

SUNCOAST MARKET CO-OP

2025 ANNUAL REPORT



Celebrating the opening of South Bay's first community-owned grocery store!

FROM THE GENERAL MANAGER

ANDRE CHAVEZ



Dear Owners,

2025 was a transformative one for Suncoast Market Co-op. Together, we successfully opened our community-owned grocery store and established a strong foundation for future growth.

Launching the Co-op on an aggressive timeline required tremendous effort from our staff, Board of Directors, volunteers, consultants, and founding owners. Despite the challenges of opening a new grocery store, we built a business that serves our community while advancing cooperative values.

As one of the first hybrid food cooperatives in the National Co+op Grocers network, we opened with a mix of natural, organic, and conventional products. Since opening, we have listened closely to owner feedback and expanded our focus on natural, organic, and specialty items while maintaining value and variety for shoppers.

Financial Performance

Based on current sales we are projecting sales of \$2.1M for 2026 which unfortunately is 19% below projections. Lower than expected customer traffic, lack of community awareness (despite years of outreach efforts), limited visibility from Palm Ave, rising costs, and a highly competitive retail environment are contributing to this shortfall. Management is working to increase sales and improve financial viability, but we need our owners' help as well.

Community support and regular shopping at the Co-op are essential to our success and owners can support our efforts by talking with your friends and family about the benefits of shopping at the Co-op.

Key Accomplishments

- Held successful Grand Opening on January 31, 2026
- Grew ownership to 1,460 member-owners by year end.
- Created jobs for 23 team members.
- Established partnerships with approximately 40 local vendors and producers.
- Expanded natural and organic product offerings in response to owner feedback.



“Love our little market. Keeping it local depends on all of us!! ;-)” -RJ

WE LOVE IT!

LOOKING AHEAD: MAKING IT OUR OWN

While challenges remain, the foundation we have built during our first few months of operation gives us confidence for the future. We have demonstrated the ability to adapt, listen to our owners, and make changes that strengthen the Co-op's position in the marketplace. Our priorities for the coming year include:

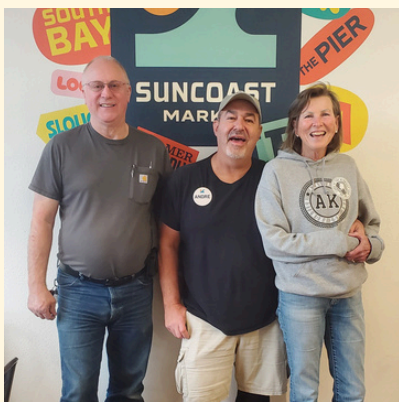
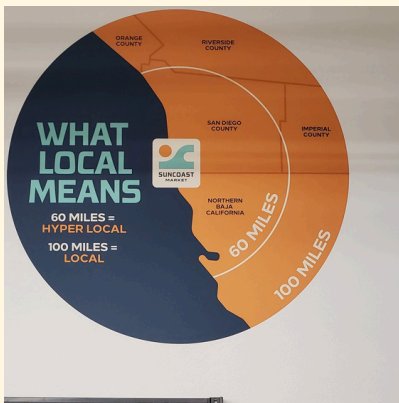
- Increasing community awareness and customer traffic.
- Growing ownership.
- Expanding natural, organic, and locally sourced products.
- Improving sales and operational performance.
- Investing in our employees.
- Strengthening partnerships with local vendors and community organizations.

Appreciation

Thank you to our owners, Board of Directors, employees, volunteers, vendors, and customers for your continued support. Everything we accomplished this year was possible because of your commitment to the Co-op.

Together, we are building more than a grocery store—we are building a community-owned business that supports local producers, provides access to quality food, and strengthens our local economy.

Respectfully,
Andre Chavez
General Manager



BOARD OF DIRECTORS

KIM RIVERO FRINK, BOARD PRESIDENT



DEAR SUNCOAST MARKET CO-OP OWNERS,

2025 was a challenging but ultimately successful year for SunCoast Market Co-op. The amount of money needed to open the co-op was daunting and SunCoast's General Manager left in August, leading to a nationwide search for a qualified GM who could lead us to a successful opening. Despite the challenges, the Board didn't give up or get discouraged. We did what we always do, we looked for creative solutions and reached out to our allies, supporters and owners for help. Individuals and agencies who understood the value of opening the South Bay's first food co-op came through in a big way and we are incredibly grateful for their support. Please see the list of major supporters on the last page and thank them when you see them!

We hope you love your co-op as much as we do. It reflects a decade of volunteer work and community outreach, engagement and ownership building. However, success isn't guaranteed. After 10 years of gestation, we have a healthy "baby" that now needs to be nurtured to survive and thrive. This requires the economic participation of our owners by shopping at, and supporting, your co-op. It also means providing feedback on products you'd like to buy (through the suggestion box and owner survey), helping to spread the word that we're here and open, and donating time, if you're able, to help with community outreach. We need to grow our ownership and we all need to shop at our store. It's a good feeling to shop with purpose and use our hard earned money to buy food that's good for our bodies, our planet, and our local economy. **SHOP LIKE YOU OWN THE PLACE!**

Shannon
Ratliff, VP



Shirley
Soth,
Treasurer



Brooke
Truesdale,
Secretary



Annie
Kirsner,
Director



Bev
Florence,
Director



Peggy
Keating,
Director



Robyn
Abadie,
Director



Michael
Shank,
Director



Chris
Kwast
Director



BUILDING SOMETHING AMAZING

VOLUNTEERS IN ACTION

COMMUNITY



We relied on volunteers regularly during our pre-opening phase. There were many events held and tasks that needed to be accomplished. Without volunteers, our budget would have been even more stretched. We are thankful to anyone who lent a hand, whether it was hosting, cleaning, unloading equipment, searching for the best deals, putting together shelves, leading tours, and passing out door hangers.



2025 FINANCIAL REPORT

SECURING A PATH TOWARD SUCCESS

FINANCIAL SUMMARY

January 1-December 31, 2025

During 2025, the Co-op received a total of \$843,025 in grants and \$161,297 from donations and miscellaneous income (donations, \$1K Club, events, farmers market, etc.) for a total income of \$1,004,323. On the flip side to income comes expenses. We paid out a total of \$842,839 for expenses (personnel, occupancy, administration, operating expense, marketing and other miscellaneous expenses)

Owner equity income for 2025 was \$42,540.

CO-OP OWNERS

263

co-op owners
joined in 2025

1483

owners on
opening day!

1220

co-op owners in
January 2025

FINANCING

The Co-op was able to secure a loan in the amount of \$900,000 to provide critical financing for construction, equipment, and other startup costs necessary to bring this project to life. . The loan was made possible through the strong support and confidence of local supporters who wanted to see a community-owned grocery store become a reality.



Incredible little place, fantastic/friendly staff - it's a great addition to IB!
SPEAKS LOCAL! ~Matthew

WE LOVE IT!

COMMUNITY ENGAGEMENT AND ACCOMPLISHMENTS



In 2025, we:

- Hosted the Annual Owners Meeting on July 29, 2025, at Novo Brazil Brewing in Imperial Beach, with nearly 100 owner-members in attendance.
- Continued the monthly Imperial Beach Farmers Market through December, featuring approximately 50 local vendors each month and serving as a testing ground for future Co-op products.
- Welcomed several Farmers Market vendors as Co-op suppliers, including Totally Provisioned, Alive Ferments, Buds & Bath, LaFlamme, and Sweet Thoughts.
- Partnered with the Boys & Girls Club and Leah's Pantry to offer six healthy cooking classes in Spanish for local parents and grandparents.
- Collected owner donations to equip the Boys & Girls Club community kitchen with blenders, food processors, cookware, knives, and other supplies.
- Hosted a Seed Swap and Garden Share event and offered a "Healthy Holidays" nutrition workshop.
- Participated in Goodwill San Diego's Sustainability Fair, promoting sustainable shopping practices.
- Received the national Bill Gessner Award for excellence in food co-op startup development, community organizing, and sustainable business planning.
- Launched a new logo, brand identity, and website through grant funding.
- Hosted an owners' potluck and community input session to help shape the Co-op's bulk foods department and defined 'local'.
- Continued the \$1K Club fundraising program, supporting the Co-op's growth and development.
- Recruited volunteers to distribute 4,000 door hangers, prepare store equipment, support events, and assist with Farmers Markets and store opening activities.
- Surpassed the goal of the "40 New Owners in 40 Days" membership campaign.
- Gathered feedback from more than 350 community members through bilingual surveys to help guide product selection.
- Celebrated the recognition of SunCoast's Board President who received the City of Imperial Beach Community Advocacy Award at the Annual Mayor's Breakfast.
- Conducted more than 30 pre-opening store tours for owners, funders, supporters, and community members.
- American Heart Association William Payne Jr. Award for our work to address nutrition security

SHOPPER

FEEDBACK

HAVE A SAY
YOUR VOICE MATTERS

Before we opened, we collected feedback from the community. We used pre-opening surveys to hear more about what you expected to see in the store and used this in our decision making. Since opening, we've provided in-store and online shopper feedback forms and an online owner survey. Your responses are truly shaping the store!



Complete our
owner survey

PILOTING A HYBRID MODEL

Well before we opened, we completed market studies with grocery store consultants. These analyses gave us insight into what we should place on our shelves. Traditionally co-ops are natural markets with a strong emphasis on organic foods. More recently co-ops are opening with a more flexible model and our market analyses confirmed this strategy. Our partners at National Coop Grocers (NCG) collaborated with us to pilot a hybrid store, mixing organic and natural foods with conventional products. You saw Annie's and Campbell products on the same shelves, alongside a mid-range organic line called Wild Harvest. We've carefully monitored this strategy. In the coming months, you'll see more natural products on the shelves and traditional products may change. This is because your dollars and voice are shaping our store. We've accessed a new warehouse that includes additional natural items. We've swapped our Wild Harvest for Field Day products and added even more items you've requested to the shelves. We will continue working with local farms to bring more items to our produce section. Balancing local items with affordable choices is a priority for the Co-op. Keep that feedback coming!



Stopped in there today for the first time. I bought some produce, which was lovely. The thing that made me jump for joy was the fact that they sell dried herbs and spices by the ounce. I have waste more money by throwing out half used jars of herbs and spices. I will go back again and again. Welcome to Imperial Beach and I wish you well."

WE LOVE IT!

THANK YOU FOR SUPPORTING YOUR LOCAL CO-OP



We would not have been able to open our doors without the support of our major contributors. Thank you for your support!

American Heart Association
Leslie Bassett
Mary Ann Beyster
B Quest Foundation
City of Imperial Beach
County of San Diego
County of San Diego
Community Food Program/San Diego
Foundation
David and Kim Rivero Frink
GD Campbell Trust
Hervey Family Non-Endowment Fund
Jennifer Johnson and Ken Grotewiel
Bill and Joanie Huck and Family
Local Enterprise Assistance Fund
Carol Kearney
John and Peggy Keating

Koilco Security
Helen Kupka
March and Ash
MiresBall
Neighborhood National Bank
Prebys Foundation
San Diego Community Power Efficient
Refrigeration Program
San Diego Community Power Clean
Energy Program with SD Foundation and
Calpine Energy Solutions
San Diego International Airport
Debbie and Pat Starke
The Parker Foundation
USDA Healthy Food Financing Initiative
USDA Southwest Region Business
Builder Program

Thank you to our many \$1k Club Members and other generous community supporters who donated at all levels to support the opening of SunCoast Market Co-op

THANK YOU

FOOD  CO-OP
**SUNCOAST
MARKET**