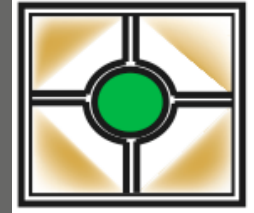


Client Samples

"PLACE came to us when our organization was in transition and in the midst of a major economic development project. We needed to re-establish our SSA and at the same time learn how SSAs work. PLACE's unique experience of having both set up and managed SSAs was invaluable in getting our SSA reconstituted and setting up the organizational structure to manage it and move it forward on our own." – Luis Alva, Little Village Chamber of Commerce



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Lincoln Park Commercial District Study - Chicago

The Clark Street commercial area in Lincoln Park had strong local spending power and a stable community, yet was unable to compete with its more desirable regional neighbors. While other commercial areas nearby had become destinations for boutique clothing or a variety of dining options, Clark Street had not capitalized on its assets and had become a commercial area without a compelling identity, lacking a critical mass of strong destinations.

The Lincoln Park Chamber of Commerce hired PLACE Consulting to assess the competitive strengths of Clark Street, understand the primary target audiences and their needs, and then develop an economic development plan for the district. PLACE conducted extensive interviews of local shoppers, residents and leaders, analyzed the demographic and economic data of Clark Street and its competitors and assessed the commercial area's place in the local and regional economy.

PLACE discovered resident groups with clearly disparate needs and sub-districts with very different opportunities and challenges as part of the economic development plan. PLACE identified specific retail niche markets that could be developed or supported to improve the competitiveness of the district. Working collaboratively with the Chamber, PLACE developed clear and implementable recommendations in three phases, created engaging materials for proactive business recruitment, and produced concise summaries of findings and recommendations to communicate the plan to elected officials and neighborhood groups.

Little Village SSA Expansion and Reconstitution - Chicago

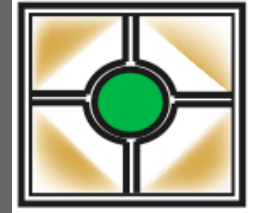
The Little Village Chamber of Commerce hired PLACE Consulting to lead them through the SSA reconstitution process, amidst changing leadership and tight deadlines. The Chamber was seeking to double the size of their existing SSA, assess the costs and benefits of including certain sections and complete the process all within a timeframe that was half the typical reconstitution timeline.

PLACE successfully led the Chamber through the public meetings, data analysis, market analysis and other requirements of SSA establishment and reconstitution, and then developed organizational capacity to ensure the success of the organization and its programs.

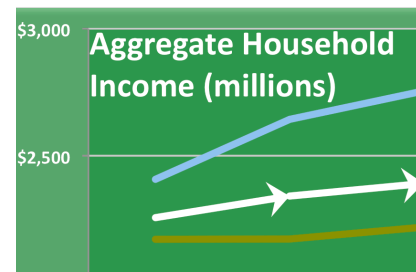
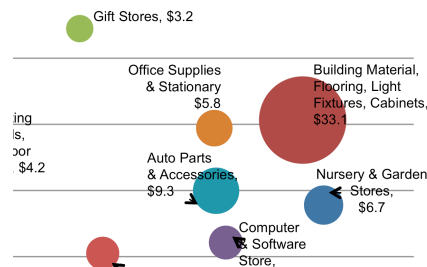
Due to PLACE Consulting's unique familiarity with both managing and operating SSAs the SSA was successfully reconstituted. This marked the seventh established or reconstituted SSA which PLACE Consulting has led. PLACE Consulting has since provided ongoing budgetary guidance and organizational and capacity development to the Chamber.

Client Samples

"PLACE has played an important role by listening to our needs and executing a plan that has proved to be very successful. The demographic and consumer comparison study has been a great tool for us to attract new business to our community. The business attraction forum developed by PLACE was a huge success with a great mix of landlords, brokers and potential tenants. We hope that other districts recognize the value and essential tools that PLACE Consulting offers, which are so needed to help keep our business districts thriving in such a challenging economy." – Maureen Martino, Lakeview East



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Lakeview East (LVE) Recruitment and Retention Strategy - Chicago

LVE is a dense lakefront community of over 50,000 people on the northside of Chicago. The Lakeview East Chamber of Commerce engaged PLACE Consulting to develop a comprehensive business recruitment and retention strategy for the neighborhood. While areas like Lakeview East pride themselves on an array of locally-owned restaurants and boutiques, the neighborhood was feeling the pressure of rising rents and suffering from increasing turnover. Additionally, there was a perception that the composition and retail demands of the community were changing.

PLACE identified priorities, mapped the current conditions of the commercial areas, discussed challenges and priorities with business and property owners, incorporated recent shopper survey findings and analyzed an array of data to reveal current and projected demographics and spending patterns. PLACE applied its unique analytical approach through an assessment of psychographic groups, retail niches and local data to fully understand the challenges and advantages of Lakeview East.

Based on our own experience implementing commercial corridor plans and lessons from best-practices nationwide, PLACE developed an action plan that included recommendations to address retention issues, viable recruitment possibilities and identified district-wide improvements that were needed. PLACE also developed eye-catching materials that highlighted the key advantages of LVE as a place to do business, so the Chamber could target the types of businesses that research indicated would fit well in the community. A concise summary of the key findings and recommendations was developed to communicate the vision, goals and objectives to local elected officials and neighborhood groups.

Azteca Mall Economic Impact Study - Chicago

PLACE Consulting was hired to assess the potential economic impact of a new regionally themed Mexican shopping mall called Azteca Mall. The partners involved in the project were interested in developing an 80,000 square foot internal shopping mall in the Little Village neighborhood of Chicago, with an entertainment stage and a specialty food court dedicated to the regional cuisines of Mexico. In order to secure the proper zoning clearance, the Alderman required the partners to submit an assessment of the projects impact on the nearby commercial district.

PLACE assessed the impact on the local retail community, given the types of retail Azteca Mall planned to provide, and estimated the impact on job creation during both construction and operation. PLACE successfully completed its objective assessment for our clients under a short deadline. The project was subsequently approved by the Alderman to proceed.