



# Retail Market Research & Strategic Plan Overview





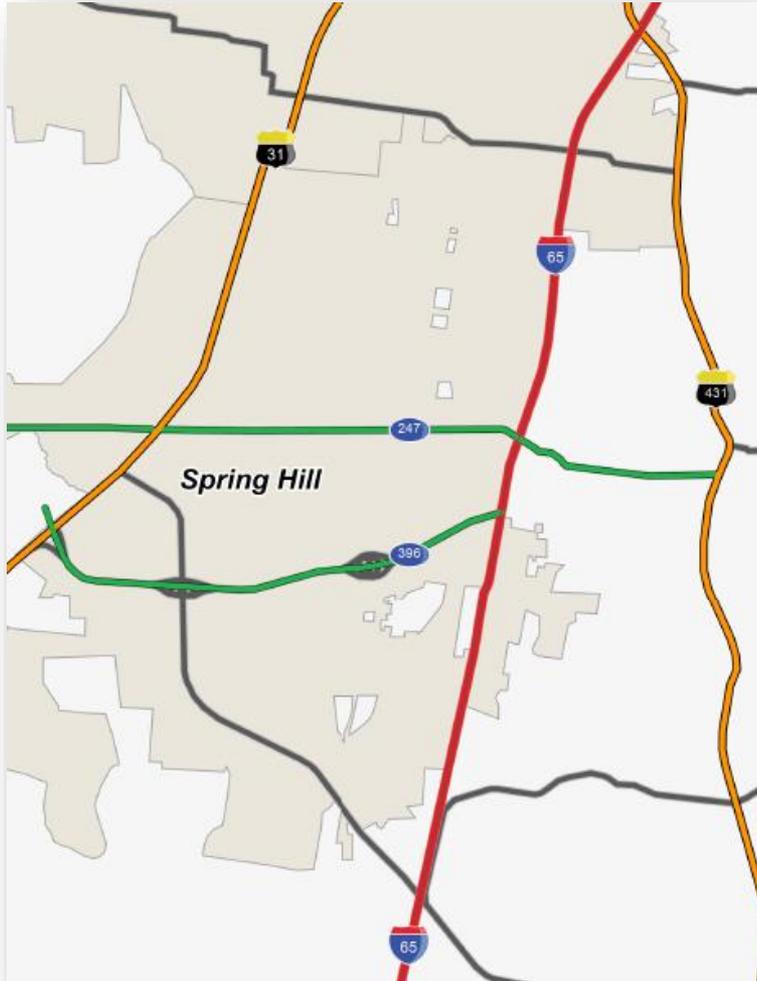
SUPER TARGET

research

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# research

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## DEMOGRAPHIC REPORTS

- Detailed Demographics
- Age by Gender
- Age by Income
- Household Wealth
- Income and Disposable Income
- Consumer Behaviors
- Consumer Attitudes

## TAPESTRY SEGMENTATION ANALYSIS

## PEER ANALYSIS

## RETAIL SPENDING REPORTS

- Consumer Expenditures
- Consumer Attitudes

## RETAIL GAP ANALYSIS

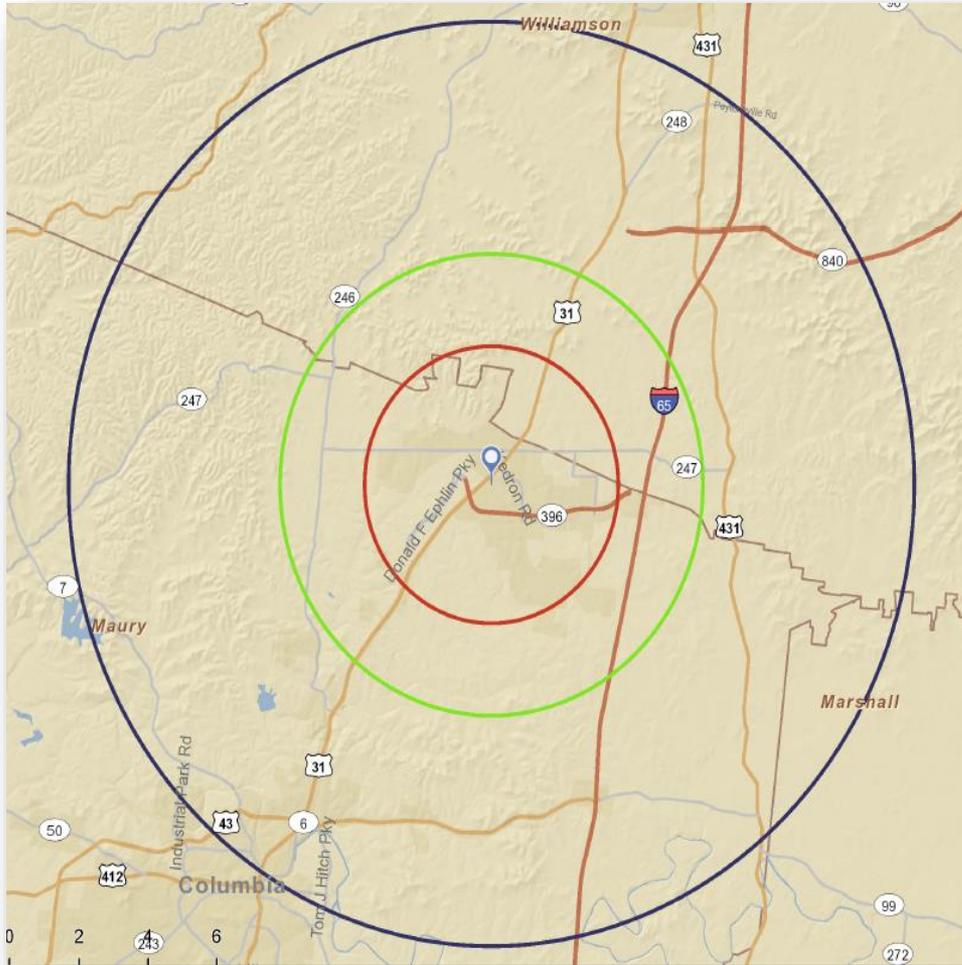
## RETAIL VOID ANALYSIS



# market analysis

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## Spring Hill City Center

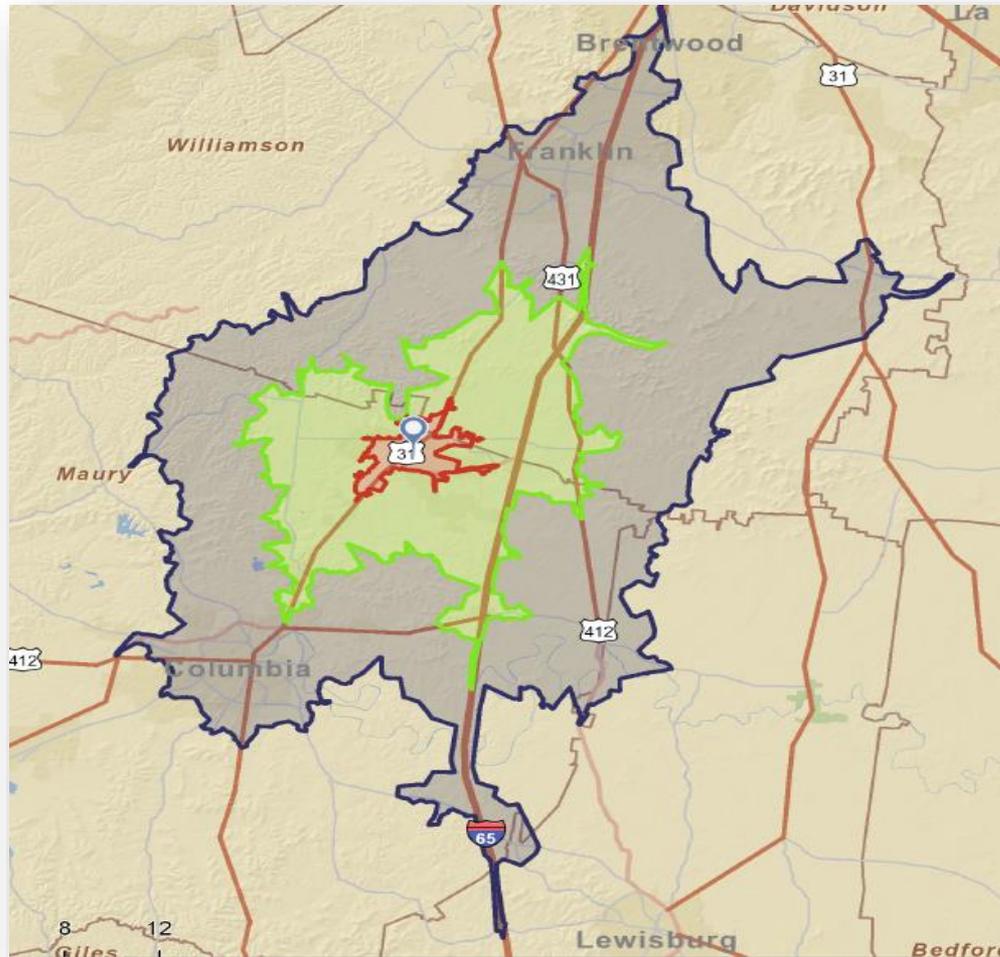


Category	3 Mile Radius	5 Mile Radius	10 Mile Radius
Population 2013	17,320	39,978	68,490
Population 2018	20,320	44,760	75,425
Median Household Income 2013	\$63,767	\$65,887	\$61,604
Median Household Income 2018	\$70,923	\$72,604	\$68,622
Median Disposable Income 2013	\$54,258	\$55,663	\$53,122

# market analysis

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## Spring Hill City Center



Category	5 Minutes	15 Minutes	25 Minutes
Population 2013	2,023	55,383	171,064
Population 2018	2,213	61,224	171,064
Median Household Income 2013	\$49,847	\$61,068	\$59,960
Median Household Income 2018	\$55,643	\$67,897	\$68,491
Median Disposable Income 2013	\$41,939	\$52,795	\$51,999



# demographic highlights

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# tapestry segmentation

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## Segmentation 101

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—“like seeks like.” These behaviors can be measured, predicted, and targeted. Esri’s Tapestry Segmentation system combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.



## What is Tapestry Segmentation?

Tapestry Segmentation represents the fourth generation of market segmentation systems that began more than 30 years ago. The 65-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions. The power of Tapestry Segmentation allows you to profile consumers and constituents.

## Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

# demographic highlights

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Beginning their careers, residents of *Up and Coming Families* are earning above-average incomes. The median household income is \$69,522, higher than the national median. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

In the suburban outskirts of mid-sized metropolitan areas with populations higher than 250,000, approximately half of *Up and Coming Families* neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 80 percent.

## Up and Coming Families (17.6%)

*25 MINUTE DRIVE TIME  
DOMINATE TAPESTRY SEGMENTATION*

Family and home dictate the products 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 are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

# demographic highlights

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Residents' product preferences reflect their suburban lifestyle. *Boomburbs* is the top segment for buying household furnishings, toys and games, men's business and casual clothes, big-screen TVs, cars, and trees. This is also the top market to own big-screen TVs, DVD players, digital camcorders, video game systems, and scanners as well as owning or leasing full-size SUVs. Residents own laptop computers, all kinds of software, and two or more cell phones. They are well-insured, holding life insurance policies worth \$500,000 or more. They go online frequently to buy flowers and tickets to sports events, trade and track their investments, do their banking, and make travel plans. Personal computer use by children younger than 18 years is the highest of all the Tapestry segments.

*Boomburbs* residents prefer homes with fireplaces and hot tubs. They tend to employ professional household cleaning services. They will do home improvement projects themselves or hire a contractor for more complicated work. For property maintenance, they hire lawn care and landscaping services, but will also do some lawn care themselves.

Family vacations are a top priority; trips to Disney World, Sea World, and other theme parks are popular destinations. For exercise, they play tennis and golf, ski, lift weights, and jog. They watch family videos on DVD, attend baseball and basketball games, and go to golf tournaments. They will readily spend more than \$250 a year on high-end sports equipment and buy family DVDs for their collections. Favorite types of radio programs include alternative, soft contemporary, sports, and all-talk. They read parenting, finance, and business magazines and watch newer sitcoms and dramas on TV.

## Boomburbs (12.4%)



25 MINUTE DRIVE TIME  
2<sup>nd</sup> DOMINATE TAPESTRY SEGMENTATION

The *Boomburbs* market includes one of the highest concentrations of two-income households. Residents are well educated: more than 50 percent of the population aged 25 years and older hold a bachelor's or graduate degree. They work primarily in management, professional, and sales occupations. The median household income is \$104,395, more than double that of the US median. More than half of these households receive additional income from interest, dividends, and rental property.

The newest developments in growing areas, *Boomburbs* neighborhoods are concentrated in the South, West, and Midwest; the highest state concentrations are found in Texas and California. Approximately three-quarters of the housing units in *Boomburbs* neighborhoods were built after 1989; most are single-family houses. These are the newest developments in growing areas. The home ownership rate is 87 percent, compared to 64 percent for the United States. Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 percent cross county lines to work (compared to 23 percent for the United States).

# demographic highlights

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Educated and hard-working, more than one-fourth of *Green Acres* residents hold a bachelor's or graduate degree; more than half have attended college. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is \$60,461.

Although *Green Acres* neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban. Home ownership is at 86 percent. Typical of rural residents, *Green Acres* households own multiple vehicles; 78 percent own two or more vehicles.

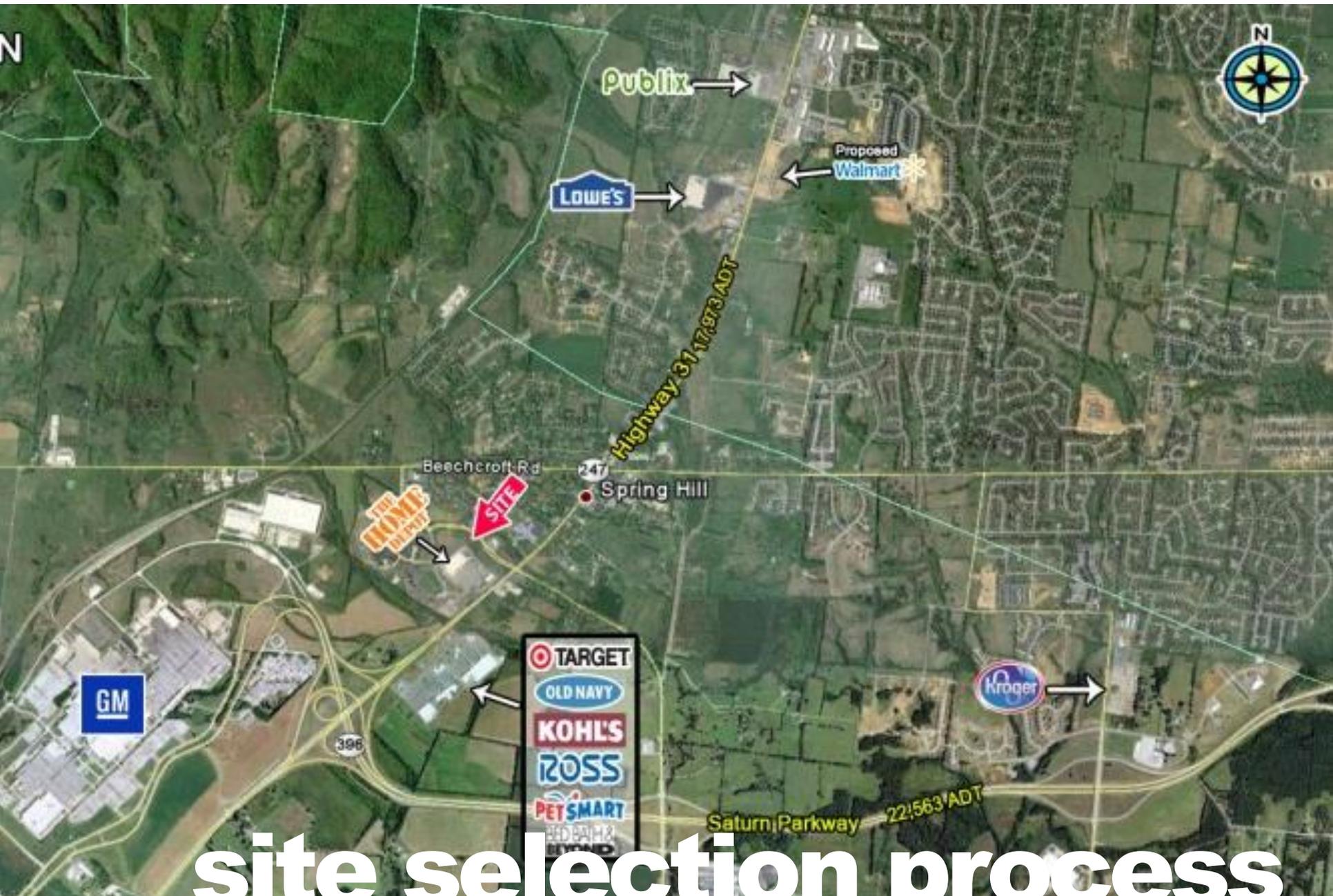
## Green Acres (10.7%)

25 MINUTE DRIVE TIME

3<sup>rd</sup> DOMINATE TAPESTRY SEGMENTATION

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

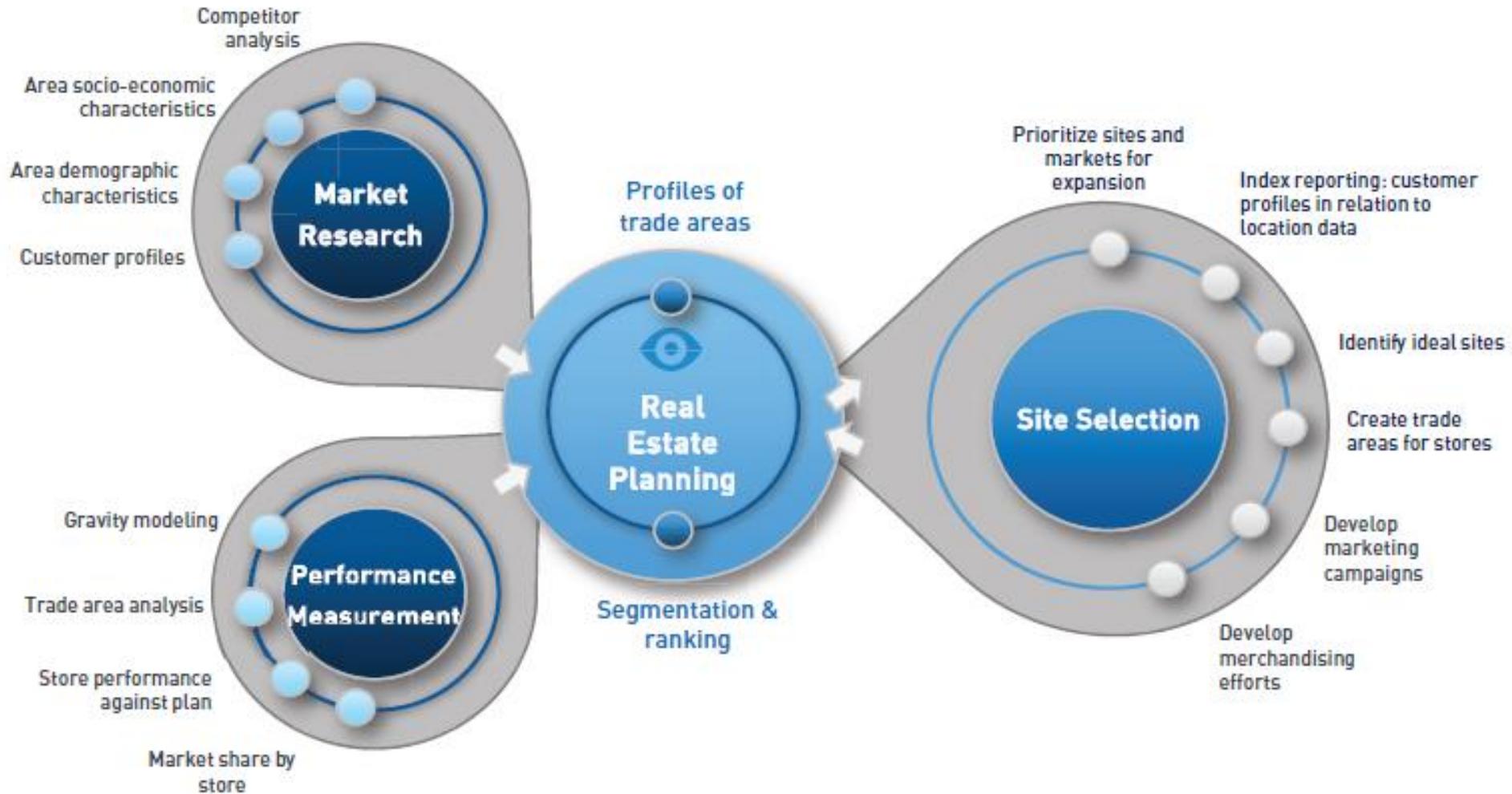
For exercise, *Green Acres* residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.



# site selection process

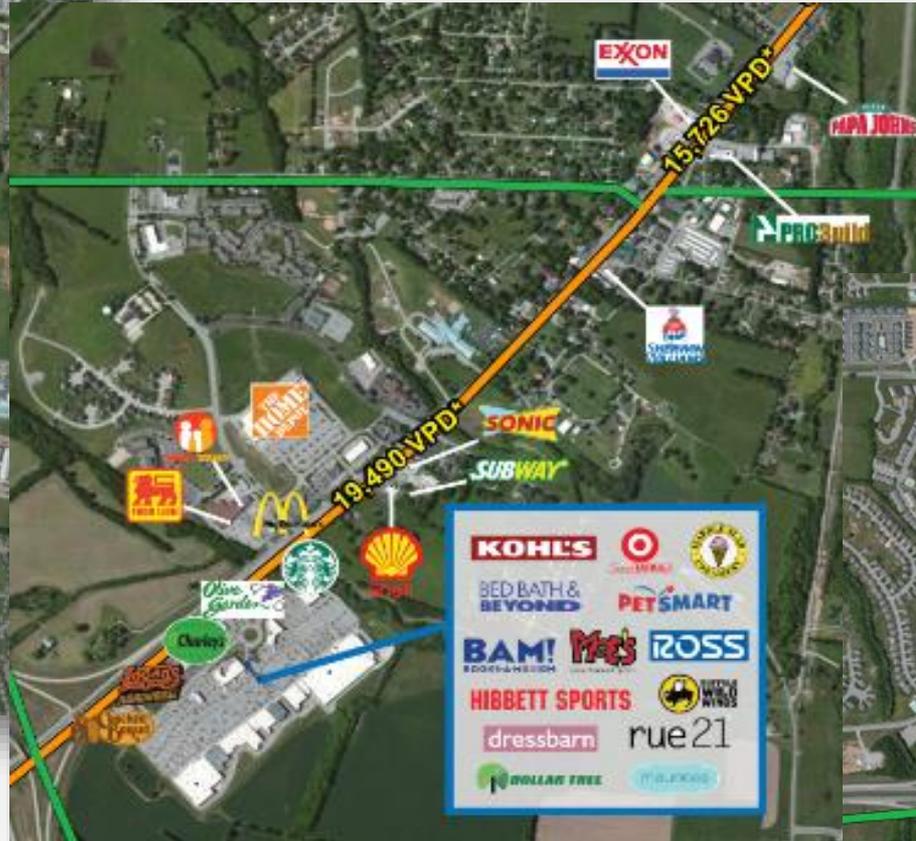
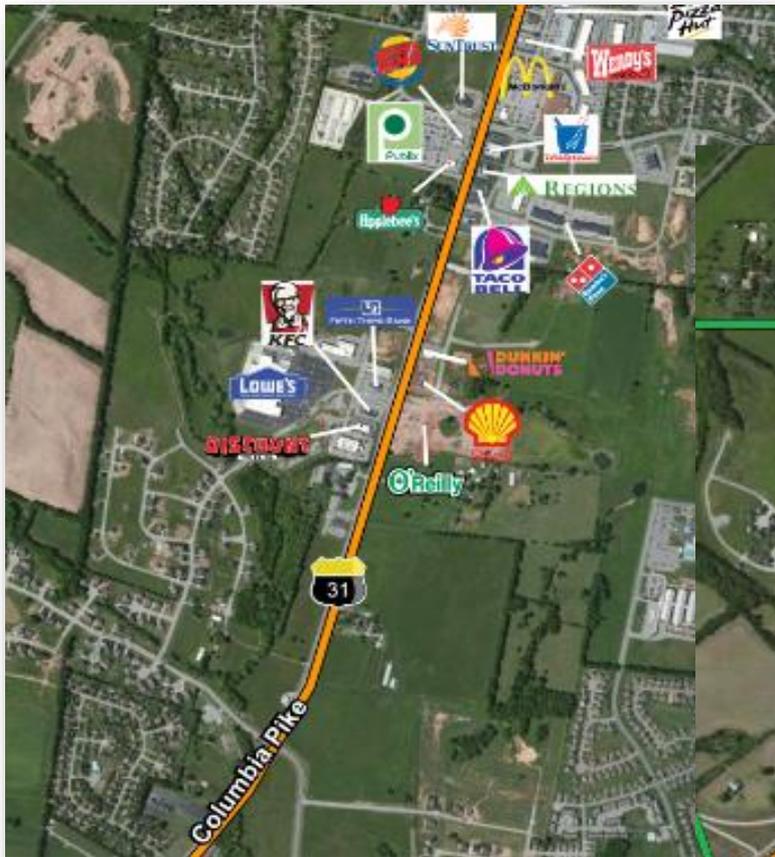
# site selection process

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# current retail overview

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WELCOME TO



SPRING HILL

est. 1809

“The 14th Fastest Growing City In The Nation!”

THE SPRING HILL CHAMBER OF COMMERCE

**peer & gap analysis**

# peer analysis

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 CITY	STATE	POPULATION (2010)	POPULATION (2013)	POPULATION (2018)	HOUSEHOLDS (2013)	AVERAGE HOUSEHOLD INCOME (2013)	TOTAL RETAIL EXPENDITURES (2013)
Richmond West	FL	31,973	33,489	37,274	9,334	\$76,077	\$230,717,719
Wake Forest	NC	30,117	32,024	36,788	11,499	\$78,827	\$292,648,400
Miami Lakes	FL	29,361	30,755	34,234	10,721	\$83,836	\$284,077,017
Kennesaw	GA	29,783	30,589	32,593	10,957	\$76,673	\$272,844,969
<b>Spring Hill</b>	<b>TN</b>	<b>29,036</b>	<b>30,433</b>	<b>33,922</b>	<b>10,322</b>	<b>\$79,776</b>	<b>\$264,822,264</b>
North Royalton	OH	30,444	29,969	28,813	12,747	\$76,118	\$317,532,869
Schererville	IN	29,243	29,189	29,057	11,651	\$79,006	\$298,070,096
Crown Point	IN	27,317	27,270	27,151	10,394	\$81,619	\$272,427,468

The Peer Analysis focuses on identifying cities across the Southeastern United States that are similar to the City of Spring Hill from an economic and demographic perspective.

# mcsa peer analysis

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MCSA In the Southeast	Estimated Population
Tupelo, MS	138,976
Lumberton, NC	135,496
London, KY	126,696
Dunn, NC	122,135
Meridian, MS	107,111
Cookeville, TN	106,860
Bluefield, WV-VA	106,791
Danville, VA	105,803
Richmond-Berea, KY	101,792
Ashtabula, OH	100,389
Tullahoma-Manchester, TN	100,333
Adrian, MI	98,987
Paducah, KY-IL	98,539
Shelby, NC	97,474
Greenwood, SC	94,857
Albertville, AL	94,776
Clarksburg, WV	94,310
Talladega-Sylacauga, AL	92,728

# gap analysis

Category	Gap	Potential # of Retailers	Potential Square Feet
Full Service Restaurants	\$22,187,760	5	30,000
Specialty Food Stores	\$18,289,448	1	20,000
Family Clothing Stores	\$15,196,260	2	30,000
Jewelry Stores	\$15,071,815	1	7,000
Electronics Stores	\$12,920,245	1	20,000
Home Furnishings	\$12,648,869	1	20,000
General Merchandise	\$11,030,718	2	30,000
Women's Clothing Stores	\$10,265,132	2	15,000
Sporting Goods Stores	\$9,404,134	1	25,000
Limited Service Restaurants	\$7,831,470	3	12,000
Shoe Stores	\$7,063,411	2	15,000
Beauty Supplies	\$3,633,019	1	15,000
Children's Clothing	\$2,954,005	1	5,000
<b>TOTAL</b>	<b>\$148,496,286</b>	<b>23</b>	<b>244,000</b>

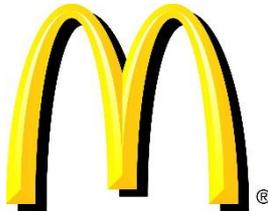
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, 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.

The summary includes the Number of Retailers Targeted in Plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.

# Current Activity

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## 2014 New Retail Openings



# Current Activity

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GM is moving its production of Cadillac SRX, creating or retaining 1800 jobs



Auto parts manufacturer Magna International will be moving to Spring Hill, bringing over 350 new jobs to Maury County



**properties**

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# property catalog

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**information  
collected on  
Boots  
*on the*  
Ground  
tour of the  
market**

- Address and Property Description
- Coordinates
- Listing Agent if Applicable
- Contact Info for Agent or Owner
- Website Address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to Aerial and Ground Photo
- Total Size of Center if Existing
- Available Space in Center
- Parcel Size if Vacant Land
- Existing Tenants if Existing Shopping Center
- Traffic Count at Property
- Summary of Recruitment Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

# property catalog/ target properties

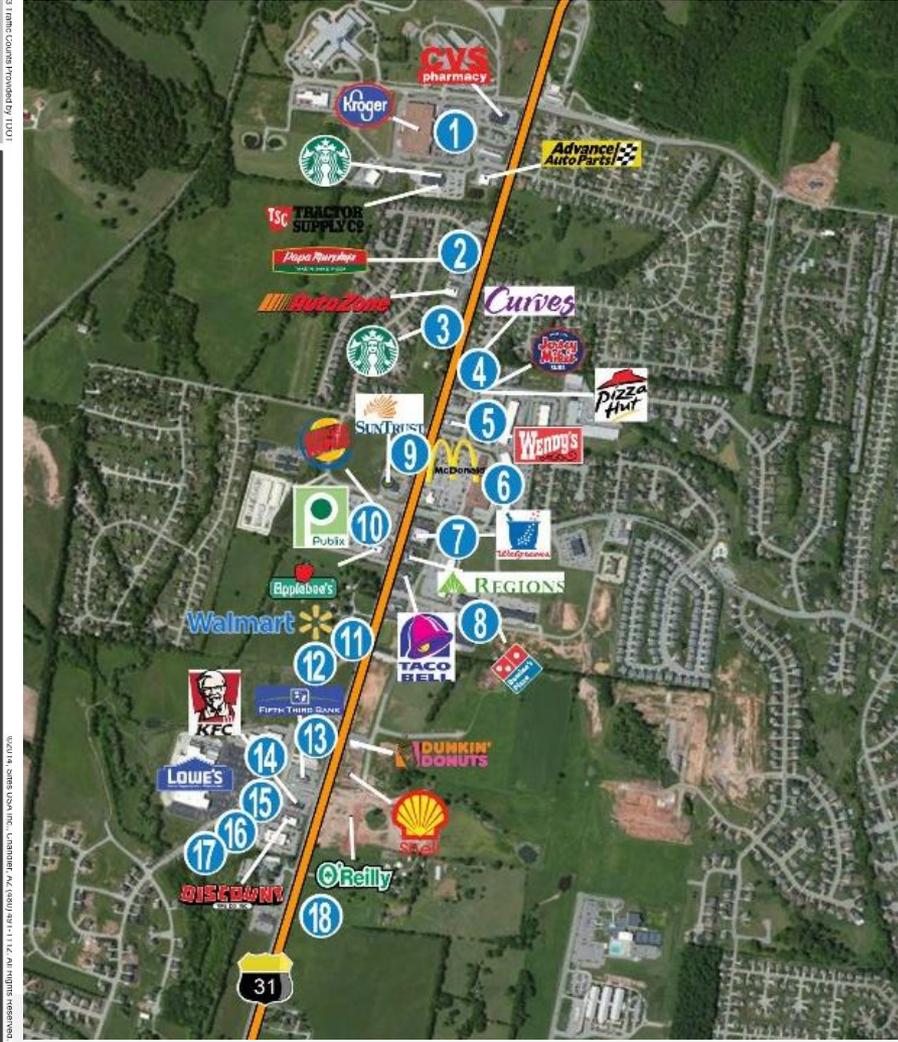
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Retail STRATEGIES

**SPRING HILL, TENNESSEE**

Properties

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# property catalog

Aerial #	Property Name	Property Strategy
1	Heritage Commons	Recruit Service Users or Office
2	Nice Unachored Strip Center	Recruit/ Lease Space
3	1 acre south of Starbucks	Recruit/ Build to Suit
4	Spring Hill Business Park- for sale or lease	Recruit/ Lease Space
5	Campbell Station Retail Center	Recruit/Lease space
6	Former Kroger/ current The Peoples Church	Recruit/ Lease Space; Redevelop/ Higher and better use
7	The Wall Street Center	Recruit/Lease space
8	Quasi Retail/ Service Center multi tenant building (with Outparcels available)	Recruit/ Lease Space
9	Campbell Station Parkway & Wilkes Lane	New Development
10	Publix Center	Fully Leased
11	Across from new Walmart Supercenter	Recruit/ Lease Space
12	Shoppes of Spring Hill ("unanchored Strip center coming soon")	
13	Bellshire Village (lowes), Outparcels Available	Recruit/ Build to Suit
14	Vacant property available between Walmart and Lowes	Recruit/ Big Box Development; Recruit/ Build to Suit
15	8,000 SF Build-To-Suit, Walmart/Lowe's outparcel	Recruit/ Big Box Development; Recruit/ Build to Suit
16	Lots in front of Lowes	Recruit/ Build to Suit

# property catalog

17	Outparcel at Lowes	Recruit/ Build to suit
18	Land next to O'Relly's	Recruit/ Big Box Development; Recruit/ Build to suit;
19	The Market Place Shopping Center	Recruit/ Lease Space
20	2 acres for sale	Recruit/ Build to suit
21	Lot next to Twice Daily C-Store	Recruit/ Build to suit
22	The Shoppes of Spring Hill	Recruit/ Lease Space; Recruit/ Improve Tenant Mix
23	103 Acres For Sale	Recruit/ Big Box Development; Recruit/ Build to Suit
24	Direct Auto Sales next to Storm Shelters	Recruit/ Higher and Better Use
25	Subway Strip Center	Redevelop/ Higher and better use; Recruit/ Improve Tenant Mix
26	Town Center Parkway	Recruit/ Lease Space
27	Home Depot Outparcels	Recruit/ Build to suit
27A	Red Pepper Ridge and Town Center Parkway	Recruit/ Build to suit
28	Vacant property across from Home Depot- 32 Acres	Recruit/ Big Box Development
29	Food Lion Center	Recruit/ Lease Space; Recruit/ Improve Tenant Mix
30	The Crossings at Spring Hill	Shop Space Available - Apparel, Regional Concepts
30A	The Crossings at Spring Hill	Casual Dining Restaurant Recruitment
30B	The Crossings at Spring Hill - Phase II & III	Entertainment, Casual Dining, Fast Casual, Apparel, Pets, Hobby
31	Spring Hill Town Center	Service - Dry Cleaning, Nails, Hair, Cash

# key properties

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1.		The Crossing at Spring Hill	1033 Crossings Blvd	Robin Tubbs 770-315-7361	Existing Shop Space For Lease
2.		The Crossing at Spring Hill PHASE II	1033 Crossings Blvd	Robin Tubbs 770-315-7361	New Construction Expansion
3.		The Crossing at Spring Hill Out Parcels	1033 Crossings Blvd	GBT Realty 615-620-4609	Restaurants
4.		Proposed Retail Center north of Publix	Columbia Pike and Campbell Station Parkway	Brian Pierce 336-668-9999	New Construction

# key properties

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<p>5.</p>		<p>Outlook Center Multi-Tenant Strip Center Across Walmart Supercenter</p>	<p>2047 Wall Street</p>	<p>Steve Kroeger 615-377-9779</p>	<p>New Development 5,000 SF Available</p>
<p>6.</p>		<p>Shoppes of Spring Hill</p>	<p>Nasdaq Street and Main Street, Spring Hill, TN 37174</p>	<p>Mike Tidwell</p>	<p>unanchored strip center coming soon</p>
<p>7.</p>		<p>Lowe's Outparcels</p>	<p>4987 Main Street</p>	<p>Austin Benedict 615-850-2718</p>	<p>Existing Center with a variety of out parcels in varying sizes</p>
<p>8.</p>		<p>Home Depot Outparcels</p>	<p>5411 Columbia Pike</p>	<p>Sheldon Griffin (615) 373-9511</p>	<p>1.51, 1.96 &amp; 1.41 acres next to HOME DEPOT</p>



Michelob's  
**ULTRA**  
SUPERIOR LIGHT BEER

AL CY YOUNG CANDIDATES

	AL	BR	GA	LA	TX
AVG	17.2	19.3	18.1	12.3	12.3
ERA	1.28	2.82	1.88	3.27	2.63

Music City  
WINDOW TINT &  
PAINT PROTECTION  
www.MusicCityWindowTint.com  
(815)-260-3838  
(615)-681-3445

# recruitment

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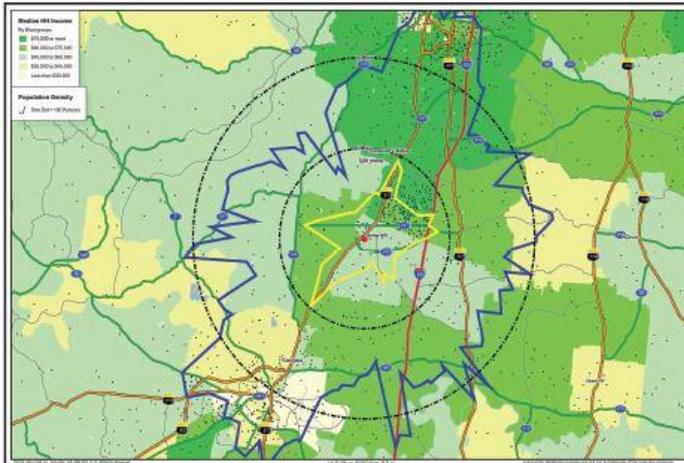
# marketing guide

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## SPRING HILL, TN Marketing Guide



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



**City of SPRING HILL**  
TENNESSEE  
est. 1839

**Victor Lay**  
City Administrator

vlay@springhilltn.org  
100 South Center Parkway  
P.O. Box 789  
Spring Hill, TN 37174  
(931) 684-2325 Ext. 315 (w)  
931) 684-0714 (h)

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



### 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 © 2014 Redfin)

- 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%.

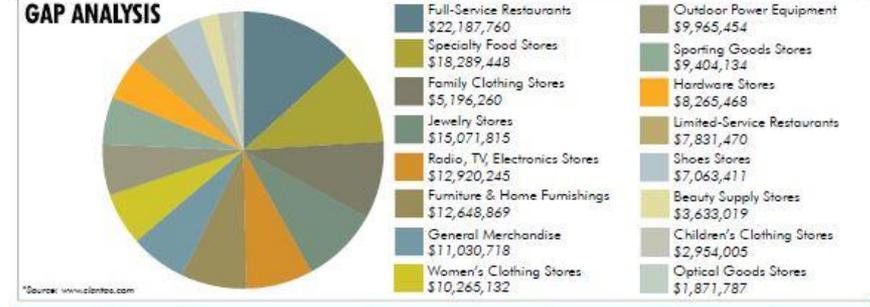
(© 2014 Redfin)

**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 Visual 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	mundaco financial	(615) 468-1002
• Spring Hill Town Center	24,900 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
• Nixdorf Street and Main Street	2 Acres	Maury County Realty	(615) 202-1500
• Red Pepper Ridge and Town Center Parkway	1.24 Acres	Centennial Inc.	(615) 794-5184
• Campbell Station Parkway & Wilkes Lane	-	Maggi Realty Company	(615) 372-9511
• Home Depot Outparcels	4.88 acres	Baker Storey McDonald Properties, Inc	-
• The Crossings at Spring Hill	-	Baker Storey McDonald Properties, Inc	-



# recruitment objectives

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## Connections & Advocacy

- Contact Brokers – Landlord and Tenant Representation
- Contact Developers
- Contact Retail Real Estate Managers



## Customized Research & Marketing

- Site and Project Specific Data Reports
- Site and Project Specific GIS Mapping

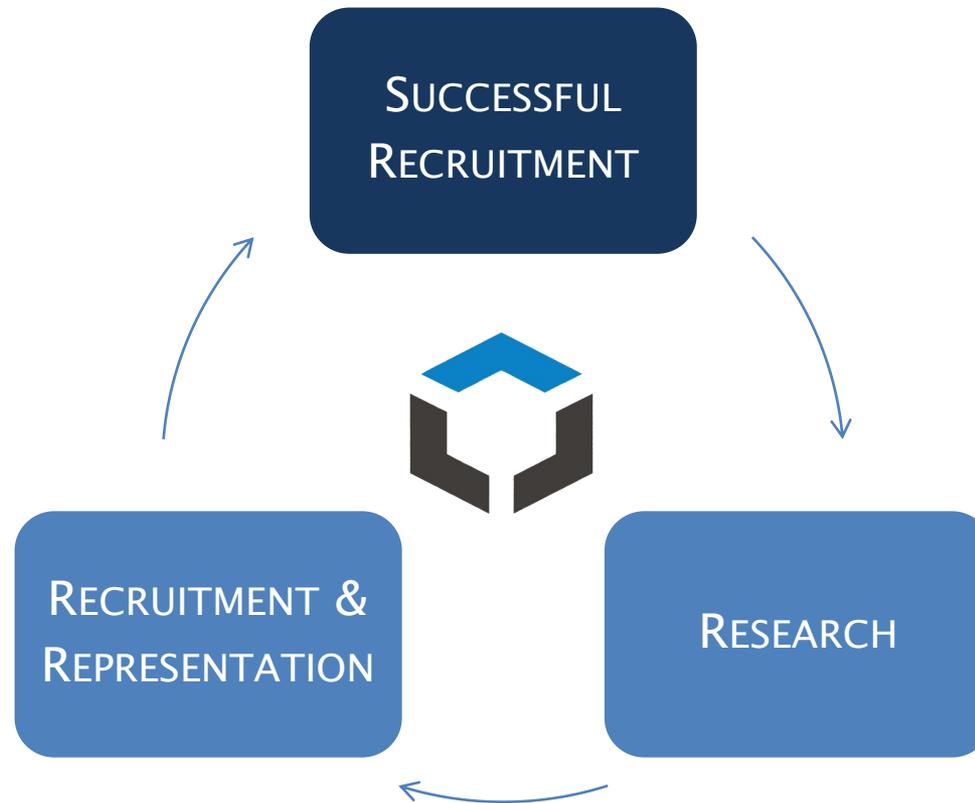


## Manage Changing Retail Landscapes

- Work with New Development
- Assist with Vacant Space and Relocations
- Discovery and Advocacy for City at ICSC Events

# recruitment objectives

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Throughout our partnership with the City, we will adhere to this plan. Every six months our team will update the research, refine the recruitment plan, then repeat the process of executing your strategic plan.

Of course, our partnership does not end there. Retail Strategies will be your partner beyond the ribbon cuttings to assist you in bolstering your retail sector. From providing incentives consulting to development oversight, we will be the City's retail partner.



# Questions?

*We make retail happen.*

Market **ANALYSIS** .  
Strategic **PLANNING** .  
Retail **RECRUITMENT** .

