

Centre Heldman Grocery Tenant Questionnaire

PLEASE READ: This Questionnaire is designed to give the Hill District Community insight into your business and who you are as a business owner. There are various goals and strategies regarding business development designed to serve the population within the entire Hill District. It is not only important that businesses align with these strategies, but also that you, as a business leader, are familiar with the economic and cultural environment of the Hill District.

This information will be shared with the URA, Hill CDC, and made available to the broader Hill District community.

Your name: *

Claudy Pierre

The name of your business: *

Pierre Development

How many years has your business been in operation? *

0-2 years

3-5 years

5+ years

Do you intend to utilize the entire grocery store site or only a portion of the site? *

- Entire site
- Portion of the site
- Open to either option

If you only intend to use a portion of the site, how much square footage do you need? If you selected "entire site" above write N/A. *

N/A

Do you have a formal business plan and marketing strategy for the Hill District? *

- Yes
- No

How many employees does your business have or require? *

15

Will you be hiring for your Hill District location? *

- Yes
- No
- Maybe

If yes, do you plan to hire from the Hill District neighborhood first?

- Yes
- No
- Maybe

Why did you choose to be located in the Hill District? *

To ensure the Hill District has access to fresh food and residents have an opportunities for jobs. The city of Pittsburgh is largely devoid of black-owned stores, cafes, hardware stores, training programs, and programs that assist workers in finding employment. With Pittsburgh's predominantly black neighborhoods, finding either a grocery store or hardware store that conveys a local feel is difficult. And because of this, public transportation and accessibility to and from these locations has become one of the most basic barriers.

Do you operate as a MBE, WBE, or DBE? *

- MBE
- WBE
- DBE
- None of the above

Have you conducted a Market Study to determine whether or not your business will be successful in the Hill District? *

- Yes
- No

If yes, was your market study completed formally or informally? *

- Formal
- Informal

What offerings will you have in store? Check all that apply. *

- Produce
- Meat
- Seafood
- Deli
- Prepared Foods
- Household Items (e.g. cleaning supplies)
- Paper Products (paper towel, toilet paper, paper plates, etc.)
- International Foods
- Frozen Foods
- Chips/Snacks
- Juice, Soda, Water
- Baked Goods
- Other

If you selected other above, please explain. Otherwise type N/A. *

Hardware items in conjunction with ACE Hardware

In what ways will your business complement existing business offerings in the Hill District? *

We plan to will open a hardware store and specialty community led co-op in the Historic Hill District's specialty market, the area's only hardware store. Hill District's Hardware will serve as an economic engine that spurs job growth by assisting in the creation of 500 plus jobs with an emphasis on workforce development and sustainment of small business vendors. Moreover, we plan to attract services through corporate philanthropy to assist new entrepreneurs.

How will your business contribute to the development of the commercial and cultural goals in the Hill District? *

In a community that has not seen any major investment in years, Hill District's Hardware will provide education, workforce development, entrepreneurship, hospitality, and community development experiences based in a minority owned and localized Ace Hardware store and with a grocery store franchise.

Hill District's Hardware desires to offer its patrons a solution to the food disparity and long distances that plague our frequent trips to the grocery store and hardware store. We will also offer DIY classes, cooking demonstrations, and job placement for local residents and growing number of homeowners.

We will also partner with job placement organizations such as Partner4Work in order to recruit young people ages 18-24 who are interested in pursuing a career in the trades and hospitality entrepreneurship.

We will provide a much needed service to anyone looking for a minority-owned home improvement and grocery store that will be an economic engine that is catalytic to creating a minimum of 150+ jobs and bolstering home ownership in the community.

Does your business have the capacity to engage in simple civic communications activities that support the development of the Hill District's business corridor? *

Yes

No

If you aren't selected as a tenant in Centre Heldman Plaza, would you be interested in other potential locations in the Hill District? *

- Yes
- No
- Maybe

Please select your target income demographic(s) Check all that apply. *

- Under \$25K
- \$25K - \$35K
- \$35K - \$55K
- \$55K - \$75K
- \$75K +

Please select your target age demographic(s) Check all that apply. *

- 0-18
- 19-24
- 25-44
- 45-64
- 65+

Please select your target racial demographic(s) Check all that apply. *

- Black
- White
- Hispanic
- Asian/Indian
- Other

Please select your target gender demographic(s) Check all that apply *

- Female
- Male
- Non Binary

Please select your target educational attainment demographic(s) Check all that apply

- High-School Diploma
- Some College
- Bachelors Degree
- Post Graduate Degree

Please include other demographic information you would like to share:

Our target audience includes homeowners, professionals, commercial and residential real estate developers, millennials, small business entrepreneurs, DIY enthusiasts, newlyweds, and African American senior citizens desiring a one-stop shop for their home improvement and grocery shopping needs. We are also targeting blue-collar and middle class community members interested in long term careers with upward mobility.

Have you had an opportunity to review the Greater Hill District Master Plan and the Centre Avenue Redevelopment and Design Plan? (www.hilldistrict.org/hilldistrictplans) *

Yes

No

Any additional information you would like to share with the Hill District Community about your proposal. If you have none type N/A below. *

In the Hill District, there is no local grocery store or hardware store available to residents who live in the area. The closest grocery store and hardware store are outside of the neighborhood limits across highways and bridges, making in inaccessible to those without transportation. The nearest big box store is located 7.8 miles across town, at Lowe's. It is located 1.9 miles away from the nearest large supermarket chain, Giant Eagle. Local Grocers: Giant Eagle, Southside ~2 miles away and not walkable, transportation requires at least two bus routes and travel time is approximately 20 minutes. Aldi, Southside ~2 miles away and not walkable, transportation requires at least two bus routes and travel time is approximately 25 minutes. Hardware Stores: ACE Hardware, Southside ~4 miles away and not walkable, transportation requires at least 2 bus routes and travel time is approximately 30 minutes. Busy Beaver, Lawrenceville ~5 miles away by car, travel time is approximately 15 minutes by car. Transportation by bus requires at least 2 bus routes and travel time is approximately 40 minutes. Locally, Home Depot and Lowes perform well as big box stores, but do not offer the small business supportive feel that ensures long term loyalty from their customers. Ace Hardware prides itself on being people-centered and wholly local.

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