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

IMPACT: ECONOMIC MALAISE
- Thin Markets
- Property Dislocation/Price Depreciation

RISK
- Negative Perceptions
  - Crime
  - Stability/Sustainability

NEGATIVE PERCEPTIONS
- Disinvestment

_CYCLE OF NEGLECT_

LOST VALUE
- Reduced QOL

DISINVESTMENT
- Undervalued and Misunderstood Neighborhoods

CAUSE: Negative Neighborhood Indicators

Catalyzing Investment for the Common Good
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

- **Drilldown:**
  - Avg. HH Income: $57,866
  - Median HH Income: $41,444

- **2009 Traditional Estimate:**
  - Avg. HH Income: $49,808
  - Median HH Income: $37,302

- **2000 Census:**
  - Avg. HH Income: $43,268
  - Median HH Income: $31,097
New Homebuyer Income

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>Average Income (2006 - 2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CBD</td>
<td>$102,191</td>
</tr>
<tr>
<td>2</td>
<td>City of St. Louis</td>
<td>$69,474</td>
</tr>
<tr>
<td>3</td>
<td>St. Louis Study Area</td>
<td>$59,281</td>
</tr>
<tr>
<td>4</td>
<td>City Florissant</td>
<td>$53,032</td>
</tr>
<tr>
<td>5</td>
<td>MLK</td>
<td>$52,770</td>
</tr>
<tr>
<td>6</td>
<td>Cherokee</td>
<td>$52,697</td>
</tr>
<tr>
<td>7</td>
<td>St. Louis County</td>
<td>$49,807</td>
</tr>
<tr>
<td>8</td>
<td>Normandy School District</td>
<td>$44,400</td>
</tr>
<tr>
<td>9</td>
<td>Ferguson</td>
<td>$41,757</td>
</tr>
<tr>
<td>10</td>
<td>Natural Bridge</td>
<td>$37,073</td>
</tr>
</tbody>
</table>

Legend:
- Neighborhoods
- Drilldown Study Area
- New Homebuyer Income '09
  - $26,000 - $40,000
  - $46,001 - $62,000
  - $62,001 - $80,000
  - $80,001 - $128,000
  - $128,001 - $233,000
- Metro Area Block Groups
Measuring Food Access

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

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

Catalyzing Investment for the Common Good
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

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

<table>
<thead>
<tr>
<th>Area</th>
<th>Average Distance to Nearest Bank (in miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Normandy School District</td>
<td>0.79</td>
</tr>
<tr>
<td>2 St. Louis County</td>
<td>0.78</td>
</tr>
<tr>
<td>3 MLK</td>
<td>0.76</td>
</tr>
<tr>
<td>4 Ferguson</td>
<td>0.70</td>
</tr>
<tr>
<td>5 St. Louis Study Area</td>
<td>0.64</td>
</tr>
<tr>
<td>6 City of St. Louis</td>
<td>0.56</td>
</tr>
<tr>
<td>7 Natural Bridge</td>
<td>0.46</td>
</tr>
<tr>
<td>8 Cherokee</td>
<td>0.44</td>
</tr>
<tr>
<td>9 City Florissant</td>
<td>0.43</td>
</tr>
<tr>
<td>10 CBD</td>
<td>0.39</td>
</tr>
</tbody>
</table>
Retail Expenditures between $5 and $5.5 billion

- Apparel: 22%
- Grocery: 27%
- Home Appliances: 5%
- Home Furnishings & Décor: 6%
- Housekeeping Supplies: 11%
- Music, Radio, Television: 3%
- Personal Care & Drug: 8%
- Pets, Toys, Hobbies: 3%
- Reading: 10%
- Other: 5%
Business Environment

<table>
<thead>
<tr>
<th></th>
<th>Businesses</th>
<th>Revenue</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium/Large</td>
<td>1,009</td>
<td>$26.6 Billion</td>
<td>203,883</td>
</tr>
<tr>
<td>Small</td>
<td>6,358</td>
<td>$16.9 Billion</td>
<td>100,815</td>
</tr>
<tr>
<td>Micro</td>
<td>12,330</td>
<td>$5.9 Billion</td>
<td>33,239</td>
</tr>
</tbody>
</table>
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

Catalyzing Investment for the Common Good
DrillDown Impact
Washington, DC

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-Entreprenuership
< Philanthropy
< Food Access