

INDUSTRIAL DEVELOPMENT BOARD OF THE CITY OF EAST RIDGE

AGENDA

September 1, 2015

5:00 p.m.

1. Call to Order
2. Prayer & Pledge of Allegiance
3. Roll Call
4. Consent Agenda
 - a. Approval of Minutes – Regular Meeting 7/7/15
5. New Business
 - a. Discussion of Recent Border Region Changes
 - b. Strategic Plan by Retail Strategies
6. Announcements
7. Adjourn

**REGULAR MEETING OF THE EAST RIDGE
INDUSTRIAL DEVELOPMENT BOARD
July 7, 2015 – 5:00 p.m.**

The East Ridge Industrial Development Board met pursuant to notice on July 7, 2015, 5:00 p.m. at East Ridge City Hall.

Chairperson Braly called the meeting to order. Secretary Pendley gave the invocation. All joined in the Pledge of Allegiance to the Flag.

Present were: Chairperson Braly, Vice Chairperson Still, Secretary Pendley, Mr. Baker, Mr. Burns and Mr. Citty. City Staff in attendance were City Treasurer Thad Jablonski and Deputy City Recorder Diane Qualls.

Absent: Mr. Cocke

Approval of Consent Agenda:

Vice Chairman Still made the motion, second Secretary Pendley to approve the minutes as written. Chairman Braly asked for roll call. The vote was unanimous; motion carried.

Old Business: - City Treasurer Jablonski stated that Resolution 2491, Resolution 2492 and Resolution 2493 were all approved on June 30, 2015 by the City Council. These three resolutions take three different approaches on identifying parcels that are being removed from the Border Region Map and staff will be working closely with the Department of Revenue to finalize this in the coming days. Mr. Jablonski then gave an update on the RECon conference that he attended in Las Vegas with members of Retail Strategies who will be representing the city with the recruitment of new businesses.

New Business - Representatives of Exit One, LLC then gave an update on the Bass Pro Project. The property will be turned over to Bass Pro in a couple of weeks once the final copy of the deed has been registered with the County. There is also a letter of intent with a restaurant, yet to be named, that they hope to make an announcement about soon. The developers are continuing to work with the City and WWTa to resolve sewer issues. They are also working with TDOT on the redesign of Exit One and the City with the redesign of Camp Jordan Parkway.

Meeting adjourned



Retail Market Research & Strategic Plan Overview

CITY OF
EAST RIDGE, TN
GATEWAY TO TENNESSEE



our research

| Retail Strategies

basecamp

City of East Ridge, TN Tennessee

- Overview**
- Messages
- To-Dos
- Calendar
- Writeboards
- Time
- Files

- People & Permissions
- Search
-

Project overview & activity

[New message](#) | [New to-do list](#) | [New event](#) | [New file](#)

THURSDAY, 9 APRIL 2015

File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - H...es.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - H...al.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - G...le.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - F...es.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - E...ry.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - E...al.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - D...le.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - D...le.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - B...ry.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - A...es.pdf	Uploaded by Ford F.
File	Bass Pro Shops, East Ridge, TN (3, 5, 10 Minute Drive Time) - A...0+.pdf	Uploaded by Ford F.

WEDNESDAY, 8 APRIL 2015

File	City of East Ridge, TN (City Boundary) - Tapestry Segmentation ...le.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Sports and Leisure Mar...al.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Site Map.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Retail Goods and Servi...es.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Restaurant Market Potential.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Recreation Expenditures.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Pets and Products Mark...al.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Medical Expenditures.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Household Income Profile.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - House and Home Expenditures.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Health and Beauty Mark...al.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Graphic Profile.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Financial Expenditures.pdf	Uploaded by Ford F.
File	City of East Ridge, TN (City Boundary) - Executive Summary.pdf	Uploaded by Ford F.



Stay up to date on this project

- Turn on email updates to receive a daily digest notifying you of any to-do items or milestones that were added or completed in the last day.
- Project RSS feed (What's RSS?)

People on this project

Retail Strategies

Laura Marinos
You are currently signed in

Ford Fitts
Latest activity 30 minutes ago

Ashton Arrington
Latest activity about 19 hours ago

Clay Craft
Latest activity about 23 hours ago

Jordan Williams
Latest activity 5 days ago

Lacy Beasley
Latest activity 28 days ago

Laura Hudson
Hasn't signed in recently

Tiffany Kilpatrick
Hasn't signed in recently

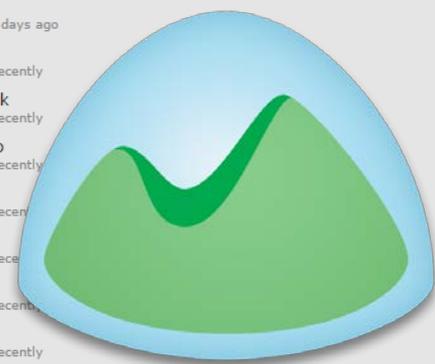
Lauren Turriglio
Hasn't signed in recently

Wade Robinett
Hasn't signed in recently

Joe Strauss
Hasn't signed in recently

Chip Rodgers
Hasn't signed in recently

Joseph Fackel
Hasn't signed in recently



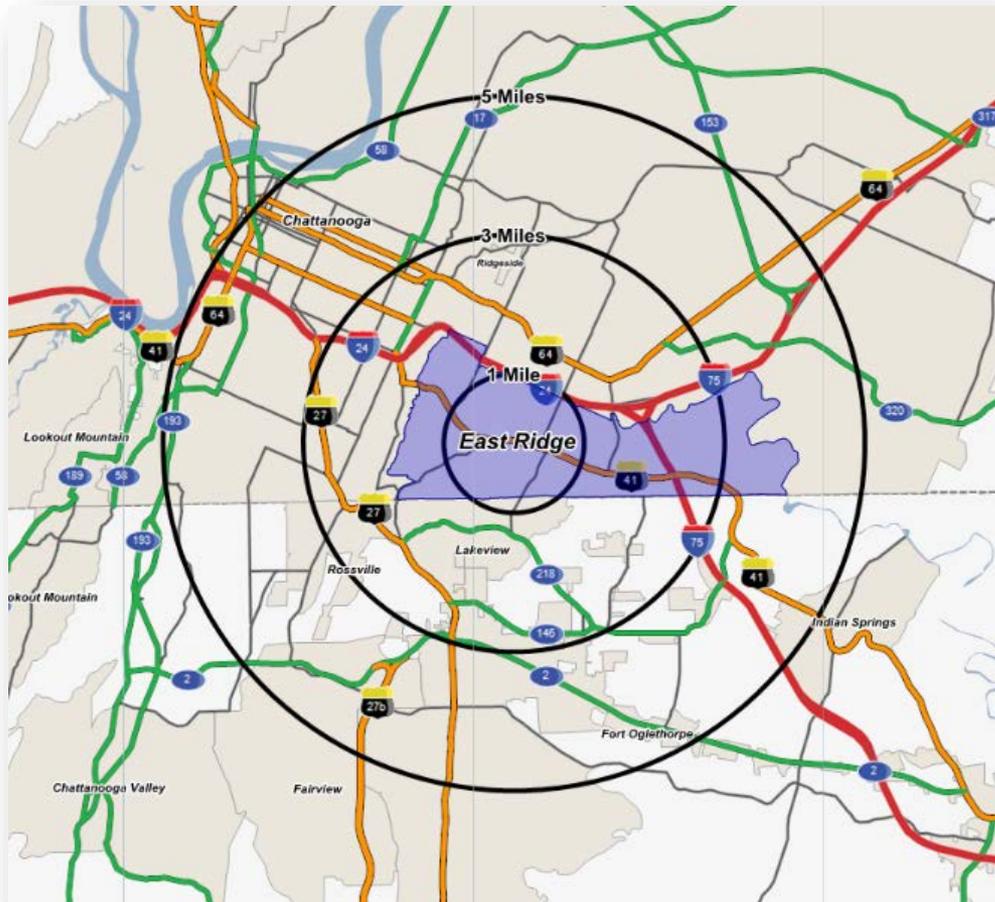


demographic highlights

| Retail Strategies

market analysis

| Retail Strategies



Category	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population 2014	10,357	68,863	135,143
Population 2019	10,831	71,599	140,209
Median Household Income 2014	\$48,478	\$38,271	\$36,623
Median Household Income 2019	\$52,776	\$41,515	\$39,612



Esri Tapestry Segmentation

We are a nation of ZIP Codes and neighborhoods. See how the next generation of Tapestry describes yours.

Segmentation 101

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

What is Tapestry Segmentation?

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

Who Should Use Tapestry Segmentation?

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

demographic highlights

| Retail Strategies



LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,774,000

Average Household Size: 2.11

Median Age: 38.5

Median Household Income: \$39,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music, and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

demographic highlights

| Retail Strategies

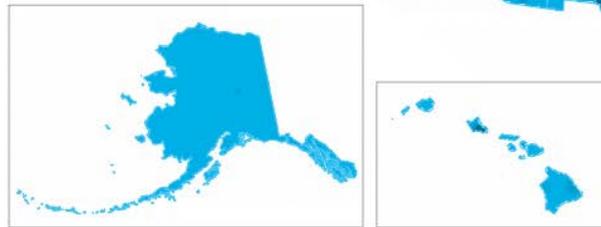
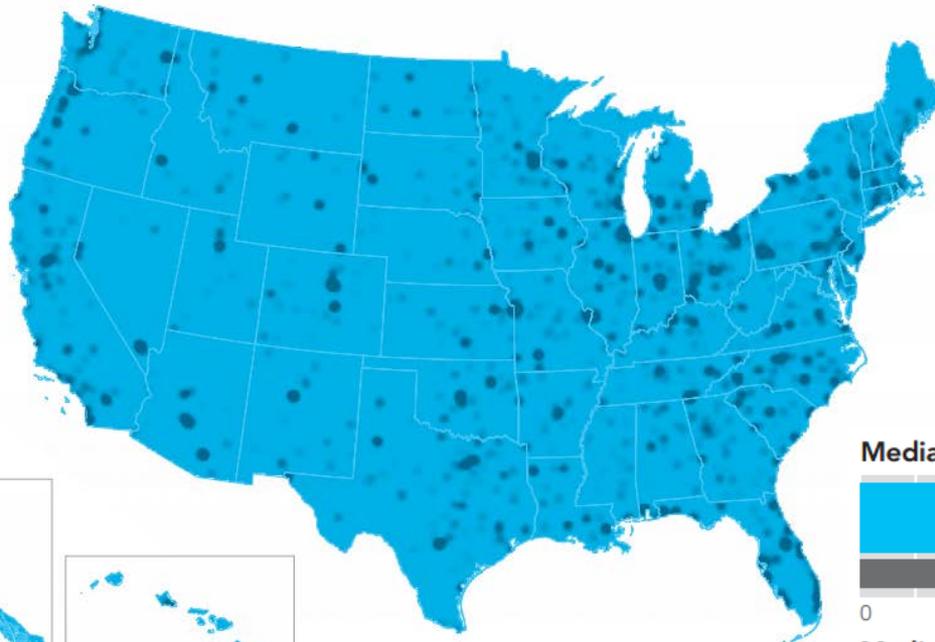
8F

LifeMode Group: Middle Ground

Old and Newcomers

SEGMENT DENSITY

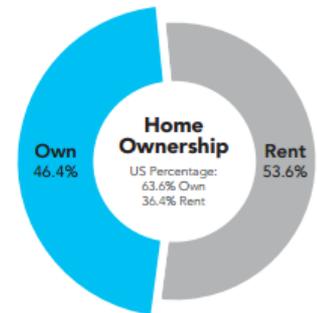
This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



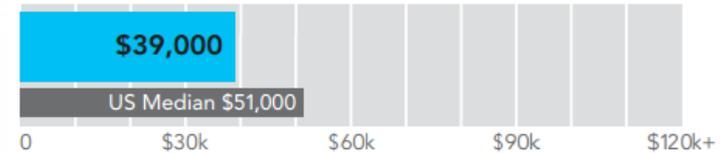
Typical Housing:
Single Family;
Multiunits

Average Rent:
\$850

US Average: \$990



Median Household Income



Median Net Worth



Copyright © 2014 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, Blueberry, and notizen are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G62222

ESR/CN/ML

demographic highlights

| Retail Strategies

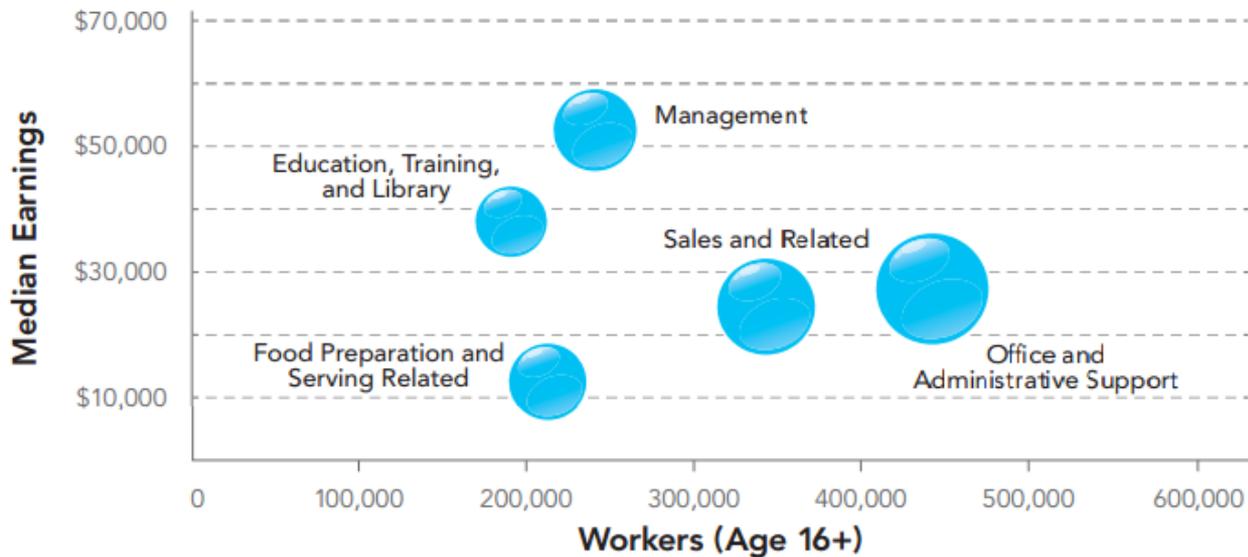


LifeMode Group: Middle Ground

Old and Newcomers

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



demographic highlights

| Retail Strategies



LifeMode Group: GenXurban

Rustbelt Traditions



Households: 2,685,000

Average Household Size: 2.46

Median Age: 38.4

Median Household Income: \$49,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

demographic highlights

| Retail Strategies

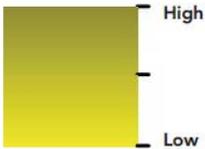
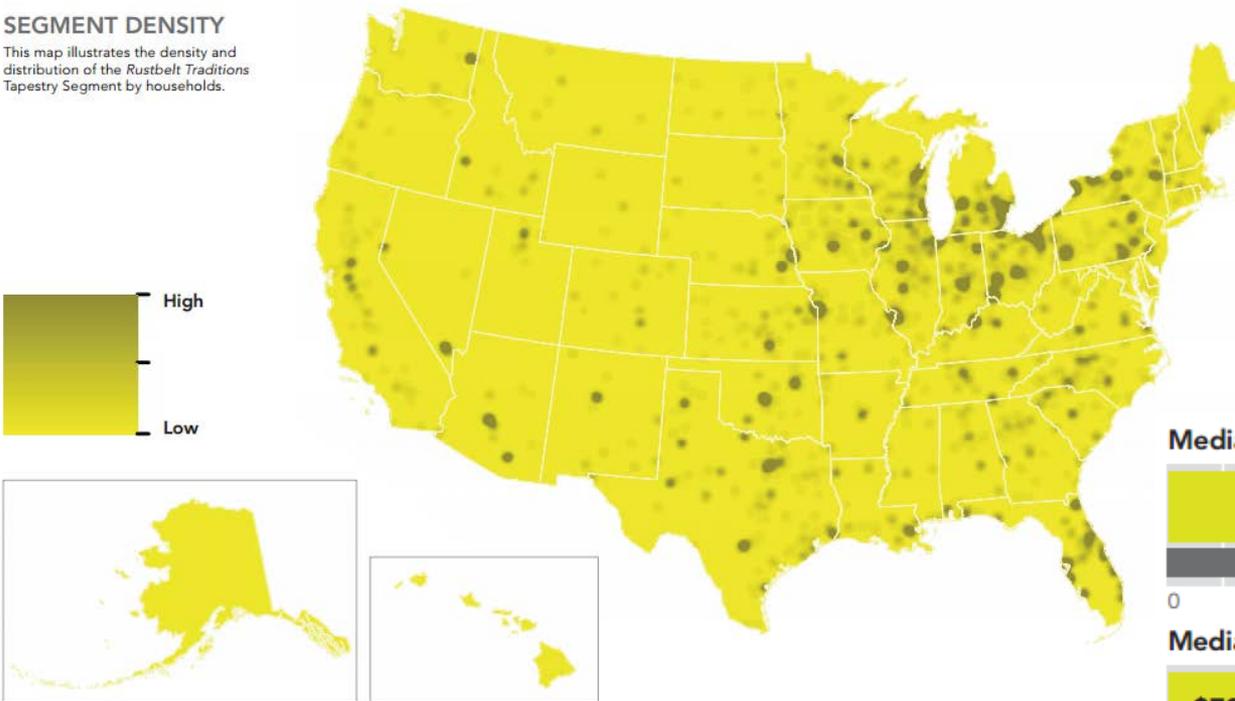


LifeMode Group: GenXurban

Rustbelt Traditions

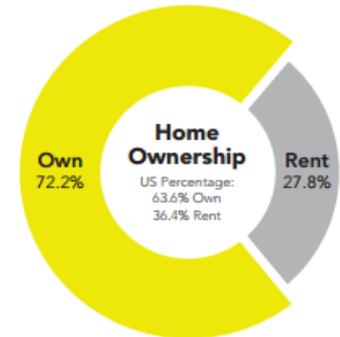
SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.

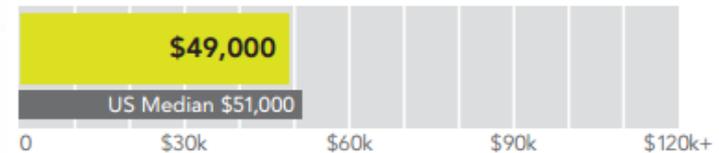


Typical Housing:
Single Family

Median Value:
\$118,000
US Median: \$177,000



Median Household Income



Median Net Worth



Copyright © 2014 East. All rights reserved. East, the East globe logo, Tapestry, @East.com, and east.com are trademarks, service marks, or registered marks of East in the United States, the European Community, or various other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

demographic highlights

| Retail Strategies

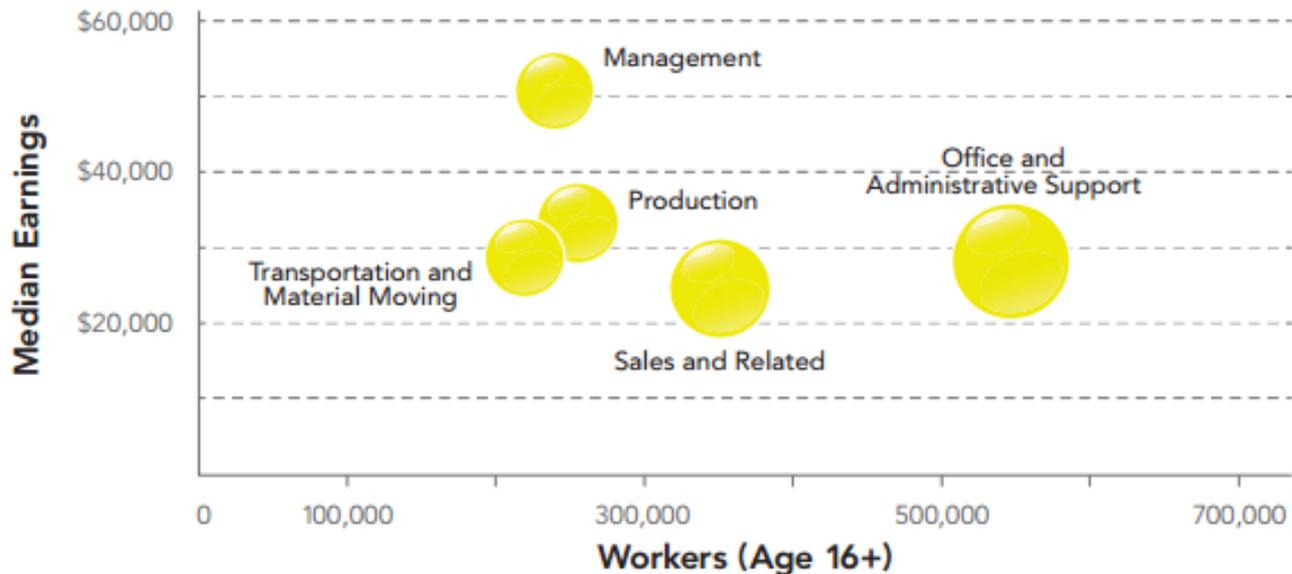


LifeMode Group: GenXurban

Rustbelt Traditions

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





gap analysis

| Retail Strategies

gap analysis

Retail GAP Summary - East Ridge TN

Custom Trade Area

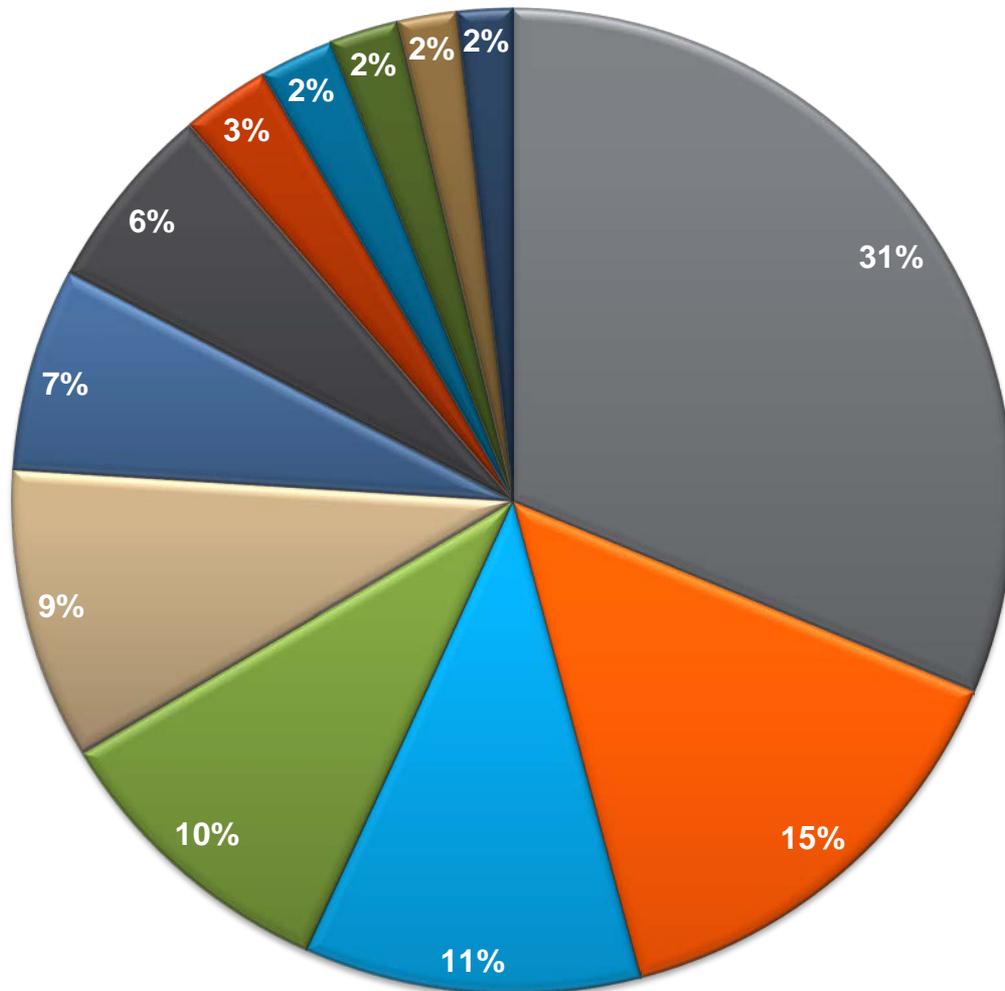
Retail Stores	Opportunity GAP
Supermarkets, Grocery Stores	\$19,289,789
Specialty Food Stores	\$8,991,746
Sporting Goods Stores	\$6,711,169
Nursery & Garden Centers	\$5,965,257
Electronics & Appliances Stores	\$5,881,497
Outdoor Power Equipment Stores	\$4,110,480
Home Furnishing Stores	\$3,762,115
Shoe Stores	\$1,767,408
Book Stores & News Dealers	\$1,489,759
Sewing, Needlework & Piece Goods Stores	\$1,373,291
Paint & Wallpaper Stores	\$1,177,568
Hobby, Toy & Game Stores	\$1,099,699
Total	\$61,619,778

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.

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

gap analysis

| Retail Strategies



- Supermarkets, Grocery Stores
- Specialty Food Stores
- Sporting Goods Stores
- Nursery & Garden Centers
- Electronics & Appliances Stores
- Outdoor Power Equipment Stores
- Home Furnishing Stores
- Shoe Stores
- Book Stores & News Dealers
- Sewing, Needlework & Piece Goods Stores
- Paint & Wallpaper Stores
- Hobby, Toy & Game Stores



site selection process

| Retail Strategies

2014 new construction

| Retail Strategies

Retailers opened 42,000 stores in 2014

Tenant mixes are becoming increasingly food based.
Specialty food – fast casual, organic grocery becoming mainstream

Retail Growth 2014:

- Fitness/Health/Spa Concepts
- Drug Stores
- Thrift Stores
- **Grocery (Smaller Format)**
 - - Discount
 - - Ethnic
 - - Organic
 - - Upscale
- Fast Food
- **Fast Casual (~40% of restaurant growth)**
- Automotive
- Discounters
- Dollar Stores
- Children's Apparel
- Off-Price Apparel
- Beauty/Cosmetics/Fragrances
- Pet Supplies
- Sporting Goods
- Wireless Stores
- Banks

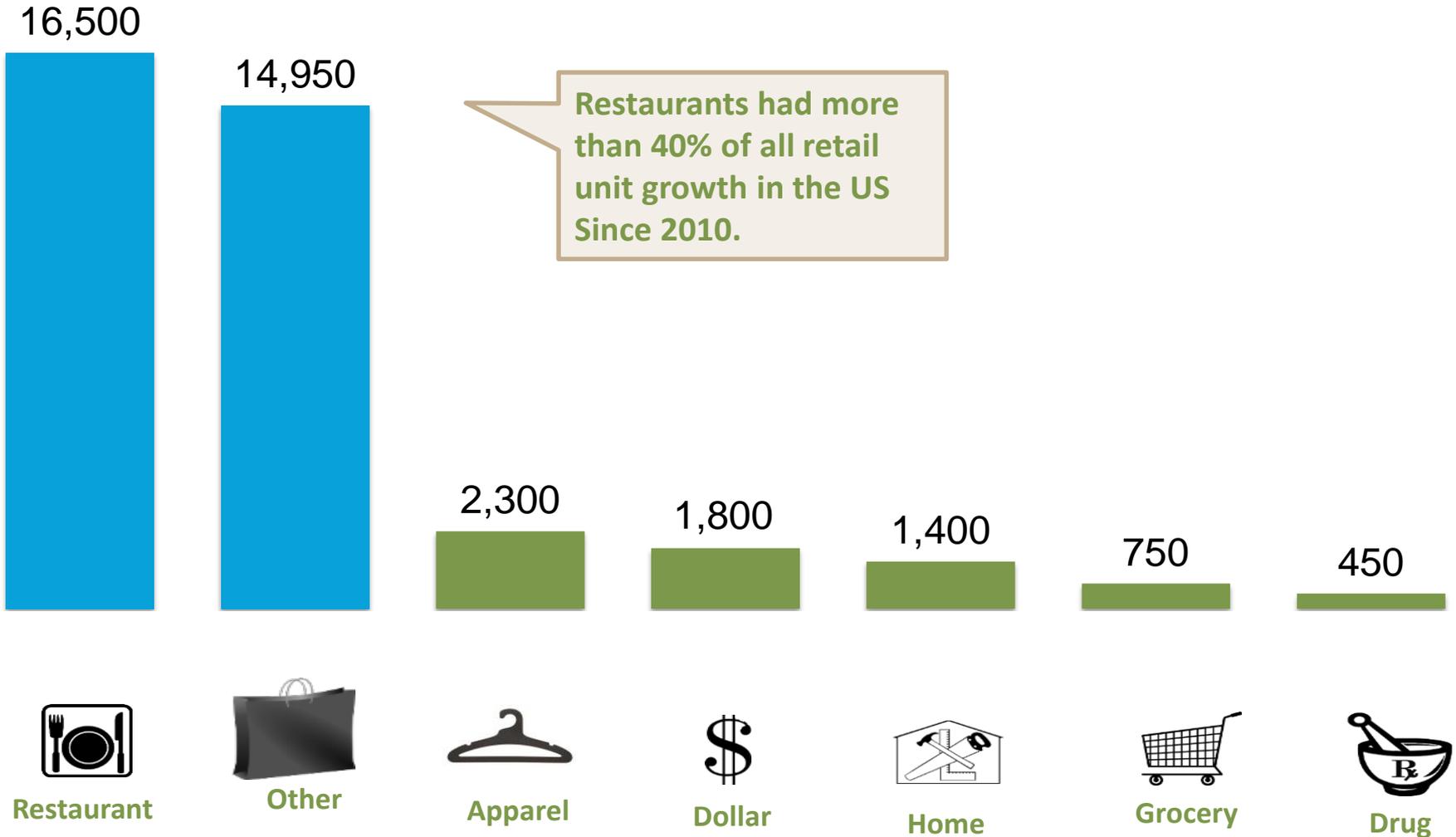


Retail Contraction 2014:

- Bookstores
- Video Stores
- Do-It-Yourself Home Stores
- Mid-priced Apparel
- Mid-priced Grocery
- Office Supplies
- Consumer Electronics
- Stationary/Gift Shops
- Shipping/Postal Stores
- Casual Dining – Older Concepts



planned expansion 2015



retail expansion

| Retail Strategies

Formula for Retail Expansion:

$$\begin{aligned} & \text{Estimated Sales} \\ & \quad - \\ & \text{Estimated Cost} \\ & \quad = \\ & \text{Estimated Profit} \end{aligned}$$

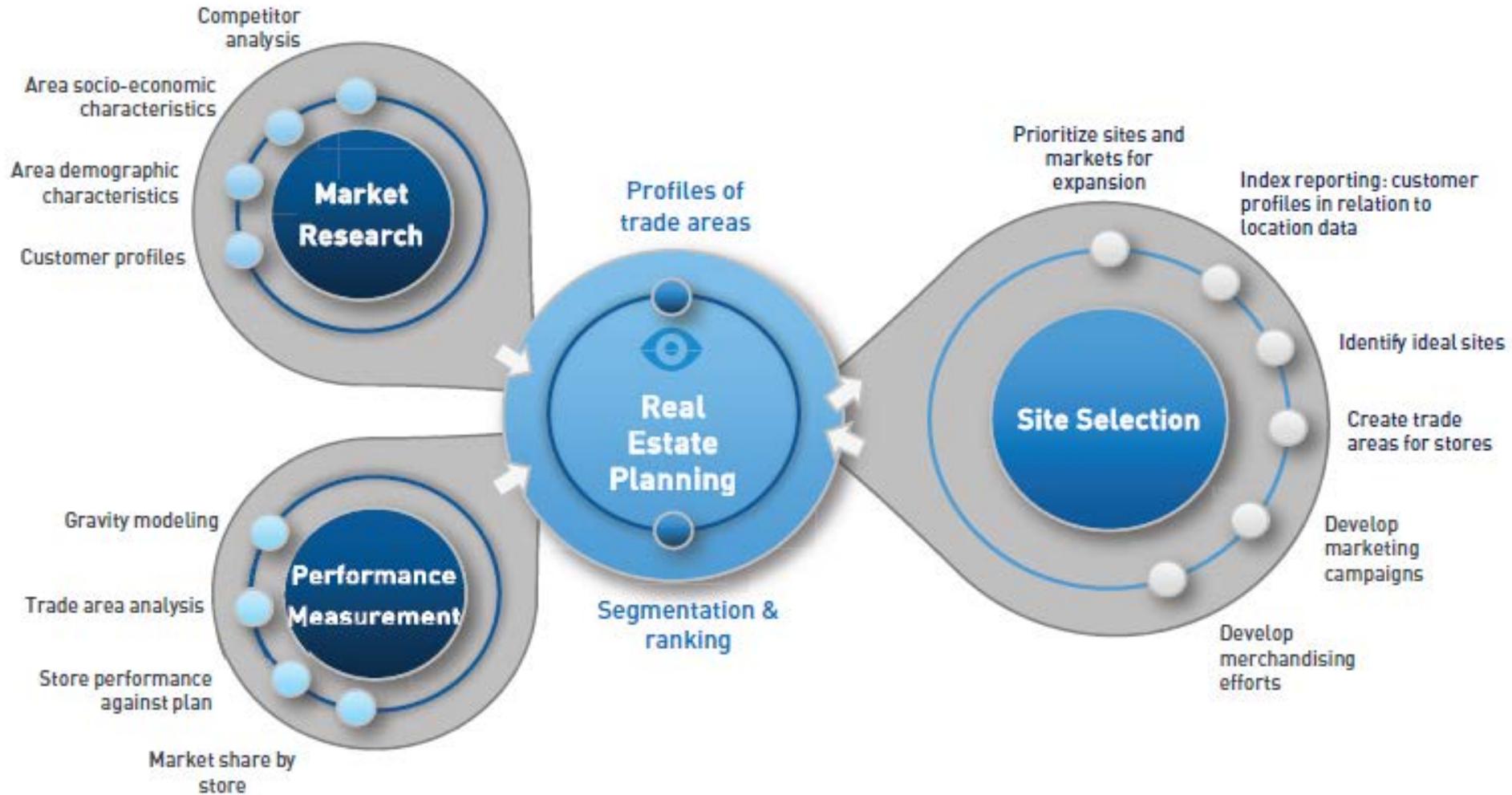
IS IT PROFITABLE TO OPEN A NEW LOCATION???

Expansion Happens When:

- Retail Concept is Expanding
- New Location Will Not Cannibalize Existing Stores
- Estimated Profit is Higher than Competing Locations

site selection process

| Retail Strategies



Boots On the Ground

| Retail Strategies

information
collected on
BOG tour ...

- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact Info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

focus properties

| Retail Strategies

# on Aerial	Property Name	Property Type	Address / Intersection
1	Bass Pro Site	New Development	NEQ of I-75 and Ringgold Road
2	East Ridge Shopping Center	Neighborhood Center	6725 Ringgold Road
3	East Ridge Plaza	Strip Center	6743 Ringgold Road
4	Adair Square	Strip Center	6101 Ringgold Road
5	3 Acres available for sale	Land	6250 Ringgold Road
6	Former ATG Rehab	Strip Center	1463 Mack Smith Road, Suite: 1463
7	Family Dollar Center	Existing Strip Center	6721 Ringgold Road
8	East Ridge Crossing	Neighborhood Center	4340 Ringgold Road
9	Strip Center Across from BILO	Strip Center Across from BILO	3733 Ringgold Road
10	Strip Center Across from BILO	Strip Center Across from BILO	3748 Ringgold Road, Suite: 3748
11	Available Shop Space	Strip Center	3812 Ringgold Road, Suite: 3812
12	Former Dentist	Strip Center	3825 Ringgold Road, Suite: 3825
13	Former American Ballroom	End Cap in Strip Across from BILO	3741 Ringgold Road, Suite: 3741
14	Osborne Shopping Center - BiLO	Strip Center	3807 Ringgold Road, Suite: 3807
15	South Terrace Plaza Shopping Center	Theater Anchored Center	5084 South Terrace Road

property catalogue

| Retail Strategies

MAP #	STREET #	STREET NAME	BUSINESS	STATUS Vacant = 0 Lease = 1 Sale = 2 Rent = 4	ACRE S	BUILDING ? NO = 0 YES = 1	BORDER REGION? NO = 0 YES = 1	SQ FT	POINT OF CONTACT	PHONE	EMAIL/OTHER	OWNER INFORMATION	OWNER MAILING ADDRESS
1	4300	Ringgold Road	N/A	4	1	1	1	882	N/A	423-624-2473		Jesse & Ceritha Sims	3414 Pinewood Terrace Lane Chattanooga, TN 37411
2	4330	Ringgold Road		4	1	1	1		N/A	423-605-8638	423-667-2603	Nancy Forgey	PO Box 22833 Chattanooga, TN 37422
3	4340	Ringgold Road	Food Lion Center (Suites L & G)	1	6	1	1		Brixmore	888-457-3080		Centro GA East Ridge Crossing LLC	420 Lexington Avenue 7th Floor New York, NY 10170
4	5304	Ringgold Road	N/A	0	<1	1	1	2,109				East Ridge Church of God TRS	1512 McBrien Road East Ridge, TN 37412
5	5308	Ringgold Road	Old Eidsons	0	1	1	1	2,992				Emerson Properties LLC	6148 Lee Highway Suite 300 Chattanooga, TN 37421
6	5326	Ringgold Road	Old Ryans	1	2	1	1	9,863	Raines Group	423-875-3600		Realty Income Corp # 2168	PO Box 460069 Escondido, CA 92046-0069
7	5330	Ringgold Road		0	3	1	1					Russell Emerson Trustee	6148 Lee Highway Chattanooga, TN 37421
8	5342	Ringgold Road		2	1	1	1	3,220	Keller Williams - Judy Webster	423-314-3339	423-664-1600	Larry & Joyce Lister	5342 Ringgold Road East Ridge, TN 37412
9	5510	Ringgold Road		2	1	1	1	532	Raines Group	423-875-3600		Greenfield Environmental Multistate Trust	44 Shattuck Road Watertown, MA 02472
10	5512	Ringgold Road		1	1	1	1		Robinson Management	423-267-8040		Nandlal & Rajnanda Khatri	622 Winston Lane Sugar Land, TX 77479-5832
11	5716	Ringgold Road	Spring Creek Center	1	2	1	1		Mansfield Enterprises	423-400-8338		David Mansfield	4 Cherokee Blvd Apt 205 Chattanooga, TN 37404
12	5800	Ringgold Road	(5808 & 5804)	1 x 2	1	1	1			423-605-9580		James Dale Rhea	PO Box 361 Hixson, TN 37343
13	5812	Ringgold Road		1	1	1	1		ASVF	787-644-3469	423-331-9376	ASVF Properties LLC	5812 Ringgold Road, Suite F East Ridge, TN 37412
14	6016	Ringgold Road		2	1	1	1	4,648	Morgan & Assoc John Morgan	706-278-6883	706-268-0445	Kenneth White	PO Box 1943, Dalton, GA 30722-1943
15	6222	Ringgold Road	Adair Square Mall	4	1	1	1		www.rent-u-one-com	423-580-7131	adairsquare.com	Donald & Debbie Maddox	9917 Frost Dirge Drive, Ooltewah, TN 37363
16	406	Scruggs Road		1	2	1	1	4,000		423-499-0281		B G Naik	406 Scruggs Road, East Ridge, TN 37412
17	6802	Ringgold Road		4	1	1	1			423-595-2233		Hulgan Investment Properties LLC	PO Box 421, Signal Mountain, TN 37377
18	6801	Ringgold Road	Vacant Lot	2	2	0	1		Keller Williams - Becky Bailey	423-303-1200		Fletcher Smith Construction Co Inc	1609 Church Road, Chattanooga, TN 37421
19	6743	Ringgold Road		2	1	1	1	4,200	Sabrena Realty	423-499-7780	423-432-4115	Wayne & Janice James	6743 Ringgold Road, East Ridge, TN 37412
20	6741	Ringgold Road		1	1	1	1			423-899-0843		Paul F & Pamela S Gray III	1509 South Smith Street, Suite 9, East Ridge, TN 37412
21		Wright Street	Vacant Lot	2	1	0	1			423-838-1289		John McDonald	725 Battery Place Chattanooga, TN 37403
22	1450	Mack Smith Road		3	1	1	1	3,810		423-760-8941		Tri-State Securities of America/Emerson Ru.	6148 Lee Hwy One Park Place, Chattanooga, TN 37421
23	1461	Mack Smith Road	#1459, 1463, 1465, 313	1	1	1	1		Luken Holdings	423-756-1200		Dixie Builders Inc	PO Box 11549, Chattanooga, TN 37401-2549
24	1491	Mack Smith Road	#513	1	2	1	1		Luken Holdings	423-756-1200		Dixie Builders Inc	PO Box 11549, Chattanooga, TN 37401-2549
26	6205	Ringgold Road		2	2	0	1		Crye Leike - Jack Webb	423-421-1645	423-756-0771	Rawter Realty Limited Partnership	6107 Ringgold Road, East Ridge, TN 37412
27	5733	Ringgold Road	Old East Ridge Printing	3, 4	1	1	1	3,465		423-505-7636		Virgil & Anne Vandergriff	51 Poppy Lane, Ringgold, GA 30736
28	5715	Ringgold Road		2	2	1	1	16,422	Jones Company - Sandy Battles	423-499-9999		Tommy R Perkins Jr Trustee Et Al	6628 Rapidian River Rd Hixson 37343

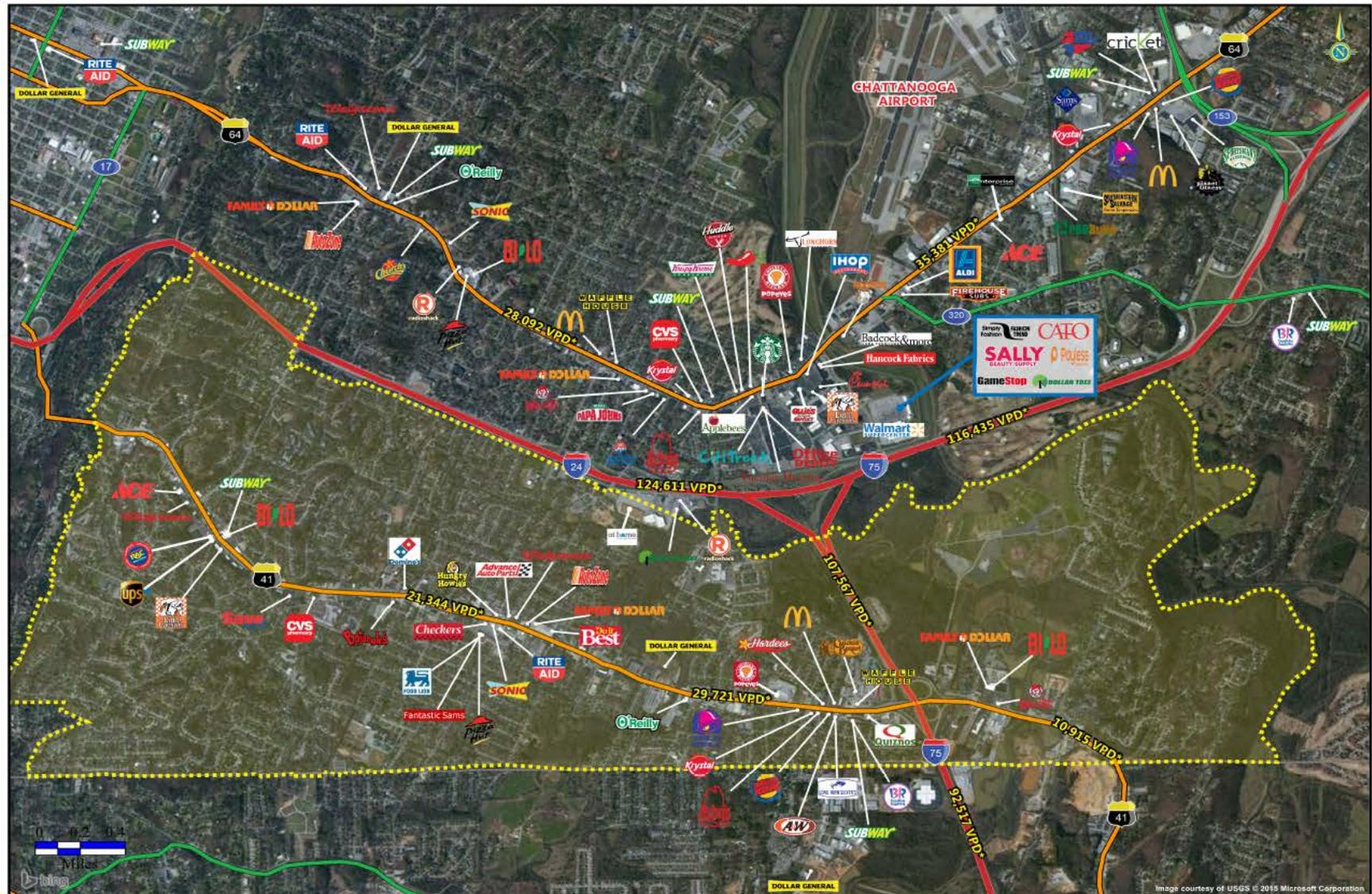
property catalogue

| Retail Strategies

29	5611 Ringgold Road		1	3	1	1		C & A Properties	423-553-6007		C&A Properties LLC	PO BOX 9040, Chattanooga, TN 37412
30	5337 Ringgold Road	#C	1	1	1	1			423-322-1260		Holcomb Family Partners LP	2091 Burning Bush Road, Ringgold, GA 30736
31	5319 Ringgold Road		1	3	1	1			423-413-5751		Jimmy Snyder Sr. - Revocable Living Trust	1083 Steele Road Rossville, GA 30741
32	4405 Ringgold Road		3	1	1	1	1,500	Joe DeValle	423-718-9603	423-322-5612	RMP II LLC	PO Box 4327 Chattanooga, TN 37405
33	1407 McBrien Road		4	1	1	1	1,344	Calli	423-240-6198		Susan Jane Curtis	1407 McBrien Road, Chattanooga, TN 37412
34	1425 Moore Road	Cagle Center	1	1	1	1		Taldon Properties	423-362-4517		Howe Rentals LLC	7600 Runyan Road, Ooltewah, TN 37363
35	4333 Ringgold Road		0	1	0	1					Patrick Daverson ETAL	1245 Mountain Brook Circle, Signal Mountain, TN 37377
36	4319 Ringgold Road		0	1	0	1					John & Voula Petros	524 Meadowlark Trail East Ridge, TN 37412
37	4159 Ringgold Road	Suite 102, 204	4	1	1	1		Joe Williams (Williams & Williams)	423-284-2150	423-892-4292	Thomas Fletcher & Ann Lomenick	3943 Turtle Dove BLVD, Punta Gorda, FL, 33950-7614
38	4143 Ringgold Road	Suite B, J	4	1	1	1		Joe Williams (Williams & Williams)	423-284-2150	423-892-4292	Thomas Fletcher & Ann Lomenick	3943 Turtle Dove BLVD, Punta Gorda, FL, 33950-7614
39	4121 Ringgold Road		0	1	1	1	7,141				Eras A & Linda M Mines	201 Frazier Ave Suite L, Chattanooga, TN 37405
40	4115 Ringgold Road		0	1	1	1	3,358				East Ridge Masonic Bldg Corp C/O Ed Broom	P.O Box 9476, Chattanooga, TN 37412
41	4111 Ringgold Road	Address reads 4109 RR	0	1	1	1	4,131				Lynn Davis	P.O. Box 91287, Chattanooga, TN 37412
42	3939 Ringgold Road		0	1	0	1					John N Foy	P.O. Box 48, Chattanooga, TN 37401
43	3801 Ringgold Road	3827, 3825, 3815, 3807, 3801	0, 1	2	1	1		Luken Holdings	423-756-1200		Osborne Building Corporation	P.O. Box 11549, Chattanooga, TN 37401
44	3629 Ringgold Road	3741, 3733, 3731	4	4	1	1		Luken Holdings	423-756-1200		Osborne Building Corporation	P.O. Box 11549, Chattanooga, TN 37401
45	3601 Ringgold Road		4	1	1	1			423-648-1008		Clint F Carroll	793 Main Street, Jasper, TN 37347
46	3507 Ringgold Road	Address reads 3509 RR	1	1	1	1		Luken Holdings	423-756-1200		Dixie Builders Inc	P.O. Box 11549, Chattanooga, TN 37401
47	3335 Ringgold Road	Suite 202	1, 4	1	1	1			423-667-2564	423-667-3826	TG Properties LLC	37 Musket Trail, Ringgold, GA 30736
48	3325 Ringgold Road		0	2	0	1					Susan Beth Rector	836 S. Germantown Road, Chattanooga, TN 37412
49	3127 Road	Old Ringgold	0	1	0	1					Queen Esther Tiller/John Sandford	3118 Chickalilly Drive Chattanooga, TN 37404
50	4159 Ringgold Road		0	4	0	1					YMCA of Metro Chattanooga	301 West 6th Street Chattanooga, TN 37402
51	3400 Ringgold Road		0	2	0	1		Herman Waldorf	423-756-2400		Katie Boyd Coulter	4209 Ringgold Road, Chattanooga, TN 37412
52	3636 Ringgold Road	Old Bowling Alley - whole property	0, 2	8	1	1	65,090	Charlie/Nathan Waldorf	423-756-2400		Bennprop LLC C/O Ardian Totten Trust	102 Stratford Way, Signal Mountain, TN 37377
53	3660 Ringgold Road	Address reads 3650 RR	0	1	1	1	5,665				Ferdinand & Elizabeth Nina Santiago	3660 Ringgold Road, Chattanooga, TN 37412
54	3702 Ringgold Road	3714, 3734, 3748	1	4	1	1		Luken Holdings	423-756-1200		East Ridge Realty & Insurance Company	P.O. Box 11549, Chattanooga, TN 37401
55	3806 Ringgold Road	3806, 3808, 3812	1, 4	1	1	1	3,467	Luken Holdings	423-756-1200		Osborne Building Corporation	P.O. Box 11549, Chattanooga, TN 37401
56	3920 Ringgold Road	B, C, G	1, 4	2	1	1		Fletcher Bright	800-446-3289		Marie McCollum Kilgore Trust	1066 Pope Creek Road, Wildwood, GA 30757
57	3936 Ringgold Road	A, B	0, 4	3	1	1		David	931-372-8888		Fayez M Kaddoura ETAL	1220 Franklin Drive, Chattanooga, TN 37421
58	3940 Ringgold Road		0	1	0	1					TN CVS Pharmacy LLC ATTN Prop Admin #4646-02	1 CVS Drive, Woonsocket, RI 02895
60	1421 Moore Road		0	0	0	1					Howe Rentals LLC	7600 Runyan Road, Ooltewah, TN 37363
61	1419 Moore Road		0	0	0	1					Howe Rentals LLC	7600 Runyan Road, Ooltewah, TN 37363
62	400 Moore Road		1	1	1	1	940		423-227-2380		Thomas Robinson ETAL	400 S Moore Road Suite A East Ridge, TN 37412
63	Spring Creek Road		0	0	0	1					Humana of Tenn Inc ATTN HCA Indirect Taxes	PO Box 1504 Nashville, TN 37202
64	Spring Creek 929 Road		1	1	1	1	27,770	Lora Dawson Crye-Leike	423-296-9095	423-892-1515	929 Building Spring Creek Road	929 Spring Creek Road Suite 206 East Ridge, TN 37412
65	Spring Creek Road		0	0	0	1					James P Richmond	1213 Fort Stephenson Oval Lookout Mountain, TN 37350
66	Spring Creek Road		0	0	0	1					Fletcher Bright	537 Market Street Suite 400 Chattanooga, TN 37402
67	Spring Creek Road		0	0	0	1					James P Richmond	1213 Fort Stephenson Oval Lookout Mountain, TN 37350
68	Spring Creek Road		0	0	0	1					James P Richmond	1213 Fort Stephenson Oval Lookout Mountain, TN 37350
69	Spring Creek 1011 Road	Dental Office	3	1	1	1		Soloff Properties Beth Soloff	423-267-2675	403-605-3852	Terrence & Brenda Major	6102 Shallowford Road Suite 101 Chattanooga, TN 37421
70	I 75		0	60+	0	1					Osborne Enterprises Inc	PO Box 11549, Chattanooga, TN 37401-2549
	Spring Creek Road	Tax Map: 169C C 001	0	20+	0	0		Thad Jablonski, City Treasurer/IDB Staff Liason	423-867-7711	tjablonski@eastri.dgetn.gov	The City of East Ridge	1517 Tombras Ave., East Ridge, TN 37412

current retail overview

| Retail Strategies



EAST RIDGE, TENNESSEE Major Retail & Restaurants



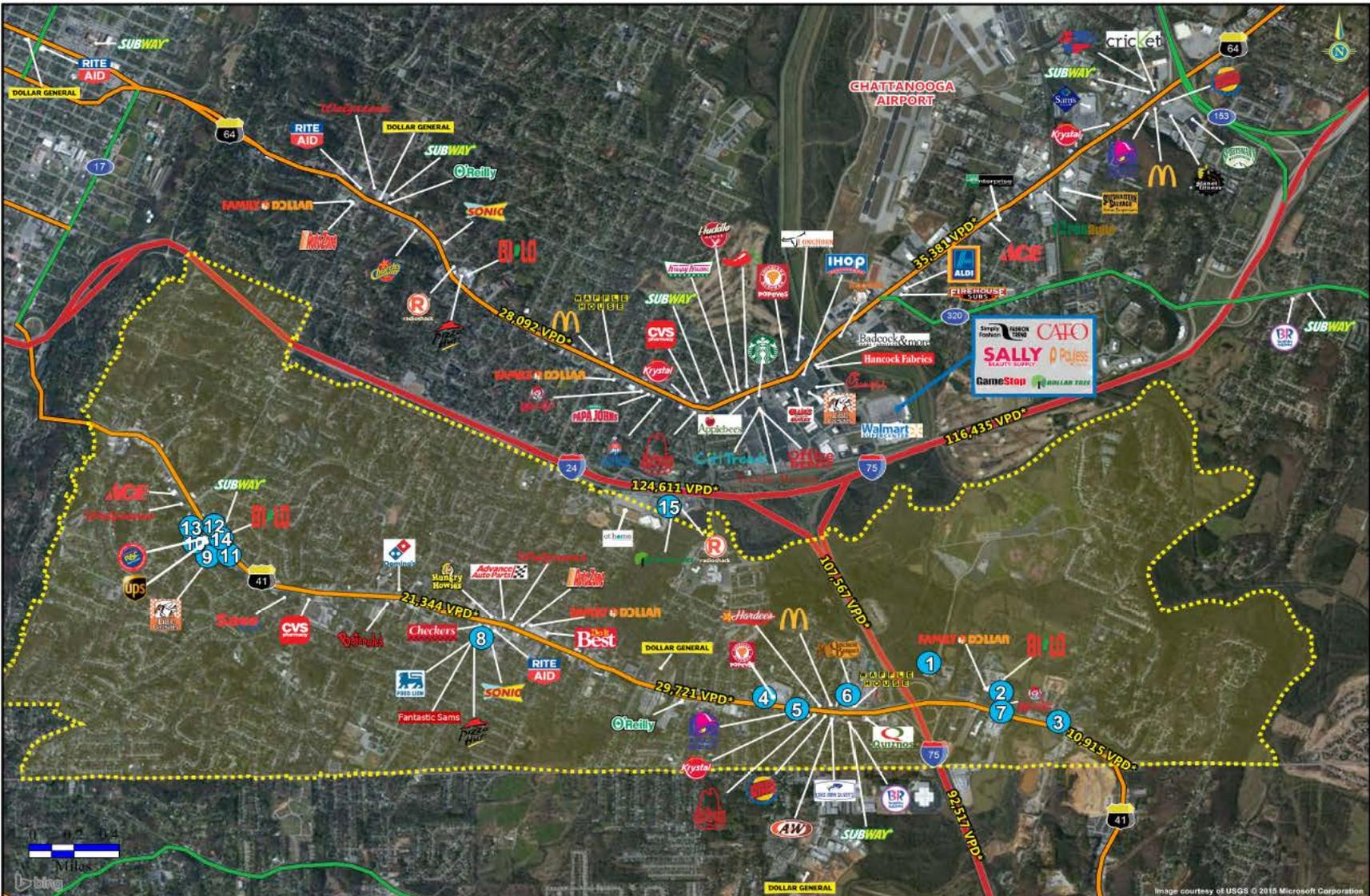
available properties

| Retail Strategies

EAST RIDGE, TENNESSEE Major Retail & Restaurants



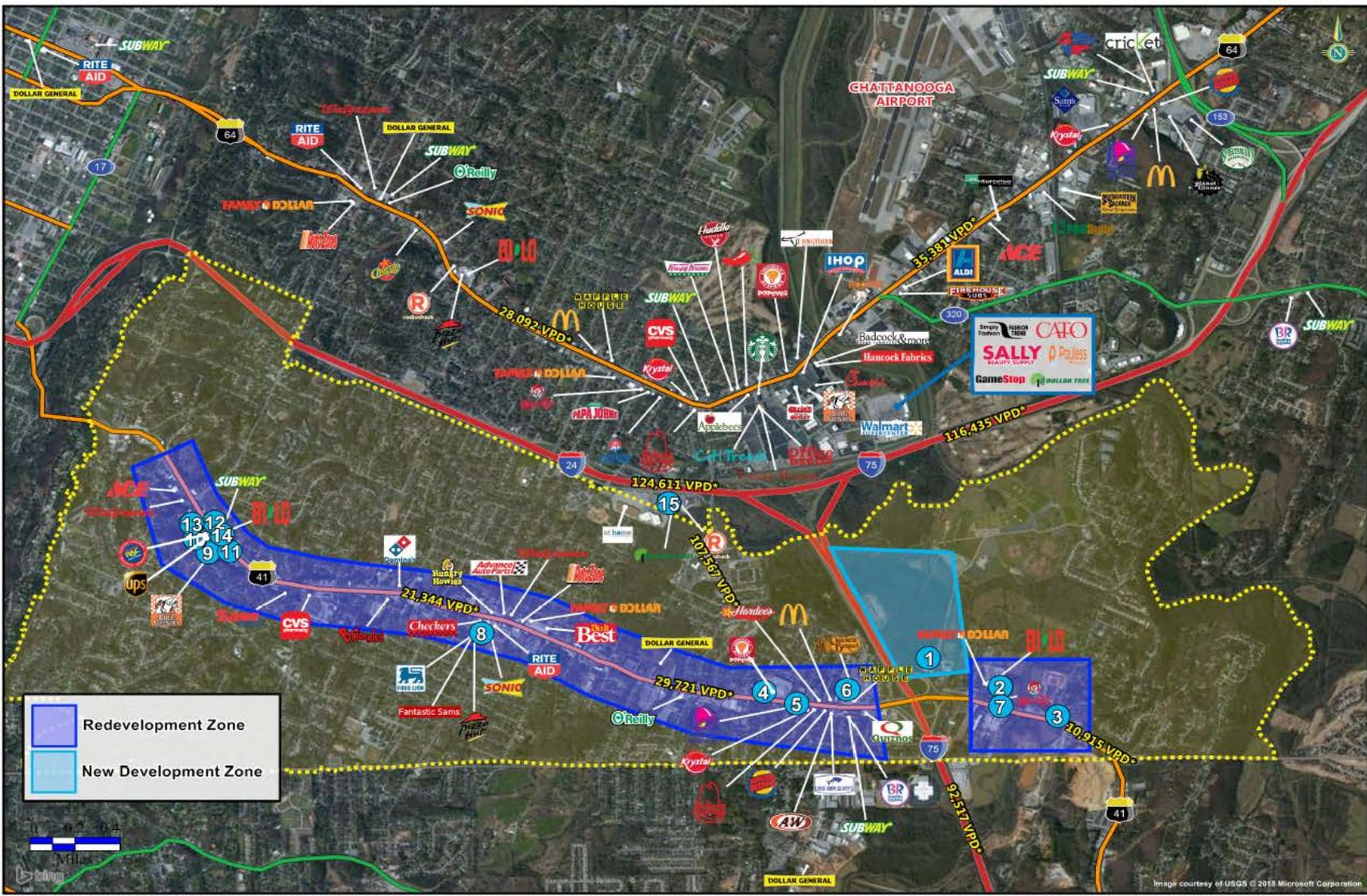
This map was produced using data from private and government sources; data may be incomplete. This information is provided without representation or warranty.



development & redevelopment zones

| Retail Strategies

EAST RIDGE, TENNESSEE Major Retail & Restaurants



This map was produced using data from private and governmental sources deemed to be reliable. The information herein is provided without representation or warranty.



retail prospects

| Retail Strategies



recruitment

| Retail Strategies

our recruitment process

| Retail Strategies



Represent

- East Ridge at ICSC conferences in Las Vegas, Chicago, New York, Dallas, Orlando, Nashville, & Atlanta



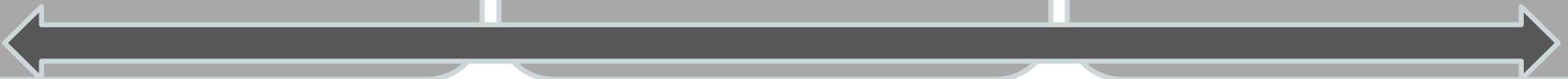
Overcome

- Objections by effectively and creatively showing expansion opportunities



Connect

- Landowners with developers. Connect leasing/brokerage professionals with potential tenants based on location & real estate requirements.



our recruitment process

| Retail Strategies



Leverage

- Retail Strategies' national network of retail, restaurant, developer & investor relationships on behalf of East Ridge



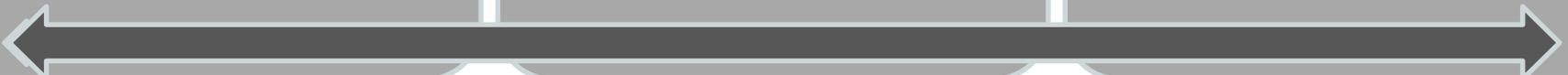
Communicate

- With local real estate professionals & support their efforts by providing research & industry information such as "new-to-market" retailers.



Initiate

- Continue aggressive outreach/marketing campaign to targeted retailers & restaurant prospects through direct contact, tenant representatives, preferred developer relationships.



conference representation

| Retail Strategies



ICSC DEAL MAKING CONFERENCES

- LAS VEGAS
- NEW YORK CITY
- DALLAS
- ATLANTA
- CHICAGO
- ORLANDO
- OKLAHOMA CITY
- NEW ORLEANS
- CHARLOTTE
- TENNESSEE



ICSC RECon 2015

| Retail Strategies



your team

| Retail Strategies

Executives



Client Management & Recruitment



Marketing & Research





marketing guide

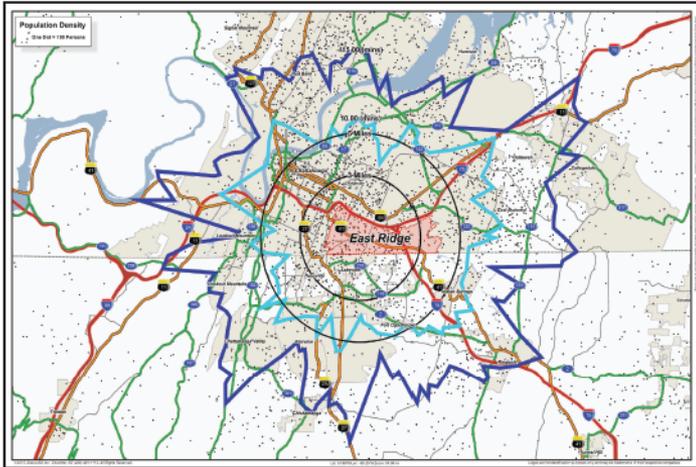
| Retail Strategies

marketing guide

EAST RIDGE, TN Marketing Guide



East Ridge, Tennessee - Hamilton County



CITY OF EAST RIDGE, TN
GATEWAY TO TENNESSEE

Thad H. Jablonski
City Manager
(423) 806-3184 (e)
(423) 260-3763 (c)

City of East Ridge
1617 Tombras Avenue
East Ridge, TN 37412

www.eastridgetn.org

DEMOGRAPHIC PROFILE	City Boundary	3 Mile Radius	5 Mile Radius	10 Minute Drive Time	15 Minute Drive Time
2014 Estimated Population	21,007	68,863	135,143	163,906	208,745
Total Number of Employees	9,825	30,804	103,364	144,788	197,985
Median HH Income	\$43,465	\$38,271	\$36,623	\$39,031	\$45,207



Market Highlights

Quick Facts

- Residents of East Ridge, Tennessee fall into the Old and Newcomers Tapestry Segmentation (26.2%). This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices. Consumers are price aware and coupon clippers, but open to impulse buys. Food features convenience, frozen and fast food. Entertainment features the Internet (dating sites and games), movies at home, country music, and newspapers.

Distance: 10 Minute Drive Time

- The current Median Household Income in East Ridge, Tennessee is \$40,253. The five-year projection for Median Household Income in East Ridge is \$46,253. This represents an increase of 14.6%.

Major Area Employers

Company Name	Company Name	Employment
CMJ Manufacturing	Jewelers-Wholesale	3000
Parkridge East Hospital	Hospitals	600
Life Care Ctr Of America Inc	Nursing & Convalescent Homes	268
Textile Printing Co	Boxes-Folding-Manufacturers	150
Cracker Barrel Old Country Str	Restaurants	132
Interpak LLC	General Ind Machinery/Equip NEC (Mfr)	100
Certified Maintenance Svc	Maintenance Contractors	90
C T Buy Sell & Trade	Video Games	87
At Home	Furniture-Dealers-Retail	80
Tristate & Uniguard Security	Security Guard & Patrol Service	80

Major Area Schools

School Name	Enrollment
East Ridge Elementary	1038
East Ridge High	804
Spring Creek Elementary	770
East Ridge Middle	744
Our Lady of Perpetual Help Catholic School (OLPH)	328
Belvoir Christian Academy (BCA)	151

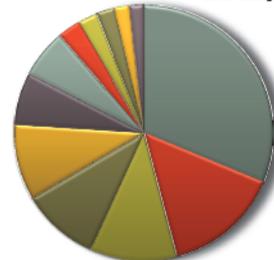
Focus Properties

Property Name	Property Address	Property Name	Property Address
Bass Pro Site	NEQ of I-75 and Ringgold Road	Strip Center Across from BILO	3733 Ringgold Road
East Ridge Shopping Center	6725 Ringgold Rd #113	Strip Center Across from BILO	3748 Ringgold Rd., Suite: 3748
East Ridge Plaza	6743 Ringgold Rd	Available Shop Space in Strip Center	3812 Ringgold Rd., Suite: 3812
Adair Square	6101 Ringgold Road	Former Dentist	3825 Ringgold Rd., Suite: 3825
3 Acres Available for Sale	6250 Ringgold Road	Former American Ballroom	3741 Ringgold Rd., Suite: 3741
Former ATG Rehab	1463 Mack Smith Road, Suite: 1463	Osborne Shopping Center - BILO	3807 Ringgold Road, Suite: 3807
Family Dollar Center	6721 Ringgold Rd	South Terrace Plaza Shopping Center	5084 South Terrace Road
East Ridge Crossing	4340 Ringgold Road		

GAP ANALYSIS

Distance: Custom Trade Area

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Supermarkets & Grocery Stores	\$19,289,789	Home Furnishing Stores	\$3,762,115
Specialty Food Stores	\$8,991,746	Shoe Stores	\$1,767,408
Sporting Goods Stores	\$6,711,169	Book Stores & News Dealers	\$1,489,759
Nursery & Garden Centers	\$5,965,257	Sewing, Needlework & Piece Goods Stores	\$1,373,291
Electronics & Appliances Stores	\$5,881,497	Paint & Wallpaper Stores	\$1,177,568
Outdoor Power Equipment Stores	\$4,110,480	Hobby, Toy & Game Stores	\$1,099,699

*Source: www.cibris.com



Thank You!

CITY OF
EAST RIDGE, TN
GATEWAY TO TENNESSEE