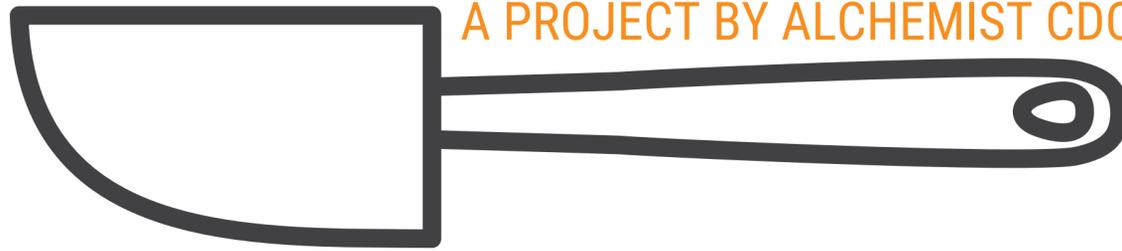


ALCHEMY KITCHEN

A PROJECT BY ALCHEMIST CDC



CONCEPT: A kitchen incubator is a shared-use commercial kitchen space with wraparound support services that allows individuals and small businesses to share resources and fulfill regulatory compliance. Learning from successful models in neighboring regions, Alchemist CDC is building an incubator in Sacramento that will focus on creating economic stability for low-income entrepreneurs, who might not otherwise have access to the resources needed to start a business. The kitchen will be rented to food entrepreneurs, or “foodpreneurs,” and we will provide business support services such as business advising, food safety instruction, marketing support, distribution connections, and more.



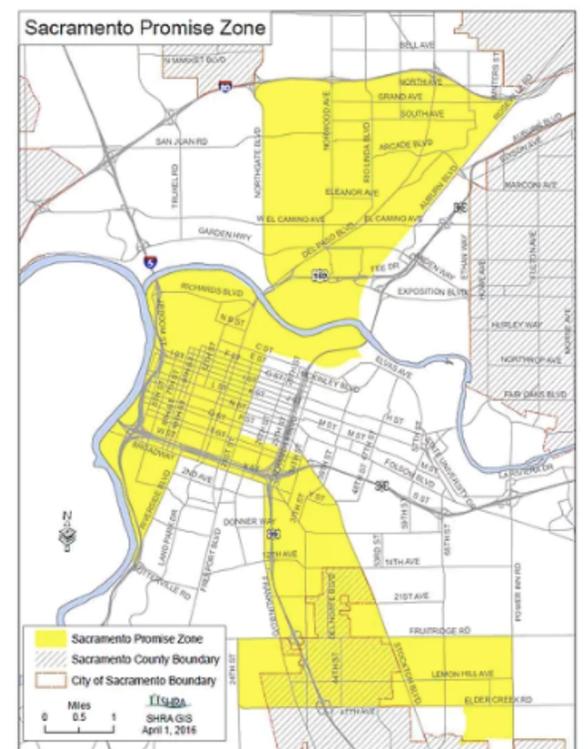
NEED: Many individuals have the concept and ambition to develop a food product, but face barriers due to their socioeconomic status. These include access to a commercial kitchen space that would allow them to produce on a scale that is economically sustainable, gaps in regulatory or business management knowledge and a general lack of a professional network, which prevent foodpreneurs from growing and becoming more profitable. Our project is designed to address these barriers and guide individuals and their businesses to success.



TARGET PARTICIPANTS: Our primary target participants for the project are 1) low-income entrepreneurs looking to sell a food product, start a catering business, or open a restaurant and 2) small- to mid-sized local farms looking to create products from the crops they grow or to market their crops to incubator businesses. We are working to serve residents of Sacramento's "Promise Zone," (pictured right), a federally designated area of high need.



FEASIBILITY: Alchemist CDC partnered with UC Davis to conduct a feasibility study, which involved conducting surveys and holding focus groups with potential incubator users. Responses demonstrated a need for this type of project in the Sacramento region, and the study found ripe conditions for its success. Research also indicates a growing market for locally produced products, so we anticipate the products developed in the kitchen will be met with eager demand.



FUTURE: With guidance from Capsity, Inc., we have developed a business plan and are building an advisory team of community members with relevant experience and skills. Next we will develop business training curricula to fit Sacramento and our participants. The first phase of the project, scheduled to begin in 2019, will provide business training and one-on-one mentorship to low-income individuals and small startups while we finish the build-out of the Alchemy Kitchen commercial production site. It is our hope that this program will provide participants a pathway out of poverty, while strengthening small businesses and locally-produced goods, which all contribute to our vision of a vibrant, equitable community in Sacramento.

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