

From: [AGmart](#)
To: [Gabriel Perez](#)
Cc: [Gabriel Martin](#)
Subject: A & G Mart
Date: June 28 24 5:39:46 PM
Attachments: [IMG_1027.WEBP](#)

Good Afternoon Mr. Perez,

First off, thank you and to Dr. Martin for the opportunity to expand our business to the City of Coachella. I appreciate your input and guidance in regards to improving and having the opportunity to come before the City Commissioners. When we have met before, I shared my eagerness to share what our store has to offer to the community and hope that we are successful during the hearing. A little recap of myself is that I am a small business owner that has a market in Desert Hot Springs. Previously, I was a paralegal, merchandise vendor, and a business banker for 15 years. I am local born and raised and am very proud to say that I am from the Coachella Valley. Although I have primarily been on the West side of the Valley, I am in a very favorable position to expand in the City of Coachella and have obtained a lease for 5 years at the following address: 50223 Ceasar Chavez St. Suite B102, Coachella, CA 92236.

Our market located in Desert Hot Springs is located near City Hall and on the same street as the Police and Fire Department. When I submitted my CUP for the City of DHS, they also had hesitation about having another store that offered a Beer and Wine type 20 license. Since then, I went through the CUP process and was able to demonstrate successfully my commitment to serving the community. Our store is frequently visited by law enforcement due to our cleanliness and friendly customer service. We have participated countless times in our city's street fair called, Friday Nights on Pierson, and have helped many nonprofits in our local community. For example, Cabot Yerxa Elementary School and The DHS Historical Society. We are also active members of the Elks and participate in other non-profit organizations like The Women's Club.

Another way we are an asset to our community is that although we are in the downtown area of our city, the back of our store and surrounding area is residential. We help countless families that don't have transportation and a way to find healthy groceries and pet items. We currently serve an average of 450 customers a day according to our Clover Merchant Service report. We accept EBT and have been audited several times to ensure that we have enough food in each food group to be considered as a Snap Retailer. We take pride in providing fresh fruit and vegetables, dairy including cheese, yogurt, milk: including lactose free, whole, 2%, heavy whipping cream, half and half, almond, and oat milk, ground beef, bacon, ham and turkey deli meat, varieties of chorizo, eggs, and 100% juices, canned foods, dried foods like rice, legumes, and beans, soups, spices and condiments. We also offer infant products like bottles and diapers, personal hygiene and medicine, pet supplies and home cleaning essentials. In the near future, I will try to obtain approval to accept WIC.

When we built our business, and when I recall going to the SBA and Score meetings, I wanted to ensure a quality store that would mirror a Tower Market. I even have that in my business plan. My commitment to the City of Coachella is to use the experience that I have gained at my Desert Hot Springs location to create a stronger and more efficient market. My location in DHS currently has 19 feet of gondola shelving while in Coachella I will have about double the amount of space to be able to showcase more products and offer more to the community.

The age of the large department store is slowly going out of business. We have seen it first hand with Sears and Kmart. Consumers are looking for alternative options and for a more friendly atmosphere. In addition to helping them save time and have a quick one stop shop near their home. I can assure you my commitment to keeping a well kept store with no loitering or obstruction to the surrounding area. I also have included a picture of what the produce section will look like. It is a 78 inch open cooler that will have a variety of over 30 fresh products and some additional seasonal items. I have partnered up with Miguel's Produce and they will be servicing local produce to the store now twice a week. I have also included pictures from the Tower Market located in Palm Springs, to show that I also offer the same grocery items they have to offer.

I have a new location in North Palm Springs opening this month and it has a Liquor type 21 license. Our business has the experience of handling alcohol and knows how to take safety measures to ensure lawful practices. We are surrounded by residential homes and also within walking distance from the high school. It is of the utmost importance for us to ensure no risks are taken and we also have an additional ID program built in our Clover Merchant Service.

Lastly, thank you for your consideration and I am confident that with my experience A & G Mart will be an asset to the community.

Kind Regards,

Alma Prather
CEO
A & G Mart
(760) 219-8076



