



82 S. Winooski Ave.  
Burlington, VT 05401  
802-861-9700  
www.citymarket.coop

September 29, 2017

Dear City Market Member,

Your locally owned food cooperative is truly a success story! **Throughout our over 45 year history, Members have invested in the Co-op to ensure its sustainability, growth and success.** In 2002, when we moved to the Downtown location, 55 Members loaned the Co-op almost \$378,000. These loans were integral to ensuring the viability of the Downtown store's success. Since that time, over 15 years ago, we have grown to over 12,000 Members and our sales have increased over 160%.

We're ready to make another leap forward and we've heard that many of you are eagerly awaiting the opening of the South End store in November. **Your engagement and your economic participation will once again ensure that our growth is sustainable and successful.**

We're asking you to invest in the success of the Co-op as we take this next step to meet your needs and the needs of the greater community. **Our goal is to raise \$1.5 million in Member loans by November 12<sup>th</sup>. This is a loan, not a donation; it is an investment in a successful local business that you already partly own and fully believe in.**

We'll call you in the next week or two to discuss our South End plans and talk about the opportunity for you to put your money to work in our community. We've included a copy of the Offering for you to review. If you're excited and would like to talk before then, please feel free to call Allison at 802-777-2667.

This is our first Member loan campaign in 15 years; raising \$1.5 million by November 12<sup>th</sup> will be a big challenge. **It will take the energy and efforts of all of our Members, just like you, to make this campaign successful.** We're so grateful for your generosity and support over the years that has gotten us this far. We look forward to working with you on the next part of our amazing cooperative journey.

Sincerely,

  
Julia Curry  
Board Chair

  
John Tashiro  
General Manager

  
Allison Hope  
Director of Community Engagement