

OZARK, ALABAMA

Market Guide

www.ozarkal.gov

Contact Information



Holle Smith
President, Ozark Dale County
Economic Development Corp.



3247 South US Hwy. 231
Ozark, AL 36360

O: 334.443-2000
hsmith@odedc.com
www.odedc.com



Mark Blankenship, Mayor
www.ozarkal.gov

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Haleyville AL	42466 Highway 195
Russellville AL	13675 Highway 43
Gulf Shores AL	170 E Fort Morgan Rd
Clanton AL	1415 7th St S
Andalusia AL	1991 M. L. King Jr.
Scottsboro AL	24833 John T Reid Pkwy

Demographics

(Custom Trade Area)



Population
32,318

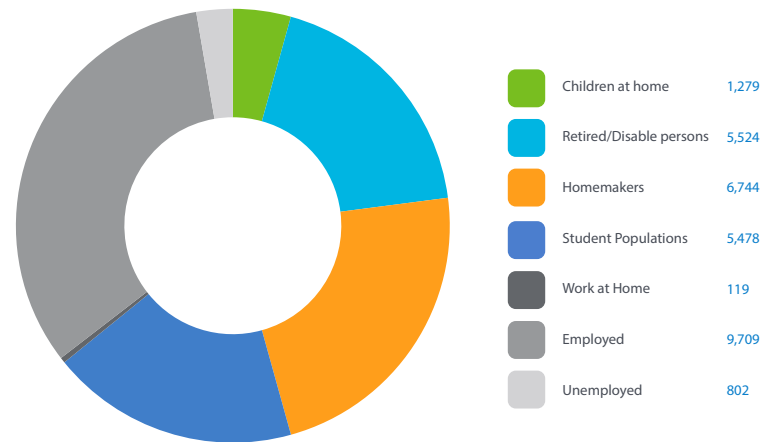


Households
12,704



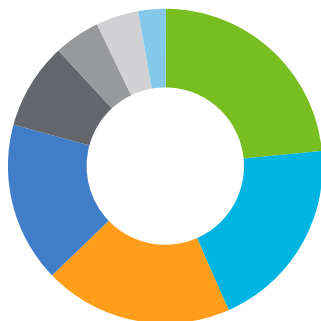
Median Household Income
\$43,854

Daytime Population 29,654 (Custom Trade Area)



GAP Analysis \$122,799,589 (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.



General Merchandise Stores	\$28,725,095
Building Material and Garden Equipment Stores	\$24,491,621
Foodservice and Drinking Places	\$23,798,629
Health & Personal Care Stores	\$20,207,154
Clothing & Clothing Accessories Stores	\$10,905,680
Electronics & Appliance Stores	\$5,808,819
Furniture and Home Furnishings Stores	\$5,386,362
Sporting Goods, Hobby, Book, Music Stores	\$3,476,229

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



Grocery



Restaurants



General Merchandise



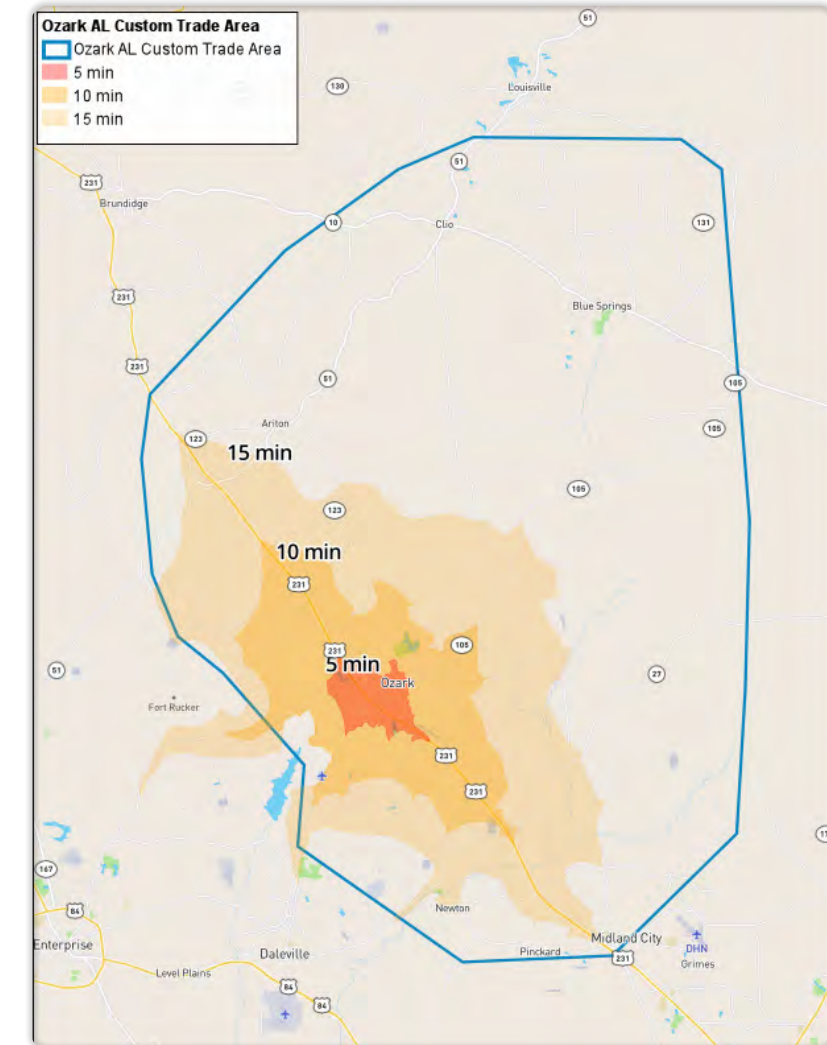
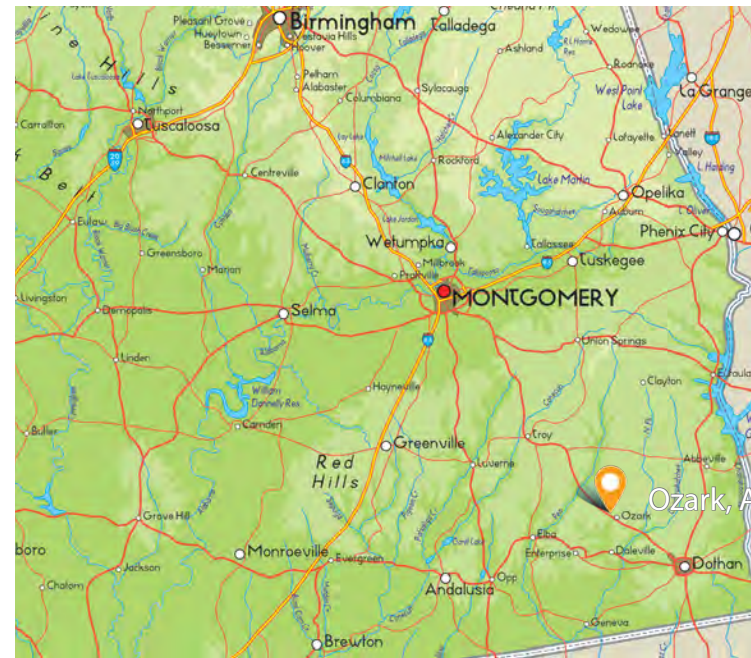
Home & Garden



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2020 Estimated Population	10,892	16,222	29,058
Daytime Population	13,431	17,276	35,900
Median HH Income	\$37,046	\$41,342	\$47,589
Number of Households	4,574	6,754	11,372

	5 Minute DT	10 Minute DT	15 Minute DT
2020 Estimated Population	4,895	13,164	20,239
Daytime Population	7,363	15,716	20,777
Median HH Income	\$28,927	\$39,653	\$43,560
Number of Households	2,129	5,519	20,239

*Source: STI PopStats





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Major Retail & Restaurant