

Retail Site Analysis



Newnan First Retail LLC

Interstate 85 (Exit #35) and U.S. Highway 29
Grantville, Georgia 30220



Project Summary

The site is located within the southeast quadrant of the Interstate 85 (Exit #35) and U.S. Highway 29 interchange in Grantville, Georgia 30220. It has been proposed to develop a new generation travel center with lead brand fuel, modern forecourt, truck diesel, upscale convenience/travel store, fast food kitchen deli, and trucker services. Adjacent development consideration has been given to free-standing Tier I fast food restaurant and free-standing liquor store. The site area consists of 19-acres and affords direct frontage and access along U.S. Highway 29 and Lowry Road.

The focus of this evaluation is the anticipated fuel volume, convenience store, fast food restaurant, and liquor store sales during the first three years of planned facility operation. A comprehensive development strategy has been created and analyzed for volume and sales projection purposes.

Table of Contents

Site Overview	3
Facility Development Strategy – Fuel & Convenience Store.....	4
Projections, Analytical Range, and Metrics – Fuel & Convenience Store	5
Facility Development Strategy – Fast Food Restaurant	6
Projections, Analytical Range, and Metrics – Fast Food Restaurant.....	7
Facility Development Strategy – Liquor Store	8
Projections, Analytical Range, and Metrics – Liquor Store	9
Site Photos and Site Plan	10
Traffic Summary.....	12
Consumer Potential Scores	16
Competitive Summary and Map – Fuel & Convenience Store.....	19
Competitive Summary and Map – Fast Food.....	29
Competitive Summary and Map – Liquor Store.....	37
Trade Area Map and Demographics	40

Site Overview

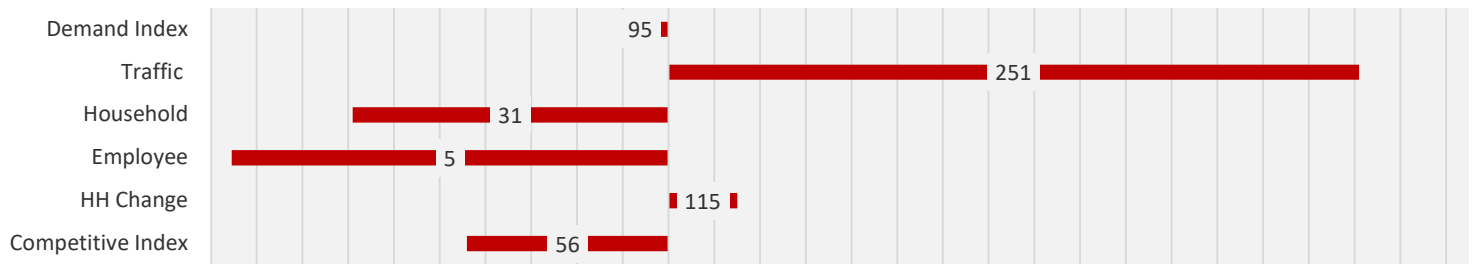
Interstate 85 (Exit #35) and U.S. Highway 29, Grantville, Georgia 30220

Interchange
SE

Density Class and Socio-Economic Score



	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
U.S. Highway 29	2	east/west	●	●	●
State Highway 14		undivided	2	55 MPH	unregulated
Lowry Road	2	north/south	●	●	●
		undivided	1	35 MPH	stop
Interstate 85	6	north/south	●	●	●
Alan Jackson Highway		limited access		70 MPH	unregulated

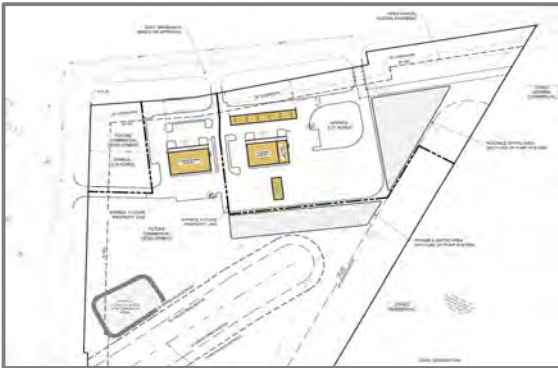


Facility Development Strategy: Newnan First Retail LLC

Name:	Proposed Facility	Brand:	Exxon	Case #:	1	
Location:	Interstate 85 (Exit #35) and U.S. Highway 29			Intersection:	SE	
Type:	Convenience Store			Fx Impact Score:	298.6	

Forecourt and Exterior				Posted Prices	
10	MPD's	x	Canopy	Unleaded	\$3.28 ⁹
	Electronic	x	Air		
20	# of Gasoline Hoses	7	Brand Sign Facings	Diesel	\$3.75 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
20	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
10	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	LimitedAccess	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	128.0
30	# of Self Service Hoses	70	Posted Speed	Diesel Score	32.0
	# of Full Service Hoses	7,000	Size of Store	Convenience Store Score	138.6
Stacked	Fuel Configuration	14	Up Front Parking	Fast Food Score	20.0
	Car Wash	20	Truck Parking		

Convenience Store					
20	Walk In Cooler Doors	Lead Brand	Maintenance	Expanded	Restrooms
6	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
10	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Lead Brand	Operation	Deli Kitchen	Fast Food	x	ATM



Projections, Analytical Range, and Metrics

Interstate 85 (Exit #35) and U.S. Highway 29, Grantville, Georgia 30220

AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	304,354	311,184	314,398
<i>Gasoline Volume (Gallons)</i>	<i>207,118</i>	<i>211,766</i>	<i>213,953</i>
<i>Diesel Volume (Gallons)</i>	<i>97,236</i>	<i>99,418</i>	<i>100,445</i>
Convenience Store Sales (Dollars)	\$244,920	\$251,249	\$254,227
<i>Convenience Sales (Dollars)</i>	<i>\$218,951</i>	<i>\$224,609</i>	<i>\$227,271</i>
<i>Fast Food Store Sales (Dollars)</i>	<i>\$25,969</i>	<i>\$26,640</i>	<i>\$26,956</i>

ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	269,057	275,094	277,936
<i>Gasoline Volume (Gallons)</i>	<i>186,406</i>	<i>190,589</i>	<i>192,558</i>
<i>Diesel Volume (Gallons)</i>	<i>82,651</i>	<i>84,505</i>	<i>85,378</i>
Convenience Store Sales (Dollars)	\$221,004	\$226,714	\$229,401
<i>Convenience Sales (Dollars)</i>	<i>\$198,151</i>	<i>\$203,271</i>	<i>\$205,680</i>
<i>Fast Food Store Sales (Dollars)</i>	<i>\$22,853</i>	<i>\$23,443</i>	<i>\$23,721</i>

HIGH	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	329,928	337,332	340,815
<i>Gasoline Volume (Gallons)</i>	<i>227,830</i>	<i>232,943</i>	<i>235,348</i>
<i>Diesel Volume (Gallons)</i>	<i>102,098</i>	<i>104,389</i>	<i>105,467</i>
Convenience Store Sales (Dollars)	\$269,988	\$276,964	\$280,246
<i>Convenience Sales (Dollars)</i>	<i>\$241,941</i>	<i>\$248,193</i>	<i>\$251,134</i>
<i>Fast Food Store Sales (Dollars)</i>	<i>\$28,047</i>	<i>\$28,771</i>	<i>\$29,112</i>

PROJECTION METRICS

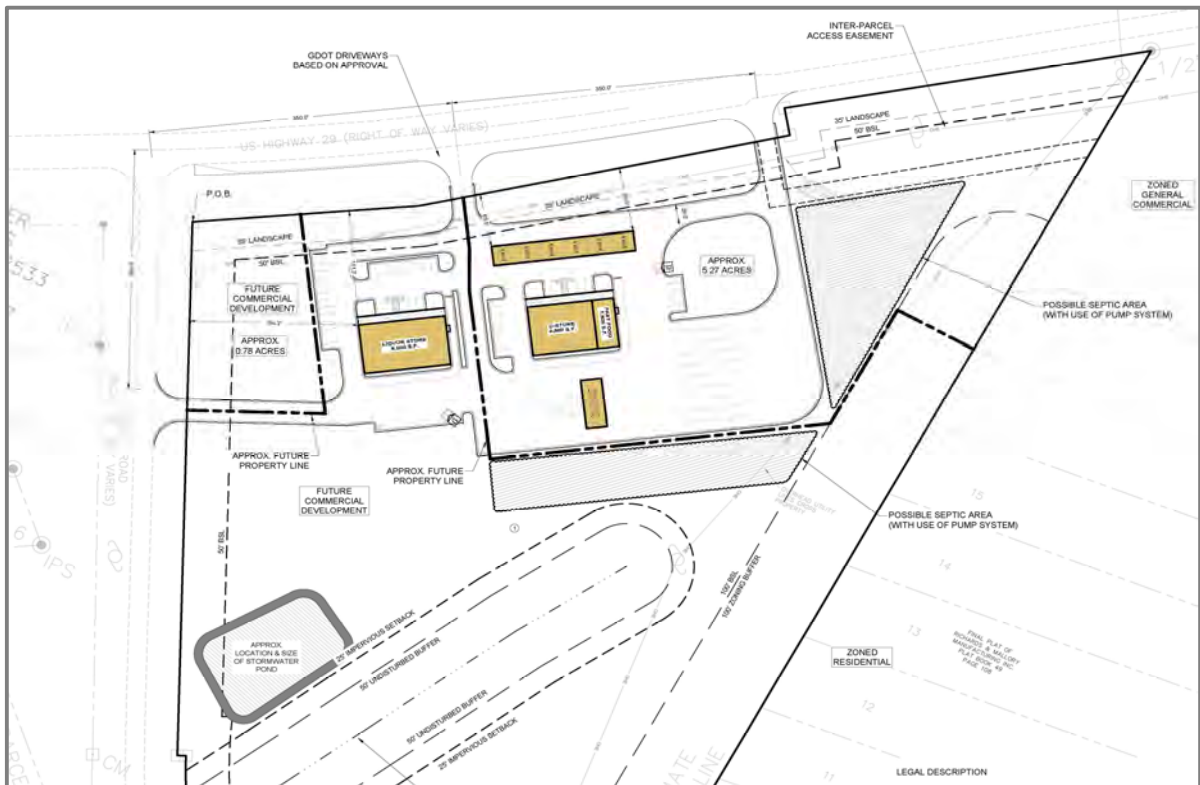
Primary Area of Influence	Custom	Annual Convenience Store Sales Year 1	\$2,939,040
Area in Square Miles	12.91	Annual Convenience Sales Year 1	\$2,627,412
Total Intersection Traffic VPD	7,862	Annual Fast Food Sales Year 1	\$311,628
Explained Intersection Traffic	56.7%	Convenience Store \$ per Square Foot	\$34.99
Total Interstate 85 Traffic VPD	56,280	Fast Food Sales Percent Year 1	10.6%
Annual Fuel Volume Year 1	3,652,248		
Annual Gasoline Volume Year 1	2,485,416		
Annual Diesel Volume Year 1	1,166,832	Fuel Dispenser Count	14
Fuel Gallons per Dispenser Year 1	21,740	Convenience Store Square Feet	7,000

Facility Development Strategy: Fast Food

Name:	Tier I Fast Food Restaurant	Operation:	Franchise	Case #:	1
Location:	Interstate 85 (Exit #35) and U.S. Highway 29			Intersection:	SE
Type:	QSR				

Fast Food Exterior				Facility Development Impact: Fast Food	
3,000	Fast Food Restaurant SF	3	# of Access Points	FFx Impact Score	80.0
Tier I Brand	Brand Recognition	Interior	Visibility	Brand Score	25
5	Brand Sign Facings	Unregulated	Traffic Regulation		
Updated	Brand Image Compliance	Limited Access	Road Configuration		
50	Parking	Standard	On Site Movement		
x	Drive-Thru Service	70	Posted Speed		
Freestanding	QSR Building				

Fast Food Interior					
4	Cashier Stations	Brand	Interior Maintenance	Standard	Fountain Beverage Service
50	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Yes	24 Hours	x	Uniforms		Delivery



Projections, Analytical Range, and Metrics

Interstate 85 (Exit #35) and U.S. Highway 29, Grantville, Georgia 30220

AVERAGE MONTHLY SALES

	Year 1	Year 2	Year 3
Tier I Brand Fast Food Sales (Dollars)	\$118,265	\$121,321	\$122,759
Daily Fast Food Sales (Dollars)	\$3,888	\$3,989	\$4,036
Weekly Fast Food Sales (Dollars)	\$27,292	\$27,997	\$28,329
Annual Fast Food Sales (Dollars)	\$1,419,180	\$1,455,852	\$1,473,108

ANALYTICAL SALES RANGE

LOW	Year 1	Year 2	Year 3
Tier I Brand Fast Food Sales (Dollars)	\$104,073	\$106,762	\$108,028
Daily Fast Food Sales (Dollars)	\$3,422	\$3,510	\$3,552
Weekly Fast Food Sales (Dollars)	\$24,017	\$24,637	\$24,930
Annual Fast Food Sales (Dollars)	\$1,248,876	\$1,281,144	\$1,296,336

HIGH	Year 1	Year 2	Year 3
Tier I Brand Fast Food Sales (Dollars)	\$127,726	\$131,027	\$132,580
Daily Fast Food Sales (Dollars)	\$4,199	\$4,308	\$4,359
Weekly Fast Food Sales (Dollars)	\$29,475	\$30,237	\$30,595
Annual Fast Food Sales (Dollars)	\$1,532,712	\$1,572,324	\$1,590,960

PROJECTION METRICS

Primary Area of Influence	Custom
Area in Square Miles	12.91
Total Intersection Traffic VPD	7,862
Explained Intersection Traffic	56.7%
Total Interstate 85 Traffic VPD	56,280
Fast Food Restaurant Square Feet	3,000

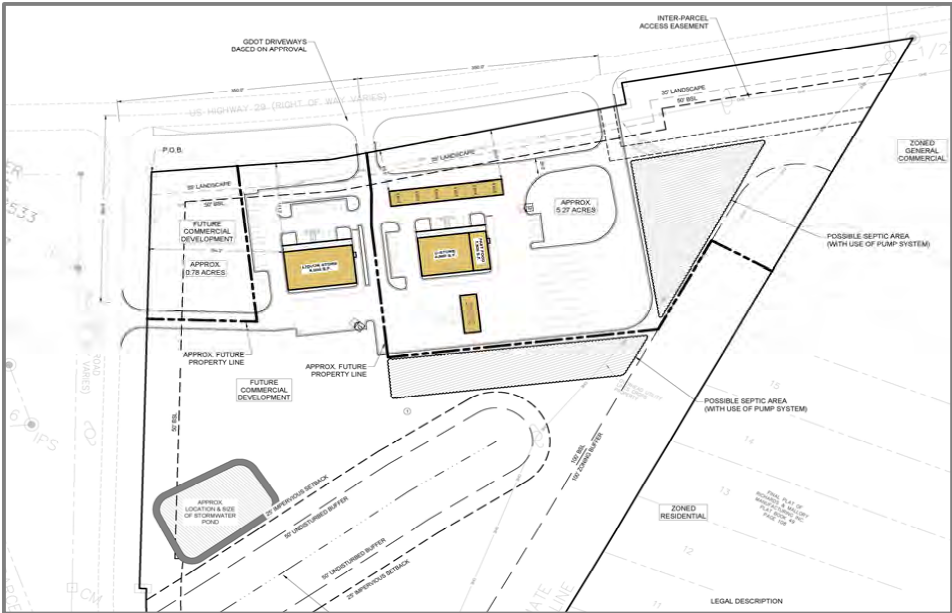
Facility Development Strategy: Liquor Store

Name:	Proposed Liquor Store	Operation:	Independent	Case #	1
Location:	Interstate 85 (Exit #35) and U.S. Highway 29			Intersection:	SE
Type:	Liquor Store				

Liquor Exterior				Competitive Impact - Liquor	
6,000	Store Size	3	# of Access Points	Liquor Score	106.2
3	# of Brand Sign Facings	Average	Visibility	Brand Score	0
50	# of Parking Spaces	Unregulated	Traffic Regulation	Distance Score	1.00
Yes	Associated Retail Development	Limited Access	Road Configuration		
No	Frequent Customer Program	Standard	On Site Movement		
Average	Exterior Signage	70	Posted Speed		
Excellent	Exterior Maintenance				
Excellent	Exterior Lighting				

Liquor Interior

Excellent	Interior Visibility	3	# Checkout Lanes
Excellent	Interior Maintenance	10	# Cooler Doors
Excellent	Interior Lighting	Full	Credit Card/Debit
Average	Interior Signage	11	Hours of Operation
Standard	Soda Snack Merchandising		
Standard	Advertised Special Sheet		
Standard	Restrooms		



Projections, Analytical Range, and Metrics

Interstate 85 (Exit #35) and U.S. Highway 29, Grantville, Georgia 30220

AVERAGE MONTHLY SALES

	Year 1	Year 2	Year 3
Liquor Store Sales (Dollars)	\$309,420	\$317,415	\$321,178
Daily Liquor Store Sales (Dollars)	\$10,173	\$10,436	\$10,559
Weekly Liquor Store Sales (Dollars)	\$71,405	\$73,250	\$74,118
Annual Liquor Store Sales (Dollars)	\$3,713,040	\$3,808,980	\$3,854,136

ANALYTICAL SALES RANGE

LOW	Year 1	Year 2	Year 3
Liquor Store Sales (Dollars)	\$278,478	\$285,674	\$289,060
Daily Liquor Store Sales (Dollars)	\$9,155	\$9,392	\$9,503
Weekly Liquor Store Sales (Dollars)	\$64,264	\$65,925	\$66,706
Annual Liquor Store Sales (Dollars)	\$3,341,736	\$3,428,088	\$3,468,720

HIGH	Year 1	Year 2	Year 3
Liquor Store Sales (Dollars)	\$340,362	\$349,157	\$353,296
Daily Liquor Store Sales (Dollars)	\$11,190	\$11,479	\$11,615
Weekly Liquor Store Sales (Dollars)	\$78,545	\$80,575	\$81,530
Annual Liquor Store Sales (Dollars)	\$4,084,344	\$4,189,884	\$4,239,552

PROJECTION METRICS

Primary Area of Influence	Custom
Area in Square Miles	12.91
Total Intersection Traffic VPD	7,862
Explained Intersection Traffic	56.7%
Total Interstate 85 Traffic VPD	56,280
Liquor Store Square Feet	6,000
Monthly Store \$ per Square Foot	\$51.57

Site Photos



View from U.S. Highway 29 facing east



View from U.S. Highway 29 facing west

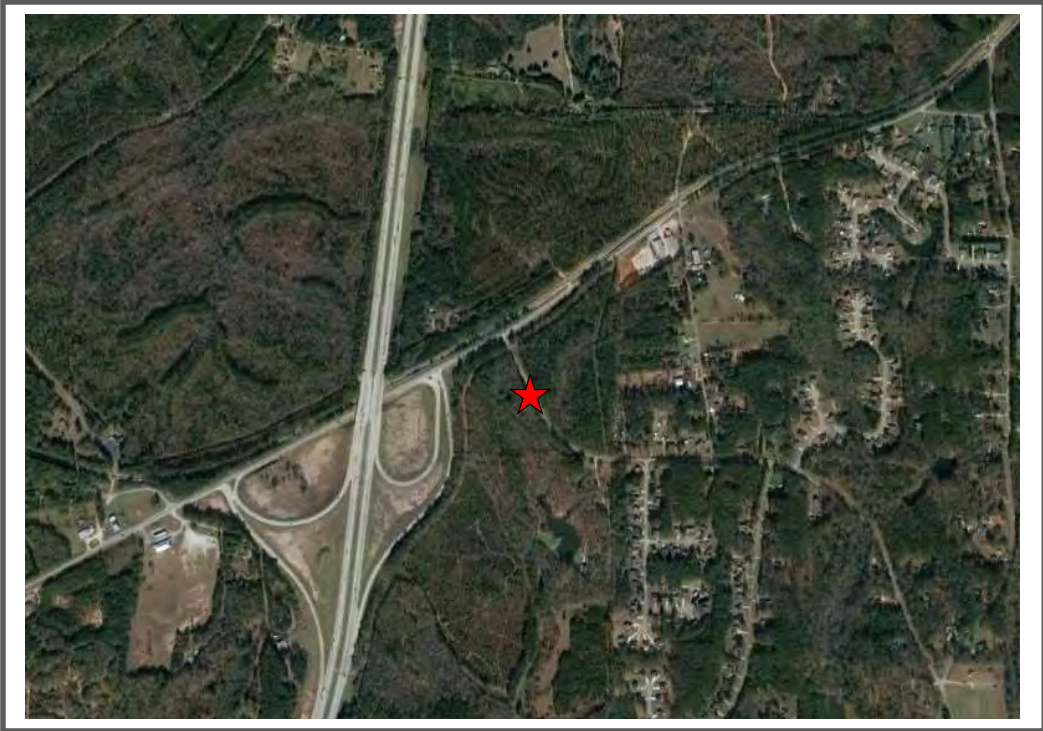


View facing south towards Lowry Road

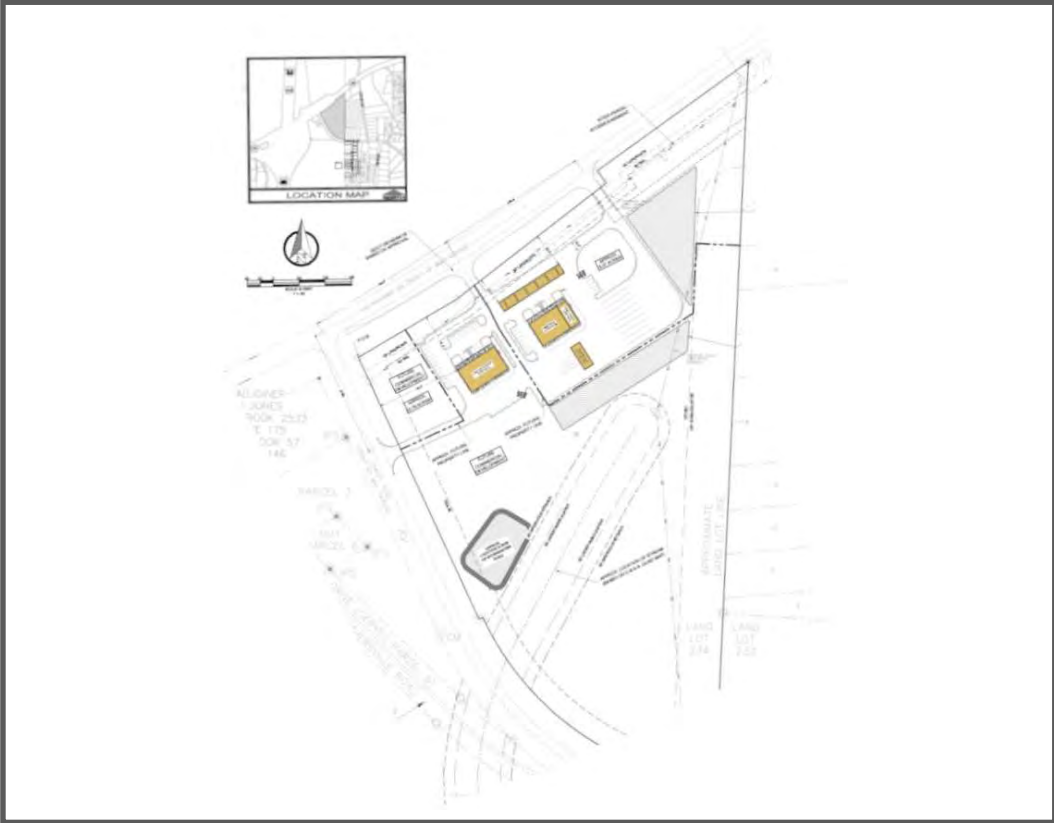


Site view from across U.S. Highway 29 facing southwest

Site Aerial and Site Plan



Aerial site view



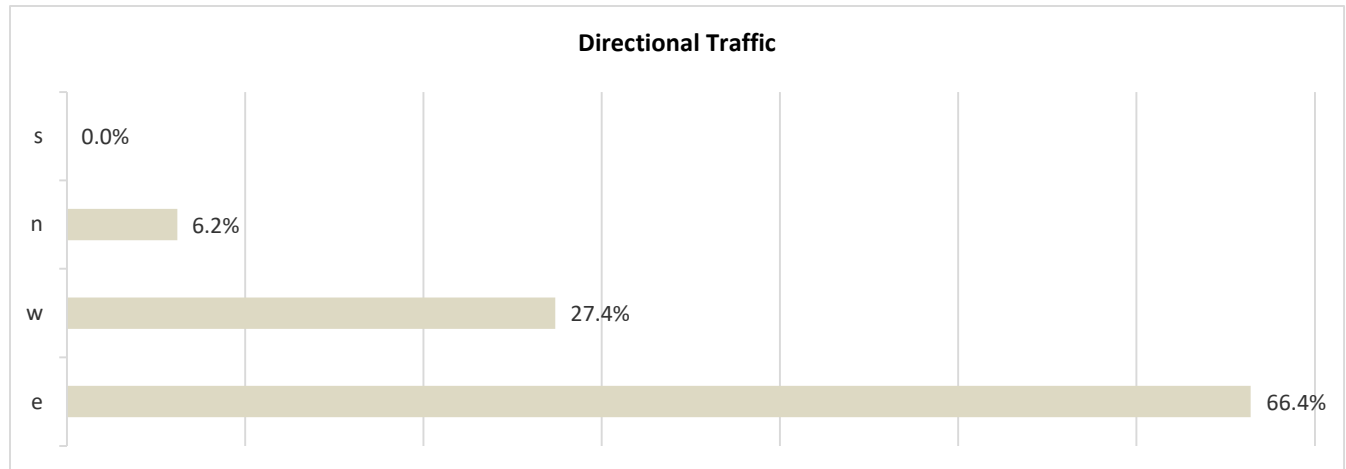
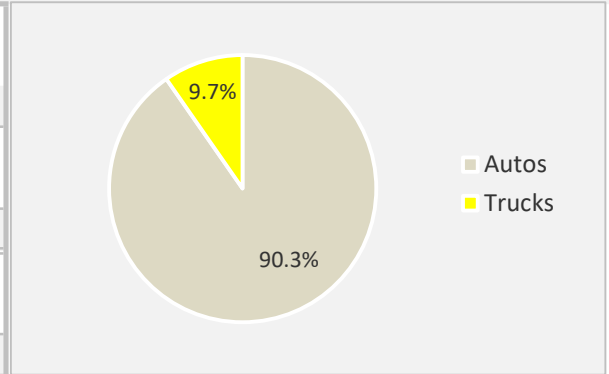
Site plan (conceptual)

Traffic Summary

					VPD Stats	
	Direction	Count	Classification	Ingress	Egress	
U.S. Highway 29	e	4,780	Auto	Frontage	Frontage	
	w	1,895		Turn	Turn	
	e	440	Truck			
	w	259				
Lowry Road	n	427	Auto	Frontage	Frontage	
	s			Turn	Turn	
	n	61	Truck			
	s					

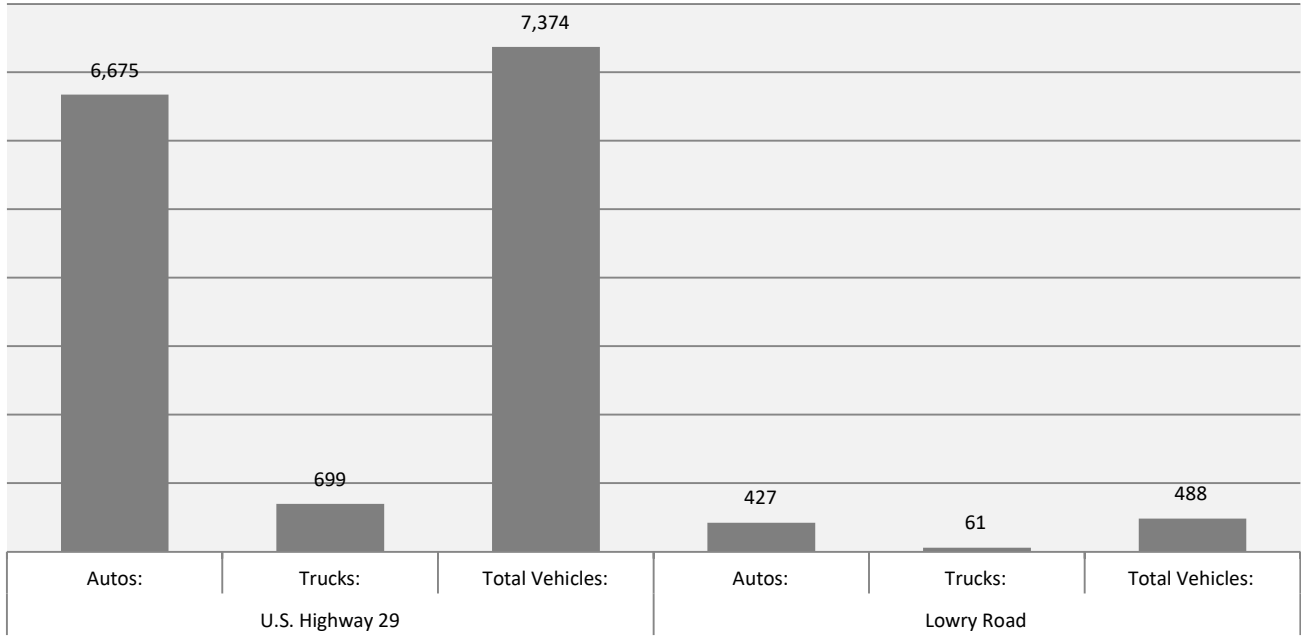
	Direction	Percent	Classification	Percent	Frontage
U.S. Highway 29	e	60.8%	Auto	90.5%	66.4%
	w	24.1%			
	e	5.6%	Truck	9.5%	
	w	3.3%			
Lowry Road	n	5.4%	Auto	87.5%	6.2%
	s	0.0%			
	n	0.8%	Truck	12.5%	
	s	0.0%			

Total Intersection VPD	Autos:	7,102
	Trucks:	<u>760</u>
	Total Vehicles:	7,862
U.S. Highway 29	Autos:	6,675
	Trucks:	699
	Total Vehicles:	7,374
Lowry Road	Autos:	427
	Trucks:	61
	Total Vehicles:	488

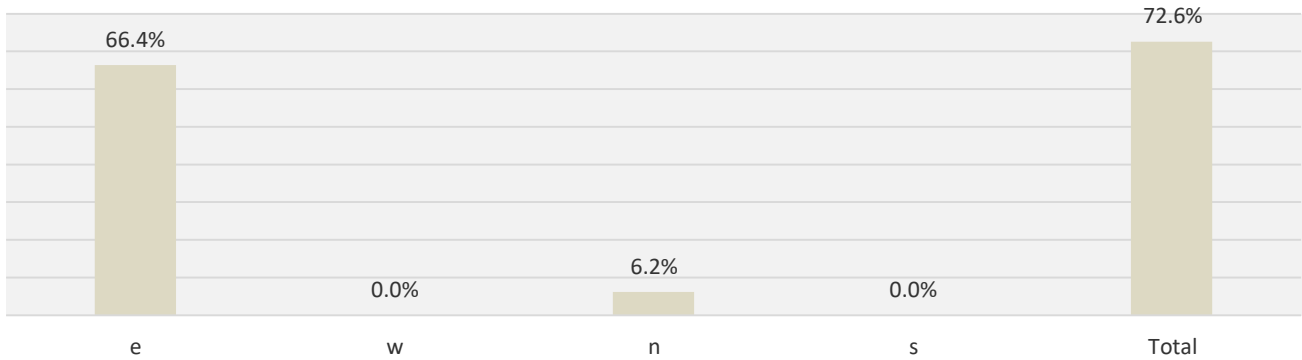


Traffic Summary

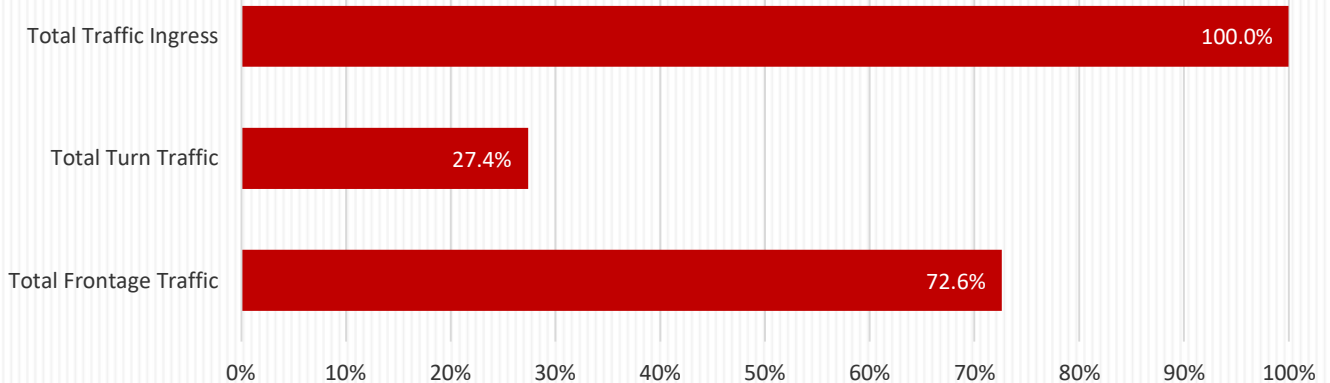
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

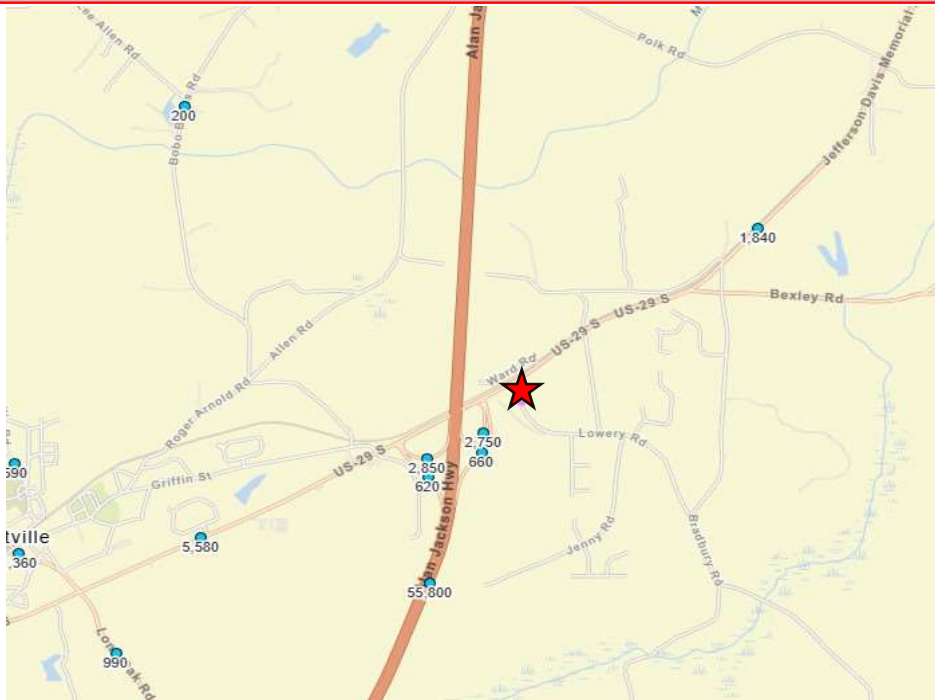


Total Traffic Ingress



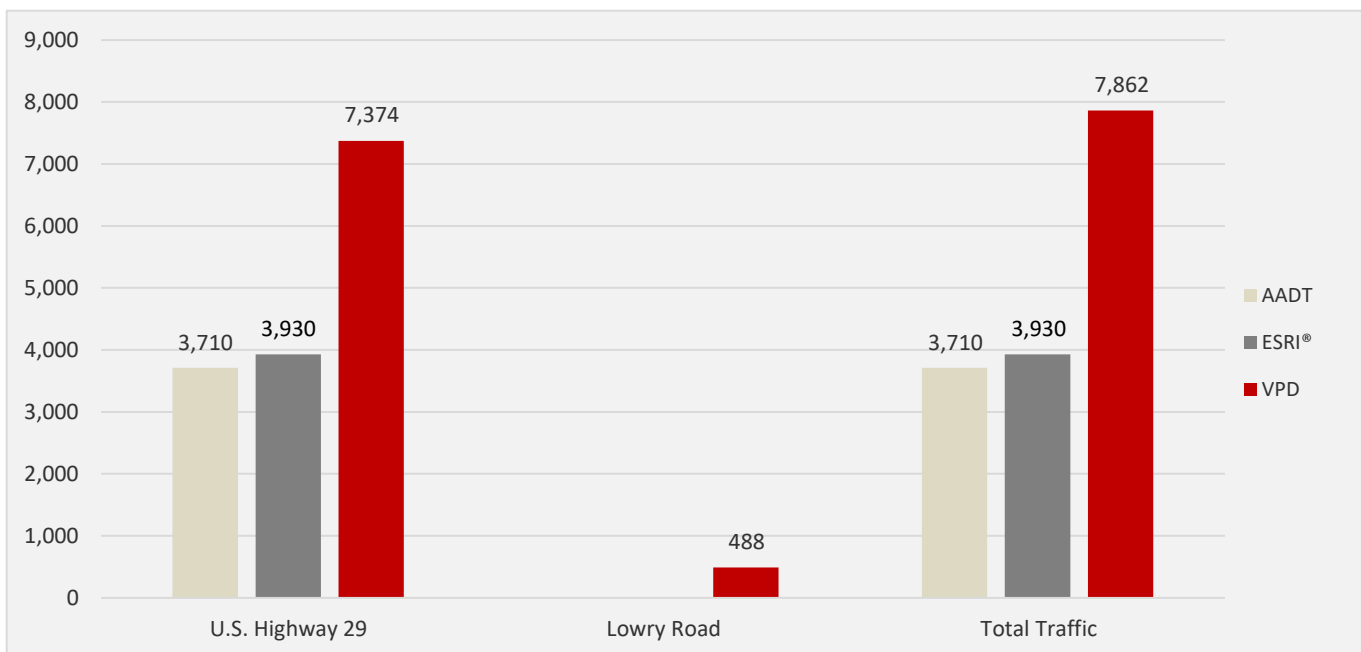
Traffic Summary

AADT Map



Georgia DOT/ESRI®	AADT	Location	ESRI®	Year
U.S. Highway 29	5,580	west	5,580	2021
	1,840	east	2,280	2021/2019

Lowry Road



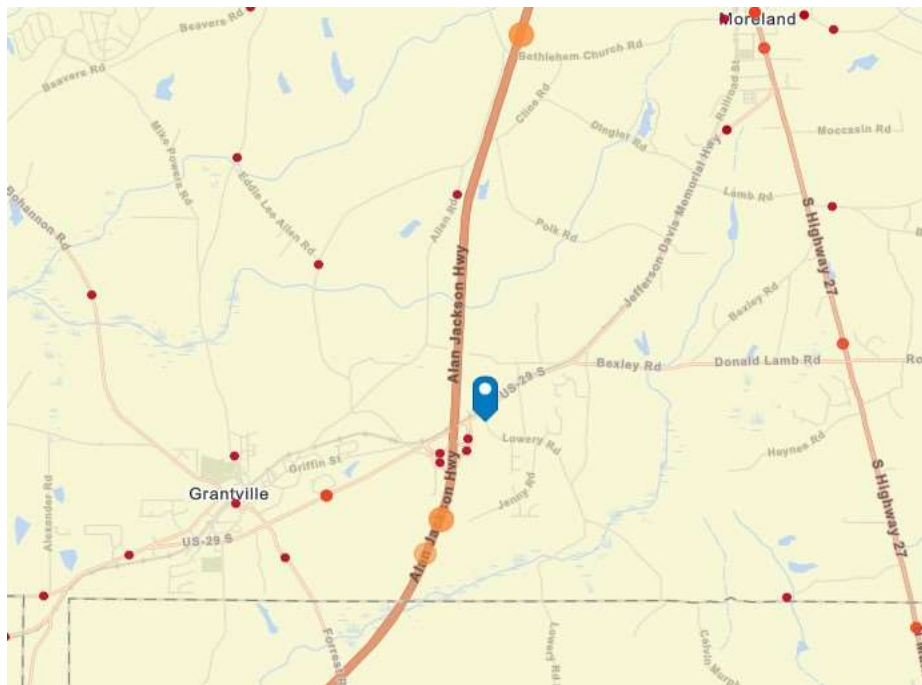
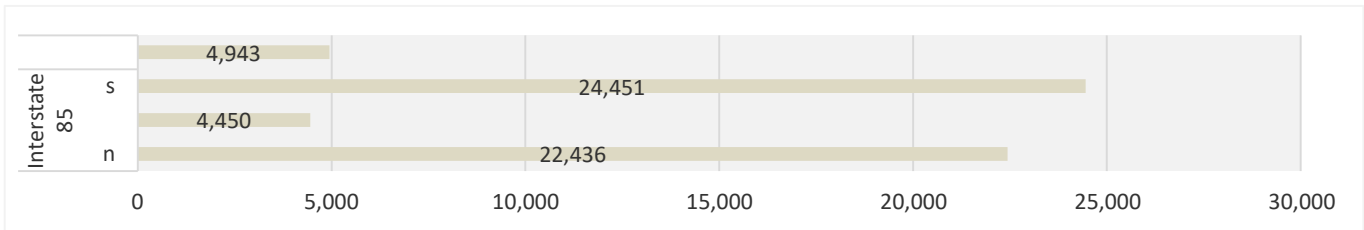
Traffic Summary - Highway

VPD Highway Stats

	Direction	Count	Classification	Exit	Entrance
Interstate 85	n	22,436	Auto	Interchange	Interchange
		4,450	Truck		
	s	24,451	Auto	Interchange	Interchange
		4,943	Truck		

Total 56,280

	Direction	Percent	Classification	Percent	Directional
Interstate 85	n	39.9%	Auto	83.3%	47.8%
	s	43.4%	46,887		52.2%
	n	7.9%	Truck	16.7%	
	s	8.8%	9,393		



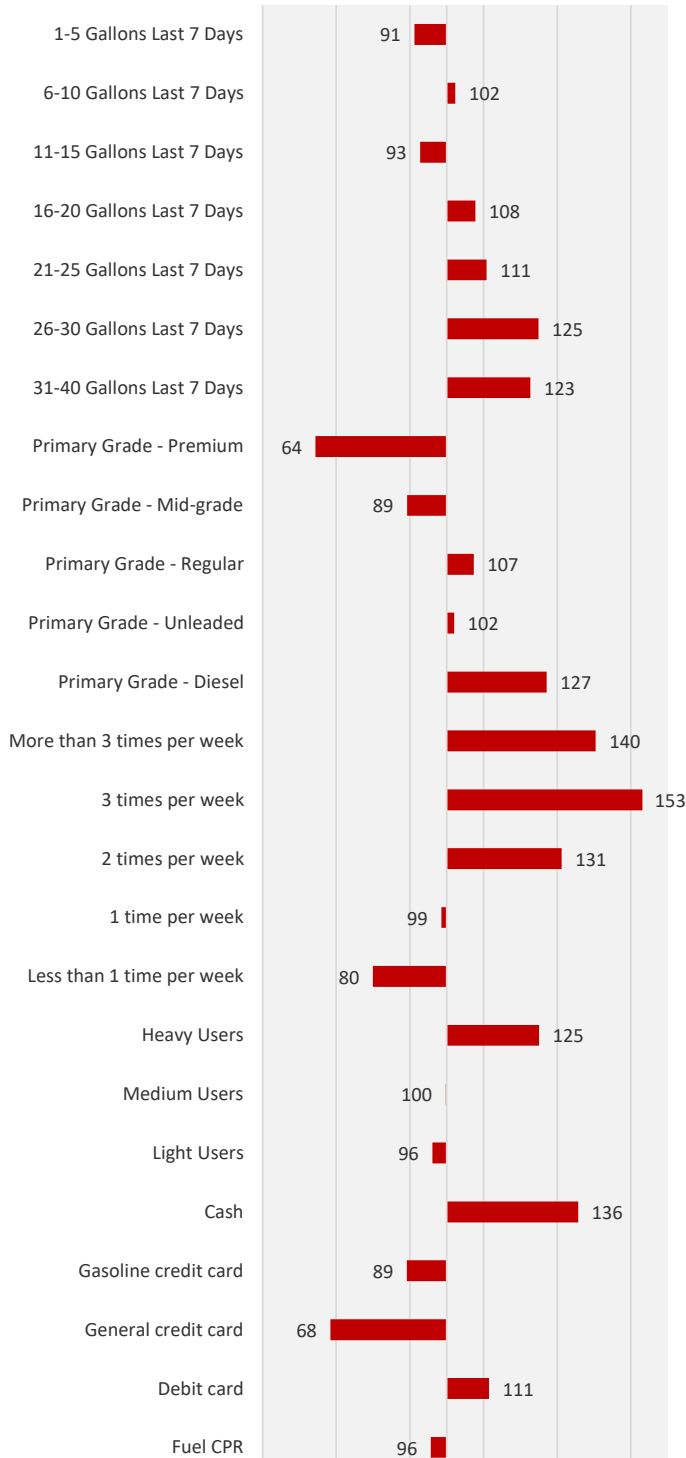
Georgia DOT/ESRI®	AADT	Location	ESRI®	Year
Interstate 85	55,800	south	53,900	2021/2018

Consumer Potential Scores

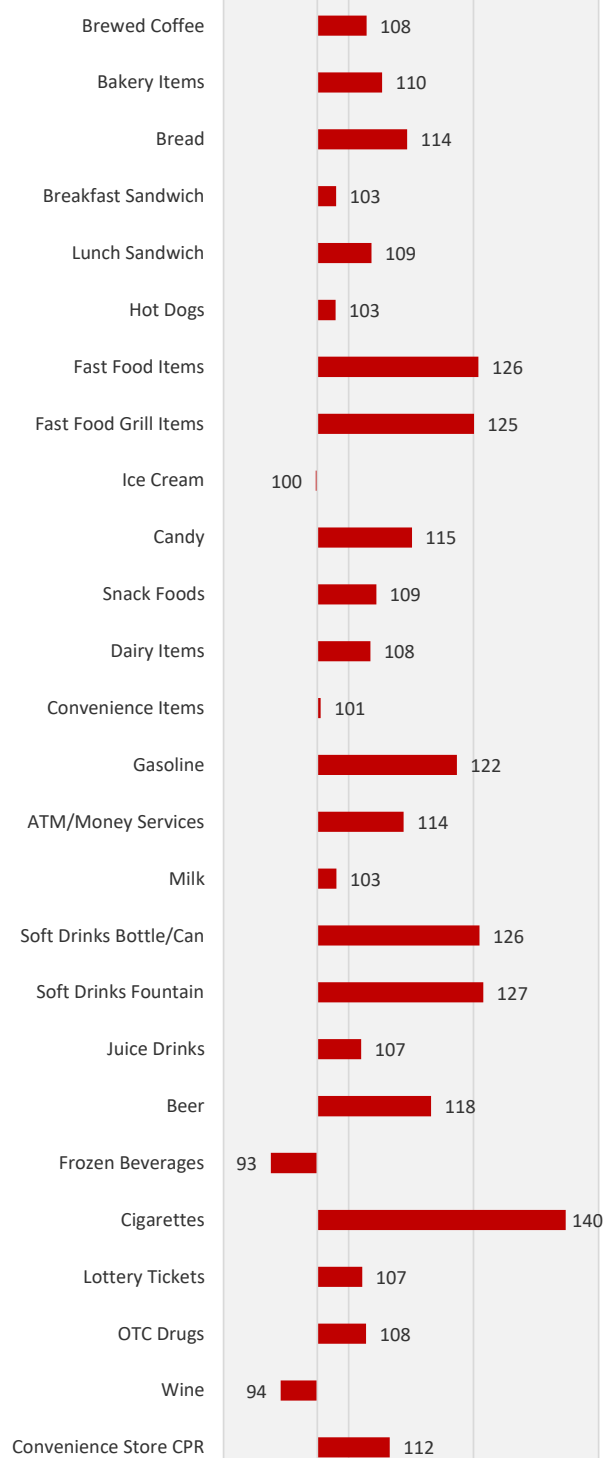
Location:
 Interstate 85 and U.S. Highway 29
 Grantville, Georgia 30220

**CUSTOM
 BOUNDARY
 12.91 SQ/MI**

Fuel Gallons, Grade, Frequency, and Payment Method



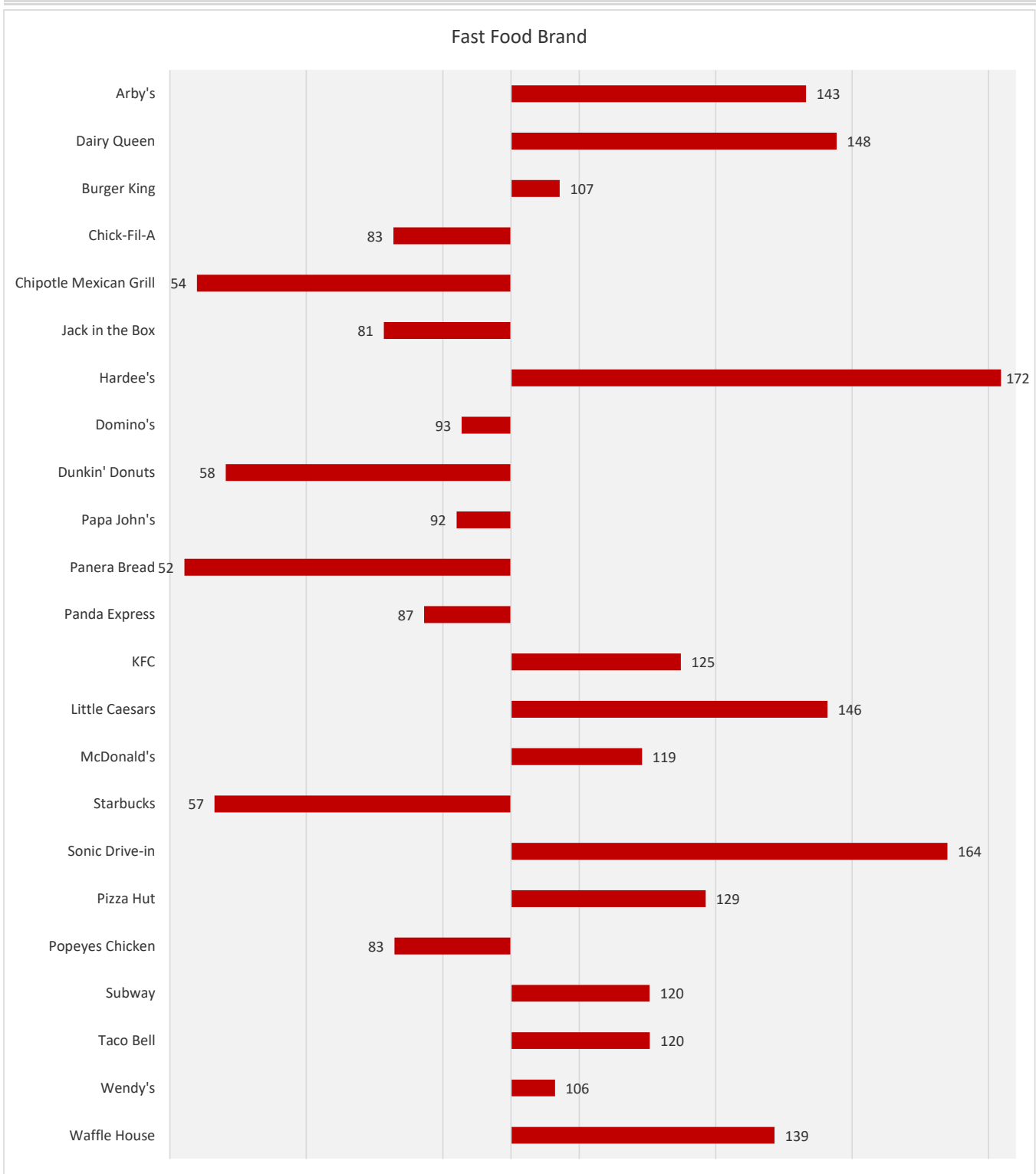
Convenience Items Purchased



Consumer Potential Scores

Location:
 Interstate 85 and U.S. Highway 29
 Grantville, Georgia 30220

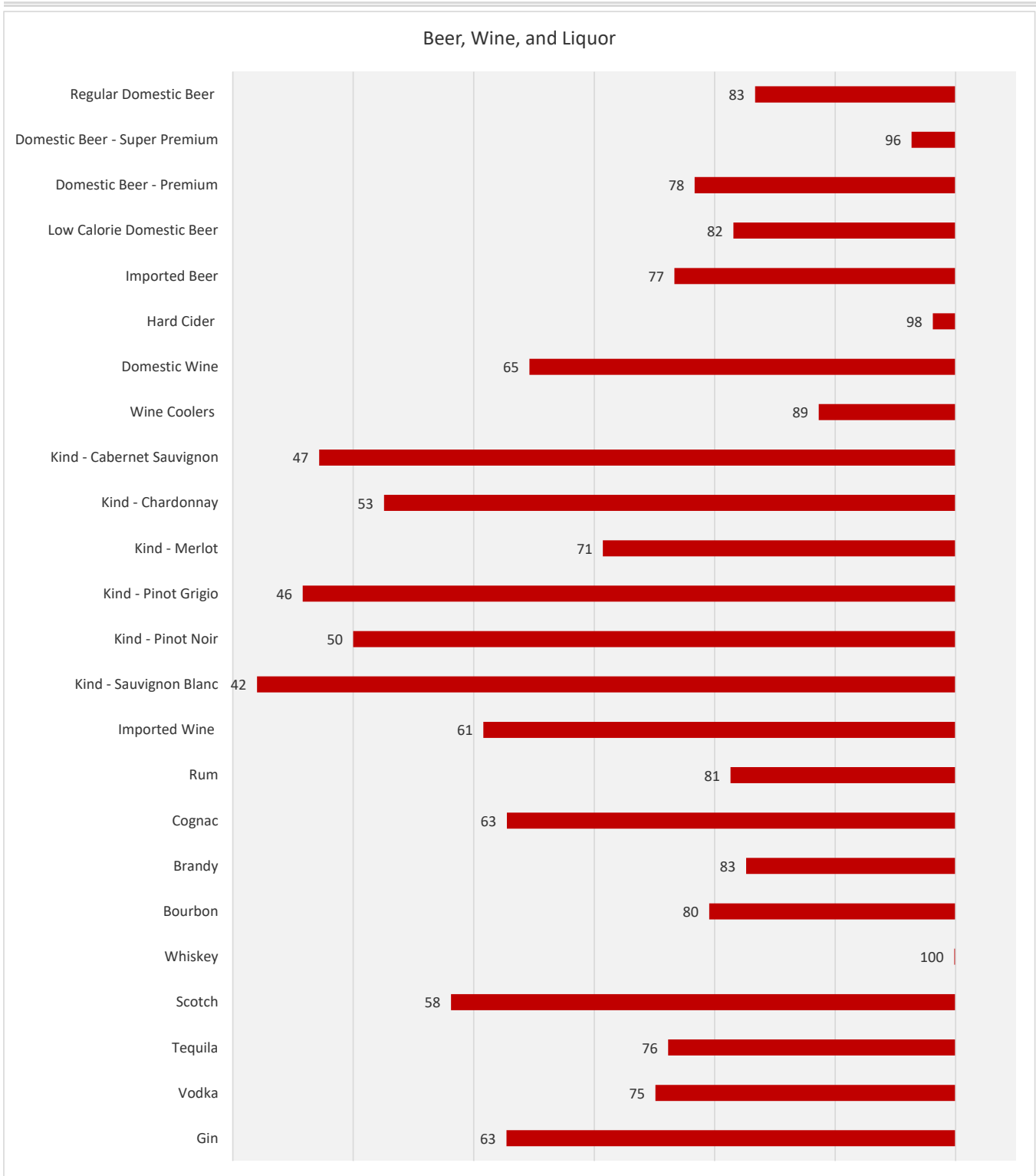
**CUSTOM
 BOUNDARY
 12.91 SQ/MI**



Consumer Potential Scores

Location:
 Interstate 85 and U.S. Highway 29
 Grantville, Georgia 30220

CUSTOM
BOUNDARY
12.91 SQ/MI

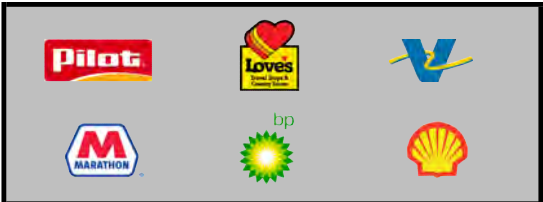


Competitive Analysis Summary: Fuel and Convenience/Travel Store

Competitive Capacity Metrics

8	Total Competitive Units
5.6	Average Distance in Miles
97	Total Gasoline Fueling Positions
65	Total Diesel Fueling Positions
30	Total Truck Diesel Lanes
27,000	Total Convenience Store Square Footage

Brands and Convenience Store Chains



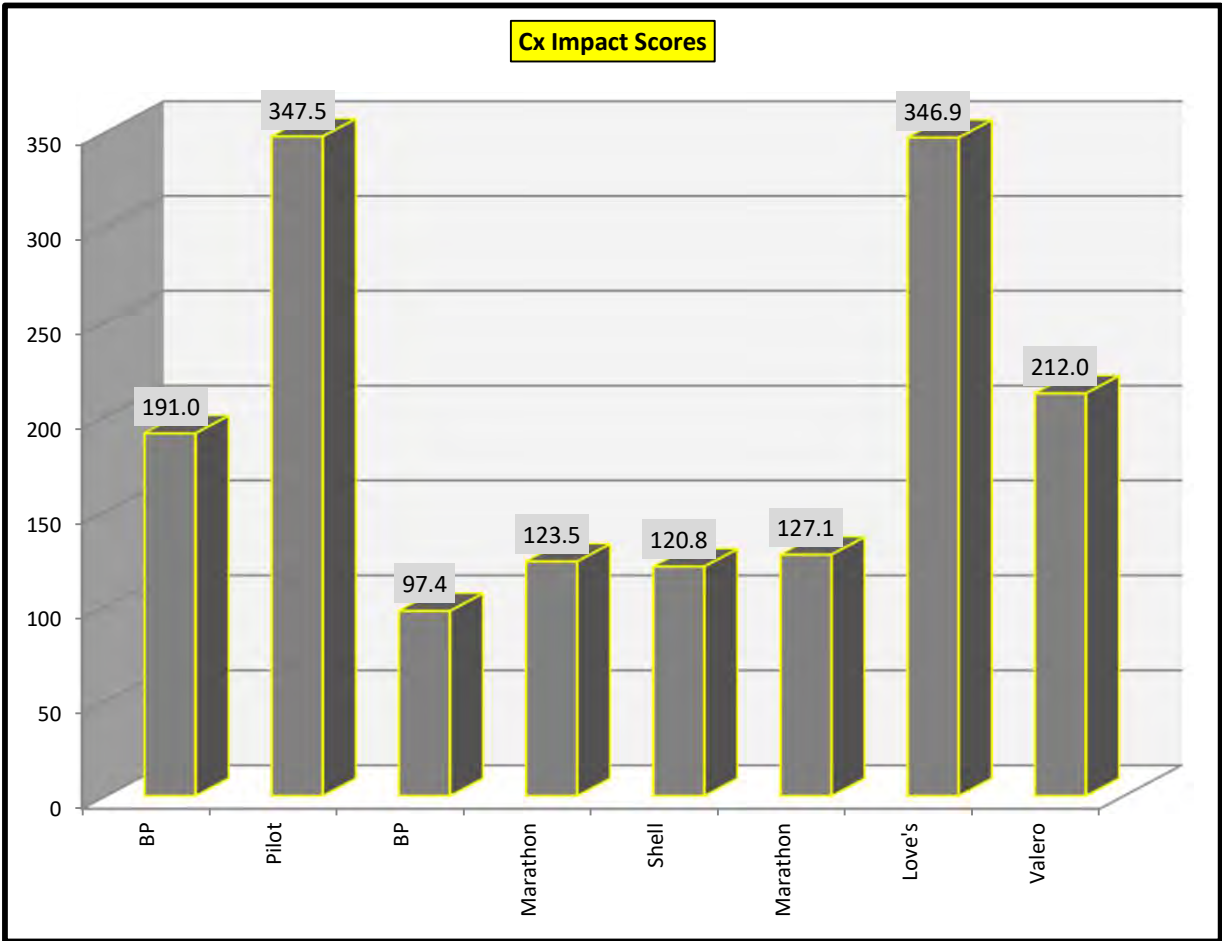
Performance and Impact Indicators

29%	Performance Auto Fuel Positions
41%	Performance Convenience Store Parking
73%	Performance Truck Diesel Lanes
27,311	Audit Fuel Gallons per Forecourt Dispenser
\$39.70	Audit Convenience Store Dollars per Square Foot
106,071	Audit Fuel Gallons per Truck Lane
0.13	Average Distance Impact
0.04	Minimum Distance Impact
0.41	Maximum Distance Impact

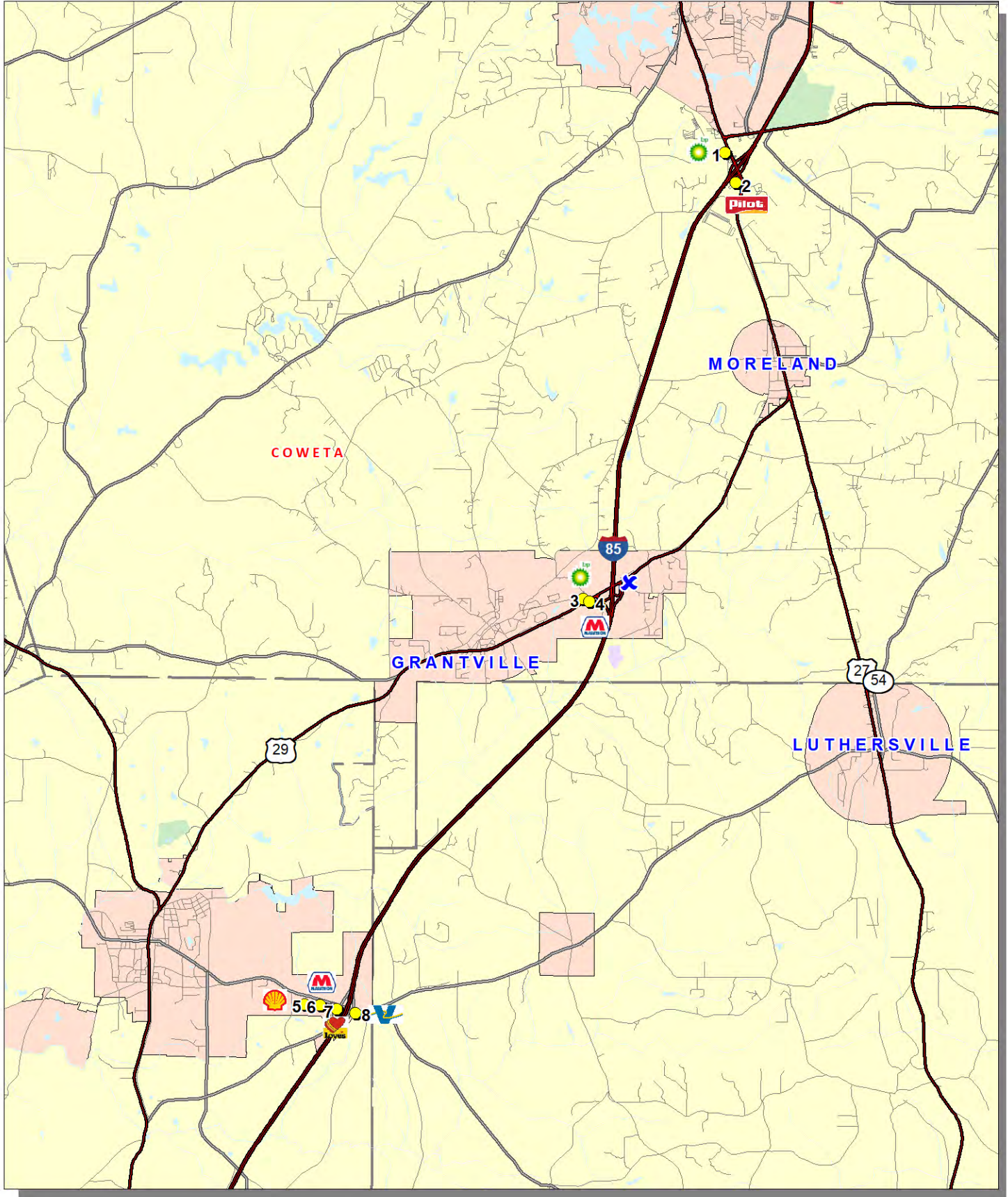
Fuel Pricing Metrics

Market Price Gasoline	\$3.28	⁹
Lead Price Gasoline	\$3.19	⁹
Max Price Gasoline	\$3.39	⁹
Variance Gasoline	\$0.20	⁹
Market Price Diesel	\$3.75	⁹
Lead Price Diesel	\$3.49	⁹
Max Price Diesel	\$3.89	⁹
Variance Diesel	\$0.40	⁹

Audit Date: 6/15/2023



Competition Map



● = Gasoline/Diesel/Convenience Store/Travel Center

Competition Analysis: Fuel and Convenience Store

Name:	Greenway Stores	Brand:	BP	Map #:	1	
Location:	U.S. Highway 27 Alternate, north of Interstate 85			Intersection:	W	
Type:	Travel Center			Distance:	6.8	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$3.35 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.49 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
14	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
6	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.07 Unleaded
	Kerosene	Unregulated	Traffic Regulation		-0.26 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	87.5
26	# of Self Service Hoses	55	Posted Speed	Diesel Score	61.5
	# of Full Service Hoses	4,500	Size of Store	Convenience Store Score	79.2
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	20.0
	Car Wash	60	Truck Parking	Distance Score	0.04

Convenience Store					
18	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
4	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	4	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Pilot	Brand:	Pilot	Map #:	2	
Location:	Interstate 85 and U.S. Highway 27 Alternate			Intersection:	SE	
Type:	Travel Center			Distance:	6.7	

Forecourt and Exterior				Posted Prices	
8	MPD's	x	Canopy	Unleaded	\$3.35 ⁹
	Electronic	x	Air		
16	# of Gasoline Hoses	8	Brand Sign Facings	Diesel	\$3.85 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
4	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
7	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.07 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.10 Diesel
	E-85	Divided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	103.5
	# of Self Service Hoses	55	Posted Speed	Diesel Score	87.0
	# of Full Service Hoses	5,000	Size of Store	Convenience Store Score	109.4
Stacked	Fuel Configuration		Up Front Parking	Fast Food Score	80.0
	Car Wash	119	Truck Parking	Distance Score	0.04

Convenience Store					
12	Walk In Cooler Doors	Lead Chain	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
8	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	4	Cashier Stations
	Beer Cave	Wendy's/Subway	Fast Food Brand	x	Lottery
Lead Chain	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store


Name:	BP	Brand:	BP	Map #:	3	
Location:	U.S. Highway 29, west of Interstate 85			Intersection:	N	
Type:	Convenience Store			Distance:	0.7	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$3.39 ⁹
2	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.89 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.11 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.14 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	51.5
8	# of Self Service Hoses	55	Posted Speed	Diesel Score	13.5
	# of Full Service Hoses	1,200	Size of Store	Convenience Store Score	48.6
Parallel	Fuel Configuration	6	Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.41

Convenience Store					
10	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
15	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
12	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Fraziers	Brand:	Marathon	Map #:	4	
Location:	Interstate 85 and U.S. Highway 29			Intersection:	SW	
Type:	Convenience Store			Distance:	0.7	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$3.39 ⁹
1	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.89 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
3	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
1	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.11 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.14 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	67.5
11	# of Self Service Hoses	55	Posted Speed	Diesel Score	12.5
	# of Full Service Hoses	2,600	Size of Store	Convenience Store Score	63.5
Dive In	Fuel Configuration	18	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking	Distance Score	0.41

Convenience Store					
15	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store


Name:	Hop In	Brand:	Shell	Map #:	5	
Location:	State Highway 54, west of Interstate 85			Intersection:	S	
Type:	Convenience Store			Distance:	7.6	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$3.19 ⁹
	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.54 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
10	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.09 Unleaded
	Kerosene	Unregulated	Traffic Regulation		-0.21 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	64.0
18	# of Self Service Hoses	50	Posted Speed	Diesel Score	22.0
	# of Full Service Hoses	2,600	Size of Store	Convenience Store Score	56.3
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.04

Convenience Store					
10	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
10	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
7	Beer/Wine Doors	x	Coffee Bar	1	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Marathon	Brand:	Marathon	Map #:	6	
Location:	State Highway 54, west of Interstate 85			Intersection:	W	
Type:	Convenience Store			Distance:	7.4	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$3.19 ⁹
	Electronic	x	Air		
13	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.69 ⁹
4	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
13	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$3.14 ⁹
6	# of Diesel Fueling Positions	2	# of Access Points	Diesel	\$3.64 ⁹
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.09 Unleaded
	Kerosene	Unregulated	Traffic Regulation		-0.06 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	71.0
19	# of Self Service Hoses	50	Posted Speed	Diesel Score	12.0
	# of Full Service Hoses	2,600	Size of Store	Convenience Store Score	64.8
Parallel	Fuel Configuration	8	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking	Distance Score	0.04

Convenience Store					
20	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Love's	Brand:	Love's	Map #:	7	
Location:	Interstate 85 and State Highway 54			Intersection:	SW	
Type:	Travel Center			Distance:	7.4	

Forecourt and Exterior				Posted Prices	
10	MPD's	x	Canopy	Unleaded	\$3.19 ⁹
	Electronic	x	Air		
20	# of Gasoline Hoses	7	Brand Sign Facings	Diesel	\$3.89 ⁹
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
20	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
20	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
8	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	-0.09 Unleaded
	Kerosene	Electronic	Traffic Regulation		0.14 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	109.0
40	# of Self Service Hoses	50	Posted Speed	Diesel Score	78.0
	# of Full Service Hoses	4,500	Size of Store	Convenience Store Score	113.1
Stacked	Fuel Configuration	15	Up Front Parking	Fast Food Score	80.0
	Car Wash	56	Truck Parking	Distance Score	0.04

Convenience Store					
13	Walk In Cooler Doors	Lead Chain	Maintenance	Standard	Restrooms
6	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
7	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
2	Beer/Wine Doors	x	Coffee Bar	5	Cashier Stations
	Beer Cave	Arby's	Fast Food Brand	x	Lottery
Lead Chain	Operation	Madeto Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	JP	Brand:	Valero	Map #:	8	
Location:	Interstate 85 and State Highway 54			Intersection:	SE	
Type:	Travel Center			Distance:	7.5	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$3.19 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.76 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$3.15 ⁹
6	# of Diesel Fueling Positions	4	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.09 Unleaded
	Kerosene	Unregulated	Traffic Regulation		0.01 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	88.0
18	# of Self Service Hoses	50	Posted Speed	Diesel Score	25.0
	# of Full Service Hoses	4,000	Size of Store	Convenience Store Score	99.0
Stacked	Fuel Configuration	15	Up Front Parking	Fast Food Score	80.0
	Car Wash	10	Truck Parking	Distance Score	0.04

Convenience Store

15	Walk In Cooler Doors	Lead Brand	Maintenance	Interior	Restrooms
6	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
7	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
9	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
	Beer Cave	Burger King	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



Competitive Analysis Summary: Fast Food

Competitive Fast Food Capacity Metrics

6	Total Competitive Units
7.3	Average Distance in Miles
22,600	Total Fast Food Restaurants Square Footage
194	Total Parking Spaces
47	Total Order Stations
364	Total Interior Restaurant Seating

Fast Food Brands and Chains



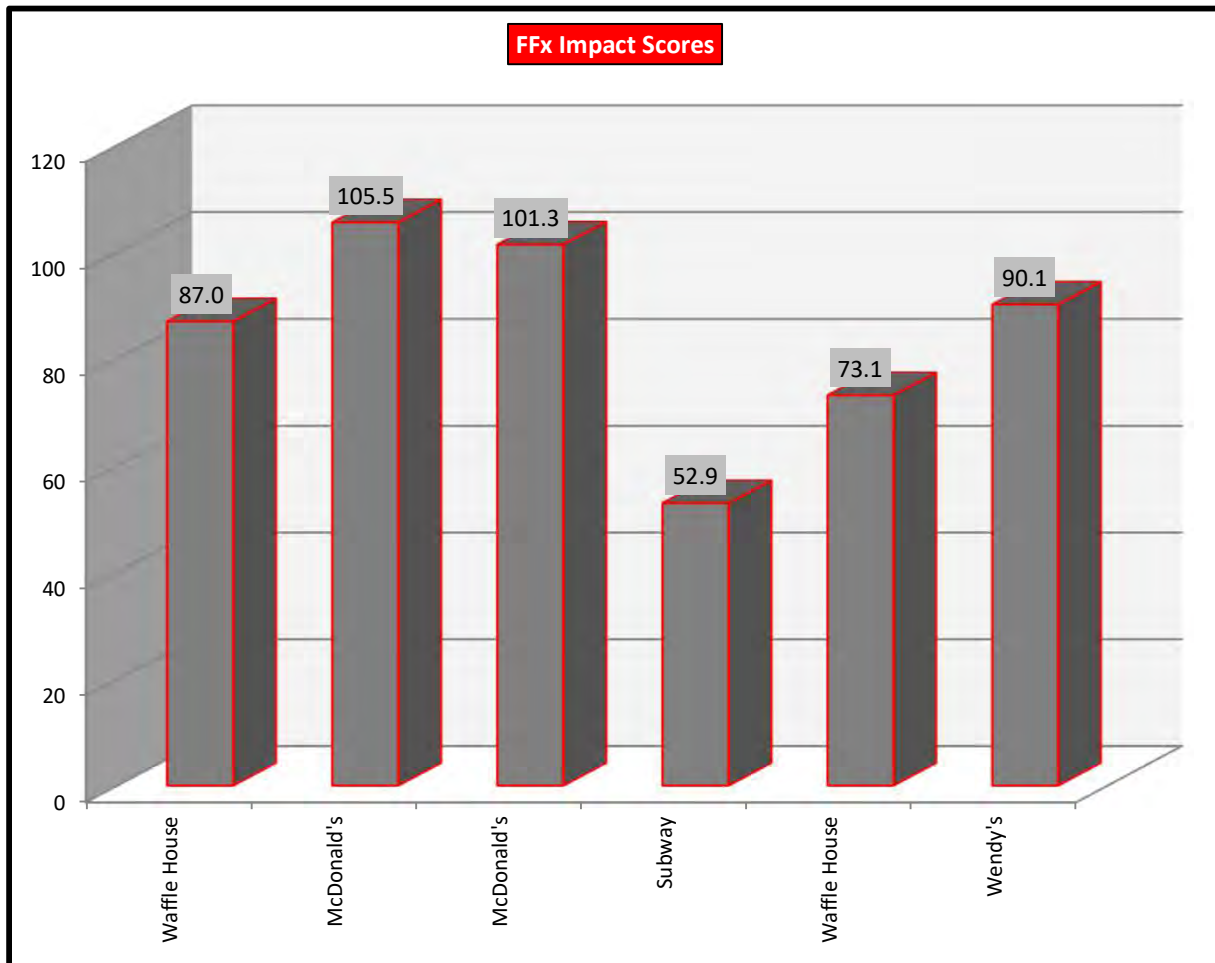
Fast Food Performance and Impact Indicators

50%	Percent Drive-Thru Service
3	Average Drive-Thru Count
16%	Capacity Parking %
0.04	Average Distance Impact
0.04	Minimum Distance Impact
0.04	Mazimum Distance Impact

Fast Food - Category

QSR - Burger	50%
QSR - Chicken	0%
QSR - Sandwich	17%
QSR - Mexican	0%
QSR - Breakfast	0%
QSR	33%

Audit Date: 6/15/2023



Competition Analysis: Fast Food


Name:	Waffle House	Operation:	Franchise	Map #:	1	WAFPLE HOUSE
Location:	Interstate 85 and U.S. Highway 27 Alternate	Intersection:		SW		
Type:	QSR	Distance:		6.8		

Fast Food Exterior				Competitive Fast Food Impact	
2,500	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	87.0
Tier II Brand	Brand Recognition	Interior	Visibility	Brand Score	16
4	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Crossover	Road Configuration		
50	Parking	Standard	On Site Movement		
	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
24	Order Stations	Brand	Interior Maintenance	None	Fountain Beverage Service
48	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Yes	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	McDonald's	Operation:	Franchise	Map #:	2	
Location:	Interstate 85 and U.S. Highway 27 Alternate	Intersection:	SW	Distance:	6.7	
Type:	QSR-Burger					

Fast Food Exterior				Competitive Fast Food Impact	
6,000	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	105.5
Tier I Brand	Brand Recognition	Interior	Visibility	Brand Score	20
5	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Crossover	Road Configuration		
40	Parking	Standard	On Site Movement		
x	Drive-Thru Service	55	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
4	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
100	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Yes	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food

Name:	McDonald's	Operation:	Franchise	Map #:	3	
Location:	Interstate 85 and State Highway 54	Intersection:	SW	Distance:	7.7	
Type:	QSR-Burger					

Fast Food Exterior				Competitive Fast Food Impact	
5,000	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	101.3
Tier I Brand	Brand Recognition	Interior	Visibility	Brand Score	20
6	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Undivided	Road Configuration		
40	Parking	Standard	On Site Movement		
x	Drive-Thru Service	50	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
4	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
100	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Drive-Thru	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food

Name:	Subway	Operation:	Franchise	Map #:	4
Location:	Interstate 85 and State Highway 54	Intersection:			SW
Type:	QSR-Sandwich	Distance:			7.5

Fast Food Exterior				Competitive Fast Food Impact	
2,600	Fast Food Restaurant SF	2	# of Access Points	Fast Food Score	52.9
Tier II Brand	Brand Recognition	Interior	Visibility	Brand Score	16
1	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Undivided	Road Configuration		
12	Parking	Standard	On Site Movement		
	Drive-Thru Service	50	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	None	Fountain Beverage Service
24	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Partial	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food


Name:	Waffle House	Operation:	Franchise	Map #:	5	Waffle House
Location:	Interstate 85 and State Highway 54	Intersection:			SW	
Type:	QSR	Distance:			7.4	

Fast Food Exterior				Competitive Fast Food Impact	
2,000	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	73.1
Tier II Brand	Brand Recognition	Intersection	Visibility	Brand Score	16
5	Brand Sign Facings	Electronic	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Crossover	Road Configuration		
24	Parking	Standard	On Site Movement		
	Drive-Thru Service	50	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
11	Order Stations	Brand	Interior Maintenance	None	Fountain Beverage Service
44	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Yes	24 Hours	x	Uniforms		Delivery



Competition Analysis: Fast Food

Name:	Wendy's	Operation:	Franchise	Map #:	6	
Location:	Interstate 85 and State Highway 54	Intersection:	SW	Distance:	7.5	
Type:	QSR-Burger					

Fast Food Exterior				Competitive Fast Food Impact	
4,500	Fast Food Restaurant SF	1	# of Access Points	Fast Food Score	90.1
Tier I Brand	Brand Recognition	Interior	Visibility	Brand Score	20
5	Brand Sign Facings	Unregulated	Traffic Regulation	Distance Score	0.04
Standard	Brand Image Compliance	Undivided	Road Configuration		
28	Parking	Standard	On Site Movement		
x	Drive-Thru Service	35	Posted Speed		
Freestanding	QSR Building Type				

Fast Food Interior					
2	Order Stations	Brand	Interior Maintenance	Self Service	Fountain Beverage Service
48	Interior Seats	Brand	Interior Lighting	Standard	Coffee Service
Full	Menu Dayparts	Brand	Interior Signage	Standard	Restrooms
Drive-Thru	24 Hours	x	Uniforms		Delivery



Competitive Analysis Summary: Liquor Store

Competitive Liquor Store Capacity Metrics

2	Total Competitive Liquor Store Units
3.1	Average Distance in Miles
12	Total # of Parking Spaces
2	Total # of Cashier Stations
20	Total # of Coolers
4,600	Total Liquor Store Square Feet

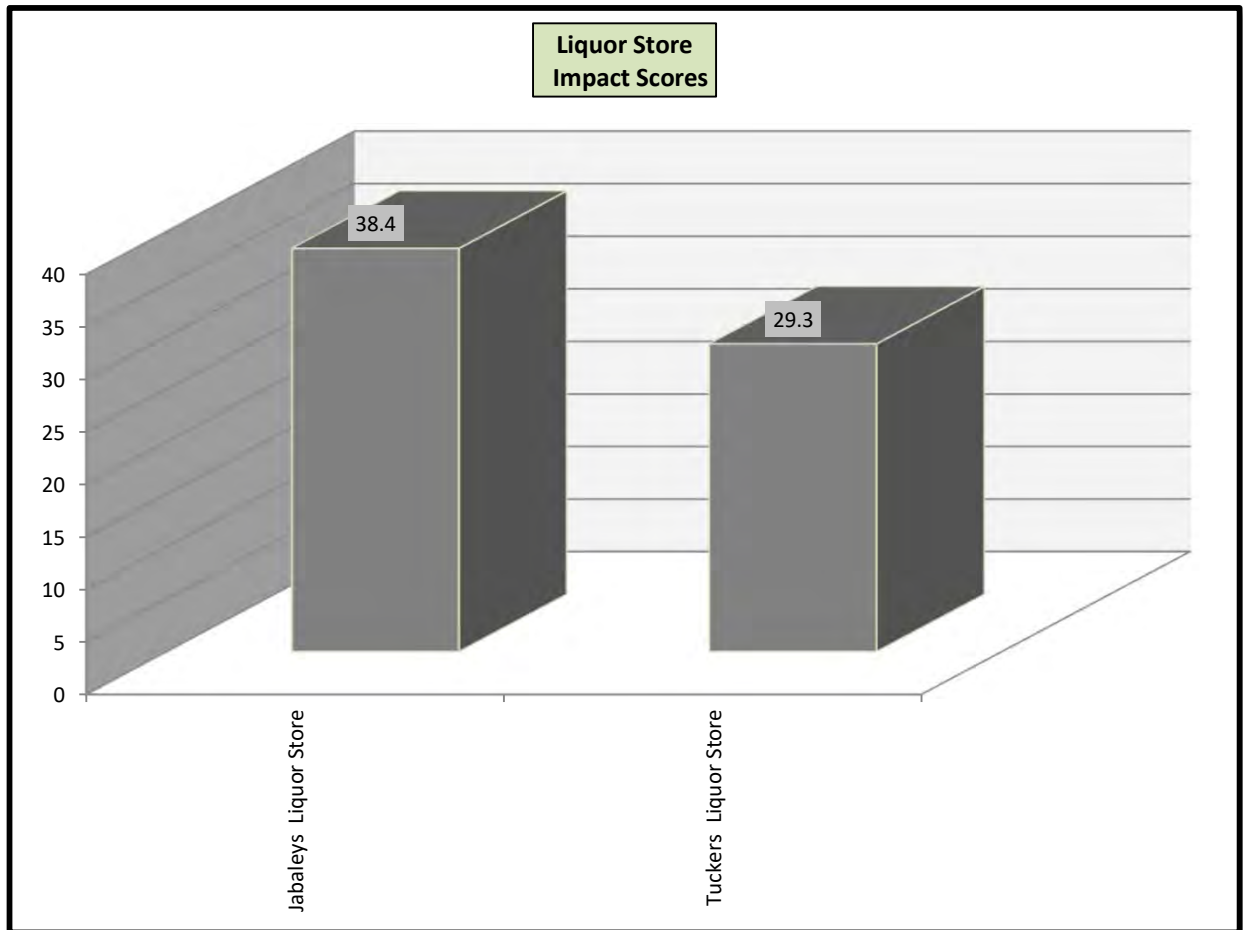
Liquor Store Chains

None

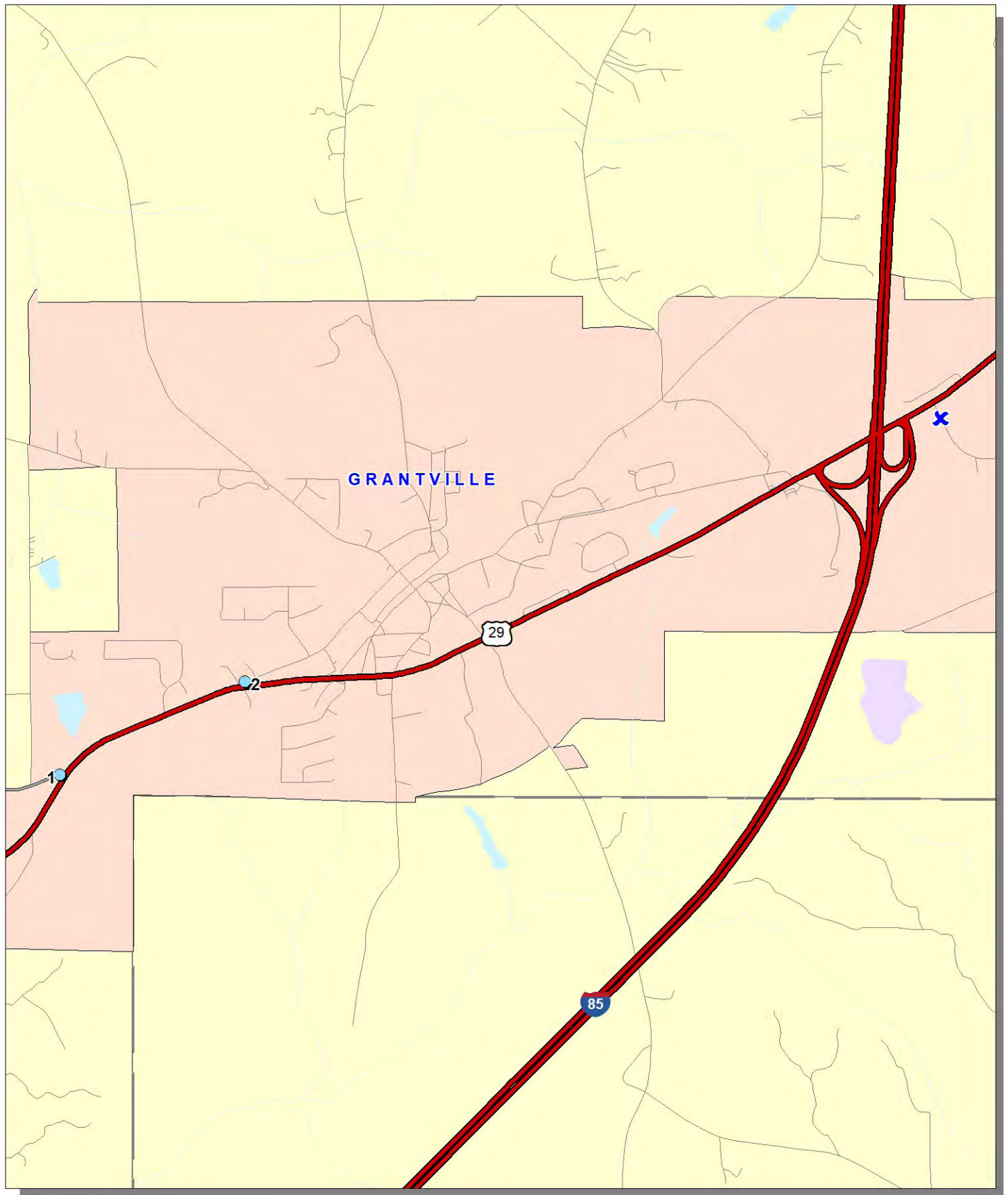
Competitive Liquor Store Amenities and Impact

100%	Percent Selling Beer/Wine/Liquor
0%	Percent with Associated Retail
0.08	Minimum Distance Impact
0.10	Maximum Distance Impact

Audit Date: 6/15/2023



Competition Map



● = Liquor Store

Competition Analysis: Liquor Store

Name: Jabaleys Liquor Store	Operation: Independent	Map #: 1	
Location: U.S. Highway 29 and Coweta Heard Road		Distance: 3.4	

Liquor Store Capacity and Amenities		Competitive Liquor Store Impact	
8	# of Parking Spaces	Liquor Store Impact Score	38.4
1	# of # of Cashier Stations	Distance Score	0.08
10	# of # of Coolers		

x	Beer/Wine/Liquor
-	Associated Retail
No	Chain
2600	Liquor Store Square Feet



Name: Tuckers Liquor Store	Operation: Independent	Map #: 2	
Location: U.S. Highway 29 and Robin Lane		Distance: 2.8	

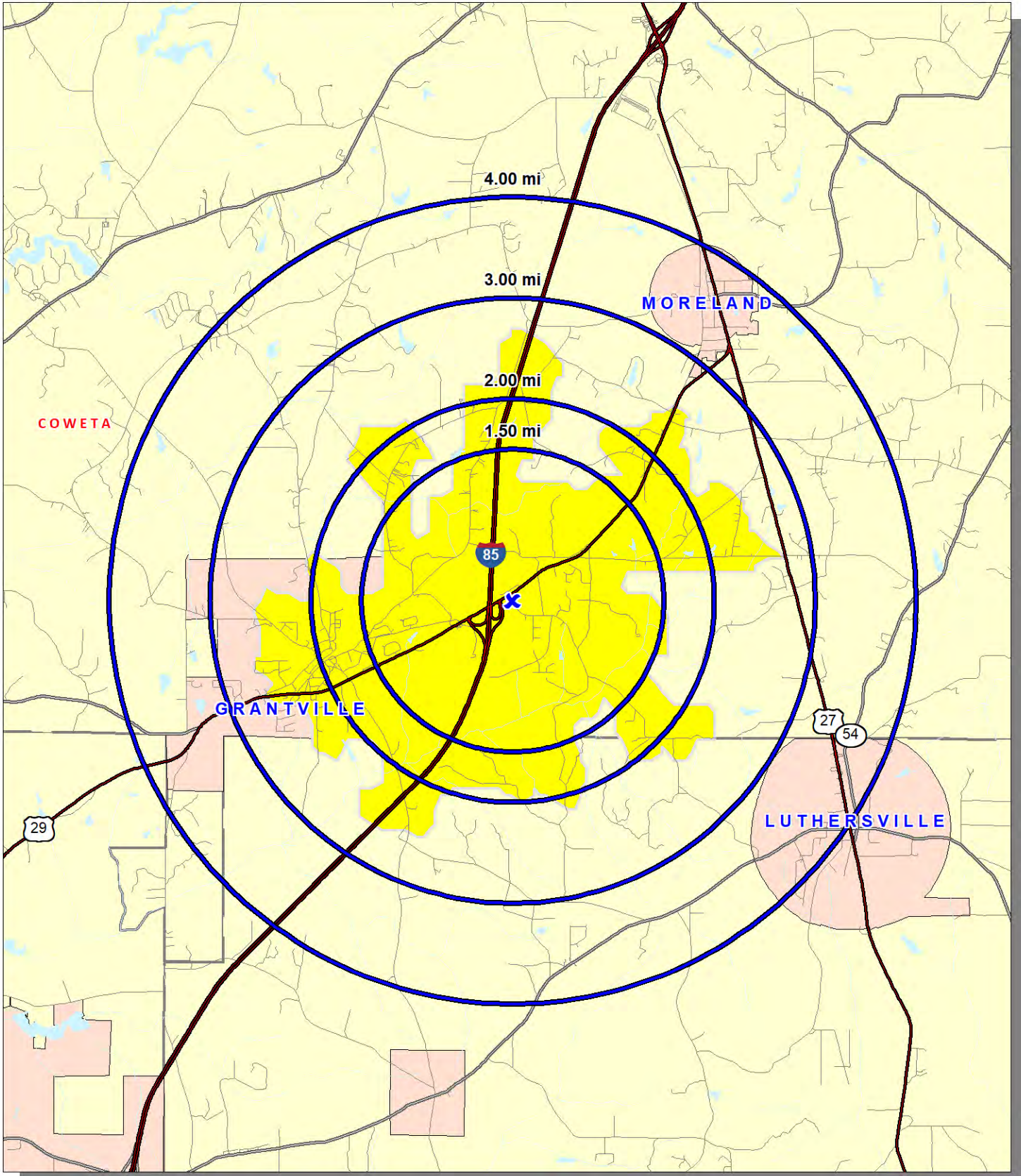
Liquor Store Capacity and Amenities		Competitive Liquor Store Impact	
4	# of Parking Spaces	Liquor Store Impact Score	29.3
1	# of # of Cashier Stations	Distance Score	0.10
10	# of # of Coolers		

x	Beer/Wine/Liquor
-	Associated Retail
No	Chain
2000	Liquor Store Square Feet



Trade Area Map
1.5-, 2-, 3-, and 4-Mile Rings

Interstate 85 (Exit #35) and U.S. Highway 29
Grantville, Georgia 30220



X = Site

■ = Custom Area

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	CUSTOM BOUNDARY 12.91 SQ/MI
POPULATION TREND	
2020 Total Population	2,494
2022 Total Population	2,691
2027 Total Population	2,820
% Population Change 2010 to 2020	4.8%
% Population Change 2010 to 2022	13.1%
% Population Change 2020 to 2027	13.1%
% Population Change 2022 to 2027	4.8%
2022 Total Daytime Population	
2022 Total Daytime Population	1,599
2022 Total Employees	238
2022 Total Daytime at Home Population	1,361
2022 Total Employees (% of Daytime Population)	14.9%
2022 Total Daytime at Home Population (% of Daytime Pop)	85.1%
DENSITY	
2022 Population Density	186
2022 Employee Density	24
HOUSEHOLDS TREND	
2020 Households	883
2022 Households	909
2027 Households	958
% Household Change 2010 to 2020	9.4%
% Household Change 2010 to 2022	12.6%
% Household Change 2020 to 2027	8.5%
% Household Change 2022 to 2027	5.4%
2022 Average household size	
2022 Average household size	2.8
2022 Average household size: Owner occupied	1.9
2022 Average household size: Renter occupied	0.9
INCOME	
2020 Household income: Average	\$94,918
2020 Household income: Median	\$81,033
2022 Household income: Median	\$83,581
2022 Household income: Average	\$101,703
2027 Household income: Median	\$108,562
2027 Household income: Average	\$137,775
HOUSEHOLD VEHICLES	
2022 Households: Number of vehicles available	1,990
2022 Owner occupied: Number of vehicles available	1,482
2022 Renter occupied: Number of vehicles available	505

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

**CUSTOM
BOUNDARY
12.91 SQ/MI**

RACE & ETHNICITY	
% 2022 White alone	83.8%
% 2022 Black or African American alone	12.7%
% 2022 American Indian and Alaska Native alone	.5%
% 2022 Asian alone	.4%
% 2022 Native Hawaiian and OPI alone	.0%
% 2022 Some Other Race alone	.4%
% 2022 Two or More Races	2.2%
% 2022 Hispanic	3.2%
% 2022 Not Hispanic	96.8%
EDUCATION & OCCUPATION	
Education	
% 2022 No High School Diploma	14.5%
% 2022 High school graduate, GED, or alternative	37.1%
% 2022 College No Degree	22.6%
% 2022 College Degree	20.1%
% 2022 Advanced Degree	5.7%
% 2022 College or Advanced Degree	25.8%
Occupation	
% 2020 Occupation: White collar	57.9%
% 2020 Occupation: Blue collar	42.2%
% 2022 Occupation: White collar	57.8%
% 2022 Occupation: Blue collar	42.2%
AGE & OCCUPANCY	
Age	
2022 Total population: Median age	39
2022 Male population: Median age	37
2022 Female population: Median age	41
Occupancy	
2022 Households	909
% 2022 Owner occupied housing units	71.2%
% 2022 Renter occupied housing units	28.8%

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

**CUSTOM
BOUNDARY
12.91 SQ/MI**

RETAIL SALES POTENTIAL	
2022 Convenience stores	\$1,178,064
2022 Gasoline stations with convenience stores	\$2,722,544
2022 Beer, wine, & liquor stores	\$319,249
2022 Supermarkets & other grocery (except convenience) stores	\$5,267,168
2022 Restaurant Expenditures	\$891,856
HOUSEHOLD EXPENDITURES	
Automotive	
2022 Gasoline (Household Average)	\$1,672
2022 Diesel fuel (Household Average)	\$57
2022 Gasoline on out-of-town trips (Household Average)	\$81
2022 Lube, oil change, and oil filters (Household Average)	\$111
2022 Maintenance and repairs (Household Average)	\$999
2022 Vehicle products and cleaning services (Household Average)	\$16
2022 Electric vehicle charging (Household Average)	\$1
Food/Alcohol/Tobacco	
2022 Food at home	\$4,895,359
2022 Food at home (Household Average)	\$5,385
2022 Food away from home (Household Average)	\$2,547
2022 Meals at restaurants, carry outs and other (Household Average)	\$2,283
2022 Breakfast and brunch (Household Average)	\$201
2022 Lunch (Household Average)	\$684
2022 Dinner (Household Average)	\$1,210
2022 Alcoholic beverages	\$456,338
2022 Alcoholic beverages (Household Average)	\$502
2022 At home (Household Average)	\$351
2022 Away from home (Household Average)	\$151
2022 Beer and ale	\$119,622
2022 Beer and ale (Household Average)	\$33
2022 Wine	\$148,357
2022 Wine (Household Average)	\$18
2022 Other alcoholic beverages	\$29,836
2022 Other alcoholic beverages (Household Average)	\$62
2022 Tobacco products and smoking supplies	\$337,586
2022 Tobacco products and smoking supplies (Household Average)	\$371
2022 Cigarettes	\$289,142
2022 Cigarettes (Household Average)	\$318
2022 Other tobacco products	\$45,170
2022 Other tobacco products (Household Average)	\$50
2022 Smoking accessories	\$3,275
2022 Smoking accessories (Household Average)	\$4

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
POPULATION TREND				
2020 Total Population	1,266	2,052	4,775	6,720
2022 Total Population	1,348	2,234	5,034	7,000
2027 Total Population	1,433	2,356	5,223	7,264
% Population Change 2010 to 2020	8.0%	5.9%	3.8%	4.4%
% Population Change 2010 to 2022	15.0%	15.3%	9.5%	8.8%
% Population Change 2020 to 2027	13.2%	14.8%	9.4%	8.1%
% Population Change 2022 to 2027	6.3%	5.5%	3.8%	3.8%
2022 Total Daytime Population				
2022 Total Daytime Population	885	1,355	2,903	4,386
2022 Total Employees	166	209	361	704
2022 Total Daytime at Home Population	719	1,146	2,542	3,682
2022 Total Employees (% of Daytime Population)	18.8%	15.4%	12.4%	16.1%
2022 Total Daytime at Home Population (% of Daytime Pop)	81.2%	84.6%	87.6%	83.9%
DENSITY				
2022 Population Density	179	193	151	113
2022 Employee Density	29	18	13	14
HOUSEHOLDS TREND				
2020 Households	456	731	1,722	2,483
2022 Households	472	756	1,756	2,535
2027 Households	503	801	1,833	2,651
% Household Change 2010 to 2020	11.8%	10.3%	8.2%	9.0%
% Household Change 2010 to 2022	15.7%	14.0%	10.3%	11.2%
% Household Change 2020 to 2027	10.3%	9.6%	6.4%	6.8%
% Household Change 2022 to 2027	6.6%	6.0%	4.4%	4.6%
2022 Average household size				
2022 Average household size	2.8	2.8	2.8	2.8
2022 Average household size: Owner occupied	1.9	1.9	1.9	2.0
2022 Average household size: Renter occupied	0.8	0.9	0.9	0.8
INCOME				
2020 Household income: Average	\$95,360	\$96,069	\$91,446	\$87,089
2020 Household income: Median	\$80,633	\$82,319	\$77,895	\$73,124
2022 Household income: Median				
2022 Household income: Median	\$82,307	\$84,803	\$80,747	\$75,695
2022 Household income: Average	\$100,676	\$102,198	\$99,132	\$93,864
2027 Household income: Median				
2027 Household income: Median	\$109,482	\$110,376	\$101,222	\$94,107
2027 Household income: Average	\$136,855	\$137,037	\$136,113	\$125,829
HOUSEHOLD VEHICLES				
2022 Households: Number of vehicles available	1,038	1,662	3,829	5,598
2022 Owner occupied: Number of vehicles available	783	1,266	2,814	4,246
2022 Renter occupied: Number of vehicles available	221	400	1,019	1,353

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
RACE & ETHNICITY				
% 2022 White alone	86.1%	84.5%	82.8%	81.7%
% 2022 Black or African American alone	10.5%	12.0%	13.7%	15.1%
% 2022 American Indian and Alaska Native alone	.7%	.5%	.4%	.4%
% 2022 Asian alone	.2%	.4%	.4%	.3%
% 2022 Native Hawaiian and OPI alone	.0%	.0%	.0%	.0%
% 2022 Some Other Race alone	.4%	.4%	.5%	.4%
% 2022 Two or More Races	2.2%	2.2%	2.2%	2.1%
% 2022 Hispanic	3.0%	3.1%	3.2%	2.9%
% 2022 Not Hispanic	97.0%	96.9%	96.8%	97.2%
EDUCATION & OCCUPATION				
Education				
% 2022 No High School Diploma	15.2%	14.9%	13.3%	12.5%
% 2022 High school graduate, GED, or alternative	37.6%	36.1%	38.9%	37.8%
% 2022 College No Degree	19.8%	22.4%	22.7%	23.6%
% 2022 College Degree	21.7%	20.7%	20.1%	21.3%
% 2022 Advanced Degree	5.7%	5.9%	5.1%	4.8%
% 2022 College or Advanced Degree	27.4%	26.6%	25.2%	26.1%
Occupation				
% 2020 Occupation: White collar	60.7%	60.0%	53.6%	51.1%
% 2020 Occupation: Blue collar	39.3%	40.1%	46.4%	48.9%
% 2022 Occupation: White collar	60.4%	59.8%	53.8%	51.4%
% 2022 Occupation: Blue collar	39.6%	40.2%	46.2%	48.6%
AGE & OCCUPANCY				
Age				
2022 Total population: Median age	39	39	39	38
2022 Male population: Median age	37	37	37	37
2022 Female population: Median age	42	41	40	40
Occupancy				
2022 Households	472	756	1,756	2,535
% 2022 Owner occupied housing units	72.5%	72.1%	71.5%	73.5%
% 2022 Renter occupied housing units	24.2%	28.3%	28.8%	26.9%

Demand Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
RETAIL SALES POTENTIAL				
2022 Convenience stores	\$609,866	\$979,678	\$2,271,179	\$3,249,385
2022 Gasoline stations with convenience stores	\$1,410,426	\$2,263,749	\$5,253,361	\$7,526,231
2022 Beer, wine, & liquor stores	\$166,563	\$266,662	\$610,644	\$875,575
2022 Supermarkets & other grocery (except convenience) stores	\$2,733,645	\$4,384,247	\$10,147,854	\$14,562,051
2022 Restaurant Expenditures	\$463,941	\$743,198	\$1,714,088	\$2,455,746
HOUSEHOLD EXPENDITURES				
Automotive				
2022 Gasoline (Household Average)	\$1,669	\$1,672	\$1,672	\$1,661
2022 Diesel fuel (Household Average)	\$57	\$57	\$57	\$57
2022 Gasoline on out-of-town trips (Household Average)	\$81	\$81	\$80	\$80
2022 Lube, oil change, and oil filters (Household Average)	\$110	\$111	\$111	\$110
2022 Maintenance and repairs (Household Average)	\$998	\$999	\$999	\$994
2022 Vehicle products and cleaning services (Household Average)	\$16	\$16	\$16	\$16
2022 Electric vehicle charging (Household Average)	\$1	\$1	\$1	\$1
Food/Alcohol/Tobacco				
2022 Food at home	\$2,540,716	\$4,074,819	\$9,431,301	\$13,534,614
2022 Food at home (Household Average)	\$5,383	\$5,390	\$5,371	\$5,339
2022 Food away from home (Household Average)	\$2,545	\$2,549	\$2,537	\$2,515
2022 Meals at restaurants, carry outs and other (Household Average)	\$2,281	\$2,285	\$2,275	\$2,256
2022 Breakfast and brunch (Household Average)	\$201	\$201	\$201	\$201
2022 Lunch (Household Average)	\$682	\$684	\$682	\$677
2022 Dinner (Household Average)	\$1,210	\$1,212	\$1,206	\$1,194
2022 Alcoholic beverages	\$238,031	\$381,037	\$873,378	\$1,251,534
2022 Alcoholic beverages (Household Average)	\$504	\$504	\$497	\$494
2022 At home (Household Average)	\$353	\$353	\$348	\$345
2022 Away from home (Household Average)	\$151	\$151	\$150	\$148
2022 Beer and ale	\$62,272	\$99,726	\$229,565	\$328,554
2022 Beer and ale (Household Average)	\$33	\$33	\$33	\$33
2022 Wine	\$77,618	\$124,187	\$282,661	\$405,905
2022 Wine (Household Average)	\$18	\$18	\$17	\$17
2022 Other alcoholic beverages	\$15,496	\$24,851	\$57,415	\$82,426
2022 Other alcoholic beverages (Household Average)	\$63	\$63	\$62	\$62
2022 Tobacco products and smoking supplies	\$175,116	\$280,467	\$653,390	\$940,322
2022 Tobacco products and smoking supplies (Household Average)	\$371	\$371	\$372	\$371
2022 Cigarettes	\$149,959	\$240,161	\$559,932	\$806,044
2022 Cigarettes (Household Average)	\$318	\$318	\$319	\$318
2022 Other tobacco products	\$23,447	\$37,568	\$87,203	\$125,274
2022 Other tobacco products (Household Average)	\$50	\$50	\$50	\$49
2022 Smoking accessories	\$1,710	\$2,738	\$6,255	\$9,003
2022 Smoking accessories (Household Average)	\$4	\$4	\$4	\$4

Full Demographic Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2010 Total Population	1,266	2,052	4,775	6,720
2020 Total Population	1,266	2,052	4,775	6,720
2022 Total Population	1,348	2,234	5,034	7,000
2027 Total Population	1,433	2,356	5,223	7,264
% Population Change 2010 to 2020	8.0%	5.9%	3.8%	4.4%
% Population Change 2010 to 2022	15.0%	15.3%	9.5%	8.8%
% Population Change 2020 to 2027	13.2%	14.8%	9.4%	8.1%
% Population Change 2022 to 2027	6.3%	5.5%	3.8%	3.8%
2022 Race and Ethnicity				
% 2022 White alone	86.1%	84.5%	82.8%	81.7%
% 2022 Black or African American alone	10.5%	12.0%	13.7%	15.1%
% 2022 Asian alone	.2%	.4%	.4%	.3%
% 2022 Other Race - Population	3.3%	3.2%	3.1%	2.9%
Hispanic or Latino				
% 2022 Hispanic	3.0%	3.1%	3.2%	2.9%
% 2022 Not Hispanic	97.0%	96.9%	96.8%	97.2%
2022 Age Trend				
Total population: Median age	39	39	39	38
Male population: Median age	37	37	37	37
Female population: Median age	42	41	40	40
Age 19 and Under	24.2%	23.7%	23.4%	23.9%
Age 20 to 29	12.3%	12.9%	13.5%	13.5%
Age 30 to 39	14.2%	14.6%	15.0%	14.5%
Age 40 to 49	12.0%	11.9%	11.6%	11.3%
Age 50 to 64	22.9%	22.9%	22.8%	22.7%
Age 65 and Over	14.4%	14.0%	13.7%	14.1%
2022 Male Population				
% Male population	49.3%	50.0%	50.7%	50.6%
% Male population: Under 5 years	5.7%	5.9%	6.1%	6.1%
% Male population: 5 to 9 years	5.9%	5.8%	5.8%	5.3%
% Male population: 10 to 14 years	6.6%	6.7%	6.8%	7.0%
% Male population: 15 to 19 years	6.9%	6.3%	5.7%	5.6%
% Male population: 20 to 24 years	6.5%	6.8%	7.1%	7.2%
% Male population: 25 to 29 years	5.7%	5.7%	5.9%	6.7%
% Male population: 30 to 34 years	9.9%	10.1%	10.2%	10.0%
% Male population: 35 to 39 years	6.2%	6.4%	6.4%	6.0%
% Male population: 40 to 44 years	2.9%	2.9%	2.7%	3.0%
% Male population: 45 to 49 years	7.7%	7.9%	8.0%	7.7%
% Male population: 50 to 54 years	6.8%	6.6%	6.6%	7.2%
% Male population: 55 to 59 years	6.8%	6.4%	6.0%	6.3%
% Male population: 60 to 64 years	8.7%	9.2%	9.7%	9.4%
% Male population: 65 to 69 years	6.3%	6.1%	5.8%	5.3%
% Male population: 70 to 74 years	4.2%	4.0%	3.9%	3.8%

Full Demographic Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SO/MI	2 MILE RING 12.56 SO/MI	3 MILE RING 28.27 SO/MI	4 MILE RING 50.26 SO/MI
% Male population: 75 to 79 years	1.8%	1.6%	1.6%	2.2%
% Male population: 80 to 84 years	.8%	.8%	.9%	.8%
% Male population: 85 years and over	.8%	.6%	.6%	.7%
2022 Female Population				
% Female population	50.7%	50.0%	49.3%	49.4%
% Female population: Under 5 years	6.1%	5.8%	5.7%	6.7%
% Female population: 5 to 9 years	6.1%	5.8%	5.5%	5.8%
% Female population: 10 to 14 years	6.3%	6.1%	5.8%	6.2%
% Female population: 15 to 19 years	4.7%	5.0%	5.3%	5.2%
% Female population: 20 to 24 years	5.7%	6.5%	7.2%	6.4%
% Female population: 25 to 29 years	6.7%	6.7%	6.7%	6.7%
% Female population: 30 to 34 years	6.7%	6.9%	6.9%	7.1%
% Female population: 35 to 39 years	5.4%	5.9%	6.3%	5.8%
% Female population: 40 to 44 years	6.9%	7.3%	7.7%	7.0%
% Female population: 45 to 49 years	6.4%	5.6%	4.8%	4.9%
% Female population: 50 to 54 years	5.3%	5.4%	5.4%	5.3%
% Female population: 55 to 59 years	7.9%	8.1%	8.1%	8.0%
% Female population: 60 to 64 years	10.4%	10.1%	9.7%	9.4%
% Female population: 65 to 69 years	5.4%	5.2%	5.0%	5.5%
% Female population: 70 to 74 years	3.9%	3.8%	3.9%	4.2%
% Female population: 75 to 79 years	2.2%	2.3%	2.4%	2.3%
% Female population: 80 to 84 years	1.8%	1.4%	1.2%	1.4%
% Female population: 85 years and over	1.9%	2.0%	2.0%	2.2%
HOUSEHOLD OVERVIEW				
Household Trend				
2010 Households	408	663	1,592	2,279
2020 Households	456	731	1,722	2,483
2022 Households	472	756	1,756	2,535
2027 Households	503	801	1,833	2,651
% Household Change 2010 to 2020	11.8%	10.3%	8.2%	9.0%
% Household Change 2010 to 2022	15.7%	14.0%	10.3%	11.2%
% Household Change 2020 to 2027	10.3%	9.6%	6.4%	6.8%
% Household Change 2022 to 2027	6.6%	6.0%	4.4%	4.6%
2022 Household Size				
Average household size	2.8	2.8	2.8	2.8
% Family households	77.5%	78.3%	78.9%	76.5%
% Nonfamily households	22.5%	21.6%	21.2%	23.5%

Full Demographic Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
Household Income Trend				
2010 Median income	\$48,985	\$48,982	\$49,631	\$49,114
2020 Median income	\$80,633	\$82,319	\$77,895	\$73,124
2022 Median income	\$82,307	\$84,803	\$80,747	\$75,695
2027 Median income	\$109,482	\$110,376	\$101,222	\$94,107
% Median Income Change 2010 to 2020	64.6%	68.1%	56.9%	48.9%
% Median Income Change 2010 to 2022	68.0%	73.1%	62.7%	54.1%
% Median Income Change 2020 to 2027	35.8%	34.1%	29.9%	28.7%
% Median Income Change 2022 to 2027	33.0%	30.2%	25.4%	24.3%
2022 Household Income				
up to \$24,999	21.4%	20.0%	15.8%	16.4%
\$25,000 to \$49,999	12.9%	14.2%	15.7%	16.6%
\$50,000 to \$74,999	11.4%	10.6%	14.5%	16.5%
\$75,000 to \$124,999	25.2%	26.5%	30.5%	28.7%
\$125,000 to \$199,999	20.1%	20.5%	15.5%	15.0%
\$200,000 or more	8.5%	8.3%	8.1%	6.8%
Income Below \$75,000	45.8%	44.7%	46.0%	49.5%
Income \$75,000 to \$199,999	45.3%	47.0%	46.0%	43.7%
HOUSING UNITS OVERVIEW				
2022 Home Value				
Median Home Value	\$168,614	\$164,980	\$160,442	\$166,115
Average Home Value	\$206,702	\$200,090	\$189,792	\$202,592
2022 Occupancy				
Households	472	756	1,756	2,535
Owner occupied	72.5%	72.1%	71.5%	73.5%
Renter occupied	24.2%	28.3%	28.8%	26.9%
Occupancy by Number of Units				
1, detached	76.3%	75.2%	74.3%	71.2%
1, attached	.0%	.0%	.0%	.0%
2	12.3%	14.5%	8.7%	6.5%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	.0%	.0%	.2%	.3%
10 to 19	.0%	.5%	.2%	.1%
20 to 49	.0%	.0%	.0%	.0%
50 or more	.0%	.0%	.0%	.0%
Mobile home	11.4%	10.3%	16.6%	21.9%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%
2022 Occupation				
Workers 16 years and over	640	1,103	2,550	3,407
White collar	60.4%	59.8%	53.8%	51.4%
Blue collar	39.6%	40.2%	46.2%	48.6%

Full Demographic Report

Location:

Interstate 85 (Exit #35) and U.S. Highway 29

Grantville, Georgia 30220

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
2022 Educational Attainment				
Population 25 years and over	940	1,555	3,495	4,851
No High School Diploma	15.2%	14.9%	13.3%	12.5%
High school graduate, GED, or alternative	37.6%	36.1%	38.9%	37.8%
College No Degree	19.8%	22.4%	22.7%	23.6%
College Degree	21.7%	20.7%	20.1%	21.3%
Advanced Degree	5.7%	5.9%	5.1%	4.8%
College or Advanced Degree	27.4%	26.6%	25.2%	26.1%
2022 Marital Status				
Population 15 years and over	1,100	1,830	4,133	5,703
Not Married	46.8%	47.8%	47.3%	46.4%
Married	53.1%	52.2%	52.6%	53.6%
Average Travel Time to Work Trend				
2010 Average Travel Time to Work in Minutes	38	38	38	37
2020 Average Travel Time to Work in Minutes	30	30	33	35
2022 Average Travel Time to Work in Minutes	30	30	33	34
Work at Home Trend				
% 2010 Workers 16+ years who work at home	2.6%	3.2%	3.7%	3.6%
% 2020 Workers 16+ years who work at home	1.5%	1.4%	2.3%	2.6%
% 2022 Workers 16+ years who work at home	1.6%	1.4%	2.3%	2.6%
Did Not Work at Home Trend				
% 2010 Workers 16+ years who did not work at home	97.4%	96.8%	96.4%	96.4%
% 2020 Workers 16+ years who did not work at home	98.5%	98.6%	97.7%	97.4%
% 2022 Workers 16+ years who did not work at home	98.4%	98.6%	97.7%	97.4%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	87.5%	86.7%	88.1%	88.5%
Car, truck, or van - Carpooled	9.7%	10.7%	9.4%	9.2%



Presented by:
IMST Corp.

4203 Yoakum Boulevard, Suite 110
Houston, Texas 77006

Phone: 281.398.0321

FAX: 281.825.4179

Email: info@imstcorp.com

Website: www.imstcorp.com

The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

The completed study is not intended to provide a guarantee of actual business performance.

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.