

Highlights & Impacts

79,000 sq. ft.

shopping center anchored by a full-service supermarket & a federally qualified community clinic offering high-quality health-care services.

\$25.7 million

In total project costs.

\$22.2 million

in **New Markets Tax Credit** financing.

5,400

Vineland residents living in low-access neighborhoods have improved access to a full-service supermarket.

235

jobs saved and created.

8

financial partners, including Brownfield Revitalization, Consortium Community Group, NCB, Robert Wood Johnson Foundation, Susquehanna Bank, The Reinvestment Fund, U.S. Bank, Wakefern Food Corporation.

50%+

of new hires are Vineland residents.

Profile: Bottino's ShopRite Vineland, New Jersey



The Bottino family got their start in the grocery business when they purchased their first store in 1977. Today, the independent grocery chain operates four full-service supermarkets in southern New Jersey. [Bottino's ShopRite](#) is well-known for its extensive variety of fresh produce, meats, dairy and staples, freshly prepared foods and baked goods, as well as specialty items that cater to the customer needs and demographics specific to each store.

Faced with an expiring lease, the Bottinos were in the market for a new location to replace their small and obsolete Vineland, New Jersey, supermarket. An abandoned and environmentally hazardous salvage yard provided an opportunity for the Bottinos. The property was located on a blighted commercial corridor which led into Vineland's historic downtown area. The city acquired this brownfield in 2005 and cleaned up the property with financial aid from the state of New Jersey. Vineland officials recognized that a new supermarket at this location could catalyze the revitalization of this area of the city.

Vineland is home to more than 60,000 residents, 38 percent of whom identify as Hispanic or Latino. It is an economically distressed community with an [estimated median household income of \\$54,978](#), compared to the state's median of \$71,180. In October 2013, Vineland's [unemployment rate is 12.5 percent](#) and [17.7 percent of families with children](#) under the age of 5 live below the poverty level.

In 2012, the Bottinos and Wakefern Food Corporation approached The Reinvestment Fund (TRF), a [community development financial institution](#)

(CDFI) and manager of the [New Jersey Food Access Initiative](#) (NJFAI), for help with financing a shopping center that would be anchored by a 74,000-square-foot supermarket. Launched in 2010, the NJFAI provides grants and loans to build new supermarkets, renovate stores, and purchase and install new equipment. In addition to TRF investors, the NJFAI includes Living Cities, the New Jersey Economic Development Authority (NJEDA), and the Robert Wood Johnson Foundation (RWJF). As the nation's largest philanthropic organization devoted exclusively to improving the health and health care of all Americans, RWJF invested \$12 million in NJFAI to help ensure that all New Jersey families have access to affordable healthy foods. This investment complements RWJF's [New Jersey Partnership for Healthy Kids](#), which is working in Vineland and across the state to address childhood obesity.

The \$25.7 million project would not have been possible without the [New Markets Tax Credit](#) (NMTC) Program. TRF partnered with Brownfield Revitalization and Consortium Community Group to provide a total of \$22.2 million in NMTC financing. The NMTC investor is U.S. Bank. TRF also used the \$2.5 million in federal [Healthy Food Financing Initiative](#) (HFFI) funds and \$2 million of RWJF's investment in NJFAI to help finance the construction of the store. Other financial contributors include NCB, Susquehanna Bank, and Wakefern Food Corporation.

The Bottinos opened the doors to their new, state-of-the-art supermarket on June 7, 2013. The larger store added about 100 new jobs to an existing workforce of 135 employees. The Bottinos worked with the Cumberland Salem Workforce Investment Board to fill new positions at the store; a majority of these jobs went to residents from nearby neighborhoods. The store sits in a USDA-designated food desert and borders on two other areas that have limited access to supermarkets. TRF estimates that with this store, more than 5,400 Vineland residents living in low-access neighborhoods will have improved access to a full-service supermarket.

The supermarket also provides a variety of important services to residents of Vineland. A participant in Jersey Fresh, Bottino's ShopRite buys produce from local farmers. The store houses RiteCare, a federally qualified health center. The in-store pharmacy takes part in the 340B Drug Pricing Program, a program which enables health clinics that care for low-income populations to purchase outpatient drugs at discounted prices. Bottino's ShopRite also accepts the Supplemental Nutrition Assistance Program (SNAP), formerly the Food Stamp Program, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), further improving food access for low-income Vineland shoppers.

Quality supermarkets like Bottino's ShopRite are important community assets and economic engines. Not only does their presence improve access to nutritious foods at competitive prices, but grocery stores generate tax revenues, create jobs, stabilize home values, and provide essential community services while acting as anchors for further commercial revitalization.



For more information about the Healthy Food Access Portal, contact us at info@healthyfoodaccess.org.

