



## **Neighborhood Market Intelligence Knowledge Products to Meet the Needs of Cities Today and Tomorrow**

Cities today need business attraction tools that demonstrate the significant market potential in underserved neighborhoods. Shorebank has thirty years of experience in understanding and successfully investing in markets where no other banking or community development institution existed. Now, Shorebank has a series of new proprietary market intelligence products for retailers and other businesses that need assistance with finding specific sites in underserved communities. We provide businesses with neighborhood reports and rankings; enhance site location models; help businesses choose neighborhoods and specific sites; and assist marketing strategies and product development.

### ***We have developed new proprietary market knowledge products***

Shorebank's set of new knowledge products identifies the untapped market potential in underserved neighborhoods. These products draw from a specialized, first-of-its-kind Inner City Economic Database (ICED). Created by Shorebank, ICED combines proprietary corporate data, previously unreleased government data, and customized private sector data to create a descriptive picture of an area down to the census tract level and show its market potential. The existing data sets reveal neighborhood characteristics that traditional standardized reports overlook and offer a unique depth of understanding, identifying both current needs and historical and future trends. Combined with a network of local data sets from select cities, ICED presents an exciting opportunity to attract businesses to underserved neighborhoods.

Shorebank has already used its expertise and business-focused knowledge products with national retailers to enhance their site selection strategy in Chicago; and is taking advantage of the enormous potential for expanding this service nationwide. Shorebank is also sharing this expertise with the broader retail industry through its membership in Business for Social Responsibility's Site Selection Working Group, which includes senior business executives of national clothing, video, and coffee retailers.

### ***We will help you make informed choices to attract businesses***

While partner cities can increase their neighborhoods' visibility by providing local data and being a part of Shorebank's corporate network, Shorebank can also provide a variety of products and services that can help you leverage the hidden potential of your neighborhoods.

***Market Reports:*** Combined with Shorebank's decades of inner city experience and knowledge, these meaningful and descriptive reports make it possible to conduct sophisticated customized analysis for attracting business and business services to underserved areas.

***Strategic Planning:*** Using our database and years of urban market and strategic analysis experience, Shorebank will provide a customized business attraction strategy for a partner city.

**Neighborhood Rankings:** Based on an internal ranking system, Shorebank will identify the most promising neighborhoods for business activity in the metropolitan area.

**Neighborhood Panels:** Companies seeking to tap urban markets value on-the-ground knowledge about local markets that is not captured in any quantified database. Shorebank will put together a panel of local experts in an effort to tap into local knowledge, and will provide a neighborhood consumer confidence indicator to our client companies.

As an example, Shorebank is working in tandem with the City of Chicago to collect and provide distinct data to spur business development in Chicago's inner city areas. The City has agreed to provide Shorebank with annual data on various indicators, and Shorebank is providing the City with data reports. This partnership gives Chicago an edge by helping Shorebank in its work with national companies.

### ***Become a Shorebank Partner City***

In 2001, Shorebank will develop partnerships with up to 10 cities across the United States to leverage change in corporate strategy, business investment, and economic development on a national scale. Shorebank is currently screening and selecting cities for Partnership. As in Chicago, Shorebank would like to solicit key data sets in these cities and thus bring the city's strengths to the attention of national companies. Shorebank can provide an ongoing data provision service to each city and work closely with the city or a group of local entities to ensure companies find the quality assistance they require.

### ***Who we are***

Shorebank, the country's original and premier community development bank holding company, is in the business of investing in neighborhood markets. We have invested over \$1 billion in underserved neighborhoods since 1973. Today, with \$1.1 billion in assets and \$76 million in equity, there are Shorebank affiliates in targeted areas around the country, where neighborhoods and businesses are now thriving. An extensive global network of business professionals works with business clients nationally and internationally, using Shorebank's vast experience to develop sustainable programs and strategies. Our continuing success has proven that unique advantages exist in urban neighborhoods, and that an understanding of the market, leading to successful investments, vastly improves neighborhoods. By being lenders, developers, property managers and advisors, Shorebank management has created a rich knowledge base about urban populations and neighborhoods and has brought successful trade business to those markets.

### ***Learn more***

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