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MaryEllen Meehan, Treasurer  
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**THE STORE AT FIVE CORNERS STEWARDSHIP ASSOCIATION, Inc.**

## **APPLICATION PACKET FOR OPERATOR/LESSEE**

THE STORE AT FIVE CORNERS  
6 NEW ASHFORD ROAD  
WILLIAMSTOWN, MASSACHUSETTS

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### **PART 1. IMPORTANT DATES AND CONTACT INFORMATION**

The application period for the new operator of The Store at Five Corners has begun! If you're interested in becoming the new Operator/Lessee of the Store (Operator), please submit your application by **Tuesday, March 1st at 5 PM**. Please visit our application website at <https://storeatfivecorners.org/application/> to provide your contact information and for information on how to submit your application. If you have any questions about the application process or desire further information, please contact [info@storeatfivecorners.org](mailto:info@storeatfivecorners.org).

The Application Packet for Operator/Lessee can be found at <https://storeatfivecorners.org/application/>. Please review the contents of this Packet before applying, since it provides important background information and describes the respective roles of SAFCSA and the Operator.

## **PART 2. INTRODUCTION TO SAFCSA**

The Store at Five Corners Stewardship Association, Inc. (SAFCSA) is a Massachusetts non-profit corporation formed in November 2021 for the purposes of purchasing, reviving, and preserving the historic Store at Five Corners (the Store), at the intersection of Routes 7 and 43 in Williamstown, Massachusetts. The Store dates back to the 1760s and, until its recent closure, was one of the longest operating general stores in the country.

Last fall another non-profit community group, the South Williamstown Community Association (SWCA) surveyed 160 local residents regarding the importance of the Store and their receptivity to purchasing and reviving it. (For more information about SWCA, see <https://southwilliamstown.org/> .) The response was overwhelming. In just five days, 131 surveys were received, showing a clear mandate in favor of moving forward with this effort. Many respondents added specific comments expressing their views and offering to help as volunteers. Please see the survey questions and answers and a sampling of comments at <https://storeatfivecorners.org/survey-results/> .

A group of community members then promptly created SAFCSA, governed by six directors, all residents of Williamstown serving in their capacities as volunteers. Karen Charbonneau is a director and president, MaryEllen Meehan is a director and treasurer, Matthew Baya is a director and secretary, and Alison Case, Anne Hogeland, and Carolyn Umlauf are directors. You can read more about SAFCSA at <https://storeatfivecorners.org/> .

Substantial funds must be raised in order to achieve SAFCSA's short-term and long-term goals of purchasing the Store, performing any building work needed to open, and establishing a long-term endowment for ongoing capital expenses, maintenance, and repairs. SAFCSA has launched a widespread fundraising effort that is already meeting with impressive success and is also pursuing grant opportunities.

SAFCSA is partnering with SWCA, a federally recognized 501(c)(3) organization that is acting as SAFCSA's fiscal sponsor for purposes of receiving tax-deductible donations, until SAFCSA completes the process of becoming its own 501(c)(3) organization. Donations are considered tax-deductible charitable donations.

On January 27th, SAFCSA successfully completed its purchase of the Store, thus reaching the first major milestone in the pursuit of its short and long-term goals. The next major step is to find an Operator who will play an essential role in this endeavor - by reopening the Store, reviving the Store's key role in this community, and laying the groundwork for the Store's long-term success.

## **PART 3. THE STORE'S PAST AND FUTURE**

The new Store Operator will, of course, have the flexibility to run their own business and put their own spin on both the Store and its offerings. However, it's also helpful to understand what the Store has meant to the community in the past and how SAFCSA envisions that the Store can successfully evolve into the future - all in very general terms.

For info about the Store's history, visit <https://storeatfivecorners.org/history/> as well as several recent articles from local media at <https://storeatfivecorners.org/category/news/> .

As you can see in the survey comments at <https://storeatfivecorners.org/survey-results/>, the Store has long served as a popular spot for picking up a morning coffee and pastry, enjoying a lunchtime

sandwich or salad, relaxing in the sunny café area, purchasing groceries and household essentials, buying beer, wine, gifts, snacks, specialty foods, ready-prepared meals, and much more.

Based on input from the community, SAFCSA believes that a few aspects of the Store's prior operations will be useful for an Operator to consider in preparing for the Store's future. First, the Store has been a welcoming place to gather and shop for local foods and crafts, generally open seven days a week. The Store has also served as an informal community hub, providing opportunities for local postings and events. At times, the Store has also provided catering services. The Store has responded to changing needs of the community, with diverse offerings at a wide range of price points.

#### **PART 4. OVERVIEW OF THE OPERATOR/LESSEE ROLE**

SAFCSA is seeking an Operator to lease the Store building and run the Store as an independent business, using the name "The Store at Five Corners" plus existing and future avenues of outreach and publicity, such as social media accounts.

While SAFCSA will continue to own and maintain the building and perform the necessary improvements, the Operator will be responsible for running the Store.

This is an exciting and unique opportunity for an individual or team with food service, retail and management experience. The Operator will pay monthly rent for use of the building and business name and will be responsible for all expenses of running the business. In short, SAFCSA will own the building and maintain the property; the Operator will run an independent business as the Store.

While the specific lease terms will be a matter of agreement with the Operator, the monthly rental fee charged to the Operator will be designed only to cover SAFCSA's basic carrying costs, so the Operator will have the best chances of success. SAFCSA is flexible as to the length of the lease term.

A tour of the building can be arranged prior to the application deadline. Among other things, the Store has over 2000 square feet of retail space, extensive cooler and freezer capacity, a barista machine, commercial cooktops, ovens, baking equipment, display cases and containers, and a glass-enclosed café seating area. Several photo galleries of the Store and its equipment are posted at <https://storeatfivecorners.org/photos/> . Since the Store has been closed since July 2020, no product inventory is currently in stock. The Operator will be responsible for stocking the Store and purchasing needed supplies, other than the fixtures and equipment provided by SAFCSA.

SAFCSA is flexible as to the commencement date of the agreement with the Operator, but is looking to have the Store reopened by the late Spring or early Summer of 2022.

#### **PART 5. APPLICATION PROCESS**

If you are interested in applying to lease the Store and become the Operator, please fill out the Application Form and submit all the requested information and materials **by Tuesday, March 1st at 5:00pm** using one of the submission methods described at <https://storeatfivecorners.org/application/> .

When SAFCSA receives your application, we will send you an email acknowledging the same. If you do *not* receive an acknowledgment within 24 hours of your submission, then your application may not have been successfully received. In such a case, please contact [info@storeatfivecorners.org](mailto:info@storeatfivecorners.org) .

Please contact [info@storeatfivecorners.org](mailto:info@storeatfivecorners.org) if you have any questions, desire further information, or would like to arrange a tour. Also, please note that upon receipt of your application, SAFCSA may request supplemental information and materials, including references. The confidentiality of your application will be respected.

## **PART 6. APPLICATION TO OPERATE/LEASE THE STORE AT FIVE CORNERS**

You are welcomed to submit your application through any of the methods described at <https://storeatfivecorners.org/application/> . Please fill out the contact information section of the website form regardless of how you choose to submit your application. **Please include answers to all these questions:**

### 1. Contact Information

- a. Name
- b. Address
- c. Phone Number
- d. Email Address

### 2. Statement of Interest

Please provide a Statement of Interest describing your background, experience, and interest in this opportunity.

### 3. Resume and Other Documents

Please attach a Resume, plus any additional documents or information that you would like SAFCSA to consider.

### 4. Starting Date Range

Please specify your preferred date range for starting as the Operator of the Store.

### 5. Hours of Operation

Approximately what hours of operation do you foresee when the Store reopens?

### 6. Vision of the Store

Please describe your vision of the Store under your management and explain how this relates to the various aspects of the Store described in Part 3 of this Packet.

### 7. The Store's Offerings

What do you see as the Store's offerings? Please provide general categories as well as specific examples of products and sources.

### 8. Business Plan

Please outline the basic elements of your business plan for the Store.

### 9. Other General Stores/Cafés

If you are familiar with the operations of other general stores/cafés in New England or elsewhere, please provide links to those businesses – or their names and addresses - and describe how you foresee the Store as being similar or different.