

Newton County, GA Retail Opportunities

Located thirty miles east of Atlanta, Newton County, Georgia is home to just over 100,000 residents, more than double its population of 20 years ago. Its historic downtowns and family-friendly charm continue to draw new residents, visitors and investors, while its innovative 2050 Plan has attracted national attention. With growing market demand, a compelling vision for the future and strong local support for new businesses, Newton County is an ideal location for new and expanding retailers and restaurants in the metro Atlanta region.

Top 5 Reasons to Locate in Newton County

1 Strong Target Markets

- Residents – 153,000 residents and 53,000 households in the retail market area
- Employees – 5,400 businesses with 25,000 employees countywide
- Students – 4,000 students enrolled in 4 colleges countywide
- Visitors – \$100 million in annual direct visitor spending countywide

2 Substantial Existing & Future Retail Demand

- Existing retail sales leakage of \$494.1 million in the retail market area
- Sales leakage translates to potential support for 1.1 million sq ft of store space
- Potential support for an additional 200,000 sq ft in the market area through 2023

3 Ongoing Investment

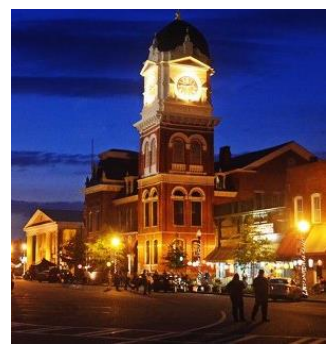
- Eight major business expansions announced since 2010
- Investments will total over \$1.4 billion and add 1,600 new jobs
- Popular film production location, including current filming of *Vampire Diaries*

4 Cohesive Plan for Future Development

- 2050 Plan identifies strategic areas for future development in Newton to create compact communities with access to retail
- Plan has garnered national attention as a model for community development

5 Variety of Available Retail Sites

- Retail space in shopping centers along I-20 and US 278 offer superb access to target markets
- Historic downtowns of Covington and Porterdale offer small-town charm with easy accessibility off I-20



For more information, please contact:

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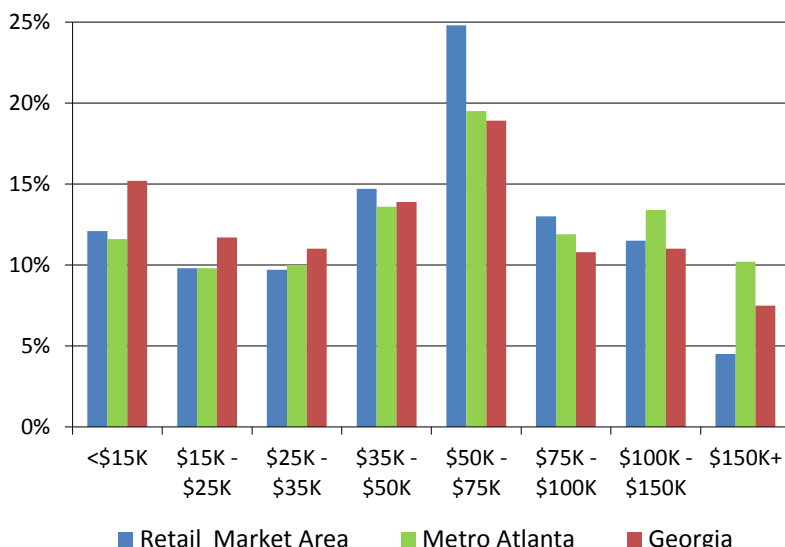
Retail Market Area Overview

NEWTON COUNTY, GEORGIA

Market Area Sales Leakage (2013)

Auto Parts & Dealers	\$120.3 million
General Merchandise	\$56.2 million
Apparel & Accessories	\$48.2 million
Restaurants.....	\$31.4 million
Electronics & Appliances	\$31.1 million
Health & Personal Care	\$23.3 million
Sporting Goods, Hobbies, Books & Music	\$13.6 million
Furniture & Home Furnishings	\$11.2 million
Building Materials & Garden Equipment.....	\$11.1 million
Miscellaneous Specialty Retail	\$7.0 million
Other (Gas Stations, Nonstore Retailers)	\$140.7 million

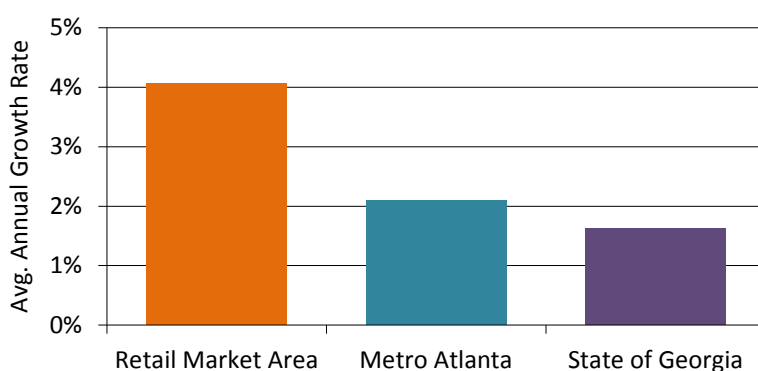
Household Income Distribution (2013)



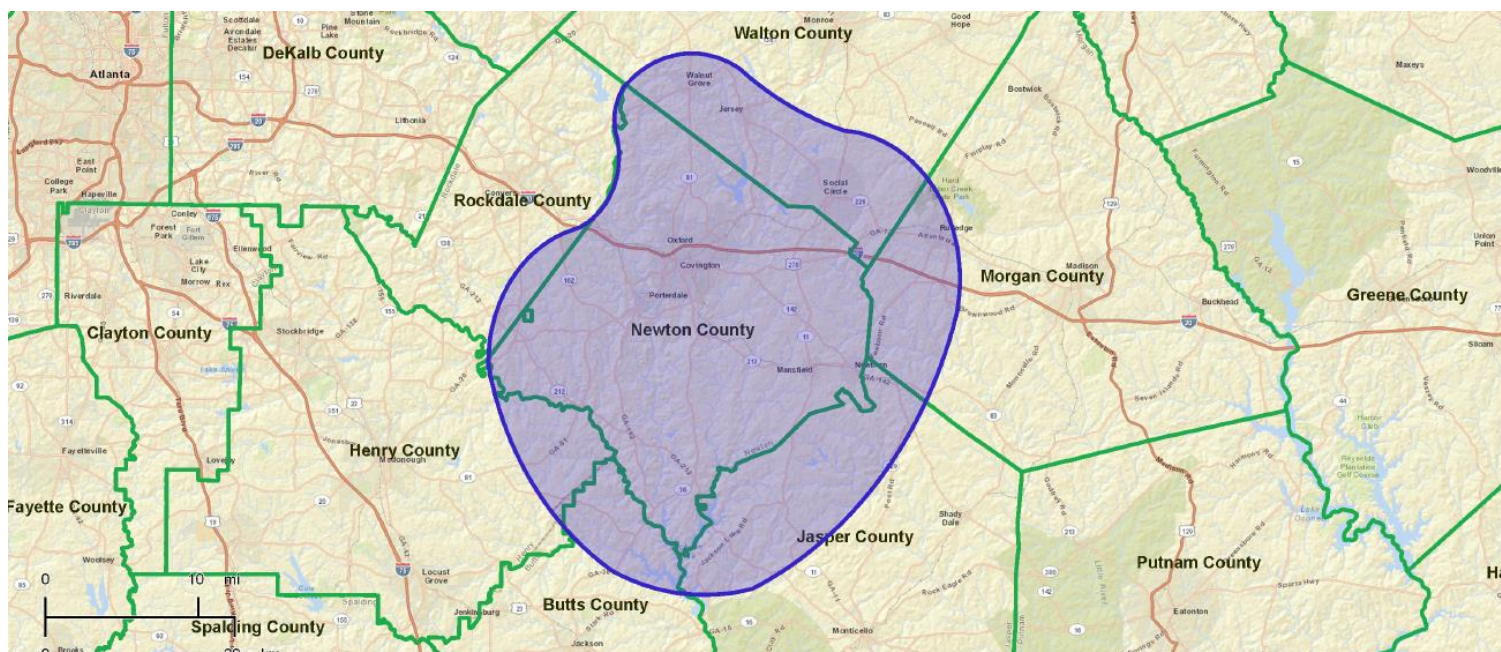
Market Area Snapshot (2013)

- Population: 152,805
- Households: 52,800
- Median Income: \$52,365
- Median Age: 36 Years
- Total Retail Sales Leakage: \$494.1 million
- Potential New Supportable Retail Space: 1.3 million sq ft (1.1 million based on existing sales leakage + 200,000 based on potential future demand)

Market Area Population Growth (2000-2013)



Newton County Retail Market Area



Source: ESRI Business Information Solutions