City Contact Information

Micheal Williams
County Mayor

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Demographics

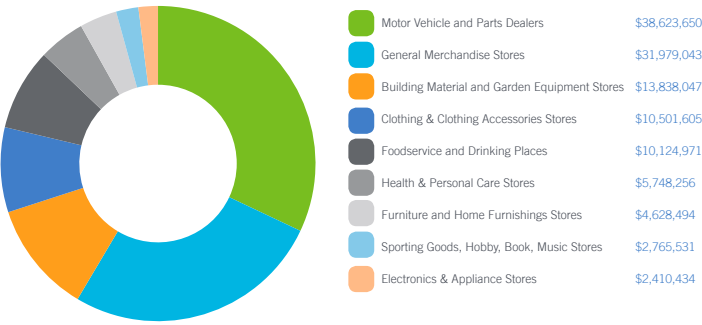| Average Age	Median Household Income	Growth Rate
40.1	$35,472	2.19%

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:
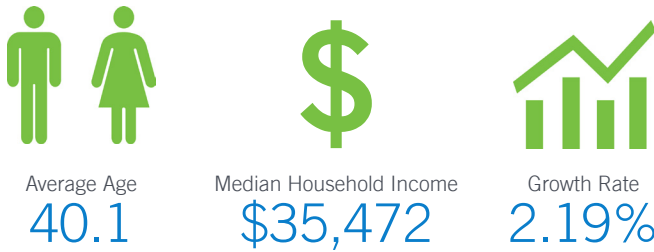
Peer Trade Areas

Madisonville, TN	4225 Hwy 411
Jamestown, TN	2404 Ontario Street
Ramer, TN	6950 Highway 45 S
Dunlap, TN	16476 Rankin Ave
Hohenwald, TN	549 E Main St
Woodbury, TN	3632 Jim Cummings Hwy.
Henderson, TN	6200 State Rt 100 E

Daytime Population 10,588 (15 Minute Drive Time)

Category	Value
Children at Home	509
Retired/Disable persons	1,685
Homemakers	2,931
Student Populations	2,876
Work at Home	461
Employed	1,769
Unemployed	357

retail academy

DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	4,707	9,501	30,705
Daytime Population	5,143	9,042	22,396
Median HH Income	$29,829	$34,297	$40,630
Number of Households	1,766	3,614	11,948

	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	5,624	11,749	22,939
Daytime Population	6,956	10,588	19,830
Median HH Income	$30,377	$35,472	$39,128
Number of Households	2,117	4,531	8,964

Source: STI PopStats

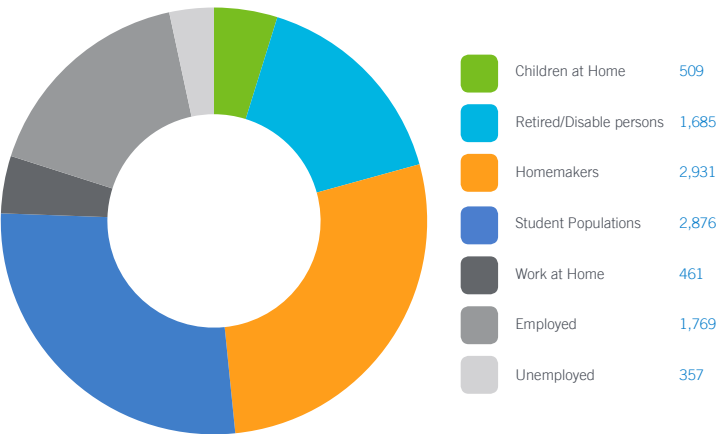## GAP Analysis $120,620,031 (Custom Trade Area)

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.

Category	Value
Motor Vehicle and Parts Dealers	$38,623,650
General Merchandise Stores	$31,979,043
Building Material and Garden Equipment Stores	$13,838,047
Clothing & Clothing Accessories Stores	$10,501,605
Foodservice and Drinking Places	$10,124,971
Health & Personal Care Stores	$5,748,256
Furniture and Home Furnishings Stores	$4,628,494
Sporting Goods, Hobby, Book, Music Stores	$2,765,531
Electronics & Appliance Stores	$2,410,434

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!

Restaurants	Grocery	Health & Wellness	General Merchandise

Maynardville, TN

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Big Ridge
Elementary School

Little Valley Rd

DOLLAR GENERAL

SUBWAY

Maynardville
Elementary School

Horace Maynard
Middle School

11,526 VPD*

fred's
super dollar

33

AutoZone
SUNOCO

Union County
High School

goodwill

33

Hardee's

144

Main St

3,062 VPD*

AutoZone

ACE
Hardware

RITE
AID

bing

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