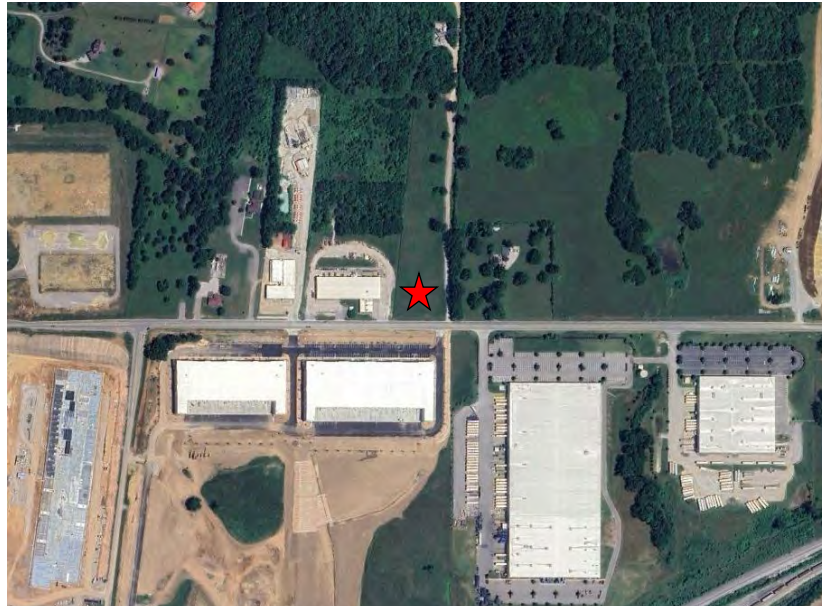


Retail Site Analysis



Fuel and Convenience Store Project

720 Beechcroft Road
Spring Hill, Tennessee 37174



Project Summary

The site is located at 720 Beechcroft Road in Spring Hill, Tennessee 37174. It has been proposed to develop a new generation convenience store with lead brand fuel, modern forecourt, upscale format store with integrated fast food, and attached retail lease space. The total site land area consists of 4.14-acres and affords direct frontage and access along Beechcroft Road.

The focus of this evaluation is the anticipated fuel volume and convenience store sales during the first three years of planned facility operation. A comprehensive fuel and convenience store development strategy has been created and analyzed for volume and sales projection purposes. The attached retail space will be reserved for a complementary tenant and lease income is not included in projections.

Table of Contents

Site Overview	3
Facility Development Strategy	4
Projections, Analytical Range, and Metrics.....	5
Site Photos	6
Traffic Summary	7
Consumer Potential Scores	10
Competitive Summary and Map	13
Trade Area Map and Demographics	19

Site Overview

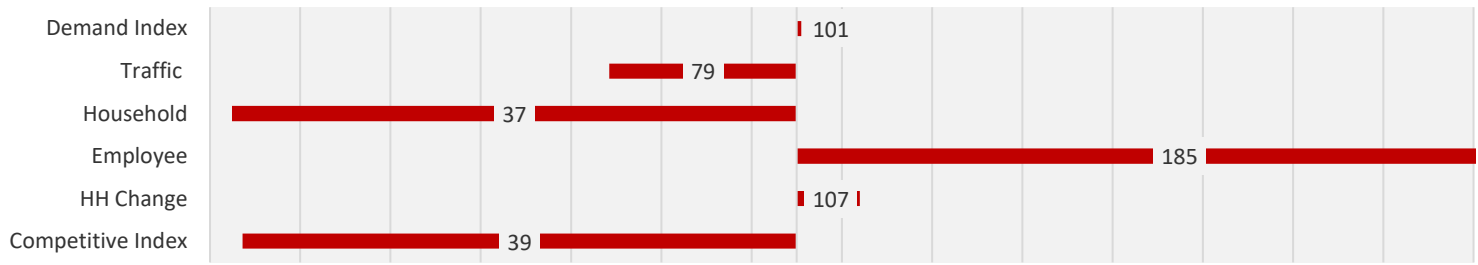
720 Beechcroft Road, Spring Hill, Tennessee 37174

Interior
N

Density Class and Socio-Economic Score



	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
Beechcroft Road	3	east/west	●	●	●
State Route 247		undivided	1	35 MPH	unregulated



Facility Development Strategy: Fuel and Convenience Store

Name:	Convenience Store	Brand:	Lead Brand	Case #:	1
Location:	Beechcroft Road			Intersection:	N
Type:	Convenience Store			Fx Impact Score:	192.0

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$3.25 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$3.69 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	85.5
20	# of Self Service Hoses	35	Posted Speed	Diesel Score	18.5
	# of Full Service Hoses	3,600	Size of Store	Convenience Store Score	88.0
Stacked	Fuel Configuration	12	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking		

Convenience Store					
18	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Lead Brand	Operation	Full Day Part	Fast Food	x	ATM



Projections, Analytical Range, and Metrics

720 Beechcroft Road, Spring Hill, Tennessee 37174

AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	110,998	114,009	116,789
<i>Gasoline Volume (Gallons)</i>	<i>101,448</i>	<i>104,200</i>	<i>106,741</i>
<i>Diesel Volume (Gallons)</i>	<i>9,550</i>	<i>9,809</i>	<i>10,048</i>
Convenience Store Sales (Dollars)	\$166,408	\$173,571	\$179,431
<i>Convenience Sales (Dollars)</i>	<i>\$135,275</i>	<i>\$141,098</i>	<i>\$145,862</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$31,133</i>	<i>\$32,473</i>	<i>\$33,569</i>

ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	94,224	96,515	98,705
<i>Gasoline Volume (Gallons)</i>	<i>85,724</i>	<i>87,736</i>	<i>89,662</i>
<i>Diesel Volume (Gallons)</i>	<i>8,500</i>	<i>8,779</i>	<i>9,043</i>
Convenience Store Sales (Dollars)	\$151,587	\$156,538	\$161,488
<i>Convenience Sales (Dollars)</i>	<i>\$123,100</i>	<i>\$126,988</i>	<i>\$131,276</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$28,487</i>	<i>\$29,550</i>	<i>\$30,212</i>

HIGH	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	116,423	119,317	122,064
<i>Gasoline Volume (Gallons)</i>	<i>106,013</i>	<i>108,576</i>	<i>111,011</i>
<i>Diesel Volume (Gallons)</i>	<i>10,410</i>	<i>10,741</i>	<i>11,053</i>
Convenience Store Sales (Dollars)	\$184,868	\$191,958	\$198,833
<i>Convenience Sales (Dollars)</i>	<i>\$150,155</i>	<i>\$155,913</i>	<i>\$161,907</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$34,713</i>	<i>\$36,045</i>	<i>\$36,926</i>

PROJECTION METRICS

Primary Area of Influence	Custom	Annual Convenience Store Sales Year 1	\$1,996,896
Area in Square Miles	4.94	Annual Convenience Sales Year 1	\$1,623,300
Total Intersection Traffic VPD	10,729	Annual Fast Food Sales Year 1	\$373,596
Explained Intersection Traffic	92.7%	Convenience Store \$ per Square Foot	\$46.22
Passing Intersection Traffic	7.3%	Fast Food Sales Percent Year 1	18.7%
Annual Fuel Volume Year 1	1,331,976		
Annual Gasoline Volume Year 1	1,217,376	Fuel Dispenser Count	6
Annual Diesel Volume Year 1	114,600	Convenience Store Square Feet	3,600
Fuel Gallons per Dispenser Year 1	18,500	Retail Lease Square Feet	2,000

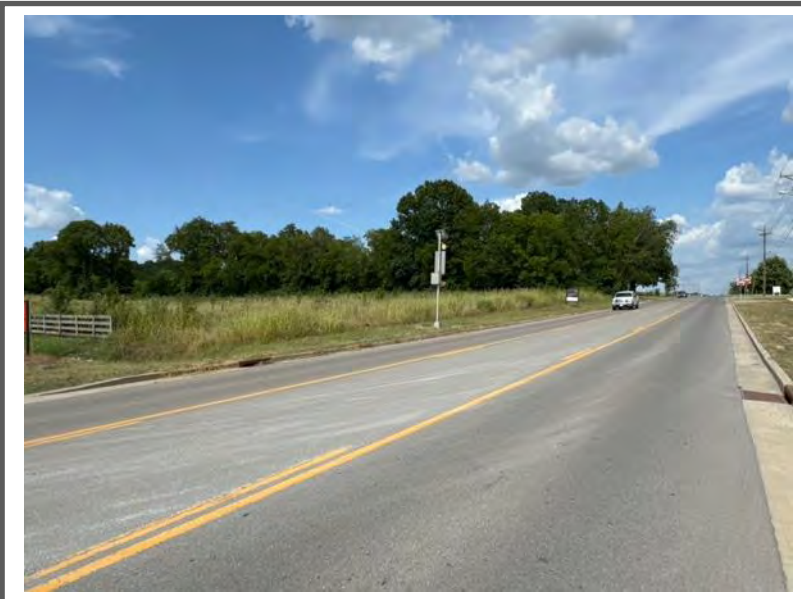
Site Photos



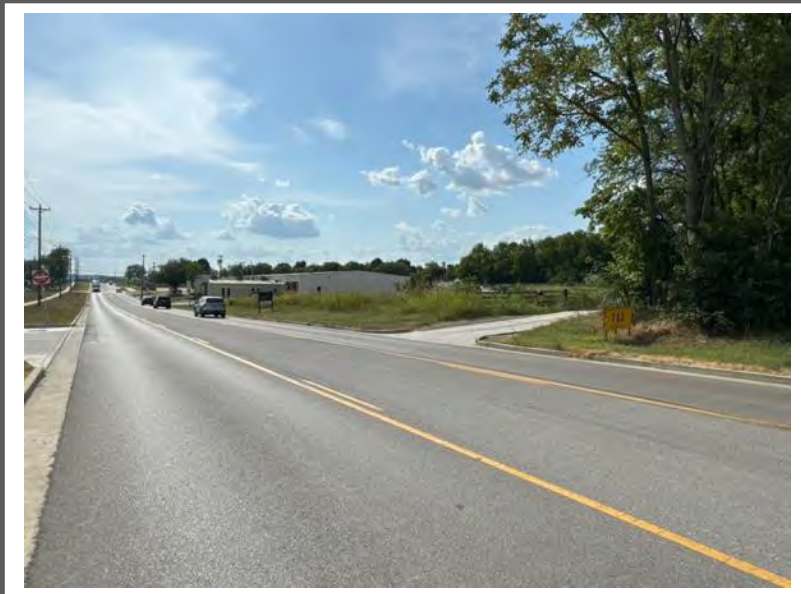
Site view across Beechcroft Road



Site frontage along Beechcroft Road westbound



Site view along Beechcroft Road eastbound



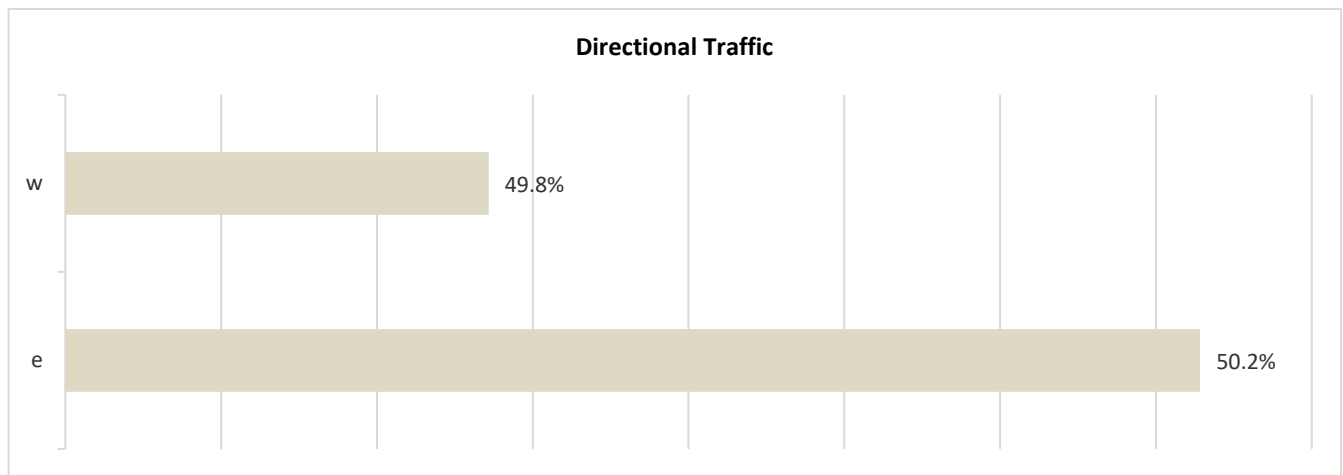
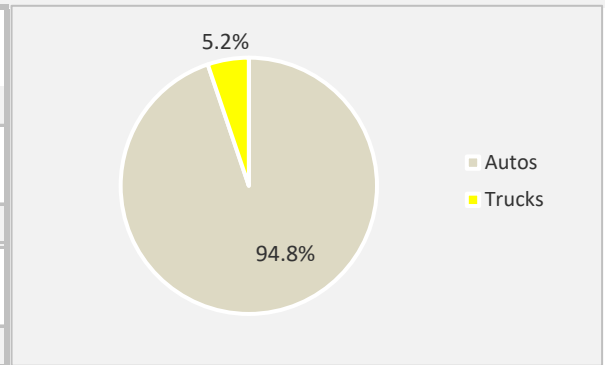
Site view along Beechcroft Road facing west

Traffic Summary

					VPD Stats
	Direction	Count	Classification	Ingress	Egress
Beechcroft Road	e	5,111	Auto	Turn	Turn
	w	5,061		Frontage	Frontage
	e	278	Truck		
	w	279			

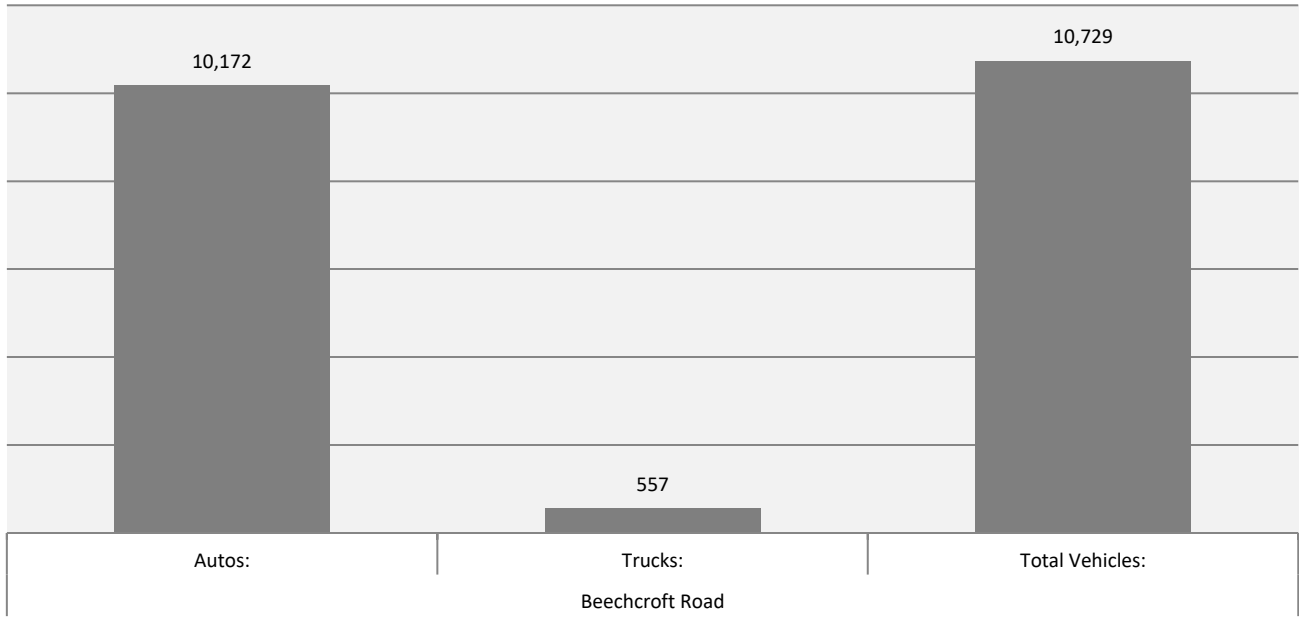
	Direction	Percent	Classification	Percent	Frontage
Beechcroft Road	e	47.6%	Auto	94.8%	49.8%
	w	47.2%			
	e	2.6%	Truck	5.2%	
	w	2.6%			

Total Intersection VPD	Autos:	10,172
	Trucks:	<u>557</u>
	Total Vehicles:	10,729
Beechcroft Road	Autos:	10,172
	Trucks:	557
	Total Vehicles:	10,729

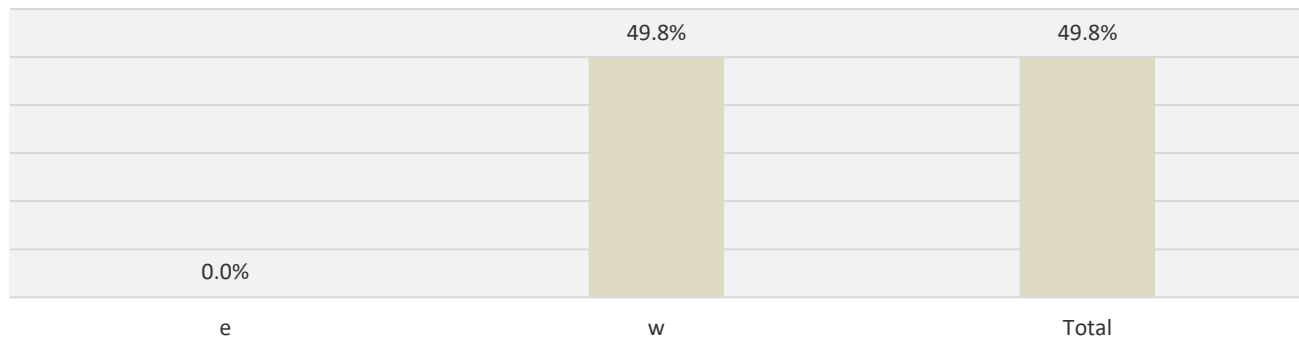


Traffic Summary

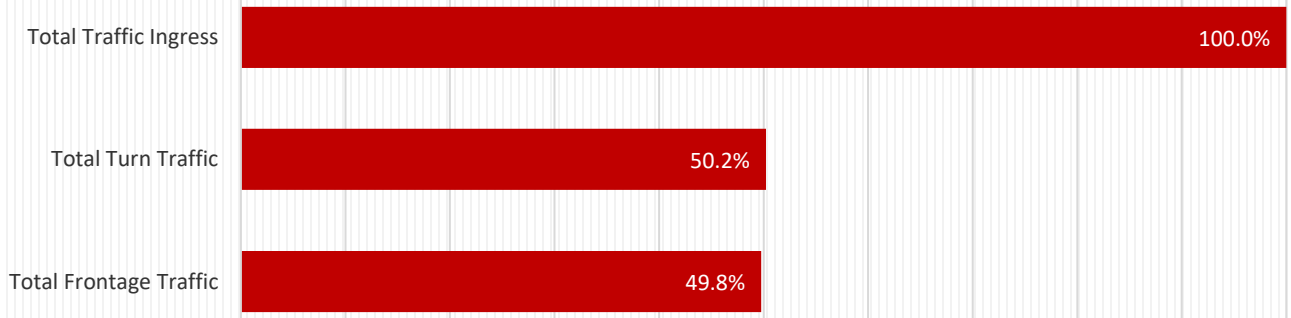
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

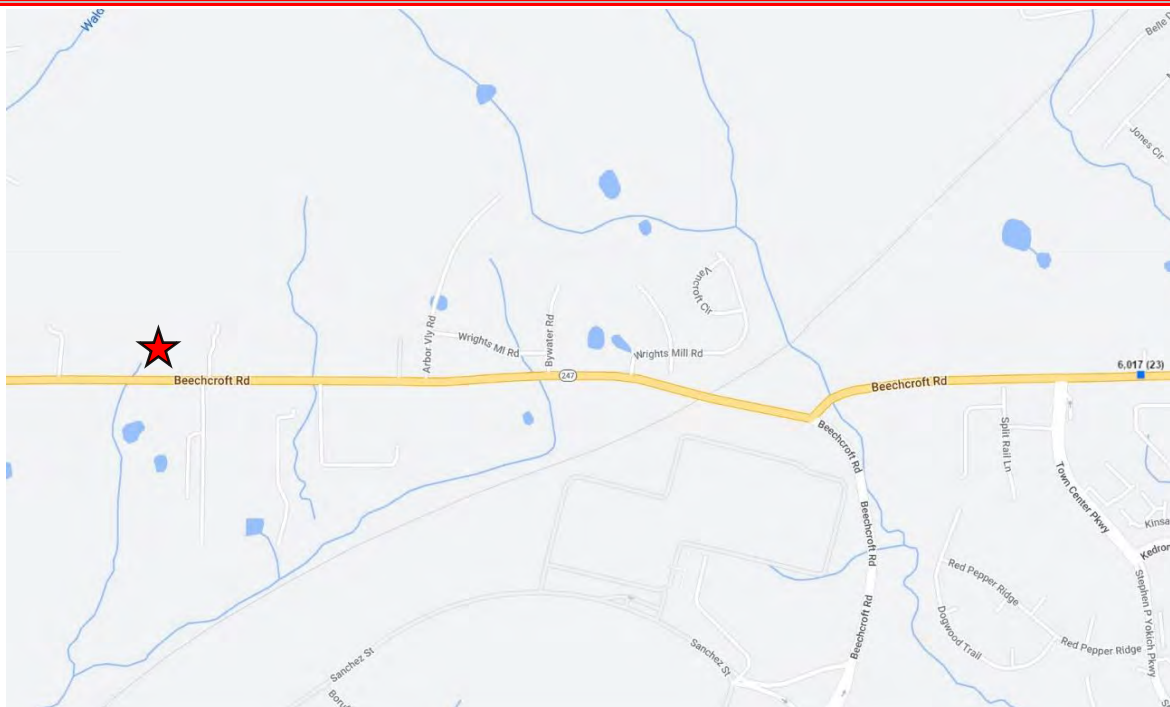


Total Traffic Ingress

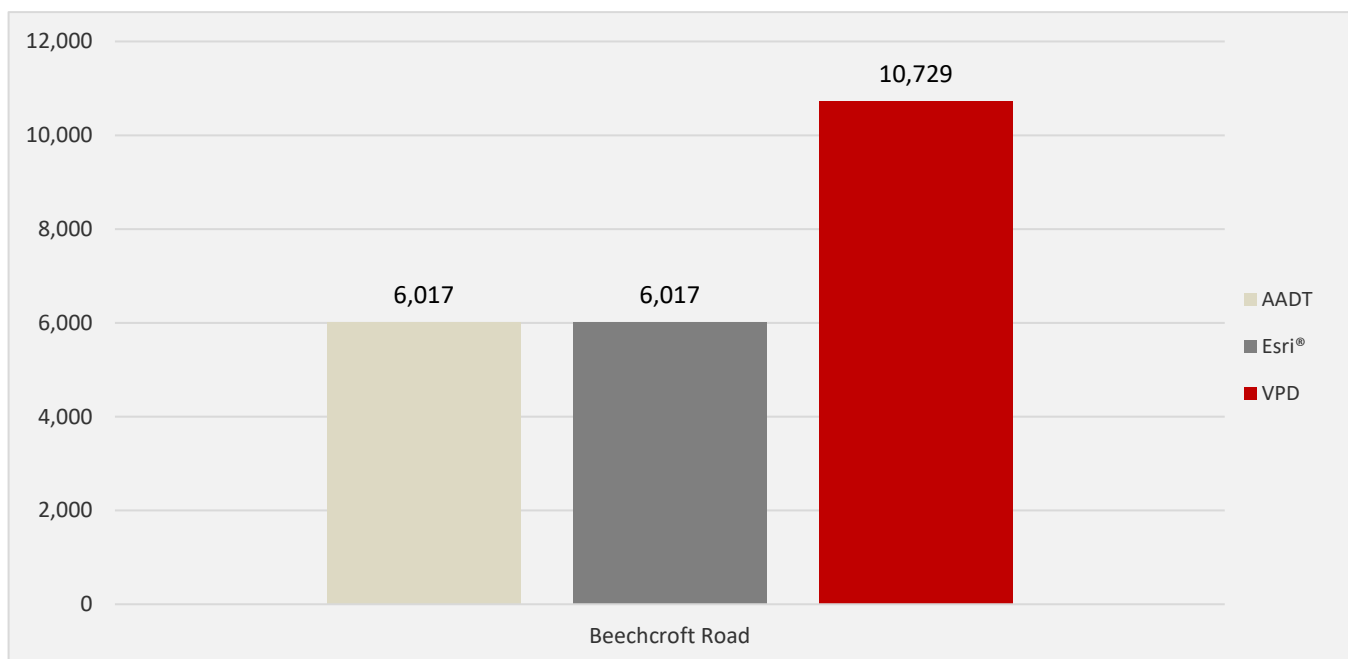


Traffic Summary

AADT Map



Tennessee DOT/Esri®	AADT	Location	Esri®	Year
Beechcroft Road	6,017	east	6,017	2023
	3,250	west	3,250	2023

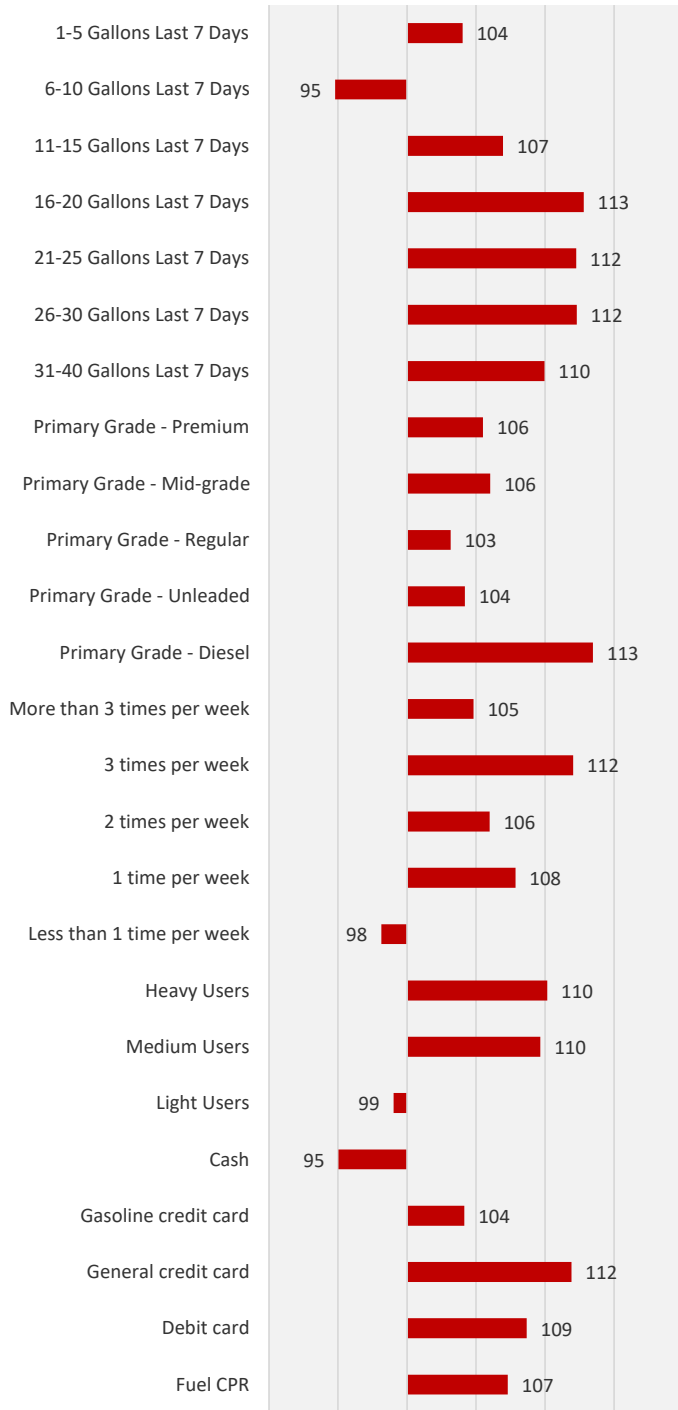


Consumer Potential Scores

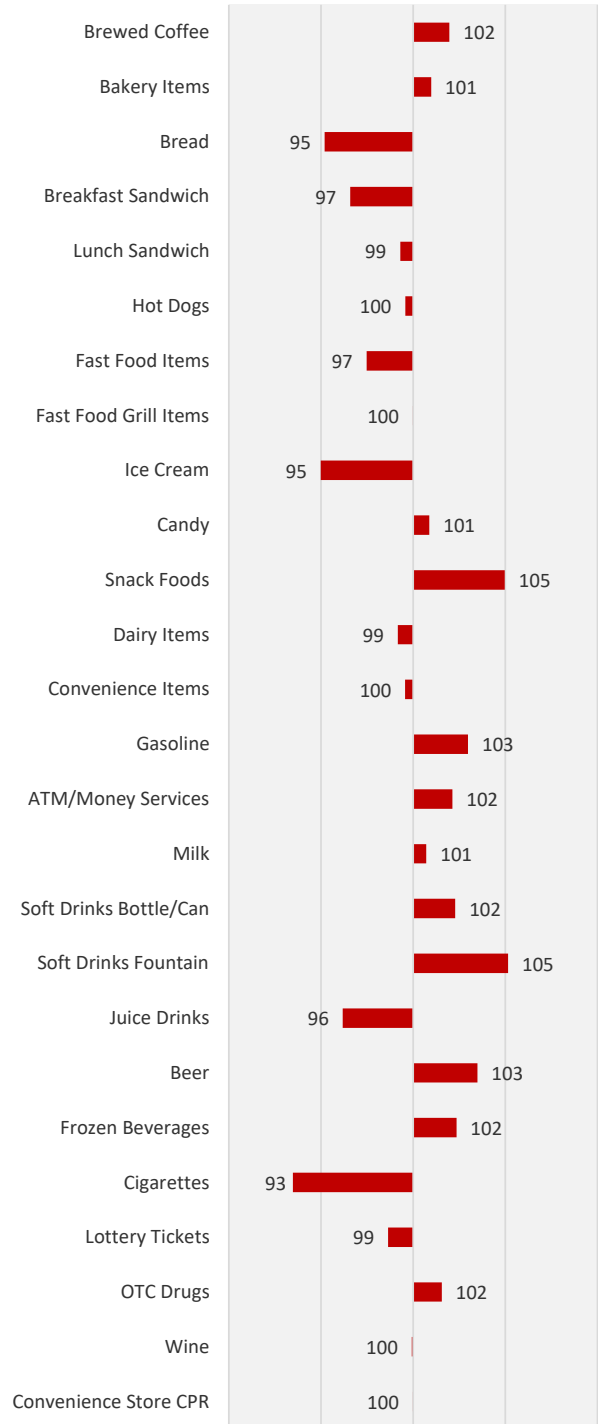
Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

**CUSTOM
BOUNDARY
4.94 SQ/MI**

Fuel Gallons, Grade, Frequency, and Payment Method



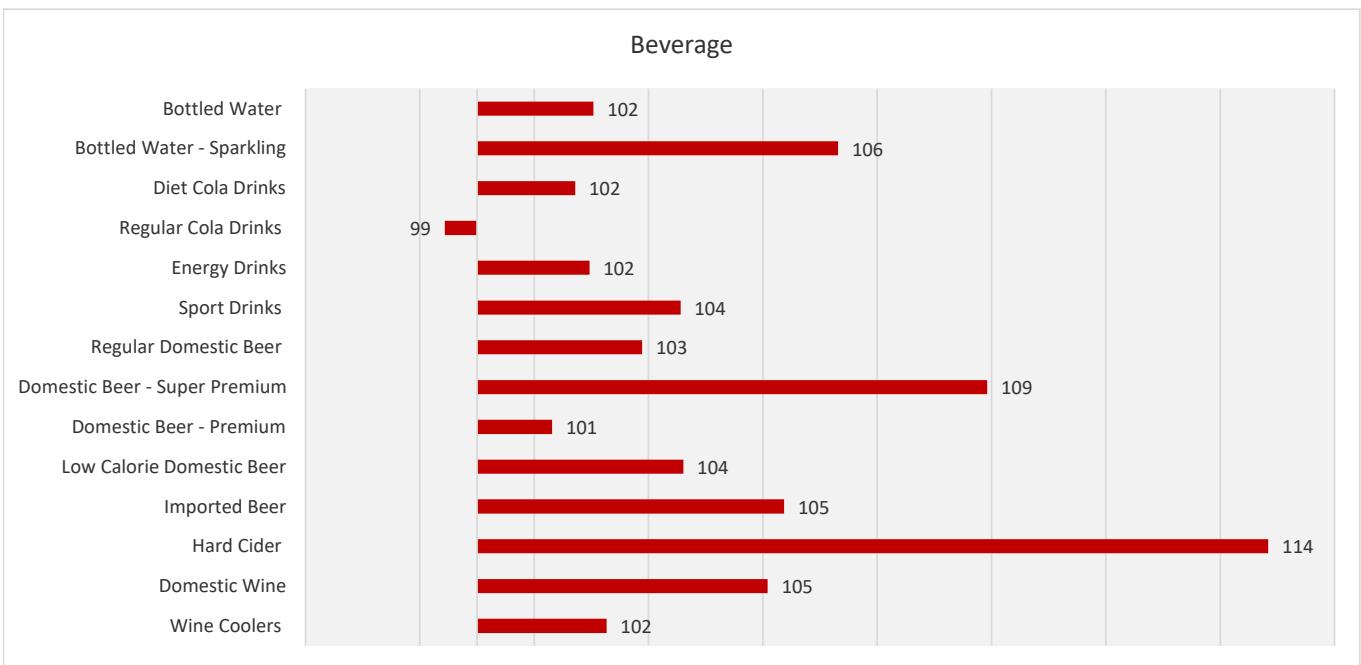
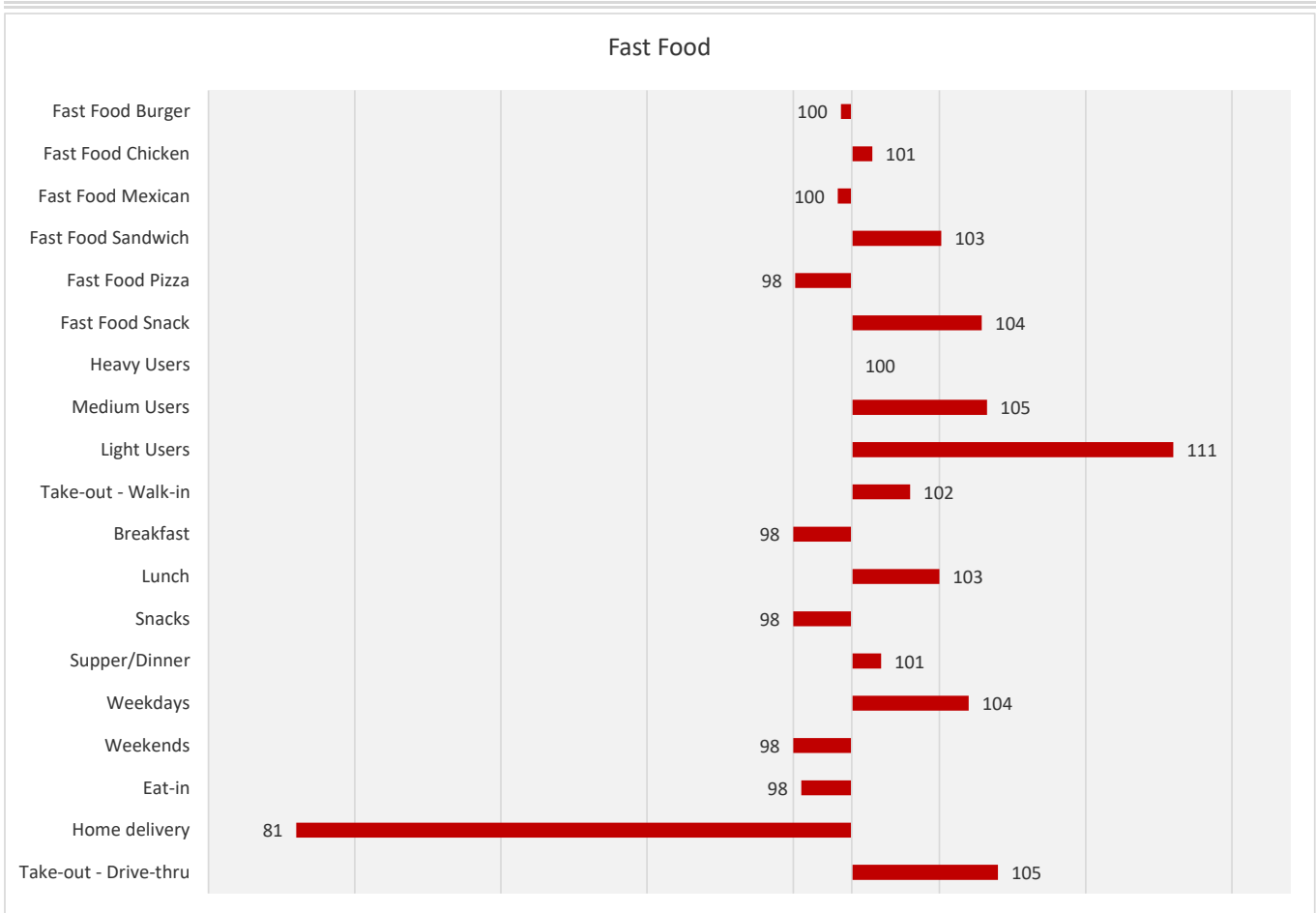
Convenience Items Purchased



Consumer Potential Scores

Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

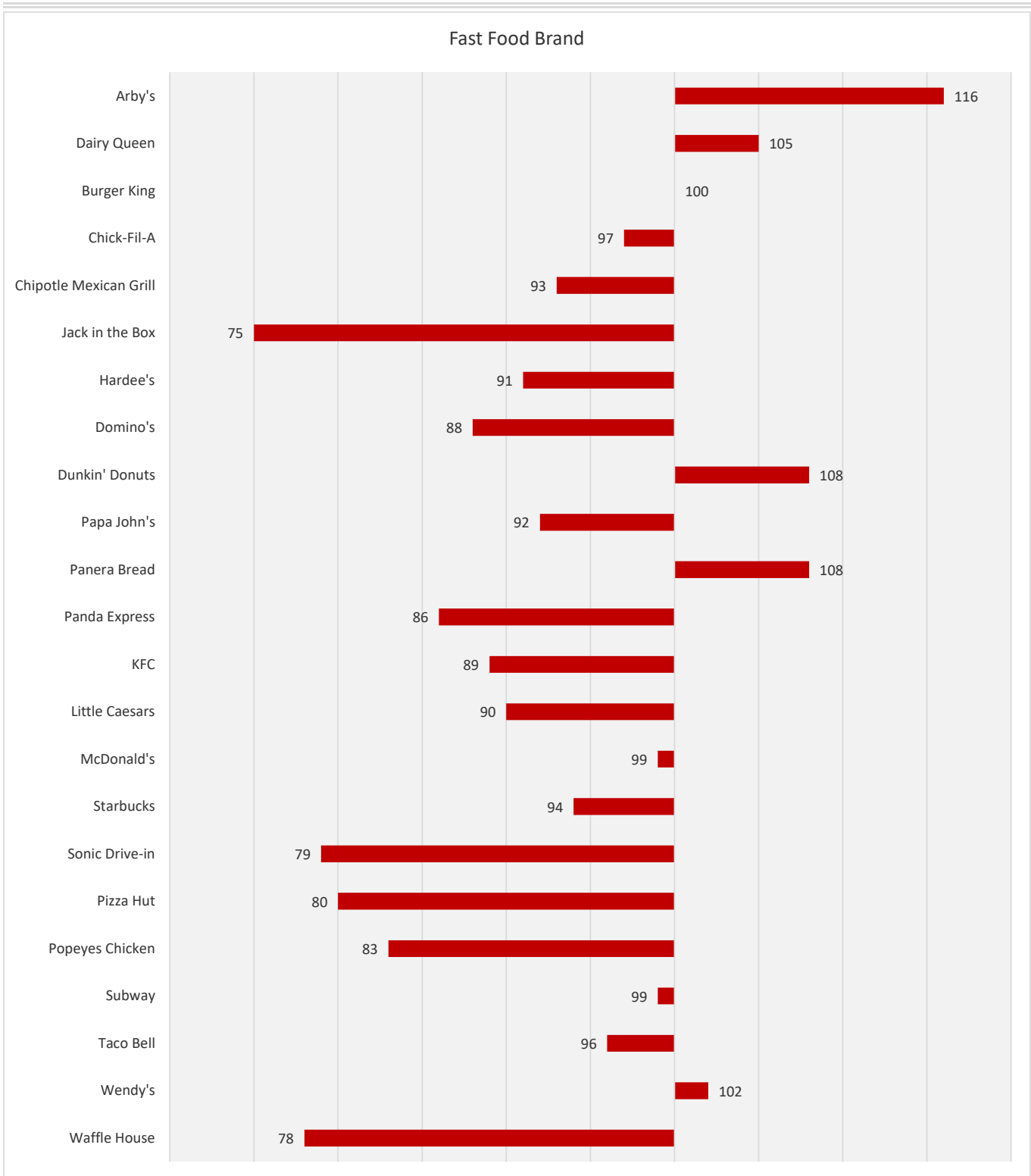
**CUSTOM
BOUNDARY
4.94 SQ/MI**



Consumer Potential Scores

Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

**CUSTOM
BOUNDARY
4.94 SQ/MI**

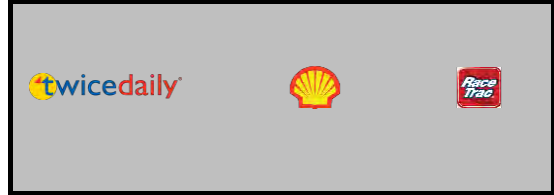


Competitive Analysis Summary: Fuel and Convenience Store

Competitive Capacity Metrics

4	Total Competitive Units
2.1	Average Distance in Miles
44	Total Gasoline Fueling Positions
24	Total Diesel Fueling Positions
3	Total Truck Diesel Lanes
14,800	Total Convenience Store Square Footage

Brands and Convenience Store Chains



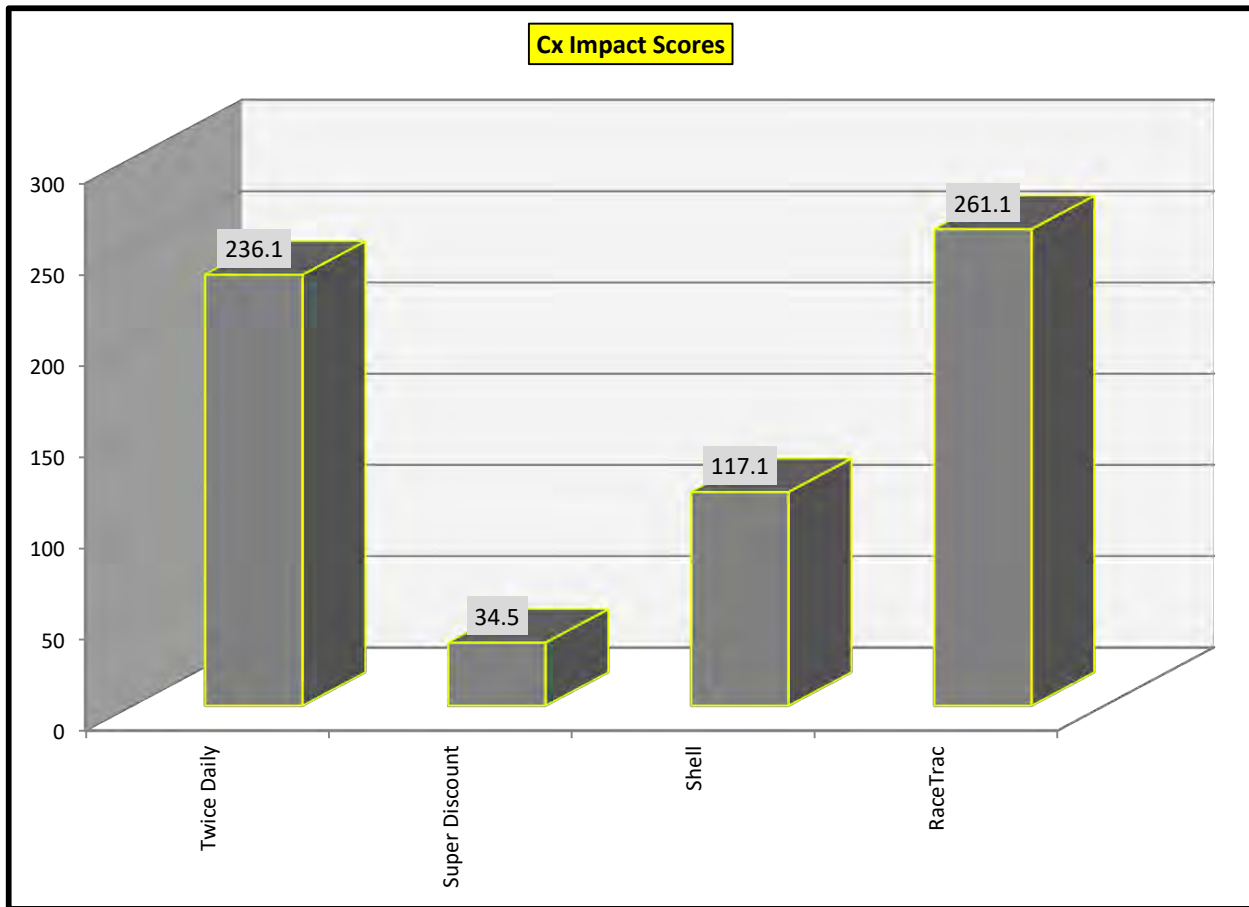
Performance and Impact Indicators

25%	Performance Auto Fuel Positions
20%	Performance Convenience Store Parking
0	Performance Truck Diesel Lanes
25,238	Audit Fuel Gallons per Forecourt Dispenser
\$41.45	Audit Convenience Store Dollars per Square Foot
21,667	Audit Fuel Gallons per Truck Lane
0.14	Average Distance Impact
0.13	Minimum Distance Impact
0.14	Maximum Distance Impact

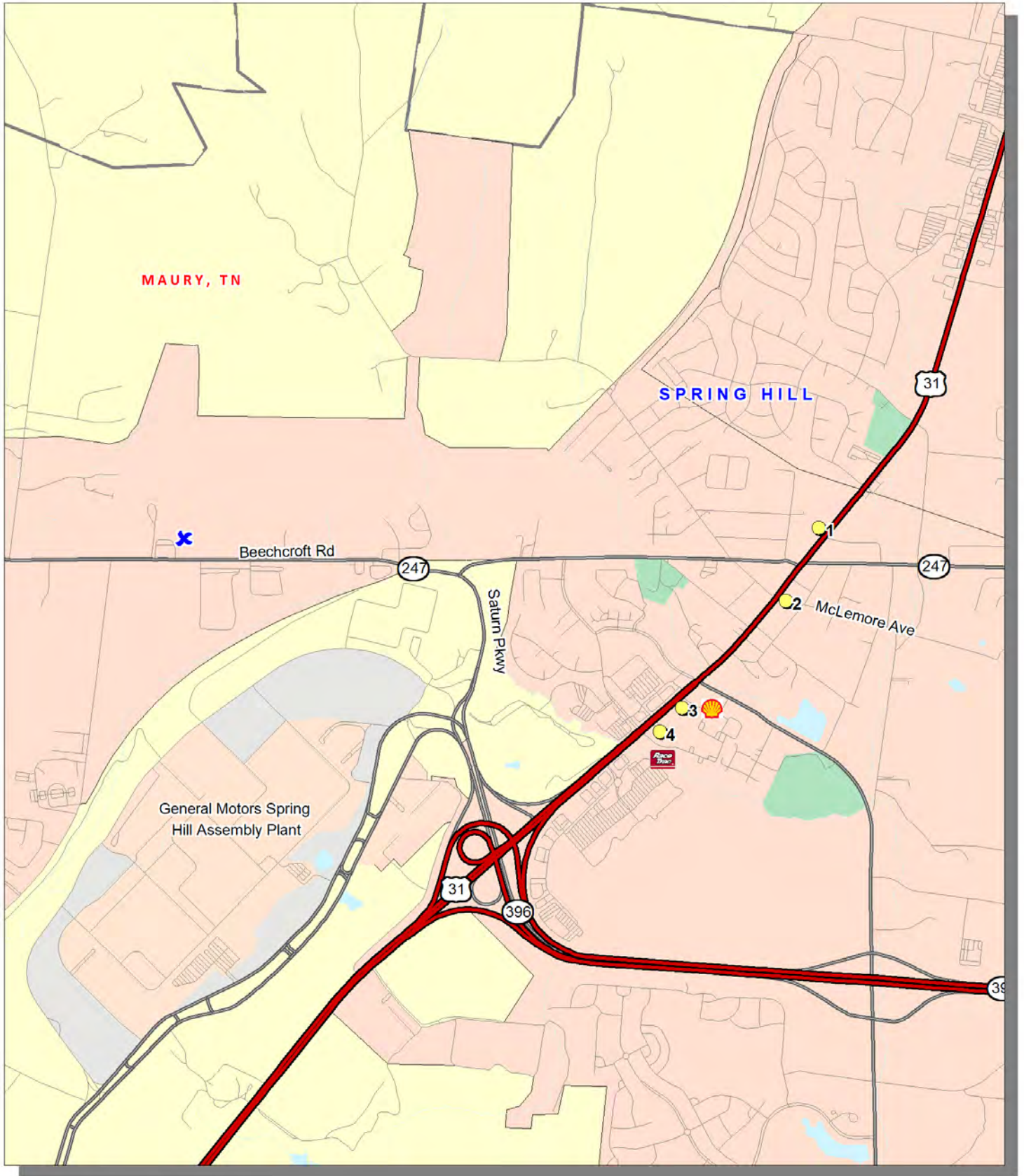
Fuel Pricing Metrics

Market Price Gasoline	\$3.25	⁹
Lead Price Gasoline	\$3.25	⁹
Max Price Gasoline	\$3.26	⁹
Variance Gasoline	\$0.01	⁹
Market Price Diesel	\$3.69	⁹
Lead Price Diesel	\$3.69	⁹
Max Price Diesel	\$3.69	⁹
Variance Diesel	\$0.00	⁹

Audit Date: 7/15/2024



Competition Map



● = Gasoline/Diesel/Convenience Store

Competition Analysis: Fuel and Convenience Store

Name:	Twice Daily	Brand:	Twice Daily	Map #:	1	
Location:	Main Street			Intersection:	W	
Type:	Convenience Store			Distance:	2.2	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$3.25 ⁹
8	Electronic	x	Air		
16	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$3.69 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	98.5
24	# of Self Service Hoses	35	Posted Speed	Diesel Score	24.5
	# of Full Service Hoses	4,500	Size of Store	Convenience Store Score	113.1
Stacked	Fuel Configuration	12	Up Front Parking	Fast Food Score	30.0
	Car Wash		Truck Parking	Distance Score	0.13

Convenience Store					
12	Walk In Cooler Doors	Lead Chain	Maintenance	Standard	Restrooms
3	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
4	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave	Twice Daily	Fast Food Brand	x	Lottery
Lead Chain	Operation	Made to Order	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Super Discount	Brand:		Map #:	2
Location:	McLemore Avenue and Main Street			Intersection:	SE
Type:	Convenience Store			Distance:	2.1

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

MPD's		Canopy	Unleaded		
Electronic		Air			
# of Gasoline Hoses	1	Brand Sign Facings	Diesel		
# of Gasoline Grades		Price Sign Facings	<i>Cash/Card Price</i>		
# of Gasoline Fueling Positions		LED Price Sign	Unleaded		
# of Diesel Fueling Positions	2	# of Access Points	Diesel		
# of Truck Diesel Lanes	Intersection	Visibility	Strategy	Unleaded	
Non-Ethanol	Electronic	Traffic Regulation		Diesel	
E-85	Undivided	Road Configuration	Competitive Impact		
EV Stations		On Site Movement	Gasoline Score		0.0
# of Self Service Hoses	20	Posted Speed	Diesel Score		0.0
# of Full Service Hoses	1,900	Size of Store	Convenience Store Score		34.5
Fuel Configuration	5	Up Front Parking	Fast Food Score		0.0
Car Wash		Truck Parking	Distance Score		0.14

Convenience Store

8	Walk In Cooler Doors	Independent	Maintenance	Interior	Restrooms
4	Reach In Cooler Doors	Independent	Interior Lighting	Standard	Snack Merchandising
Standard	Beverage Merchandising	Independent	Interior Signage	Standard	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	14	Hours of Operation
1	Beer/Wine Doors	x	Coffee Bar	1	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Independent	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Quik Mart	Brand:	Shell	Map #:	3	
Location:	Main Street			Intersection:	E	
Type:	Convenience Store			Distance:	2.1	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$3.26 ⁹
	Electronic	x	Air		
12	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.01 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	77.5
12	# of Self Service Hoses	35	Posted Speed	Diesel Score	0.0
	# of Full Service Hoses	3,000	Size of Store	Convenience Store Score	59.0
Stacked	Fuel Configuration	8	Up Front Parking	Fast Food Score	10.0
	Car Wash		Truck Parking	Distance Score	0.14

Convenience Store					
15	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
1	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
3	Freezer Doors	x	Fountain Beverage	19	Hours of Operation
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	RaceTrac	Brand:	RaceTrac	Map #:	4	
Location:	Main Street and Columns Way			Intersection:	NE	
Type:	Convenience Store			Distance:	2.0	

Forecourt and Exterior				Posted Prices	
8	MPD's	x	Canopy	Unleaded	\$3.25 ⁹
	Electronic	x	Air		
48	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.69 ⁹
5	# of Gasoline Grades	3	Price Sign Facings	<i>Cash/Card Price</i>	
16	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
16	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00 Unleaded
16	E-15	Electronic	Traffic Regulation		0.00 Diesel
16	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	108.5
64	# of Self Service Hoses	35	Posted Speed	Diesel Score	29.5
	# of Full Service Hoses	5,400	Size of Store	Convenience Store Score	123.1
Stacked	Fuel Configuration	9	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking	Distance Score	0.14

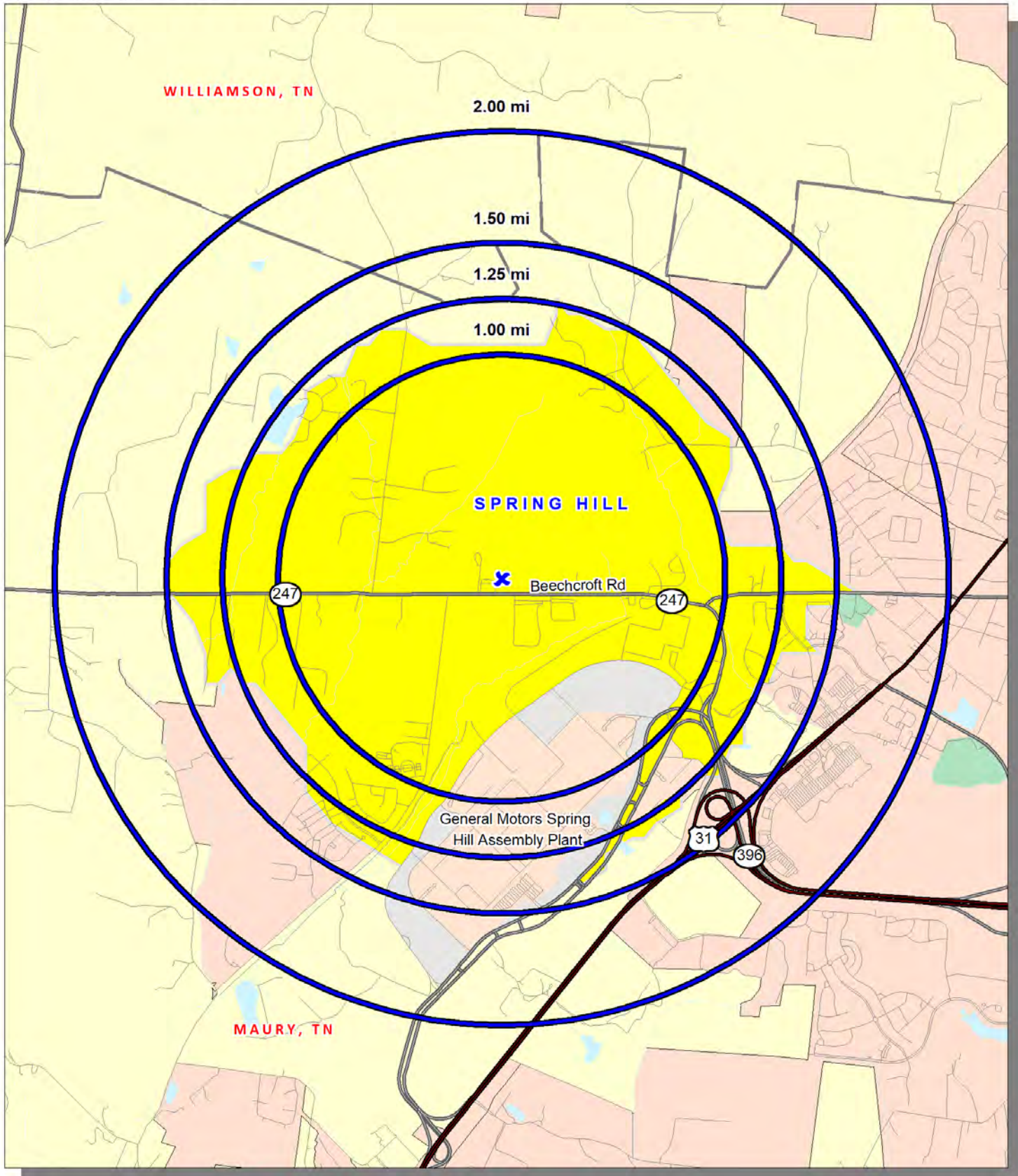
Convenience Store					
18	Walk In Cooler Doors	Lead Chain	Maintenance	Expanded	Restrooms
2	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
6	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
9	Beer/Wine Doors	x	Coffee Bar	5	Cashier Stations
	Beer Cave	RaceTrac	Fast Food Brand	x	Lottery
Lead Chain	Operation	Grab and Go	Fast Food	x	ATM



Trade Area Map

1-, 1.25-, 1.5- and 2-Mile Rings

720 Beechcroft Road
Spring Hill, Tennessee 37174



x = Site

■ = Custom Boundary

Demand Report

Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

**CUSTOM
BOUNDARY
4.94 SQ/MI**

POPULATION TREND

2020 Total Population	1,179
2023 Total Population	1,309
2028 Total Population	1,473
% Population Change 2010 to 2020	61.3%
% Population Change 2010 to 2023	79.1%
% Population Change 2020 to 2028	24.9%
% Population Change 2023 to 2028	12.5%
2023 Total Daytime Population	1,833
2023 Total Employees	3,980
2023 Total Daytime at Home Population	680
2023 Total Employees (% of Daytime Population)	85.4%
2023 Total Daytime at Home Population (% of Daytime Pop)	14.6%

DENSITY

2023 Population Density	362
2023 Employee Density	876

HOUSEHOLDS TREND

2020 Households	427
2023 Households	460
2028 Households	520
% Household Change 2010 to 2020	62.4%
% Household Change 2010 to 2023	74.9%
% Household Change 2020 to 2028	21.8%
% Household Change 2023 to 2028	13.0%
2023 Average household size	2.5
2023 Average household size: Owner occupied	1.9
2023 Average household size: Renter occupied	0.6

INCOME

2020 Household income: Average	\$104,075
2020 Household income: Median	\$85,030
2023 Household income: Median	\$81,789
2023 Household income: Average	\$102,519
2028 Household income: Median	\$94,166
2028 Household income: Average	\$121,169

HOUSEHOLD VEHICLES

2023 Households: Number of vehicles available	995
2023 Owner occupied: Number of vehicles available	782
2023 Renter occupied: Number of vehicles available	218

Demand Report

Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

**CUSTOM
BOUNDARY
4.94 SQ/MI**

RACE & ETHNICITY	
% 2023 White alone	81.6%
% 2023 Black or African American alone	7.5%
% 2023 American Indian and Alaska Native alone	.4%
% 2023 Asian alone	.9%
% 2023 Native Hawaiian and OPI alone	.1%
% 2023 Some Other Race alone	2.3%
% 2023 Two or More Races alone	7.1%
% 2023 Hispanic	7.5%
% 2023 Not Hispanic	92.5%
EDUCATION & OCCUPATION	
Education	
% 2023 No High School Diploma	5.4%
% 2023 High school graduate, GED, or alternative	29.5%
% 2023 College No Degree	23.4%
% 2023 College Degree	34.6%
% 2023 Advanced Degree	7.2%
% 2023 College or Advanced Degree	41.8%
Occupation	
% 2020 Occupation: White collar	61.6%
% 2020 Occupation: Blue collar	38.4%
% 2023 Occupation: White collar	61.5%
% 2023 Occupation: Blue collar	38.5%
AGE & OCCUPANCY	
Age	
2023 Total population: Median age	40
2023 Male population: Median age	39
2023 Female population: Median age	41
Occupancy	
2023 HouseHolds	460
% 2023 Owner occupied housing units	74.8%
% 2023 Renter occupied housing units	25.4%

Demand Report

Location:
720 Beechcroft Road
Spring Hill, Tennessee 37174

**CUSTOM
BOUNDARY
4.94 SQ/MI**

RETAIL SALES POTENTIAL	
2022 Convenience stores	\$609,516
2022 Gasoline stations with convenience stores	\$1,391,986
2022 Beer, wine, & liquor stores	\$168,081
2022 Supermarkets & other grocery (except convenience) stores	\$2,716,730
2022 Restaurant Expenditures	\$469,241
HOUSEHOLD EXPENDITURES	
Automotive	
2023 Gasoline (Household Average)	\$2,229
2023 Diesel fuel (Household Average)	\$76
2023 Gasoline on out-of-town trips (Household Average)	\$147
2023 Lube, oil change, and oil filters (Household Average)	\$121
2023 Maintenance and repairs (Household Average)	\$1,104
2023 Vehicle products and cleaning services (Household Average)	\$9
2023 Electric vehicle charging (Household Average)	\$1
Food/Alcohol/Tobacco	
2023 Food at home	\$2,676,257
2023 Food at home (Household Average)	\$5,818
2023 Food away from home (Household Average)	\$3,374
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,883
2023 Breakfast and brunch (Household Average)	\$300
2023 Lunch (Household Average)	\$843
2023 Dinner (Household Average)	\$1,517
2023 Alcoholic beverages	\$281,527
2023 Alcoholic beverages (Household Average)	\$612
2023 At home (Household Average)	\$339
2023 Away from home (Household Average)	\$273
2023 Beer and ale	\$58,355
2023 Beer and ale (Household Average)	\$84
2023 Wine	\$70,041
2023 Wine (Household Average)	\$50
2023 Other alcoholic beverages	\$15,846
2023 Other alcoholic beverages (Household Average)	\$67
2023 Tobacco products and smoking supplies	\$178,343
2023 Tobacco products and smoking supplies (Household Average)	\$388
2023 Cigarettes	\$145,590
2023 Cigarettes (Household Average)	\$317
2023 Other tobacco products	\$30,712
2023 Other tobacco products (Household Average)	\$67
2023 Smoking accessories	\$2,041
2023 Smoking accessories (Household Average)	\$4

Demand Report

Location:

720 Beechcroft Road
Spring Hill, Tennessee 37174

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION TREND				
2020 Total Population	634	824	1,606	3,822
2023 Total Population	697	898	1,796	4,146
2028 Total Population	780	991	2,044	4,505
% Population Change 2010 to 2020	65.1%	59.4%	66.3%	59.7%
% Population Change 2010 to 2023	81.5%	73.7%	85.9%	73.3%
% Population Change 2020 to 2028	23.0%	20.3%	27.3%	17.9%
% Population Change 2023 to 2028	11.9%	10.4%	13.8%	8.7%
2023 Total Daytime Population				
2023 Total Daytime Population	538	898	2,170	5,432
2023 Total Employees	3,666	3,711	3,980	4,995
2023 Total Daytime at Home Population	384	488	945	2,232
2023 Total Employees (% of Daytime Population)	90.5%	88.4%	80.8%	69.1%
2023 Total Daytime at Home Population (% of Daytime Pop)	9.5%	11.6%	19.2%	30.9%
DENSITY				
2023 Population Density	319	315	366	308
2023 Employee Density	1,032	779	586	369
HOUSEHOLDS TREND				
2020 Households	211	291	610	1,478
2023 Households	223	305	667	1,568
2028 Households	248	335	769	1,712
% Household Change 2010 to 2020	63.6%	57.3%	71.8%	58.4%
% Household Change 2010 to 2023	72.9%	64.9%	87.9%	68.1%
% Household Change 2020 to 2028	17.5%	15.1%	26.1%	15.8%
% Household Change 2023 to 2028	11.2%	9.8%	15.3%	9.2%
2023 Average household size				
2023 Average household size	2.5	2.5	2.5	2.6
2023 Average household size: Owner occupied	2.1	2.0	1.9	2.1
2023 Average household size: Renter occupied	0.5	0.5	0.5	0.5
INCOME				
2020 Household income: Average	\$103,605	\$102,889	\$105,158	\$108,531
2020 Household income: Median	\$78,878	\$80,207	\$85,858	\$85,914
2023 Household income: Median				
2023 Household income: Median	\$76,292	\$76,329	\$82,874	\$84,555
2023 Household income: Average				
2023 Household income: Average	\$101,800	\$101,315	\$103,236	\$109,444
2028 Household income: Median				
2028 Household income: Median	\$94,140	\$92,401	\$96,490	\$97,473
2028 Household income: Average				
2028 Household income: Average	\$121,080	\$120,169	\$122,185	\$128,917
HOUSEHOLD VEHICLES				
2023 Households: Number of vehicles available	502	679	1,455	3,444
2023 Owner occupied: Number of vehicles available	422	562	1,138	2,760
2023 Renter occupied: Number of vehicles available	99	135	314	652

Demand Report

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RACE & ETHNICITY				
% 2023 White alone	84.1%	83.0%	82.6%	81.7%
% 2023 Black or African American alone	5.7%	6.3%	7.0%	7.1%
% 2023 American Indian and Alaska Native alone	.4%	.3%	.4%	.3%
% 2023 Asian alone	.6%	.8%	.8%	1.2%
% 2023 Native Hawaiian and OPI alone	.0%	.1%	.1%	.1%
% 2023 Some Other Race alone	2.2%	2.2%	2.2%	2.4%
% 2023 Two or More Races alone	7.0%	7.1%	7.0%	7.2%
% 2023 Hispanic	6.9%	7.2%	7.1%	7.4%
% 2023 Not Hispanic	93.1%	92.8%	92.9%	92.7%
EDUCATION & OCCUPATION				
Education				
% 2023 No High School Diploma	7.6%	8.1%	5.3%	6.8%
% 2023 High school graduate, GED, or alternative	27.7%	28.0%	29.3%	27.0%
% 2023 College No Degree	24.5%	24.5%	23.5%	24.5%
% 2023 College Degree	32.5%	32.8%	34.3%	34.6%
% 2023 Advanced Degree	7.4%	6.9%	7.7%	7.0%
% 2023 College or Advanced Degree	39.8%	39.7%	41.9%	41.7%
Occupation				
% 2020 Occupation: White collar	61.0%	61.2%	61.5%	63.7%
% 2020 Occupation: Blue collar	39.0%	39.1%	38.5%	36.3%
% 2023 Occupation: White collar	61.1%	61.1%	61.6%	63.9%
% 2023 Occupation: Blue collar	38.9%	38.9%	38.4%	36.1%
AGE & OCCUPANCY				
Age				
2023 Total population: Median age	43	42	41	40
2023 Male population: Median age	42	41	40	38
2023 Female population: Median age	44	43	42	41
Occupancy				
2023 HouseHolds	223	305	667	1,568
% 2023 Owner occupied housing units	82.1%	80.3%	74.8%	77.0%
% 2023 Renter occupied housing units	20.6%	22.0%	24.4%	22.6%

Demand Report

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RETAIL SALES POTENTIAL				
2022 Convenience stores	\$297,961	\$409,786	\$875,593	\$2,092,538
2022 Gasoline stations with convenience stores	\$692,236	\$946,690	\$2,010,075	\$4,786,846
2022 Beer, wine, & liquor stores	\$82,034	\$112,607	\$242,154	\$579,712
2022 Supermarkets & other grocery (except convenience) stores	\$1,346,788	\$1,842,587	\$3,922,712	\$9,332,772
2022 Restaurant Expenditures	\$229,178	\$314,853	\$675,179	\$1,613,310
HOUSEHOLD EXPENDITURES				
Automotive				
2023 Gasoline (Household Average)	\$2,254	\$2,246	\$2,236	\$2,250
2023 Diesel fuel (Household Average)	\$82	\$80	\$78	\$78
2023 Gasoline on out-of-town trips (Household Average)	\$149	\$148	\$148	\$148
2023 Lube, oil change, and oil filters (Household Average)	\$122	\$121	\$121	\$122
2023 Maintenance and repairs (Household Average)	\$1,118	\$1,113	\$1,108	\$1,114
2023 Vehicle products and cleaning services (Household Average)	\$9	\$9	\$9	\$9
2023 Electric vehicle charging (Household Average)	\$1	\$1	\$1	\$1
Food/Alcohol/Tobacco				
2023 Food at home	\$1,299,136	\$1,775,457	\$3,882,160	\$9,201,806
2023 Food at home (Household Average)	\$5,826	\$5,821	\$5,820	\$5,868
2023 Food away from home (Household Average)	\$3,362	\$3,363	\$3,374	\$3,406
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,872	\$2,873	\$2,881	\$2,909
2023 Breakfast and brunch (Household Average)	\$300	\$300	\$300	\$302
2023 Lunch (Household Average)	\$844	\$843	\$844	\$851
2023 Dinner (Household Average)	\$1,510	\$1,511	\$1,516	\$1,532
2023 Alcoholic beverages	\$135,986	\$186,068	\$408,012	\$967,216
2023 Alcoholic beverages (Household Average)	\$610	\$610	\$612	\$617
2023 At home (Household Average)	\$339	\$339	\$339	\$341
2023 Away from home (Household Average)	\$271	\$271	\$273	\$276
2023 Beer and ale	\$28,591	\$38,933	\$84,950	\$200,090
2023 Beer and ale (Household Average)	\$83	\$83	\$84	\$85
2023 Wine	\$33,879	\$46,374	\$101,438	\$241,351
2023 Wine (Household Average)	\$50	\$50	\$50	\$51
2023 Other alcoholic beverages	\$7,584	\$10,412	\$22,892	\$54,117
2023 Other alcoholic beverages (Household Average)	\$66	\$66	\$67	\$67
2023 Tobacco products and smoking supplies	\$88,113	\$119,756	\$260,001	\$609,024
2023 Tobacco products and smoking supplies (Household Average)	\$395	\$393	\$390	\$388
2023 Cigarettes	\$71,881	\$97,732	\$212,161	\$496,844
2023 Cigarettes (Household Average)	\$322	\$320	\$318	\$317
2023 Other tobacco products	\$15,281	\$20,710	\$44,904	\$105,314
2023 Other tobacco products (Household Average)	\$69	\$68	\$67	\$67
2023 Smoking accessories	\$951	\$1,314	\$2,936	\$6,866
2023 Smoking accessories (Household Average)	\$4	\$4	\$4	\$4

Full Demographic Report

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2010 Total population	384	517	966	2,393
2020 Total population	634	824	1,606	3,822
2023 Total Population	697	898	1,796	4,146
2028 Total Population	780	991	2,044	4,505
% Population Change 2010 to 2020	65.1%	59.4%	66.3%	59.7%
% Population Change 2010 to 2023	81.5%	73.7%	85.9%	73.3%
% Population Change 2020 to 2028	23.0%	20.3%	27.3%	17.9%
% Population Change 2023 to 2028	11.9%	10.4%	13.8%	8.7%
2023 Race and Ethnicity				
% 2023 White alone	84.1%	83.0%	82.6%	81.7%
% 2023 Black or African American alone	5.7%	6.3%	7.0%	7.1%
% 2022 Asian alone	.6%	.8%	.8%	1.2%
% 2023 Other Race - Population	9.6%	9.8%	9.6%	10.0%
Hispanic or Latino				
% 2023 Hispanic	6.9%	7.2%	7.1%	7.4%
% 2023 Not Hispanic	93.1%	92.8%	92.9%	92.7%
2023 Age Trend				
Total population: Median age	43	42	41	40
Male population: Median age	42	41	40	38
Female population: Median age	44	43	42	41
Age 19 and Under	22.7%	23.3%	23.8%	26.0%
Age 20 to 29	11.9%	12.1%	12.9%	11.8%
Age 30 to 39	11.9%	12.1%	12.5%	12.8%
Age 40 to 49	11.6%	11.9%	12.4%	13.0%
Age 50 to 64	20.9%	20.5%	20.3%	19.3%
Age 65 and Over	20.7%	19.7%	18.0%	17.1%
2023 Male Population				
% Male population	47.5%	47.6%	47.7%	48.1%
% Male population: Under 5 years	5.7%	6.1%	6.4%	6.6%
% Male population: 5 to 9 years	6.0%	6.3%	6.3%	7.5%
% Male population: 10 to 14 years	6.9%	7.0%	6.7%	7.3%
% Male population: 15 to 19 years	5.4%	5.6%	5.7%	6.1%
% Male population: 20 to 24 years	5.1%	5.4%	6.0%	5.7%
% Male population: 25 to 29 years	6.6%	6.8%	6.9%	6.1%
% Male population: 30 to 34 years	5.7%	5.9%	6.4%	6.3%
% Male population: 35 to 39 years	6.3%	6.3%	6.3%	6.5%
% Male population: 40 to 44 years	5.7%	5.9%	6.1%	6.5%
% Male population: 45 to 49 years	6.3%	6.3%	6.7%	6.8%
% Male population: 50 to 54 years	5.7%	5.4%	5.7%	5.2%

Full Demographic Report

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
% Male population: 55 to 59 years	7.6%	7.5%	7.2%	7.2%
% Male population: 60 to 64 years	7.9%	7.5%	7.1%	6.7%
% Male population: 65 to 69 years	6.9%	6.8%	6.4%	6.0%
% Male population: 70 to 74 years	6.3%	6.1%	5.7%	5.1%
% Male population: 75 to 79 years	2.7%	2.6%	2.5%	2.4%
% Male population: 80 to 84 years	1.5%	1.4%	1.2%	1.1%
% Male population: 85 years and over	1.2%	1.4%	.9%	1.1%
2023 Female Population				
% Female population	52.5%	52.3%	52.3%	51.9%
% Female population: Under 5 years	5.2%	5.5%	5.2%	5.7%
% Female population: 5 to 9 years	5.2%	5.3%	5.6%	6.3%
% Female population: 10 to 14 years	4.9%	5.1%	5.5%	6.3%
% Female population: 15 to 19 years	6.0%	5.7%	6.2%	6.2%
% Female population: 20 to 24 years	5.5%	5.3%	5.7%	5.2%
% Female population: 25 to 29 years	6.8%	7.0%	7.2%	6.7%
% Female population: 30 to 34 years	6.0%	6.2%	6.3%	6.2%
% Female population: 35 to 39 years	6.0%	6.2%	6.1%	6.7%
% Female population: 40 to 44 years	6.3%	6.4%	6.5%	6.7%
% Female population: 45 to 49 years	4.9%	5.3%	5.6%	6.0%
% Female population: 50 to 54 years	6.0%	5.7%	6.1%	5.9%
% Female population: 55 to 59 years	7.1%	6.8%	6.6%	6.2%
% Female population: 60 to 64 years	7.9%	7.9%	8.0%	7.5%
% Female population: 65 to 69 years	7.9%	7.4%	7.2%	6.6%
% Female population: 70 to 74 years	7.1%	6.8%	6.1%	5.6%
% Female population: 75 to 79 years	4.1%	4.0%	3.3%	3.4%
% Female population: 80 to 84 years	2.2%	2.1%	1.8%	1.8%
% Female population: 85 years and over	1.4%	1.3%	1.1%	1.0%
HOUSEHOLD OVERVIEW				
Household Trend				
2010 HouseHolds	129	185	355	933
2020 HouseHolds	211	291	610	1,478
2023 Households	223	305	667	1,568
2028 Households	248	335	769	1,712
% Household Change 2010 to 2020	63.6%	57.3%	71.8%	58.4%
% Household Change 2010 to 2023	72.9%	64.9%	87.9%	68.1%
% Household Change 2020 to 2028	17.5%	15.1%	26.1%	15.8%
% Household Change 2023 to 2028	11.2%	9.8%	15.3%	9.2%
2023 Household Size				
Average household size	2.5	2.5	2.5	2.6
% Family households	71.3%	70.8%	70.3%	72.2%
% Nonfamily households	28.7%	29.2%	29.7%	27.8%

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	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
Household Income Trend				
2010 Median income	\$50,713	\$49,999	\$52,557	\$52,570
2020 Median income	\$78,878	\$80,207	\$85,858	\$85,914
2023 Median income	\$76,292	\$76,329	\$82,874	\$84,555
2028 Median income	\$94,140	\$92,401	\$96,490	\$97,473
% Median Income Change 2010 to 2020	55.5%	60.4%	63.4%	63.4%
% Median Income Change 2010 to 2023	50.4%	52.7%	57.7%	60.8%
% Median Income Change 2020 to 2028	19.3%	15.2%	12.4%	13.5%
% Median Income Change 2023 to 2028	23.4%	21.1%	16.4%	15.3%
2010 Household income: Average				
2010 Household income: Average	\$63,428	\$63,169	\$66,886	\$68,089
2020 Household income: Average				
2020 Household income: Average	\$103,605	\$102,889	\$105,158	\$108,531
2023 Household income: Average				
2023 Household income: Average	\$101,800	\$101,315	\$103,236	\$109,444
2028 Household income: Average				
2028 Household income: Average	\$121,080	\$120,169	\$122,185	\$128,917
2023 Household Income				
up to \$24,999	10.3%	9.5%	12.7%	9.4%
\$25,000 to \$49,999	21.5%	21.0%	18.6%	17.2%
\$50,000 to \$74,999	17.5%	18.7%	13.9%	16.6%
\$75,000 to \$124,999	25.6%	26.9%	30.9%	29.5%
\$125,000 to \$199,999	16.6%	15.7%	14.8%	17.4%
\$200,000 or more	8.5%	8.2%	9.0%	9.9%
Income Below \$75,000	49.3%	49.2%	45.3%	43.3%
Income \$75,000 to \$199,999	42.2%	42.6%	45.7%	46.9%
HOUSING UNITS OVERVIEW				
2023 Home Value				
Median Home Value	\$319,481	\$315,500	\$320,631	\$327,991
Average Home Value	\$344,348	\$340,919	\$353,159	\$373,823
2023 Occupancy				
Households	223	305	667	1,568
Owner occupied	82.1%	80.3%	74.8%	77.0%
Renter occupied	20.6%	22.0%	24.4%	22.6%
Occupancy by Number of Units				
1, detached	52.2%	44.8%	44.2%	39.5%
1, attached	.0%	.0%	.0%	.0%
2	23.9%	22.4%	10.4%	14.1%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	15.2%	23.9%	36.2%	41.8%
10 to 19	10.9%	7.5%	9.2%	4.8%
20 to 49	.0%	.0%	.0%	.0%
50 or more	.0%	.0%	.0%	.0%
Mobile home	.0%	.0%	.0%	.0%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%

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2023 Occupation				
Workers 16 years and over	328	428	889	2,008
White collar	61.1%	61.1%	61.6%	63.9%
Blue collar	38.9%	38.9%	38.4%	36.1%
2023 Educational Attainment				
Population 25 years and over	502	640	1,264	2,845
No High School Diploma	7.6%	8.1%	5.3%	6.8%
High school graduate, GED, or alternative	27.7%	28.0%	29.3%	27.0%
College No Degree	24.5%	24.5%	23.5%	24.5%
College Degree	32.5%	32.8%	34.3%	34.6%
Advanced Degree	7.4%	6.9%	7.7%	7.0%
College or Advanced Degree	39.8%	39.7%	41.9%	41.7%
2023 Marital Status				
Population 15 years and over	578	740	1,476	3,323
Not Married	29.6%	30.0%	32.2%	30.8%
Married	70.6%	70.0%	67.8%	69.3%
Average Travel Time to Work Trend				
2010 Average Travel Time to Work in Minutes	29	29	29	29
2020 Average Travel Time to Work in Minutes	31	30	30	29
2023 Average Travel Time to Work in Minutes	31	30	30	29
Work at Home Trend				
% 2010 Workers 16+ years who work at home	4.2%	4.3%	4.0%	5.5%
% 2020 Workers 16+ years who work at home	4.7%	4.1%	4.0%	4.6%
% 2023 Workers 16+ years who work at home	4.6%	4.2%	4.2%	4.7%
Did Not Work at Home Trend				
% 2010 Workers 16+ years who did not work at	95.8%	95.7%	96.0%	94.5%
% 2020 Workers 16+ years who did not work at	95.3%	95.9%	96.0%	95.4%
% 2023 Workers 16+ years who did not work at	95.4%	95.8%	95.8%	95.3%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	98.4%	98.3%	98.0%	97.4%
Car, truck, or van - Carpooled	1.6%	1.5%	1.9%	2.5%



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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.

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