



YOUNGSTOWN
STATE
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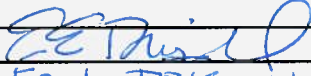
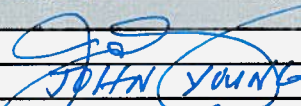
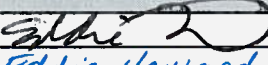
Template for Strategic Investment Funding Proposals, FY 2018

Proposals must be submitted to the YSU Budget Office, no later than February 1, 2018

Section I: Proposal name and contact information

Title / name of proposal:	Pete's Treats Grocery Store
Contact person name and title:	Rayann Atway; Student Government Association President
E-mail address:	ratway@student.ysu.edu
Phone number:	330-727-9236

Section II: Approvals of the appropriate College Dean and/or Division Officer

To certify that the proposal is aligned with the strategic objectives of the department, college or division, signature approvals are required by the appropriate Department Chair or Director, College Dean, and/or area division officer, i.e., Provost, Vice President, Associate VP.	
Signature of Dept. Chair or Director	
Name (printed/typed):	ERIN DRISCOLL
Title:	DIRECTOR / STUDENT ACTIVITIES / SGA ADVISOR
Date:	02/01/18
Signature of Dean (if applicable):	
Name (printed/typed):	JOHN YOUNG
Title:	DIRECTOR KILCRAWLEY CENTER
Date:	2/1/18
Signature of Division Officer:	
Name (printed/typed):	Eddie Howard
Title:	Vice President for Student Affairs
Date:	1/31/18

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VP Finance & Business Ops.



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Section II: Description of the proposal and its alignment with the YSU 2020 Strategic Plan

Please summarize the proposal and specify how it aligns with the YSU 2020 Strategic Plan.

Youngstown State University (YSU), as described in the YSU 2020 Strategic Plan, promotes the core value of being a student-centered institution whose main focus is to enrich students. The implementation of a grocery store on campus is imperative to enhancing the well-being of Youngstown State University's students. It is crucial that we continue to adapt to the needs of students and have the adequate resources to maintain a high quality of life across campus. The residential and international student population is rapidly rising, elevating the need for on-campus access to basic grocery items. Furthermore, with Youngstown State University being located in a "food desert", with its lack of fresh foods, there is a clear deficit that can be resolved. We are requesting funds in order to develop a grocery store in the Pete's Treats store of Kilcawley Center. John Young, Director of Kilcawley Center, has been consulted and the unused space to the right of the convenience store has been targeted as a potential area for renovation.

Section III: Shared governance and stakeholder engagement

Was the proposal developed collaboratively and with input from all stakeholders? Please describe the process used to develop your proposal.

This proposal was developed in collaboration between members of the Student Government Association Legislative Body, Executive Board, and the Division of Student Experience, specifically the Kilcawley Center Staff Offices staff. Members that actively reviewed the application include:

Rayann Atway- President, Student Government Association
Ernie Barkett- Executive Vice President, Student Government Association
Dylan Anders- Vice President for Financial Affairs, Student Government Association
Moataz Abdelrasoul- Parliamentarian, Student Government Association
Daniel Bancroft- Chief of Staff, Student Government Association
Sara O'Kane- Vice President for Student Life, Student Government Association
Korinne Sackela- Vice President for Assessment and Enrichment, Student Government Association
Jenna Roesch- CCAC Representative, Student Government Association
Saidah Yusef- STEM Representative, Student Government Association
Rocco Core- BCHHS Representative, Student Government Association
Caroline Smith- CLASS Representative, Student Government Association
Justin Shaughnessy- BCHHS Representative, Student Government Association
John Young- Director, Kilcawley Center
Michael Cardwell- Assistant Director for Retail Operations, Kilcawley Center



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Section IV: Return on Investment

If applicable, describe how the proposal may generate new revenue to support related expenses or other strategic initiatives. If there are benefits other than revenue-generation, whether tangible or otherwise, you may also describe those.

Pete's Treats has a gross revenue of \$531,627.95 since its opening in Fall of 2015. The store was visited 351 times over the first two days of the 2018 spring semester. There will be no additional employment costs, so it is justifiable to predict a large increase in revenue and profit for Pete's Treats following the proposed addition.

The proposed grocery store would create an additional vendor that accepts Flex Dollars and Pete's Points. Many off-campus businesses (Walmart, Aldi, etc.) do not accept the use of these payment options, restricting low income students from shopping at those places. Food access is of major importance, especially to those students who live on campus and those that may not have access to transportation. Faculty have expressed their affinity for an on-campus option to buy groceries instead of having to stop at another grocery store after the work day.

Section V: Proposed funding amount requested (NOTE: Available strategic investment funds are one-time dollars left over from the prior fiscal year. Consequently, proposals requiring multi-year funding will require additional consideration.)

Single year funding request:	\$ 33,000		
Multi-year funding request (if applicable):	\$	No. of years:	

Section VI: Space utilization and/or modification

If applicable, describe any special and/or additional building or space requirements that would be needed to pursue your proposal.

The area south (to the right) of the current Pete's Treats store, formerly the "Candy Counter," has been targeted as the location for the grocery store. There is adequate space available that is currently not in use, however, some renovations will have to be undertaken to make the space properly set up for a grocery store.

Note: Please see the attached document for an itemized list of the necessary renovations as quoted by John Young, Director of Kilcawley Center.



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Section VII: Personnel costs / additions

If applicable, explain any additional costs associated with the need to add staffing and/or faculty resources required to pursue your proposal.

There will be no need for additional staffing following the opening of the grocery store. The student employees who are already assigned to work the counter of Pete's Treats will supply sufficient staffing needed for stocking and overseeing the expanded store.

There will be some additional responsibilities overtaken by the staff at Pete's Treats. Records of the expanded inventory will likely need to be kept. Produce and other perishable food items will need to be monitored and replaced. In accordance to the food safety standards, refrigerator temperatures will need to be logged to be sure they are maintaining a proper temperature. However, none of these tasks are projected to require additional employees or create added operating costs.

Section VIII: Enterprise risk management

If applicable, describe the risk mitigated by your proposal, or the risk elevated if your proposal is not funded.

The risk elevated, if the proposal is not funded, is the continuance of issues associated with Youngstown State University being located in a "food desert." In comparison to other urban Ohio universities (University of Akron, Kent State University, Cleveland State University, University of Toledo, and the University of Dayton), Youngstown State University lacks the basic food options, which are prevalent on other college campuses. On average, each university listed above has a grocery within 1.5 miles of their campus, with most having a grocery store within 1 mile. Youngstown State University's nearest grocery store is 3.1 miles away from campus, with the 2nd being 3.3 miles away (Aldi and Walmart, respectively). Within a 3 mile radius, all of the aforementioned schools have at least 4 grocery stores. Without the addition of a grocery store, Youngstown State University continues to pass on potential revenue and the convenience of having an on-campus grocery option. This plan will expand a highly-trafficked space on campus into a long-standing, beneficial addition to the university.

Estimates for Pete's Treats Expansion:

Flooring:

Removal of the existing carpeting and floor prep and installation of new vinyl flooring. The new vinyl flooring would match the existing floor. (Shaw: Pigment Direct 65595/Charcoal, Pigment Direct 65530/Grey, Pigment Direct 65855/Red, Pigment Direct 65515/Bone.)

Estimated Cost: \$3,000

Construction:

Estimated construction costs, including Demo, New Construction, HVAC, Network & Electrical.

Estimated Cost: 15,000

Equipment:

Open Air Curtain Refrigeration Display Case: \$10,000

Glass Front Reach-In Refrigeration (Single Door): \$2,000

Glass Front Reach-In Refrigeration (Double Door): \$2,500

Estimated Cost: \$15,000

Estimated Cost: \$33,000



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Budget Advisory Council,

Youngstown, Ohio is a "food desert." Students and residents of the downtown core do not have convenient access to fresh fruits, vegetables, meats and eggs. While there is a convenience store on Federal Street, the range of foods sold there is not conducive to sustaining one's well-being over weeks and months.

International students face a particularly hard challenge regarding access to food. Not only is there no local place to purchase food stocks; they typically lack the personal transportation needed to go to Boardman or Liberty. Even though YSU offers a Friday Shuttle to Walmart, I wonder how many US students would be satisfied with once-per-week access to groceries without the benefit of a way to transport and carry the groceries (other than by hand).

The downtown core of Youngstown is in the process of a hopeful and radical makeover with apartments with kitchens, businesses and new activity in every direction. The next phase of this evolution would be to provide access to food stocks, so that students can more conveniently survive - And eventually thrive - at Youngstown State University.

Nathan Myers, Ph.D.
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