



RFP #       

Full-Service Grocery Store Charles Page Neighborhood Request for Proposals (RFP) for a full-service affordable grocery store located in Northwest Tulsa zip code 74127 with funding from partnerships with Ascension St. John Healthcare, City of Tulsa, and The Common Good nonprofit, with upwards of \$2 Million towards buildout and sustainability plans.

**RFP Directions:** Read through the entire document including appendices for details regarding opportunity. Next complete section F (resume, cover letter, and past operations) for the intent to apply to this RFP application due Friday, March 13, 2026. Lastly complete section G (questions 1-3) with additional information and templates below.

Please submit all responses and direct all questions to the Point of Contact listed below:

**PartnerTulsa**

Demauri Myers

[demauri@partnertulsa.org](mailto:demauri@partnertulsa.org)

Phone #: 918.576.5544

Deadline for Intent to Apply is **Friday, March 13, 2026**.

Full Application due **Friday, March 27, 2026**

## A. Overview

The Common Good (TCG) is a 501(c)(3) nonprofit established in 2018 that operates a vibrant community center in Northwest Tulsa, serving over 250 individuals daily. Its programming supports families of all ages, offering after-school activities, senior enrichment, workforce development, and community events.

Local organizations, such as The Common Good, are leading efforts to reinvest in the Charles Page neighborhood, Tulsa Oklahoma, area's health, safety, and opportunity. Yet amidst these efforts, one critical element remains missing: a conveniently located, community-centered grocery store.

The purpose of this RFP is to identify an operator to run a community-centered grocery store in the Charles Page neighborhood. This store will play a vital role in restoring food access to a loyal and underserved community that currently has no other grocery options. The store is also positioned to attract customers from surrounding areas including those north of Highway 412 who are already visiting the neighborhood's community center and other local amenities.

Shifting demographics show downtown Tulsa shifting west and Sand Springs shifting east growing the population of Charles Page to an up-and-coming area. A successful operator will balance meeting the needs of vulnerable residents with building a sustainable business that serves the wider customer base seen in the trade area defined by the Associated Wholesale Grocer (AWG) Retail Study (see Appendix A for more details).

To succeed, this grocery store must reflect the character and needs of the community. It should be a welcoming place that balances affordability with quality and offers options for a range of dietary and budget needs. We are seeking an operator with vision, heart, and practical experience. Someone who understands that food access is about more than just groceries, it's about equity, community health, and economic renewal.

## **B. Background Information**

The Charles Page neighborhood, located in the 74127-zip code of Northwest Tulsa, is a resilient and historically working-class community that has experienced decades of economic decline, environmental challenges, and disinvestment. Once a thriving residential and industrial area, Charles Page saw a population and business decline due to the loss of major employers, infrastructure changes, and floodplain restrictions. The closure of its only grocery store, Warehouse Market, in 2016 exacerbated the area's challenges, leaving more than 15,990 individuals in 74127 in a federally designated food desert.

The Charles Page neighborhood is home to approximately 6,552 residents within 1.65 square miles, making it significantly denser than Tulsa overall, with a population that is slightly more female (52.7%) and has a median age of 34.8 years. The area is predominantly White (63.6%), with notable American Indian (9.0%) and multiracial (16.6%) populations, while Hispanic or Latin American residents make up 8.4%. Household incomes trail the citywide median, at \$39,034, and nearly one-quarter of households are considered low-income, with a higher-than-average share of single-parent families.

The 2025 Community Health Needs Assessment, conducted in collaboration with The Common Good and community partners, highlighted high rates of food insecurity, chronic illness, poverty, and limited transportation options, with the next closest grocery store being 5 miles away.

To address these urgent needs, we are seeking a grocery store operator with a passion for food justice, community health, and sustainable retail practices. We envision a store that is not only a source of fresh and affordable groceries but also a welcoming and inclusive space for all residents. The ideal operator may be an experienced grocer or a local partnership ready to embrace a new model of community-centered grocery store.

While the sponsoring organizations are not grocery or retail operators, they are committed to providing support, collaboration, and flexibility to ensure the success of this venture. Funding support is made possible by gracious partners including Ascension St. Johns (national healthcare organization), City of Tulsa, and Partner Tulsa. The Common Good is on track to raise \$2 million having received a significant portion of that goal already from community partners. These funds are to be negotiated in the buildout and sustainability of the grocery store between the operator and the Common Good.\* We welcome creative proposals that reflect the unique needs of the Charles Page community and demonstrate a vision for a grocery store that is dignified, culturally responsive, and economically viable.

At its core, we're looking to create a small-size grocery store (between 13,000 – 16,000sf) which is welcoming to and serves all members of our diverse neighborhood population, while focusing on providing fresh foods.

\* Additional support may include external marketing and community engagement from the Common Good and local nonprofit partnerships.

The ideal grocery operator would be responsible for:

- Lead grocery store design
- Select equipment and store fixtures
- Develop a food supply chain for a mix of products offering affordable, nutritious, and relevant food options.
- Make all orders to stock grocery and store operation supplies
- Manage inventory, product storage, and rotation activities to minimize food waste
- Develop and execute a sales and merchandising strategy
- Maintaining the store in a safe, clean, and appealing way for both customers and employees
- Prioritize hiring locally and building community trust through inclusive practices.
- Accept SNAP and WIC benefits
- Accept Double Up Oklahoma (nutrition incentive) program
- Document and report data including but not limited to: customer volume, SNAP usage, and profitability
- Handle the day-to-day financial duties – payroll, accounts payable, accounts receivable

## C. Purpose of Grocery Store

The primary purpose behind opening this grocery store is to improve access to fresh, affordable, healthy food for our residents and commuters.

### The Store Offering

- More produce-based with healthier, less processed options (i.e. low sugar, salt, and fat).
- Value-added meals and deli items from in-house kitchen
- Fewer brand choices to allow for more items
- A site for grocery ordering and customer pick-up as well as being the drop-off spot and departure zone for deliveries via bikes and vans
- Convenient hours to serve everyone

### The Common Good Partnership

- TCG will offer a rentable space connected to the community center
- TCG is on track to raise \$2 million having received a significant portion of that goal already from community partners. These funds are to be negotiated in the buildout and sustainability of the grocery store between the operator and the Common Good.
- TCG will amplify the store's marketing & promotional efforts via our website and social media and those of our partners.

## **D. Business Structure**

The proposal includes a full-service affordable grocery store for the Charles Page Neighborhood. For the purposes of this Request for Proposals, note the following definitions:

Full service:

- Provide at least 30% percent of retail space for perishable goods that may include but not limited to: dairy, eggs, fresh meats, etc.
- Provide at least 1,000 square feet of retail space for fresh produce.

Affordable:

- The concept is “discount” within the grocery industry (e.g. offering store brand products).
- The proposed store can demonstrate experience operating the concept within a lower income area.

Charles Page and surrounding neighborhood:

- The proposed grocery site is located at 19 S 49th W Ave, Tulsa, OK 74127 as defined by the attached area map titled Charles Page Neighborhood Map in Appendix A.

TCG has funding for the project which could contribute towards tenant improvement buildout, providing a move-in ready space, rent offset, or other startup/operational needs. We’re open to exploring different models of how the business will be structured, profit and loss allocation, and division of responsibilities for building out of space and operations.

## **E. Potential Partners and Supporters**

The success of the proposed grocery store project in the Charles Page neighborhood will be strengthened through collaboration with a network of committed partners who bring resources and expertise with the shared goals of improving community food access and economic vitality. This section outlines confirmed and potential partners, available support, and the collaborative structure being developed to ensure project sustainability.

### **City of Tulsa**

District 4 Tulsa City Councilor Laura Bellis has committed support for this project and intends to direct district community development funds in the amount of \$450,000 to contribute to this effort.

### **Ascension St. John**

Ascension St. John has provided a community benefit grant to support this project. The Common Good is solely responsible for operating this project. Ascension St. John does not have any control or direction over the methods by which The Common Good operates this project and does not endorse any respondent to this RFP.

### **Associated Wholesale Grocers (AWG)- 2022 Real Estate and Store Development Study**

A market research assessment has been completed for the target area in 2022. Discussions are ongoing with AWG, a major cooperative grocery wholesaler, regarding potential supply chain support, technical guidance on store operations, and wholesale purchasing opportunities.

### **Partner Tulsa**

PartnerTulsa serves as the Economic Development Authority for the City of Tulsa.

PartnerTulsa is the primary contact for the City's incentive programs. PartnerTulsa collaborates with developers, retailers, and industry to deliver needed services to the community.

PartnerTulsa has extensive connections to the retail promotion and business services marketplace and will assist The Common Good in the promotion and attraction of a suitable community focused grocery operator.

### **Hunger Free Oklahoma (HFO)**

Hunger Free Oklahoma leverages the power of collaboration to solve hunger in Oklahoma by improving systems, policies, and practices. As a strategic partner in this project, they are available to consult grocers on food insecurity, food and health, federal nutrition programs, data-analysis, and lived experience. They have specific grocery store related expertise in SNAP, WIC, Summer EBT, and Double Up Oklahoma which are critical grocery assistance programs for many Tulsans.

## **F. Intent to Apply Requirements**

### **Intent to Apply Requirements:**

1. Resume
2. Cover Letter
3. List of any existing operations (retail, food, or otherwise) run by applicant/franchise
  - a. Briefly describe past successes, challenges, and relevance to proposed projects.

Please submit all responses and direct all questions to the Points of Contact listed below:

### **PartnerTulsa**

Demauri Myers

[demauri@partnertulsa.org](mailto:demauri@partnertulsa.org)

Phone #: 918.576.5544

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## **G. Proposal Requirements**

Response to questions 1-3, outlining a business plan, financial projections, and sustainability, listed below are required. Please submit all responses and direct all questions to the Point of Contact listed below:

### Grocery Store Proposal Questions:

#### **1. Business Plan**

This section should provide a clear description of the proposed business structure under which the grocery store will operate. This includes the business name (if known), legal structure, ownership details, and a summary of any relevant existing operations. The goal is to understand who is responsible for decision-making, operations, and liability, and to assess the applicant's capacity and experience in retail food operations.

##### Business Name and Structure

- Clearly state the name the store will operate under and how it will be branded to the public
- Describe the overall structure of the business (e.g., independently owned, franchise-operated, or part of a larger organization)
- Briefly explain who will be responsible for day-to-day management and strategic decision-making.
- Indicate whether the store will operate as a standalone business or as part of a broader network of retail or food operations.

##### Organizational Chart or Leadership Team

- Describe the key leadership roles that will support the store's operations (e.g., store manager, operations lead, finance manager).
- Identify who will be responsible for hiring, inventory, customer service, and financial oversight.
- Highlight any local partnerships, advisors, or community stakeholders who will play a role in store governance or support.
- If available, provide a simple organizational chart showing reporting on relationships and leadership structure.

## 2. **Financial Projections**

We are looking for creative and functional proposals from a wide variety of businesses in the grocery and food retail space.

Preliminary cost estimates as to what it would take for a retail food operation to build/build out a facility and operate that facility for 3-5 years, and then more general financial projections from the 5th-10th years of operation are required in this submission. These projections should include other sources of outside financing that could be/may be used by the applicant.

Please provide the following utilizing the following format:

### **Capital Costs**

<b>Item</b>	<b>Estimated Cost</b>	<b>Description/Notes</b>
Facility Buildout	\$_____	Construction, renovations, or tenant improvements
Equipment	\$_____	Coolers, shelving, point-of-sale systems, etc.
Furnishings & Fixtures	\$_____	Display units, lighting, signage, etc.
Permits & Licensing	\$_____	City/state permitting, legal fees
Other Capital Expenses	\$_____	Specify: _____

### Staffing and Operational Costs (Years 1–5)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries & Wages	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Benefits & Payroll Taxes	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Rent/Mortgage	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Utilities	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Inventory	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Insurance	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Marketing	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Other (Specify)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

### Revenue Projections (Years 1–5)

Revenue Source	Year 1	Year 2	Year 3	Year 4	Year 5
Retail Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Other Income (Specify)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

### **3. Sustainability Plan**

#### **Startup and Early-Phase Support**

Applicants should outline how they would utilize the \$2 million raised by the Common Good in the buildout and sustainability of the grocery store. The applicant should also identify additional types of assistance that would support their success during the early stages of funding the project. This might include technical assistance, mentorship, equipment needs, access to local suppliers, workforce development programs, or help with permitting and marketing. The goal is to identify practical supports that will strengthen operations during the launch phase and reduce common risks associated with new or expanded retail operations.

#### **Long-Term Vision (5–10 Years)**

Applicants should describe their long-term vision for a sustainable and successful grocery or food retail operation, assuming Tulsa Community Grocery (TCG) funds are used to help close a market gap. Proposals should define what success looks like over time and how the business will evolve to remain competitive and relevant in the local food economy including customer retention, and operational stability.

Point of Contact:

**PartnerTulsa**

Demauri Myers

[demauri@partnertulsa.org](mailto:demauri@partnertulsa.org)

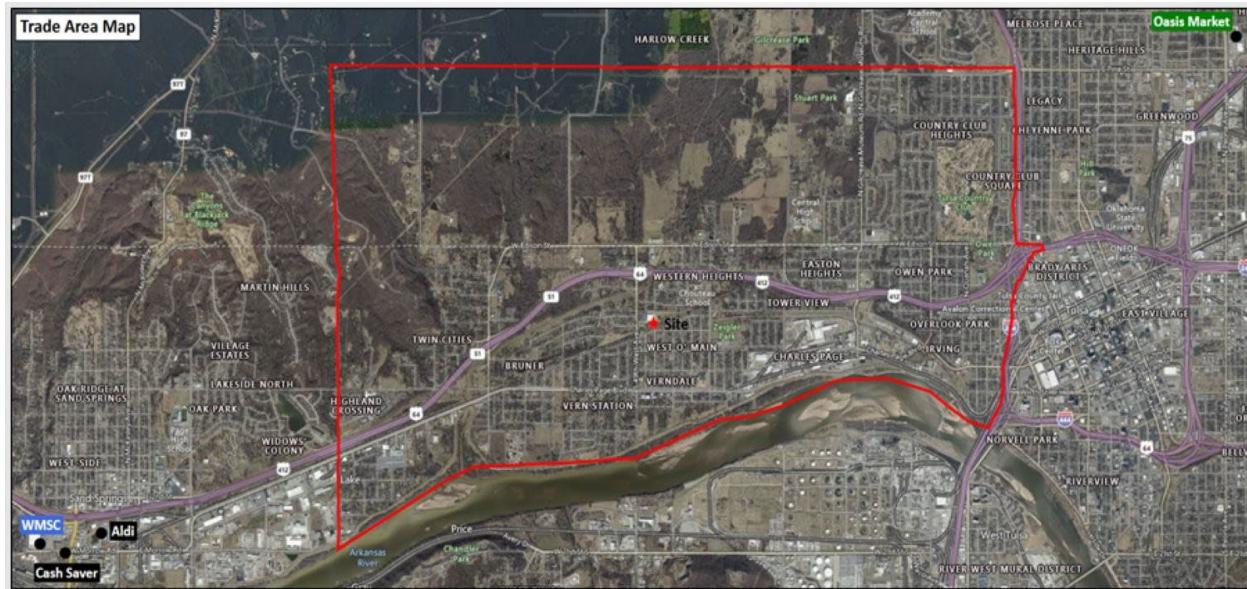
Phone #:918.576.5544

In summary, we're looking to open a grocery store to bring affordable groceries back to Charles Page. And we're seeking the best possible person or group to operate it. If you're a passionate food person who's interested in making a positive impact in a rapidly growing business district, this could be a great opportunity for you. Please send your proposal to Stephen Pyle with The Common Good at [stephen@cgtulsa.org](mailto:stephen@cgtulsa.org)

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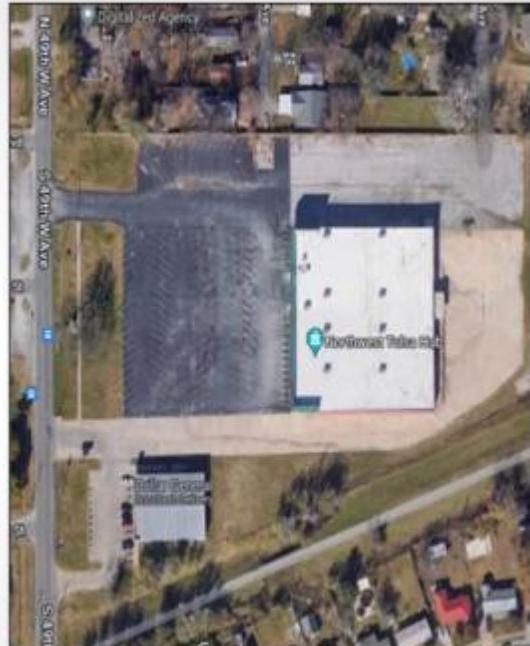
## Appendix A. Charles Page Neighborhood Map



## SITE EVALUATION

### SITE - 19 South 49<sup>th</sup> West Avenue

<b>Total Size</b>	15,000 sf
<b>Location Type</b>	Community center
<b>Site Land Use</b>	Community center, vacant Warehouse Market
<b>Adjacent Land Use</b>	Dollar General, community center
<b>Street Conditions</b>	South 49th West: Two-lanes, 30mph
<b>Traffic Counts ADT</b>	South 49th West: 4,691
<b>Traffic Controls</b>	None current
<b>Traffic Congestion</b>	Light
<b>Visibility</b>	Good with signage
<b>Proposed Parking</b>	Good
<b>Accessibility</b>	Good
<b>Ingress/Egress</b>	Good
<b>Recommendations</b>	Pylon sign. Extensive local advertising
<b>Overall Rating</b>	Good



## Appendix B: Charles Page Demographics and Spending Data

	Charles Page Neighborhood	Trade Area (CP and surrounding)	Oklahoma
<b>Population</b>			
2020 Census	NA	15,858	3,959,353
Projected 2023	6,552	15,990	4,095,000
<b>Race/ Ethnicity</b>			
Caucasian	63.6%	51.6%	63.5%
African American	14.9%	28.8%	7.3%
American Indian & Alaska Native	9.0%	6.6%	8.4%
Asian	0.6%	0.5%	2.3%
Hispanic	8.4%	7.1%	11.9%
Other	3.8%	2.9%	5.4%
<b>Age Distribution</b>			
Median Age	34.8 years	40.0 years	37.1 years
65+ Population	14.9%	17.6%	16.4%
<b>Annual Income by Household</b>			
Less than \$10,000		8.6%	5.7%
\$10,000 - \$14,999	(\$15,000 or less) 14.3%	7.4%	4.3%
\$15,000 - \$24,999		8.6%	8.0%
\$25,000 - \$34,999	(\$15,001 - \$39,000) 39.5%	12.2%	8.9%
\$35,000 - \$49,999	(\$40,000 or more) 46.2%	14.2%	12.6%
\$50,000 - \$74,999		21.2%	18.0%
\$75,000 - \$99,999		10.7%	13.0%
\$100,000 - \$149,999		10.8%	15.8%
\$150,000 - \$199,999		4.1%	7.0%
\$200,000 or more		2.1%	6.9%
<b>Median household Income</b>	NA	\$47,287	\$63,603
<b>Per Capita Weekly Expenditure (PCW)</b>	NA	\$47.87	\$65.16
<b>Household Receiving Food Stamps/ SNAP</b>	~ 22%	20%	15.1%