

TESTIMONIALS ABOUT URBAN SITE LOCATION DASHBOARD
BY COMMUNITY LEADERS IN SOUTH DALLAS

“Someone has said, ‘You can’t argue with good data.’ A few weeks ago, Dallas Morning News did a story about the effort by our church – Cornerstone Baptist Church -- to bring a neighborhood grocery store to the South Dallas neighborhood. The article quoted a professor from SMU who predicted the store’s doom before the first food item was sold. Although disheartened by the response from a professor of a reputable university, the leaders of the market’s initiative were encouraged when Dr. Edward T. Rincon called to offer data from his **Urban Site Location** dashboard that provided evidence not only about the potential demand for a local community market in South Dallas but, if operated according to best practices, could be profitable. Dr. Rincon’s response and supporting research has been much like a shot of B-12 in the arms of the leaders of this new project. It is hoped that our effort will encourage churches and non-profits in other communities to follow suit and establish a place where community residents can purchase fresh food and other needed items at a reasonable cost. Indeed, the data provided in the **Urban Site Selection** dashboard is available for all Texas communities at no cost. There are also plans to expand its coverage to states other than Texas. As leaders of the South Point Market, we realize that initially the program will need subsidies in order to maintain while the community becomes aware of this new store. That is why the data provided by the **Urban Site Selection** dashboard showing potential demand for a supermarket is so important. Cornerstone Baptist Church is committed to raising awareness about the need for a more affordable grocery store in our neighborhood but we can’t do it alone. It will take both private and public partnerships to assist some of our most vulnerable neighbors to obtain access to healthy and affordable food choices right in their neighborhood.”

Chris L. Simmons, Pastor
Cornerstone Baptist Church
Co-Founder Southpoint Community Market
Dallas, Texas
cornerstonedallas@gmail.com

“As founder and Executive Director of FEED Oak Cliff, a nonprofit organization based in Dallas, Texas , I can without reservation recommend the Urban Site Selection dashboard introduced by Rincón & Associates. My organization has one goal: the disruption of food deserts in Dallas, Texas. After having tried for years to lure a quality grocery store to the area and having been rebuffed with excuses about population density and crime, we have finally decided to build our own store. We were not asking corporate grocers for charity, only that they have vision. We knew there was a problem of misperceptions, yet we had no statistical information to back up our assertions that being the only game in town would prove profitable. And then we met Dr. Edward Rincón, president of Rincón & Associates, who provided the detailed statistical data to back up our claims. His contributions to our effort have been invaluable, and he has stepped in to provide his expertise to other community organizations, as well. I had previously subscribed to a different data service that provides helpful information to the supermarket industry, but it cost thousands of dollars and was not customizable to our needs. By contrast, the

data provided from the Urban Selection Site dashboard was cost free and more detailed. In addition, users have the option of requesting more detailed site reports at affordable fees. The data is critical as nonprofits apply for grant funding, investments and loans. I know from experience that it will take more than simply believing that these efforts will work. Philanthropists want more than a “feeling” before they donate thousands to a project. Anyone who has embarked upon this journey knows that there are days when you wake up questioning your own sanity, because you know what you know, but you cannot prove it. The information provided by the Urban Site Selection dashboard can help you prove it. I highly recommend it.”

Anga L. Sanders
Founder and Executive Director
FEED Oak Cliff, a 501©(3) organization
anga.sanders@yahoo.com

“We must empower our communities of color to overcome the man-made political and economic systems that have discriminated against and segregated our communities based on race from access to healthy food. The **Urban Site Selection Dashboard** developed by Rincón & Associates LLC addresses the broader need for statistical information that communities of color often need to advocate for mainstream supermarkets or create their own supermarket models. “

“Men lie, women lie, numbers don’t...” — Jay-Z

James McGee
President/Chair
Southern Dallas Progress Community Development Corporation
JMcGee@SouthernDallasProgress.com