



# **Louisville Metro DrillDown Findings**

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# Capturing Underserved Market Potential

In over 300 *undervalued* neighborhoods across the country, Social Compact has found:

## Larger Markets

- 1,121,000 More residents
- 350,000 More households

## Greater Buying Power

- \$32.1 billion more aggregate household income (+29%)
- \$14.1 billion by informal economy income

## Less Risk, More Stability

- Falling crime rates
- Booming property market
- High owner occupancy by building

# The DrillDown Process

## Diverse Datasets to Uncover Missed Potential

Tax assessor records  
Building permits  
Home sales  
Utility hookups and usage  
Utility payment methods  
Voter registration records  
Mortgage records  
InfoUSA business records  
Credit bureau records  
IRS  
HMDA  
USPS delivery stats



**Market Size**

**Market Strength**

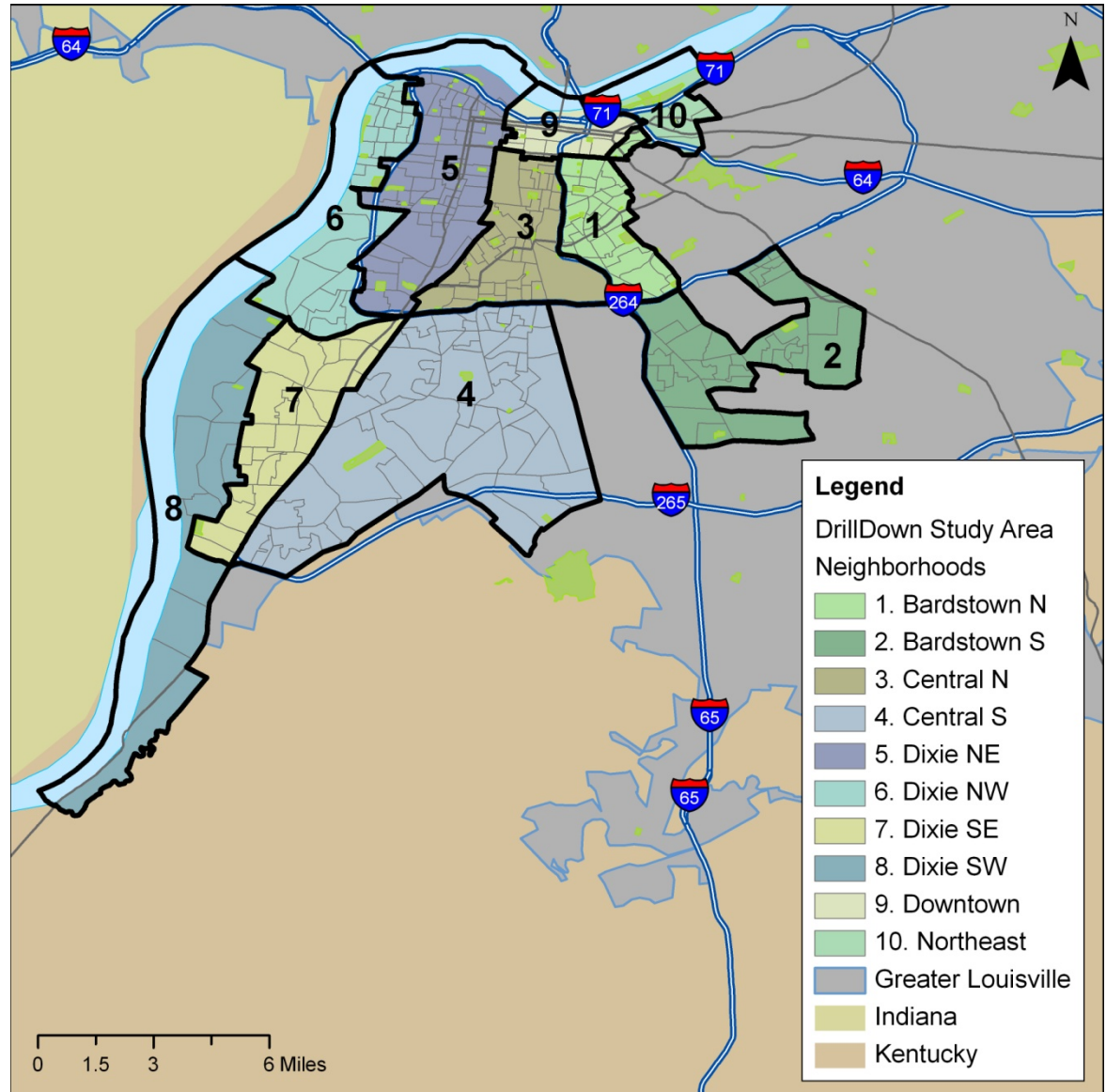
**Market Stability**

**Market Potential**

# Louisville Metro DrillDown

Highlighting Market Strengths in Louisville's Undervalued and Overlooked Retail Zones

**Bardstown**  
**Central**  
**Dixie**  
**Downtown**  
**Northeast**



# Louisville Metro DrillDown

## Overview Highlights

**DrillDown estimates greater market size**

**44,800**

The DrillDown estimates the total population of these Louisville communities at 361,879 -- 44,800 more people than the 2008 conventional market estimate (317,062) and 27,000 more people than the 2000 Census estimate (334,834)

# Louisville Metro DrillDown

## Overview Highlights

**Higher average household incomes signal greater buying power**

**\$43,900**

The DrillDown estimates average household income in these Louisville communities at \$43,900, 5.6% higher than the 2008 conventional market estimate (\$41,600)

**\$48,500**

Newer homeowners report average incomes significantly higher than the average income in 2000. The average household income of homebuyers who purchased homes in these neighborhoods between 2003 and 2006 is \$48,500, 30% higher than the Census 2000 average income in the profiled Louisville communities

# Louisville Metro DrillDown

## Overview Highlights

**Missed aggregate income reveals untapped market strength**

**\$1.1 billion**

With an aggregate income of \$6.7 billion, the DrillDown finds \$1.1 billion is missed by conventional market estimates.

**\$378 million**

DrillDown analysis reveals an informal economy worth an estimated \$378 million, signaling substantial unrecognized income missed by conventional market estimates

# Louisville Metro DrillDown

## Overview Highlights

# \$196 million in retail leakage

Residents of these Louisville communities spend nearly \$2.0 billion on retail purchases. Sizable retail leakage of \$196 million demonstrates that these Louisville residents spend at least one out of every ten dollars of their retail purchases on purchases outside the community.

**The retail leakage in the Louisville Study Area amounts to more than \$196 million, or 1 out of every 10 dollars.**

# Experience in Other Markets

## Houston, TX

The DrillDown was used to support the \$50 million redevelopment of Gulfgate Center, a 750,000 square foot retail mall. The redevelopment of Gulfgate Center represented the first new retail construction in inner-city Houston in 50 years and resulted in 100% occupancy, the creation of 2,000 jobs and currently ranks as one of the city's busiest retail centers.

## Washington, DC

The DRILLDOWN formed a key component of a wider campaign by the City to attract quality retail to Washington's underserved markets. DC USA, a \$140 million, 546,000 square foot shopping and entertainment complex boasts With major retailers like Target, Best Buy, Washington Sports Club, and Bed Bath and Beyond was developed in the heart of Columbia Heights. In addition, Giant food stores opened a new grocery store only blocks away.

## Cleveland

KeyBank opened a new branch anchoring the 40,000 square foot development at Arbor Park Place once one of Cleveland's most blighted shopping centers in one of the city's most underserved neighborhoods. Key Center offers innovative products and services designed to bring residents into the financial mainstream.

# Market Connections

Using DrillDown findings to fill opportunities

## Implications for:

- National retail attraction
- Small business development
- Human capital
- Community empowerment by aligning capital to community aspirations
- Land valuation indicators



Thank you to  
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**Making Connections- Louisville**

**Metro United Way**

**Community Resource Network**

**PNC Bank**

**U.S. Bank**

**Fifth Third Bank**



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