



REQUEST FOR PROPOSAL

# Casino Reinvestment Development Authority

DEVELOPMENT AND OPERATION OF  
A RETAIL GROCERY STORE



Submitted By:  
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# Section 2



## Executive Summary

## **Executive Summary**

Village Super Market, Inc. ("Village"), is once again pleased to submit a response to the Requests for Proposals ("RFP"), issued on February 2, 2023, by the Casino Reinvestment Development Authority ("CRDA") and the Atlantic County Improvement Authority ("ACIA") (sometimes collectively referred to as the "CRDA"), for the development and operation of a retail supermarket located at the North West Corner of Baltic and Indiana Avenue, the entirety of Block 396, Atlantic City, New Jersey 08401 (the "Property"), for use as a full-service retail supermarket designed to once and for all eliminate the second largest food desert in New Jersey.

Village is a publicly traded company on the NASDAQ Exchange with expected annual sales of more than Two Billion Dollars (\$2,000,000,000) in its next fiscal year. Village operates thirty (30) ShopRite supermarket stores in New Jersey, New York, Pennsylvania and Maryland along with a micro-fulfillment center ("MFC") in Egg Harbor Township, NJ. In addition, Village operates four (4) Fairway Markets and a Fairway Wine and Spirits store in New York, a Production Distribution Center ("PDC") in the Bronx and four (4) Gourmet Garage specialty markets in New York City.

Village was founded in 1937 by two brothers, Nick and Perry Sumas, and the Sumas family continues to guide Village to this day through their purpose and mission: "to care deeply about people, helping them to eat well and be happy". Village, from our inception, has had an unwavering commitment to New Jersey and its residents, particularly Atlantic County and Atlantic City. Village developed and operates five (5) stores in the region which serve many residents in the surrounding communities. In addition, one of our founders, Perry Sumas, was the driving force in bringing the LPGA ShopRite Classic to Atlantic County, which has raised millions for local charities. Our commitment to Atlantic City continues through this day.



Village proposes that we be designated the successful developer and operator for the CRDA contemplated supermarket on the Property. The Company has vast and recent experience in both the development of new stores and their operation. In addition, our recent experience in developing (through renovation) and operating our ShopRite stores in East Orange, the Bronx and Pelham, New York, makes Village uniquely qualified to undertake this exciting project with the CRDA and the ACIA. Village worked with the City of New York and the New York City Neighborhood Capital Corporation on innovative funding for the Bronx project through New Market Tax Credits. Our investment is helping not only to stabilize, but invigorate the community, while providing healthy food, jobs and ancillary economic activity.





*Executive Summary (continued)*

Village proposes that we ground lease the Property for nominal value to build and operate the supermarket based upon the CRDA approved site plans and requests that the CRDA consider extending the Property by including Block 399. Doing so would allow for a more comprehensive development scheme potentially including more prepared foods, an Associate training facility for Atlantic City and surrounding community residents, a micro-fulfillment center, a commissary, a full service restaurant operation, vertical farming, a farm to table community event space and other supermarket-related uses. The ShopRite will provide a broad array of healthy and nutritious perishable and grocery products. In addition, Village has the ability to offer exceptional amenities rarely found in supermarkets. For example, in our Greater Morristown ShopRite, Village has an upscale food court, a full-service bar, a restaurant and electric vehicle charging stations within its footprint.

Village has installed smart store solutions in all of our locations, including e-commerce integration. All ShopRite locations have an Order, Pickup, Deliver option that allows customers seamless integration between physical store and online platforms, as well as many third-party service providers. By utilizing our MFC, Village is in the unique position of effectively expanding the forty-four thousand (44,000) square foot supermarket through innovative automation and thus enhancing consumer choices and experiences.

Village believes in nurturing and sustaining healthy communities that it serves. We are invested in improving the lives of our Associates, customers and neighbors in many ways, from reducing our impact on the environment to fighting hunger, promoting healthy lifestyles and more. Village has collaborated with a local nutritionist to provide our customers with organic fresh grab and go prepared food meals. Village also recently began a pilot Pop-Up program in New York City for small local community vendors to sell their goods and gain broader retail customer exposure.

In addition, on April 5, 2023, Village attended the CRDA pre-submission meeting anticipating, as stated in the RFP, that strategic partnerships would be discussed, however none were identified. Village then asked during the Question and Answer period if there were any available partnerships and the CRDA advised they were not aware of any such partnerships.

Village is qualified and prepared to seek those partnerships and additionally was extremely pleased to learn of the very recent CRDA grant announced on May 16, 2023, to Communities Revolutionizing Open Public Spaces ("CROPS") in the amount of Three Hundred Eight Thousand Two Hundred Dollars (\$308,200). Village welcomes the opportunity to explore partnership opportunities with CROPS to assist in building out their vision for urban farms in Atlantic City, and in raising the additional Three Hundred Fifty Thousand Dollars (\$350,000) in funding required by the CRDA to fully fund the program. Village looks forward to utilizing our vast network of partners and programs to finally eliminate the designation of food desert and provide all residents, visitors and communities in Atlantic City with a world-class supermarket.



*Executive Summary (continued)*

Village has also been a leader in sustainable and “green” development and business practices. As detailed herein, we will bring that experience and those practices to the project. We believe it is our responsibility as global citizens to reduce our environmental impact through our business practices, policies and daily decision-making – including the creation of a sustainable and ethical supply chain for products. Village offers multiple traceability systems and food safety protocols that highlight and ensure the customers food safety standards that include proper handling, storage, and temperature control.

[REDACTED]

[REDACTED] We believe this would create one hundred and twenty-five (125) full and full-time equivalent non-permanent construction and ancillary jobs. A vast majority of our workforce are members of the United Food and Commercial Workers union and Village possesses a strong relationship with organized labor. It is likely that no other proposer has shown the demonstrated commitment to work with organized labor.

In addition, the project would create the equivalent of seventy-five (75) to one hundred and fifty (150) permanent jobs, with an anticipated ancillary effect of twenty-five (25) to fifty (50) jobs and an impact on the local economy of annual sales of at least Forty Million Dollars (\$40,000,000) and a “halo” effect of many millions more.

Village will engage with community stakeholders to assist in providing housing for Associates and job training for Atlantic City residents. For example, Village already has received a Letter of Intent from Connecticut and Carolina Crescent (“C&C”), an eighty-nine (89) unit affordable housing development in Atlantic City, proposing a strategic partnership to assist in the recruitment and hiring process and to provide reduced housing application fees to encourage new hires to live in Atlantic City.

As the development and operation of this project will be challenging, financing will require cooperation with all relevant government agencies, including the CRDA, ACIA, Atlantic City and the New Jersey Economic Development Authority. [REDACTED]

[REDACTED]

[REDACTED] strategy would be to provide the community with an unparalleled supermarket containing viable fresh food options at an appropriate value. We expect to operate as a fully staffed supermarket with a focus on customer experience and safety. The breadth of experience of Village in development and operation will deliver a vibrant, sustainable, and economically viable project to



**Executive Summary (continued)**

Atlantic City and the surrounding area, creating an oasis in a grocery desert.

At the heart of all of our Village stores lives our Core Values: Act with Integrity, Respect for All, Care Deeply, Challenge Yourself, and Welcome to the Family! If accepted as the designated respondent, Village will continue to work with the Atlantic City community and welcome them to our Family. Ultimately, Village is the only uniquely qualified respondent to build this supermarket and eliminate this food desert now, and achieve the CRDA's objective of providing a first class supermarket operation to the residents of Atlantic City.

