



LISC MetroEdge is a market research and consulting unit within LISC that supports commercial corridor revitalization efforts throughout under-invested and emerging market neighborhoods in the United States by spotlighting their hidden retail profitability.

We combine rigorous quantitative analysis with expert knowledge of retail and related commercial development to help communities to:

- Reveal and highlight community assets and market opportunities so increased investment can occur.
- Understand neighborhood trends to inform policy and development strategy.
- Have easy access to good, relevant information for different local neighborhoods and development sites.

Conventional retail market assessment tools rely on off-the-shelf national data sources that can be analyzed quickly and presented to chain retailers operating primarily in higher-income and homogeneous suburban markets. Unlike traditional methods, LME relies on national and local sources of data to develop powerful new metrics of retail market potential customized to specific neighborhoods.

Through hands-on work with community groups, local governments and other stakeholders, results are used to describe the marketplace, educate stakeholders, highlight pre-requisites for development, and steer scarce resources in the most productive directions.

Core Products and Services

The **Retail Scan** is LISC MetroEdge's most comprehensive analysis and consulting service. It includes a comprehensive assessment of the retail development potential of a trade area, and expert advice from our team of community consultants and developers about the best options for attracting new retail development. Unlike conventional retail market research companies, we have developed a set of powerful urban metrics to describe retail market potential, customized to specific trade areas. Local and national data sources are used extensively.



The **Retail Snapshot** describes the retail development potential of a trade area using LISC MetroEdge's cutting edge metrics drawn from *national* data sources. This snapshot reveals the hidden retail profitability of a trade area, but is a less-customized analysis than is available through the Retail Scan. This product is ideal for groups that have already started working on a development strategy and have a trade area defined.

LISC MetroEdge's **City-Wide Community Profiles** include 2-3 page profiles for all of a city's neighborhoods. This product uses select components of our methodology drawn from national data, paired with available local data to create reports that are ideal for local stakeholders to use in comprehensive retail attraction efforts. These profiles are used to educate retailers and developers about the potential profitability of developing new projects in urban markets. They are excellent marketing tools for tradeshow and economic development offices.

LISC MetroEdge can also create **Customized Products and Services**.

For more information, please contact *LISC MetroEdge* at 312-385-4806 or visit <http://metroedge.lisc.org>.

BUILDING SUSTAINABLE COMMUNITIES