Aligning Community Opportunity, Commercial Development, Retail Expansion

DO YOU HAVE THE EDGE?

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

Our Mission is to increase neighborhood competitiveness by making key market information available to cities, community leaders and businesses.
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  Concentrated Buying Power

Darker blue shades represents areas with higher median income.

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

<table>
<thead>
<tr>
<th>Trade Area Census Tracts</th>
<th>Concentrated Buying Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>36067004200</td>
<td>$79,609,677</td>
</tr>
<tr>
<td>36067005300</td>
<td>$68,734,264</td>
</tr>
<tr>
<td>36067005400</td>
<td>$114,153,408</td>
</tr>
</tbody>
</table>

City of Syracuse: $82,585,564
## Retail Opportunity in South Salina Trade Area

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

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

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

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