

Main Street Market Evansville, MN

A unique model to strengthen rural communities by providing traditional and non-traditional grocery shopping options.

Presented by:
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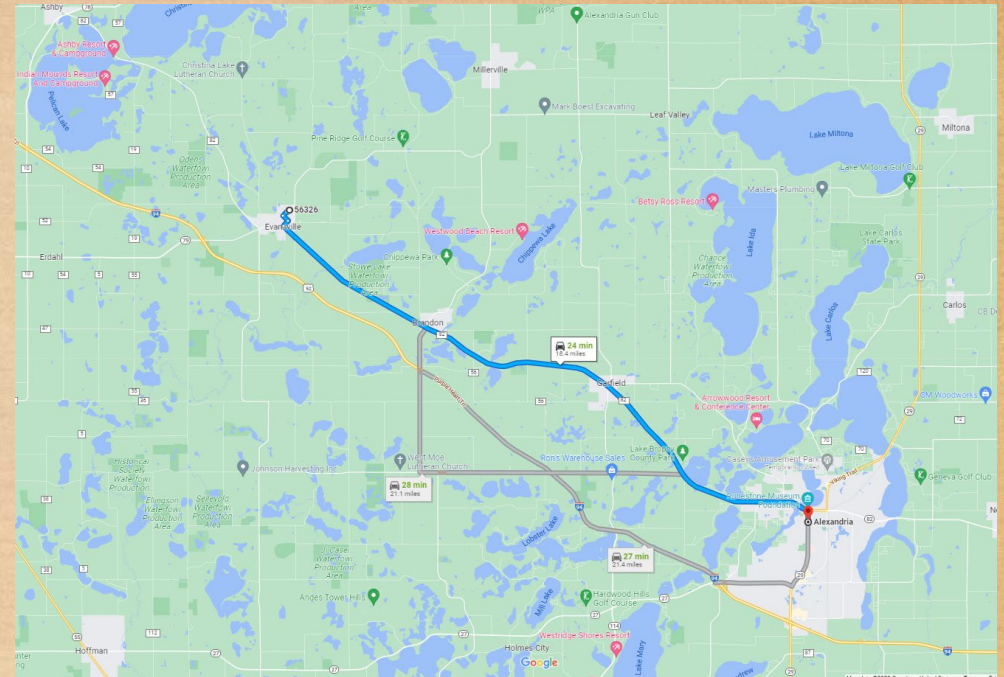
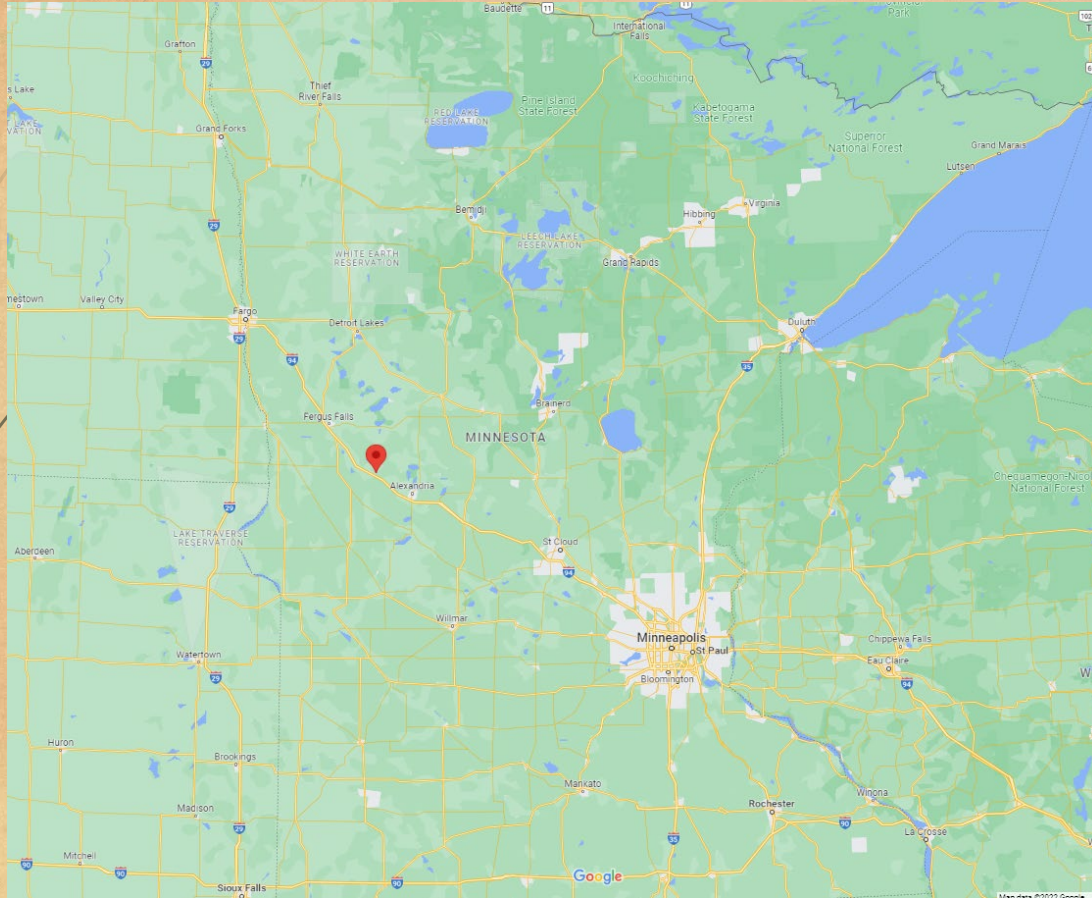
Our Background

Alex & Caileen

- Rural Roots
- School & Work Experience
- Our Life Together
 - Family
 - Rural, Metro, Rural
 - Living Sustainably




Where is Evansville?





Background on Evansville

- Est. 1879
 - Built along the Railroad
 - Current Population 600
 - Grocery History
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Evansville Demographics

Community

- ▶ Median Age 47yrs
- ▶ Household Income \$53,000
- ▶ Agriculture, Healthcare, Education

Business

- Bank, Hardware Store, Body Shop, Café, Restaurant, Small Engine Repair, Computer Repair, Home Daycares, Hair Salon, Laundry Mat, Convenience Stores, Art Center, Historical Society, School
- Two Churches & One Bar



Creating a New Concept for Rural Communities

- Nelson's Grocery
- Growing trend of Rural Grocery Closing
- Alex is a problem solver by nature.



Challenges

- ▶ New Storefront
 - ▶ Changing Community Habits
 - ▶ State Approval for 24/7 Access
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Model Benefits

- Grocery is back in town!
 - 24/7 Access to Members
 - Personal Interactions with Traditional Hours
 - Lower Overhead
 - Family/Work Balance
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Before/After Photos of Our Store








Main Street Market Info

- ▶ Open Hours and Membership Hours
- ▶ Membership Goal for First Year: 50
 - ▶ 100 Memberships within the first year
- ▶ Average of 80% Utilization of Membership Month to Month Usage
- ▶ 40% Revenue from Membership Hours Shopping



Looking to the Future

- Provides another option to Traditional and Co-op Models.
 - How this model could work well with either an individual or community group managing it.
 - Model is perfect for adjusting to specific community needs.
 - Utilization in other rural settings
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Questions?

Please email us at MSMEvansville@outlook.com

