

MOUNTAIN CITY, TENNESSEE

Market Guide

mountaincitytn.org

City Contact Information



Mike Taylor
County Mayor
office.mayor@johnsoncountyttn.gov
(423) 727-9676



Mike Taylor
Town Mayor
mountaincitymayor@gmail.com
(423) 727-8005

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

Selmer, TN	230 E Court Ave
Barnwell, SC	10306 Dunbarton Blvd
Hamilton, AL	1141 Military St S
Bishopville, SC	527 S Main St
Denmark, SC	18038 Heritage Hwy
Bethel Springs, TN	2310 Buena Vista Road

Demographics

(10 Minute Drive Time)



Average Age
42.2



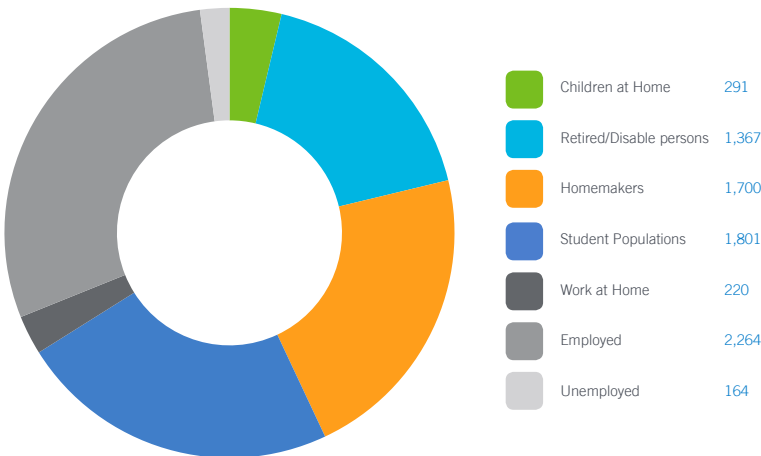
Median Household Income
\$30,499



Growth Rate
-0.33%

Daytime Population 7,807

(10 Minute Drive Time)



GAP Analysis \$46,837,588

(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.



General Merchandise Stores	\$22,998,758
Foodservice and Drinking Places	\$8,005,619
Clothing & Clothing Accessories Stores	\$5,717,220
Food and Beverage Stores	\$3,984,051
Sporting Goods, Hobby, Book, Music Stores	\$2,605,340
Automotive Parts, Accessories, & Tire Stores	\$2,178,052
Furniture and Home Furnishings Stores	\$1,348,548

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



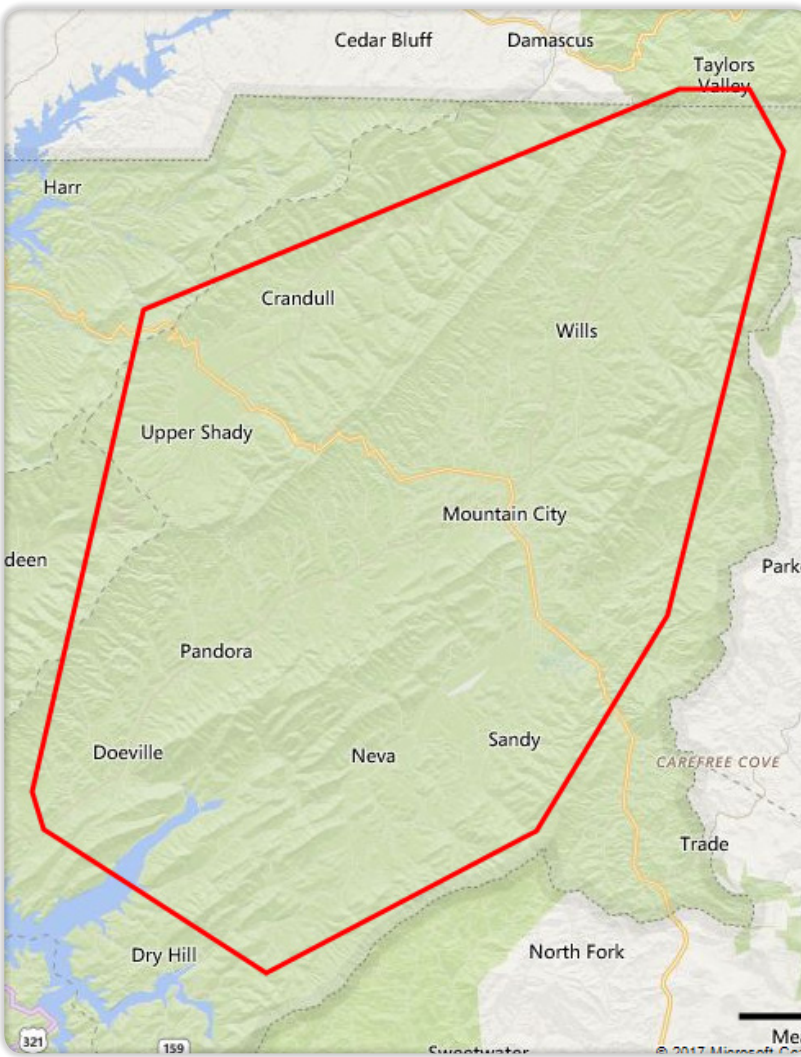
General Merchandise



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	5,171	9,881	18,188
Daytime Population	6,643	8,540	15,330
Median HH Income	\$29,861	\$30,652	\$32,982
Number of Households	2,213	3,627	7,169

	10 Minute DT	15 Minute DT	20 Minute DT
2016 Estimated Population	7,454	11,611	14,099
Daytime Population	7,806	11,500	13,359
Median HH Income	\$30,499	\$32,294	\$33,597
Number of Households	2,609	4,304	5,416

*Source: STI PopStats



Follow us!



