

WHY A FULL-SERVICE AFFORDABLE SUPERMARKET WOULD BE GOOD FOR HARTFORD'S HEALTH

1. Good for the Health of Hartford's Residents:

- ◆ According to a 2012 UConn/City of Hartford study **37% of Hartford preschoolers were either overweight or obese.**

➡ A recent study in the *American Journal of Preventative Medicine* reported that **children living in neighborhoods with healthy food & safe play spaces were 56% less likely to be obese than children without access to healthy food & safe play spaces.**

- ◆ In a 2012 study of cities between 100,000 - 250,000 in population, **Hartford ranked 8th worst in the US in providing access to healthy and affordable foods for its low-income households.**

- ◆ Approximately **28,000 residents in Hartford's center city neighborhoods currently live in a 'food desert'**, with limited access to healthy, affordable foods.

➡ A recent *PolicyMap*[™] market analysis indicated **a 50,000 square foot, full-service market in the Downtown North redevelopment area would generate sufficient sales to be economically viable** and would serve more than **20,000 residents** living primarily in Hartford's northend, Frog Hollow, Asylum Hill, and downtown neighborhoods.

2. Good for the Health of Hartford's Economy:

- ◆ *PolicyMap*[™] analysts estimate that **Hartford residents currently spend approximately \$40 million at supermarkets located outside of Hartford.**

➡ A full-service supermarket located in the Downtown North redevelopment area would recapture an estimated 50-75% of Hartford's food-buying 'leakage' – bringing \$20 - \$30 million **back into Hartford** - while also helping retain current downtown residents and make Hartford's downtown a more appealing neighborhood for prospective residents.

➡ A full-service supermarket would create between **150 - 200 new jobs** in Hartford, in addition to hundreds of construction jobs created during the building of the store.

The Hartford Community Loan Fund received support through the Healthy Food Financing Initiative for market and site studies referenced above. HCLF and Hartford Food System are working with a large regional supermarket chain which has conducted a favorable market study & subsequently expressed interest in opening a 50,000 square foot, full-service store in Hartford's Downtown North redevelopment area.