



West Chester
COOPERATIVE



The Local Beet

2023 | VOLUME 2

Sunshine News

Summer is in full swing and the West Chester Cooperative now has **525 member owners!** The summer season tends to have fewer large events due to the heavy vacation season, but you can always find the Coop at local tabling events. The Coop had a great time tabling and supporting Highland Orchards!

Blueberry Festival in July and Peach Festival in August. We are also in Patton Alley (between Church and High St) every week from 9am-1pm actively recruiting our next member owners. Stay tuned for our Fall events! The Member Owner Recruitment and Engagement (MORE) committee is currently building the Fall calendar.

Upcoming Events

PATTON ALLEY
EVERY SATURDAY
9AM-1PM

FALL CALENDAR
COMING SOON!!!



Annual Meeting

Those unable to attend this year's Annual Meeting missed out on an exciting event! Hosted at the Chester County History Center on High St, the West Chester Coop presented the fiscal year financials and welcomed fascinating guest speakers. Josh Maxwell, Chester County Commissioner, engaged with member owners on local initiatives and visions for Chester County. Former Board Member, Matt Shea, presented the pro forma for 101 E Chestnut and walked member owners through the projected financial statements for the prospective location. He showcased the potential breakeven of a small store footprint, while also emphasizing the importance of member owners prioritizing the coop for shopping once a permanent store is opened. **As a member owner, your shopping choices will be crucial during the early years of the store opening!**

Summer Wins

2nd Annual WC Porch Fest- The Co-op's Strawberry Shortcake table was a HUGE hit for the 2nd year in a row at the West Chester Porch Festival. With larger Porch Fest attendance this year, the coop served over 250 strawberry shortcakes for the community and raised over \$600 in donations. A big shoutout goes to Sue Patterson for organizing and prepping all the ingredients, as well as all the volunteers who helped out throughout the day. Together, we served over 250 strawberry shortcakes. That's 36 quarts of strawberries, 20 8x8 shortcakes, 83 shortcake biscuits, 6 half gallons of ice cream, and 8 quarts of whipped cream! What a fun, successful event. We hope to see everyone there again next year!

Villanova MBA project- In June, a group of MBA students from Villanova University reached out to the Board because they wanted to do a project for their program on the West Chester Cooperative. The Board felt that this would be a great opportunity. Together, the Board and the seven MBA students agreed the scope would include a Business Plan and a Marketing Strategy. On August 14th, the MBA team presented their final report to the Board. The findings and proposals were very exciting! The Marketing Strategy and Framework will help us better target new members, while also setting the tone for target market and segments for when the store is opened. All in all, this was a great partnership and we hope to work with some or all of these students again in the future!



DID YOU KNOW?

The West Chester Cooperative is partnered with West Chester CSA. Member owners receive a 2% discount on vegetable pricing at the **Crawford CSA**. This is a great way to access fresh, locally grown organic produce, while the coop continues its search for a permanent store location!

A Message from the Board

Hello Friends,

I cannot wait to see the West Chester Cooperative grocery store established in the borough. This store will be a hub for fresh, locally sourced food that fosters a strong sense of community. By supporting local farmers and businesses, the coop will contribute to the town's economic growth. It will also promote sustainability by leveraging shorter supply chains and limiting single use plastics. The West Chester Cooperative will be a bustling, full-service grocery store, in the borough. **And we will own it!**

This year our cooperative is prioritizing member ownership growth, store location selection, grant opportunities, and board development.

We are actively seeking new properties as they become available and with the signed Borough Resolution, we know we have the support of the West Chester Borough. In August, the board presented to the West Chester Planning Commission (oversees real estate development projects in the Borough), providing us the opportunity to highlight why the Coop would be great fit for a first-floor retail space in one of the planned development projects.

I am very proud of the growth the West Chester Cooperative has seen in 2023 and am excited to close out the remainder of the year stronger than ever!

Mike Kievit
Secretary