

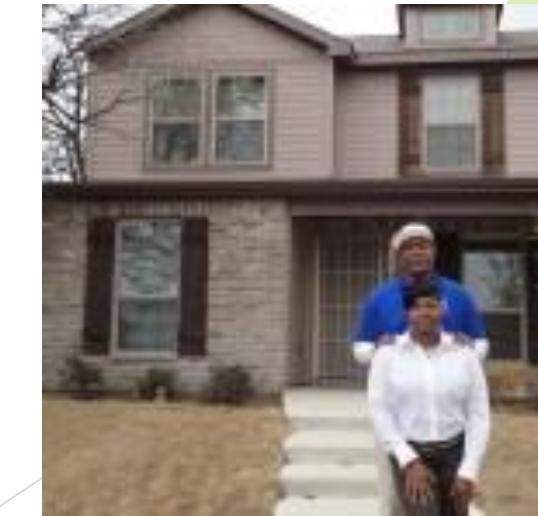


SouthFair CDC

Community Survey Results

SouthFair's Mission

- ▶ The mission of Southfair Community Development Corporation is to improve the quality of life for the residents of South Dallas through the promotion of neighborhood revitalization, primarily through the development of affordable housing, fostering economic activity and the provision of needed support services.



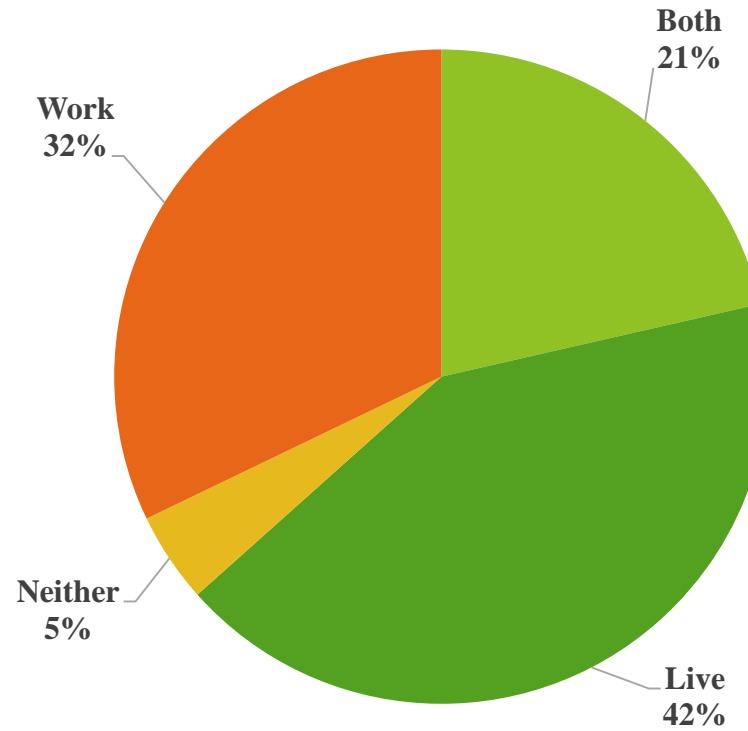
Purpose

- ▶ We conducted a community survey to get an idea of what the people who live, and/or work in the community would like to see regarding future retail developments on SouthFair's property.
- ▶ We had categories in Retailers, Entertainment and Restaurants.
- ▶ Our target goal - 100 surveys.



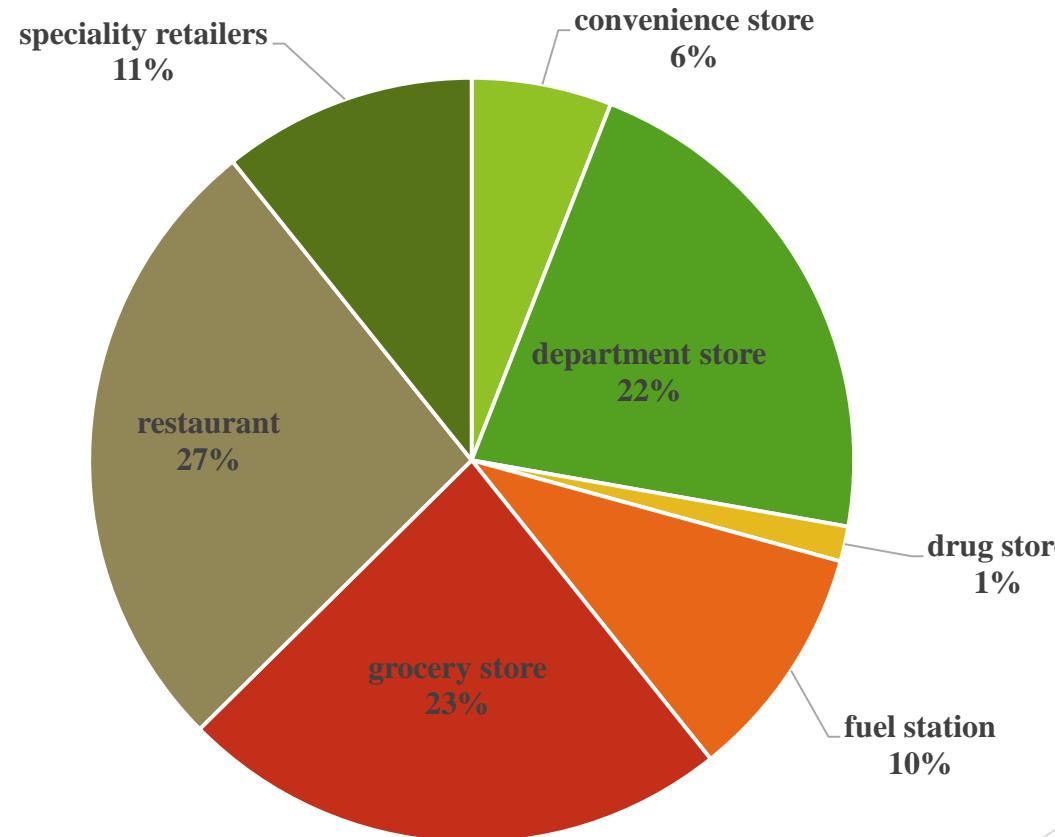
Demographics of Surveyors

- ▶ 42% of the 112 surveyors live in South Dallas Area.



Types of Retailers Requested

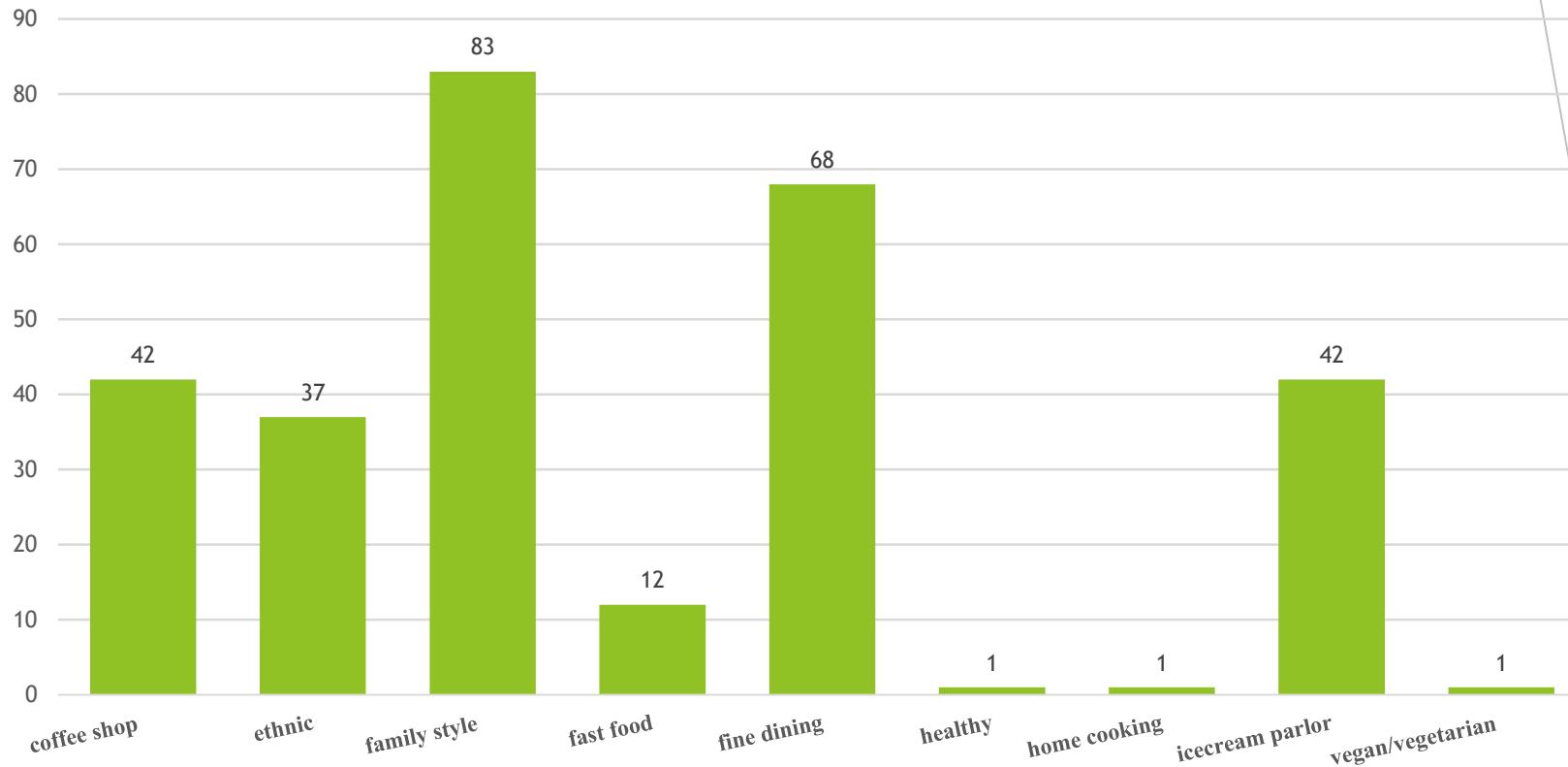
- ▶ Here we show a pie chart with the results of Retailers options.
- ▶ We see that the top Choices were Restaurant, Grocery Store, and Department Store.



Restaurants

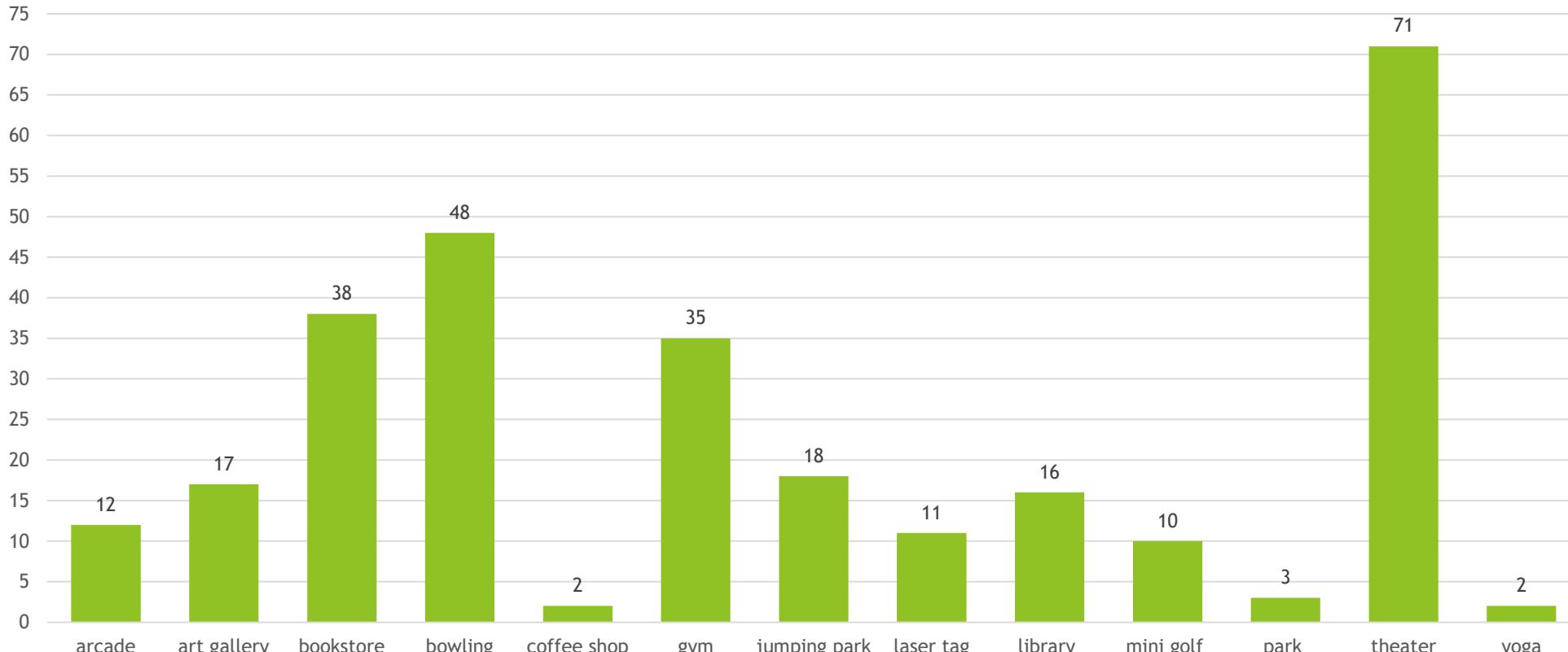
Fine dining: has a formal atmosphere, is almost always a sit down restaurant, and has a fancier menu.

Family restaurant: serves relatively simple food at reasonable prices, and welcomes children as well as adults.



- ▶ 74% of the surveyors would like to see family style restaurants.
 - ▶ Ex: (Applebee's, Olive Garden)
- ▶ 60% of the surveyors would like to see Fine Dining.
 - ▶ EX: (Texas de Brazil, Ocean Prime)

Entertainment



- ▶ 63% of the surveyors would like a movie theater in the neighborhood
- ▶ 43% of the surveyors would like to have access to a bowling alley.

Thank you

- ▶ SouthFair will use this data to help in master planning the area in which it serves, the Jeffries-Meyers neighborhood. We appreciate everyone's participation!!
- ▶ Special thanks to our board member Troy Alley, III and our Community Development Intern, Kiyana Duplantier for their assistance with developing, distributing and data analysis.

"Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us." - Wilma Rudolph