Austin Peay State University

Campus Edge Property: 4th & College

Property Development Plan

OCTOBER 2019

BRAILSFORD & DUNLAVEY

Acknowledgements

In June of 2019, Austin Peay State University (APSU or the University) engaged Brailsford & Dunlavey, Inc. (B&D) to prepare a Property Development Plan (Plan) for the acquired campus edge property at College Street and N. 4th Street.

B&D would like to thank the following individuals who provided insight and comments throughout the process:

- Marc Brunner, Director of University Design and Construction
- Benjamin Harmon, Associate Vice President for Finance
- Tom Hutchins, Director of Physical Plant
- Joe Mills, Assistant Vice President for Student Affairs

The B&D team that produced the report was comprised of the following individuals:

- Brad Noyes, Executive Vice President
- Tara Bliss, Senior Associate
- Eric Krohngold, Senior Analyst

B&D conducted research using both primary and secondary information sources that are deemed to be reliable but whose accuracy cannot be guaranteed. Unless expressly stated otherwise in this report, the Plan was conducted for APSU's internal decision-making purposes and is valid only for the specific purpose stated herein as of the date of this report. This report is intended to be used in whole and not in parts. Separation of any part from the whole may skew information or interpretation.

The findings contained herein represent B&D's professional opinions based upon assumptions and conditions detailed in this report. However, B&D does not represent or warrant that the estimates and projections contained herein will be realized, as the actual performance will be influenced by market and other external factors beyond B&D's control.

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Campus Edge Property Development Plan

DRIVING QUESTIONS

Seven driving questions guided the initiative to ensure the effort was anchored by APSU's strategic goals and evaluated through data-driven market conditions. As part of the effort, B&D and APSU's working group evaluated potential changes in the market in order to optimize the timing and potential assets for the site.

The following plan details the findings and recommendations for phased development on the corner of College St. and N. 4th Street.

01 *STRATEGIC ALIGNMENT*

How does this initiative align within the strategic goals of Austin Peay State University?

02 *SITE OVERVIEW*

What are the characteristics of the development site?

03 *PLAN AND PHASING*

What is the market demand for new development?

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?

Based on market demand and APSU's strategic context, how should the site develop over time?

What state approvals are needed if APSU chooses to engage a private partner for development?

04 *APSU RISK PROFILE*

What is APSU's development risk profile to inform potential partnership structures?

01 Strategic Alignment

How does this initiative fit within the strategic goals of Austin Peay State University?

How does this initiative align with the strategic goals of Austin Peay State University?

STRATEGIC ALIGNMENT

As part of this process, B&D conducted a strategic asset value (SAV) work session with key APSU stakeholders to discuss independent strategic objectives related to the site's development. The intent of the discussion was:

- ✓ To involve University stakeholders in the planning process;
- ✓ To align the vision for this initiative with the University's permanent ideals to ensure implementation consistency; and,
- ✓ NOT to modify APSU's mission or introduce new values.

Based on the resulting criteria, the Plan aligns strategic objectives based on APSU's 2025 Strategic Plan and market analysis to hone in on the site's highest-and-best-use options while meeting strategic objectives directly tied to the University's mission and purpose. This plan also considered recent planning efforts, including the APSU's Campus Master Plan (2017) and the recently completed Housing and Dining Master Plan (2019).

Strategic Site Criteria

Promote the University's brand and extend APSU's presence into the Clarksville fabric

Provide direct economic benefit to the University that contributes to the institution's overall financial condition

Initiate a connection between the University, downtown Clarksville, and future development along the campus edge

Provide amenities and retail offerings that satisfy campus and broader community demand

02 Site Overview

What are the characteristics of the development site?

What are the characteristics of the development site?

The development site is roughly 5.5 acres, located on the corner of College Street and N. 4th Street. The site, originally occupied by a truck dealership, was acquired by APSU in order to control growth along its campus edge.

The site has two above-grade structures as well as a below-grade storage and maintenance space, all of which APSU currently utilizes in some capacity. The remainder of the site is paved surface parking, which is used by APSU as well as community members for easy access to campus and downtown.

The site is surrounded by University owned property, creating the opportunity for a cohesive campus edge consisting of multiple development sites. The City of Clarksville, in collaboration with the County Government, is planning a state-of-the-art multipurpose event center (MPEC) located two blocks west of the site. MPEC tenants may include an affiliated team with the Nashville Predators, APSU athletics, and regional concerts and events.

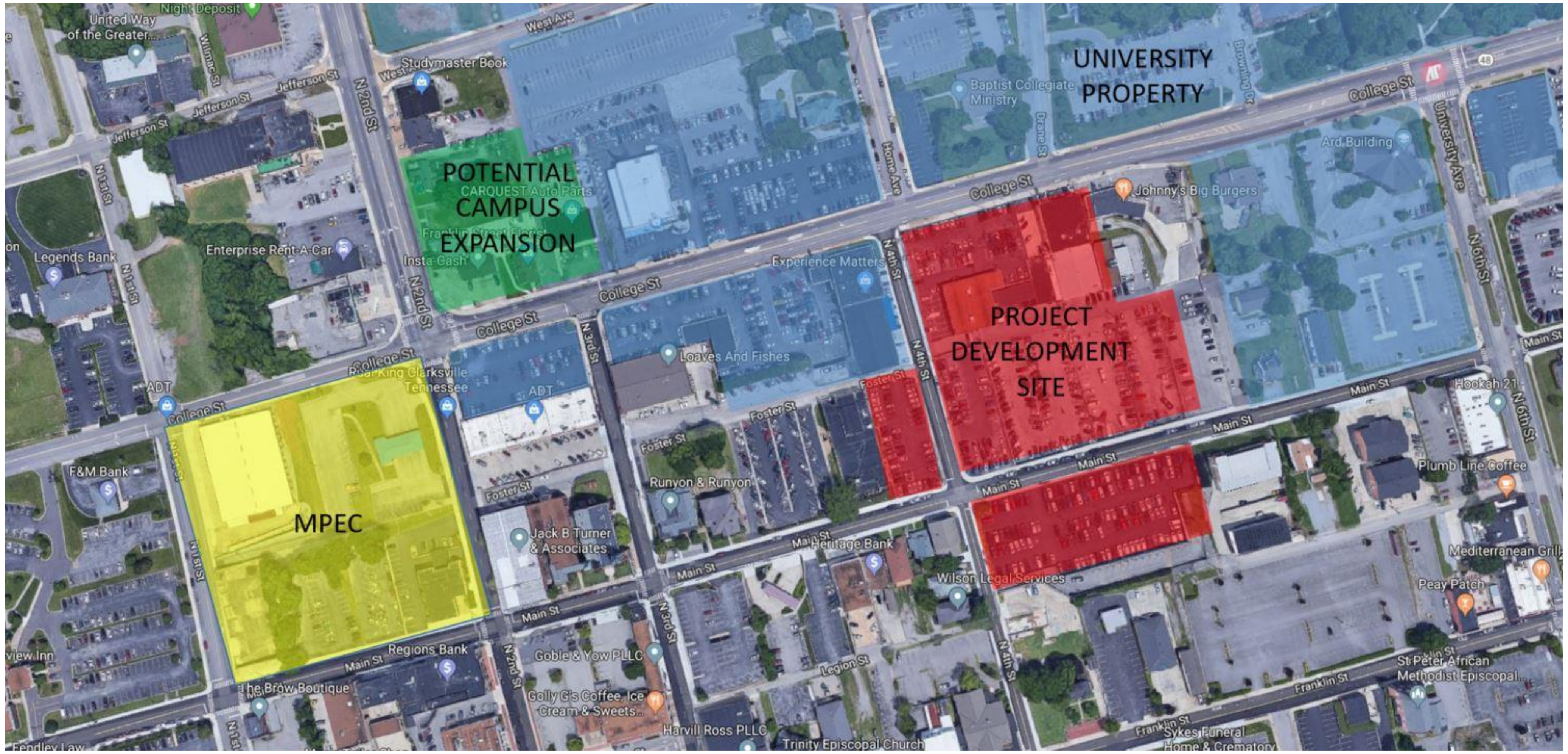


Figure 1: Development site area context

Figure 1 outlines existing University property, the development site, the anticipated location of the MPEC, and additional property on the corner of College Street and N. 2nd Street that APSU has the opportunity to acquire to manage its campus edge development. The potential of this additional expansion is likely dependent on the MPEC's development.

03 Plan and Phasing

What is the market demand for new development?

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?

Based on market demand and APSU's strategic context, how should the site develop over time?

Market Research and Approach

B&D used multiple primary and secondary market resources, including CoStar market data and ESRI demographic and psychographic information to inform the Plan. The team confirmed data parameters with APSU's working group and leveraged a proprietary financial model to project the financial performance of various asset types based on the anticipated market conditions over the next five years.

This effort yielded a performance threshold necessary for viable projects and asset types to generate positive cash flow, which is a strategic priority of the University for this development.

The following market information outlines the viable asset types, necessary market conditions, and optimal delivery strategy. All financial information is in 2019 dollars.

What is the market demand for new development?

RETAIL

› Current Economics

- Current rental rates within two miles of the development site: $12.01 / SF *(CoStar Real Time Data, Sep. 2019)*
- Retail vacancy rate within two miles of the development site : 3.7% (+1.3%) *(CoStar Real Time Data, Sep. 2019)*
- There is a lack of necessary retail amenities to support the APSU campus community and downtown Clarksville community.

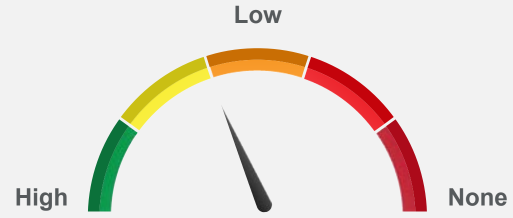
› Required Economics

- In order to financially perform, any retail development must set minimum rental rates at $20.00 / SF.
- Campus edge retail should target tenants that create destination-based retail services. This includes foodservice, support services, and entertainment to support campus need with broad appeal to support businesses during the summer months.
- Campus edge retail should be a mix of pad retail spaces and strip center retail with the Military Family Resource Center as an anchor tenant.

› Delivery Strategy

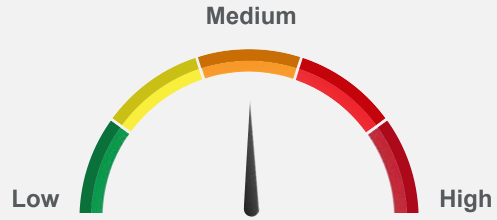
- There is an opportunity to provide proof of concept to the market in the short term and monetize a portion of the existing structure on the development site.
  - By successfully renovating and leasing the existing building space currently used as overflow office space in the short term, APSU can generate short-term revenue and provide proof of concept to the development market, ultimately bolstering any future development.
  - Low renovation costs allow for competitive retail rental rates.
- **B&D recommends APSU pursue a full retail build out of the existing overflow office space once re-affirming the market after the MPEC comes online and stabilizes.**

Strategic Alignment



Strategic Return

Risk Level

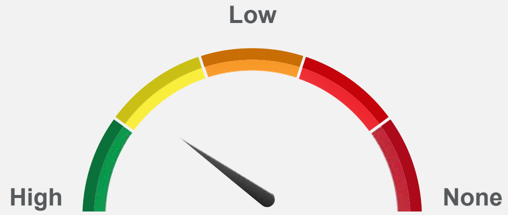


What is the market demand for new development?

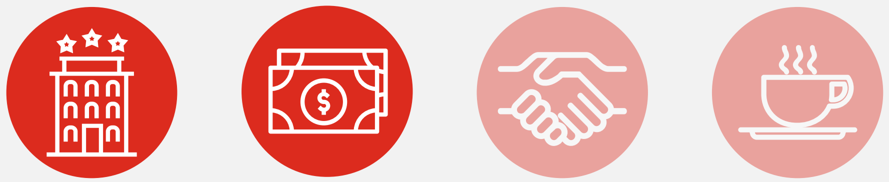
OFFICE / INSTITUTIONAL

- Current Economics
  - Current rental rates within two miles of the development site: $14.68 / SF *(CoStar Real Time Data, Sep. 2019)*
  - Office vacancy rate within two miles of the development site : 4.3% (-0.6%) *(CoStar Real Time Data, Sep. 2019)*
  - Clarksville has seen minimal new office space development in and around the downtown area. The majority of existing office spaces are located within low density office parks or in older, historic buildings downtown.
  - There is a strong market for medical office space in Clarksville. Medical office space is currently at 100% occupancy. *(CoStar Real Time Data, Sep. 2019)*
  - APSU has a current shortage of on-campus office space based on anecdotal discussions.
- Required Economics
  - In order to financially perform, any office development must set targeted rental rates at $20.00 / SF or higher.
- Delivery Strategy
  - If possible, APSU should position itself as a tenant within the office space in order to lower the level of risk for an outside developer, ultimately increasing interest and competition.
  - APSU should prioritize medical office tenants as they typically allow for longer lease terms and present a lower financial risk -- particularly if medical office practices provide educational opportunities for APSU's students.
  - **B&D recommends that APSU pursue the development of office space as part of the second phase of development after the MPEC has stabilized and new retail development and lease-up has stabilized.**

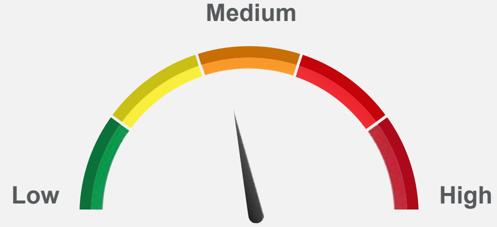
Strategic Alignment



Strategic Return



Risk Level



Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?

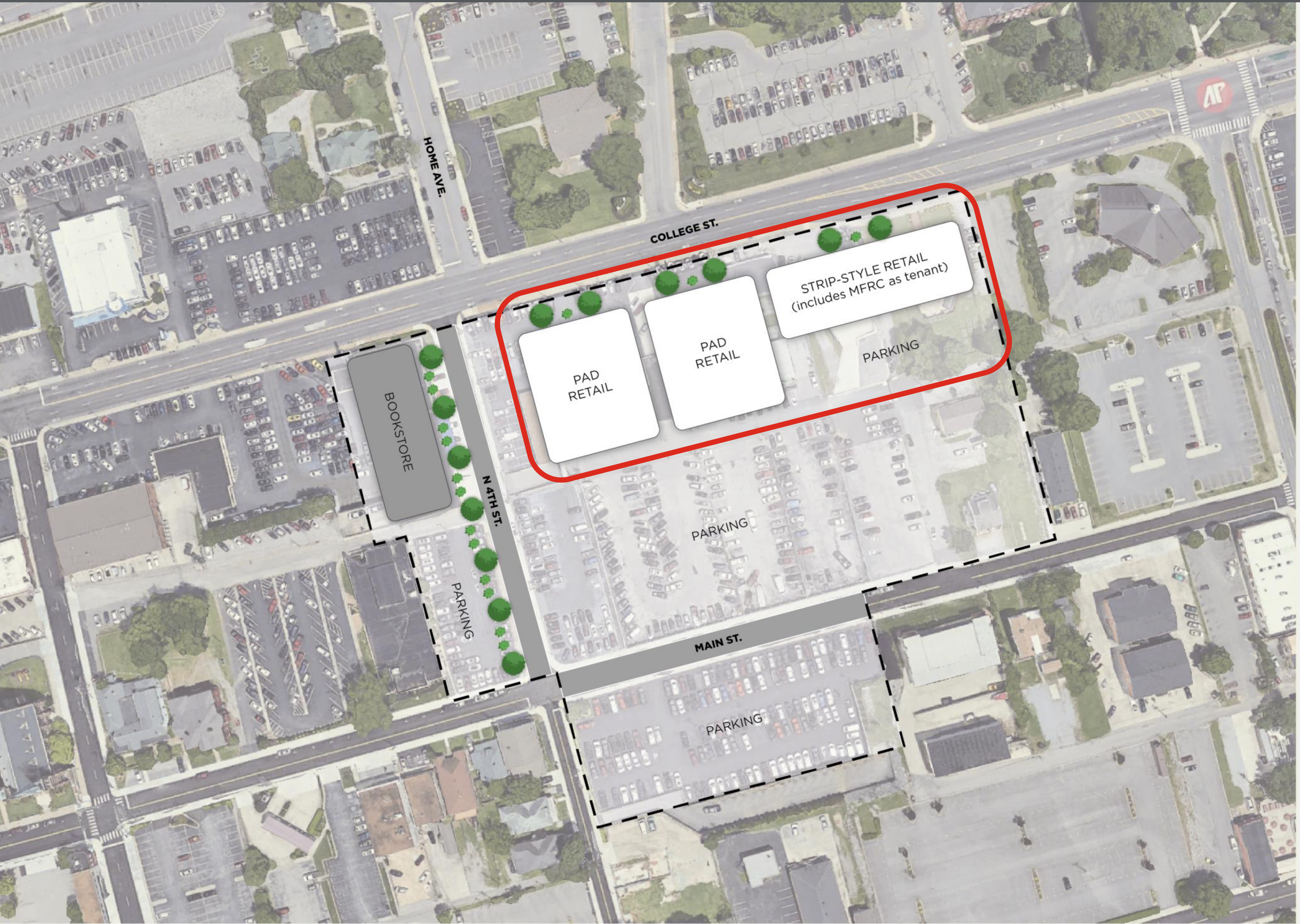
Development Implementation

Intermediate Term: 2025 – 2028

In the intermediate term, to implement Phase 1 retail, relocate the MFRC, and position APSU for future development, B&D recommends that APSU:

- Demolish all structures currently occupying the site, including below-grade storage and maintenance space and the parking lot along College Street.
- Level the portion of the site along Main Street so it is at-grade with the surrounding landscape.
- Consider acquiring Johnny's Big Burgers to create a contiguous development opportunity on the site. Offer Johnny's Big Burgers a location in the new retail offerings.
- Demolish the Education and General (E&G) building.
- Construct pad retail and strip-style retail along College Street in tandem in order to leverage construction scale and expedite delivery.
- Relocate the Military Family Resource Center as anchor tenant of the strip retail center.
- Create additional parking behind the strip-style retail center.

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?



Development Implementation

Intermediate Term: 2025 – 2028

Pad and Strip Retail Space:

Tenant Parameters

- Destination-Based Retail
- Foodservice & Entertainment Options
- Consumer Goods
- Johnny's Big Burgers
- Military Family Resource Center

Note: APSU will need to conduct additional market sounding to identify tenants

Development Size

- Two 15,000 SF Pad Retail Spaces
- 20,000 SF of Strip Retail Space
- 10,000 SF for the MFRC

Financing Assumptions

- Construction Cost: $160 / SF
- APSU Develops Using an Equity Model (65% Loan to Value)
- Financing Rate: 5.5%
- Debt Term: 30 years

Anticipated Project Cost

- Hard Costs: $12,000,000
- Soft Costs: $3,900,000
- **Total Cost: $15,900,000**

Target Rent

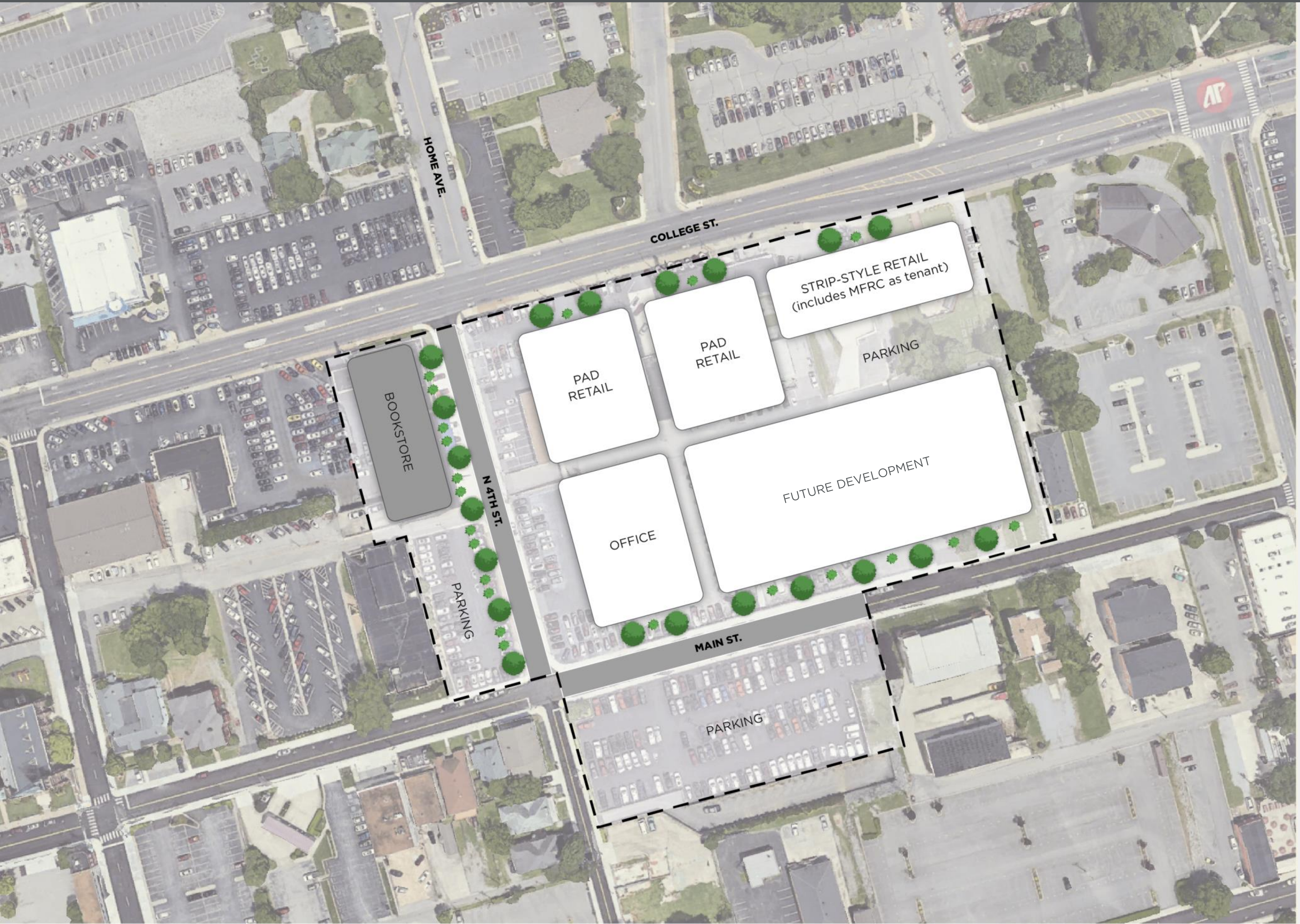
- $20 / SF (Assumes MFRC would not pay rent)

Year One Project Performance Estimate*

- Debt Service Coverage Ratio: 1.16
- Cash Flow After Debt Service: $114,000

**will vary based on market performance*

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?



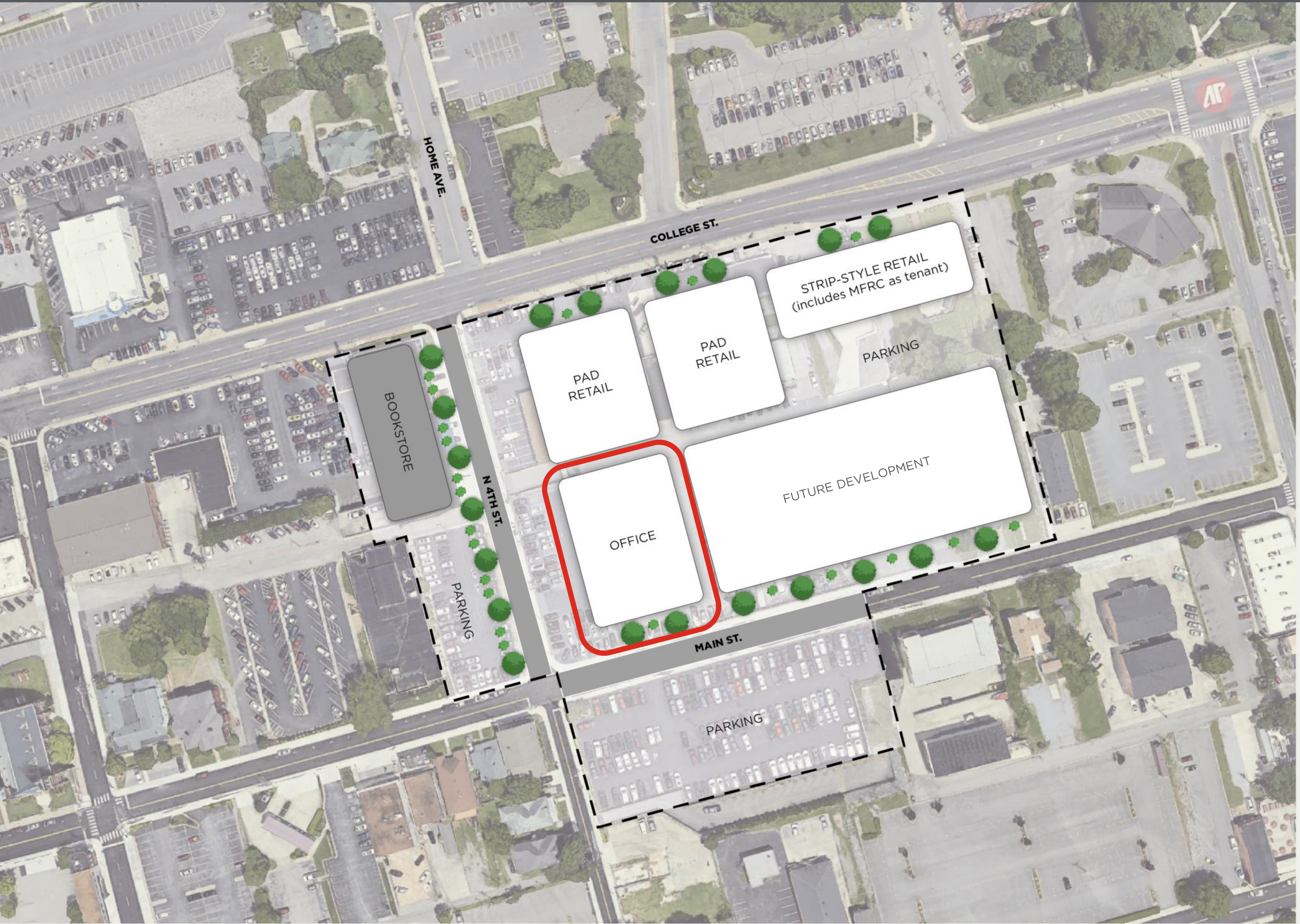
Development Implementation

Long Term: 2028 and beyond

In the long term, B&D recommends that APSU:

- Backfill and level the site so it is at-grade with the surrounding landscape.
- Purchase, or acquire through a long-term ground lease, 5th Street from the City of Clarksville.
- Demolish all existing multifamily housing units on the site.
- Construct office space to house area businesses, APSU staff, medical offices, and/or APSU strategic partners.
- Reassess market conditions to determine the most appropriate development for potential future development on the site.

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?



Development Implementation
Long Term: 2028 and beyond

Office Space:

Tenant Parameters
- Medical Office
- Area Businesses
- APSU Institutional Offices (if necessary)

Development Size
- 50,000 SF of Office Space

Financing Assumptions
- Construction Cost: $170 / SF
- APSU Develops Using an Equity Model (65% Loan To Value)
- Financing Rate: 5.5%
- Debt Term: 30 years

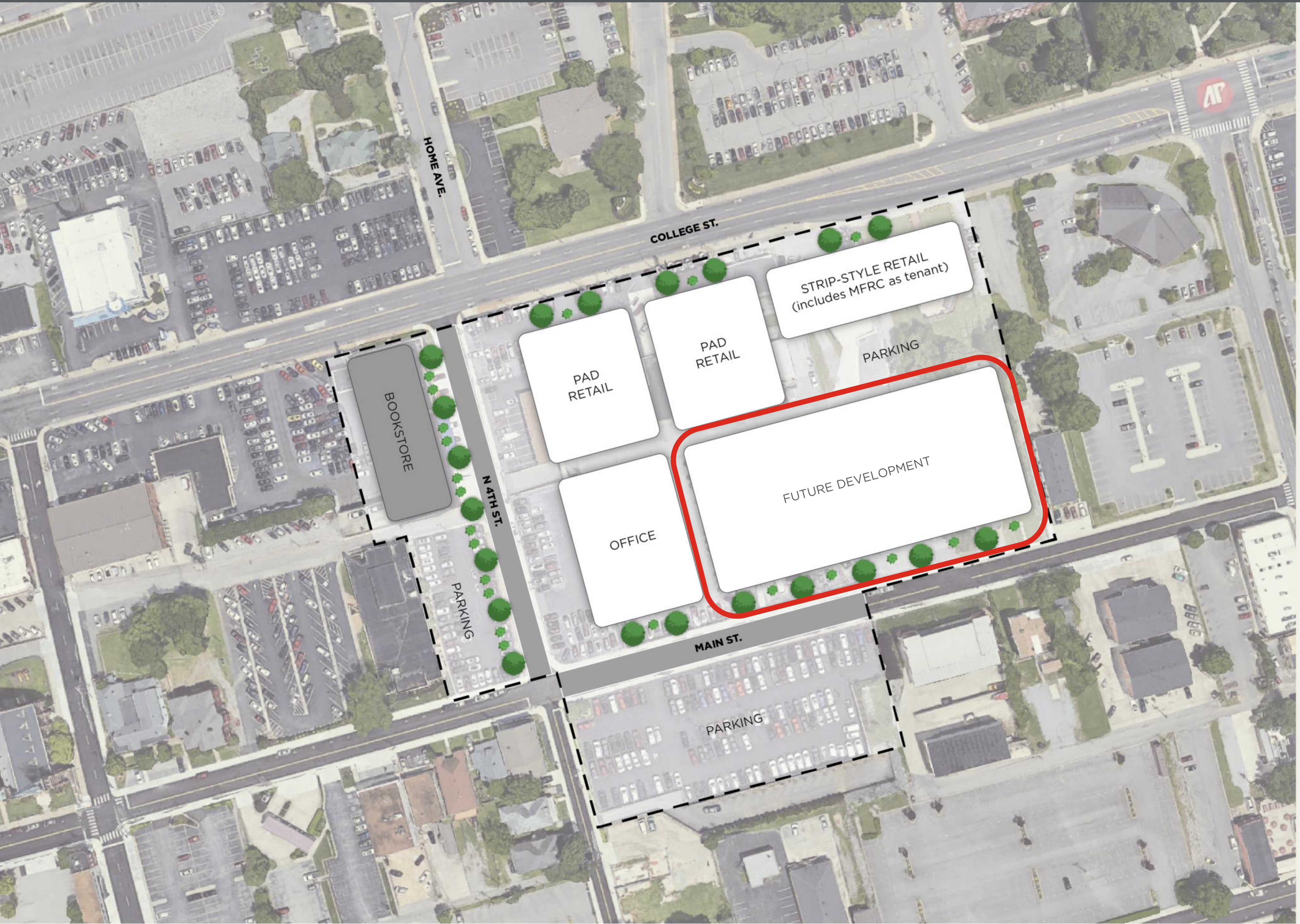
Anticipated Project Cost
- Hard Costs: $11,250,000
- Soft Costs: $3,400,000
- **Total Cost: $14,650,000**

Target Rent
- $20 / SF (Assumes APSU would be a rent-paying tenant)

Year One Project Performance Estimate*
- Debt Service Coverage Ratio: 1.08
- Cash Flow After Debt Service: $54,000

*will vary based on market performance

Based on market context and APSU's strategic goals, what are the highest and best possible uses for the site?

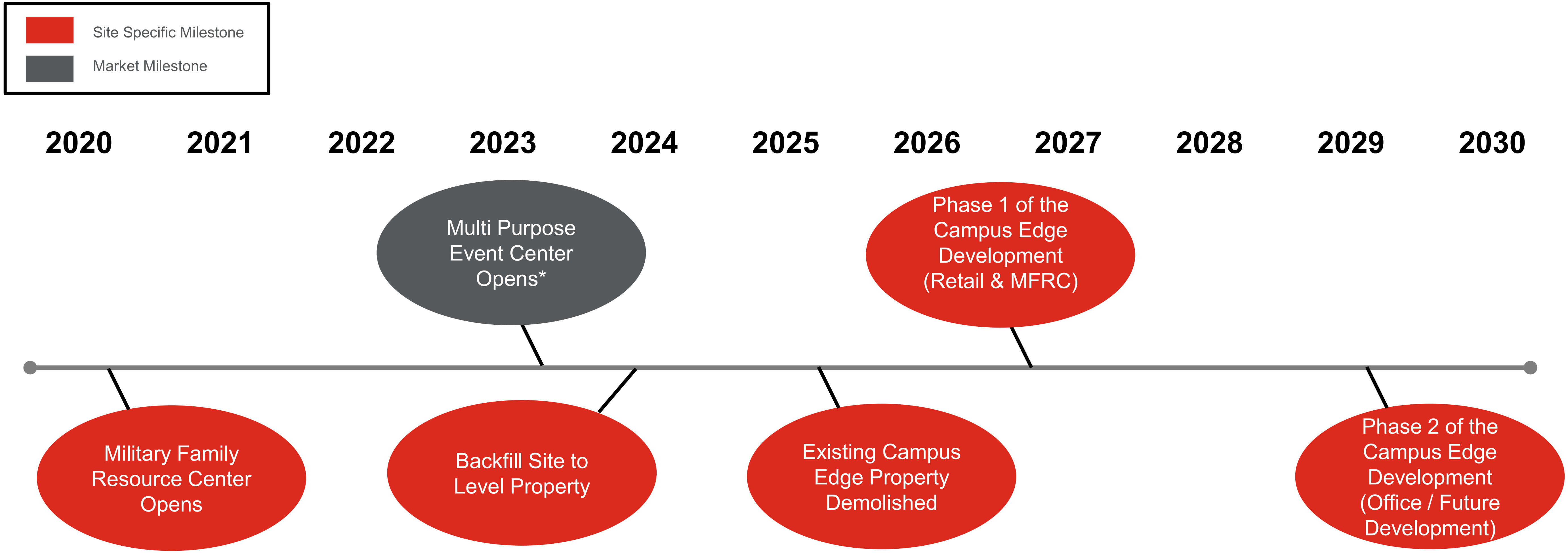


Development Implementation

Long Term: 2028 and beyond

Once this property is backfilled and APSU is prepared to move forward with long-term development, the university should reassess market conditions to determine the most appropriate development for potential future assets on the site.

Based on market demand and APSU’s strategic context, how should the site develop over time?



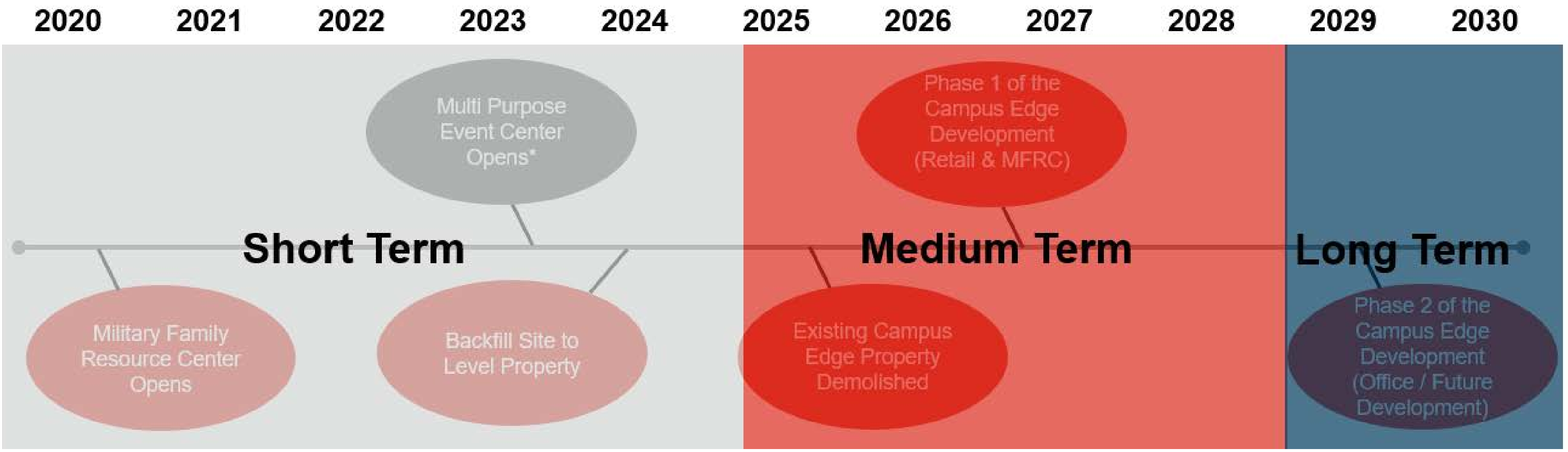
*The site development is not dependent on the Multi Purpose Event Center.

Based on market context and APSU's strategic context, how should the site develop over time?

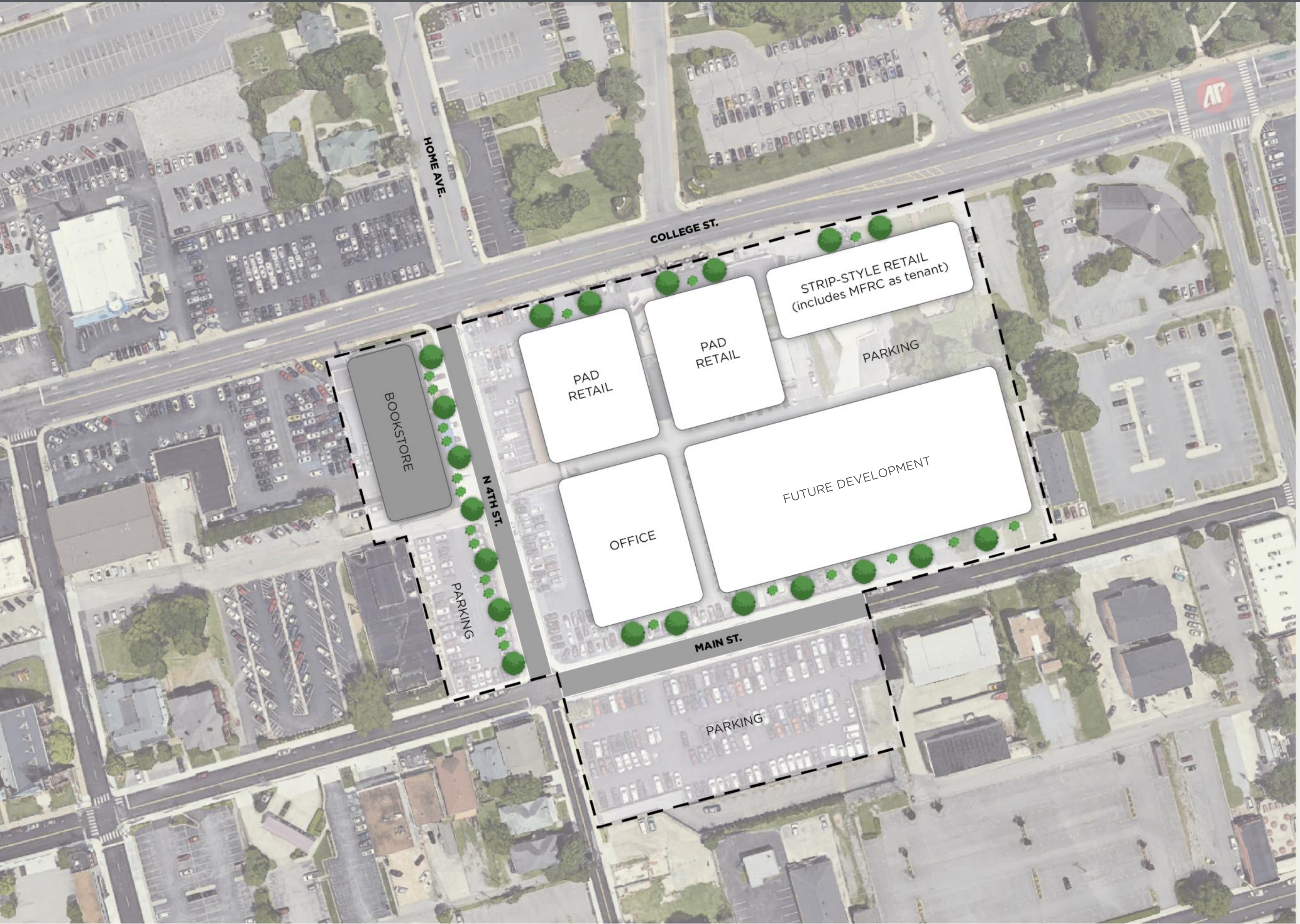
To align with APSU's strategic drivers, B&D recommends that APSU take a phased approach when developing assets along its campus edge. A phased approach allows for APSU to distribute its risk overtime and allows for the development and stabilization of assets in the short term, enabling the success of assets developed in the intermediate and long term.

Although there is higher risk and potentially higher reward for APSU to begin development prior to the MPEC's delivery, the President has made a strategic and calculated risk to focus the university's efforts on the MPEC, which will ultimately bolster development and mitigate risk for the College Street and N. 2nd Street site. Furthermore, one of the site's existing buildings will be renovated into the Military Family Resource Center, which constricts the site's possible development square footage and short-term opportunities.

Once APSU is in a position to develop the site, APSU should engage in a market sounding exercise to gauge the market's interest and feedback before conducting a solicitation for each phase of development. Based on the market context, the site's financial performance is highly dependent on stand alone, cost-efficient structures that leverage developer's expertise and scale in order to achieve the required project affordability and market-competitive rents for each asset. Based on market context and required financial performance, a multi-story mixed use development does not yield a financially sustainable project and would likely need to be supported/subsidized by the university.



What state approvals are needed if APSU chooses to engage a private partner for development?



If APSU chooses to engage a private partner for development, the University may choose to either partner with a single developer to oversee the development of all assets, or multiple asset specific developers. APSU should consider its timeline, budget, and risk tolerance when choosing to pursue either option.

As of 2019, the state of Tennessee has had a limited number of Public Private Partnership (P3) deals within Higher Education. The majority of P3 deals were in relation to public infrastructure projects. As a result, the state of Tennessee does not have a defined approvals process for P3s within higher education. All P3 higher education efforts must be approved by the State Building Commission.

In order to bolster the success of APSU's efforts in partnering with the market to develop the site, APSU should allow ample time to navigate the approvals process and mitigate risk by providing due diligence based on actual market conditions at the time of approvals.

The approvals process with the State Building Commission may require socializing a development plan with the Commission prior to the formal approval of a project. The State Building Commission may require their approval for the release of a Request For Proposal for the project. The Commission may also require their approval prior to the execution of a negotiated ground lease agreement.

04 APSU's Risk Profile

What is APSU's development risk profile to inform potential partnership structures?

How should APSU distribute its risk when pursuing a multi-asset campus edge development?

Austin Peay State Univeristy
Campus Edge Development Advisory
Risk Transfer Matrix

In order to determine APSU's partnership risk profile and preliminary disposition to engage one or more development partners, B&D guided representatives from APSU's leadership and other campus stakeholders through a risk profile exercise. The table below is the results from the exercise, and can be shared with future private partners in order to assist them in determining their anticipated level of involvement in a future project.

Austin Peay State University

	Weight Factor	Risk, Responsibility, and Control Transference (APSU ← → Private Partner)	Risk Factor Description
Design & Build			
Program & Quality	1		Ensure program and quality advances institutional mission and target market demand
Project Budget	1		Responsibility for overall project budget and cost overruns
Project Management	1		Feasibility of project schedule, setting milestones to meet expectations, project oversight and asset expertise, costs of late delivery
Predevelopment Costs	1		Responsibility for costs related to the site and approvals process (environmental, utilities, etc.)
Financial			
Project Financing	1		Access to desired type(s) of capital in order to achieve a financially viable project
Credit Rating	1		Ability to absorb the project cost and maintain targeted credit rating level
Balance Sheet	1		Operational profitability: balance sheet, particularly in adverse performance conditions
Debt Capacity	1		Responsible for costs relating to debt services if operational revenues do not amortize construction debt
Operations & Maintenance			
Leasing and Vacancy	1		Manage leasing process and maintain acceptable tenant occupancy
Facility Operations / Asset Management	1		Responsibility for operational quality / standards, employment, wages, operations / maintenance, and capital improvements
External Events			
Macroeconomic Risk / Force Majeure	1		Exposure to significant shifts in demographics, enrollment / population, financial markets, environmental events
Political & Regulatory Environment	1		Renewal of licenses, revised commissioning requirements, legislature changes

05 Attachments

APSU Market Profile Summary

Retail Market Profile Report, Clarksville

Tapestry Segmentation Area Profile Report, Clarksville

ASPU Q&D Market Profile

Who makes up Clarksville?

Tapestry Category	Summary Notes	1 Mile Radius	5 Mile Radius	10 Mile Radius
Set to Impress	Single professionals, time and budget conscious	41%	10%	0%
Middleburg	Conservative, family oriented, young couples w/ kids, solidly middle class	0%	19%	12%
Up and Coming Families	Mobile, ethnically diverse, college educated, young families	0%	9%	21%
Bright Young Professionals	College educated, couples, active	0%	12%	17%
College Towns	Enrolled in or work for college, limited income; anything can be done online is easier than in person	24%	0%	0%
Modest Income Homes	Poor, minority, family values, multi-generational, public assistance	14%	0%	0%
Soccer Moms	Stay-at-home moms, affluent, family-oriented, country flavor	0%	0%	11%
City Commons	Poor, minority	9%	0%	0%
Midlife Constants	Boomers, more country than urban	0%	7%	0%
In Style	Professional couples, upper-middle-class	6%	0%	0%
Traditional Living	Local, middle-class	5%	0%	0%
Military Proximity	Young families, active duty/military	0%	0%	4%
Hardscrabble Road	Appalachian family	2%	0%	0%

Demographics of Clarksville

Distance from APSU	2019 Population	Projected 2024 Population	2019 Household Income	Projected 2024 Household Income
1 Mile Radius	6,661	7,268 (+2.9%)	$35,588	$36,588 (+0.7%)
3 Mile Radius	36,091	41,575 (+3.0%)	$53,009	$56,172 (+1.2%)
5 Mile Radius	88,039	100,482 (+2.8%)	$59,636	$64,013 (+1.5%)
10 Mile Radius	201,118	226,351 (+2.5%)	$65,082	$70,550 (+1.7%)

What are the market opportunities?

	Existing Conditions	Hypothesis	Stealing Market	Creating	Surplus	No Opportunity
Retail	The downtown Clarksville area has only had 4 new retail spaces constructed in the last 10 years, all four of which are pad retail spaces (mostly fast food). No new retail space in the downtown area as well a low vacancy rate (1.4%), suggests that there may be opportunity to attract retailers by constructing newer, more accessible spaces.	In order to attract the broader off-campus market, the site or any retail will have to be destination based (worth the hassle of battling downtown). Newer retail spaces could attract or steal market that is avoiding the downtown area due to a lack of available space. Any retail options will have to appeal to a market outside of the student population. Possible opportunity for a specialty food store.		X		
Entertainment	Minimal entertainment options (golf course, skating rink, etc.) outside the city.	Could there an opportunity for a new market catered towards cost-conscious professionals/young families? Possibly a Punch Bowl Social type space?		X		
Office	Minimal new office space (only 2 new spaces in the last 10 years, both outside of downtown). Rent / SF is about $14-$15. 6% vacancy rate in the downtown area. Most office space is low density office park style. There is currently a shortage for office space on APSU's campus.	Possible opportunity to steal market from elsewhere as there is no newer office space and the spaces that have been introduced in the last 10 years have been absorbed by the market. Possibility to have institutional office space on the site, assuming APSU is willing to be an anchor tenant of the site.	X			
Hotel	One Hotel located in downtown Clarksville (the Riverside Inn). Within a 3 mile radius of downtown there are 3 budget motels, all over 40 years old.	Given the frequency of events at the MPEC and the targeted users (local vs. out of town) there could be a possibility to capture demand. Could a budget hotel possibly work?		X		
Healthcare	All healthcare space within 10 miles in 100% leased. Of the 10 existing healthcare properties, 5 are assisted living facilities, 4 are skilled nursing facilities (regional clinics), and 1 is unknown.	Possible opportunity to capture market that is being pushed out of the market due to a lack of space. Could be an opportunity to partner with a regional healthcare provider.			X	

Retail MarketPlace Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

Summary Demographics							
2019 Population							6,822
2019 Households							2,493
2019 Median Disposable Income							$25,084
2019 Per Capita Income							$16,365

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$41,904,277	$236,038,254	-$194,133,977	-69.8	150
Total Retail Trade	44-45	$37,795,609	$206,829,156	-$169,033,547	-69.1	102
Total Food & Drink	722	$4,108,668	$29,209,099	-$25,100,431	-75.3	48

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$8,165,058	$93,187,968	-$85,022,910	-83.9	23
Automobile Dealers	4411	$6,405,846	$87,268,545	-$80,862,699	-86.3	14
Other Motor Vehicle Dealers	4412	$976,780	$937,009	$39,771	2.1	1
Auto Parts, Accessories & Tire Stores	4413	$782,432	$4,982,414	-$4,199,982	-72.9	8
Furniture & Home Furnishings Stores	442	$1,361,003	$2,631,463	-$1,270,460	-31.8	2
Furniture Stores	4421	$784,778	$0	$784,778	100.0	0
Home Furnishings Stores	4422	$576,226	$2,631,463	-$2,055,237	-64.1	2
Electronics & Appliance Stores	443	$1,213,669	$2,260,307	-$1,046,638	-30.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	$2,133,536	$34,138,604	-$32,005,068	-88.2	15
Bldg Material & Supplies Dealers	4441	$1,961,461	$33,735,497	-$31,774,036	-89.0	14
Lawn & Garden Equip & Supply Stores	4442	$172,074	$403,106	-$231,032	-40.2	1
Food & Beverage Stores	445	$6,942,775	$13,017,138	-$6,074,363	-30.4	8
Grocery Stores	4451	$6,082,096	$11,858,620	-$5,776,524	-32.2	6
Specialty Food Stores	4452	$346,044	$247,097	$98,947	16.7	1
Beer, Wine & Liquor Stores	4453	$514,634	$911,421	-$396,787	-27.8	1
Health & Personal Care Stores	446,4461	$2,063,500	$5,903,937	-$3,840,437	-48.2	5
Gasoline Stations	447,4471	$4,299,778	$25,077,724	-$20,777,946	-70.7	6
Clothing & Clothing Accessories Stores	448	$1,764,009	$3,411,663	-$1,647,654	-31.8	8
Clothing Stores	4481	$1,128,284	$1,482,941	-$354,657	-13.6	6
Shoe Stores	4482	$339,869	$686,176	-$346,307	-33.8	1
Jewelry, Luggage & Leather Goods Stores	4483	$295,856	$1,242,546	-$946,690	-61.5	1
Sporting Goods, Hobby, Book & Music Stores	451	$1,032,174	$2,829,607	-$1,797,433	-46.5	7
Sporting Goods/Hobby/Musical Instr Stores	4511	$857,514	$1,314,397	-$456,883	-21.0	3
Book, Periodical & Music Stores	4512	$174,660	$1,515,210	-$1,340,550	-79.3	4
General Merchandise Stores	452	$6,579,679	$9,096,065	-$2,516,386	-16.1	5
Department Stores Excluding Leased Depts.	4521	$4,772,056	$5,057,991	-$285,935	-2.9	2
Other General Merchandise Stores	4529	$1,807,624	$4,038,074	-$2,230,450	-38.2	3
Miscellaneous Store Retailers	453	$1,547,245	$13,932,303	-$12,385,058	-80.0	18
Florists	4531	$47,153	$202,709	-$155,556	-62.3	2
Office Supplies, Stationery & Gift Stores	4532	$274,027	$455,933	-$181,906	-24.9	1
Used Merchandise Stores	4533	$189,938	$772,271	-$582,333	-60.5	4
Other Miscellaneous Store Retailers	4539	$1,036,127	$12,501,390	-$11,465,263	-84.7	11
Nonstore Retailers	454	$693,183	$1,342,375	-$649,192	-31.9	1
Electronic Shopping & Mail-Order Houses	4541	$519,830	$0	$519,830	100.0	0
Vending Machine Operators	4542	$65,653	$0	$65,653	100.0	0
Direct Selling Establishments	4543	$107,700	$1,342,375	-$1,234,675	-85.1	1
Food Services & Drinking Places	722	$4,108,668	$29,209,099	-$25,100,431	-75.3	48
Special Food Services	7223	$54,009	$297,263	-$243,254	-69.2	2
Drinking Places - Alcoholic Beverages	7224	$81,207	$666,681	-$585,474	-78.3	6
Restaurants/Other Eating Places	7225	$3,973,451	$28,245,154	-$24,271,703	-75.3	41

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

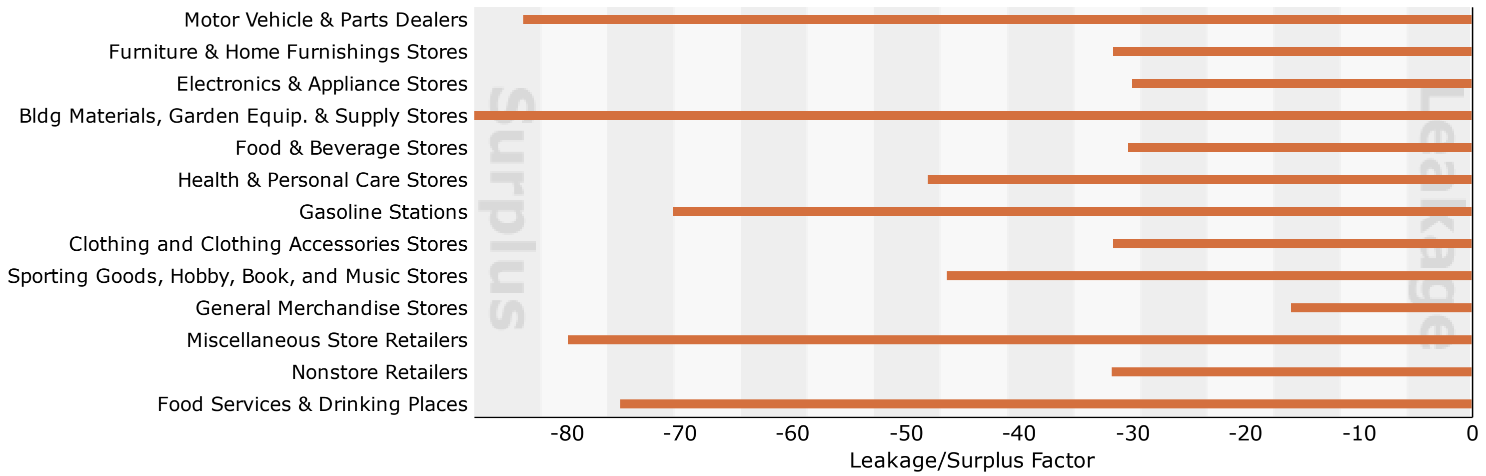
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

August 15, 2019

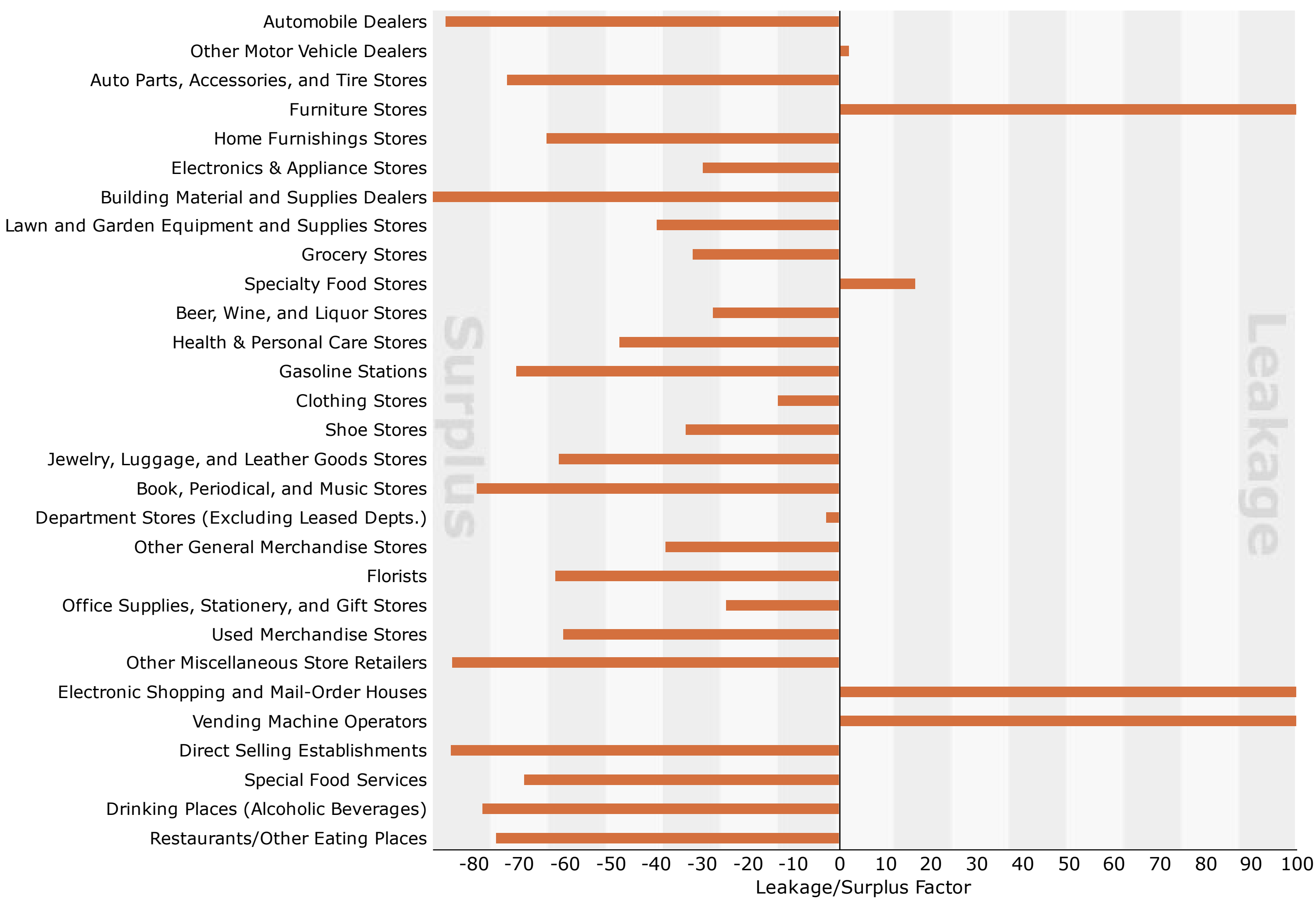
428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

August 15, 2019

Retail MarketPlace Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

Summary Demographics	
2019 Population	88,885
2019 Households	34,397
2019 Median Disposable Income	$43,514
2019 Per Capita Income	$25,748

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$935,919,976	$1,385,702,362	-$449,782,386	-19.4	732
Total Retail Trade	44-45	$845,284,071	$1,257,850,654	-$412,566,583	-19.6	521
Total Food & Drink	722	$90,635,905	$127,851,708	-$37,215,803	-17.0	211

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$185,223,746	$423,122,725	-$237,898,979	-39.1	94
Automobile Dealers	4411	$144,928,968	$392,065,472	-$247,136,504	-46.0	54
Other Motor Vehicle Dealers	4412	$22,832,930	$15,507,009	$7,325,921	19.1	9
Auto Parts, Accessories & Tire Stores	4413	$17,461,848	$15,550,244	$1,911,604	5.8	31
Furniture & Home Furnishings Stores	442	$31,193,974	$26,744,277	$4,449,697	7.7	21
Furniture Stores	4421	$17,242,971	$20,998,676	-$3,755,705	-9.8	13
Home Furnishings Stores	4422	$13,951,002	$5,745,601	$8,205,401	41.7	8
Electronics & Appliance Stores	443	$26,566,653	$15,746,735	$10,819,918	25.6	13
Bldg Materials, Garden Equip. & Supply Stores	444	$54,672,219	$117,957,068	-$63,284,849	-36.7	54
Bldg Material & Supplies Dealers	4441	$50,539,871	$112,686,120	-$62,146,249	-38.1	45
Lawn & Garden Equip & Supply Stores	4442	$4,132,348	$5,270,948	-$1,138,600	-12.1	9
Food & Beverage Stores	445	$150,877,968	$201,683,020	-$50,805,052	-14.4	66
Grocery Stores	4451	$132,190,596	$180,116,746	-$47,926,150	-15.3	47
Specialty Food Stores	4452	$7,471,529	$3,006,572	$4,464,957	42.6	10
Beer, Wine & Liquor Stores	4453	$11,215,843	$18,559,702	-$7,343,859	-24.7	10
Health & Personal Care Stores	446,4461	$46,337,592	$79,416,460	-$33,078,868	-26.3	42
Gasoline Stations	447,4471	$94,279,820	$153,598,878	-$59,319,058	-23.9	37
Clothing & Clothing Accessories Stores	448	$38,663,640	$35,505,610	$3,158,030	4.3	54
Clothing Stores	4481	$24,641,549	$23,368,299	$1,273,250	2.7	39
Shoe Stores	4482	$7,557,028	$5,457,648	$2,099,380	16.1	7
Jewelry, Luggage & Leather Goods Stores	4483	$6,465,063	$6,679,664	-$214,601	-1.6	8
Sporting Goods, Hobby, Book & Music Stores	451	$23,085,076	$21,390,878	$1,694,198	3.8	28
Sporting Goods/Hobby/Musical Instr Stores	4511	$19,517,263	$19,006,096	$511,167	1.3	21
Book, Periodical & Music Stores	4512	$3,567,814	$2,384,782	$1,183,032	19.9	7
General Merchandise Stores	452	$145,037,860	$133,065,994	$11,971,866	4.3	28
Department Stores Excluding Leased Depts.	4521	$105,485,570	$111,061,481	-$5,575,911	-2.6	9
Other General Merchandise Stores	4529	$39,552,290	$22,004,513	$17,547,777	28.5	19
Miscellaneous Store Retailers	453	$33,891,050	$40,248,278	-$6,357,228	-8.6	74
Florists	4531	$1,173,502	$1,369,560	-$196,058	-7.7	8
Office Supplies, Stationery & Gift Stores	4532	$6,216,344	$3,602,176	$2,614,168	26.6	12
Used Merchandise Stores	4533	$4,139,285	$11,728,596	-$7,589,311	-47.8	24
Other Miscellaneous Store Retailers	4539	$22,361,919	$23,547,946	-$1,186,027	-2.6	30
Nonstore Retailers	454	$15,454,473	$9,370,731	$6,083,742	24.5	8
Electronic Shopping & Mail-Order Houses	4541	$11,714,278	$5,620,205	$6,094,073	35.2	2
Vending Machine Operators	4542	$1,416,521	$1,327,329	$89,192	3.3	3
Direct Selling Establishments	4543	$2,323,673	$2,423,197	-$99,524	-2.1	3
Food Services & Drinking Places	722	$90,635,905	$127,851,708	-$37,215,803	-17.0	211
Special Food Services	7223	$1,219,124	$733,165	$485,959	24.9	4
Drinking Places - Alcoholic Beverages	7224	$1,726,169	$1,808,751	-$82,582	-2.3	15
Restaurants/Other Eating Places	7225	$87,690,612	$125,309,793	-$37,619,181	-17.7	193

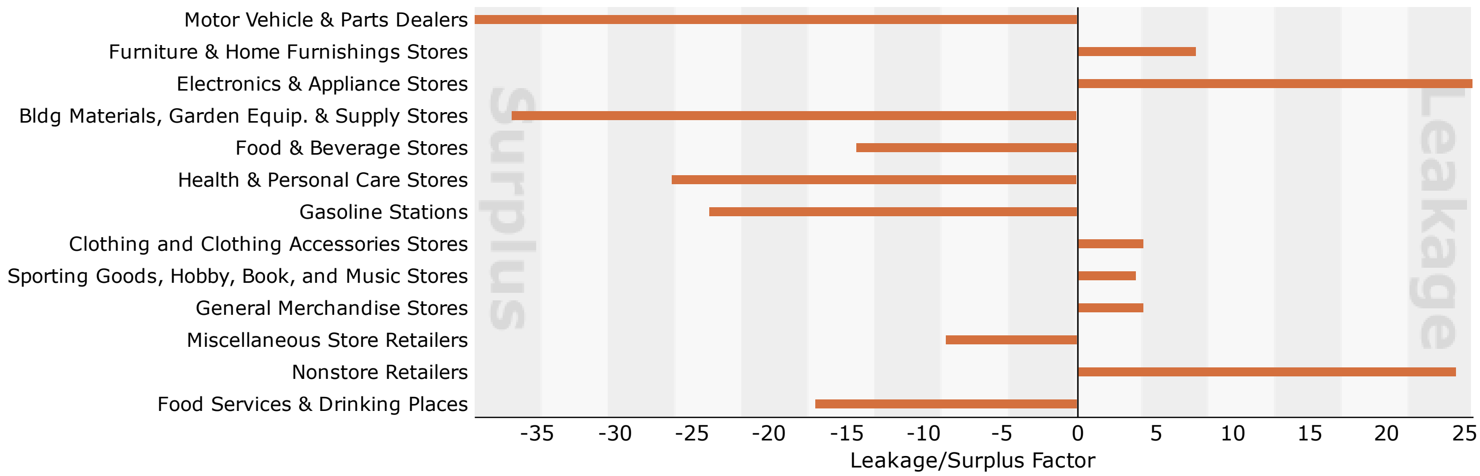
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

August 15, 2019

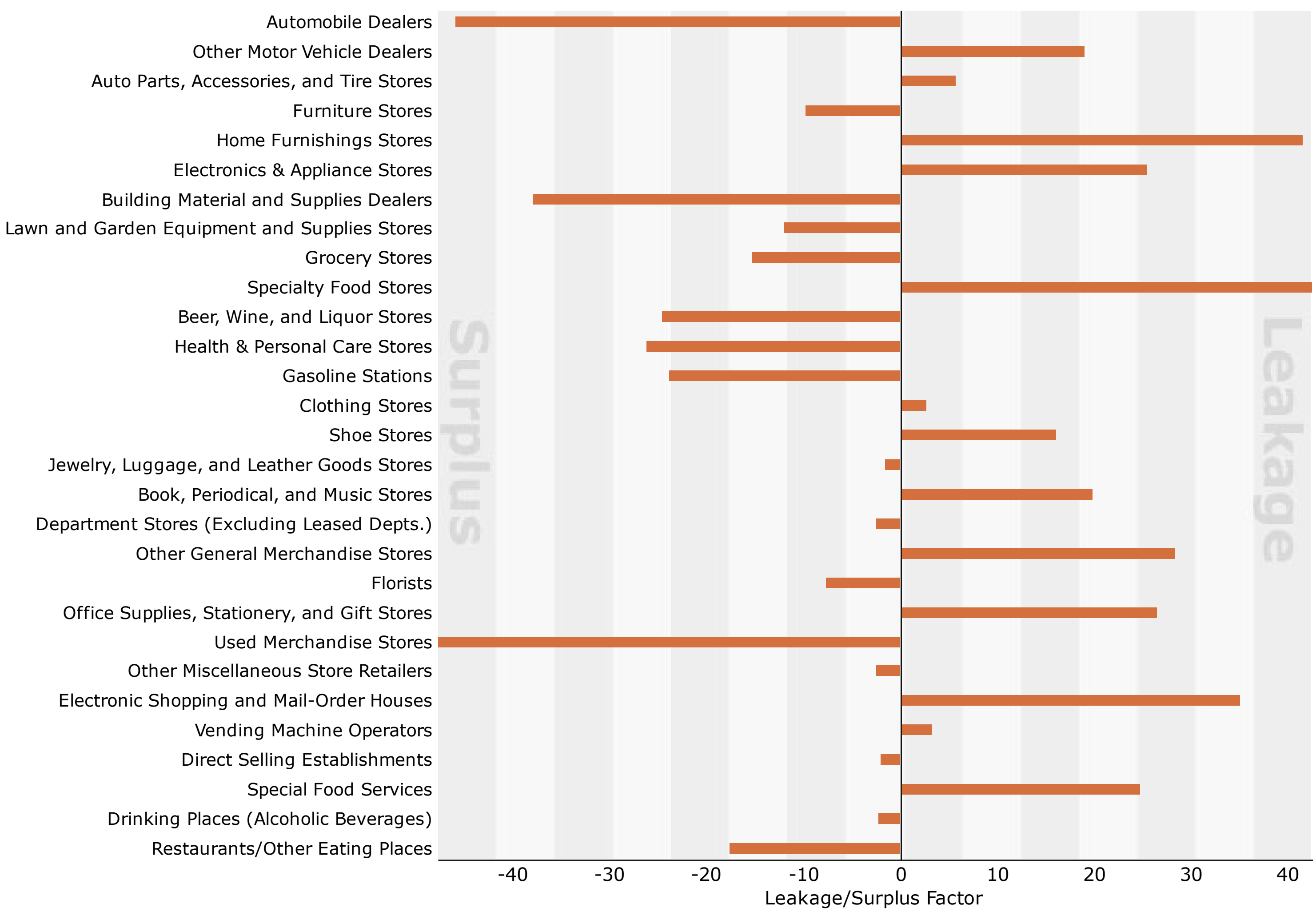
428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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August 15, 2019

Retail MarketPlace Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

Summary Demographics						
2019 Population						199,986
2019 Households						73,947
2019 Median Disposable Income						$50,146
2019 Per Capita Income						$27,507

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$2,235,280,057	$2,429,896,818	-$194,616,761	-4.2	1,238
Total Retail Trade	44-45	$2,015,275,952	$2,149,631,294	-$134,355,342	-3.2	833
Total Food & Drink	722	$220,004,105	$280,265,524	-$60,261,419	-12.0	405

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$441,490,945	$511,583,471	-$70,092,526	-7.4	119
Automobile Dealers	4411	$345,745,944	$470,503,481	-$124,757,537	-15.3	66
Other Motor Vehicle Dealers	4412	$54,176,257	$21,316,794	$32,859,463	43.5	12
Auto Parts, Accessories & Tire Stores	4413	$41,568,744	$19,763,196	$21,805,548	35.6	41
Furniture & Home Furnishings Stores	442	$75,010,812	$67,165,118	$7,845,694	5.5	39
Furniture Stores	4421	$41,560,665	$56,472,081	-$14,911,416	-15.2	25
Home Furnishings Stores	4422	$33,450,146	$10,693,037	$22,757,109	51.6	14
Electronics & Appliance Stores	443	$63,853,569	$45,193,169	$18,660,400	17.1	24
Bldg Materials, Garden Equip. & Supply Stores	444	$130,515,245	$128,403,427	$2,111,818	0.8	67
Bldg Material & Supplies Dealers	4441	$121,014,827	$121,101,053	-$86,226	0.0	55
Lawn & Garden Equip & Supply Stores	4442	$9,500,418	$7,302,374	$2,198,044	13.1	13
Food & Beverage Stores	445	$358,221,248	$287,737,666	$70,483,582	10.9	105
Grocery Stores	4451	$313,509,551	$247,911,313	$65,598,238	11.7	70
Specialty Food Stores	4452	$17,565,432	$5,738,846	$11,826,586	50.7	17
Beer, Wine & Liquor Stores	4453	$27,146,265	$34,087,508	-$6,941,243	-11.3	18
Health & Personal Care Stores	446,4461	$108,531,513	$116,204,706	-$7,673,193	-3.4	71
Gasoline Stations	447,4471	$224,512,114	$305,886,315	-$81,374,201	-15.3	68
Clothing & Clothing Accessories Stores	448	$93,888,964	$120,215,679	-$26,326,715	-12.3	115
Clothing Stores	4481	$59,605,577	$89,921,277	-$30,315,700	-20.3	81
Shoe Stores	4482	$18,442,036	$13,623,127	$4,818,909	15.0	15
Jewelry, Luggage & Leather Goods Stores	4483	$15,841,351	$16,671,275	-$829,924	-2.6	19
Sporting Goods, Hobby, Book & Music Stores	451	$55,432,465	$62,689,904	-$7,257,439	-6.1	50
Sporting Goods/Hobby/Musical Instr Stores	4511	$46,771,140	$58,193,183	-$11,422,043	-10.9	41
Book, Periodical & Music Stores	4512	$8,661,325	$4,496,721	$4,164,604	31.7	9
General Merchandise Stores	452	$348,894,856	$421,843,550	-$72,948,694	-9.5	55
Department Stores Excluding Leased Depts.	4521	$254,803,044	$313,855,735	-$59,052,691	-10.4	23
Other General Merchandise Stores	4529	$94,091,813	$107,987,815	-$13,896,002	-6.9	33
Miscellaneous Store Retailers	453	$79,609,669	$67,304,268	$12,305,401	8.4	110
Florists	4531	$2,768,651	$1,623,372	$1,145,279	26.1	10
Office Supplies, Stationery & Gift Stores	4532	$15,074,035	$7,748,592	$7,325,443	32.1	21
Used Merchandise Stores	4533	$9,955,838	$14,753,356	-$4,797,518	-19.4	32
Other Miscellaneous Store Retailers	4539	$51,811,145	$43,178,948	$8,632,197	9.1	47
Nonstore Retailers	454	$35,314,552	$15,404,021	$19,910,531	39.3	10
Electronic Shopping & Mail-Order Houses	4541	$26,967,097	$11,545,086	$15,422,011	40.0	3
Vending Machine Operators	4542	$3,367,980	$1,346,880	$2,021,100	42.9	3
Direct Selling Establishments	4543	$4,979,475	$2,512,055	$2,467,420	32.9	4
Food Services & Drinking Places	722	$220,004,105	$280,265,524	-$60,261,419	-12.0	405
Special Food Services	7223	$3,049,606	$1,117,985	$1,931,621	46.3	6
Drinking Places - Alcoholic Beverages	7224	$4,189,385	$4,440,197	-$250,812	-2.9	24
Restaurants/Other Eating Places	7225	$212,765,114	$274,707,342	-$61,942,228	-12.7	375

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

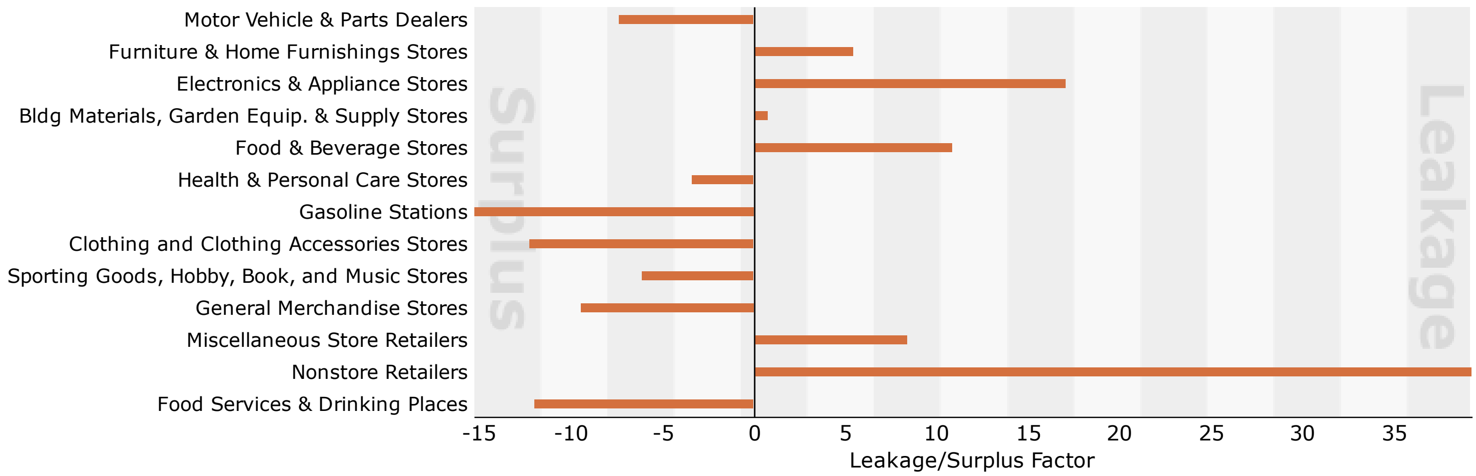
August 15, 2019

Retail MarketPlace Profile

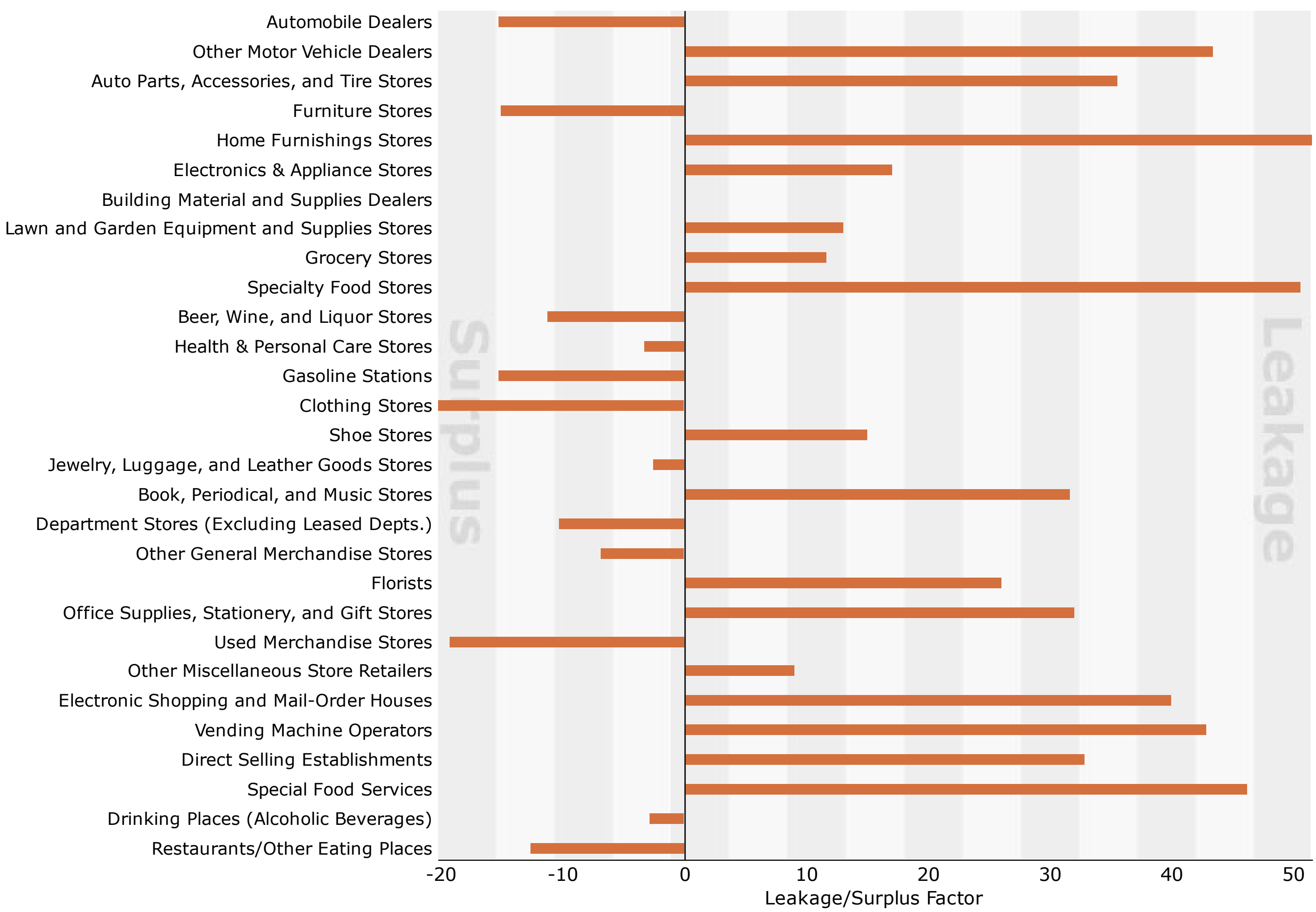
428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



August 15, 2019

Tapestry Segmentation Area Profile

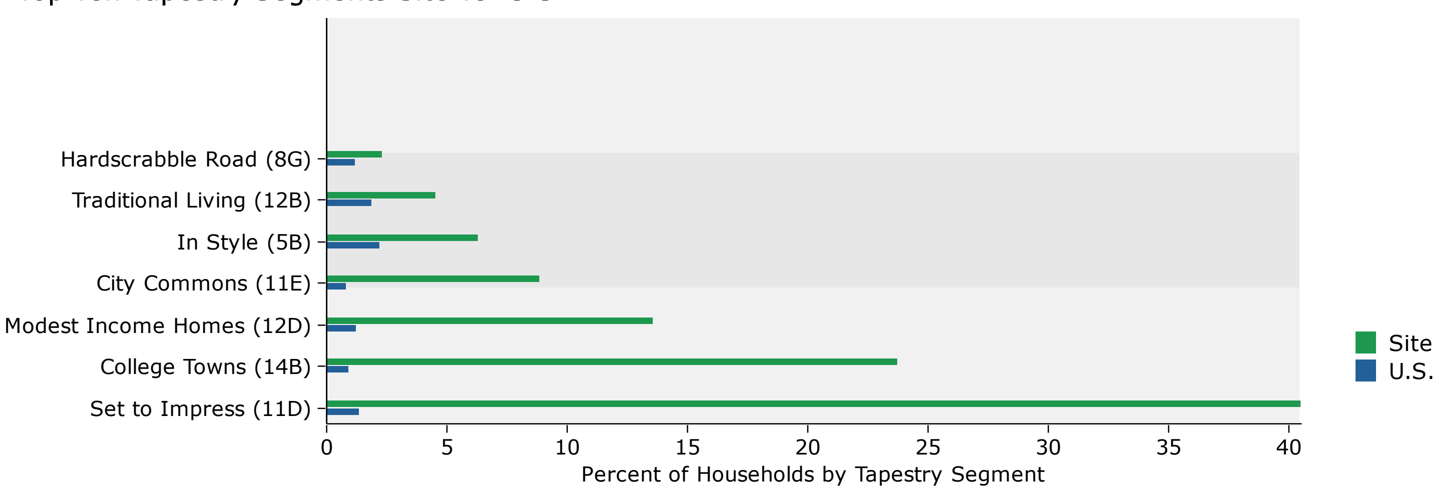
428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

Top Twenty Tapestry Segments

		2019 Households		2019 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Set to Impress (11D)	40.6%	40.6%	1.4%	1.4%	2934
2	College Towns (14B)	23.8%	64.4%	1.0%	2.4%	2,496
3	Modest Income Homes (12D)	13.6%	78.0%	1.3%	3.7%	1,050
4	City Commons (11E)	8.9%	86.9%	0.9%	4.6%	1,013
5	In Style (5B)	6.3%	93.2%	2.2%	6.8%	282
	Subtotal	**93.2%**		**6.8%**		
6	Traditional Living (12B)	4.6%	97.8%	1.9%	8.7%	238
7	Hardscrabble Road (8G)	2.3%	100.1%	1.2%	9.9%	193
	Subtotal	**6.9%**		**3.1%**		
	Total	**100.0%**		**9.9%**		**1013**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 15, 2019

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
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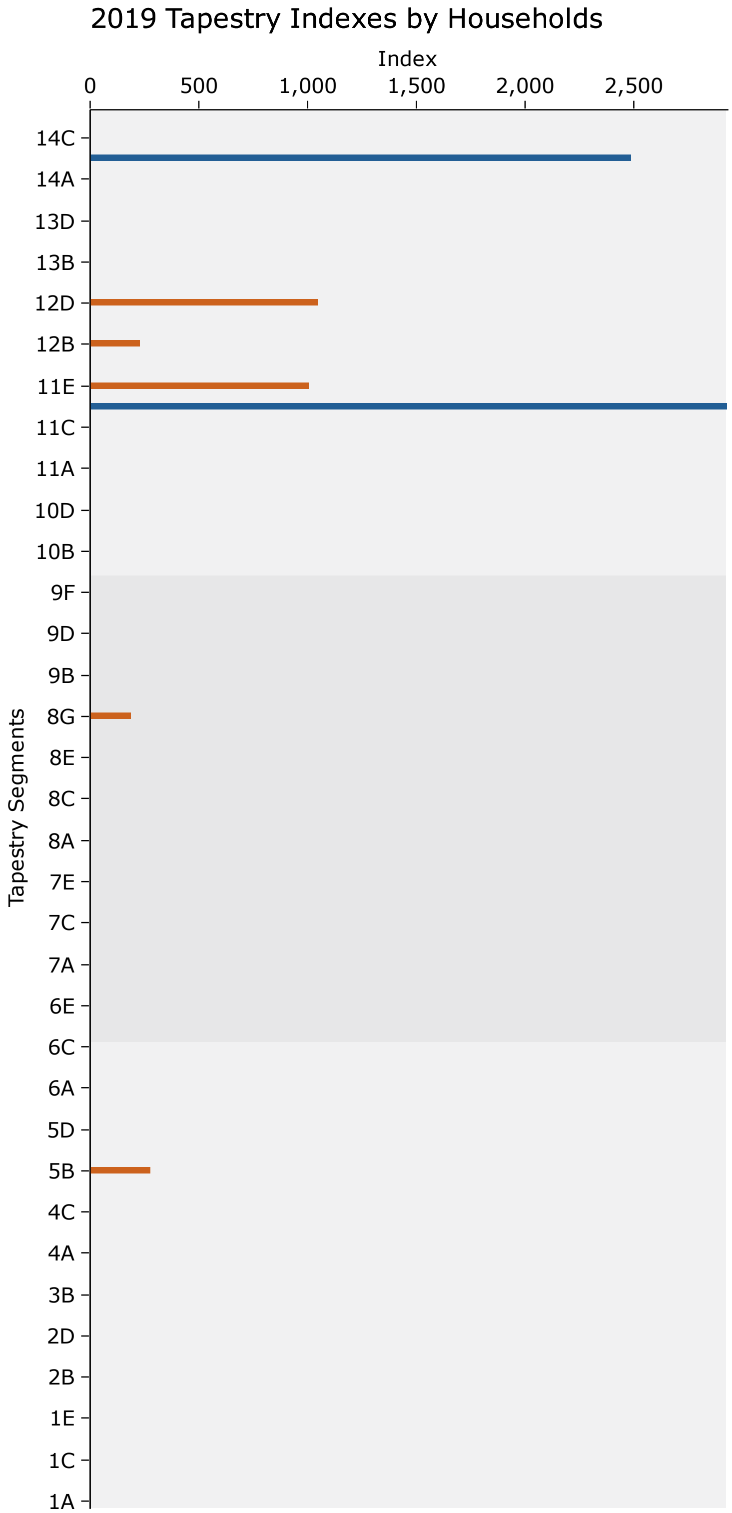

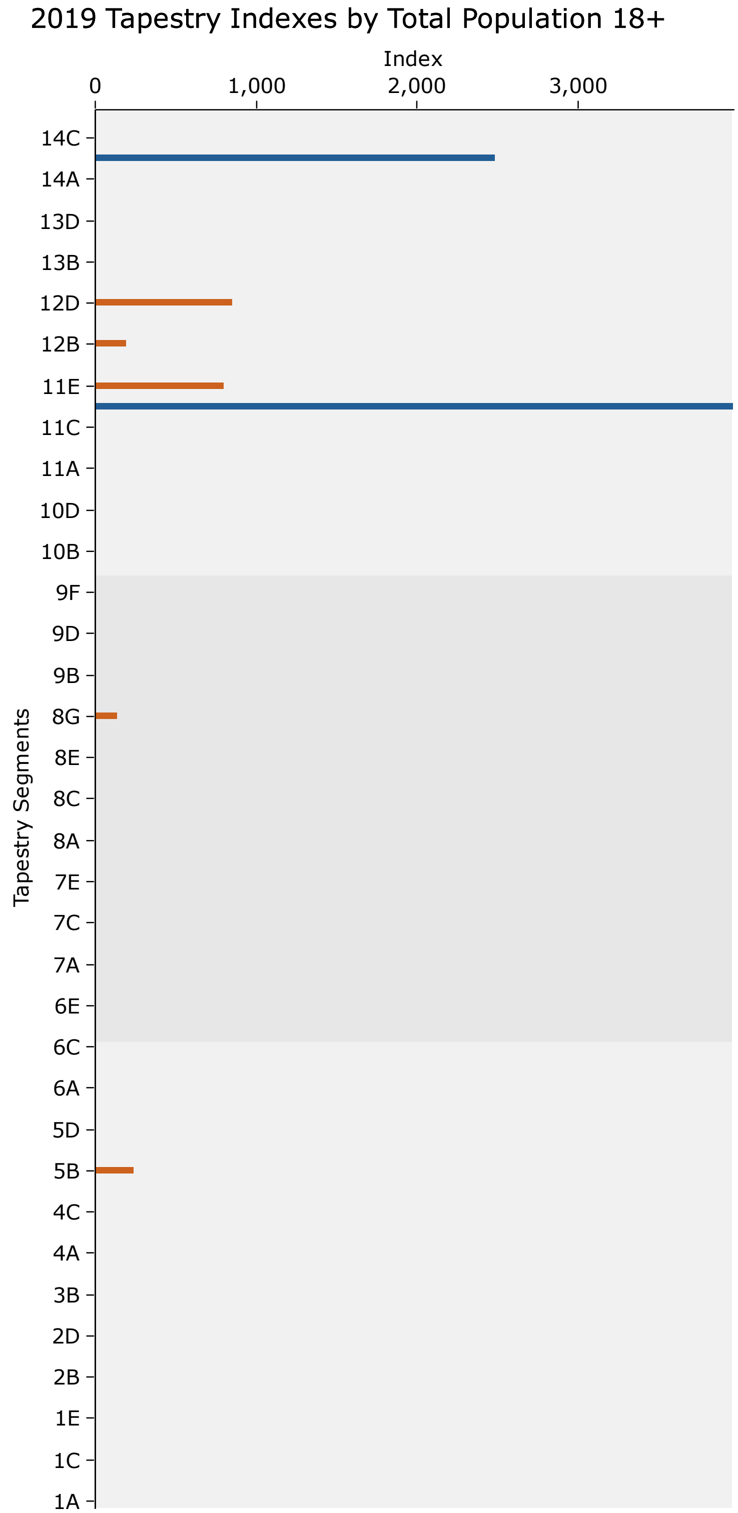

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 15, 2019

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Latitude: 36.5308
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,494	100.0%		5,669	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**158**	**6.3%**	**56**	**292**	**5.2%**	**47**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	158	6.3%	282	292	5.2%	246
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 15, 2019

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,494	100.0%		5,669	100.0%	
8. Middle Ground	**58**	**2.3%**	**21**	**93**	**1.6%**	**16**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	58	2.3%	193	93	1.6%	142
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,232**	**49.4%**	**801**	**3,016**	**53.2%**	**977**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,011	40.5%	2,933	2,657	46.9%	3,973
City Commons (11E)	221	8.9%	1,012	359	6.3%	806
12. Hometown	**453**	**18.2%**	**298**	**813**	**14.3%**	**249**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	114	4.6%	238	206	3.6%	203
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	339	13.6%	1,050	607	10.7%	863
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**593**	**23.8%**	**1,477**	**1,455**	**25.7%**	**1,126**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	593	23.8%	2,495	1,455	25.7%	2,490
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,494	100.0%		5,669	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**339**	**13.6%**	**82**	**607**	**10.7%**	**60**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	339	13.6%	1,050	607	10.7%	863
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**2,155**	**86.4%**	**476**	**5,062**	**89.3%**	**532**
In Style (5B)	158	6.3%	282	292	5.2%	246
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	58	2.3%	193	93	1.6%	142
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,011	40.5%	2,933	2,657	46.9%	3,973
City Commons (11E)	221	8.9%	1,012	359	6.3%	806
Traditional Living (12B)	114	4.6%	238	206	3.6%	203
College Towns (14B)	593	23.8%	2,495	1,455	25.7%	2,490
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

Tapestry Segmentation Area Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 1 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,494	100.0%		5,669	100.0%	
4. Suburban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

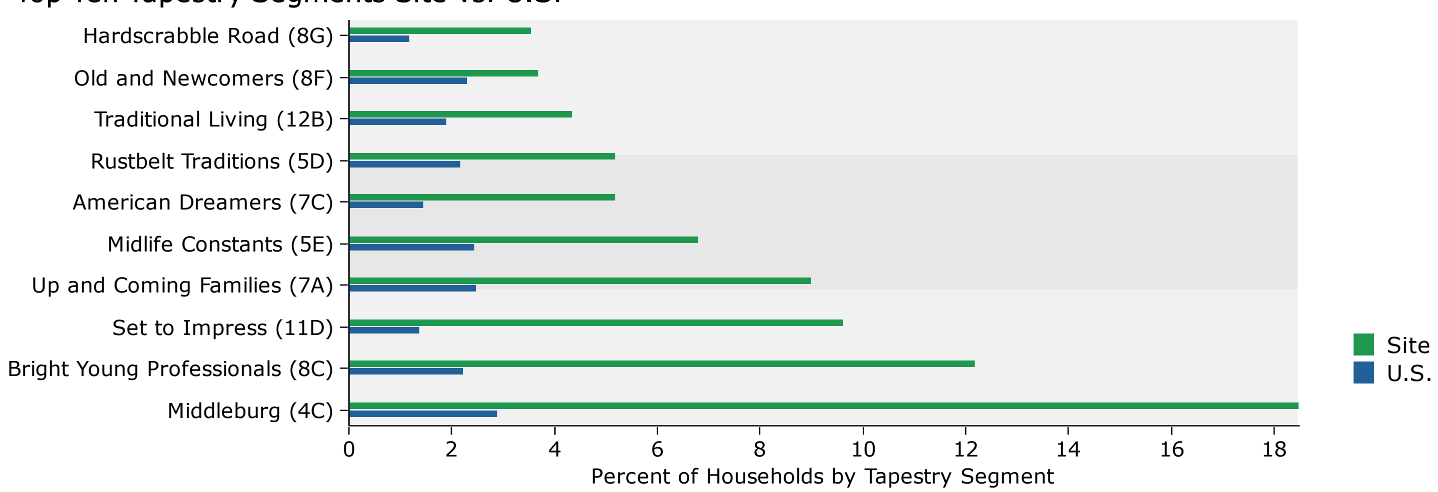
428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

Top Twenty Tapestry Segments

		2019 Households		2019 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Middleburg (4C)	18.5%	18.5%	2.9%	2.9%	636
2	Bright Young Professionals (8C)	12.2%	30.7%	2.2%	5.2%	542
3	Set to Impress (11D)	9.6%	40.3%	1.4%	6.6%	696
4	Up and Coming Families (7A)	9.0%	49.3%	2.5%	9.1%	363
5	Midlife Constants (5E)	6.8%	56.1%	2.5%	11.6%	276
	Subtotal	**56.1%**		**11.6%**		
6	American Dreamers (7C)	5.2%	61.3%	1.5%	13.1%	353
7	Rustbelt Traditions (5D)	5.2%	66.5%	2.2%	15.3%	238
8	Traditional Living (12B)	4.4%	70.9%	1.9%	17.2%	228
9	Old and Newcomers (8F)	3.7%	74.6%	2.3%	19.5%	161
10	Hardscrabble Road (8G)	3.6%	78.2%	1.2%	20.7%	295
	Subtotal	**22.1%**		**9.1%**		
11	Green Acres (6A)	2.9%	81.1%	3.2%	23.9%	91
12	Modest Income Homes (12D)	2.5%	83.6%	1.3%	25.2%	194
13	Heartland Communities (6F)	2.5%	86.1%	2.3%	27.5%	108
14	City Commons (11E)	2.3%	88.4%	0.9%	28.4%	268
15	Retirement Communities (9E)	2.0%	90.4%	1.2%	29.6%	165
	Subtotal	**12.2%**		**8.9%**		
16	College Towns (14B)	1.7%	92.1%	1.0%	30.6%	181
17	Metro Fusion (11C)	1.7%	93.8%	1.4%	32.0%	120
18	Soccer Moms (4A)	1.5%	95.3%	2.9%	34.9%	51
19	Southern Satellites (10A)	1.5%	96.8%	3.1%	38.0%	46
20	Comfortable Empty Nesters (5A)	0.9%	97.7%	2.4%	40.4%	38
	Subtotal	**7.3%**		**10.8%**		
	Total	**97.8%**		**40.4%**		**242**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

August 15, 2019

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
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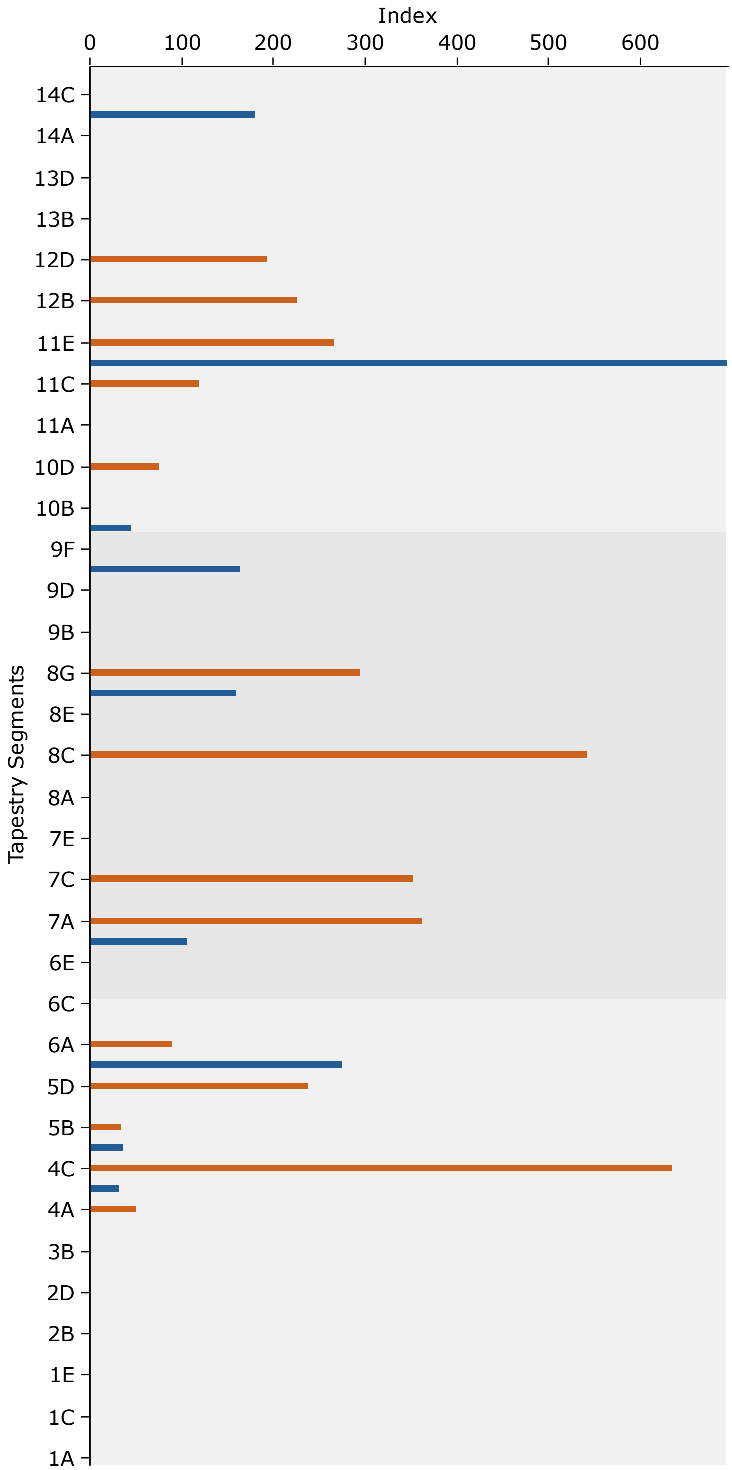
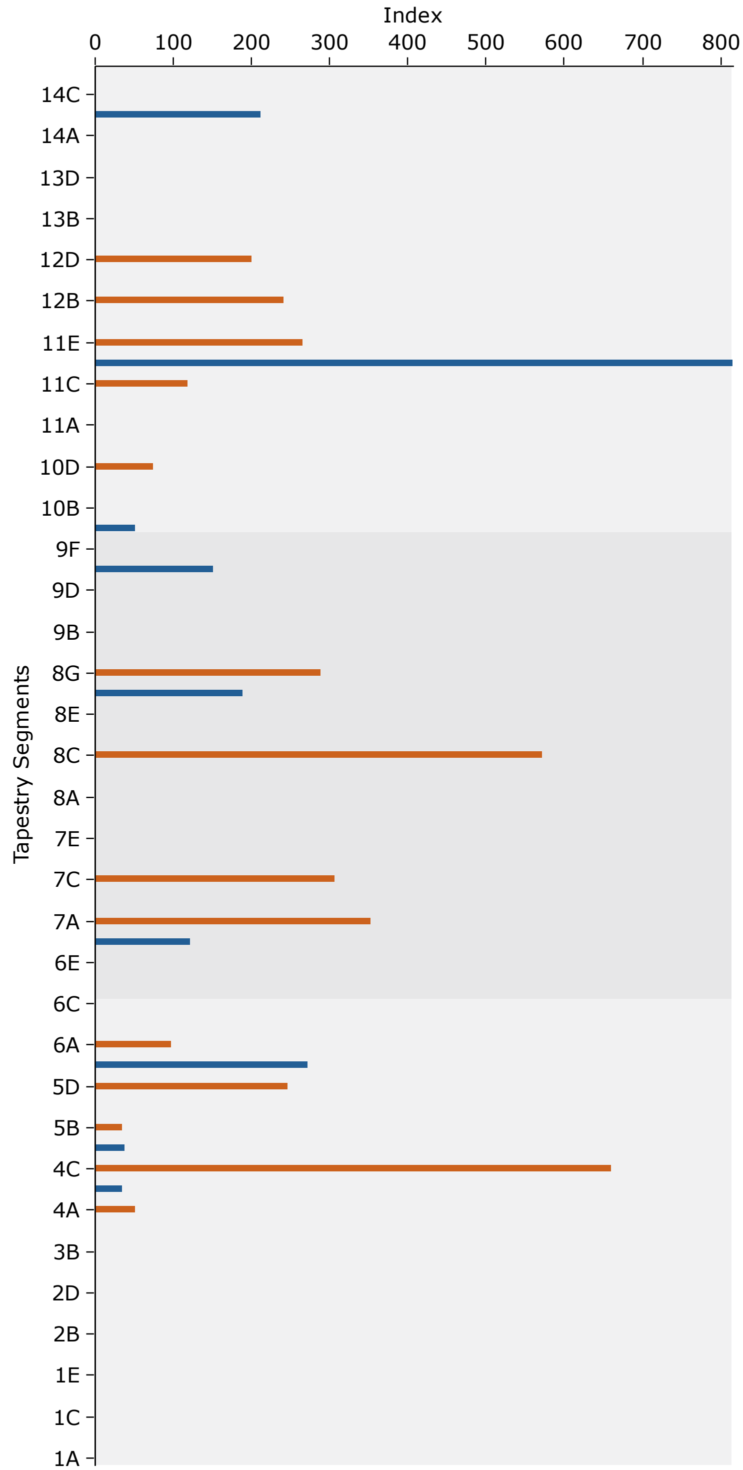
2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Source: Esri

August 15, 2019

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,398	100.0%		66,153	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**7,071**	**20.6%**	**272**	**14,185**	**21.4%**	**272**
Soccer Moms (4A)	514	1.5%	51	1,070	1.6%	52
Home Improvement (4B)	195	0.6%	33	440	0.7%	36
Middleburg (4C)	6,362	18.5%	636	12,675	19.2%	661
5. GenXurban	**4,730**	**13.8%**	**121**	**8,726**	**13.2%**	**121**
Comfortable Empty Nesters (5A)	323	0.9%	38	649	1.0%	40
In Style (5B)	271	0.8%	35	493	0.7%	36
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,789	5.2%	238	3,359	5.1%	247
Midlife Constants (5E)	2,347	6.8%	276	4,225	6.4%	273
6. Cozy Country Living	**1,861**	**5.4%**	**45**	**3,890**	**5.9%**	**50**
Green Acres (6A)	1,008	2.9%	91	2,155	3.3%	98
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	853	2.5%	108	1,735	2.6%	123
7. Ethnic Enclaves	**4,895**	**14.2%**	**200**	**9,538**	**14.4%**	**174**
Up and Coming Families (7A)	3,102	9.0%	363	6,129	9.3%	353
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,793	5.2%	353	3,409	5.2%	307
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,398	100.0%		66,153	100.0%	
8. Middle Ground	**6,694**	**19.5%**	**179**	**12,364**	**18.7%**	**185**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,195	12.2%	542	7,674	11.6%	573
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,277	3.7%	161	2,491	3.8%	190
Hardscrabble Road (8G)	1,222	3.6%	295	2,199	3.3%	289
9. Senior Styles	**685**	**2.0%**	**34**	**1,023**	**1.5%**	**31**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	685	2.0%	165	1,023	1.5%	153
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**804**	**2.3%**	**28**	**1,668**	**2.5%**	**30**
Southern Satellites (10A)	500	1.5%	46	1,089	1.6%	52
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	304	0.9%	77	579	0.9%	75
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**4,697**	**13.7%**	**221**	**8,796**	**13.3%**	**244**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	579	1.7%	120	1,035	1.6%	120
Set to Impress (11D)	3,310	9.6%	696	6,373	9.6%	817
City Commons (11E)	808	2.3%	268	1,388	2.1%	267
12. Hometown	**2,368**	**6.9%**	**113**	**4,508**	**6.8%**	**118**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,502	4.4%	228	2,861	4.3%	242
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	866	2.5%	194	1,647	2.5%	201
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**593**	**1.7%**	**107**	**1,455**	**2.2%**	**97**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	593	1.7%	181	1,455	2.2%	213
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

Tapestry Segmentation Area Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,398	100.0%		66,153	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**9,222**	**26.8%**	**161**	**17,124**	**25.9%**	**146**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,789	5.2%	238	3,359	5.1%	247
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,793	5.2%	353	3,409	5.2%	307
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,195	12.2%	542	7,674	11.6%	573
Metro Fusion (11C)	579	1.7%	120	1,035	1.6%	120
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	866	2.5%	194	1,647	2.5%	201
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**9,668**	**28.1%**	**155**	**18,283**	**27.6%**	**165**
In Style (5B)	271	0.8%	35	493	0.7%	36
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,277	3.7%	161	2,491	3.8%	190
Hardscrabble Road (8G)	1,222	3.6%	295	2,199	3.3%	289
Retirement Communities (9E)	685	2.0%	165	1,023	1.5%	153
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	3,310	9.6%	696	6,373	9.6%	817
City Commons (11E)	808	2.3%	268	1,388	2.1%	267
Traditional Living (12B)	1,502	4.4%	228	2,861	4.3%	242
College Towns (14B)	593	1.7%	181	1,455	2.2%	213
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

Tapestry Segmentation Area Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 5 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,398	100.0%		66,153	100.0%	
4. Suburban Periphery	**6,481**	**18.8%**	**59**	**12,513**	**18.9%**	**58**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	514	1.5%	51	1,070	1.6%	52
Home Improvement (4B)	195	0.6%	33	440	0.7%	36
Comfortable Empty Nesters (5A)	323	0.9%	38	649	1.0%	40
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,347	6.8%	276	4,225	6.4%	273
Up and Coming Families (7A)	3,102	9.0%	363	6,129	9.3%	353
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**7,519**	**21.9%**	**234**	**14,989**	**22.7%**	**251**
Middleburg (4C)	6,362	18.5%	636	12,675	19.2%	661
Heartland Communities (6F)	853	2.5%	108	1,735	2.6%	123
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	304	0.9%	77	579	0.9%	75
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**1,508**	**4.4%**	**26**	**3,244**	**4.9%**	**29**
Green Acres (6A)	1,008	2.9%	91	2,155	3.3%	98
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	500	1.5%	46	1,089	1.6%	52
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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August 15, 2019

Tapestry Segmentation Area Profile

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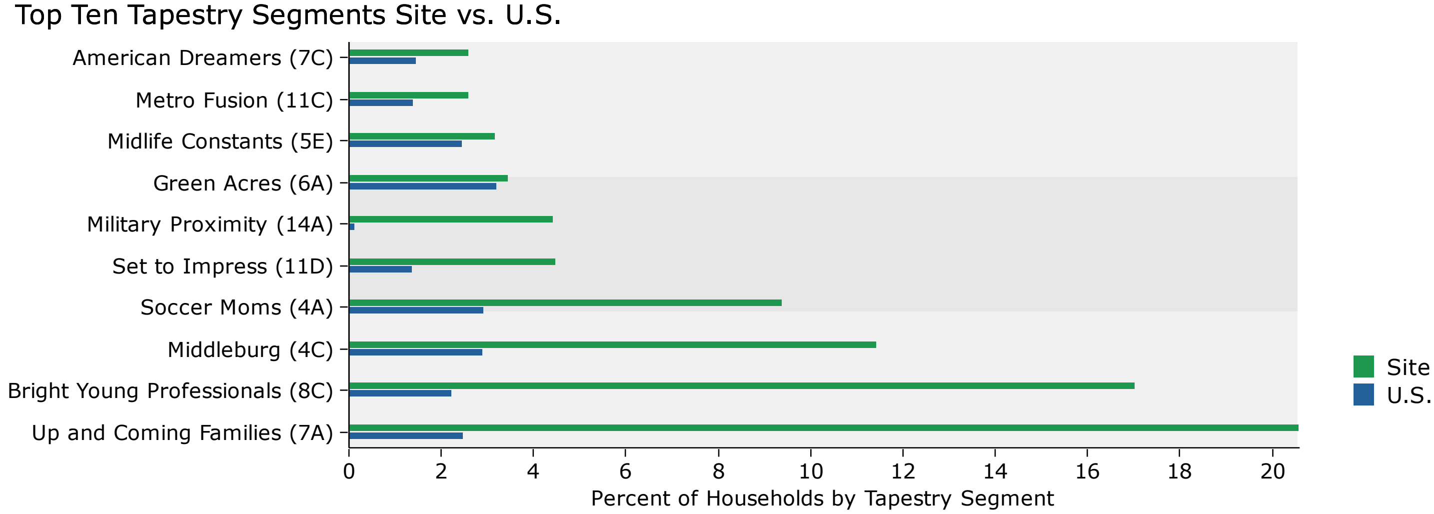
428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

Top Twenty Tapestry Segments

		2019 Households		2019 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Up and Coming Families (7A)	20.6%	20.6%	2.5%	2.5%	828
2	Bright Young Professionals (8C)	17.0%	37.6%	2.2%	4.8%	758
3	Middleburg (4C)	11.5%	49.1%	2.9%	7.7%	394
4	Soccer Moms (4A)	9.4%	58.5%	2.9%	10.6%	321
5	Set to Impress (11D)	4.5%	63.0%	1.4%	12.0%	324
	Subtotal	**63.0%**		**12.0%**		
6	Military Proximity (14A)	4.4%	67.4%	0.1%	12.1%	3,007
7	Green Acres (6A)	3.5%	70.9%	3.2%	15.3%	108
8	Midlife Constants (5E)	3.2%	74.1%	2.5%	17.8%	128
9	Metro Fusion (11C)	2.6%	76.7%	1.4%	19.2%	186
10	American Dreamers (7C)	2.6%	79.3%	1.5%	20.7%	176
	Subtotal	**16.3%**		**8.7%**		
11	Rustbelt Traditions (5D)	2.4%	81.7%	2.2%	22.9%	111
12	Traditional Living (12B)	2.0%	83.7%	1.9%	24.8%	106
13	Heartland Communities (6F)	2.0%	85.7%	2.3%	27.1%	88
14	Old and Newcomers (8F)	1.7%	87.4%	2.3%	29.4%	75
15	Comfortable Empty Nesters (5A)	1.7%	89.1%	2.4%	31.8%	70
	Subtotal	**9.8%**		**11.1%**		
16	Hardscrabble Road (8G)	1.7%	90.8%	1.2%	33.0%	137
17	Southern Satellites (10A)	1.5%	92.3%	3.1%	36.1%	46
18	Young and Restless (11B)	1.2%	93.5%	1.7%	37.8%	70
19	Modest Income Homes (12D)	1.2%	94.7%	1.3%	39.1%	90
20	City Commons (11E)	1.1%	95.8%	0.9%	40.0%	125
	Subtotal	**6.7%**		**8.2%**		
	Total	**95.8%**		**40.1%**		**239**

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

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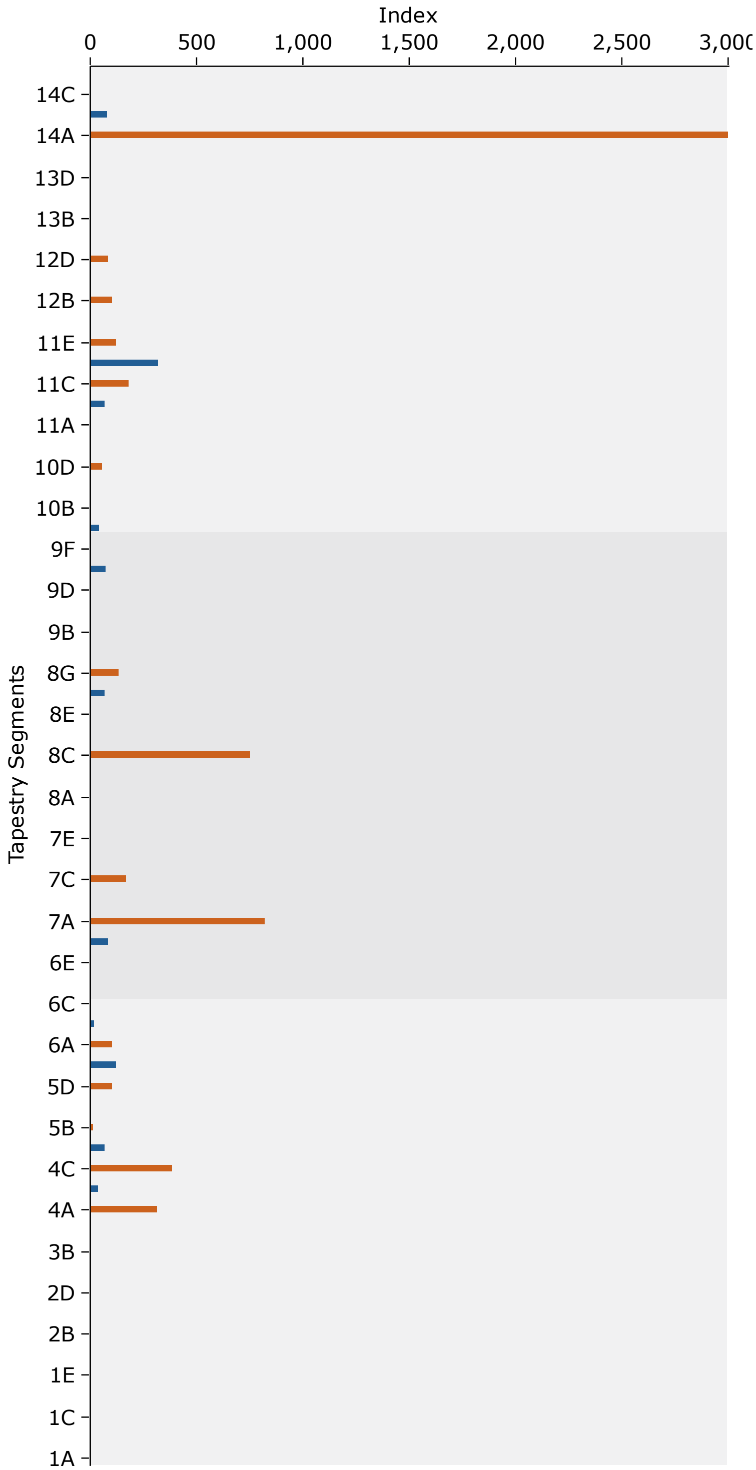
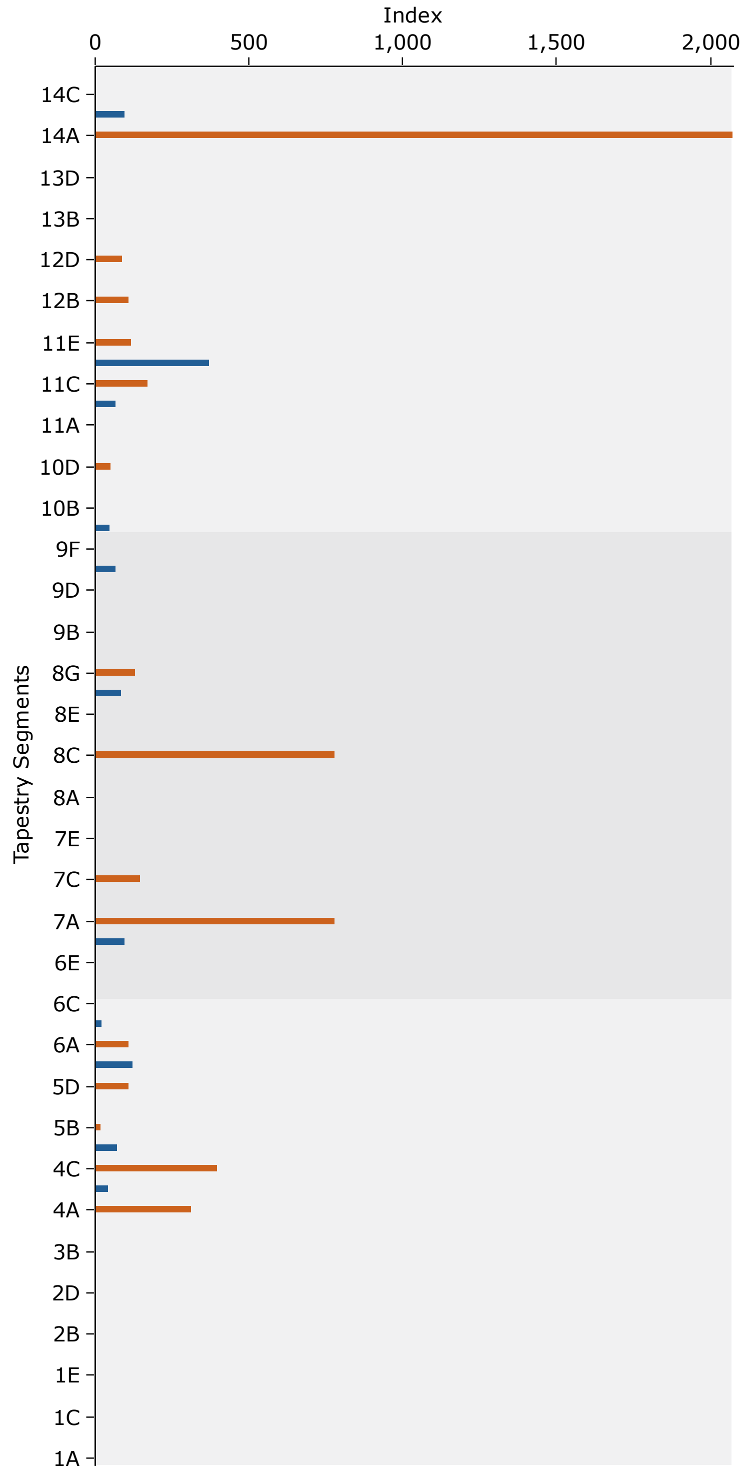
2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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August 15, 2019

Tapestry Segmentation Area Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,948	100.0%		144,744	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**15,986**	**21.6%**	**287**	**32,455**	**22.4%**	**285**
Soccer Moms (4A)	6,945	9.4%	321	14,403	10.0%	318
Home Improvement (4B)	571	0.8%	45	1,229	0.8%	46
Middleburg (4C)	8,470	11.5%	394	16,823	11.6%	401
5. GenXurban	**5,735**	**7.8%**	**68**	**10,847**	**7.5%**	**69**
Comfortable Empty Nesters (5A)	1,275	1.7%	70	2,661	1.8%	75
In Style (5B)	324	0.4%	20	602	0.4%	20
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,789	2.4%	111	3,359	2.3%	113
Midlife Constants (5E)	2,347	3.2%	128	4,225	2.9%	125
6. Cozy Country Living	**4,518**	**6.1%**	**51**	**9,486**	**6.6%**	**55**
Green Acres (6A)	2,560	3.5%	108	5,452	3.8%	113
Salt of the Earth (6B)	472	0.6%	22	991	0.7%	24
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,486	2.0%	88	3,043	2.1%	98
7. Ethnic Enclaves	**17,153**	**23.2%**	**326**	**33,453**	**23.1%**	**280**
Up and Coming Families (7A)	15,227	20.6%	828	29,790	20.6%	784
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,926	2.6%	176	3,663	2.5%	151
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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August 15, 2019

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428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,948	100.0%		144,744	100.0%	
8. Middle Ground	**15,106**	**20.4%**	**188**	**27,660**	**19.1%**	**189**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	12,607	17.0%	758	22,970	15.9%	784
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,277	1.7%	75	2,491	1.7%	87
Hardscrabble Road (8G)	1,222	1.7%	137	2,199	1.5%	132
9. Senior Styles	**685**	**0.9%**	**16**	**1,023**	**0.7%**	**14**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	685	0.9%	77	1,023	0.7%	70
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**1,576**	**2.1%**	**26**	**3,186**	**2.2%**	**26**
Southern Satellites (10A)	1,080	1.5%	46	2,260	1.6%	49
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	496	0.7%	58	926	0.6%	55
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**6,946**	**9.4%**	**152**	**12,505**	**8.6%**	**159**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	899	1.2%	70	1,427	1.0%	71
Metro Fusion (11C)	1,929	2.6%	186	3,317	2.3%	176
Set to Impress (11D)	3,310	4.5%	324	6,373	4.4%	373
City Commons (11E)	808	1.1%	125	1,388	1.0%	122
12. Hometown	**2,368**	**3.2%**	**53**	**4,508**	**3.1%**	**54**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,502	2.0%	106	2,861	2.0%	111
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	866	1.2%	90	1,647	1.1%	92
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**3,875**	**5.2%**	**325**	**9,621**	**6.6%**	**292**
Military Proximity (14A)	3,282	4.4%	3,007	8,166	5.6%	2,077
College Towns (14B)	593	0.8%	84	1,455	1.0%	98
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	73,948	100.0%		144,744	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**19,117**	**25.9%**	**155**	**34,956**	**24.2%**	**136**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,789	2.4%	111	3,359	2.3%	113
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,926	2.6%	176	3,663	2.5%	151
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	12,607	17.0%	758	22,970	15.9%	784
Metro Fusion (11C)	1,929	2.6%	186	3,317	2.3%	176
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	866	1.2%	90	1,647	1.1%	92
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**10,620**	**14.4%**	**79**	**19,819**	**13.7%**	**82**
In Style (5B)	324	0.4%	20	602	0.4%	20
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,277	1.7%	75	2,491	1.7%	87
Hardscrabble Road (8G)	1,222	1.7%	137	2,199	1.5%	132
Retirement Communities (9E)	685	0.9%	77	1,023	0.7%	70
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	899	1.2%	70	1,427	1.0%	71
Set to Impress (11D)	3,310	4.5%	324	6,373	4.4%	373
City Commons (11E)	808	1.1%	125	1,388	1.0%	122
Traditional Living (12B)	1,502	2.0%	106	2,861	2.0%	111
College Towns (14B)	593	0.8%	84	1,455	1.0%	98
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

August 15, 2019

Tapestry Segmentation Area Profile

428 College St Clarksville TN 37040
428 College St Clarksville TN 37040
Ring: 10 mile radius

Latitude: 36.5308
Longitude: -87.3563

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,948	100.0%		144,744	100.0%	
4. Suburban Periphery	**29,647**	**40.1%**	**126**	**60,474**	**41.8%**	**128**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	6,945	9.4%	321	14,403	10.0%	318
Home Improvement (4B)	571	0.8%	45	1,229	0.8%	46
Comfortable Empty Nesters (5A)	1,275	1.7%	70	2,661	1.8%	75
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,347	3.2%	128	4,225	2.9%	125
Up and Coming Families (7A)	15,227	20.6%	828	29,790	20.6%	784
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	3,282	4.4%	3,007	8,166	5.6%	2,077
5. Semirural	**10,452**	**14.1%**	**151**	**20,792**	**14.4%**	**159**
Middleburg (4C)	8,470	11.5%	394	16,823	11.6%	401
Heartland Communities (6F)	1,486	2.0%	88	3,043	2.1%	98
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	496	0.7%	58	926	0.6%	55
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**4,112**	**5.6%**	**33**	**8,703**	**6.0%**	**36**
Green Acres (6A)	2,560	3.5%	108	5,452	3.8%	113
Salt of the Earth (6B)	472	0.6%	22	991	0.7%	24
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,080	1.5%	46	2,260	1.6%	49
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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