

# GREENE COUNTY

## RETAIL DEVELOPMENT OPPORTUNITIES



# WHY GREENE COUNTY?

The Greene County Market Trade Area includes a population of over 9,000 people, and more than 3,500 households.

The Trade Area Draw is defined by a Retail Sales Leakage of almost \$30 million.

Greene County offers proximity and excellent visibility to Interstate 20, including 4 exits in the county.

Greene county enjoys a strategic location part-way between Jackson, MS and Birmingham, AL leading to additional sales from outside the Trade Area.

The Average Vehicles Per Day passing through the County on Interstate 20 is 26,430.

Greene County is home to over 1,582 employers with over 15,497 employees..

For consumers in central Greene County, the next closest major retail is over 30 miles away offering a significant opportunity for commercial and retail development



## 26,430 on I-20

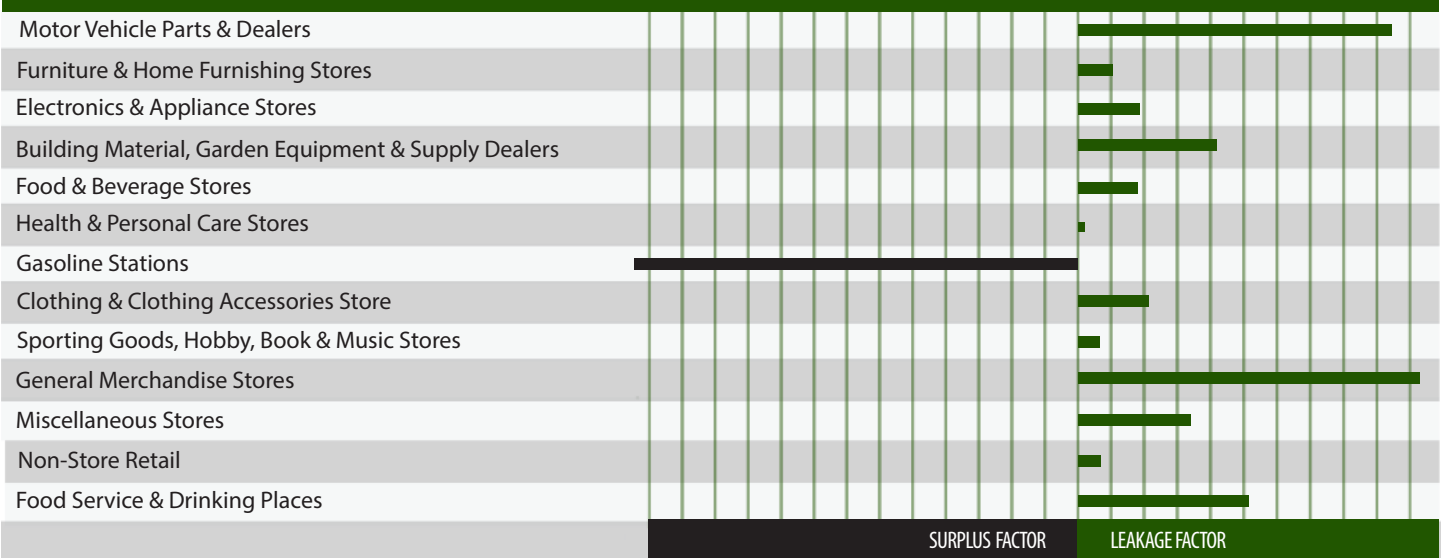
### TRADE POTENTIAL VARIABLES

Estimated Household Count	3718
Total Retail Demand	\$84,521,445
Total Retail Supply	\$54,599,138
Leakage/Surplus	\$29,922,307

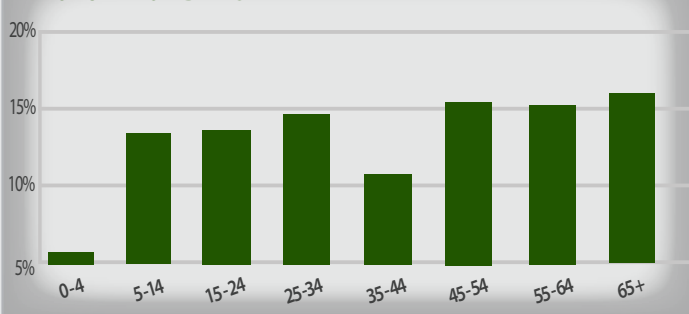
### EMPLOYMENT BY TYPE

White Collar	49.8%
Blue Collar	35.3%
Services	14.8%

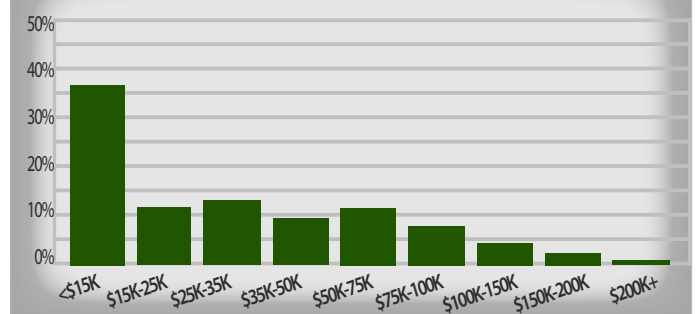
### LEAKAGE/SURPLUS FACTOR BY INDUSTRY SUB-SECTOR



### POPULATION BY AGE



### HOUSEHOLDS BY INCOME



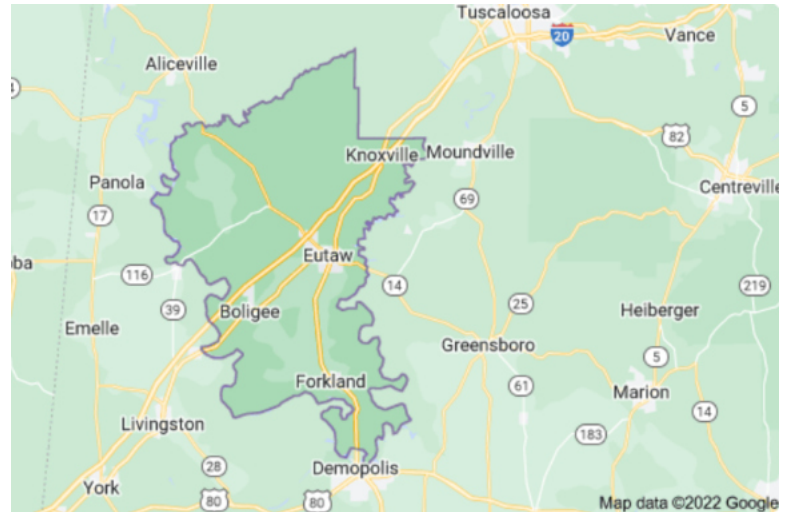


# RETAIL DEVELOPMENT OPPORTUNITIES



## ABOUT LOCATION

Established on December 13, 1819, Greene County, Alabama consists of 660 square miles in west-central Alabama. Greene County has a population of 7,730 people, 2,951 households, and 1,542 families as of the 2020 census and includes the city of Eutaw (county seat); the Towns Boligee, Forkland, and Union; as well as a number of unincorporated communities. The community includes stops on the Civil Rights Trail, multiple event venues, and 47 homes on the Historic Register. Each year visitors come to the area for the Black Belt Folk Roots Festival, the Greene County Historical Society's Tour of Homes, and University of Alabama athletic events in nearby Tuscaloosa. Interstate 20/Interstate 59, U.S. Route 11, U.S. Route 43, State Route 14, and State Route 39 all pass-through Greene County carrying tens of thousands of travelers each day.



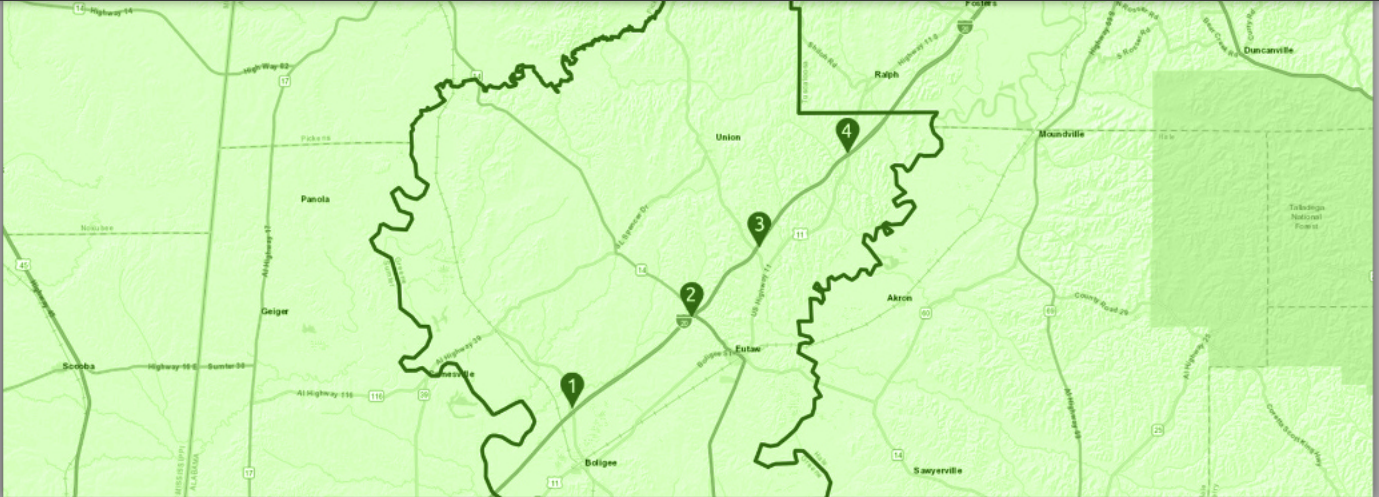
**ALABAMA**  
**8<sup>th</sup>** IN **ECONOMIC**  
**MOMENTUM**

**household**  
**count**  
  
**3,178**

  
**\$84,521,445**  
**Total Retail**  
**demand**

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# SPACE AVAILABLE



The proposed sites are well positioned to the current and future growth of Greene County. Love's Travel Center opened a new truck stop in 2019 which has significantly increased traffic coming from the interstate. The sites match a good mix of retailers, restaurants and service providers meeting the needs of local consumers as well as those traveling on the Interstate. The proposed sites' location on Interstate 20 offer strong regional and national brands the opportunity to capture sales from outside the area.

The proposed sites in Greene County are all located immediately off the interstate, with high traffic counts and Interstate visibility.

**SITE 1: EXIT 32, BOLIGEE, AL**  
50 Acres with frontage to Interstate 20.  
Current businesses include: Marathon Gas Station, Hunt Brothers Pizza, Chevron Gas Station, Crossroads of America Industrial Park.  
Build-to-suit opportunities available.

**SITE 2: EXIT 40, EUTAW, AL**  
50 Acres with frontage to Interstate 20.  
Current businesses include: Love's Gas Station, Former Marathon Gas Station site available 10.1 acres.  
Build-to-suit opportunities available.

**SITE 3: EXIT 45, EUTAW, AL**  
75 Acres with frontage to Interstate 20.  
Current businesses include: Bama Bingo, Chevron Gas Station, Subway, Econo Lodge, GreeneTrack, Sevens Restaurant, Shell Gas Station, Travel Inn.  
Build-to-suit opportunities available.

**SITE 3: EXIT 45, EUTAW, AL**  
100 Acres with frontage to Interstate 20.  
Current businesses include: Circle K Gas Station, Palace Bingo, River's Edge Bingo.  
Build-to-suit opportunities available.

## NATIONALLY KNOWN RETAILERS AND RESTAURANTS

