

The Timeline of Making Plains' Grand Avenue Market a Reality



2001
Last full-service grocery store in Plains, KS closes.



2009
Information Gathering:

- Connected with the following organizations:
 - Rural Grocery Initiative, Kansas Sampler Foundation, United States Department of Agriculture, KS Department of Commerce, grant writers, Meade County Economic Development, Rural Electric Cooperative, Black Hills Energy, Small Business Administration, Grocers, Office of Rural Opportunity, Attorney.
- Investigated the KAN STEP program

Funding:

- Conducted Tree of Lights Fundraiser (2009 - 19)



2012
Information Gathering

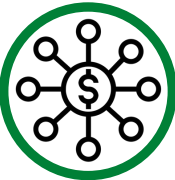
- Shared our story at the National Rural Grocery Summit

Store Decisions

- Received Non-Profit 501(c)(3) status
- Developed Business Plan

Funding

- Received a State Farm grant
- Hosted RADA cutlery fundraiser



2014
Information Gathering:

- Attended National Rural Grocery Summit

Funding:

- Awarded Kansas tax credits
- Received grant from Meade County Economic Development
- Hosted Jail & Bail Fundraiser
- Launched KANstarter Crowd funding event



"Unless Someone Like **You** Cares a Whole Awful Lot, Nothing is Going to Get Better. It's Not."
- Dr. Seuss



2008
Information Gathering:

- Grocery Store Committee approached nearby grocery store owners about opening an additional location in Plains

Store Decisions:

- City Council formed Grocery Store Committee
- Conducted feasibility study



2010
Information Gathering:

- Visited rural grocery stores to learn (about ownership models Morland Mercantile to learn about Nonprofit approach)
- Investigated selling shares & the store being a co-op
- Contacted Dollar General about opening location in Plains
- Attended National Rural Grocery Summit

Store Decisions:

- Named the store - "Grand Avenue Market," and selected logo (designed by K-State student)
- Incorporated as The Community Enhancement Foundation of Plains (CEFOP)



2013
Information Gathering

- Attended Community Development Block Grant Workshop in Hutchinson

Store Decisions

- Secured partnership with pharmacy for prescription to be delivered to Plains 5 days per week

Funding

- Held a Walk-a-Thon 2013-14
- Hosted Build-a-Burrito Fundraiser 2013-14
- Registered CEFOP as charity with AmazonSmile.com

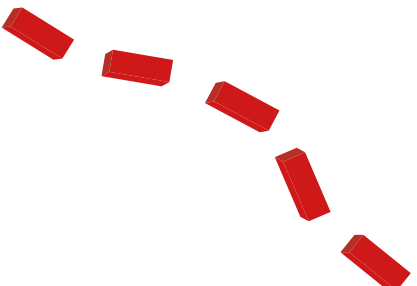


2015
Information Gathering:

- Attended Rural Food Development Hackathon

Funding

- Family, Career and Community Leaders of America (FCCLA) students held two fundraisers
- Received Southern Pioneer Electric Grant
- Hosted Playing Cards Fundraiser





2017

Information Gathering:

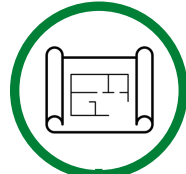
- Observed "Dream Dinners" business model in operation

Store Decisions:

- KSU students designed kiosk for store
- **Conducted a community survey in Plains**
- Associated Wholesale Grocers conducted market study

Funding:

- Secured Sunflower Foundation Healthy Eating, Rural Opportunity (HERO) Planning Grant
- Awarded USDA Rural Economic Development Loan



2019

Information Gathering:

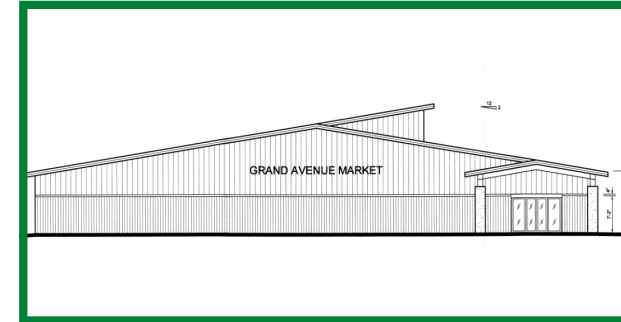
- Attended K-State's Regional Rural Grocery Workshop in Kingman, KS

Store Decisions:

- Started working with NetWork Kansas
- Interviewed for store manager position
- **Worked with Architect, Engineer & Contractor on exterior & interior design, floor plan, building & equipment costs**

Funding:

- Worked on Sunderland Foundation Grant.
- Worked on Baughman Foundation Grant
- Applied to KHFI/IFF for funding



2021

Construction Complete, Grand Avenue Market opens!

"Unless Someone Like **You** Cares a Whole Awful Lot, Nothing is Going to Get Better. It's Not."
- Dr. Seuss



2016

Information Gathering:

- Investigated NuVal program

Store Decisions:

- **Bought property on 600 block of Grand Avenue**

Funding

- Hosted 2nd Chance Prom fundraiser
- Hosted BoomBozz 5K fundraiser



2018

Information Gathering:

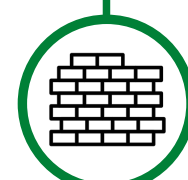
- Presented at the National Rural Grocery Summit
- Attended Sunflower HERO meeting

Store Decisions:

- Became member of Associated Wholesale Grocers, Inc.

Funding:

- **Received Sunflower Foundation HERO Implementation Grant**
- Awarded Kansas tax credits
- Received grant from Southwest Kansas Community Foundation
- Contacted KFFI/IFF about loan and secured Letter of Credit



2020

Information Gathering:

- Break Ground!
- **Letters to supporters giving the opportunity to support the store by purchasing items needed for the store or a brick with their name stenciled on**

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