



PSFC SECOND STORE



why do we need a 2nd store?

- Co-op offers **affordable fresh food & community** to members
- A second store will let us **share what we love** with more people
- **No room to grow** at Union St - we've had to cap membership for years

PSFC SECOND STORE

benefits for existing members

- New location (tbd!) will be **more convenient for members beyond Park Slope**
- Potential for **increased revenue & economies of scale**
- Greater resilience

PSFC SECOND STORE

we CAN afford it!



- After pandemic-related assistance, the Co-op has **more cash on hand now than ever before**
- Co-op has a strong track record of securing **millions in member loans**
- **Bank loans** are available to us
- Securing **discounted space** is a realistic possibility for the Co-op

PSFC SECOND STORE

so where will it be?



- **Neighborhood has *not* been decided**
 - will be determined in future if we vote to move forward
- **Goal** is for second store to be:
 - **close to mass transit**
 - **near** a good number of **existing members** to help get it off the ground
 - in a **dense & mixed-income community**

PSFC SECOND STORE

I'm in! How can I support?

- 1** Tell all your friends
- 2** Read up on the details
- 3** Register in advance for the **May 30 GM** online
- 4** Attend the May GM & **vote YES** to move the Co-op-wide ballot forward
- 5** **Vote YES** on the ballot! - date TBD

