



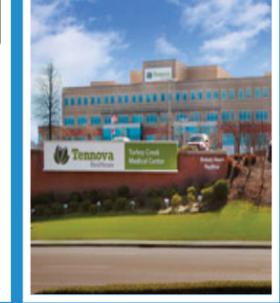
FARRAGUT, TN

Marketing Guide



Market Highlights

Farragut, Tennessee - Knox and Loudon County



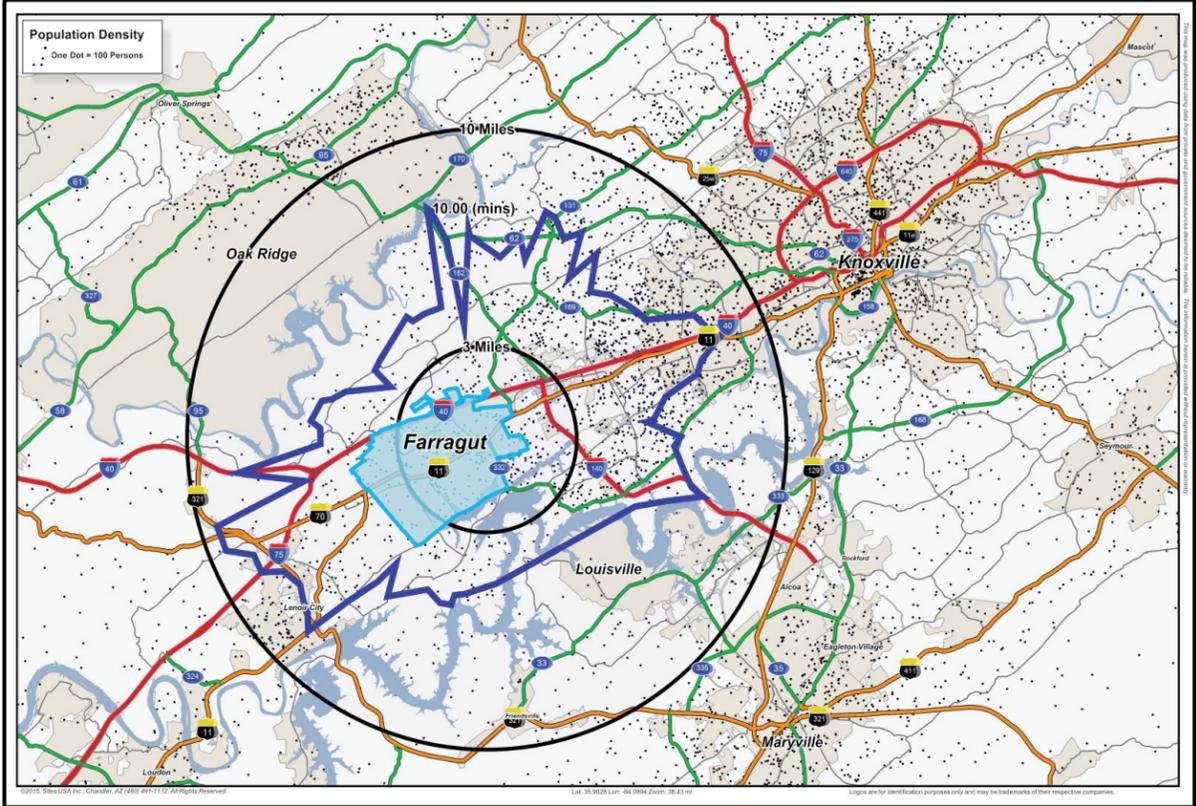
Quick Facts

- Residents of Farragut, Tennessee fall into the Exurbanites Tapestry Segmentation (40.7%). Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane. Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances. Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style. Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- The Town of Farragut ranks 8th in the state of Tennessee for the highest median household income (\$97,589).

(Source: ESRI Tapestry Segmentation: 3 Mile Radius)

Farragut Overview

- Knoxville is the 3rd largest MSA in Tennessee with a 2013 estimated population of 852,715. The Farragut and Turkey Creek Trade Area draw from a 20 county region in East Tennessee serving more than 1.3M people. This is slightly less than the Nashville MSA of 1.8 million and the same as the Memphis MSA of 1.3 million.
- East Tennessee's first Costco, Gander Mountain and First Watch are all located in Farragut, Tennessee.
- Shop Farragut, a program of the Farragut Business Alliance (FBA), is an awareness campaign that encourages visitors and locals to make their purchases in Town.
- The Town of Farragut does not assess a property tax.
- Farragut was Ranked Most Business-Friendly City in Tennessee for 2011 by the Beacon Center of Tennessee (Formerly the Tennessee Center for Policy Research).
- Turkey Creek Medical and Tennova Healthcare employs over 500 people in a 300,000 square foot hospital.
- Farragut Schools educate approximately 8,000 students on 6 campuses.

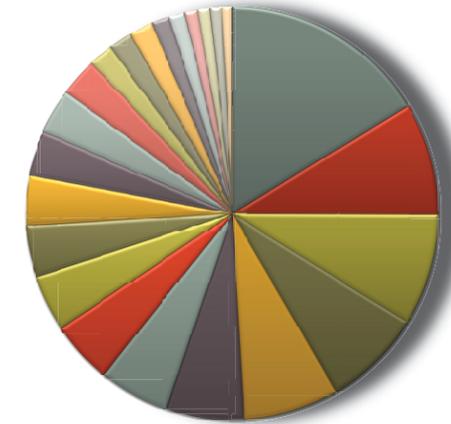


Contacts for Available Properties

Company	Contact	Phone Number	Website
<ul style="list-style-type: none"> Town of Farragut R.M. Moore LLC Archer Furrow & Assoc Capital Commercial Real Estate First Commercial Real Estate Holrob DDR NAI Knoxville Bayer Properties Hatcher-Hill Properties Gables & Gates Realtors Cornerstone Commercial Real Estate Spake Real Estate Coldwell Banker Commercial; Wallace & Wallace Realtors Blanchard & Calhoun NAI Knoxville Commercial Realty Corporation Horne Properties Southern Commercial M&M Development 	<ul style="list-style-type: none"> Gary Palmer Sperry Van Ness Sam Furrow Schaad Company Keith Widmer Mark Shipe Gordon Miller Trey Miller Jackson Ratliff Tim Hill Jerry Whitehead, Suzy Lash John Adams John Spake Tim Duff Rhodes Seeger Sam Tate Robert Shagan Doug Horne Andy Hillmer Sam Mishu 	<ul style="list-style-type: none"> 865.356.2938 865.531.6400 865.521.7500 865.769.4644 865.588.1000 865.342.8716 404.504.6726 865.777.3030 205.795.4147 865.719.7538 865.777.9191 865.450.8883 828.277.9670 865.690.1111 706.722.5565 865.777.3035 865.693.3300 865.560.1180 865.588.0882 ext 101 865.560.1100 	<ul style="list-style-type: none"> www.townoffarragut.org/recon2015 www.rmooore.com www.archerfurrow.com www.capitalrealstate.com www.5881000.com www.holrob.com www.naiknoxville.com www.bayerproperties.com/properties www.hatcherhill.com www.gablesandgates.com www.cornerstoneacres.com www.spakerealestate.com www.cbcww.com www.bccommercial.com/projects/5-brooklawn-village www.naiknoxville.com www.commercialrealtyco.net www.hpiknox.com www.southerncommercial.com www.mmdevelopment.com

GAP ANALYSIS

Distance: Custom Retail Trade Area



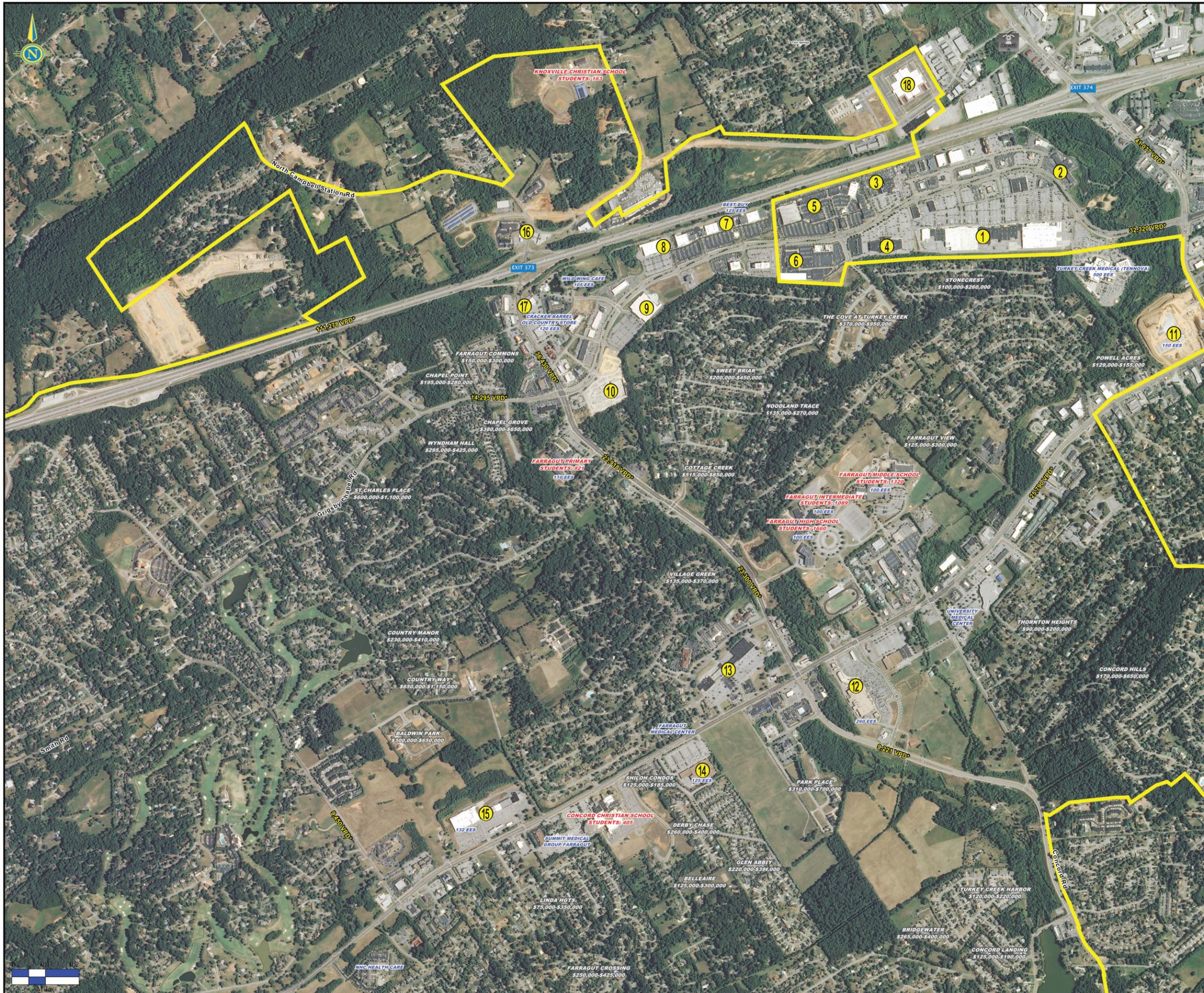
The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, 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 \$36,933,587	Hardware Stores \$10,015,571	Computer & Software Stores \$4,139,208
Department Stores \$19,717,504	Electronics & Appliances Stores \$9,160,905	Luggage & Leather Goods Stores \$3,130,017
Jewelry Stores \$19,707,233	Women's Clothing Stores \$8,758,184	Health & Personal Care Stores \$2,915,988
Building Materials/Lumberyards \$17,528,577	Office Supplies & Stationery Stores \$8,010,440	Paint & Wallpaper Stores \$2,271,770
Family Clothing Stores \$17,026,584	Automotive Parts/Accessories, Tire Stores \$7,931,519	Children's, Infants' Clothing Stores \$2,197,903
Nursery & Garden Centers \$13,690,115	Hobby, Toy & Game Stores \$6,817,852	Men's Clothing Stores \$2,131,701
Sporting Goods Stores \$12,508,705	Shoe Stores \$4,332,431	Clothing Accessories Stores \$1,743,818
Outdoor Power Equipment Stores \$10,993,298	Cosmetics, Beauty Supplies, Perfume Stores \$4,215,263	



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www.townoffarragut.org/recon2015

DEMOGRAPHIC PROFILE	3 Mile Radius	10 Mile Radius	10 Minute Drive Time	Custom Trade Area
2014 Estimated Population	31,969	215,221	69,983	673,429
Total Number of Employees	33,617	128,858	56,201	222,042
Median HH Income	\$83,639	\$61,342	\$76,376	\$38,785



Existing Retail

- 1 The Pavilion at Turkey Creek
Walmart Supercenter, Office Max, Hobby Lobby, Old Navy, Super Target, Ross Dress For Less, PetSmart, Pier 1, Dollar Tree
- 2 Earth Fare Grocery
- 3 Carmax
- 4 Regal Cinema 18
- 5 Colonial Pinnacle at Turkey Creek
Belk, Bed Bath & Beyond, World Market
- 6 Colonial Promenade Turkey Creek
HH Gregg, Party City, Edwin Watts
- 7 Colonial Pinnacle Turkey Creek Phase II
Belk Men's & Home, Best Buy, Marshalls, Off Broadway, Charming Charlie
- 8 Gander Mountain
- 9 JC Penny
- 10 Publix
- 11 Costco
- 12 Brooklawn Village
Kroger Marketplace, Petco
- 13 Village Green Shopping Center
Stein Mart, The Fresh Market
- 14 Kohl's
- 15 Ingles
- 16 North of I-40 | N. Campbell Station Rd.
Captain Ernie's Fish House, Comfort Inn & Suites, Country Inn & Suites, Fairfield Inn, Holiday Inn Express, Super 8 Motel
- 17 South of I-40 | N. Campbell Station Rd.
Dunkin' Donuts, Econo Lodge, Mellow Mushroom, Walgreens, Wild Wing Cafe, Cracker Barrel Old Country Store, Baymont Inn & Suites, Hampton Inn
- 18 At Home

FARRAGUT AREA RETAIL
Knoxville, Tennessee

For more information:
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Prepared by:
