



Ruth Mott Foundation
APPLEWOOD

Sample Logic Model

ABC Grocery Project

Problem Statement: ABC Neighborhood in north Flint has no access to a grocery store with fresh produce, dairy and meat within a 2 mile radius. Residents must take their dollars outside the community to purchase healthy food.

Goal: Secure economic investment in ABC Neighborhood through a viable grocery store.

Resources	Activities →	Outputs →	Outcomes
<ul style="list-style-type: none">• Market data• Community development expertise• Suitable site for redevelopment• Partnerships• Funding	<ul style="list-style-type: none">• Learn from communities that have been successful in securing and maintaining a grocery in similar areas• Gather and analyze market demand data on grocery store viability• Develop a business plan, including cost estimates and revenue model• Work with community and economic development agencies to identify and market a suitable grocery site in ABC Neighborhood• Recruit an experienced, reputable grocery operator• Connect hard-to-employ neighborhood residents to job training that prepares them for work at a store	<ul style="list-style-type: none">• Grocery market demand study is complete• Site-specific marketing campaign is initiated, with at least 10 prospective operators contacted• Business plan is developed• Contract with grocery operator is signed• At least 20 residents are hired to work at the store	<ul style="list-style-type: none">• Residents have greater access to fresh food• Additional investment in ABC commercial corridor occurs• At least 85% of residents employed at the grocery maintain their employment for at least a year

Problem Statement- Identifies the problem to be solved.

Goal- What you want to accomplish; it is the solution to your problem statement.

Resources- The people, money, materials, space, etc. needed to do the work.

Activities- The major services you will provide or things you will do.

Outputs- These follow directly from your activities and can be measured or verified.

Outcomes- The change that results from doing your work in the short and/or long term.