



# Cuyahoga County

## New Grocery Store Provides Healthy Food and Jobs in Euclid

### Summary

Thanks to the collaboration among Simon's Supermarket, the Creating Healthy Communities (CHC) Program, the City of Euclid, and the Healthy Food for Ohio (HFFO) Program, residents in Euclid, Ohio have a new supermarket. Simon's Supermarket, Simon Hussain's third Cleveland area grocery store, is offering fresh, healthy foods at affordable prices in a neighborhood once classified as a "food desert".

### Challenge

More than 13,000 residents in Euclid were living in a food desert, according to a 2012 analysis of food access in Cuyahoga County. The highest density of people living in a food desert in Euclid were along the Euclid Avenue corridor in

the south side of the community. Many people living in the area are people of color or seniors, have limited income, and lack transportation. For several years, the CHC program has worked with residents to improve healthy food access, with the long term goal of opening a new supermarket. In December 2015, the City of Euclid Planning Department notified the CHC program that a commercial property had recently been purchased and the owner was interested in developing a full service supermarket. The owner was facing unexpected costs and needed additional financing in order to implement the project.

### Solution

The CHC program collaborated with local residents, the City of Euclid, and Hussain to submit an application

to the HFFO program to help cover in-store construction costs. The HFFO program provides funding support to increase supermarkets in low-income communities across Ohio. Residents and leaders of the City of Euclid, including Ward 3 City Councilperson Taneika Hill, and the CHC program worked together to develop local legislation to dedicate \$125,000 to Simon's Supermarket. From Euclid's Housing and Urban Development (HUD) storefront renovation program, the funding assisted Simon's Supermarket with necessary exterior repairs. Prior to the opening of Simon's Supermarket, residents attended three community forums to share concerns and priorities with regards to food access. More than 100 people joined a Q&A forum and store tour with the store owner.



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*“Everyone should have access to healthy and fresh food for their families no matter their economic situation.*

*Many of us take something like eating an apple or having fresh carrots and corn for granted. Fresh fruits and vegetables can improve their physical health, which can lower health care costs putting more money back into their pockets.*

*The people deserve it and I am glad to be part of such a movement.”*

*-Taneika Hill, Euclid City Council*

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## Results

Simon’s Supermarket opened its 27,000 square foot renovated full-service store in December 2016. The store received a \$250,000 grant and \$400,000 loan from the HFFO program, and \$125,000 from the City of Euclid’s storefront renovation program. The store employs approximately 60 people – most of whom are residents from the neighborhood. The newly renovated store boasts a 100 foot fresh produce section and 230 feet of cooler space for dairy, fresh meat and deli meats. The store mails out weekly circular

advertisements to promote special sale prices and accepts many forms of payments including Supplemental Nutrition Assistance Program or SNAP, which provides benefits to low-income individuals and families.

## Sustaining Success

Simon’s Supermarket opened for business in December 2016 and will host a grand opening celebration for the community in early 2017. Mr. Hussain is very committed to a positive relationship with the community. Starting in January of 2017, the store will be participating in the WIC program, which provides benefits to low-income women, infants, and children. Simon’s Supermarket will continue to offer weekly specials and mail circular advertisements to neighbors within a two-mile radius, so that residents are able to take advantage of cost savings. Simon’s also offers free delivery (minimum purchase required) which may be helpful to people who have mobility issues. The CHC program will assist with promotion of these services and continue to meet with Mr. Hussain and local community residents to support Simon’s achievement of long term success.

## Your Involvement is Key

Mr. Hussain is committed to providing Euclid residents with fresh foods at affordable prices. Residents are encouraged to support the store by frequenting Simon’s and letting friends and family members know about it. Contact Roger Sikes if you would like to get involved with healthy food access programming related to Simon’s Supermarket or other food access initiatives in the area.



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