

FAMILY TREE FOOD MARKET		
Are you a Hill District Resident?	What did you like most about this proposal?	What did you like least about this proposal?
Yes	The focus on health	The lack of track record in running other stores and the idea to add it to the portfolio before opening their first one
Yes	The fact that they are supporting the health of the community	They do not have an operating store yet
Yes	Store concept, food selection	Never heard of the franchise
Yes	Natural product	Nothing
Yes	Community health	Nothing
Yes	I liked that the proposal was well thought out. They were clearly able to answer all questions. They seemed as if they would be invested in the Hill District and with the community	There wasn't anything that stuck out to me
Yes	That the zoom was available	The presenters had little to no experience with opening and maintaining a grocery store. The presentations lacked plans of supply chain, sustainability, leadership, connection to the community. After attending I was very concerned about the future state of the hills grocery options.
Yes	innovation	It dosent exist jet, not real experience
Yes	healthy food options	inexperienced, not a lively atmosphere, trying to do too much
Yes	Inclusive community advocacy, hybrid concept	What this would look like (layout/floor plan ?)
Yes	their interest in healthy food and community health	this is a bit of a gamble as it is their first store/s
Yes	Pre-prepared foods	Choices/variety

Yes	The compassion and caring of the residents needs.	Didn't mention anything about outdoor eating area.
Yes	Prepared food	No experience
Yes	It was familiar with the community and is currently known in the community. Salems promised to employ local residents and carry products that meet community liking.	NA
Yes	I love the concept. I think it would be a great addition to the neighborhood.	Not sure I want to be their "pilot". They don't have a track record.
Yes	potential	lacking tenure
Yes	Whole Foods	Never ran a grocery store; we need a sustainable company with experience
No	Product mix and affordability	Lack of track record or local experience
Yes	Local knowledge	Lack of grocery store experience
Yes	Educational background, Hill District native, give back to the community attitude	Nothing
Yes	The wholistic nature of their proposal was really nice and offered a lot of really great services.	Although the extras mentioned above sounded really nice, I question whether or not they would be sustainable in the long term. Without a very profitable business, many of those things would likely be the first to be cut... so I wonder whether or not they're actually feasible. I also question the rapid expansion of their business that they discussed: opening 4 stores in Denver and 2 in Pittsburgh within 3 years is a lot and could be a recipe for failure.
Yes	Focus on individual and community wellbeing	The concept is a leap of faith. After the former, failed supermarket, we need experience and track record of success.
Yes	Growing local food	No actual experience with Grocery store business.

Yes	Nothing	Nothing
Yes	One of the owners is from the Hill District so may understand the needs of the community better than others	Not at all sure if they are existing business owners that can operate a grocery store.
Yes	I like the selection of food and price point they plan on bringing.	I worry they are tryna do too many things at once and don't want them to spread thin/fail.
No	How they source foods to save money for customers and seems well thought out and organized. Like the overall model and concept.	Did not see any renderings to show what their space could look like in operation.
Yes	That each proposed tenant was given a platform	The proposals of each potential candidate could have been outlined somewhere more clearly
Yes	The store will focus on healthy options for this community.	Only positive attributes exists.
No	I appreciate the big-picture visioning of having hyper local food connected to a grocery store.	I feel like there isn't a proven track record for this business having success in the Hill District.
Yes	Vested interest in Community	The blend of two upper class more expensive grocery stores.
Yes	The variety and offerings.	They aren't a local company.
Yes	the concept of a dietician	that they had never run a store before. it seemed experimental
Yes	Level of market research to understand what food options (including healthy foods), price points, etc. could be sustained at this location.	Branding (ie: store name and perception). The name (and ultimately image and brand) is too similar to family dollar/ dollar tree. Often, perceived discounted stores do not increase the value and experience of the neighborhood. This may seem superficial but is presently evident with Family Dollar in the Hill. This portion of Centre Avenue is dubbed the centre of culture, and an image-forward grocery brand name would be beneficial in elevating the cultural value of the neighborhood.
Yes	I like how each proposal explained how their grocer would be set up with details	N/A

Yes	Di	Did not like it
Yes	I didn't	Lies about giving back
Yes	Healthy foods and community involvement	N/A
Yes	They offered a comprehensive plan for bringing a full service grocery store to our community. And I appreciated their emphasis on health and healthy eating.	The proposal was fine, but they do seem to have limited experience in operating their own establishment, so we would be putting a great deal of trust into their organization.
Yes	Dreaming big and using empty lots for gardens.	Have not previously realized or opened any grocery stores.
No	The wholistic approach to providing for the community. SHOPnSAVE sold fake cheese shreds after all.	Nothing stands out.
Yes	The were completely prepared, handled themselves well, I loved their plans to connect with community	Liked everything about it
Yes	N/A	N/A
Yes	Not sure	Not sure
Yes	The focus on health	N/A
Yes	Modernization and added department from Urban Gardening, Business Development Center ,Ace Hardware Store.	The proposal was not in place when Shop n Save closed.
Yes	Healthy food choices stood out. Black owned	This is an experiment for them. A type of Whole Foods but Not really
Yes	Their answers to affordability and meeting the needs of residents	Not enough on farm to store organic items to ensure consistent availability of items
Yes	Fresh produce and unexpired products. Educated person familiar with the Hill District community	Taking up the controversy of the residents.
Yes	The variety of fresh foods being offered. Along with the other services such at food suggestions for healthier diet.	I liked it all

Yes	Community engagement and timeline for roll out.	No advance notice was given that this selection process was taking place. Others who had start up capital and who's roots are on the Hill could've put a viable sustainable plan together.
No	The opportunity.	Lack of representation.
No	How comprehensive to meet the needs of the community from multiple perspectives. It address affordable healthy food access, reducing the burden of chronic disease, wealth creation in the Hill District for current and future food entrepreneurs and produce growers to service the Hill and across the country as the store expands, livable wage careers with profit sharing, trolley transportation and food delivery, increased farming in the Hill, green friendly initiatives, partnership with other organization in the Hill, working along HILL CDC development principles, and the headquarters being located in the Hill District.	N/A
No	Owner used to live in the Hill	Better options in other pics
No	Well presented	Not advertised well.
Yes	I like the concept	It sounded like it was still a concept. Not enough experience.
Yes	Salems was considered. it would be a great fit.	Gentrification
Yes	I've been going to Salem's for years and really like the community & atmosphere a lot	That Salem's isn't opening there today
Yes	Their interest in the community and the dietary meal planning assistance	nothing

Yes	I like most that they are mission-oriented, they've clearly put a lot of thought into their concept, and they've got innovative ideas.	They lack any real experience, and everything about them is abstract and theoretical. Although they have interesting ideas, there's no proof they're capable of delivering on them.
Yes	The nutritionist being available to serve the community.	No proven track record of implementing this concept
Yes	that it happened	too long
Yes	Community involvement, strong neighborhood reputation, also the full menu grill in addition to the market	Possibly not having the outdoor eating space
Yes	His answer were good	Very good
Yes	Culture	Make it a one stop shop
Yes	The owner is someone who identify with the residents of the Hill District. I believe he is truly interested in making a positive impact and will not bate and switch once he is chosen.	There is nothing I dislike about this proposal.
No	The concept of an affordable Trader Joe's/Whole Foods model, offering Hill District residents comparable cost savings and quality as the rest of the city.	The only caution is that this team has not operated a grocery store before. But with the right hires for the Pittsburgh executive team that may not be a problem
Yes	Their focus on a livable wage & giving back to the community	Don't really have a track record of successful operations yet
Yes	Offers livable wage and plans to give back to the community	Business still in its early stages; limited track record
Yes	Everything	No complaints
Yes	N/a	They are not given back
Yes	There were black businesses owners and developers included but also some diversity and other ideas.	There were only 4 but I recognize not everyone is interested in this project for a number of reasons
Yes	Registered Dietitian and meal planning	N/a
Yes	Specific and roots in the community	N/A
Yes	Emphasis on healthy foods and giving attention to health	Not enough emphasis on features of general purpose grocer.
Yes	Working for a healthier community	Too long

Yes	Already Pittsburgh based. A grocery and grill/prepared food service. Ready to begin now. Knowledgeable of the food industry.	Nothing
Yes	I liked store layout and accessibility to pharmacy within store	I didn't feel like the connection to the community was really their. Also this would be their first store of it's kind
Yes	I appreciated the commitment to assisting residents in building diets specific to their health needs. I think it is overall an interesting idea.	concerned that the model has not yet been executed.
Yes	The cooperative aspects	nothing
Yes	Presentation was very formal	This sounds like a hyper Family Dollar Store/Dollar General/low income model and it does not make me feel confident that they see value in the neighborhood as an economic opportunity site, but rather that they see our neighborhood as another blighted area that needs "saving".
No	Variety	Nothing
No	Fresh vegetables and fruits very sustainable.	There was nothing I didn't like!
Yes	offer employment to hill residents and fresh produce	Q/A process not smooth
Yes	Seems to want to do organic and healthy food.	Lack of experience.
Yes	prices and products	everything fine
Yes	everything	n/a
Yes	Full service	Inexperienced in the business
Yes	The model.	Nothing
Yes	Personal attention	n/a
Yes	N/a	N/a
Yes	Easy access to food items	Non-halal food items
Yes	Attention to community needs	Out of town
Yes	Run by young folks, a lot of research and professionalism	Could have had more community integration from the outset

Yes	I like that Family Tree Food would be a comprehensive grocery store.	This is not an established business.
Yes	Not sure	not sure
Yes	What we needed	n/a
Yes	Natural foods, organic foods	No history or experience
Yes	It is black owned	He does not live in Pittsburgh
Yes	Variety of food options provided, including local and prepared foods	The concept is not as tested or established as some of the other proposals
Yes	The Name, and they were prepared & established	Nothing
Yes	That it will be black-owned and just wanted to keep more dollars flowing in the black community	N/a
Yes	Varied options to healthy. Betterment to the people and revitalizing of the community.	The overall concept of the store might take awhile for people to grasp.
Yes	Professional presentation and the vision	Their lack of experience
Yes	none	lack of experience
Yes	Timeframe of opening, connection to a national plan in similar neighborhoods around the country dealing with similar food related issues, full service grocery - including prepared foods with a focus on quality, organic and fresh foods, integration/partnerships with local businesses	Dietitian services seemed vague
No	Health consultation	Plan wasn't clear. Pricing seems like it will too high for the demographic
Yes	The health options	They seem disconnected from the community
Yes	Black owned having health people available	Nothing
Yes	Them selling local products.	N/A
Yes	n/A	N/A
Yes	The single plus is the vacant space being used with some community input.	I have "0" Zero trust in the political climate as I have seen first hand how it seems great until it actually takes shake. Promises are often empty.

Yes	Prior experience	No prior knowledge of the business
Yes	Nothing	Nothing
Yes	My first impetus is to support a potentially viable Black owned & operated. Family Tree Market seemed the most viable. I liked that they were local, so they say. I enjoyed the presentation overall as well.	There wasn't anything I disliked. I just hope that they have themselves together as well as they presented.
Yes	Case management	Owners live out of town
Yes	Family owned	Not a coop
No	N/a	Not applicable
Yes	Culturally centered, and Hill District centered.	unsure of it
Yes	They seem to have a good mindset and a can do attitude	In working with underserve people, I noticed that they have misconceptions about health and healthy foods. Affordable foods are not healthy and don't taste like what many people coming in are used to. I would hate to see them get a chance and go out of business the way Shop N Save did. I think this model would work in and a different area.
Yes	Muti cultural selection of grocers.	Length of meeting.
Yes	Their approach to food insecurity and transformative health through healthy food	They are not local
Yes	Would be beneficial to the community	No comment
Yes	the wholitic approach to food, nutrition, choice and community investment and health.	Although the co-owner are well educated, and have worked in the industry, we will be the first. That a little scary however we have had the establishment ie... shop-save etc. I am ready for something inovative. we need more and I believe we will get this with family tree.
Yes	I didn't select	I didn't select
Yes	Organic products, focus on quality foods, value placed on health and wellness.	Looking forward to more minority investors.

Yes	Very ambitious	Too ambitious
Yes	Organized presentation, built upon previous proven models from previous grocery stores, former Hill resident led, Black professional led, focus on relationship between health and food, internal, affordable dietitian. They appear to have the financing and I like that itâ€™s a new model.	What I like it also a part of what I don't like. The Hill cannot afford to be the test case for a new model. They didn't disclose the other stores where they worked, so how were we supposed to know this will work? Great idea. Wish Denver had opened first. Perhaps we can work through these challenges.
Yes	Full service and \$15HR	n/a
Yes	That the prospective tenant was a former Hill District resident.	N/A