

USDA Rural Development Helps Rebuild Supermarket Destroyed By Fire

Outline Of Need: The community of Blue Hill, Nebraska watched as their local grocery store-Price's Supermarket-was destroyed by fire on New Year's Day of 2001. Realizing that a grocery store is a major cornerstone to a small rural community's survival, the residents agreed it was imperative to rebuild.

For many, the grocery store was the only source of typical "full line" grocery store items within a 15-mile radius. Serving as the foundation to the downtown business district, the supermarket impacted the 27 other main street businesses from the traffic generated.

How Rural Development Helped: USDA Rural Development provided Rural Economic Development Loan (REDL) funds of \$46,000 to the Glenwood Telephone Membership Corporation, who in turn dispersed the funds to the Blue Hill Community Foundation, Inc. The remaining \$484,000 were derived from leveraged State (Community Development Block Grant) funds, local donations, a low interest rate community bank loan and private foundation grant, along with the grocery store proprietors' insurance proceeds. The \$530,000 leveraged project rebuilt the supermarket and provided for interior shelving, refrigeration systems, scanning equipment, signage and inventory to operate the business. The community's extensive involvement and investment in this project demonstrated the importance of their supermarket.

The Results:

On May 15, 2002, 17 ½ months after the fire, the Grand Opening was held for the newly constructed Price's Supermarket. The 5,400 square foot, pre-engineered steel building, custom designed for use as a grocery store provides a full line of grocery items to 681 rural households in Blue Hill and the surrounding area. The new store helped to diversify the economy of the community through the addition of two part-time positions to the workforce and the retention of ten full time positions.

Marvin and Peggy Price, former owners of the original Price's Supermarket since 1995, manage and operate the new supermarket. A family tradition will carry on as the Price family has owned and operated a grocery store business in Blue Hill since 1892. The Blue Hill Community Foundation, a local nonprofit corporation, owns and maintains the new grocery facility. The facility is leased to Price's Supermarket, owners of the grocery business. (March 2003)



**Price's Supermarket
Blue Hill, Nebraska**

