



# SPRING HILL, TN

## Marketing Guide



### Market Highlights

#### Quick Facts

- Residents of Spring Hill, Tennessee fall into the Up and Coming Families Tapestry Segmentation (77.9%). Family and home dictate the products that these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

(Source: ESRI Tapestry Segmentation: 5 Mile Radius)

- The current Median Household Income for Spring Hill, Tennessee is \$65,887. The five-year projection for Median Household Income in Spring Hill is \$72,604. This represents an increase of 10.2%.

(5 Mile Radius)

#### In the News.....

- Known in recent years as the 14th-fastest-growing city in the nation.

*"This community is unique, and I think it's why people stay... We came here because of the affordable housing, but we stayed because of the people."*

**City Alderman Susan Zemek**

*"Where We Live: Spring Hill Attracts Families" - Web Article*

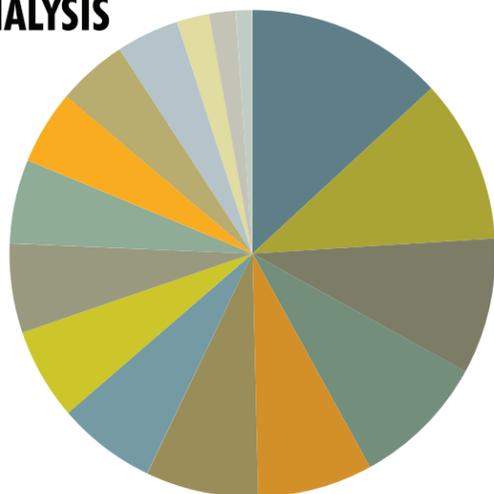
- Williamson County is not only one of the nation's richest counties, but also one of the roomiest. According to the Vizual Statistix blog, Williamson County is home to the largest houses in the nation when ranked by the number of rooms per home. Homes in Williamson County have an average of 7.5 rooms per home.

*"Williamson Co. has largest homes in U.S., report says" - Web Article*

### COMMERCIAL RETAIL SITES

SITES	AVAILABLE	CONTACT	PHONE
The Wall Street Center	24,450 SF	Campbell Station Development, LLC	(615) 300-5931
Campbell Station Retail Center	30,000 SF	mundaca financial	(615) 468-1002
Spring Hill Town Center	24,990 SF	Great South Real Estate & Development, LLC	(615) 301-5101
Walmart/Lowe's Outparcel	1.5 Acres	-	-
Town Center Parkway	2.67 Acres	Centennial Retail Services	(931) 224-1205
Nasdaq Street and Main Street	3 Acres	Maury County Realty	615) 320-7500
Red Pepper Ridge and Town Center Parkway	1.24 Acres	Centennial Inc.	(615) 794-5484
Campbell Station Parkway & Wilkes Lane	-	Magli Realty Company	(615) 373-9511
Home Depot Outparcels	4.88 acres	Baker Storey McDonald Properties, Inc	-
The Crossings at Spring Hill	-	Baker Storey McDonald Properties, Inc	-

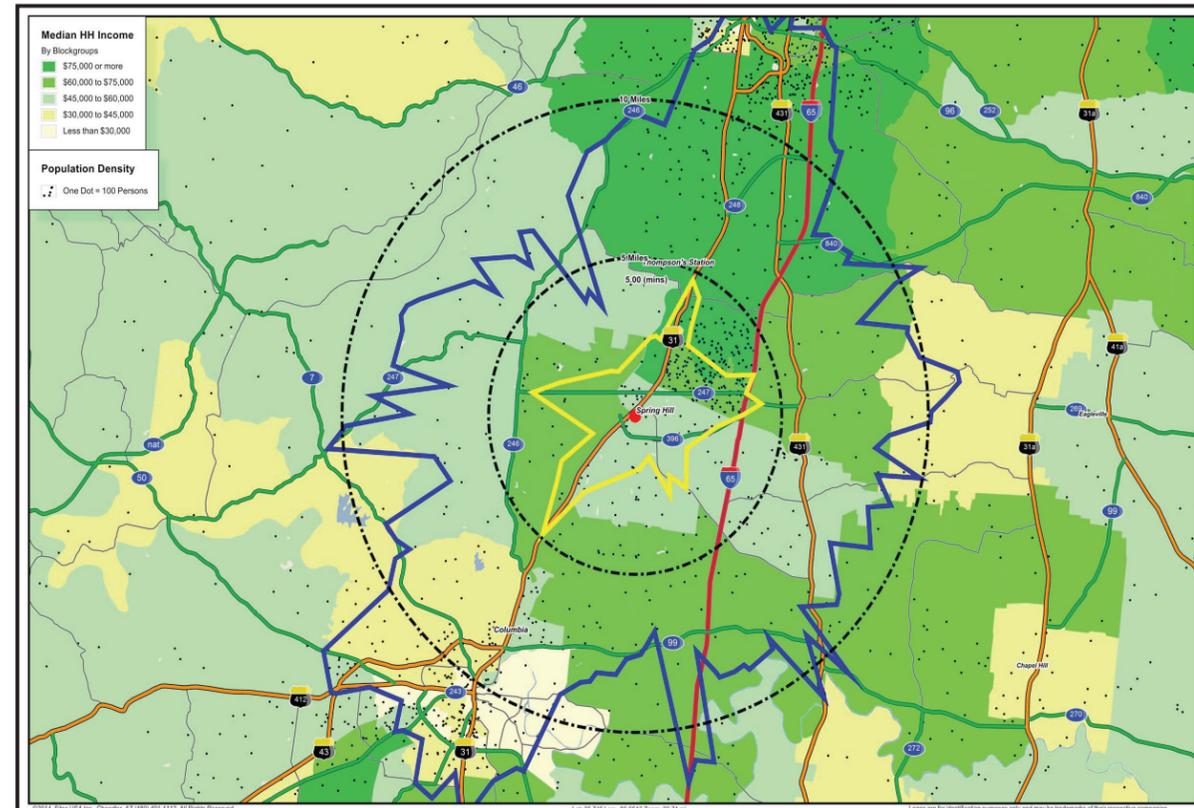
### GAP ANALYSIS



Full-Service Restaurants \$22,187,760	Outdoor Power Equipment \$9,965,454
Specialty Food Stores \$18,289,448	Sporting Goods Stores \$9,404,134
Family Clothing Stores \$5,196,260	Hardware Stores \$8,265,468
Jewelry Stores \$15,071,815	Limited-Service Restaurants \$7,831,470
Radio, TV, Electronics Stores \$12,920,245	Shoes Stores \$7,063,411
Furniture & Home Furnishings \$12,648,869	Beauty Supply Stores \$3,633,019
General Merchandise \$11,030,718	Children's Clothing Stores \$2,954,005
Women's Clothing Stores \$10,265,132	Optical Goods Stores \$1,871,787

\*Source: www.claritas.com

### Spring Hill, Tennessee - Maury and Williamson County



City of  
**SPRING HILL**  
TENNESSEE  
est. 1809

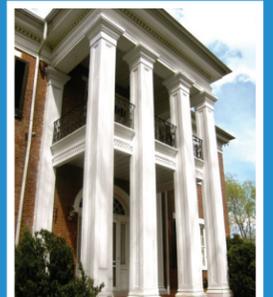
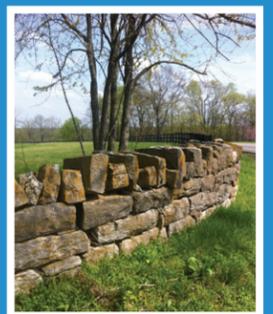
**Victor Lay**  
City Administrator  
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Spring Hill, TN 37174

(931) 486-2252 Ext. 215 (o)  
(931) 486-0516 (f)

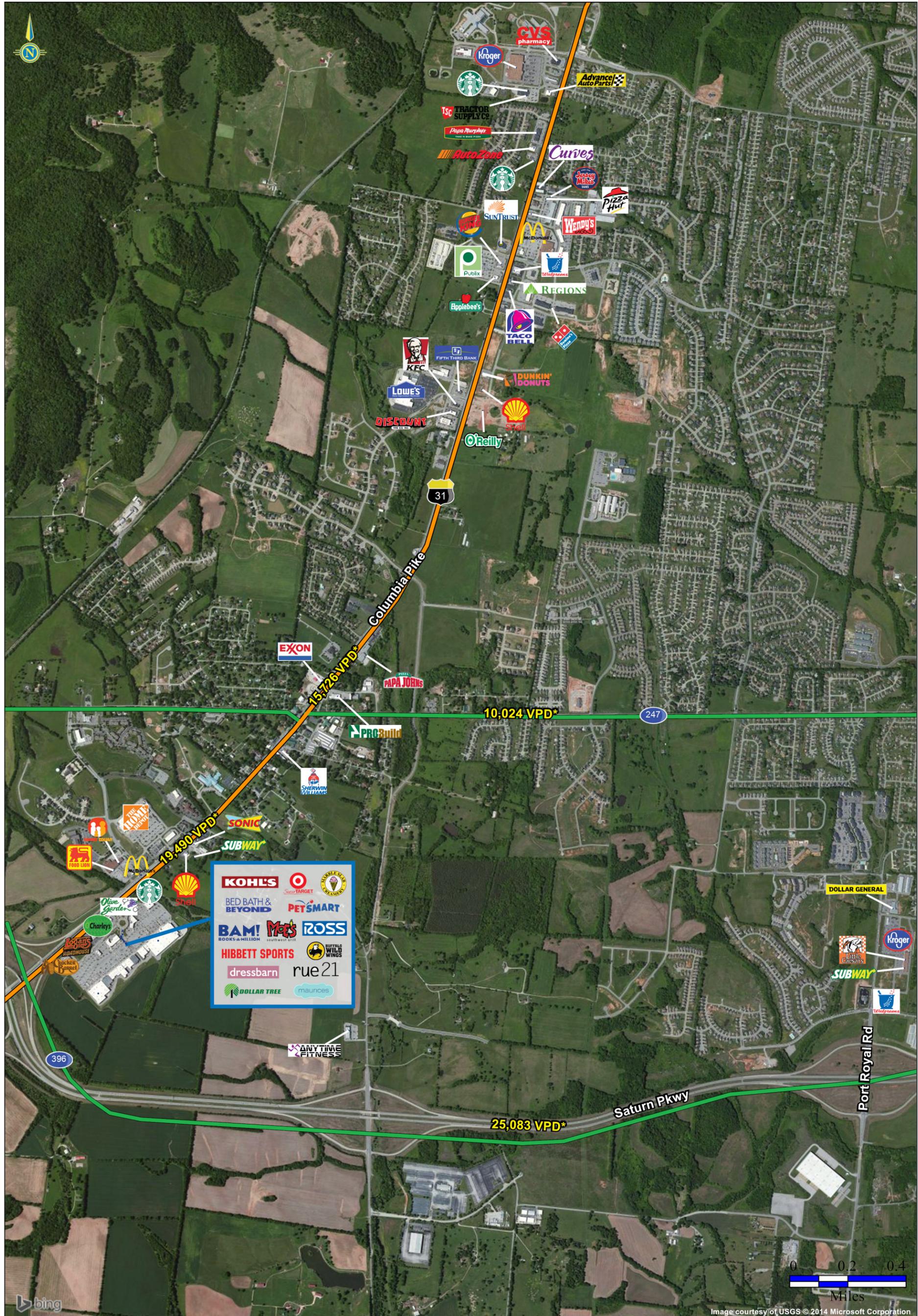
www.springhilltn.org

DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	5 Minute Drive Time	15 Minute Drive Time
2013 Estimated Population	39,978	68,490	2,023	55,383
Total Number of Employees	6,644	12,546	1,506	11,818
Median HH Income	\$65,887	\$61,604	\$49,847	\$61,068



This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Lat: 35.7552 Lon: -86.919 Zoom: 3.13 mi



\*2013 Traffic Counts Provided by TDOT

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# SPRING HILL, TENNESSEE

## Major Retail & Restaurants

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