just high-low income). I can't afford  
## to offer much of a loan, but I WOULD be able and willing to pay for a  
## membership for someone with a lower HHI in my community who can't currently  
## afford to join (and I'm sure there are others who would sponsor as part of a  
## membership drive and to ensure equal access/distributed ownership across the  
## community).

## [ 27 ] I do not think the CM has been able to raise enough money to be  
## viable. Perhaps a different approach was needed.

## [ 28 ] Honestly, so much money has been spent on marketing, events, swag ,  
## emails, letters etc. - I don't understand why you can't just rent some space  
## and get the suppliers together and start something up! If it's going to be as  
## great as has been touted, the people will come and hopefully it will work. 6  
## plus years have gone by and I don't think there has been a day of sales. Why  
## does the space have to be so luxe in uptown? There are a million vacant  
## storefronts all over the north side- just pick one and start the business!  
##

## I will admit that I have done little besides giving money - I am not in a  
## position, nor do I have the time or desire to help in that way - and I'm not  
## in a position to give a loan (which I fear that would be just a donation, not  
## repaid). I just wanted to be an initial contributor and shop at the co-op.

## [ 29 ] Thank you to the Board and all of the dedicated volunteers who work so  
## hard on this project. I know it is an enormous task and I don't think you get  
## enough thanks! I am disappointed that the store isn't open yet like many  
## others, but trying to be patient and pitch in where I can to help move things  
## along!

## [ 30 ] The location of the co-op is important to us and would affect whether  
## or not we would level up, loan, or donate. We think it is important that the  
## co-op stick with the current building and craft financial plans that work  
## with it.

## [ 31 ] Wondering if a partnership with another co-op is feasible?

## [ 32 ] WTF is going on? I "bought in" many years ago and have no idea if  
## this is ever going to get off the ground.

## [ 33 ] Good survey. Maybe you could use an inquiry on COVID and anticipated  
## use of/impact on the Market.

## [ 34 ] It's very discouraging to see this survey is only about money, and  
## nothing at all about inventory, hiring policies, accessibility, education, or  
## literally anything else to do with a grocery store. All I ever hear is "give  
## us more money." And I'm not going to do that.

## [ 35 ] These feel like tenuous times for the Market. I'm curious to here the  
## Board's plan for the site or if that is deemed to not be a good fit, what the

## plan is.

## [ 36 ] consider opening in a different location that will allow the coop to get up and running sooner.

## [ 37 ] I feel the need for the co-op with more urgency than ever, since the final demise of Whole Foods - Amazon's purchase. It is difficult to keep staple food \$\$ in the community.

## [ 38 ] No

## [ 39 ] Hi I don't know if this has been discussed but, I think we shouldn't "fall in love" with a location that seems to be hindering us, there are several empty store fronts along Clark between Montrose and Lawrence. There's a large parking lot on Wilson and Clark with a large 3-story building available across the street. There's spaces along Broadway, there's lots of options. I love the Gerber Building and live a block away but I would rather see this accomplished and done, even if it means a little further away.

##

## Should we wait until funding for a location that will always cost too much to sustain?

##

## Should we find a location that is more economical over the long run and gives a better chance of success?

##

## If we're not fully funded yet after several years, maybe we should reconsider the location and find one that gives us an opportunity to open.

##

## The best way to raise cash at this point is to open and give an example of what people will be paying for.

## [ 40 ] While I fully believe in the market's mission, I've been disappointed with the execution and the communication about the timeline to open. When I purchased my share, I was under the impression that the market was secure in its plans for the future, but the more months that go by, the more I worry about the investment I made. The organization and market continue to feel inaccessible to a diverse socio-economic group, and the petitions for money come across more as an admission of mis-management of resources than a genuine plea for help. I have lost much of my confidence in the market's viability but am definitely open to a pleasant surprise.

## [ 41 ] The questions on the survey suggest we are in over our heads financially and the long delayed market effort is failing, Sad to see this. I had high hopes but am now pessimistic although I love the idea of the market and have long visualized coming to shop after work but now I wonder if there will be a Chicago Market. I am being frank,

## [ 42 ] I am not confident that Chicago Market will happen and I am not giving any more money. This project is mired in internal politics and incapable leadership. There is too much democracy on the Board and not enough vision to just get it done.

## [ 43 ] Friends who have served on the board in the past have talked about founding board members being unrealistic about what the market can be in its infancy. This makes it hard to have as much enthusiasm or trust for the endeavor. It feels like we were misled early on, even though it was unintentional.

## [ 44 ] Thanks to you all and the board for all the hard work! This is a big effort, but hopefully it have a great result!

## [ 45 ] Board needs to consider hosting a virtual town hall and "convention" for members to really debate what the Market should look like in light of the various setbacks and daunting realities. Members should be presented with options for a more modest approach paired with a plan to grow if certain targets are met. Starting with basically a private Whole Foods in size and offerings never made sense and even less now. We are disappointed that the limited funds raised were spent on consultants who concluded what was obvious about the concept and selected property for the market, and even after that the decision was made to forge ahead at the same location.

## [ 46 ] I'm hesitant to give more money because the store was supposed to open April 2020 and I haven't seen any progress on that.

## [ 47 ] It's hard to make a financial commitment right now because of the pandemic; my work may go under at any time.

## [ 48 ] To me it makes sense to build our base of community involvement for Chicago Market through creating more member/owners. To this end, I wish there was a program in place for sponsoring community members to join and make Chicago Market feel like a more inclusive space. I worry that the current vibe Chicago Market gives off is very exclusionary to a large proportion of the Uptown area and as Chicago Market faces hurdles to opening we lack a strong base of community support due to this. To me the concept of 'upgrading' my membership is silly when I could instead use that money to allow a new community member to feel like they're a part of this project, but there is nothing currently setup to facilitate this.

## [ 49 ] I think the window space at the Market is not being utilized well to recruit new members and get the neighborhood excited about a local grocery store. The art is fine, but images of FOOD may be more effective.

## [ 50 ] Really hope this can work out.

## [ 51 ] I need to hear about the response to Benjamin before I can really know how to feel about movement forward. And it would be helpful to know how the talks with the CTA are going. Is there any support from the alderman and tif funding at this time?

## [ 52 ] I just want the store to open. I'll shop there and thus support it but it's taking a ridiculous amount of time.

## [ 53 ] Is there a location on the Southside to open the Market where rent is more reasonable and a space may need less build out, with good parking, off the highway and the train?

## [ 54 ] Covid has really slowed down the prospects of new business. While I do not want the idea of Chicago Market to go away, how does the long term planning and outlook of the market realistically opening appearing?

## [ 55 ] I signed on in part more for the locally supported businesses and lower carbon footprint shopping. Not as much for the community.

##

## I just wanted a place to shop ethically.

## [ 56 ] I went to a couple of meetings, talked to owners about volunteering and never heard back from anyone. I lost enthusiasm a long time ago.

## [ 57 ] While I'm sure it was hard on everyone to have to delay the opening due to funding, I really do enjoy seeing updates about the progress. I'm not

## sure if it makes sense with things right now (financially and also with  
## covid), but having another funding/opening timeline might help put some  
## pressure on new and existing supporters to get in the game. One of the things  
## that prompted me to make my owner loan was the fundraising deadline. I think  
## having a new target amount and date can help focus a lot of energy.

## [ 58 ] While I am a long time "owner" of the Chicago Market from its first  
## year, made a significant loan early in the campaign, and will support the  
## Market with dedicated shopping practices when it opens, these all represent a  
## secondary level of engagement. I have never seen myself as being a front-line  
## primary "driver" in making it happen. That is not to diminish the efforts and  
## commitment of the Chicago Market leadership (I want it, and you, to succeed!)  
## but it is a realistic assessment about personal commitments and priorities.

## [ 59 ] I'm extraordinarily grateful for the continued work of the board and  
## committed volunteers. At this time, I am committing much of my extra money  
## and resources towards supporting racial justice initiatives and organizing,  
## which I recognize is intersectional with Chicago Market. I'd be more excited  
## about supporting projects or sharing materials that make this connection  
## explicit.

## [ 60 ] As a general rule, projects that take this long to reach fruition,  
## don't.

## [ 61 ] You are interested in meeting financial goals - I am more interested  
## in seeing evidence of progress towards your other goals.

## [ 62 ] I'm a little unclear what were raising money for at the point because  
## there were earlier communications about how the project was stalled.

## [ 63 ] If there's a way that seniors can contribute time that is not making  
## phone calls or any event preparation or something. Like having a bank of  
## helpers when needed without commitment. Right now I'm not going anywhere but  
## in the future I'd love to offer a few hours to help on a more regular basis.

## [ 64 ] A main motivator for membership should be incentives for members when  
## shopping. Asking for ownership donations, but then not providing any perks,  
## provides no extrinsic motivation for future donations from current, or new,  
## members.

## [ 65 ] From the survey, it's clear you're weighing the options for additional  
## funding. I would be more receptive for owner loan requests if a clear,  
## concise, viable plan was presented on how we are going to get from where we  
## are at now to a functioning store at XX date.

## [ 66 ] I'm concerned about CM taking on millions in debt for a store opening,  
## i.e. it seems to be that food coops are struggling w/building a profitable  
## model.ve.g. The Dill Pickle is in real trouble (Covid was a huge blessing,  
## but their management team is in way over their heads). And GreenTop (and  
## Sugar Beet?) has/have also experienced trouble covering costs.

##

## Unless there's big support from the city and grants, I'm not sure it's  
## financially feasible (to do it in the right way).

## [ 67 ] Hang in there!

## [ 68 ] At this point, I don't believe that the co-op will ever open.

## [ 69 ] I've been concerned from the start about whether the co-op has done  
## sufficient community outreach and worked with the residents of Uptown who  
## can't afford to make the financial commitment of being an owner for an

## uncertain distant outcome. I considered making a loan but all of the  
## marketing emails and events have suggested to me that co-op is focusing its  
## efforts on the largely White community in the Uptown area as opposed to the  
## Black, Hispanic, or Asian populations who have been shut out of so many other  
## services and the benefits of development. I believe strongly in the  
## importance of food co-ops as an economic alternative to Whole Foods etc. and  
## source of fresh, local food, but I find it hard to be more supportive without  
## seeing broader efforts to be inclusive both in terms of who is part of the  
## team making decisions and who the outreach reaches.

## [ 70 ] I don't understand why a farmers market can't be organized this summer  
## or fall to bring local produce to Uptown. The Gerber building has sat empty  
## For years and now it's like it isn't even able to work out as a location. I  
## don't think it's important to have this huge plan of a smoothie bar and  
## bakery and hiring a project manager etc, just start small and bring in some  
## local fresh produce.

## [ 71 ] The entire industry of grocery shopping is taking on a new direction.  
## It seems that the business model and store layout will need to be revisited  
## in order to make it a financially sustainable operation. Have you considered  
## coordinating a couple of Zoom sessions for moderated group discussion by  
## Owners to brainstorm direction?

## [ 72 ] There is no way to get my money back if this all goes bust, correct?  
## My hunch is this is a hopeless effort.

## [ 73 ] Given the current state of the Covid situation, it's understandable  
## that there would be delays in building out the store. I get that. And I get  
## that there were unforeseen repairs that needed to be made in the building.  
## It's not ideal. And to back out of the lease, it would be a big hit of  
## course financially. It would also suck a lot of enthusiasm from the  
## community, especially if there isn't a plan to get get to the point where a  
## tangible store opens. And from what I gather, there is a lot less enthusiasm  
## these days. So whatever ends up happening, you guys have to have a plan and  
## that plan needs to be communicated to the owners. Sorry to sound  
## pessimistic, but at this point, I don't see this co-op being viable. I hope  
## that I am wrong.

## [ 74 ] I think the timing for the co-op in this neighborhood is good despite  
## Covid 19. Kroger and Amazon have diminished both Mariano's and Whole Foods;  
## I think many people are looking for fresh/organic foods - enter Chicago  
## Market Co-op :) Looking forward to shopping with you.

## [ 75 ] The uncertainty of the future of the market in general and the  
## location is the main reason I am hesitant on investing more and also believe  
## this is the reason others are too.

## [ 76 ] I have little to no confidence that the market will actually come to  
## fruition.

## [ 77 ] I appreciate the increased communication over the last few weeks.

## [ 78 ] It's been a few years since I joined Chicago market, and at the time I  
## joined, it had already been in the works for a couple of years. So, at this  
## point, perhaps the whole approach just isn't working. I have volunteered in  
## the past and felt that there was a certain rigidity in the leadership and a  
## lack of willingness to think more broadly about how this project could become  
## a reality. It seemed almost like a pet project rather a project for a

## community.

## [ 79 ] This is tough time to continue to develop the co-op. I am still happy  
## to be a member even tough my contribution hasn't been great. Thank you for  
## all your hard work!

## [ 80 ] I believe deeply that businesses should be community-led and  
## worker-owned. I am excited to see Chicago Market develop and materialize. I  
## wonder if it would help people envision what the Market will be if there were  
## ways to purchase goods right now. Would it be possible, for example, for  
## people to opt in to a sort of buying club? For example, what if you could  
## take advantage of bulk pricing when purchasing a 5 lb bag of coffee from  
## Intelligentsia without having to figure out what to do with more than the 1  
## lb you really want?

## [ 81 ] It would be nice to have a poster with updates and how to contribute  
## posted on the doors of the building where the co-op will be. Sometimes I walk  
## by and wonder what's going on. I'm bad at checking emails, there's too many!  
##

## In addition to looking for funding, are there other ways to be involved?

## [ 82 ] Since you started questioning the location Im not even sure if I will  
## use the market or should invest anymore money.

## [ 83 ] Not at this time

## [ 84 ] Great idea to reassess what's possible.

## [ 85 ] At this point where it seems like funding won't come through. Do we  
## need to ask ourselves... does Uptown "need" a COOP? Would this space better  
## serve the community with a different purpose? Is it time to cut our losses?

## [ 86 ] Not at this time.

## [ 87 ] Some of the language regarding the different types of ownership is a  
## little confusing. Aside from raising more money for the co-op, which is a  
## noble cause, I was initially left wondering what additional benefits come  
## with and "recognition in store" is quite vague. I think there needs to be  
## more incentive than just that. Even something as swag/merch like a tote bag,  
## a hat, or sticker could go a long way in increasing brand awareness for a  
## relatively low price. And perhaps as the Market becomes closer to becoming  
## realized, a consumer discount program (i.e. 5% of purchases, etc.) could be  
## offered and implemented. Hope that helps, thanks!

## [ 88 ] stay safe!

## [ 89 ] It's been six years since I threw down for membership. I was  
## EXTREMELY enthusiastic at the time but my life was too full to volunteer time  
## and now I feel that the initiators were not realistic about what it would  
## take. I have considered asking for my membership back a few times now. I  
## still hope to see a market but let's be reasonable - for instance, do we  
## really need a flower section and foods to go? - are we trying to be Mariano's  
## or a sensible, efficient, sustainable coop?

## [ 90 ] I'm hesitant to give more money because the store was supposed to open  
## April 2020 and I haven't seen any progress on that.

## [ 91 ] I get enthusiasm is hard to maintain, but even harder when we do not  
## see progress. Pre-Covid, I had suggested having more events inside the Gerber  
## space but that doesn't seem feasible now. Have we considered having a booth  
## at the Andersonville Farmer's Market? We have enormous advertising space in  
## the windows of the building. Are we utilizing that enough to promote

## membership?