



GPG conducted an independent third-party analysis of the South Memphis area, located one mile south of downtown.

GPG found that South Memphis is not meeting its market potential and has the opportunity to significantly expand its goods and services. Although the area has moderate incomes and high unemployment, it can support 51,290 square feet of additional retail and restaurant development, generating \$15 million in retail sales by 2016. The demand could partially be absorbed by existing businesses, or with the opening of 10-15 new restaurants and retailers. Although there is limited retail now, the access, parking, daytime employment, and consumer base exists to support new, conversion, or infill retail development.

GPG also conducted a supermarket feasibility analysis, which identified three potential locations for a supermarket that would have the needed north/south as well as east/west access or the adjacent retail or entertainment support to sustain a viable supermarket. The District's potential availability of a large single site development for a grocery store, assembled by private developers through market transactions or with help from the City's eminent domain police powers, could attract new retailers to the market.

GPG provided educational assistance to the Mayor's Innovation Delivery Team to develop a market-based implementation strategy. GPG conducted a three-day workshop tailored to guide the staff with implementing the plan, while learning how to make contacts to find developers and retailers for the study area.