



# **THE SPARK**

**A LOCALLY SOURCED CO-OP MARKET**

# THE HISTORY

- Rochelle Retail Advisory Board Established
- Identified Project Areas
  - Business Incubator
  - Cultivating Community
    - Remarkable Resident, Hub-Opoly, Radio Ads, New Resident Welcome
  - Skydiving Competition
  - Innovation Challenge

# THE STATUS

- Innovation Challenge
  - Happened 10/17 at Kishwaukee College with eleven entries!
- Skydiving Competition
  - Successful event welcomed thousands of visitors to Chicagoland Skydiving Center!
- Cultivating Community
  - Just named 12<sup>th</sup> Remarkable Resident!
  - Running successful radio advertisement campaign
  - Mayor & City Manager welcoming new residents with gift bags
  - Creation of Hub-Opoloy Game featuring local businesses happening soon
- Business Incubator
  - In progress

# WHY A BUSINESS INCUBATOR?

- Springboard for new business
- Creates familiarity with a brand
- Promotes local small business development
- Minimizes risk and expense to start new business
- Teaches inventory, pricing and customer service skills
- Organizes a network of mentors for prospective new business owners

# PROGRESS TO DATE

- Viewed Available Property
- Researched Lease Agreement Terms
- Visited Similar Sites in Surrounding Communities
- Researched Co-Op Business Opportunities to Pursue
- Explored Partnership Opportunities with Local Organizations
- Determined Co-Op Shop to be most Feasible Option for Project
- Co-Op Shop offers Opportunity for Many to Sell in One Location

# ILLINOIS MADE PROJECT



# OUR SPOT: STANDARD OIL FILLING STATION

- Visible Downtown Location
- Makers staff 2hrs/week each
- Paid Staff Part-Time (10hrs/week)
- Start Small with Potential to Grow
- City-Owned Standard Oil Filling Station
- Maintained through Hotel/Motel Budget



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- Each maker staffs the shop
- Retail space for local makers
- Weekend food truck location
- Promotes local small business
- Regular community event space
- Goal is to be self-sufficient eventually
- Fundraising will begin in the Spring of 2020

# STRATEGIC PLAN ALIGNMENT

- Shares Resources & Capabilities
- Uses Existing Resources Efficiently
- Economic & Business Development
- Community Inclusivity & Engagement
- Promotes, Retains & Enhances Small Business Development
- Addresses Community Blight in an Under-Developed area of Downtown Rochelle

# MAKERS ARE RESPONSIBLE FOR:

- Paying all applicable sales tax
- Providing inventory and pricing items
- Staffing the shop two hours per week
- Small Fee (credit card processing, shop supplies, marketing, etc.)

# THE CITY PROVIDES:

- Utilities
- Building Maintenance
- Oversight of Staff & Project
- Monthly Payments to Makers
- Part-Time Employee 2 days/week
- Property & Liability Insurance Coverage

**WE ALL WIN!**