



SUPPORT

**SUNCOAST
MARKET CO-OP**

A STORE FOR THE PEOPLE, BY THE PEOPLE

Our Story



In 2016, our community rallied for a healthy grocery store. After learning corporate stores didn't see potential in our community, we realized we had to do it ourselves. We came together to form a cooperative and did the hard work to build a store for the people, by the people. In 2018, community members could become shareholders in our future grocery store! A board of directors was elected from the owner-members and we worked closely with national consultants and advocacy groups to create the path to opening a full-service, locally focused grocery store. In 2022, we signed a lease agreement and started our store design to create the perfect store for our diverse community. As the first to open in a predominantly Latino/a/x community, we are paving a new way and need your help to raise the capital needed to complete the project. If you are passionate about health, food access, supporting local farms and businesses, economic growth, and the environment, we invite you to contribute to this effort. Together, we can create a roadmap for other communities who also want better grocery options.



*On behalf of over 1100 invested
community members,*

Kim Rivero Frink
SUNCOAST MARKET CO-OP
BOARD PRESIDENT

Everyone Deserves Healthy Food

WE'RE BUILDING A GROCERY CO-OP TO MAKE IT HAPPEN

Why this matters in Imperial Beach:

- 20% live in poverty
- Limited fresh food options
- High rates of obesity, diabetes, heart disease
- Abundance of fast food, convenience, and liquor stores
- 73% of residents shop out of town
- Everyone deserves quality food close to home

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We build it together!

Households and businesses
purchase shares (\$200)
target of 1400 by opening day

Board holds ongoing
community conversations &
survey feedback

Co-op leases 6000+ sq ft
Imperial Beach location

\$3.8M funding from community
members, public agencies, &
passionate donors

Hiring of professional
consultants and staff

Co-op opens doors to a full
service, self sustaining grocery
store



**42 FAST FOOD, LIQUOR, AND CONVENIENCE
STORES WITHIN 4 SQUARE MILES
AND LIMITED HEALTHY GROCERY OPTIONS**

It's More Than A Store



We are part of a resurgence of cooperatives across the nation. Grocery co-ops are a proven model that bring a healthy focus and a food source to communities. but their impact extends far beyond their shoppers. Unlike traditional stores, people are prioritized over profits, making a positive impact on our broken food system. Our store will provide a valuable outlet for local farmers and food producers, support regenerative farming practices, reduce food miles, recirculate money into our regional economy, make it easier to engage in environmentally friendly shopping practices, and make it easier to respond to local needs.

The Co-op Difference:

Better Food

- Increase access to nutritious food
- More local, fresh, & organics
- Less processed foods
- Bulk food selection
- Selection tailored to our community

Equity and Community

- 44% more donated to charities
- Offer health education
- Build engagement & leadership
- Democratically governed
- Stronger, healthier community

Sustainability

- Green business practices
- Less driving out of town for food
- Support organics & sustainable agriculture
- Role model for sustainable practices
- Reduce grocery food waste

Economic Benefit

- 30 new jobs
- More purchases from local farms & business
- Incubate up and coming businesses
- More food dollars stay local
- Generate \$6.5 million annually for local economy



BOARD MEMBER PACKAGING LOCAL FOODS FOR OUR COVID-19
DRIVE THROUGH GROCERY PICK UP SERVICE

“

DECISIONS MADE ABOUT FOOD HAVE A POWERFUL RIPPLE EFFECT IN ALL ASPECTS OF SOCIETY. CHANGING THE WAY WE GROW FOOD, MOVE FOOD, SHARE FOOD, AND THINK ABOUT FOOD ULTIMATELY CHANGES THE WAY WE TREAT THE PLANET AND EACH OTHER.

SAN DIEGO COUNTY FOOD VISION 2030

”



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more info

Store Highlights



About the store:

- 6,200 square feet
- 4,200 retail space
- Easy bus, pedestrian, vehicle access
- Plenty of parking
- Near Silver Strand Navy Training Complex
- Synergistic business neighbors
- Departments include: Produce, Prepared Foods, Grab-and-Go Deli, Hot & Cold Food Bar, Bakery, Wellness, Grocery, Floral
- Café seating
- Coffee station



Located in Imperial Beach:

- 27,000 residents
- Majority Latino/a/x community
- Large military community
- Low/moderate income community
- Binational city
- Tourist beach destination
- Limited fresh food options
- Classified as a food desert and food swamp
- 73% of residents shop out of town



Sponsorship Opportunities

SOLD

\$250,000

KITCHEN & DELI

THE HEART OF THE STORE IS THE KITCHEN!



Sponsor Recognition:

- Opportunity to name the kitchen
- Kitchen and deli name used in our store materials and community programs

Publicity and announcements:

- Included and quoted in news release to local media
- Announcement on website
- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

- Private thank you event
- Invitation to our “sneak peek” pre-grand opening event
- Photo opportunity at event with tagged social posts by SunCoast

Grand opening ceremony:

- Logo on grand opening banner
- Opportunity to speak at opening ceremony
- Full page color ad in commemorative program book



Sponsorship Opportunities



\$100,000

PRODUCE DEPARTMENT

THE HEART BEET OF THE STORE

Sponsor Recognition:

- Opportunity for name recognition in the department
- Opportunity for meaningful partnership on in store health programming
- Opportunity for a logo on reusable grocery bags for sale in the store

Media, social media, and website announcements:

- Included and quoted in news release to local media
- Announcement on website
- Announcement in SunCoast newsletter and social media channels
- Partnership on education campaigns

Pre-grand opening event:

- Private thank you event
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- Photo opportunity at event with tagged social posts by SunCoast

Grand opening ceremony:

- Logo on grand opening banner
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- Full page color ad in commemorative program book



Sponsorship Opportunities

\$100,000
**EARTH FRIENDLY BULK
AND GRAINS**



BE A PART OF CHANGING HOW WE SHOP

Sponsor Recognition:

- Opportunity for name recognition in the department
- Opportunity for meaningful partnership on in store health and sustainability programming
- Opportunity for a logo on reusable grocery bags for sale in the store

Media, social media, and website announcements:

- Included and quoted in news release to local media
- Announcement on website
- Announcement in SunCoast newsletter and social media channels
- Partnership on education campaigns

Pre-grand opening event:

- Private thank you event
- Invitation to our “sneak peek” pre-grand opening event
- Photo opportunity at event with tagged social posts by SunCoast

Grand opening ceremony:

- Logo on grand opening banner
- Opportunity to speak at opening ceremony
- Full page color ad in commemorative program book



Sponsorship Opportunities

\$50,000

GATHERING SPACE

CO-OPS BRING PEOPLE TOGETHER

CAFE SEATING AT THE FRONT OF THE STORE

Sponsor Recognition:

- Recognition in prominent location
- Logo on reusable grocery bags

Media, social media, and website announcements:

- Included and quoted in news release to local media
- Announcement on website
- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

- Private thank you event
- Invitation to our “sneak peek” pre-grand opening event
- Photo opportunity at event with tagged social posts by SunCoast

Grand opening ceremony:

- Logo on grand opening banner
- Half page ad in commemorative program book



\$30,000

STORE DEPARTMENTS

ESTABLISH A LEGACY IN YOUR AREA OF INTEREST

CHOOSE FROM GROCERY, FROZEN FOODS, WELLNESS, MEAT, DAIRY, BAKERY, BEVERAGES

Sponsor Recognition:

- Recognition in prominent location
- Logo on reusable grocery bags

Media, social media, and website announcements:

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- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

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Grand opening ceremony:

- Logo on grand opening banner
- Half page ad in commemorative program book



Sponsorship Opportunities

\$15,000

SPECIALITY SPIRITS

CHEERS! SALUD! TAGAY!

Sponsor Recognition:

- Recognition in prominent location
- Logo on reusable grocery bags

Media, social media, and website announcements:

- Announcement on website
- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

- Invitation to our "sneak peek" pre-grand opening event
- Photo opportunity at event

Grand opening ceremony:

- Quarter page ad in commemorative program book



\$15,000

CASHIER LANES (3 AVAILABLE)

LEAVE A LASTING IMPRESSION ON SHOPPERS

Sponsor Recognition:

- Recognition in prominent location
- Logo on reusable grocery bags

Media, social media, and website announcements:

- Announcement on website
- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

- Invitation to our "sneak peek" pre-grand opening event
- Photo opportunity at event

Grand opening ceremony:

- Quarter page ad in commemorative program book



Sponsorship Opportunities

\$10,000

SUPPORT LEVEL

BENEFITS

Sponsor Recognition:

- Recognition in prominent location

Media, social media, and website announcements:

- Included and quoted in news release to local media
- Announcement on website
- Announcement in SunCoast newsletter and social media channels

Pre-grand opening event:

- Invitation to our "sneak peek" pre-grand opening event
- Photo opportunity at event

Grand opening ceremony:

- Quarter-page ad in commemorative program book



Bring key services to our store

BIKE RACK



COFFEE STATION



AISLE SIGNS



You Make It Possible

If you are ready to help bring this store to life through any of these sponsorship opportunities, let's start the conversation! Your gift will create more than just a store — you are empowering an entire community, making it possible for families to have healthy choices and making a positive impact on the environment. Plus, you will reach a trade area of over 97,000 people who could shop our store and hear your message! We welcome any questions you may have and look forward to exploring ideas for partnering with you; please contact us by email, phone, or via our website. We accept direct donations or tax-deductible donations via our fiscal sponsor, the SunCoast Community Fund.

CONTACT US

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ABOUT THE SUNCOAST COMMUNITY FUND

The SunCoast Community Fund is a dedicated fiscal sponsorship fund operated by San Diego Roots Sustainable Food Project, a California 501(c)3 educational nonprofit since 2007. This corporation is organized to strengthen the local food landscape in the San Diego region; provide a local food network between the community and local farms; educate and demonstrate sustainable farming practices to support and grow San Diego's local food economy; preserve local farms and farmers; and conserve associated wildlands.

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