

THE COMMERCIAL DISTRICT ADVISOR



For Immediate Release

The Commercial District Advisor and LISC MetroEDGE Recognize the Best Chains In America's Urban Business Districts

Queens, NY, October 12th, 2010 -- The Commercial District Advisor (CDA), in partnership with LISC MetroEdge, announces the first annual '*Best Chains on Main*' competition, which seeks to recognize those chain (and chain franchise) businesses that are making their urban business districts better places. Not only do they provide excellent service, maintain clean and attractive stores, storefronts and merchandise displays, the '*Best Chains on Main*' help other businesses by attracting customers and contributing positively to the overall shopping environment. These stores have a 'chain effect' on the neighborhoods they serve and help form the foundation of healthy and thriving commercial districts nationwide.

The Commercial District Advisor (www.commercialdistrictadvisor.com) is a blog and quarterly e-publication that is distributed to over 3,000 economic development practitioners in the public, private and not-for-profit sectors. Editor and lead blogger Larisa Ortiz Pu-Folkes is a nationally recognized expert in urban commercial revitalization and was recently named one of the "Top 50 Urban Policy Wonk Bloggers" by [The Public Servant Blog](#).

[Local Initiatives Support Corporation \(LISC\)](#) is the nation's largest community development intermediary. LISC MetroEdge (LME) is the national market research and assessment program at LISC. LME supports LISC by providing communities with the innovative market research, quantitative analysis, and grassroots community engagement services they need to correct misperceptions of urban markets, identify hidden assets, and help communities exercise more control over their economic futures.

"Main Streets are the heart and soul of our communities. Many of our traditional neighborhood commercial districts have suffered from cycles of disinvestment that have left local residents with few retail options. The Commercial District Advisor wants to recognize those 'Chains on Main' that invest in their stores and the communities they serve, and make the shopping environment better for other businesses and residents alike" says Ortiz Pu-Folkes.

"Urban commercial districts are often underserved with respect to retail, forcing residents to travel further than they need to meet their retail, grocery and restaurant needs. This contest will recognize those chains that are leading by example and improving their neighborhoods by providing quality services and products in a clean inviting atmosphere" says LISC MetroEdge's Jake Cowan. "A single store can have a 'chain effect' on an entire district – and those are the businesses we seek to recognize."

The contest will run from October 12th– November 15th, with submissions welcome from community groups, retailers and local residents. Submissions will be judged by an expert panel of retail, real estate, design, and economic development professionals, including:

- **Cynthia Stewart**, Director of Community and Government Relations at the [International Council of Shopping Centers](#) (ICSC), the global trade association for the shopping center industry.
- **David Bodamer**, Editor-in-Chief of [Retail Traffic](#), the nation's leading business-to-business publication on retail real estate trends.
- **Jeffrey Finkle**, President and CEO of the [International Economic Development Council](#), the world's largest membership organization serving the economic development profession.

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- **Ken Nisch**, Chairman of [JGA](#), one of the nation's leading retail design, brand strategy, and architectural firms.
- **David Feehan**, President & CEO of [Civitas Consultants](#), former President of the [International Downtown Association](#) (IDA), and editor of "Making Downtowns Work."
- **Joe Getz**, Principal of [JGSC Group](#), downtown retail consultants.
- **Jake Cowan**, Business Manager at [LISC MetroEdge](#), the nation's pioneering urban market research firm located at the [Local Initiatives Support Corporation](#).

Nominated businesses will be judged on the following criteria: Exterior Appearance, Interior Appearance, Customer Service, Willingness to Locate in Low- and Moderate-Income Communities, and Donation to Local Causes. Nominations for both smaller regional chains as well as national chains are welcome. Franchise chains are also eligible. To be nominated, a store must have at least two locations. Contest winners will receive national coverage on the *Commercial District Advisor* blog and quarterly publications, *Retail Traffic* magazine, and some winners will be asked to participate in a national webinar sponsored by *Retail Traffic*.

For more information and to submit a nomination, please visit www.commercialdistrictadvisor.com.

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Subject: Best Chains on Main