

Project: Point Breeze Horticulture Consumer-Directed Business – yr 2
Applicant: ARC of Hunterdon County

Address: Route 31 North
Annandale, NJ 08801

Partners: David Denhollander (Garden State Growers)
Henry Grinbaum (Pioneer Credit)
Hunterdon Central School System
The master gardeners of Somerset and Hunterdon Counties

Council Funds: \$119,242
Match Funds: \$115,665

Abstract: The project will provide continued employment utilizing an affirmative business model that offers more autonomy than current Supported Employment options. Employees currently receive training and a competitive wage while working in a variety of horticulture-related areas including, but not limited to, greenhouse operation, landscaping, flower arranging and retail operations. Each individual currently works, on average, 10 hours per week and hours increase as the business grows. Additionally, individual employees will have the opportunity to share in the business's success through a unique profit-sharing arrangement.

This model relies heavily on our partners on the Business Advisory Council; specifically their expertise in the areas of horticulture and finance. Further, as noted in the budget, Garden State Growers (a local leader in the horticulture field) continues to be critical with regards to technical assistance and donation of equipment and materials.

Deliverables

Overall Goal: Employment and ownership of a community-based business for 12 individuals with developmental disabilities and the creation of a business model that can be replicated by other agencies, families and individuals not only in the area of horticulture but other businesses as well.

1. Sales revenue sufficient to sustain a minimum of 50% of operations. Expansion of partner base and market to enhance the project and increase revenue and community presence.
2. Report on exploration of consumer-ownership (employee ownership model, shareholder model or other model).
3. Quarterly Report on consumers employed and wage, sales and revenue, issues encountered/solved. [standard NJCDD quarterly report form encouraged]
4. Completed, detailed report on process, progress, outcomes, and recommendations for replication or consideration by other organizations