



## Resourcing Proposal Market Place Gonaives

**Much Ministries exists to empower individuals, families, and communities to move from a place of poverty to a posture of thriving. MUCH creates opportunities and removes barriers, dismantling the structures of poverty. MPG, 2nd Story Goods and ProLead are our strategy.**

**Why Market Place Gonaives?** Systemic Poverty is complicated; But not invincible! It is not measured in dollars and cents, but rather in mindsets and attitudes that shackle families, and communities. Physical poverty, is an expression of **belief systems** that undermine God given initiative. These belief systems encourage the repetition of destructive behaviors that create generational poverty. MPG is part of our strategy to address the roots of cycles of poverty and celebrate people choosing a different path. Haiti being “the poorest country in the western hemisphere” must be addressed.

### What is MPG?

- Financially self sustaining catalyst for transformational change.
- Renovation of an abandoned commercial property into a vibrant multi business complex
- Anchor tenant is first and only full service grocery store outside of Haiti’s capital city
- Home to 8 other business
- Retail outlet for 2nd Story Goods
- Directly creating over 100 new jobs, indirectly creating double that amount.
- Profits reinvested in business development, education, and health care.
- A place for educating and empowering entrepreneurs, and job creators.
- Gathering place for fostering transformational change within Gonaives.

**Market Place Gonaives** is located a 100 miles from Port au Prince on Haiti’s national highway (connects the south of Haiti, Port Au Prince, to the Northern coast and Cap Haitian). The 1.4 acres has two buildings. 4000 sq ft two story, office building and a 12,500 sq ft warehouse, all of which was once home to the “Match Factory”. Renovations to the warehouse are more than doubling the floor space, resulting in over 27,000 square feet of usable space. Our anchor tenant Belmart Grocery will occupy most of the 1st floor. It is the first major grocery store outside of Haiti’s capital city Port au Prince. Their 10 year lease assures us, of at least, a decade of economic growth for our city. 6 other businesses will operate in Market Place Gonaives, additionally, classrooms and meeting space for Training, Education and Development.

**Objectives:** In 18 -24 months after opening, MPG will:

- Lease business space to 8-10 successful business. With the anchor tenant, a major grocery retailer, this business alone will **create 100+ new jobs.**

- ProLead will host ongoing employee and business development classes.
- Focus on the creation and development of a healthy labor pool to entice potential new industry to Gonaives.
- Collaborate with Partners World Wide to identify potential job creating industries to further impact Gonaives.
- Classes focusing on: pre-employment training, business ethics, development, writing business plans, accounting practices, etc.

**Estimated Revenues:** ( pro forma is available on request) Income after **24 months**, with maximum occupation.

- \$ 10,000 average monthly Grocery Rent, (based on 500K sales per month)
- \$ 1,500 Coffee ,Smoothie bar , 2nd Story Goods
- \$ 6,000 Rented Shops - 6 x 1000
- \$ 600 Garden Shop and Artisan Village
- \$ 1,900 Auditorium and apartment rentals

**Anticipated revenue \$20,000 / Month.**

**Estimated Monthly Operating Expense, \$8,500 (does not include Haitian taxes of 20%)**

- \$3,500 Security
- \$2,500 Taxes, and Insurance
- \$500 Utilities
- \$1,000 Clean Water/Waste Removal/Landscape/Systems Maintenance
- \$1,000 Management Costs and Legal Services

**FINANCIAL ESTIMATES (completed or in process) (in revision now)**

\$ 510,000	Acquisition of Land and Existing Structures
\$ 40,000	Transaction Costs
\$ 910,000	Renovation and Construction
\$ 397,000	Seismic upgrade (estimated)
<u>\$ 30,000</u>	Operating Costs during Renovation and Construction
<b>\$ 1,887,000</b>	<b>Total Project Cost</b>

**Current financial status of Project: Sept 2018**

- \$397,000 for seismic refit needs \$120.500 donation to complete the refit (gifts will be matched) (these funds have been raised!)
- \$300,000 loan has been replaced with 9% rate and 6 year term.
- \$58,500 gift to be matched creating \$117,000 towards completing build out of 2nd floor of MPG

**Current operational status of Project: Sept 2018**

- **MUCH MPG llc** was created in 2015 under Much Ministries Inc, and has legal status in Haiti to own property and do business.
- 2nd Story Goods currently operates a retail shop and artisan work space on site in second building. The Brooks live onsite in the 2 bedroom apartment over 2nd Story Goods
- Anchor tenant begins their build out in February 2019

## **Economic Target Market**

Gonaives Surrounding population is 600,000 (driving radius of 30 miles, 1 hour driving time). Tragically only 6-8% of this population is considered middle class, But 5% (30,000) is still a significant market. This population along with NGOs, “foreigners” like ourselves and visitors make up a viable “target market” for our tenants. These 30,000+ shoppers will have the means and desire to frequent Market Place Gonaives. They currently drive 3 hours to Port au Prince to satisfy their shopping needs. The establishment of this shopping complex will impact the entire Artibonite region of Haiti. Typically opportunity and services have resided only in the capital city of Port au Prince. Port au Prince being the only city, possessing major grocery stores cripples development in other areas. Gonaives is centrally located, which creates the opportunity for MPG to capture shoppers in the immediate Gonaives area and, also the many cities that are closer to Gonaives than Port au Prince will benefit economically as well.

Market Place Gonaives will signal change to the entire nation. These growth signals, are an invitation for development to increase in and around Gonaives and central Haiti. Our business plan capitalises on these growth patterns.

Market Place Gonaives is physically located on Route National 1. The property, historically known as the “Match Factory”, has nationwide recognition from its past. 45 years ago this ‘Match Factory’ was a source of national pride before corruption and political unrest forced it to relocate to India. These same matches are now imported from India to Haiti. It is important that Market Place Gonaives will be recognised as a renaissance of this historic property.

Market Place Gonaives’ sustainability is based on lease payments by our anchor tenant and others, MPG will be cash flow positive 2 months\* after opening, scheduled for April 2019. \*(7 months if loan is not replaced) Belmart has signed a 10 year lease for its space, a statement of confidence for the need of a major grocery store in Gonaives.

**Gonaives** is important in the equation of national impact.

- **Haiti’s city of Independence**
- **Haiti’s second largest city**
- **30 mile radius population 600,000**

Because Gonaives is Haiti’s ‘Independence’ city, it has the power to influence the nation. Haitians see Gonaives as a barometer for the health and posture of the nation. The “state of the union” address is given in Gonaives each year on January 1st (Haiti’s Independence Day). Gonaives host the nation's premier Law and Economic Universities, making it the seed bed for new ideas and nation changers. Notably these schools are a short walk from Market Place Gonaives.

Law and order and civil confidence are on the rise, making Gonaives one of the safest cities in Haiti. NGOs and multi-national organizations are active in and around our city.

Major infrastructural investments have been made in Gonaives in the past 3 years.

- Road improvements from Port au Prince have cut travel time by 70% (under 3 hours) and reduced wear and tear on vehicles by as much.
- Gonaives boast the best electricity in the nation, providing electricity for its residents and businesses 75% of most days compared to Port au Prince’s 50%.
- In 2014 Gonaives hosted the nation for Karnaval, the national celebration of Mardi Gras.
- A new hospital (funded by the Canadian government) was completed in the fall of 2014, bringing more professionals and more competent health care to Gonaives.

MPG is not a short term “band aid” solution, nor a “cheap fix” for Haiti’s crisis, it is another catalyst to the reversal of patterns of generational poverty. It will set in motion real change, impacting Gonaives and Haiti for decades. Many of you have contributed to get us to this point. Thank you, from the depths of our heart. Those of you who have given and will give, these gifts realise a return in months! Businesses will employ and begin to pay wages in less than 6 month. **Every person’s paycheck is a result of your giving as the “market economy” of Gonaives grows.** Industrious, creative, hard working Haitians have been praying for this opportunity. Thanks for considering us as your investment in change.

## Our History

- Beaver and Kathy bring years of ministerial experience, university degrees, and ‘hard knocks’ to bear on the Market Place Gonaives project. Their passion to see men and women, experience and reflect the goodness of God, compels them to address the underlying issues of systemic poverty. They believe God is not happy with the current situation and with His help something can be done about it.
- We have invested in the transformation of Haiti for 15 years and have made Gonaives our home for the past 7 years. **2nd Story Goods** exemplifies the transformational agenda of Much Ministries and is measurable evidence change can happen. Kathy envisioned and leads 2nd Story Goods. 100 + individuals that would have been considered helpless are thriving as they discover and use their God given ability in the venue of the marketable art industry. See their website [www.2ndstorygoods.com](http://www.2ndstorygoods.com) .(2017 sales were \$400K)
- Our definition of **sustainability** is not limited to breakeven, (being independent of outside resourcing). Our commitment is that your contributions continue on the path of breaking the cycles of poverty for years. Gifts to Much Ministries are not re-gifted to the needy, but rather directed to create opportunities for sustainable financial freedom for families...real jobs.
- We model the principles we promote; through training and empowerment. **2nd Story Goods** is our hallmark for best practices in business. We will introduce our culture to the businesses who lease from us, and other business in Gonaives.
- **ProLead** is our ongoing training program of Gonaives labor pool. These inspired workers will contribute to the the success of enterprises in the city.
- Working with “Partners World Wide” new business and expanding business will have access to micro lending opportunities. Partners has proven success in Haiti with business affiliates in ten cities across the nation. [www.partnersworldwide.org](http://www.partnersworldwide.org)
- Much Ministries works closely with the underfunded school and clinic in the desperately poor slums of Gonaives, Jubilee. As directed by our Board, a portion of MPG’s profits will further these beautiful projects. Jubilee School, <http://www.jubileekidsinc.org/>  
Klinic Jubilee <http://www.muchministries.org/klinic-jubilee/>

**Our leadership team: Much Ministries board of directors:**

Beaver and Kathy Brooks - *founders and directors* of Much Ministries.

Greg Thompson - Insurance Executive, Markel Corp, Executive Mentor, - *Chairman*

Mary Thompson - Homemaker and freelance artist

Lever Stewart- GC for Accushield, mergers and acquisitions attorney, serial entrepreneur.

Jan Stewart - Homemaker and CFO, MFG Courier -*Treasurer*

Michael Johnston- real estate development expertise - *Secretary*

Judy Johnston - Executive assistant to President of Coast College of Georgia

Jeff Peters - CFO, Hilton Head Presbyterian Church, retired missionaries to Haiti

Becky Peters - Licensed Practicing Counselor, Hilton Head, SC.

Wade Hughes - CEO 5Q Partners, entrepreneur, fundraising expertise.

Jay Betts – Founder, owner, strip mall real estate development company.

Respectfully,

Beaver and Kathy Brooks and Board of Directors

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[www.2ndstorygoods.com](http://www.2ndstorygoods.com) \*\* [www.muchministries.org](http://www.muchministries.org) \*\* <http://www.muchministries.org/marketplace-gonaives/>

Checks can be sent to: Much Ministries Inc.

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