



Solutions for Sustainable Markets

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## Social Compact Completes DRILLDOWN in One Hundredth Underserved Neighborhood

100  
Neighborhoods  
ONE  
New Perspective



At a major event hosted by the First American Corporation on February 6<sup>th</sup>, the City of Santa Ana, CA, became home to the one hundredth underserved neighborhood to have been analyzed by Social Compact using its innovative DRILLDOWN market profiling tool. In 101 inner city neighborhoods in eight cities across the U.S., Social Compact has found these communities to be larger, safer and with far greater buying power than previously thought. In total, Social Compact has identified:

- An informal economy worth over **\$4.4 billion**
- Aggregate household income over **\$5.9 billion** higher than census trend projections
- **117,700** more households than census trend projections
- **500,000** more residents than census trend projections

From the very first DRILLDOWN in 17 Chicago neighborhoods, to the most recent in Santa Ana, CA, Social Compact has built awareness of the market strengths of our inner city communities by forging innovative partnerships between the public, private and non-profit sectors including:

- 42 city departments
- 38 private companies, including 14 major financial institutions
- 11 utility companies
- Numerous local and national foundations including the Annie E. Casey Foundation, Cleveland Foundation, Evelyn and Walter Haas, Jr. Foundation, Fannie Mae Foundation, Ford Foundation and MacArthur Foundation
- Hundreds of community groups and intermediaries including NeighborWorks America and Enterprise Community Partners

Through these powerful alliances, Social Compact has identified major untapped market potential and other positive market attributes in some of America's most marginalized communities, spurring new investment, creating new jobs and building sustainable neighborhoods. Whether used to support the redevelopment of the Gulfgate Center in Houston, the first new construction in inner city Houston in 50 years, or the establishment of new financial institutions and facilities in Harlem, the DRILLDOWN has been used as a powerful tool to make a difference in low-income neighborhoods. Our experience and success in over 100 neighborhoods propels Social Compact as it embarks on exciting new projects and on identifying market strength in new cities. Finally, to all those who have worked with us over the years from generous financial supporters, data providers, cities and community groups, none of this vital work could have been achieved without your vision, market knowledge, and inspiring collaboration, **thank you.**