

# LISC MetroEDGE

Created by



***Aligning Community Opportunity, Commercial Development, Retail Expansion***

*DO YOU HAVE THE EDGE?*

[www.metro-edge.com](http://www.metro-edge.com)

LISC  
MetroEDGE

# LISC MetroEdge - who we are

***Our Mission*** is to

**increase neighborhood  
competitiveness**

*by making **key market information**  
available to cities, community  
leaders and businesses.*



**LISC MetroEdge** is a business launched by **Shorebank Corporation**  
based upon research and hands-on investment  
experience in underserved urban markets.

# Retail Potential Market Analysis

## Cottage Grove Trade Area

*Strong and High Potential Area*

*Tremendous Growth and Investment  
Occurring in the Area*

*Combination of Positive Trends Presents  
Unique Opportunity*

*Great Opportunity for Retail Development*

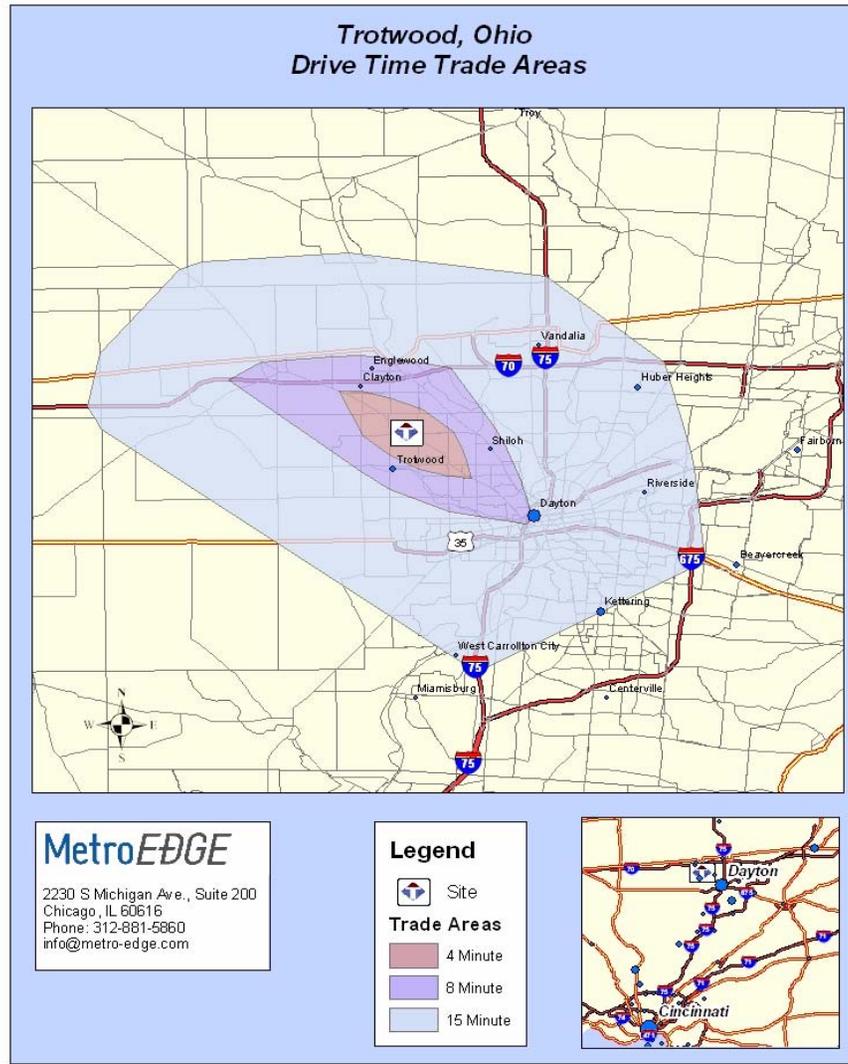
*Summary and Next Steps*



# Looking at the right information

- Market demographics
- Development trends
- Local/National Data such as building permits, crime, HMDA
- Surrounding opportunities and markets
- Site or Trade Area
- Nexus with Employment

# Looking at the right market areas



A view of:

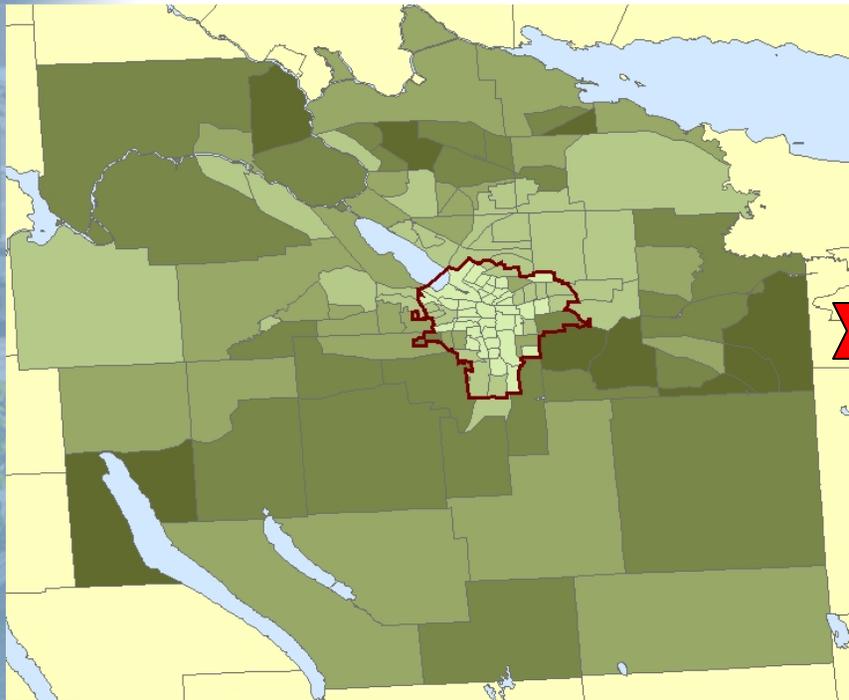
- Sites
- Communities or neighborhoods
- Defined market areas
- Nodes

*... In relation to multiple distances/types of retail*

# New Indicator Often Shows Potential

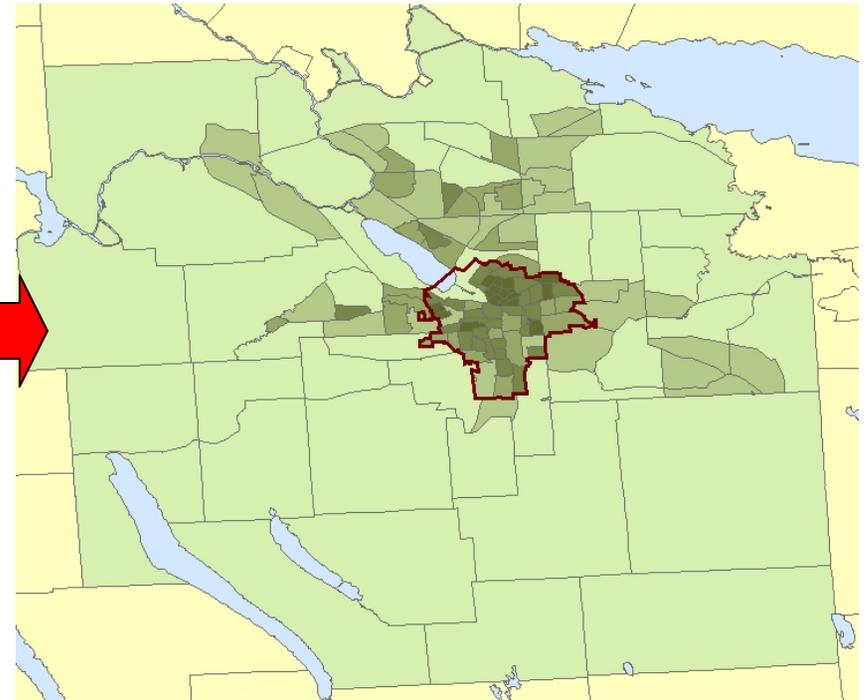
## ONONDAGA COUNTY

*Median Household Income*



Darker blue shades represents areas with higher median income.

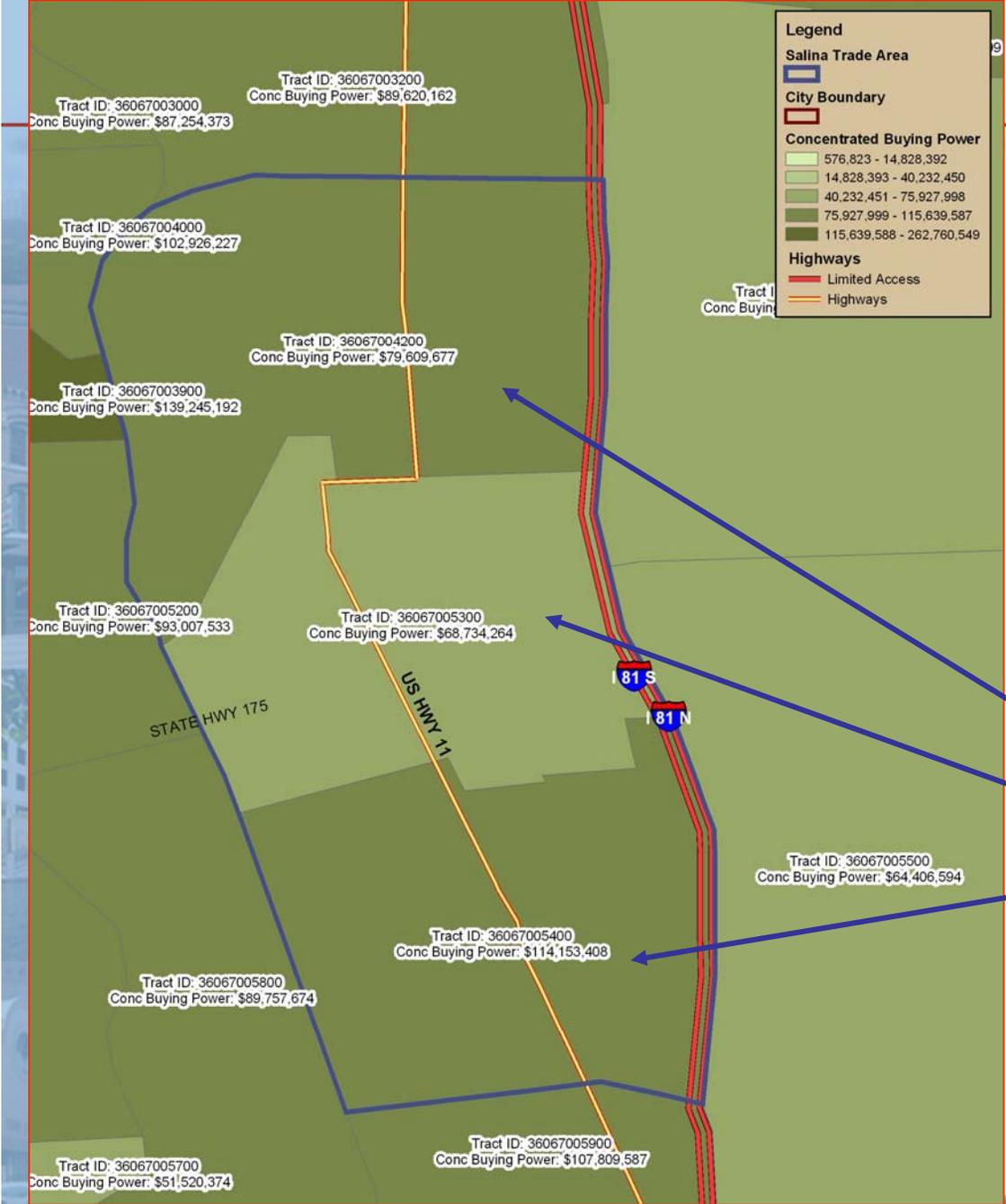
*Concentrated Buying Power*



Darker shades represent areas with higher concentrated spending power (\$ per mile).

**Despite a lower median income, the inner city has significant buying power.**

# Concentration of Buying Power



Trade Area Census Tracts	Concentrated Buying Power
36067004200	\$79,609,677
36067005300	\$68,734,264
36067005400	\$114,153,408

City of Syracuse:  
**\$82,585,564**

# Retail Opportunity in South Salina Trade Area

Category	Demand	Float	Adjusted Float
Motor Vehicle and Miscellaneous Automotive Dealers	18,151,996	17,358,635	13,901,112
Department Stores	5,647,187	5,647,187	4,463,507
Eating and Drinking Places	7,690,670	4,920,670	4,016,069
Hardware/Building Materials	5,109,557	4,581,853	3,762,494
Food Stores	12,833,615	8,070,609	3,103,264
Drug and Proprietary Stores	4,028,652	4,028,652	2,095,489
General Merchandise Excl. Department Stores	3,555,329	1,647,164	1,126,674
Household Appliances, Radio & TV Stores	1,599,432	1,426,432	1,115,269
Automotive and Home Supply Stores	1,045,549	1,045,549	406,390
Gasoline Service Stores	4,310,962	1,280,513	-1,296,940
Furniture and Home Furnishings Stores	2,599,316	-6,600,216	-7,602,069
Apparel and Accessory Stores	4,379,662	-25,431,138	-25,734,167

Source: Claritas [ 2004] and MetroEdge Calculations

# *Ingredients for Success*

## **Ownership**

### Community

- Business – Current/Future
- Community
- Civic

## **Relevant Information**

- Local and national datasets
- On-the-ground info

## **Actions**

- Realistic
- Planned
- Interactive
- Simple Honest Story
- Build on assets –in partnership

## **Mindset of Success**

- Tell your story
- Local Champion
- Urgent and Practical
- Value Partnering
- Support Local