



City of Fairburn Work Session

Agenda

July 8, 2024

6:00 PM

The Honorable Mayor Mario Avery

The Honorable Mayor Pro-Tem James Whitmore

The Honorable Alex Heath

The Honorable Hattie Portis-Jones

Mr. Tony Phillips

Mr. Rory Starkey

Ms. Brenda B. James

The Honorable Linda J. Davis

The Honorable Samantha Hudson

The Honorable Ulysses J. Smallwood

City Administrator

City Attorney

City Clerk

I. Meeting Called to Order:

The Honorable Mayor Avery

II. Roll Call:

City Clerk

III. Agenda Items:

1. Nourish and Bloom Food Accessibility Pilot Program **(Economic Development)**

IV. Adjournment:

When an Executive Session is required, one will be called for for the following Issues:

(1) Personnel (2) Real Estate or (3) Litigation



CITY OF FAIRBURN WORK SESSION AGENDA ITEM

SUBJECT: Nourish and Bloom Food Accessibility Pilot Program

ITEM TYPE: Presentation

SUBMITTED: 07/02/2024 **WORK SESSION:** 07/08/2024 **COUNCIL MEETING:** N/A

DEPARTMENT: Economic Development

BUDGET IMPACT: N/A

PUBLIC HEARING: No

PURPOSE:

To update the Mayor and City Council regarding the Nourish + Bloom Markets and the City of Fairburn about the Smart Fridge Pilot Program. This program will provide access to grocery food options, organic fresh foods, drinks, and essentials for a diverse population of residents and visitors; and is a precursor to a Memorandum of Understanding (MOU) for program implementation. The deployment of state-of-the-art AI-powered smart fridges will ensure convenient and accessible food options for all.

HISTORY:

The updated LCI Downtown Master Plan in 2021 provides a community profile, highlighting growth opportunities for residential infill and additional investments. Staff identified catalytic sites to stimulate economic investment and established a comprehensive community economic profile. With Fairburn's current population estimated at 17,000 and a projected growth of 37.2% within 20 years, the future is promising. As we consider growth trends and the potential for investors to bring grocery store options, our economic profile factors in median income, education levels, and residential population as indicators of viable investments. In line with the LCI Downtown Master Plan, Fairburn is set to add approximately 200-300 new residential units to the downtown area and 25,000 square feet of commercial retail space, including new restaurants and a grocery store, within the next 2–5 years. However, in the interim, Fairburn's lack of healthy food options substantiates a food desert. The Smart Fridge Pilot program is a community-driven initiative, providing a healthy alternative to the existing limited food options by offering access to fresh foods, dairy, organic produce, and essential grocery items that are currently unavailable.

FACTS AND ISSUES:

Nourish and Bloom, owned by Jamie and Jilea Hemmings, is a pioneer in the industry as the first autonomous grocery store with Robotic delivery in the United States. The Smart Fridge Pilot program in Fairburn would mark another first within the South Fulton Region, aligning with the City of Atlanta's

locations in Cascade Heights, Pittsburgh Yards, and Old Fourth Ward. These AI-Fridge technologies offer fresh foods and grocery essentials to residents and visitors.

Nourish and Bloom's grocery store in Fayetteville's Trilith Studios caters to the residential-office lifestyle community, and the company aims to replicate this success in Fairburn by tailoring its offerings to the local community. This includes custom pricing to serve the Georgia Military College students on campus, surrounding area schools, City employees, and the broader community at large. Fairburn's Nourish and Bloom will be the first in South Fulton and the first EBT Automated grocery site deployed in the United States.

The Nourish and Bloom pilot is designed to provide sustainable benefits for Fairburn residents. It will impact jobs by creating additional service delivery options, including healthy living programs and youth camps, and an 8-week business training program catered to small business owners. Despite the initial investment cost for building the location, the program offers a revenue share of 30%, allowing the City to recoup its funds within the first 18 months. This comprehensive approach to the health and wellness ecosystem reassures the audience that their well-being is a top priority, fostering a sense of care and support within the community.

FUNDING SOURCE:

N/A

RECOMMENDED ACTION:

N/A

ATTACHMENTS:

1. City of Fairburn AI Fridge Pilot Program (3)

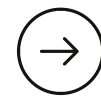


CITY OF FAIRBURN SMART FRIDGE PILOT

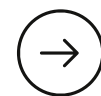
AGENDA



OBJECTIVE AND SCOPE OF WORK



DELIVERABLES + COST



IMPACT + SALES PROJECTIONS



SMART FRIDGE PRODUCT OFFERING



TIMELINE + NEXT STEPS

CITY OF FAIRBURN NOURISH + BLOOM PARTNERSHIP

Objective: Enhance food accessibility through AI-powered smart fridges

Scope of Services:

- Deploy a fresh food market in the heart of the City of Fairburn at 320 NW Broad Street
- Retrofit space: remove carpet, privacy film on windows and doors, new outlets, signage, and painting
- Ensure 24/7 access to nutritious food

DELIVERABLES + COSTS

Technical Specifications:

- **7- Smart Fridges**
 - Dimensions: 8.5 ft L x 3.77 ft W x 8.53 ft H
- **Capacity:** 30 products per fridge
- **Security:** Advanced cameras and sensors
- **Retrofit Current Space:** Hardware, Paint, Flooring, Signage, Electrical, and Security Window Film

Cost:

- **Total Cost: \$121,311.52**
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PROJECTIONS

Historical Revenues:

- **2022:** \$584k | **2023:** \$351k | **2024:** \$186k+

Fairburn Projections:

- Daily Revenue: \$700 (excluding holidays)
- Yearly Revenue: ~\$245,700

Break-even Analysis:

- Annual Revenue Share (Fairburn): \$73,710
- Total Cost: \$121,311.52
- Expected Break-even Year: Approximately 1.65 years (based on 30% revenue share)

IMPACT AND PROJECTIONS

Project Goals:

- Continuous access to healthy foods
- Enhance quality of life for Fairburn community
- Potential blueprint for broader implementation

Revenue Sharing:

- 70% to Nourish + Bloom, 30% to City of Fairburn
- **Minimum Revenue Threshold:** \$15,000/month from Year 2
 - Equivalent to \$71.43/day per fridge or \$500 per day
 - SaaS Fee: \$1,400/month if threshold not met

SMART FRIDGE SAMPLE OFFERING

01

SANDWICHES +WRAPS + BOWLS

Chipotle Turkey Sandwich	Southwest Salad
Grilled Chicken Sandwich	Greek Salad
Curry Chicken Wrap	Chicken Cesar Salad
Tuna Wrap	Sesame Noodle Bowl
Cuban Wrap	
Roasted Veggie Wrap	
Moroccan Chicken Couscous Bowl	
Roasted Vegetable Quinoa Bowl	

02

DRINKS

Cold Pressed Juices	Alkaline Water
Energy Drinks	Flavored Water
Juices	Coconut Waters
Kombuchas	Sparkling Waters
Soft Drinks	
Coffees	
Teas	

03

DAIRY + MEATS

Whole Milk	Chicken Breast
2% Milk	Ground Beef
Oatmilk	Salmon
Almond Milk	Turkey Bacon
Butter	Pork Bacon
Yogury	
Eggs	
Sour Cream	

04

ESSENTIALS

Pasta
Rice
Tomato Sauce
Condiments
Baking Products
Spices

SMART FRIDGE SAMPLE OFFERING

05

PRODUCE

Lettuce
Tomatoes
Onions
Potatoes
Oranges
Apples
Lemons
Limes

Cucumbers
Squash
ranges
Apples
Lemons
Limes

06

BREAKFAST

Turkey + Swiss Croissant Coffee
Sausage+ Egg+ Cheese Biscuit Tea
Bacon + Egg + Cheese Biscuit Pancake Mix
Egg + Cheese Biscuit
Oatmeal
Eggs
Bacon

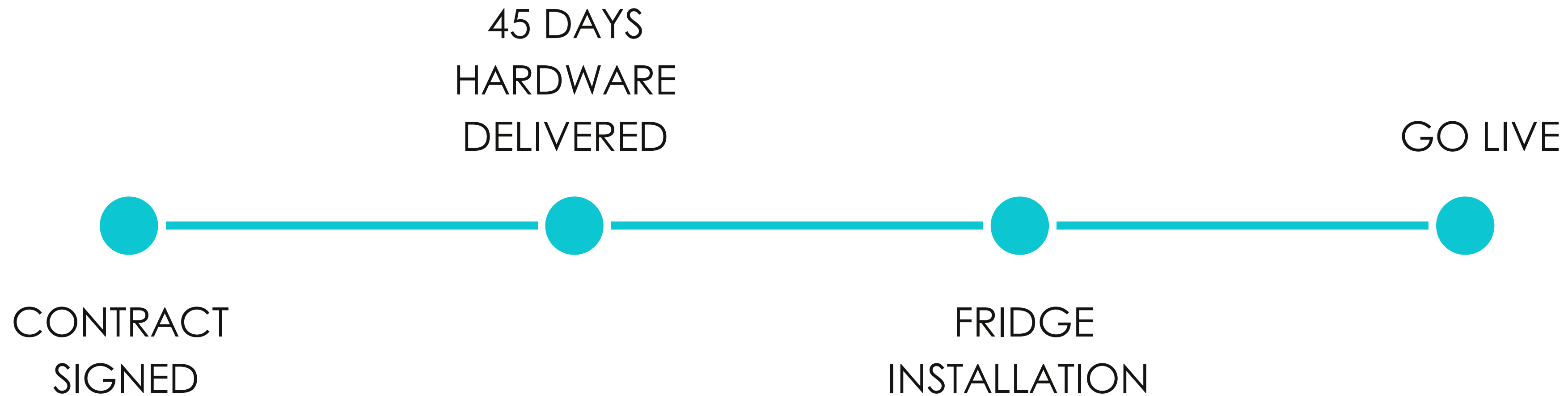
07

SNACKS + SWEETS

Protein Boxes
Fruit Cups
Yogurt
Hummus + Pita Chips
Trail Mix
Chips
Cookies

Protein Bars
Nuts
Crackers

2 MONTH DEPLOYMENT TIMELINE



NEXT STEPS

Agreement Signing and Deposit:

Upon mutual agreement and endorsement of the proposal and Statement of Work (SOW) by both parties, Nourish + Bloom stipulates the remittance of the deposit as outlined in the agreement. This standard procedure formalizes our commitment and sets the stage for the commencement of our collaboration.

Deployment Planning and Dates:

After the agreement is signed and the deposit is received, our teams will work closely to create a deployment plan including specific launch dates, set up communication channels, and initiate the necessary preparations for a successful rollout.



N + B
MARKET



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