

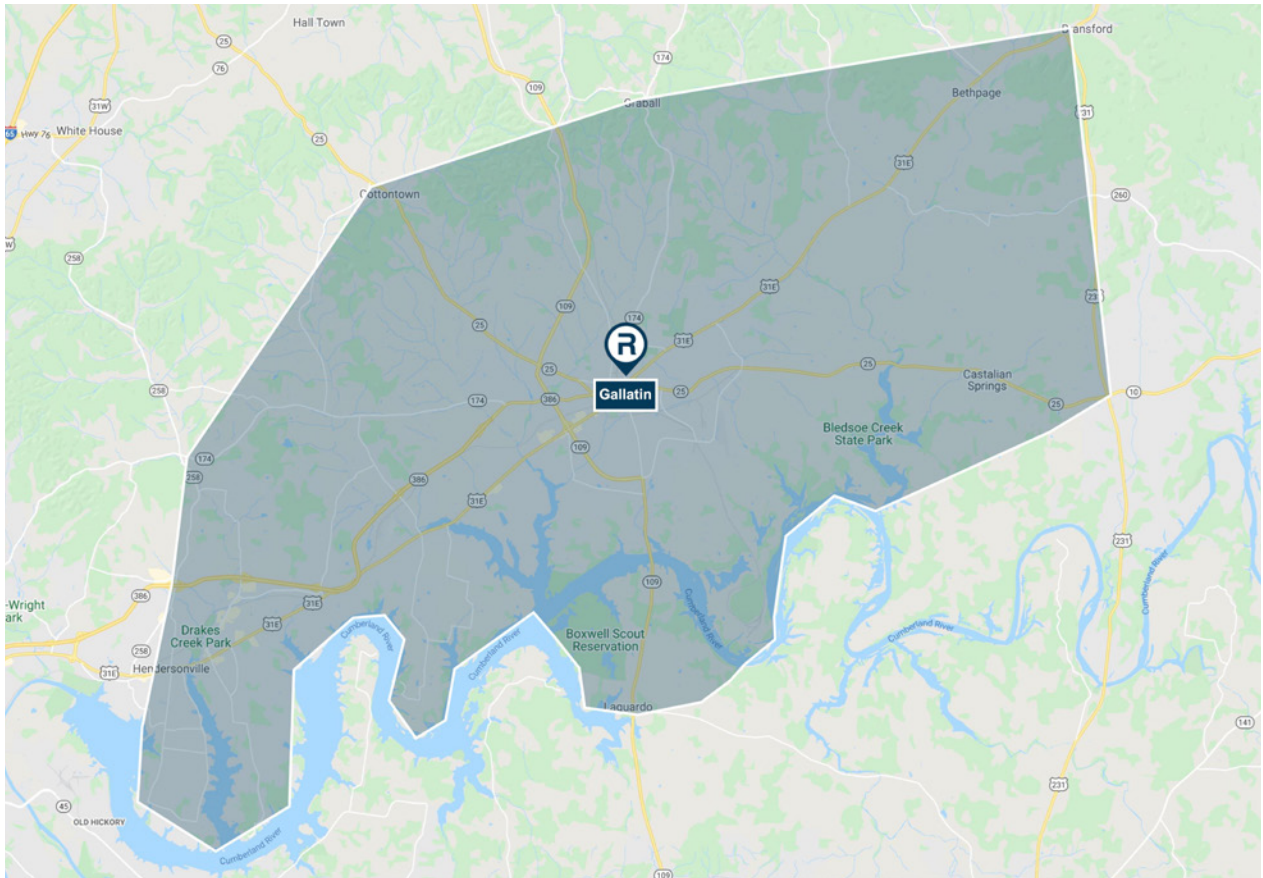


GALLATIN, TENNESSEE

Downtown Retail Trade Area Retail Goods and Services Expenditures



Contact Information



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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Downtown Retail Trade Area • Retail Goods and Services Expenditures

Gallatin, Tennessee

DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	106	\$2,282.52	\$103,756,592
Men's	105	\$442.34	\$20,107,377
Women's	107	\$807.55	\$36,708,607
Children's	107	\$341.03	\$15,502,282
Footwear	106	\$507.60	\$23,073,853
Watches & Jewelry	106	\$123.76	\$5,625,738
Apparel Products and Services (1)	104	\$60.25	\$2,738,736
Computer			
Computers and Hardware for Home Use	106	\$172.24	\$7,829,586
Portable Memory	104	\$4.01	\$182,502
Computer Software	104	\$10.12	\$459,934
Computer Accessories	111	\$19.55	\$888,762
Entertainment & Recreation	108	\$3,499.91	\$159,095,537
Fees and Admissions	109	\$780.33	\$35,471,401
Membership Fees for Clubs (2)	109	\$260.92	\$11,860,656
Fees for Participant Sports, excl. Trips	112	\$110.27	\$5,012,352
Tickets to Theatre/Operas/Concerts	108	\$87.11	\$3,959,628
Tickets to Movies	106	\$60.89	\$2,767,795
Tickets to Parks or Museums	104	\$34.34	\$1,561,112
Admission to Sporting Events, excl. Trips	110	\$69.19	\$3,145,237
Fees for Recreational Lessons	108	\$156.74	\$7,124,926
Dating Services	107	\$0.87	\$39,694
TV/Video/Audio	107	\$1,250.08	\$56,825,070
Cable and Satellite Television Services	107	\$862.74	\$39,217,765
Televisions	108	\$116.60	\$5,300,407
Satellite Dishes	116	\$1.36	\$61,996
VCRs, Video Cameras, and DVD Players	109	\$5.67	\$257,559
Miscellaneous Video Equipment	112	\$27.86	\$1,266,381
Video Cassettes and DVDs	109	\$10.88	\$494,590
Video Game Hardware/Accessories	106	\$29.98	\$1,362,766
Video Game Software	107	\$17.62	\$800,963
Rental/Streaming/Downloaded Video	108	\$58.08	\$2,639,989
Installation of Televisions	118	\$1.27	\$57,570
Audio (3)	109	\$115.47	\$5,249,078
Rental and Repair of TV/Radio/Sound Equipment	105	\$2.55	\$116,007
Pets	107	\$744.29	\$33,833,398
Toys/Games/Crafts/Hobbies (4)	108	\$131.53	\$5,979,060
Recreational Vehicles and Fees (5)	107	\$167.46	\$7,612,247
Sports/Recreation/Exercise Equipment (6)	110	\$223.63	\$10,165,535
Photo Equipment and Supplies (7)	107	\$54.91	\$2,495,818
Reading (8)	108	\$116.55	\$5,297,864
Catered Affairs (9)	104	\$31.13	\$1,415,142

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DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food	106	\$9,641.34	\$438,266,439
Food at Home	106	\$5,647.11	\$256,700,752
Bakery and Cereal Products	106	\$735.76	\$33,445,405
Meats, Poultry, Fish, and Eggs	105	\$1,227.66	\$55,805,558
Dairy Products	106	\$581.88	\$26,450,618
Fruits and Vegetables	105	\$1,101.52	\$50,071,595
Snacks and Other Food at Home (10)	106	\$2,000.30	\$90,927,576
Food Away from Home	106	\$3,994.23	\$181,565,687
Alcoholic Beverages	107	\$666.00	\$30,274,162
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$28,169.96	\$1,280,521,961
Value of Retirement Plans	115	\$109,529.45	\$4,978,880,000
Value of Other Financial Assets	112	\$9,194.85	\$417,970,333
Vehicle Loan Amount excluding Interest	110	\$3,207.78	\$145,816,145
Value of Credit Card Debt	108	\$2,803.41	\$127,434,811
Health			
Nonprescription Drugs	108	\$159.63	\$7,256,110
Prescription Drugs	110	\$385.51	\$17,524,028
Eyeglasses and Contact Lenses	109	\$101.71	\$4,623,246
Home			
Mortgage Payment and Basics (11)	111	\$11,649.82	\$529,565,749
Maintenance and Remodeling Services	111	\$2,856.06	\$129,827,944
Maintenance and Remodeling Materials (12)	109	\$598.61	\$27,211,085
Utilities, Fuel, and Public Services	107	\$5,209.31	\$236,799,647
Household Furnishings and Equipment			
Household Textiles (13)	108	\$109.06	\$4,957,399
Furniture	109	\$696.11	\$31,643,173
Rugs	116	\$40.60	\$1,845,672
Major Appliances (14)	110	\$395.52	\$17,979,058
Housewares (15)	109	\$105.36	\$4,789,520
Small Appliances	106	\$52.24	\$2,374,507
Luggage	109	\$15.95	\$725,201
Telephones and Accessories	110	\$97.06	\$4,412,131
Household Operations			
Child Care	108	\$556.28	\$25,286,816
Lawn and Garden (16)	110	\$538.25	\$24,467,353
Moving/Storage/Freight Express	105	\$63.22	\$2,873,843
Housekeeping Supplies (17)	107	\$832.37	\$37,837,029
Insurance			
Owners and Renters Insurance	111	\$665.54	\$30,253,646
Vehicle Insurance	106	\$1,909.65	\$86,806,978
Life/Other Insurance	111	\$602.12	\$27,370,705
Health Insurance	109	\$4,033.38	\$183,345,574
	107	\$533.16	\$24,235,785
Personal Care Products (18)	107	\$157.15	\$7,143,420
School Books and Supplies (19)	104	\$417.52	\$18,979,355
Smoking Products			

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DESCRIPTION	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Transportation	109	\$2,809.31	\$127,702,606
Payments on Vehicles excluding Leases	106	\$2,502.25	\$113,744,590
Gasoline and Motor Oil	109	\$1,260.32	\$57,290,190
Vehicle Maintenance and Repairs			
Travel	107	\$640.96	\$29,135,979
Airline Fares	109	\$710.69	\$32,305,686
Lodging on Trips	108	\$31.10	\$1,413,806
Auto/Truck Rental on Trips	108	\$621.69	\$28,260,234
Food and Drink on Trips	55	\$317.50	\$3,860,518

Citations

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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