




MEMORANDUM

Date: October 4, 2011

To: Chairman Burns & Members of the Housing and Economic Development Committee

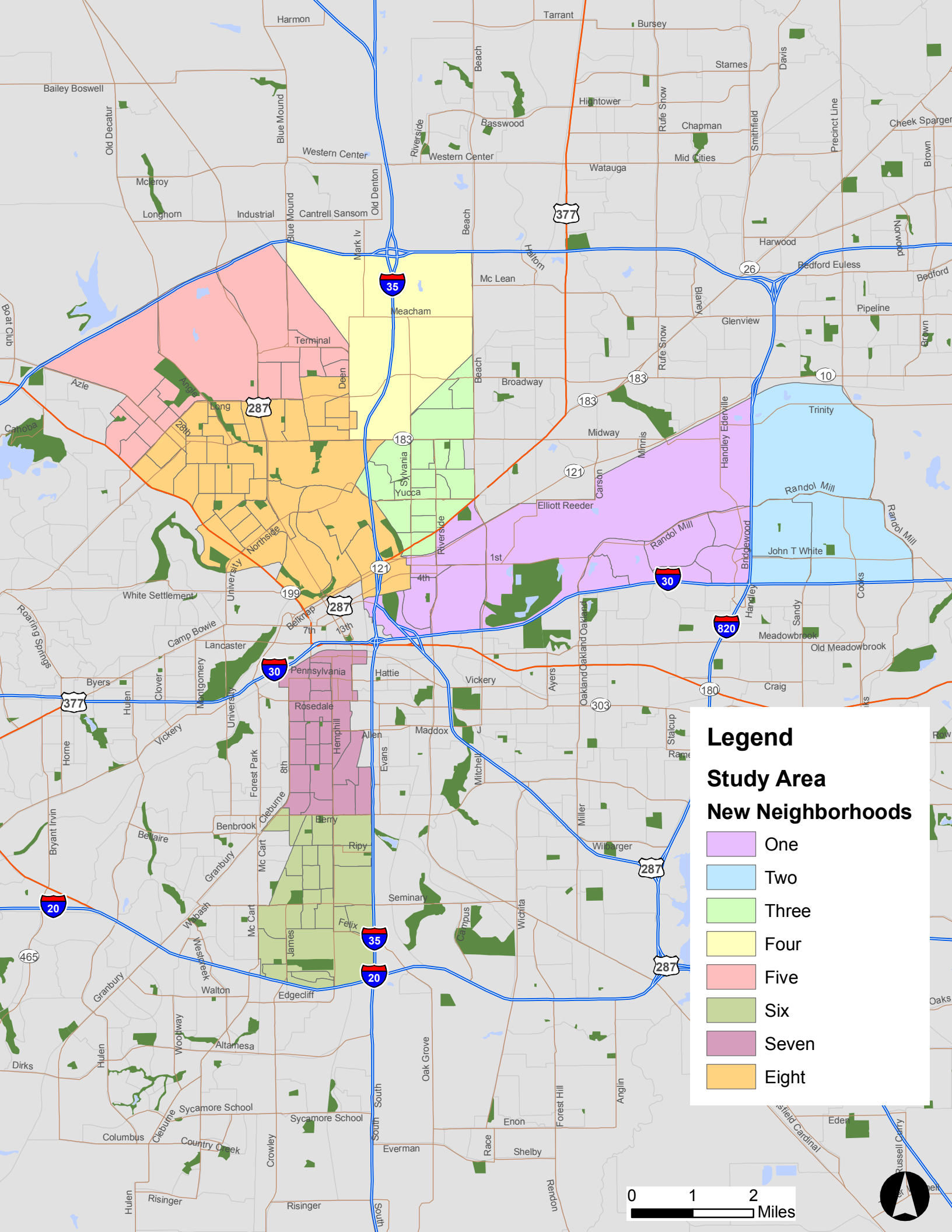
From: Jay Chapa, Director of Housing and Economic Development 

Subject: Summary of Social Compact Urban Market DrillDown Analysis Findings for the Northeast, Northwest, and Southwest Quadrants of Fort Worth

In 2008, Social Compact presented an urban market drilldown analysis for southeast Fort Worth. Social Compact, Inc., (Social Compact) offers neighborhood market analysis services to local governments, community organizations and businesses looking to attract investment or to invest in inner-cities. The results of the southeast drilldown highlighted untapped market potential in the area and attracted the Shoppes at Renaissance Square development, a \$75 million project, which is the largest retail investment in southeast Fort Worth's history.

Social Compact was commissioned by the City Council to provide a drilldown analysis for the northeast, northwest, and southwest quadrants of the city. In August 2011, Social Compact presented its findings for eight study neighborhoods. Attached is map of the eight selected neighborhoods.

Staff will use the study to attract commercial investment in selected areas. The entire market drilldown analysis will be available on the city's website, www.fortworthtexas.gov/hed, by the end of October, 2011. Please let me know if you have any questions or concerns regarding the findings presented. Thank you.



Legend

Study Area

New Neighborhoods

- One
- Two
- Three
- Four
- Five
- Six
- Seven
- Eight

