

WHERE WE'VE WORKED

ATLANTA, GA | CHICAGO, IL | FORT WAYNE, IN | INDIANAPOLIS, IN | JACKSONVILLE, FL | MILWAUKEE, WI | LOS ANGELES, CA
NEW YORK, NY | SYRACUSE, NY | TROTWOOD, OH



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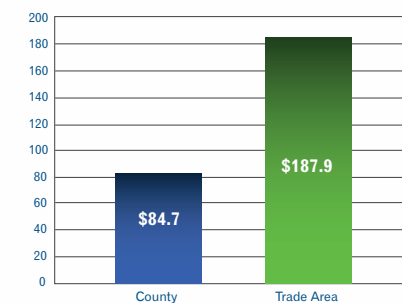
metroedge.lisc.org



Financial support for LISC MetroEdge is provided by The John D. and Catherine T. MacArthur Foundation



CONNECTING INFORMATION
TO DEVELOPMENT



research for emerging urban markets and communities

LISC MetroEdge combines innovative market research, quantitative analysis, and grassroots community engagement to correct misperceptions of urban markets, identify hidden assets, and help communities exercise more control over their economic futures. LISC MetroEdge is a product of the Local Initiatives Support Corporation (LISC), the nation's largest community development intermediary.



SOUND DATA + SOUND ADVICE

INTELLIGENCE FOR URBAN MARKETS. The comprehensive urban metrics developed by LISC MetroEdge more accurately describe emerging markets, spotlight assets, and identify trends that community and government leaders can use to attract and grow businesses in their cities. Why is this important? Conventional market data often tells an incomplete story, resulting in missed opportunities and false perceptions about the development potential of urban markets. We help communities combat those perceptions and use information to highlight real investment potential.

RESEARCH THAT LISTENS TO AND SPEAKS TO COMMUNITY. LISC MetroEdge prioritizes the value of community. LISC MetroEdge consultants are not just market analysts, but experienced community development practitioners who understand both the market and social context of communities. They help communities understand market information and how to use it to devise effective retail attraction strategies.



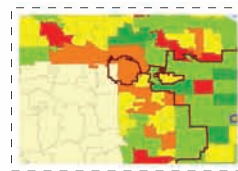
Reveal and highlight community assets and market opportunities



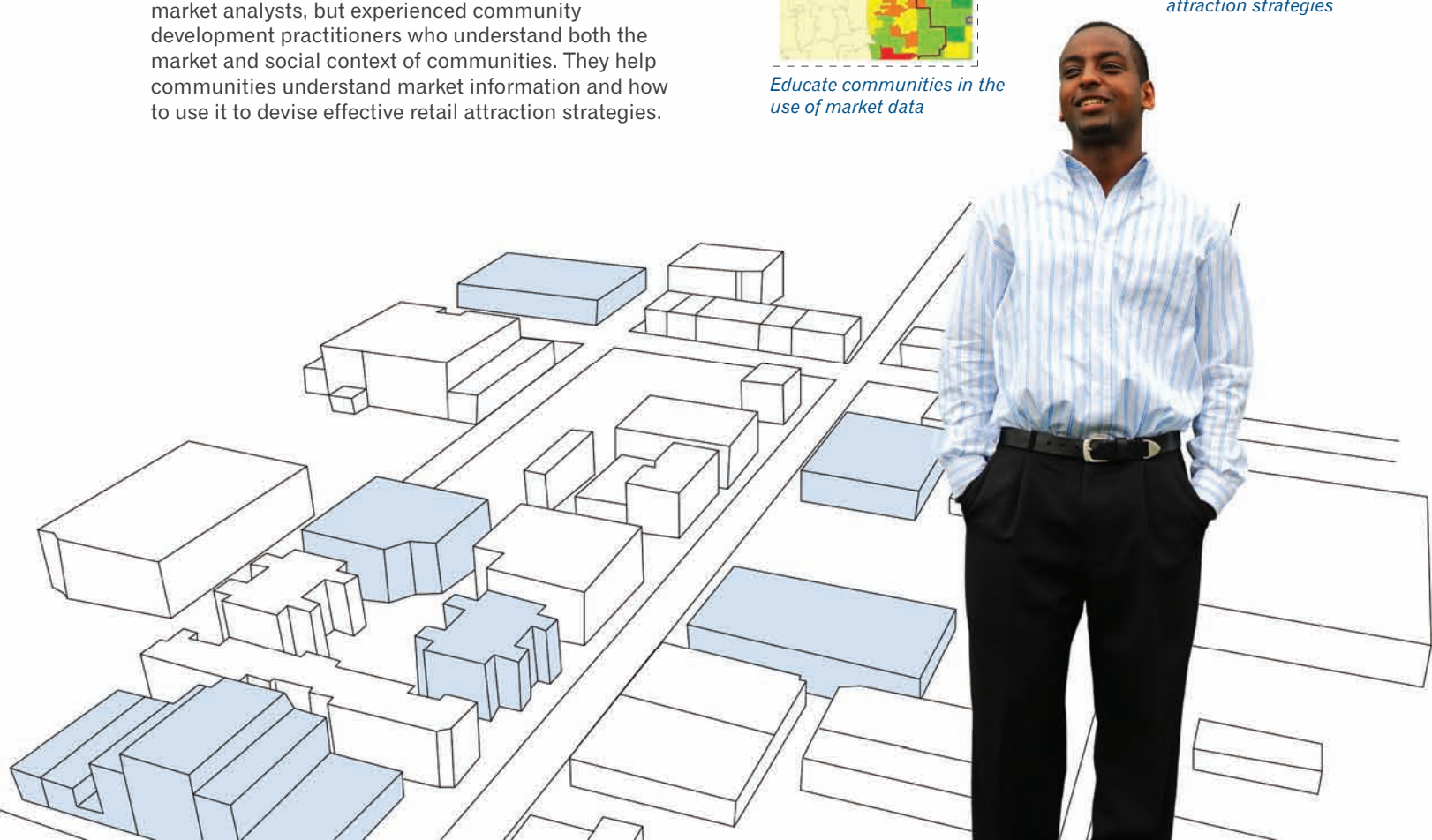
Allocate resources to support development projects

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10,000,000	20,000,000	30,000,000	40,000,000	50,000,000
15,000,000	25,000,000	35,000,000	45,000,000	55,000,000
20,000,000	30,000,000	40,000,000	50,000,000	60,000,000
25,000,000	35,000,000	45,000,000	55,000,000	65,000,000
30,000,000	40,000,000	50,000,000	60,000,000	70,000,000
35,000,000	45,000,000	55,000,000	65,000,000	75,000,000
40,000,000	50,000,000	60,000,000	70,000,000	80,000,000
45,000,000	55,000,000	65,000,000	75,000,000	85,000,000
50,000,000	60,000,000	70,000,000	80,000,000	90,000,000

Develop comprehensive retail attraction strategies



Educate communities in the use of market data



SOUND ACTION

METROEDGE TOOLS

RETAIL SCAN

Engaging Communities and Analyzing Markets

MetroEdge engages intensively with communities to define sound retail attraction goals. We help our clients interpret local and national market data and use it to develop a story that differentiates their community from the typical demographic story often told by national data alone. By giving our clients the tools to tell their own story, MetroEdge helps communities influence, plan for and realize positive commercial development activity in their markets.

CITY-WIDE MARKET PROFILES

Concrete Tools to Market Your Neighborhood Now

Since 2002, MetroEdge has provided the City of Chicago with neighborhood profiles for each of its 77 neighborhoods. These 2-3 page profiles are the underpinning of the City's nationally-recognized 'Retail Chicago' program.

The City-Wide Market Profile is an invaluable tool to devise strategic, city-wide retail attraction efforts as well as to showcase your community's assets and profit-making potential with retailers, brokers and developers.

CUSTOMIZED SOLUTIONS

Products Customized to Address Unique Challenges

Let us show you how to combine sound data with solid advice to help your community realize its own commercial development vision.

MetroEdge believes 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 work includes a clear focus on community planning and readiness that identifies opportunities for real action through a combination of demographic information and community visioning.

INFORMATION-LED DEVELOPMENT

- Combining nationally recognized MetroEdge metrics such as concentrated buying power and adjusted float with data on new homeowners or investment activity to paint a more accurate representation of a neighborhood's development opportunities
- Using information to engage and educate community leaders to develop critical buy-in and commitment
- Helping communities develop and command their own commercial development vision by putting the power of information at their fingertips
- Providing concrete, market-based implementation strategies that improve the investment climate to assure successful retail attraction and commercial development

OUR WORK DOES NOT END WITH RESEARCH

LISC MetroEdge is backed by the Local Initiatives Support Corporation (LISC). LISC transforms communities by mobilizing corporate, government and philanthropic support to provide grants, loans, equity investments; local, statewide and national policy support; and technical and management assistance. LISC's Commercial Markets Advisory Service (CMAS) provides additional targeted supplementary assistance to sites within the LISC network as they advance their commercial development goals.