

Social Compact.

Inform < Apply < Impact

Place-Based Micro Market Research and Applications



About Social Compact

Mission and Guiding Principles

Social Compact helps build strong communities and economically stable neighborhoods by catalyzing private

sector investment in undervalued urban markets

1. Every neighborhood is a market
2. Information gaps are barriers to good policy and investment decisions in underserved communities
3. Private investors, public officials and communities must make decisions underpinned by shared understanding of data

Barriers for Revitalization

CAUSE: INFORMATION GAP

Lack of Transactional Data

- Incorrect Census Data
- Informal Economy

Lack of Market Demand

- Misperception

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- Crime
- Stability/Sustainability

IMPACT: ECONOMIC MALAISE

Property Dislocation/
Price Depreciation

Poverty

Lost Economic Opportunities

Cycle of Neglect

Thin Markets

RISK

LOST VALUE

NEGATIVE PERCEPTIONS

REDUCED QOL

DISINVESTMENT

CAUSE: Negative Neighborhood Indicators

IMPACT: Undervalued and Misunderstood Neighborhoods

St. Louis Study Area

25 Subareas within the Study Area



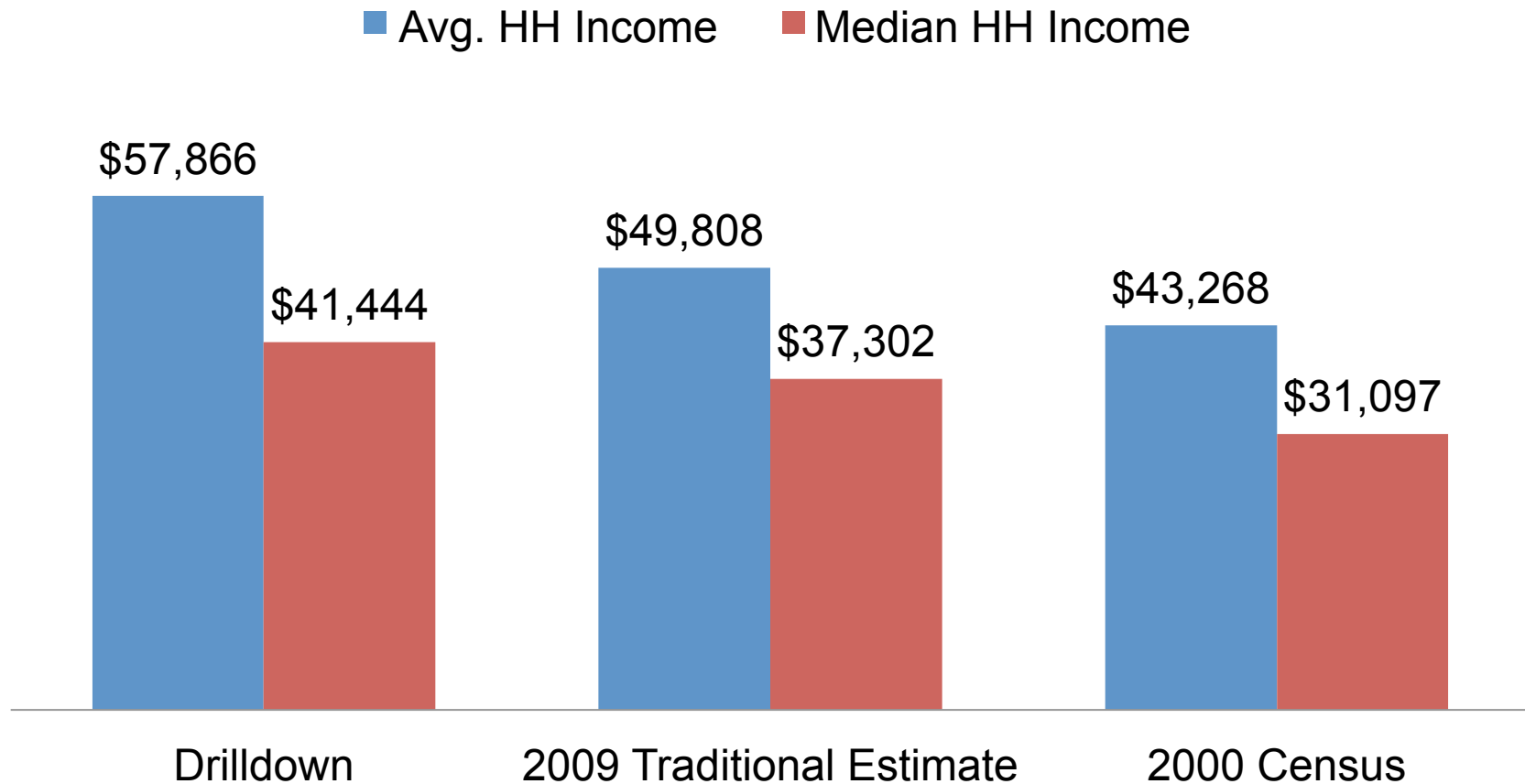
DrillDown Study Area, City of St. Louis & St. Louis County



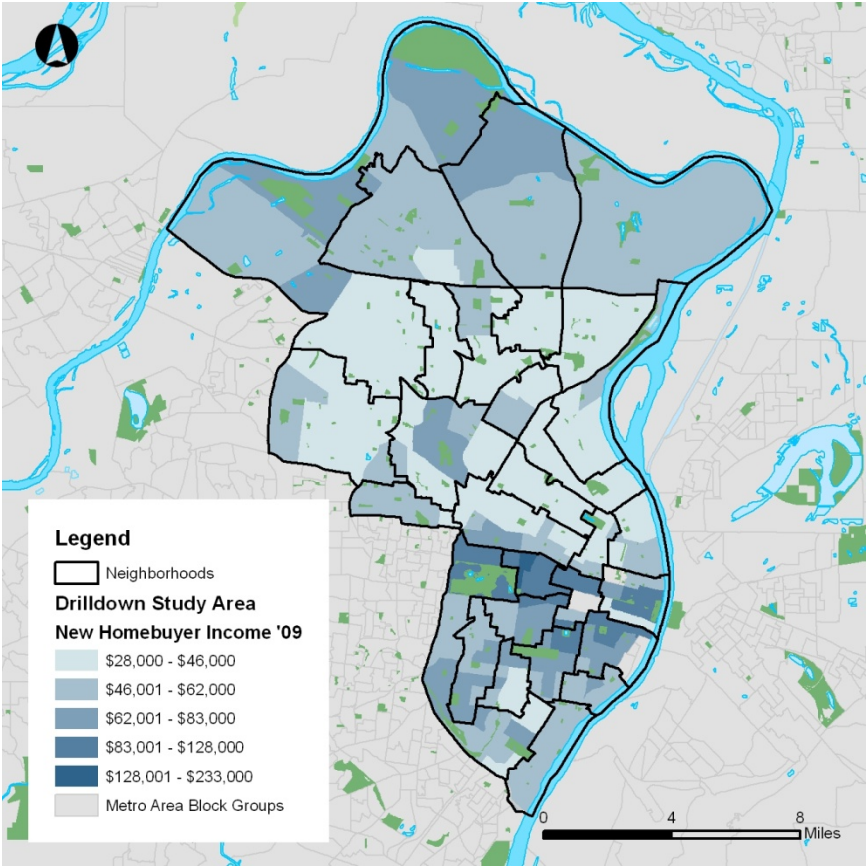
More than 500 million not captured by traditional economic estimates

- < The Drilldown estimates the St. Louis Study Area informal economy to be approximately **5%** of the total economy
- < St. Louis area households have on average about **\$2,000** in expenditure capacity not captured by traditional market measures

Higher Income on Average

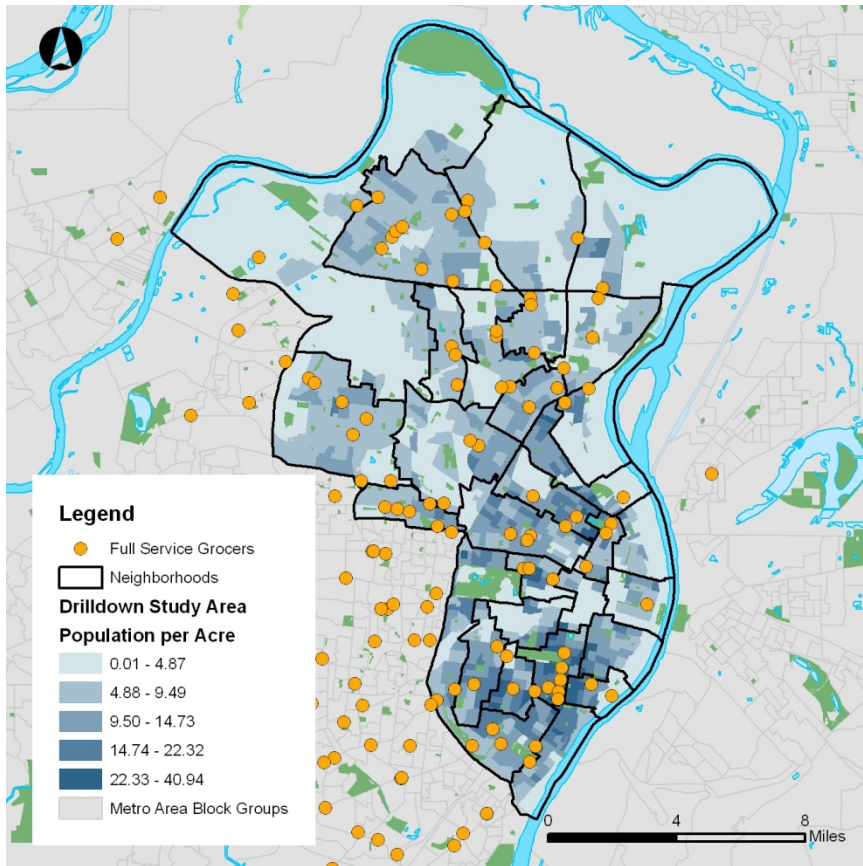


New Homebuyer Income



Average Income of New Home Buyers (2006 - 2008)			
1	CBD	\$102,191	
2	City of St. Louis	\$69,474	
3	St. Louis Study Area	\$59,281	
4	City Florissant	\$53,032	
5	MLK	\$52,770	
6	Cherokee	\$52,697	
7	St. Louis County	\$49,807	
8	Normandy School District	\$44,400	
9	Ferguson	\$41,757	
10	Natural Bridge	\$37,073	

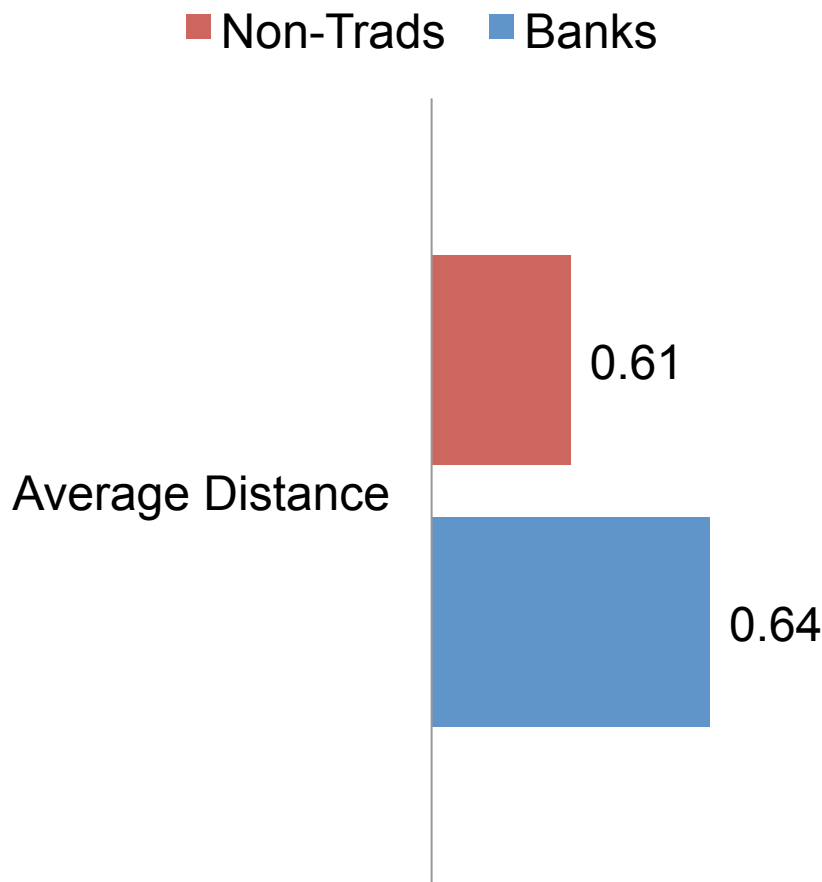
Measuring Food Access



Total Number of Full Service Grocers per 10,000 Households			
1	City Florissant	0.00	
2	Normandy School District	1.28	
3	CBD	1.52	
4	MLK	1.89	
5	City of St. Louis	1.91	
6	St. Louis Study Area	2.17	
7	Ferguson	2.27	
8	St. Louis County	2.47	
9	Natural Bridge	2.93	
10	Cherokee	3.57	

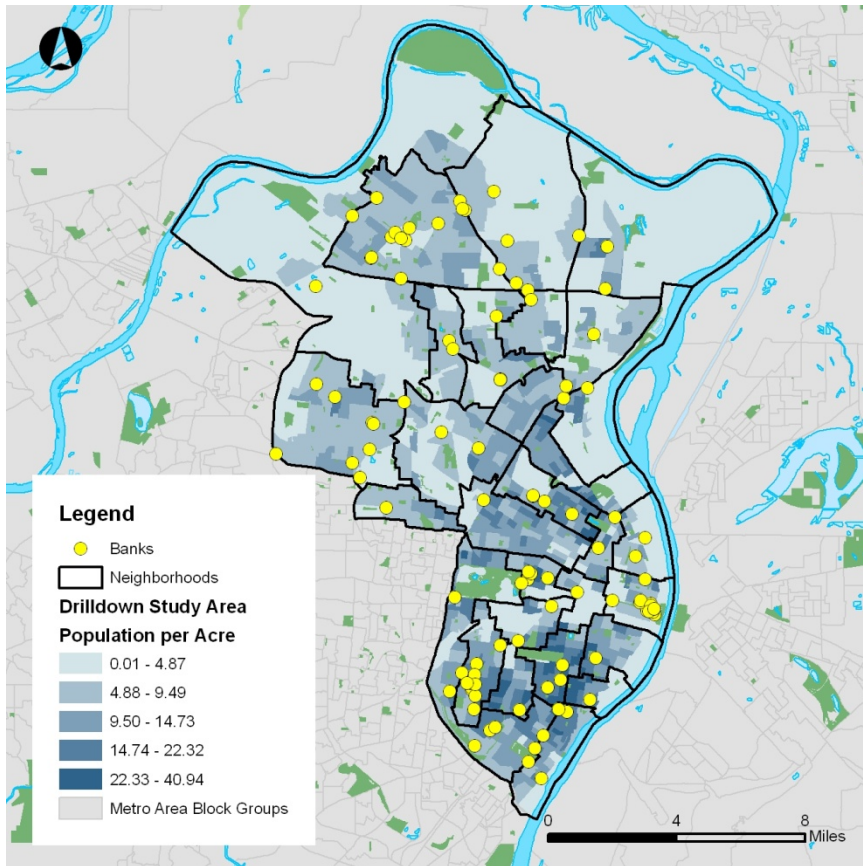
Average Distance to Nearest Full Service Grocer (in miles)			
1	Normandy School District	1.17	
2	City Florissant	1.12	
3	St. Louis County	1.10	
4	Ferguson	0.94	
5	CBD	0.92	
6	St. Louis Study Area	0.90	
7	City of St. Louis	0.78	
8	MLK	0.77	
9	Natural Bridge	0.68	
10	Cherokee	0.47	

Financial Services in the Study Area



- < 108 Banks
- < 30 Credit Unions
- < 139 Non Traditional Financial Service Providers (Non-Trads)
- < **Approximate 60%** of households have credit histories

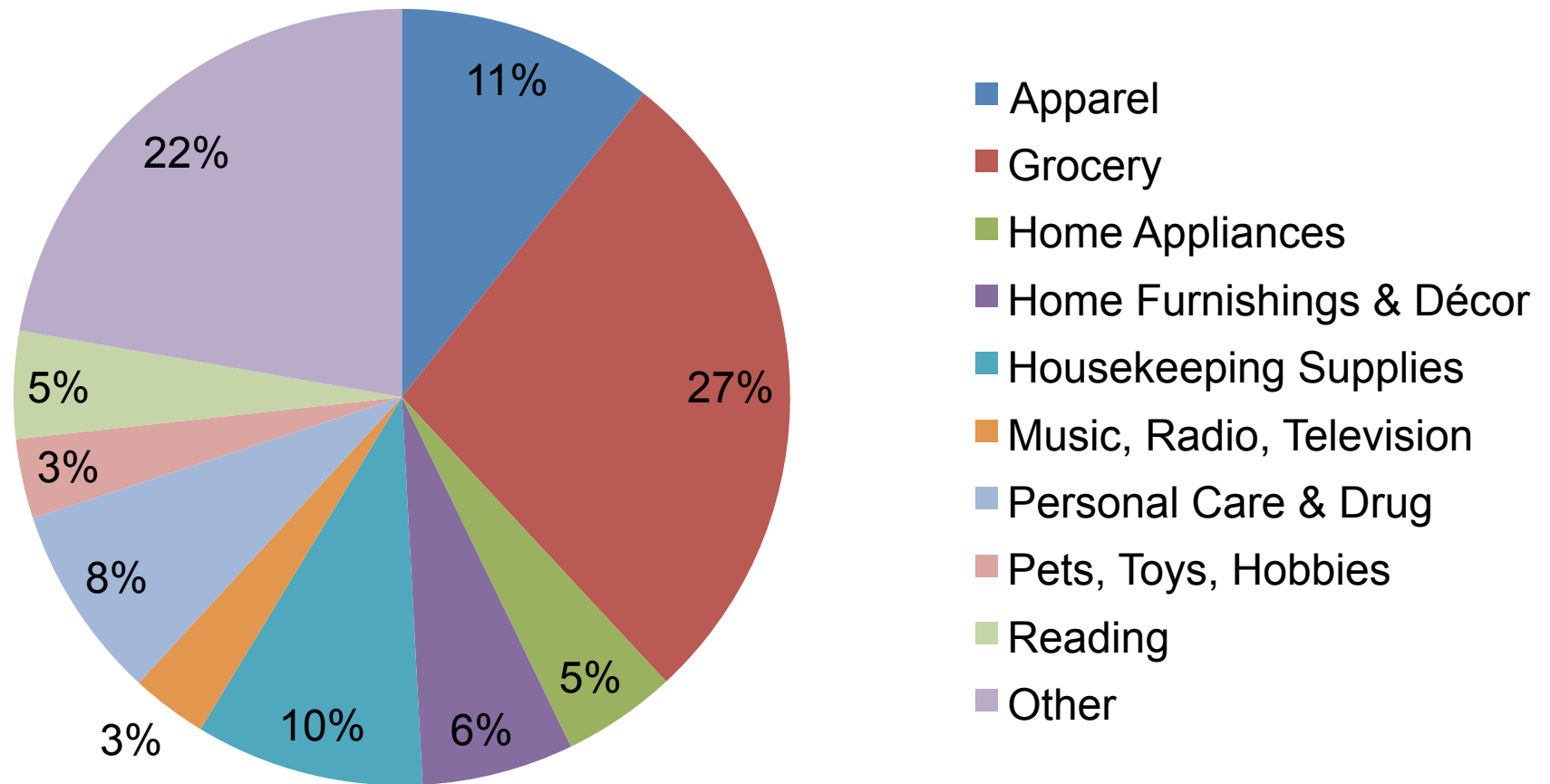
Measuring Financial Service Access



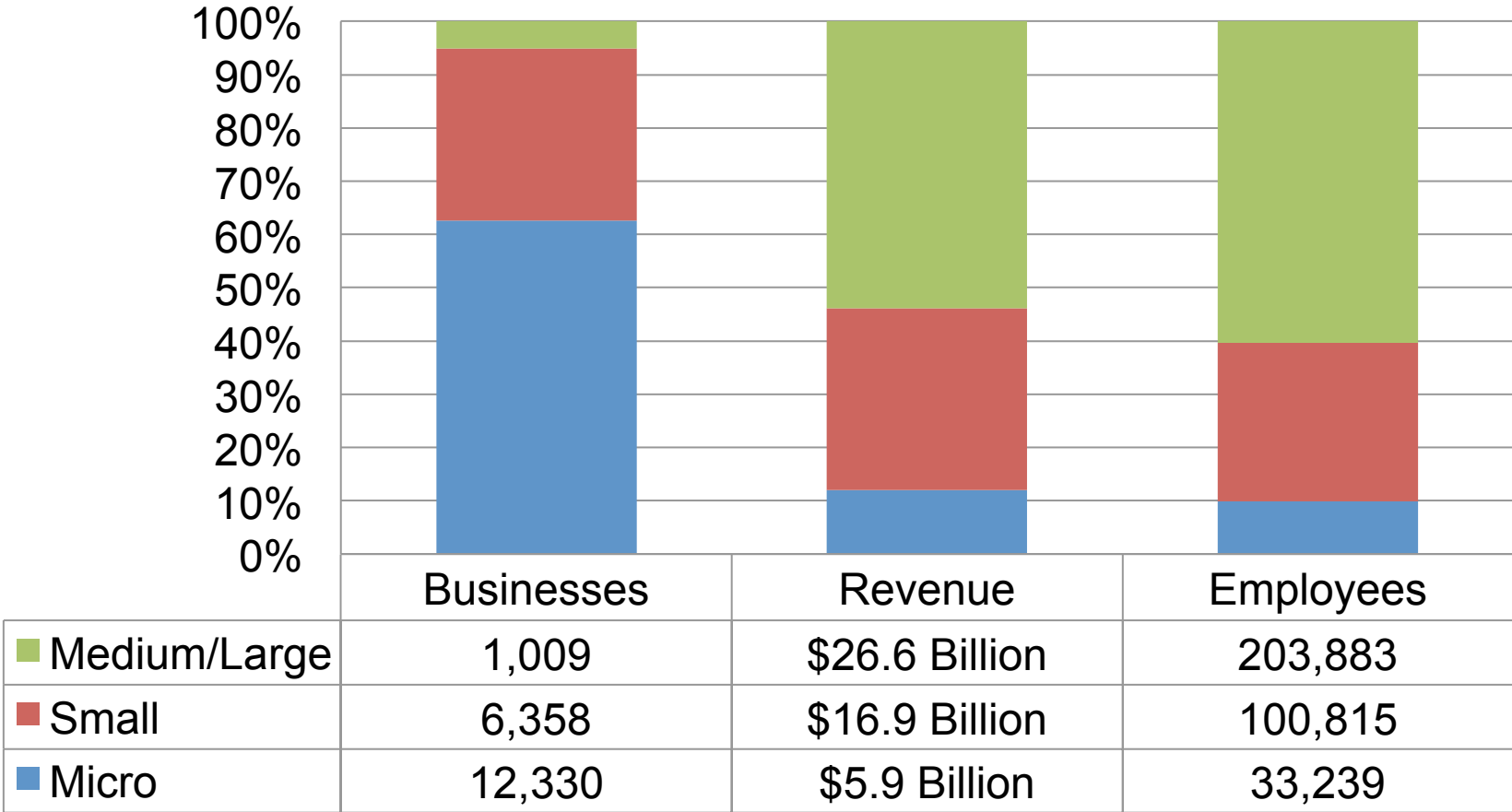
Total Number of Traditional Financial Service Institutions per 10,000 Households			
1 MLK	1.3	6 St. Louis Study Area	4.1
2 Cherokee	1.8	7 City of St. Louis	4.4
3 Normandy School District	1.9	8 City Florissant	6.4
4 St. Louis County	3.8	9 Ferguson	6.8
5 Natural Bridge	3.9	10 CBD	33.3

Average Distance to Nearest Bank (in miles)			
1 Normandy School District	0.79	6 City of St. Louis	0.56
2 St. Louis County	0.78	7 Natural Bridge	0.46
3 MLK	0.76	8 Cherokee	0.44
4 Ferguson	0.70	9 City Florissant	0.43
5 St. Louis Study Area	0.64	10 CBD	0.39

Retail Expenditures between \$5 and \$5.5 billion



Business Environment



DrillDown Impact Washington, DC

DCUSA – COLUMBIA HEIGHTS

Cross-sector Collaboration

- Citibank
- Development Corporation of Columbia Heights (DCCH)
- Washington DC Economic Partnership
- District of Columbia Office of Planning

Impact:

- \$149.5m development
- 546,000 square feet (sq ft.) of retail space
- 15,000 sq ft. dedicated to local and minority businesses
- Created 1,000 jobs
- \$12m in tax revenue



DrillDown Impact Washington, DC

Columbia Heights – Current Photos

Giant Foods Store on Park Rd.



View of 14th Street from
Condominiums



DrillDown Impact Washington, DC

Columbia Heights – Current Photos

New Residential and Commercial
Mix



The Heights Bar and Restaurant



DrillDown Impact Washington, DC

Columbia Heights – Current Photos

Historic Tivoli – Gala Hispanic Theatre



Renovated row houses



DrillDown Impact Miami, FL

WINN DIXIE – LIBERTY CITY

Cross-sector Collaboration

- Social Compact
- City of Miami, Mayor
- Liberty City Trust
- Winn Dixie Representative

Impact:

- City awarded recognition for hiring youth from the community
- Hired new store manager and 33 employees
- Provided management and customer service training
- In-depth renovation and clean-up
- Purchase of 200 new shopping carts
- Established an organic foods section
- Established ongoing contract with local cleaner



DrillDown Impact Houston, TX

GULFGATE CENTER – HOUSTON

Cross Sector Collaboration:

- Houston Gulfgate Partners
- Gulfgate Redevelopment Authority
- Wulfe & Co., Developer Ed Wulfe
- City of Houston, Planning & Development Director Robert Litke
- Wells Fargo & Co.

Impact:

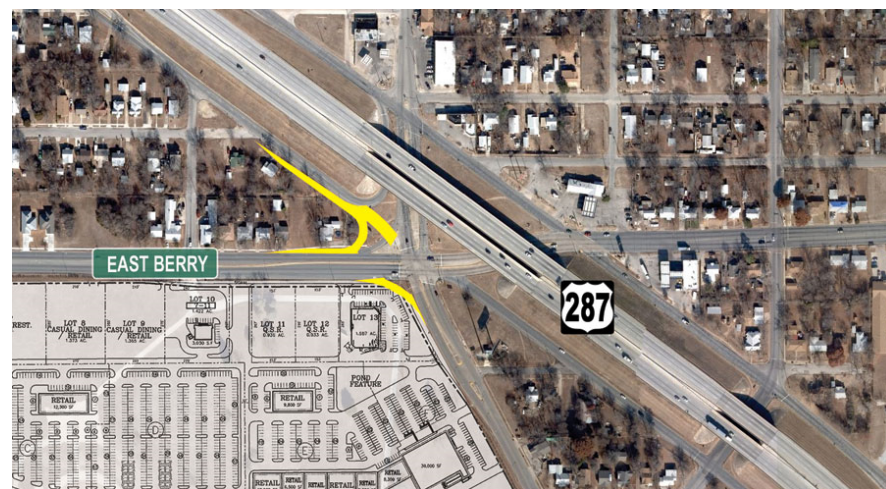
- First inner city redevelopment in 50 years
- Attracting 81,000 sq. ft. local grocer (HEB)
- 750,000 square feet (sq ft.) of retail space
- 100% occupancy rate
- Created 2,000 jobs
- Millions of dollars in tax revenue
- Houston Business Journal named Gulfgate “Best Community Impact Project” and “Best Commercial Rehabilitation/Renovation”



DrillDown Impact Fort Worth, TX

RENANAISANCE SQUARE DEVELOPMENT (SOUTHEAST)

- 75 million dollars
- First major commercial development in decades
- First grocery store Job creation
- 10 minutes from downtown Fort Worth
- Total 500,000 sq ft of leasable space
- 450,000 sq ft (new anchor and junior anchor; space for grocery, soft goods, sporting goods, electronics and cinema)
- 13 parcels (fast food, casual dining, banking, pharmacy, and convenience)
- Walmart Supercenter as anchor retail- lack of anchor retailers within 3-mile radius
- Realign dangerous highway intersection and provide direct access to the site (\$1.5 million)
- Incorporate development of 102 acres (500 or more single-family and multi-family units)



DrillDown Impact

St. Louis, MO



- < Financial Services
- < Retail-Business Environment-Entrepreneurship
- < Philanthropy
- < Food Access