

TRACY CITY, TENNESSEE

Market Guide

City Contact Information

Emily Partin
Community Professional
www.grundycountyttn.net
(931) 235-5576

Peer Analysis

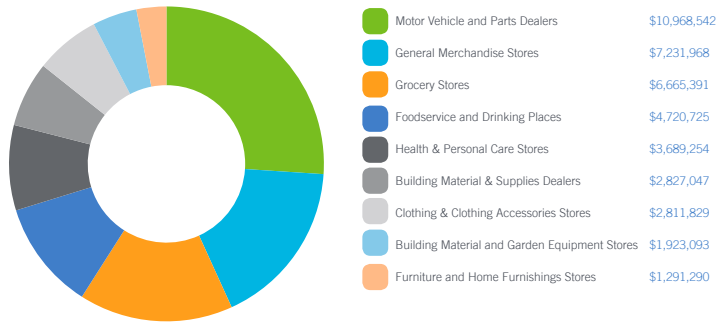
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Gainesboro, TN	699 S Grundy Quarles Hwy
Red Boiling Springs, TN	39 Spivey St
Huntsville, TN	930 Baker Highway
Roan Mountain, TN	8543 Highway 19 E
Michie, TN	5671 Highway 22 S
Gruetli-laager, TN	29492 State Route 108

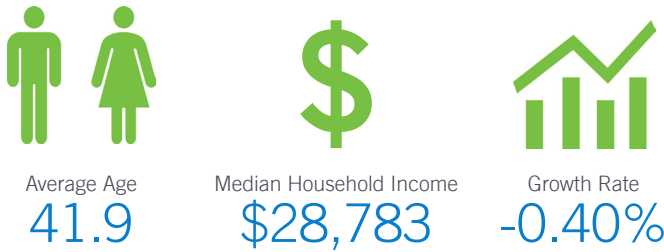
GAP Analysis \$42,129,139 (Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

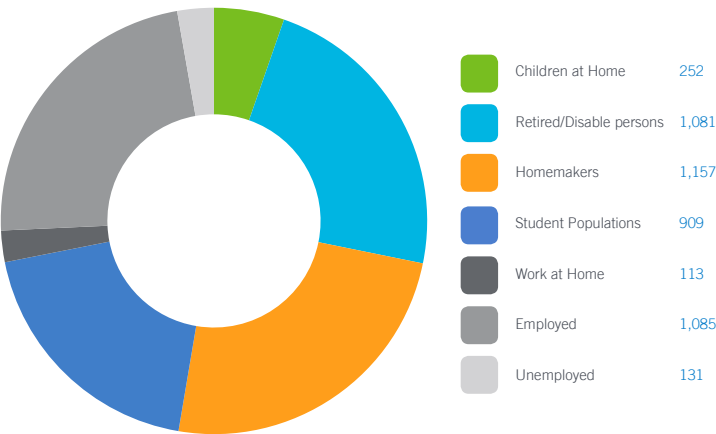


Demographics

(15 Minute Drive Time)



Daytime Population 4,728 (15 Minute Drive Time)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

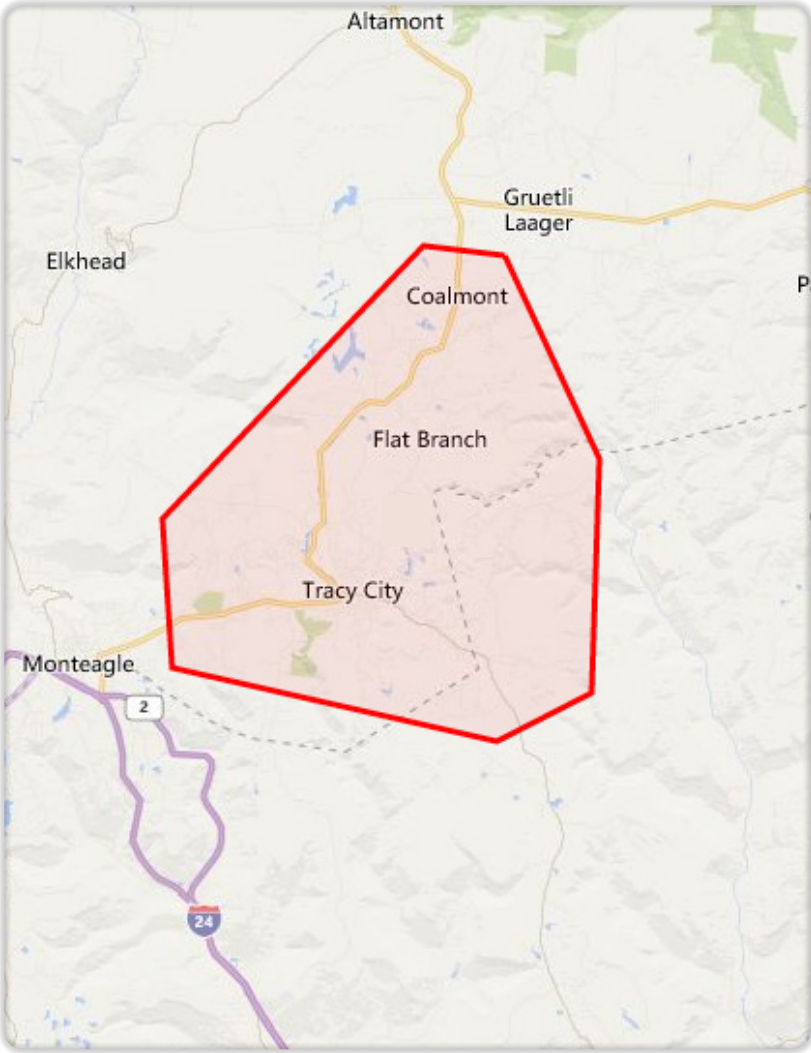
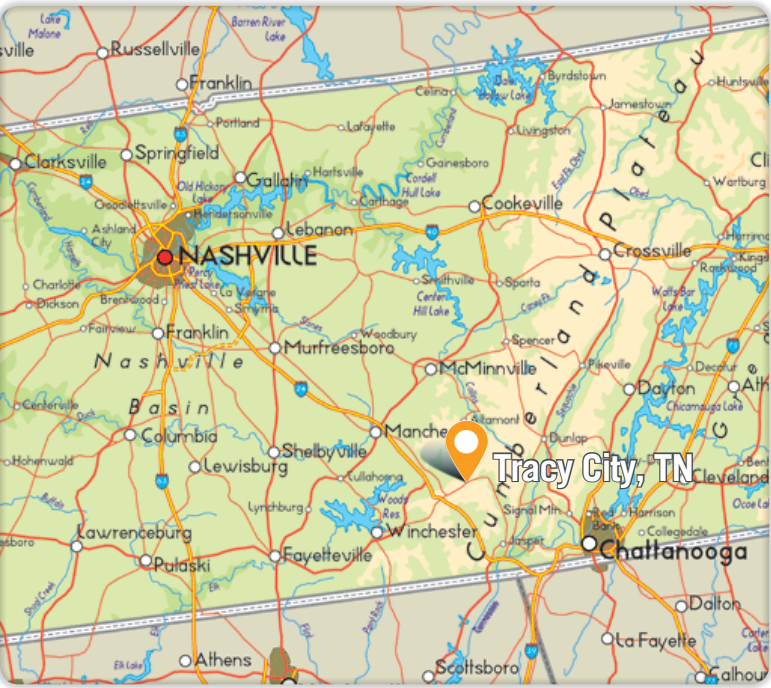
Let us know how we can help you find a site!

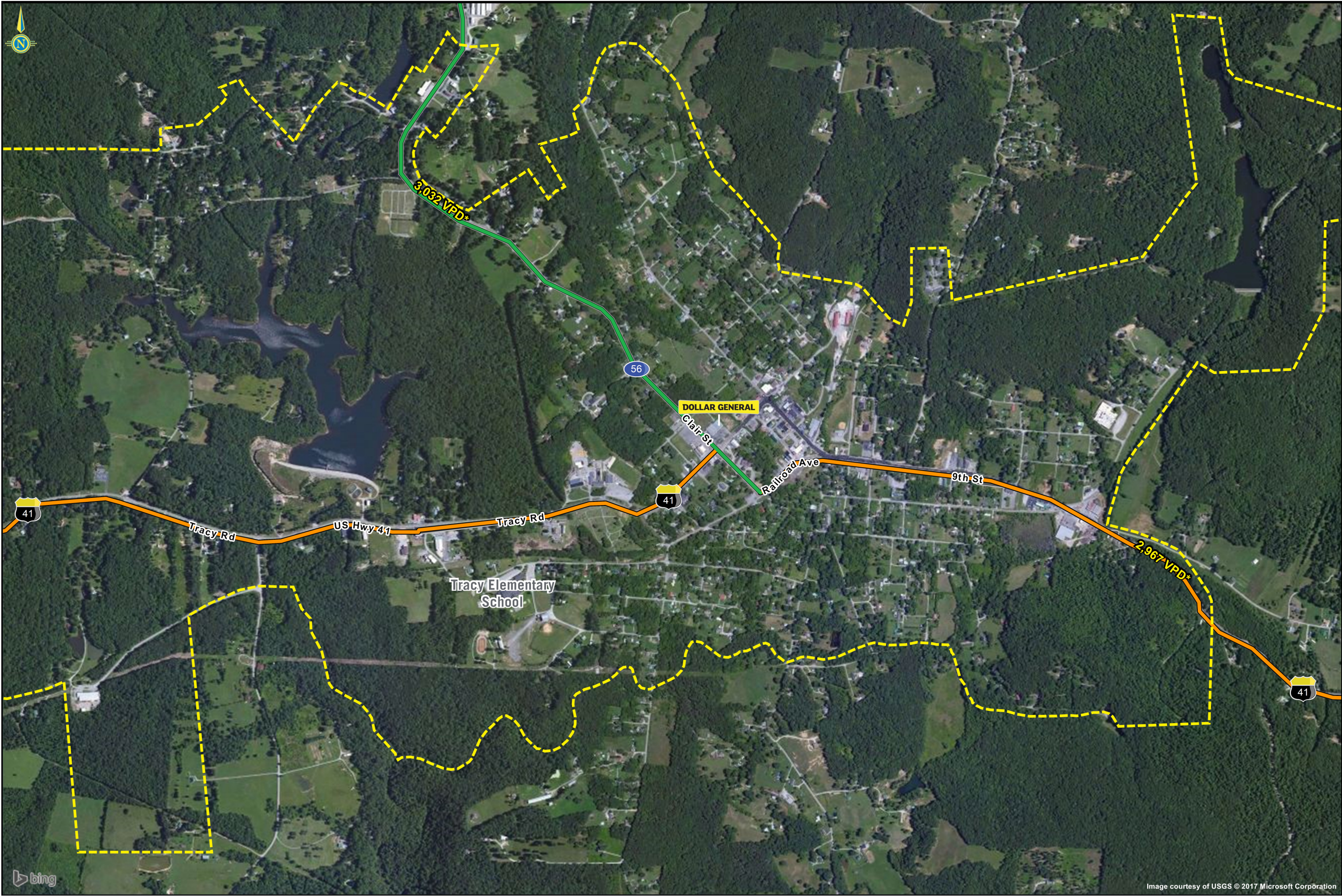


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	3,432	5,383	11,791
Daytime Population	2,557	3,693	9,851
Median HH Income	\$25,072	\$26,100	\$33,541
Number of Households	1,382	2,166	4,691

	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	3,668	5,980	7,413
Daytime Population	2,780	4,728	6,882
Median HH Income	\$25,279	\$28,783	\$30,697
Number of Households	1,496	2,379	2,963

*Source: STI PopStats





Major Retail & Restaurants

TRACY CITY, TENNESSEE