



connecting information to development

LISC MetroEdge combines innovative market research, on the ground assessments and grassroots community engagement to correct misperceptions of urban markets, identify hidden assets, and help communities exercise more control over their economic futures.

SOUND DATA + SOUND ADVICE → SOUND ACTION

INTELLIGENCE FOR URBAN MARKETS. LISC MetroEdge offers a suite of products and services that aid city neighborhoods, public officials, and investors in understanding emerging markets, preparing for development, accessing the marketplace, and helping communities become market-ready. We believe that the most successful commercial development strategies begin with information-based action plans that can be implemented with the resources readily available to the community.

Our products include:

COMPREHENSIVE RETAIL SCANS

Engaging Communities and Analyzing Markets

A comprehensive information and strategy tool that includes market information, on the ground assessments, strategy development and identification of specific early action steps for practitioners to provide commercial areas with immediate and visible impact.

TRADE AREA INFORMATION PROFILES

Identifying Hidden Potential

An in-depth market profile of a market area that uses national and local data to highlight real investment potential that is missed by conventional market data.

MARKET ASSESSMENTS

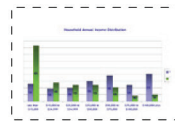
Determining How To Get Started

An on the ground market assessment that includes tours and interviews with key informants focusing on the viability and readiness of a market for commercial development.

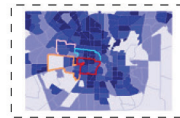
CITY-WIDE MARKET PROFILES

Concrete Tools To Market Neighborhoods

One to four page profiles of market areas in a City, typically to cover all or nearly all of a City to allow for comparisons.



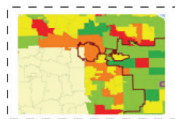
Reveal and highlight community assets and market opportunities



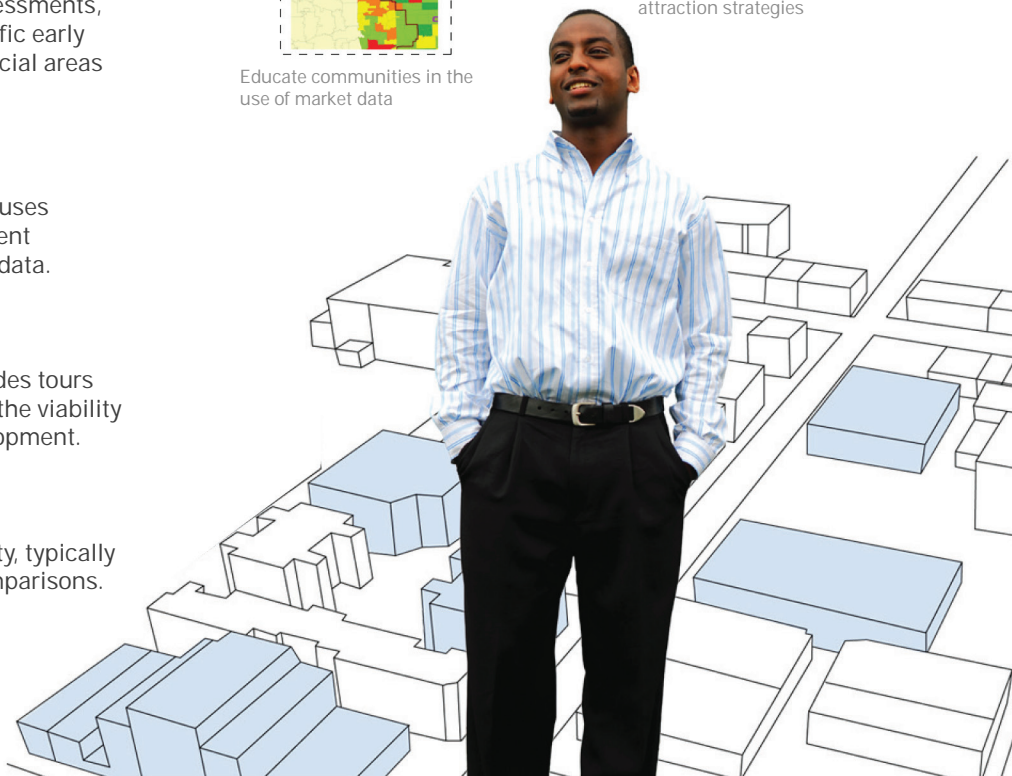
Allocate resources to support development projects

06,000,000	12,000,000	18,000,000	24,000,000	30,000,000
36,000,000	42,000,000	48,000,000	54,000,000	60,000,000
66,000,000	72,000,000	78,000,000	84,000,000	90,000,000
96,000,000	102,000,000	108,000,000	114,000,000	120,000,000
126,000,000	132,000,000	138,000,000	144,000,000	150,000,000
156,000,000	162,000,000	168,000,000	174,000,000	180,000,000
186,000,000	192,000,000	198,000,000	204,000,000	210,000,000
216,000,000	222,000,000	228,000,000	234,000,000	240,000,000
246,000,000	252,000,000	258,000,000	264,000,000	270,000,000
276,000,000	282,000,000	288,000,000	294,000,000	300,000,000

Develop comprehensive retail attraction strategies



Educate communities in the use of market data



WHAT DOES LISC METROEDGE OFFER COMMUNITIES? METROEDGE IN ACTION

- Strategies in today's market for business retention, as well as awareness of when and how to get ready for economic recovery
- Means to energize and unite communities, businesses, and investors around pragmatic strategies to revive their commercial corridors
- A platform to connect with businesses, banks, and municipal partners
- A clear assessment of market potential, and a path out of planning malaise
- Increased understanding about the interplay between housing, community services and commercial development
- Credible, nationally recognized market reports usable for communication and consensus building

WHO USES THE LISC METROEDGE PRODUCTS AND SERVICES?

- CDCs – to organize stakeholders and implement strategies for corridor improvement and business retention/attraction
- Public officials – to promote their communities and steer public resources to neighborhood markets
- Business owners – to better target markets
- Developers, bankers, potential retailers – to make investment decisions for creating new businesses or supporting existing businesses
- Funders – to make funding decisions in support of neighborhood markets
- LISC – to support commercial/retail components of Sustainable Communities strategies

Near East – Indianapolis, IN, 2010

MetroEdge created an Information Profile defining current market assets and opportunities, including highlighting investment potential for this near-downtown market area that is slated to host a Super Bowl training facility in 2012.

Quad Communities – Chicago, IL, 2009

MetroEdge's Retail Scan helped a CDC work to improve the streets and assist businesses, resulting in more and better new retail and the building of a market environment that is increasingly retail ready.

Springfield – Jacksonville, FL, 2008

MetroEdge built broad consensus around new marketing and streetscape improvement strategies to create market demand. The MetroEdge Retail Scan demonstrated the need for a commercial corridor manager and an expanded physical improvement program – and moved a neighborhood council to action.

Albany Park – Chicago, IL, 2008

MetroEdge provided neighborhood leaders and key institutions with a new updated perspective on their market that highlighted its tremendous buying power and density of retail opportunities. MetroEdge identified new marketing strategies that have been put into action and have brought new customers to the neighborhood, and reinvigorated a previously abandoned transit oriented development opportunity.

Bed Stuy – Brooklyn, NY, 2008

MetroEdge improved perceptions about market potential in Bed-Stuy (cited in NY Times) and helped three CDCs create new technical assistance programs for neighborhood businesses, make the case to investors for more funding for commercial projects in the neighborhood, and attract new businesses to the corridors.

West Haven – Chicago, IL, 2007

A west side Chicago CDC used MetroEdge's Retail Scan to secure a \$225k grant for a retail marketing and recruitment campaign. MetroEdge findings spurred creation of a business inventory, a clean-up program, a market data-based website, and attracted new retail stores to the corridor.