Nojaim Brothers Supermarket
Syracuse, NY

LIIF Financing
• $2.23 million construction loan
• $400,000 grant

Integrative Components
• Healthy food grocery store supporting 68 jobs
• Store rewards program incentivizing healthy food purchases
• Joint nutrition programming with community health clinic
• Workforce development program for at-risk youth

Project Summary
Serving Syracuse’s Near Westside neighborhood for over 90 years, Nojaim Brothers Supermarket is owned and operated by the third generation of the Nojaim family. The store is an anchor in a severely distressed community, where residents have limited access to healthy food. As the neighborhood population declined, the store struggled and was faced with possible closure. LIIF stepped up to provide a $2.23 million loan and $400,000 grant through the New York Healthy Food and Healthy Communities (HFHC) Fund to support a complete renovation of the 50-year-old building including new equipment and a 3,000-square-foot expansion. The $30 million HFHC Fund provides financing to expand healthy food access in underserved communities throughout New York State and is capitalized by the Goldman Sachs Urban Investment Group and Empire State Development (ESD). Additional financing was provided by ESD, Onondaga County and Solvay Bank.

The store owner, Paul Nojaim, is a leading advocate for the revitalization of the neighborhood. Through his efforts, the supermarket has collaborated with St. Joseph’s Hospital, Syracuse University and the Onondaga Department of Health on several initiatives to help link primary care with nutrition and healthy food access. For example, the supermarket has launched a new in-store rewards program that encourages healthy food purchases. Shoppers have the opportunity to earn points when they purchase healthier items and receive discounts for nutritious food items and other health services. In addition, the store is partnering with the neighboring West Side Family Health Center, operated by St. Joseph’s Hospital, on a program that would integrate patients’ food purchases with their health services to provide comprehensive nutritional counseling and healthy living education for those who opt-in. The project will support 17 construction jobs and preserve 51 permanent jobs in the local community.

Financing Partners
• Empire State Development
• Goldman Sachs Urban Investment Group
• Onondaga County Department of Water Environment Protection
• Solvay Bank

Community Partners
• Near West Side Initiative
• Onondaga County Health Department
• St. Joseph’s Hospital
• Syracuse University