

CAPABILITY STATEMENT

Supercommunity™ Studio

Led by R. Shay Miles



Place-Based Strategy
Community Investment
Credible Execution

Supercommunity™ Studio is the consulting platform led by R. Shay Miles and powered by Miles McNeal & Powell LLC. It helps public, private, and mission-aligned clients turn complex community, development, land reuse, and investment challenges into clearer strategy, stronger alignment, and credible execution.

SERVING

Cities and public agencies; developers, housing teams, and REIT-linked environments; nonprofits, foundations, NGOs, and CDFIs; SBDCs, ecosystem builders, and cross-sector collaboratives.

SIGNATURE ADVISORY AREAS

Place-Based Strategy, Land Reuse & Redevelopment

Equitable redevelopment, adaptive reuse, public land reuse, and place-based implementation strategy.

Community Investment, Regenerative Finance & Capital Positioning

Policy-to-capital alignment, investment readiness, Opportunity Zone-informed strategy, and stronger pathways for fundable outcomes.

Economic Recovery, Place Experience & Revitalization

Programming, placemaking, and policy strategies that increase visitation, local circulation, and staying power.

Stakeholder Alignment, Public Process & Community Benefit Strategy

Cross-sector coordination, community engagement, public-facing process strategy, and community benefit agreements.

Strategic Communications, Narrative Positioning & Public Value

Project positioning, strategic messaging, communications planning, and public-facing framing that builds trust and traction.

Impact Strategy & SROI

Triple bottom line metrics, performance frameworks, SROI-informed logic, accountability strategy.

Fractional Leadership

Senior-level strategic support without the need for full in-house executive function.

Selected Focus Areas

- Equitable redevelopment and adaptive reuse
- Public land reuse and Surplus Land Act-informed strategy
- Climate resiliency through land reuse
- Community benefit agreements and public value alignment
- Experience strategy, placemaking, and programming
- Social collisions and social cohesion design
- Policy-to-capital alignment and community-serving site activation

Selected Organizations & Institutions Served

Corporate & Enterprise: VF Corporation | The North Face | Simon Property Group | Lands' End

Public & Civic: Metropolitan Transportation Commission | City of Vallejo | Nasdaq Entrepreneurial Center | The Trust for Public Land

Community & Mission-Driven: House of Acts | Cultivate Community Food Co-op | The Veterans Resource Program

DISTINCT VALUE

- Cross-sector experience across corporate, civic, nonprofit, entrepreneurial, and REIT-linked environments.
- Combines strategy, partnerships, communications, and implementation in one advisory model.
- Community-centered, non-extractive, and execution-minded.
- Applies a supercommunity lens centered on people, place, and prosperity to create reasons for people to show up, stay longer, and come back.

R. Shay Miles | Principal Consultant

Certified Opportunity Zone Advisor

Social Innovation & Community Investment Strategist

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All engagements are contracted through Miles McNeal & Powell LLC.



MILES/MCNEAL+POWELL

Social Enterprise | Community Impact Interests Firm

Based in Vallejo, California | Serving public, private, and mission-aligned clients across the U.S.

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