GWINNETT COUNTY
DEPARTMENT OF FINANCIAL SERVICES
PURCHASING DIVISION

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July 18, 2019

RFI001-19
GWINNETT COUNTY
REQUEST FOR INFORMATION

The **Gwinnett County Board of Commissioners** is soliciting a Request for Information (RFI) from qualified developers for the **Redevelopment of the Stone Mountain Tennis Center Site.**

This RFI will be used to explore potential strategies and approaches for leveraging existing assets for the redevelopment of the Stone Mountain Tennis Center site, approximately twenty-six cleared acres that once held the 1996 Olympic Tennis Venue.

RFIs should be typed or submitted in ink and returned in a sealed container marked on the outside with **RFI001-19** and the Company Name to the below email address. Submittals will be received **until 3:00pm local time on Thursday, August 29, 2019** at the Gwinnett County Financial Services - Purchasing Division – 2nd Floor, 75 Langley Drive, Lawrenceville, Georgia 30046. One original marked original and six copies of the submittal should be returned.

All interested developers should attend a pre-submittal conference that is scheduled for **10:00am on Thursday, August 15, 2019** at the Gwinnett County Purchasing Division, 75 Langley Drive – 2nd Floor, Lawrenceville, Georgia 30046 (Dogwood Conference Room). Prior to the pre-submittal conference, the gate to the site located at **5525 Bermuda Road, Stone Mountain, GA 30087** will be unlocked on **Monday, August 12, 2019 between the hours of 9:00am and 4:30pm only, for site visits.** All developers are urged to visit the site. Developers may visit the site and fly a drone over the property during normal daytime hours that does not require gate access, but will be responsible for any FAA requirements or permitting necessary to do so.

Questions regarding this request should be directed to Ann Porter, Purchasing Manager, at ann.porter@gwinnettcounty.com, **no later than Friday, August 16, 2019 at 3:00pm.**

Gwinnett County does not discriminate on the basis of disability in the admission or access to its programs or activities. Any requests for reasonable accommodations required by individuals to fully participate in any open meeting, program or activity of Gwinnett County Government should be directed to Susan Canon, Gwinnett County Justice and Administration Center, 770-822-8165.

The written documents supersede any verbal or written prior communications between the parties. Developers should ensure that they have all applicable addenda prior to the submittal.

Ann Porter, CPPO, CPPB
Purchasing Manager

Gwinnett

SOUTHERN GATEWAY TO GWINNETT

STONE MOUNTAIN TENNIS CENTER SITE REDEVELOPMENT

REQUEST FOR INFORMATION
(RFI001-19)

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SECTION 1:

COMMUNITY PROFILE

EXECUTIVE SUMMARY

Gwinnett County, Georgia, invites qualified developers to respond to a Request for Information (RFI) for the redevelopment of the Stone Mountain Tennis Center site; approximately 26 cleared acres that once held the 1996 Olympic Tennis Venue at Stone Mountain Park.

Uniquely situated at the southern entrance to Gwinnett, the Stone Mountain Tennis Center site faces U.S. 78 and overlooks beautiful Stone Mountain Park. The site is cleared and ready for redevelopment. Gwinnett County Government owns and controls the land and is seeking a signature development that will have a halo effect on the surrounding area to create a Southern Gateway to Gwinnett County. The purpose of this RFI is to explore potential strategies and approaches for leveraging existing assets to develop a dynamic Southern Gateway to Gwinnett County on the site. This could be the first step of a multi-step process. Gwinnett County will use the information for planning purposes and for making strategic decisions regarding the future redevelopment of the Stone Mountain Tennis Center site, including a determination whether there is breadth and depth of interest from respondents to proceed with a competitive solicitation. The County is prepared to negotiate the terms of purchase or lease of this site with the selected developer(s), if the RFI results in a proposal process and award by the Board of Commissioners.

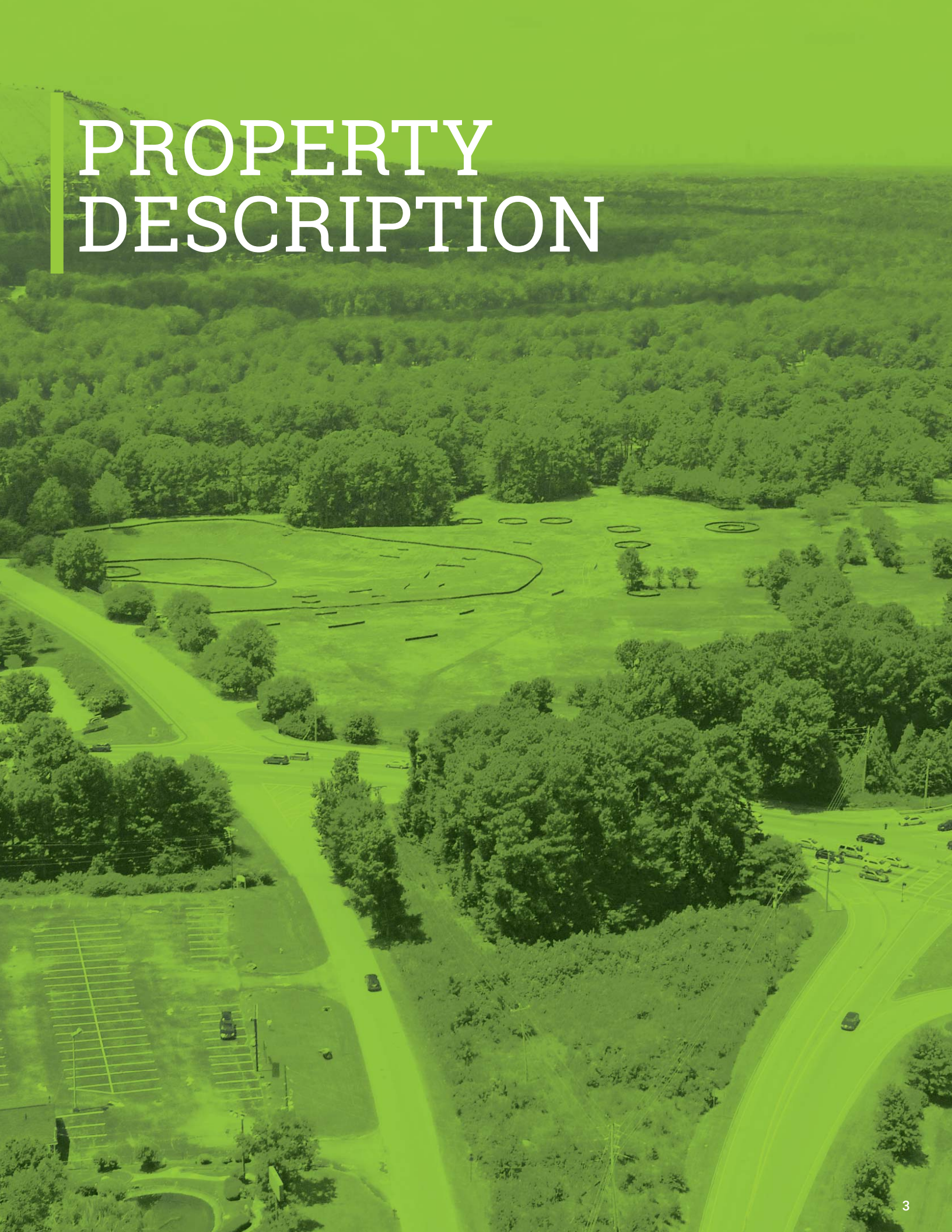
Stone Mountain Park is the Southeast's second most visited tourist attraction, covering 3,200 acres with two golf courses, cable cars, hiking trails, campgrounds, and a 363-acre lake. The park offers adventure along with nature and history lessons to more than five million visitors each year. The Laser Show Spectacular and Snow Mountain, two of the park's most attended attractions, bring families together for epic Atlanta traditions.

Gwinnett County is a cosmopolitan community in the northeast metropolitan Atlanta area that is home to a vibrant, diverse blend of people and places. It is the second most populous county in Georgia and has been one of the fastest-growing counties in the United States for several decades.

The energy and vitality of the Gwinnett community is vibrantly connected by our common goals of harmony, progress, and prosperity. Speaking of the American Dream, Gwinnett obviously has it with the Atlanta Regional Commission forecast placing the Gwinnett population at 1.5 million by 2040. The American Dream is alive in Gwinnett, as we have continued to outpace Atlanta and the nation in population growth, fueled primarily by an internationally recognized public education system, an ethnically diverse population, geographic advantage, and proactive business culture.

Photo courtesy of Explore Gwinnett

PROPERTY DESCRIPTION



The Stone Mountain Tennis Center Site hosted the world's greatest tennis stars in the 1996 Olympic Games in Atlanta. Following the games, the site remained largely unused. To spur growth and revitalization to a once vibrant retail district, Gwinnett County purchased the property in 2017 and demolished all facilities onsite to prepare the property for redevelopment.

With a stunning view of Stone Mountain, and with direct connectivity to the metro Atlanta region, the approximately 26-acre site offers a blank canvas for an innovative and catalytic development that will serve as the new Southern Gateway to Gwinnett County. Parcel and aerial maps are included in Exhibits A and B. A survey of the site has been completed and is shown in Exhibit C. A Phase I Environmental Site Assessment of the property identified no recognized environmental conditions and concluded that the risk of contamination at the property was minimal and that no further investigation was warranted. The property is currently zoned C2; however, the County is supportive of development on the site that incorporates a mix of transformative uses including retail, entertainment, hotel, office, or residential, while using forward-thinking approaches to urban design, architecture, and engineering. Gwinnett County Government is committed to the redevelopment of this site and will expedite the review and approval process for development and building permits.

The site is served by Gwinnett County's award-winning water, sewer, and stormwater utility infrastructure. Several key transportation-related projects are underway in the immediate area. Water service for the Stone Mountain Tennis Center site is available via a 16-inch water main on West Park Place just east of the site or a 12-inch water main on Bermuda Road to the south. The site is connected to an 8-inch gravity sewer line at the southeast corner. The nearby Bermuda pump station has plenty of available capacity. As one of few states that allow competition between electric power suppliers for commercial customers, Georgia offers attractive utility rates. Residential service areas for electric providers are assigned by the Georgia Public Service Commission. The power transmission and distribution system throughout Gwinnett County provides for ample supply, high reliability, and redundant service methods.

"It's a solution that will result in a win-win for all of us—the County, Stone Mountain Park, the Evermore CID, the surrounding neighborhoods and businesses, and the local economy. I'm confident that whatever gets built here will be a catalyst for future growth and development in this community."

—Charlotte Nash, Chairman
Gwinnett County Board of Commissioners

COMMUNITY SNAPSHOT

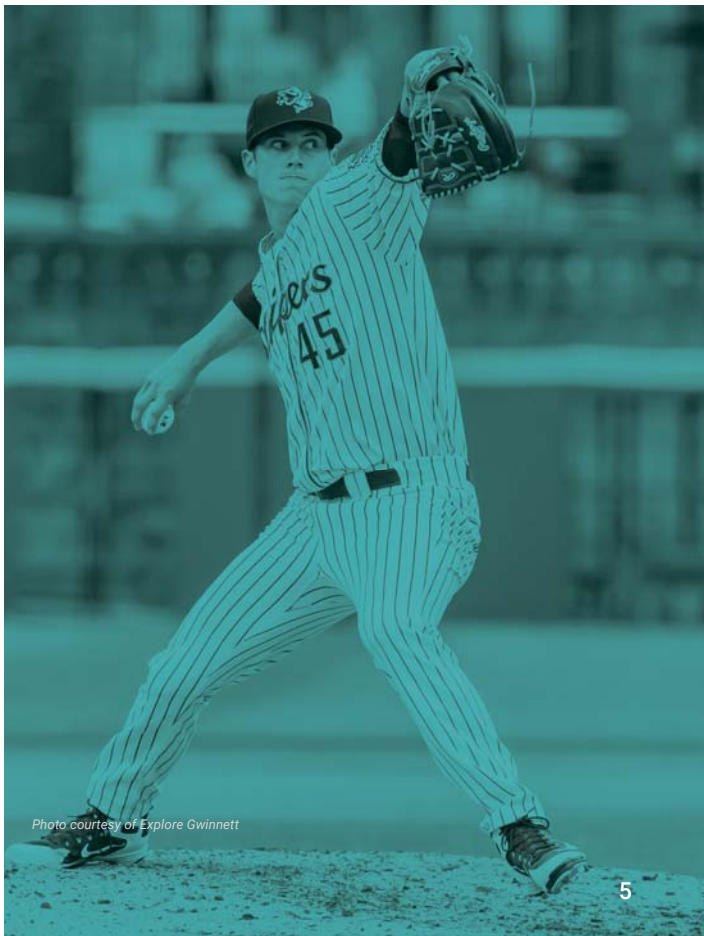


Photo courtesy of Explore Gwinnett

The Stone Mountain Tennis Center site is uniquely positioned within metro Atlanta, making it a sought after location and investment opportunity for the right developer. Metro Atlanta is a dynamic area, close to major markets and at the heart of the nation's top growth region. The area is attractive to a world-class talent pool of young, well-educated, and highly skilled workers who flock to metro Atlanta's thriving, global business community and world-renowned colleges and universities.

A business-friendly competitive tax structure, incentives, and low operating costs attract newcomers and investments from around the world. A diverse population supports thriving international communities and businesses. Unsurpassed accessibility connects metro Atlanta to the world by air, sea, rail, and roads.

The population of the 29-county metro Atlanta area is just over 6 million people, according to Moody's Analytics. Metro Atlanta is the ninth-largest metropolitan area in the U.S. and is predicted to be seventh largest with a population exceeding 6.5 million by 2021. The region is touted for its job creation, investment advantages, proactive business environment, and quality-of-life indicators.

Gwinnett County is strategically located on the northeast corner of metro Atlanta between two major attractions, Stone Mountain to the south and Lake Lanier to the north. Stone Mountain is about 20 miles east of downtown Atlanta and Hartsfield-Jackson International Airport. The granite dome of Stone Mountain rises 832 feet above the surrounding area, providing a picturesque view from the Stone Mountain Tennis Center site. Historic U.S. 78 connects Atlanta and Memphis to the west and the University of Georgia at Athens and Charleston, South Carolina, to the east.

The most diverse county in the Southeast, Gwinnett's international population continues to grow, with more than 100 different languages and dialects spoken in households and a student population representing more than 180 countries. One out of five Gwinnett residents was born outside of the U.S. Gwinnett County boasts a diversity index of 78.6 percent, meaning that if two people are picked at random in Gwinnett County, there's a 78.6 percent chance that the two would be of a different race or ethnicity. A diverse population, ethnic food, festivals, and cultural experiences from across the globe all make Gwinnett a true international destination.

The county is home to 25,000 businesses of all sizes, including 650 foreign-owned companies and four professional sports teams. Those newly attracted to Gwinnett will enjoy a competitive tax structure, upgraded transportation systems, and access to young, talented professionals. Quality of life in Gwinnett is unsurpassed with excellent schools from Pre-K to PhD and an eclectic housing stock that includes downtown condos, single family subdivisions, and large-tract estates.

The Gwinnett County Board of Commissioners makes Gwinnett County "the best place to do business" by providing efficient, customer-focused government services and infrastructure that attract and encourage private investments and developments from all over the world. Amazon has recently announced a substantial capital-intensive fulfillment center that will bring $370 million in private investment to the area neighboring the Stone Mountain Tennis Center site, creating 1,000 jobs and sparking new economic opportunities.

Providing additional support for redevelopment of the Stone Mountain Tennis Center Site and the surrounding area is the Evermore Community Improvement District (CID). The Evermore CID is an association of property owners along U.S. 78 in Gwinnett County who voluntarily tax themselves in order to make the community a great place to live, work, and shop. It seeks to establish a vibrant, destination area, improve business development opportunities, and enhance property values by developing and promoting coordinated transportation and community character improvements to benefit property owners, business owners, and residents along the Highway 78 corridor.

In the immediate area of the Stone Mountain Tennis Center site, the median household income is nearly $66,000. Within a five-mile drive, 84,447 adults live in 40,662 households with an annual median income of $63,288. Appendix D and the table below provide detailed trade demographic data for the area within a five-mile radius surrounding the site.

2018 Trade Demographics for Area Surrounding Site

	1 Mile	3 Mile	5 Mile
Population	4,287	37,376	115,461
Median Age	43.9	43.2	36.7
Median Household Income	$65,697	$79,586	$63,288
Renter Occupied Housing Units	596	2,443	12,563

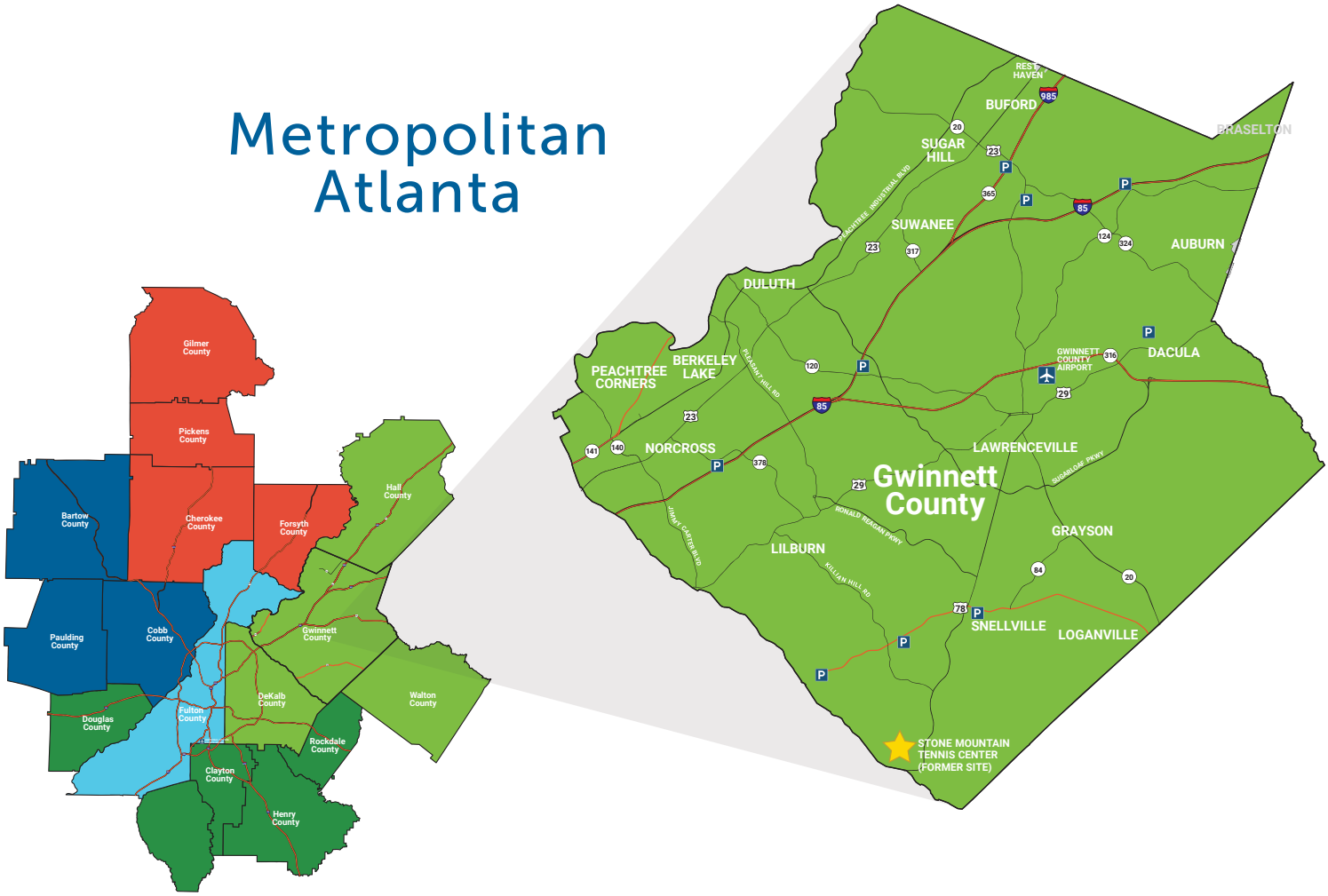
Source: ESRI

ACCESSIBILITY

Transportation: Interstates 85, 285, and 20 are within 10 short miles, providing exceptional access and connectivity to the Stone Mountain Tennis Center site. Traffic counts show as many as 90,000 vehicles pass the site on U.S. Highway 78 daily. Public transit is available in proximity to the site as well. Three Georgia Regional Transportation Authority (GRTA) Express stops within the community offer a flexible transportation alternative to those traveling to and from the area. The recently approved Connect Gwinnett transit plan will guide future transit development and investments in the area.

Air: Atlanta's Hartsfield-Jackson International Airport, the world's busiest airport since 1998, is just a 45-minute drive from the site. An attractive resource to corporate headquarters around the metro area, the airport services 150 U.S. destinations and more than 75 international destinations in 50 countries. It averages 275,000 passengers a day with 2,700 arrivals and departures. Atlanta is within a two-hour flight of 80 percent of the United States' population. Additionally, two municipal airports are within a 30-minute drive: Gwinnett County's general aviation airport, Briscoe Field, in Lawrenceville, and DeKalb County's Peachtree-DeKalb Airport.

Freight: In addition to moving passengers, Hartsfield-Jackson International Airport is also known for moving packages through its air cargo service, with 20 air carriers moving 700,000 metric tons in 2017. CSX and Norfolk Southern railroads serve Gwinnett County and Atlantic Ocean ports at Brunswick and Savannah and Charleston, South Carolina, about 200 miles to the southeast. Numerous logistics companies have located in metro Atlanta, including the global headquarters of UPS.



CAPITAL IMPROVEMENT PROJECTS

To further support growth and redevelopment surrounding the Stone Mountain Tennis Center site, Gwinnett County Government has current and future plans to invest approximately $100 million in water, transportation, and community services infrastructure over the next few years (see capital improvement projects below).

Gwinnett County voters have approved a series of Special Purpose Local Option Sales Tax programs, known as SPLOST, since the mid-1980s. The one percent sales tax has paid for County and city facilities, acres of greenspace, parks and recreation facilities, new roads and improvements, police and fire stations, and libraries around the county.

The 2017 SPLOST sales tax program will provide $15 million in additional upgrades to U.S. 78 and Scenic Highway in the Stone Mountain area over the next few years. In proximity to the Stone Mountain Tennis Center site, numerous area transportation improvement projects designed to improve traffic flow are under construction.

The County's fiscally conservative management has used pay-as-you-go financing to keep debt and financing costs low. By investing more than $3 billion in sales tax funds for these improvements, Gwinnett has saved more than $1 billion in financing costs compared to issuing bonds and maintained AAA ratings from all three credit rating agencies since 1997.

UNDER CONSTRUCTION		
Project Name	Category	Estimated Cost
Killian Hill Road at Five Forks Trickum Road	Intersection Improvement	$500,000
Five Forks Trickum Road (Oak Road to Tom Smith Road)	Major Road	$15,150,000
Rockbridge Road (Five Forks Trickum Road to East Park Place Boulevard)	Sidewalks and Pedestrian Safety	$2,300,000
Evermore North Boulevard (US 78 to Britt Drive)	Major Road	$4,000,000
UNDER DESIGN		
Project Name	Category	Estimated Cost
Five Forks Trickum Road at Oleander Dr	Road Safety and Alignment	$1,500,000
Five Forks Trickum Road at Hasty Court	Road Safety and Alignment	$2,000,000
Lilburn Stone Mountain Road at Old Tucker Road	Road Safety and Alignment	$2,000,000
Dogwood Road at Holly Brook Road	Intersection Improvement	$2,000,000
Connector Street (Hewatt Road to Britt Drive)	Major Road	$17,000,000
West Park Place Boulevard at Rockbridge Road	Road Safety and Alignment	$2,500,000
Hewatt Road (Rainbow Circle to US 78/SR 10/Stone Mountain Highway)	Sidewalks and Pedestrian Safety	$700,000
UPCOMING PROJECTS		
Project Name	Category	Estimated Cost
Rockbridge Road at Wydella Road	Intersection Improvement	$2,000,000
US 29/SR 8/Lawrenceville Highway at Jimmy Carter Boulevard*	Intersection Improvement	$3,000,000
SR 124 / Scenic Highway widening (US 78/SR 10/West Main Street to Sugarloaf Parkway)*	Major Road	$5,375,000
Killian Hill Road (Church Street to Arcado Road)*	Major Road	$20,000,000
US 78/SR 10/Stone Mountain Hwy Parallel Rd (Rockbridge Rd to Old US 78)*	Major Road	$16,000,000
Bermuda Road	Rehabilitation and Resurfacing	$108,300
Bermuda Road at West Park Place Boulevard	Intersection Improvement	$45,000
South Rockbridge Road	Rehabilitation and Resurfacing	$740,000
West Park Place Boulevard and Rockbridge Road	Intersection Improvement	$60,000
	Total:	$96,978,300

*Partially funded

TOURISM, CULTURE, AND ARTS

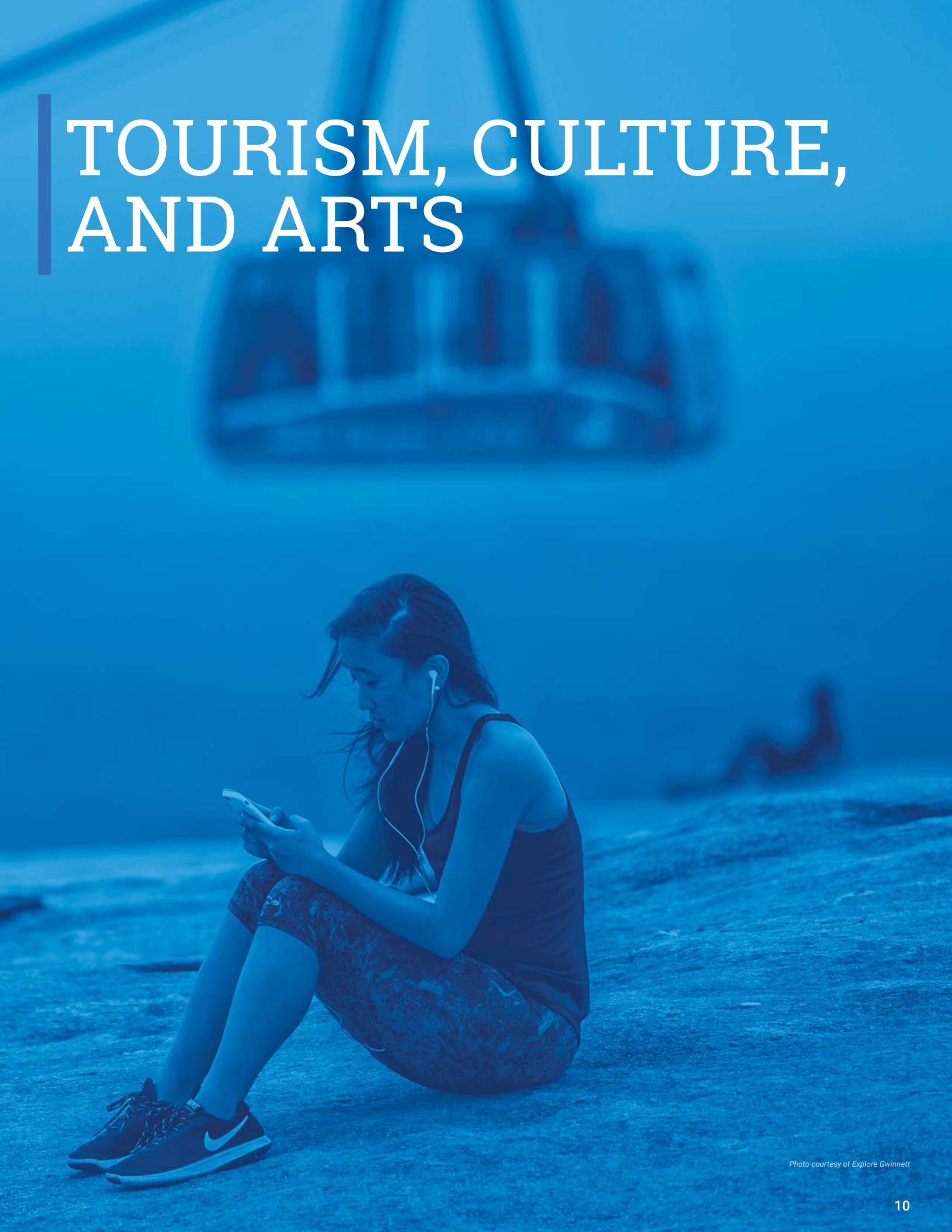


Photo courtesy of Explore Gwinnett

Photo courtesy of Explore Gwinnett

Photo courtesy of Explore Gwinnett

As a world-famous destination, Stone Mountain Park stretches throughout 3,200 acres, enticing visitors with scenic train rides, camping, hiking, fireworks, stand-up paddleboarding, kayaking, canoeing, and the world's largest laser light show, The Lasershow Spectacular. You can take in the 60-mile view atop the 1,700-foot summit or get a close-up look at this granite giant on the Summit Skyride. Or enjoy the Yellow Daisy Festival, one of the nation's top arts & crafts shows. Spend the day exploring the beautifully wooded paths surrounding the festival meadow to find handmade works from hundreds of artists, potters, painters, jewelers, crafters and woodworkers.

Also in close proximity to the Stone Mountain Tennis Center site is an established access point to the Yellow River Water Trail. Stretching from suburban Atlanta to Lake Jackson, the Yellow River Water Trail offers a wide array of wildlife and a rich history from past mill towns and Native American settlements. The upper suburban stretches offer locals a quiet, peaceful, paddling getaway from the stresses of daily life. The nearby Yellow River Wildlife Sanctuary has deep roots in the community, with a mission of education and conservation.

The area surrounding the Stone Mountain Tennis Center site features additional tourism-related developments including the world famous Netherworld with its seasonal haunted house and its new, year-round escape-room games. Visitors and residents alike enjoy the neighboring trampoline park, skating, and miniature golf attractions. The historic Village of Stone Mountain sits just outside the park along with residential and shopping areas.

With more than 4.3 million visitors annually, Gwinnett drives tourism with international flair in food, festivals, film and video production, and more. On the horizon is a new development called Revel - a walkable entertainment and shopping destination that is slated to complement the expansion plans of the Infinite Energy Center.

Gwinnett is also a destination for cultural arts with travelers visiting the Aurora Theatre, BAPS Mandir Hindu Temple, Hudgens Center for the Arts, Red Clay Theatre, and various cultural arts festivals spanning the globe.

Tourism generated $26.48 billion in total direct domestic traveler expenditures statewide in 2017, with nearly $1.33 billion of that spent in Gwinnett, according to the Georgia Department of Economic Development. Gwinnett's success was led by the rapidly growing film and television industry, which filmed 455 productions in Georgia in fiscal year 2018, with $2.7 billion in direct spending.

Chattachooche River

BAPS Mandir Hindu Temple

RECREATION & LEISURE

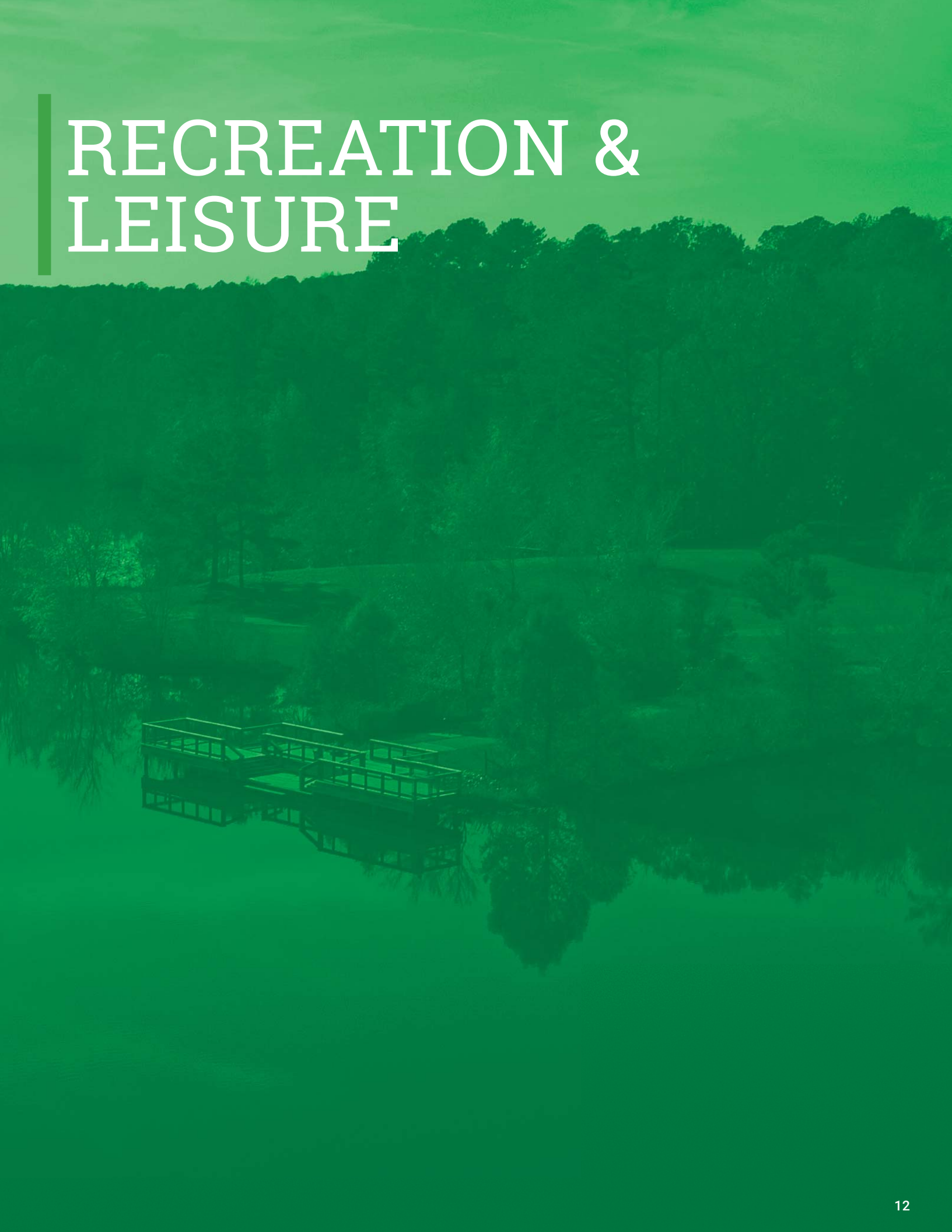


Photo courtesy of Explore Gwinnett

Gwinnett is home to two of metro Atlanta's premier minor league teams – the AAA Gwinnett Stripers, and the Atlanta Gladiators. The Gwinnett Stripers, the Atlanta Braves affiliate, play at Coolray Field. The Gladiators, the ECHL minor league hockey team affiliated with the Boston Bruins, thrill crowds at the Infinite Energy Arena.

The Georgia Swarm, Gwinnett's professional indoor lacrosse team, is a part of the National Lacrosse League and in 2017 became World Champions. The Atlanta Havoc, Gwinnett's new indoor professional football team, began their first season in March 2018 and call the Buford Arena home.

Georgia Gwinnett College, located in Lawrenceville, is a part of the NAIA and is home to six collegiate teams.

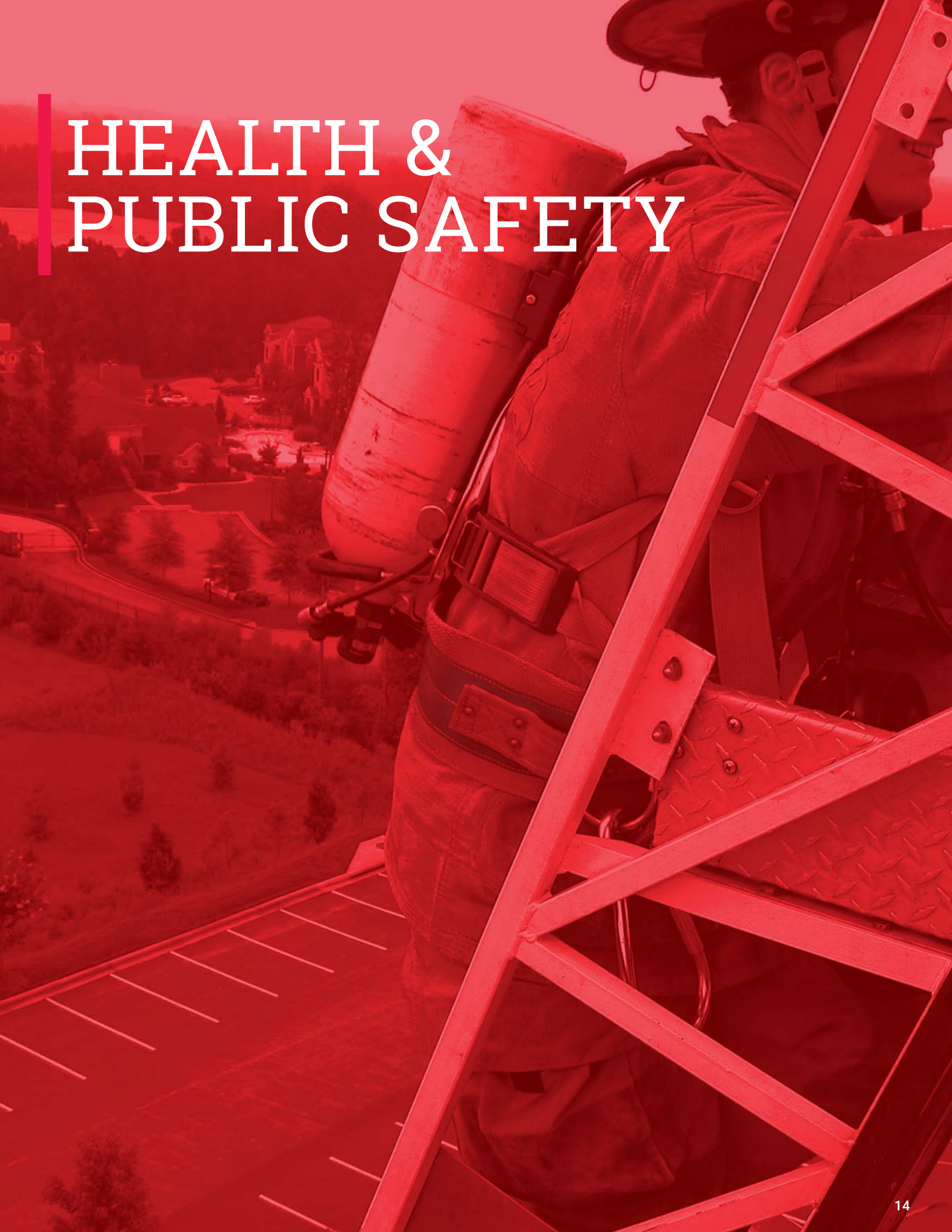
Gwinnett County operates a national award winning system of 50 parks and historic sites including Lenora Park and Pool, Yellow River Park, and DeShong Park near Stone Mountain. Gwinnett offers 182 multi-purpose sports fields, 75 playgrounds, and 135 miles of hiking, biking, and equestrian trails on nearly 10,000 acres. County park amenities include mountain bike trails; playgrounds; interactive fountains; recreation centers; tennis courts; baseball and softball diamonds; football, soccer, lacrosse and field hockey fields; indoor and outdoor pools; dog parks; skate parks; and a nature center.

In 2018, Gwinnett County Parks and Recreation had over 1.6 million participants, offering nearly 8,000 recreational activities, serving 43,767 kids in youth sports, engaging 439,063 people in aquatic activities, and hosting nearly 900,000 attendees for 11,126 facility rentals. The Gwinnett Environmental and Heritage Center offered 1,148 programs and attracted almost 97,000 visitors to exhibits, programs, classes, summer camps, and facility rentals.

In its first 15 years, the 13,000-seat Infinite Energy Arena has hosted more than 1,500 shows by artists ranging from Beyoncé to Elton John to Taylor Swift, with 167 sold-out performances. Many smaller music and theater venues operate all over the county.

Last year, the 15 branches of the Gwinnett Public Library attracted more than 2.7 million visits, checked out 4.6 million items, and drew 1.8 million website hits. Plans are in place to move the nearest branch library, in nearby Snellville, to a new building to be shared with a public market, restaurants, shops, and other civic uses.

HEALTH & PUBLIC SAFETY



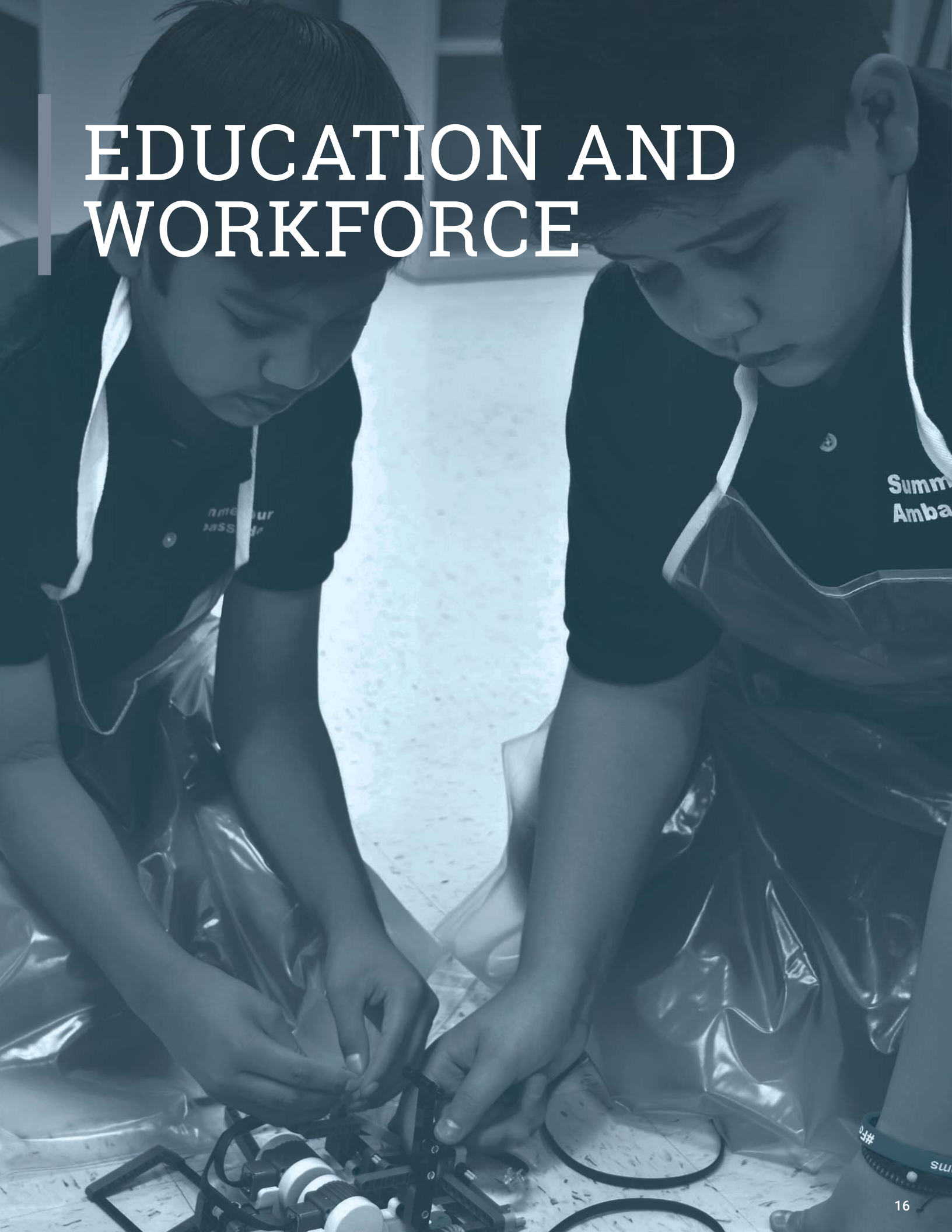
Public safety has long been a top priority for Gwinnett County Government, with best in class law enforcement, fire protection, and emergency medical services. Less than three miles from the site is access to County police and fire services.

Gwinnett Fire and Emergency Services operates 31 strategically located fire stations in the largest fire service district in Georgia. Fire stations are staffed by fully cross-trained firefighter/paramedics that can respond to medical and fire emergencies. In 2017, Fire and Emergency Services achieved an ISO rating of 2/2X, which may lead to lower insurance rates for property owners in the County.

Gwinnett Medical Center ranks in the top 5 percent in the nation for clinical quality, and is known for outstanding cardiac and trauma care as well as sports medicine. It operates two hospital campuses in Lawrenceville and Duluth and employs more than 5,500 associates and has 800 affiliated physicians. Eastside Medical Center, based in Snellville, has a team of 1,200 medical professionals and 500 staff physicians. It recently opened a new emergency department and three new urgent care facilities, including a location in Centerville.

Gwinnett's Health and Human Services division served 394,143 residents in 2018. It operates six senior centers, including one in nearby Centerville, and helps qualified seniors stay in their homes as long as possible by providing care managers, home-delivered and congregate meals, limited homemaking, and respite care. Located in close proximity to the site, Park Springs is a 61-acre premier retirement community that provides a continuum of care to support a variety of lifestyles and changing wellness needs.

EDUCATION AND WORKFORCE



Gwinnett County Public Schools (GCPS) is a three-time finalist (2009, 2010, and 2014) and two-time winner (2010 and 2014) of The Broad Prize for Urban Education, making it one of the nation's top urban school districts. GCPS is proud of its strong curriculum, the finest teachers, attractive, well-equipped, modern facilities, and an enviable level of parental involvement and community support.

The district's enrollment grew by more than 1,100 students in 2018 to a total of 179,350 students – the largest school district in Georgia. The 12,600 graduates in the class of 2018 reported more than $207 million in college scholarship offers. Gwinnett's average composite score of 1102 on the SAT is 53 points above the national average and 48 points above the Georgia average, continuing a trend of scoring above the national and state averages.

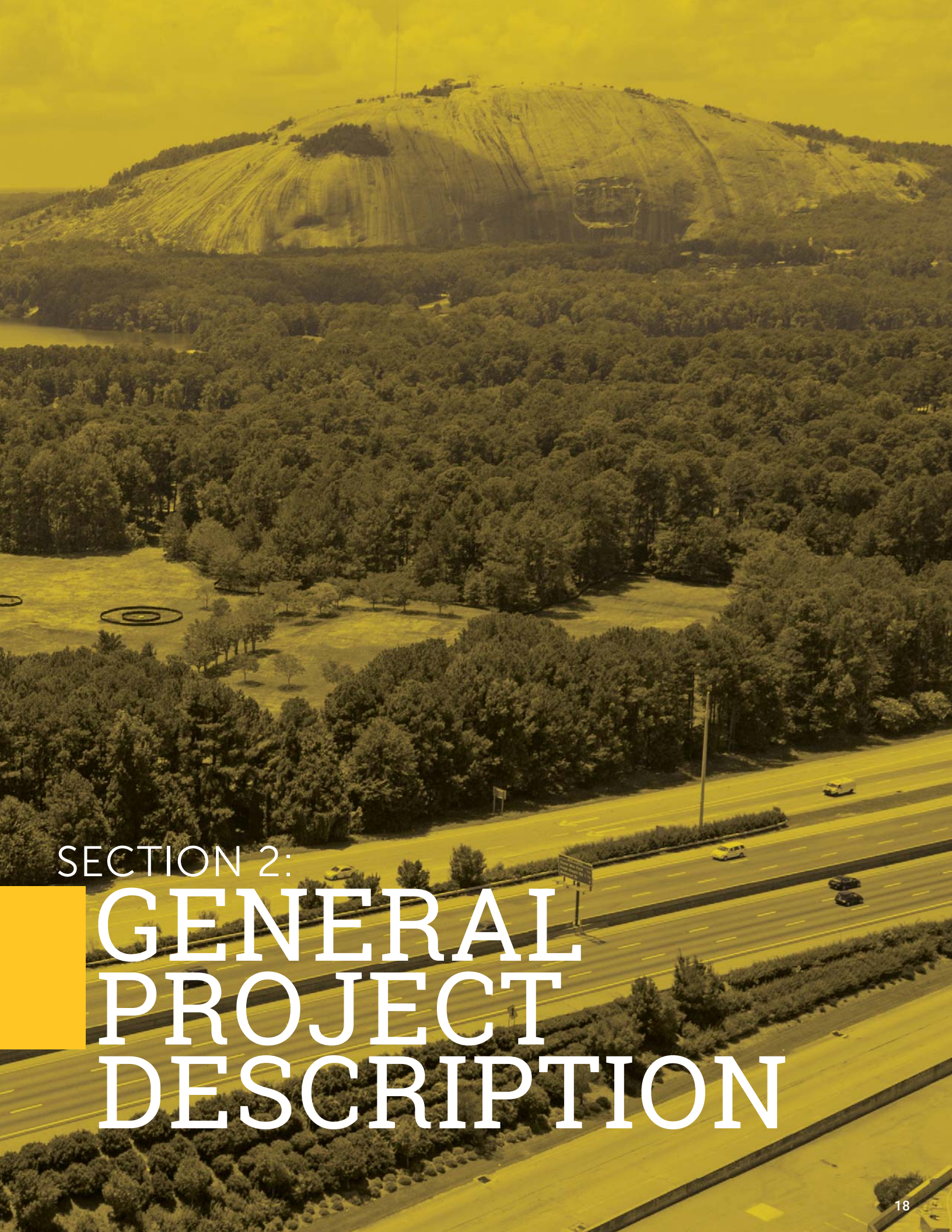
The average GCPS teacher holds a master's degree or higher advanced degree, has 13 years of teaching experience, and will earn $61,627 a year with a total compensation package averaging $90,668 per year with benefits.

GCPS is one of only 24 U.S. school districts, and the only one in the Southeast, to hold a triple AAA/Aaa bond rating — the highest possible — from both Moody's Investors Service and Standard & Poor's.

In northern Gwinnett County, Buford City School System serves approximately 4,900 students, providing top-ranked schools and a tradition of excellence in K-12 academics, the arts, and athletics. In 2019, the system was named the Number One School District in Georgia by Niche.

Gwinnett provides access to a significant number of higher education institutions in the area. Strategically located in proximity to eight major colleges and universities – Georgia Tech, Emory University, Georgia State University, University of Georgia at Athens, University of Georgia at Gwinnett, Gwinnett Technical College, and Georgia Gwinnett College, and Philadelphia College of Osteopathic Medicine – the county is a center for higher learning and continuing education. About 45 percent of Gwinnett's workforce has a college degree.

Employers in Gwinnett draw from a county population of 950,000 with another 3.4 million in the contiguous counties (Georgia Department of Labor). Gwinnett has approximately 215,000 residents who work outside the boundaries of the County, making those residents a potential labor source for County employers. Unemployment in Gwinnett was at 3.3 percent in December 2018, with 476,410 workers employed out of a labor force of 492,474. Statewide, the rate was 3.8 percent, according to the Georgia Department of Labor.



SECTION 2:

GENERAL PROJECT DESCRIPTION

Project Overview

Gwinnett County Board of Commissioners purchased approximately 26 acres (The "Property") at the corner of Stone Mountain Freeway/U.S. 78 and West Park Place Boulevard in Gwinnett County, Georgia, with the intent of offering use of the property to private development. Gwinnett County is interested in partnering with the appropriate firm(s) to spearhead a signature development on the site. The County is prepared to explore fiscally and legally responsible options with regard to the sale or lease of this site. Any such option may include or involve the Gwinnett County Development Authority or other appropriate entity or agency. The development will be complementary in nature to the existing neighborhoods, stand on its own for year round success and also act as a catalyst for the surrounding area, which contains approximately 504 acres ready or available for redevelopment.

The property will become the new Southern Gateway to Gwinnett County. This development will set the standard for the County to follow in future redevelopment opportunities of this importance.

Strategic Objectives

Gwinnett County is seeking the following strategic objectives from the redevelopment of the Stone Mountain Tennis Center site:

1. To ignite new economic growth, livability, and vibrant connectivity in the community surrounding the site, creating a signature Southern Gateway to Gwinnett County
2. To redevelop the property with an approach that incorporates forward-thinking urban design, architecture, engineering, and environmental technologies
3. To capitalize on the presence of robust existing infrastructure
4. A high-quality project that is a mid to high-density destination, with a design that will support thousands of patrons with a vibrant setting and an active street environment
5. A project that is consistent with and meets the vision of the Gwinnett 2040 Unified Plan and Connect Gwinnett:

   2040 Unified Plan
   Connect Gwinnett

Financial Information

Assistance: Gwinnett encourages respondents to consider a whole range of innovative ideas including, but not limited to incentives, grants, and other programs. The County will consider all financing options in the development of the site. The property is located within the Park Place Tax Allocation District. Gwinnett County Government is committed to the redevelopment of this site, and the Planning & Development Department will expedite the review and approval process for development and building permits. A report of Retail Market Potential is provided in Exhibit E.

The following supplemental information is attached for reference:

Exhibit A: Site Location Map
Exhibit B: Site Aerial
Exhibit C: Site Survey
Exhibit D: Area Demographics
Exhibit E: Retail Market Potential Report

Developer Information

The purpose of this RFI is to explore potential strategies and approaches for leveraging existing assets to develop a dynamic Southern Gateway to Gwinnett County on the site. This could be the first step of a multi-step process. Gwinnett County will use the information for planning purposes and for making strategic decisions regarding the future redevelopment of the Stone Mountain Tennis Center site, including a determination whether there is breadth and depth of interest from respondents to proceed with a competitive solicitation.

Upon receipt of the RFI responses, Gwinnett County may conduct a selection process based on the RFI responses to short list acceptable developers. Once the developers have been identified, Gwinnett County anticipates that the short-listed parties will be

Developer Information (con't)

invited to submit formal responses to a Request for Proposal. While Gwinnett County will rely on numerous criteria for developer selection, some of the key selection criteria could include but are not limited to the following:

1. Firm profile, history and key personnel
2. Stability, organizational and financial structure and capability
3. Atlanta presence, including local staff description
4. Current workload and ability to respond to a project of this size, scope, and timing requirements
5. Proposed Project Team and their roles and responsibilities
6. Primary area of development expertise: i.e. Retail, Office, Multi Family, etc.
7. Relevant experience by product type specifying mixed use projects
8. Experience with destination oriented mixed use developments
9. Primary Equity Partners on comparable projects
10. Description and typical ranges of development fees for an assignment of this size and scope
11. Opinion on estimated market value of the site for the various uses contemplated

The responsibilities of the selected developer will be defined and further detailed in the development agreement between Gwinnett and the selected developer. Developer responsibilities are described below and include but are not limited to:

A. Adherence to the Approved Master Plan: The selected developer will be responsible for adherence to the master plan approved by Gwinnett. While the development will be restricted to the layout and massing defined by the master plan, the developer will determine potential master plan modifications, architectural design and materials.

B. Catalyst for Redevelopment: The selected developer will be expected to describe how the proposed development/redevelopment will serve as a catalyst for the greater Stone Mountain/Highway 78 corridor and serve to promote the County's interest in the redevelopment of underutilized, vacant or green space in this area, and what role this developer will occupy in assisting the County and the Evermore Community Improvement District in achieving this goal.

C. Development Approvals and Permits: The selected developer, in coordination with Gwinnett, is responsible for obtaining all required County approvals for the proposed project.

D. Sustainability: The selected developer will be responsible for conformance of the project to certain environmental-related project components agreed upon by both parties. In no event shall the project be delivered with less than a LEED Gold Standard, although both parties may mutually agree to forego the LEED certification process

E. Leasing and Site Management: The selected developer may be responsible for marketing, leasing and managing all space within the development. Gwinnett will retain the right to have a co-broker participate in leasing and management. Please outline your fees for leasing and management of the property.

F. Approvals: During the development process, Gwinnett will maintain (regardless of the ultimate developer relationship structure) development design review and approval rights, including the ability to prohibit tenants or real estate uses that are inconsistent with the mission, character, or image of Gwinnett. Describe a proposed process for obtaining Gwinnett approvals.

As part of the RFI submittal, please provide a proposed general work statement and overview of how the responsibilities listed above would be accomplished for review by Gwinnett County, if your firm were selected as the awarded/selected developer.

Developer Vision

Please provide a narrative description and visual representation of the architectural design and preliminary property planning concept the development team believes will most appropriately satisfy the economic, political and planning/architectural requirements. It is not necessary to provide detailed architectural plans; instead, provide basic graphical and/or massing representations. Concisely describe and detail the overall design theme and demonstrate how the design will relate to the community.

Developer Vision (con't)

In particular, describe the following:

1. Overall planning concepts for development
2. Relationship of the planned development to the surrounding neighborhood.
3. Identification and programming of mixes of uses, location of uses and densities throughout the Property
4. Architectural character, quality and sustainability of design/construction
5. Project schedule through entitlements assuming project start date of May 1, 2020
6. If phasing is proposed/required, provide an outline of proposed sequencing of infrastructure/vertical development
7. Describe how and when neighbors and the County will be made a part of the community engagement process
8. Penalties associated with failure to meet schedule and/or development milestones
9. Describe recent overall experience with Gwinnett including experience in developing similar projects in the County
10. Describe how the proposed development will serve as a catalyst for the area and how this development will complement and enhance the Stone Mountain and Highway 78 area's existing assets while simultaneously promoting redevelopment in this area
11. Describe how your proposed concept will impact traffic to the surrounding area and mitigate any foreseeable challenges.

General Information

1. All information submitted by developers in response to this RFI will be kept confidential until award by the Gwinnett County Board of Commissioners. Proposals submitted are not publicly available until after award by the Gwinnett County Board of Commissioners. By submitting a proposal, developers acknowledge that all hard copy and electronic documents, correspondence, and audio recordings will become part of the files subject to open records requests in accordance with the Georgia Open Records Act.

2. Individuals, firms, and businesses seeking an award of a Gwinnett County contract may not initiate or continue any verbal or written communications regarding this request for information (RFI) with any County officer, elected official, employee, or other County representative other than the Purchasing Associate named in the RFI between the date of the issuance of the RFI and the date of the final contract award (if any) by the Board of Commissioners. The Purchasing Director will review violations. If determined that such communication has compromised the competitive process, the offer submitted by the individual, firm or business may be disqualified from consideration for award.

3. Disclaimer: There is no warranty or representation as to the accuracy of the information included in this RFI. Any site plans depicted herein are illustrative and include approximations which are subject to change. It is the responsibility of the developer to visit the site during the timeframe specified in the notice for information.

4. This RFI, submissions from respondents to this RFI, and any relationship between Gwinnett and respondents arising from or connected or related to this RFI, are subject to the specific limitations and representations expressed below, as well as the terms contained elsewhere in this RFI. By participating in the selection process, respondents are deemed to accept and agree to these conditions. By submitting a response to this RFI, the entity acknowledges and accepts Gwinnett County's rights as set forth in the RFI.

5. Gwinnett reserves the right, in its sole discretion, without liability, to qualify or reject any or all of the RFI responses, and to develop and operate the development, in whole or in part, independently of this selection process. This RFI shall not be construed in any manner to create an obligation on the part of Gwinnett to enter into any agreement, nor to implement any of the actions contemplated herein, nor to serve as the basis for any claim whatsoever for reimbursement of costs for efforts expended in preparing a response to the RFI or participating in the selection process.

6. Gwinnett reserves the right in its sole discretion to hold discussions with, to obtain information from, to request presentations from, and to conduct negotiations with, any or all developers that Gwinnett deems appropriate. Gwinnett reserves the right, as it deems its interests may require in its sole discretion, to accept or reject any or all submissions, to waive any informality, informalities or nonconformity in the submissions received, and to accept or reject any or all items in a submission.

General Information (con't)

7. Failure to respond to any of the items required by this RFI could result in an entity's RFI response being rejected. In any and all events, Gwinnett shall not be liable for any costs associated with the preparation, clarification, or negotiation of responses submitted to this RFI.

8. A response to this RFI is not an offer to enter into an agreement with any party and cannot be accepted to form a binding contract. This document is not an offer to enter into an agreement with any party. No agreements or understandings between Gwinnett and the selected developer shall be binding until after Gwinnett's Board of Commissioners, in a public meeting, has authorized binding documents that will be executed by all appropriate parties. Gwinnett reserves the right to reject any and all submittals and to waive any immaterial defects and irregularities in proposals at any time in its sole discretion.

9. Gwinnett will not reimburse any party for costs incurred in responding to this RFI, including the development of architectural or planning documents or drawings.

10. As this process continues, Gwinnett County must adhere to all County procurement, bonding, and other legal obligations.

11. The County is prepared to negotiate the terms of purchase or lease of this site with the selected developer(s) if the RFI results in a proposal process and award by the Board of Commissioners. In negotiating any terms of purchase or lease of this site, Gwinnett County reserves the right to explore any and all fiscally and legally responsible options which may include involvement of the Gwinnett County Development Authority or other appropriate entity of agency.

Submittal Instructions

Gwinnett reserves the right, in its sole discretion, to accept or reject any submissions received after the deadline.

All responses must be submitted according to the instructions in the Notice:

RFI001-19
Gwinnett County Purchasing Division – 2nd Floor
75 Langley Drive
Lawrenceville, Georgia 30046

Exhibit A

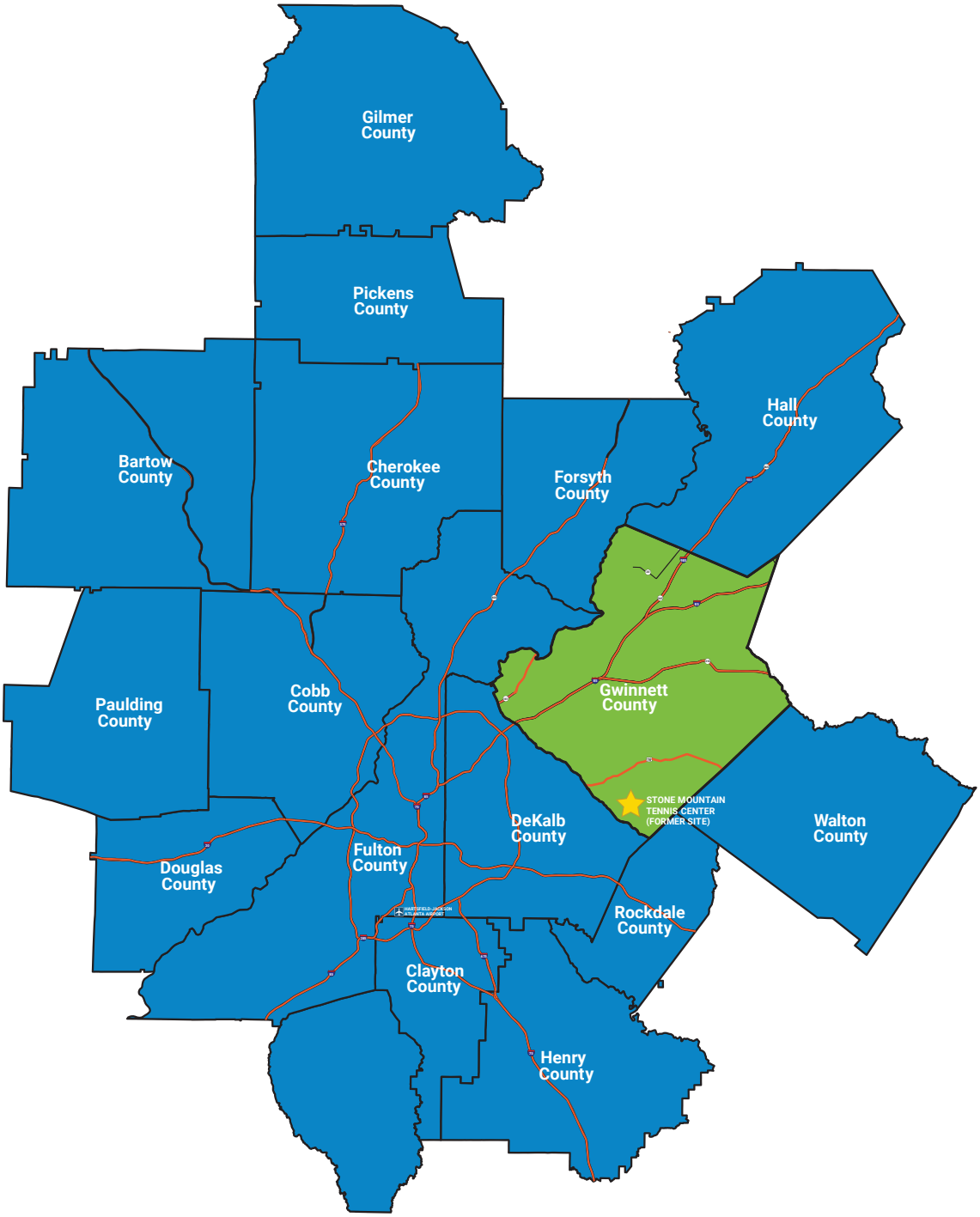

Gilmer County
Pickens County
Bartow County
Cherokee County
Forsyth County
Hall County
Paulding County
Cobb County
Gwinnett County
STONE MOUNTAIN TENNIS CENTER (FORMER SITE)
Walton County
DeKalb County
Douglas County
Fulton County
Rockdale County
Clayton County
Henry County

Exhibit A (cont'd)

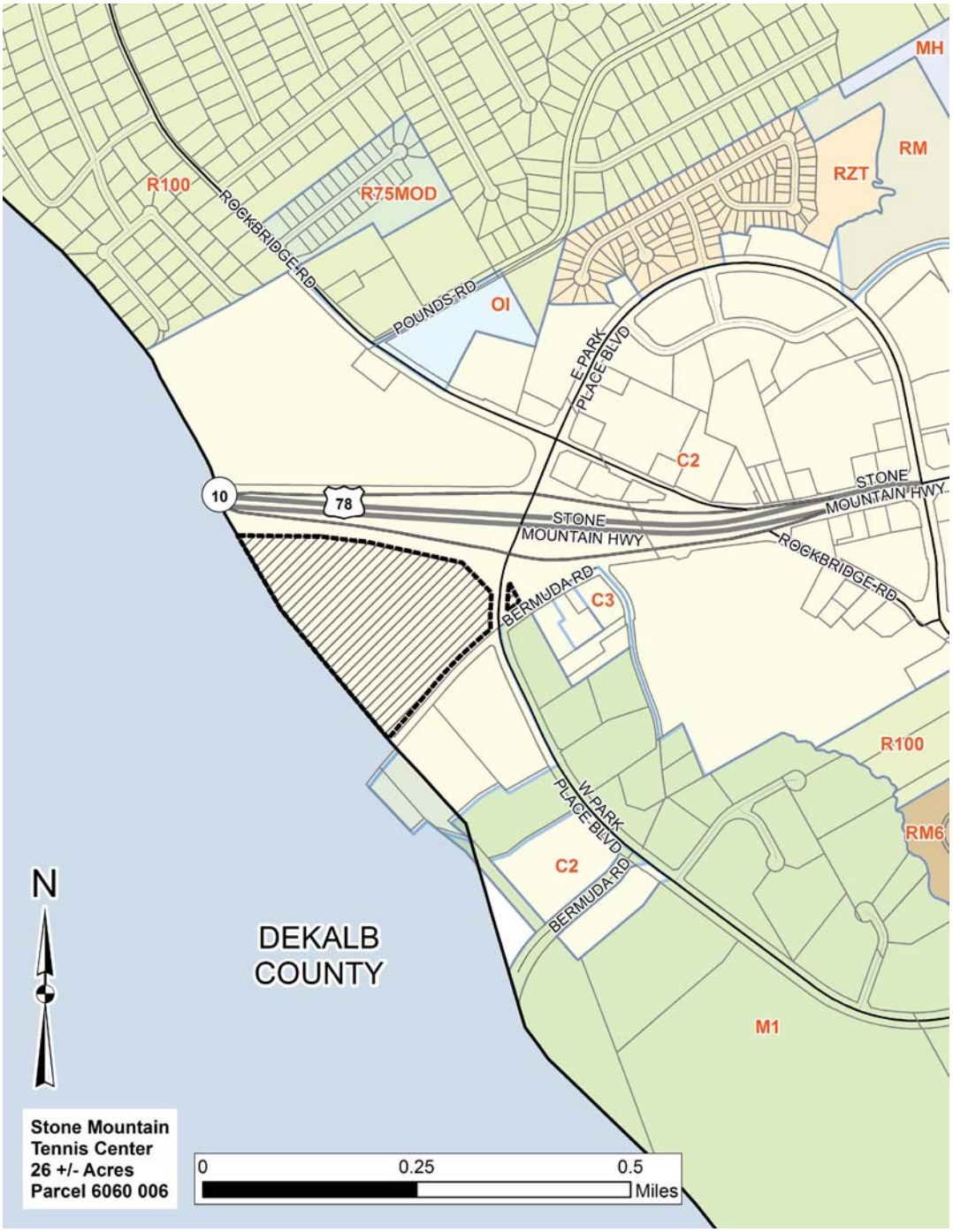


Exhibit B

POUNDS RD
E PARK PLACE BLVD
ROCKBRIDGE RD
STONE MOUNTAIN HWY
ROCKBRIDGE RD
BERMUDA RD
W PARK PLACE BLVD
BERMUDA RD
DEKALB
COUNTY
N
Stone Mountain
Tennis Center
26 +/- Acres
Parcel 6060 006
0
0.25
0.5
Miles

Exhibit C

Copy of survey is available upon request

Exhibit D

Demographic Profile of Trade Area Surrounding Site

RADIUS	1 MILE		3 MILE		5 MILE	
Population						
2023 Projection	4,548		39,188		121,005	
2018 Estimate	4,287		37,376		115,461	
2010 Census	3,958		35,106		108,573	
Growth 2018 - 2023	6.09%		4.85%		4.80%	
Growth 2010 - 2018	8.31%		6.47%		6.34%	
2018 Population by Hispanic Origin	323	7.50%	2,432	6.50%	8,989	7.80%
2018 Population	4,287		37,376		115,461	
White	1,676	39.10%	15,154	40.50%	29,945	25.90%
Black	1,704	39.80%	16,779	44.90%	68,474	59.30%
Am. Indian & Alaskan	20	0.50%	107	0.30%	264	0.20%
Asian	577	13.50%	3,101	8.30%	9,166	7.90%
Hawaiian & Pacific Island	6	0.10%	16	0.00%	48	0.04%
Other	303	7.00%	2,218	6.00%	7,564	6.60%
Households						
2023 Projection	2,055		13,913		42,547	
2018 Estimate	1,942		13,272		40,662	
2010 Census	1,792		12,401		38,187	
Growth 2018 – 2023	5.82%		4.83%		4.64%	
Growth 2010 – 2018	8.37%		7.02%		6.48%	
Owner Occupied	1,346	69.31%	10,829	81.59%	28,100	69.11%
Renter Occupied	596	30.69%	2,443	18.41%	12,563	30.90%
2018 HOUSEHOLDS BY HH INCOME	1,942		13,273		40,663	
Income: <$25,000	373	19.20%	1,455	10.90%	6,253	15.40%
Income: $25,000 – $50,000	374	19.30%	2,204	16.60%	9,228	22.70%
Income: $50,000 – $75,000	317	16.30%	2,428	18.30%	7,755	19.10%
Income: $75,000 – $100,000	245	12.60%	2,299	17.30%	5,973	14.70%
Income: $100,000 – $150,000	373	19.20%	2,459	18.50%	6,579	16.20%
Income: $150,000 – $200,000	143	7.40%	1,258	9.50%	2,633	6.50%
Income: $200,000+	117	6.00%	1,170	8.80%	2,242	5.50%
2018 Avg Household Income	$86,165		$101,952		$83,760	
2018 Med Household Income	$65,697		$79,586		$63,288	

Source: ESRI, 2019

Exhibit E

Retail Market Potential

5525 Bermuda Rd, Stone Mountain, Georgia, 30087 2
5525 Bermuda Rd, Stone Mountain, Georgia, 30087
Ring Band: 0 - 1 mile radius

Gwinnett County Economic Development
Latitude: 33.82059
Longitude: -84.12133

Demographic Summary	2019	2024
Population	4,092	4,249
Population 18+	3,265	3,417
Households	1,862	1,932
Median Household Income	$72,928	$79,907

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,615	49.5%	105
Bought any women's clothing in last 12 months	1,437	44.0%	103
Bought clothing for child <13 years in last 6 months	856	26.2%	98
Bought any shoes in last 12 months	1,797	55.0%	105
Bought costume jewelry in last 12 months	574	17.6%	101
Bought any fine jewelry in last 12 months	600	18.4%	103
Bought a watch in last 12 months	515	15.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	1,718	92.3%	108
HH bought/leased new vehicle last 12 months	254	13.6%	139
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,988	91.5%	107
Bought/changed motor oil in last 12 months	1,605	49.2%	103
Had tune-up in last 12 months	887	27.2%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,383	73.0%	102
Drank regular cola in last 6 months	1,295	39.7%	89
Drank beer/ale in last 6 months	1,484	45.5%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	430	13.2%	132
Own digital SLR camera/camcorder	306	9.4%	119
Printed digital photos in last 12 months	889	27.2%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,152	35.3%	102
Have a smartphone	2,836	86.9%	104
Have a smartphone: Android phone (any brand)	1,267	38.8%	96
Have a smartphone: Apple iPhone	1,533	47.0%	112
Number of cell phones in household: 1	474	25.5%	84
Number of cell phones in household: 2	758	40.7%	105
Number of cell phones in household: 3+	596	32.0%	114
HH has cell phone only (no landline telephone)	984	52.8%	94
Computers (Households)			
HH owns a computer	1,536	82.5%	112
HH owns desktop computer	810	43.5%	118
HH owns laptop/notebook	1,199	64.4%	114
HH owns any Apple/Mac brand computer	396	21.3%	118
HH owns any PC/non-Apple brand computer	1,279	68.7%	112
HH purchased most recent computer in a store	809	43.4%	120
HH purchased most recent computer online	292	15.7%	115
Spent <$1-499 on most recent home computer	289	15.5%	105
Spent $500-$999 on most recent home computer	391	21.0%	125
Spent $1,000-$1,499 on most recent home computer	204	11.0%	114
Spent $1,500-$1,999 on most recent home computer	103	5.5%	125
Spent $2,000+ on most recent home computer	91	4.9%	123

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

July 02, 2019

Exhibit E (con't)

Retail Market Potential

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Gwinnett County Economic Development
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Longitude: -84.12133

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,171	66.5%	105
Bought brewed coffee at convenience store in last 30 days	457	14.0%	101
Bought cigarettes at convenience store in last 30 days	301	9.2%	85
Bought gas at convenience store in last 30 days	1,236	37.9%	101
Spent at convenience store in last 30 days: <$1-19	285	8.7%	127
Spent at convenience store in last 30 days: $20-$39	328	10.0%	106
Spent at convenience store in last 30 days: $40-$50	287	8.8%	107
Spent at convenience store in last 30 days: $51-$99	190	5.8%	105
Spent at convenience store in last 30 days: $100+	720	22.1%	99
Entertainment (Adults)			
Attended a movie in last 6 months	2,125	65.1%	111
Went to live theater in last 12 months	463	14.2%	129
Went to a bar/night club in last 12 months	643	19.7%	114
Dined out in last 12 months	1,899	58.2%	112
Gambled at a casino in last 12 months	454	13.9%	105
Visited a theme park in last 12 months	661	20.2%	107
Viewed movie (video-on-demand) in last 30 days	715	21.9%	125
Viewed TV show (video-on-demand) in last 30 days	551	16.9%	134
Watched any pay-per-view TV in last 12 months	366	11.2%	114
Downloaded a movie over the Internet in last 30 days	335	10.3%	107
Downloaded any individual song in last 6 months	669	20.5%	108
Watched a movie online in the last 30 days	917	28.1%	104
Watched a TV program online in last 30 days	686	21.0%	110
Played a video/electronic game (console) in last 12 months	336	10.3%	116
Played a video/electronic game (portable) in last 12 months	178	5.5%	117
Financial (Adults)			
Have home mortgage (1st)	1,214	37.2%	120
Used ATM/cash machine in last 12 months	1,885	57.7%	109
Own any stock	286	8.8%	122
Own U.S. savings bond	191	5.8%	134
Own shares in mutual fund (stock)	285	8.7%	122
Own shares in mutual fund (bonds)	195	6.0%	125
Have interest checking account	1,094	33.5%	117
Have non-interest checking account	1,082	33.1%	113
Have savings account	2,078	63.6%	111
Have 401K retirement savings plan	625	19.1%	119
Own/used any credit/debit card in last 12 months	2,765	84.7%	107
Avg monthly credit card expenditures: <$1-110	382	11.7%	102
Avg monthly credit card expenditures: $111-$225	260	8.0%	108
Avg monthly credit card expenditures: $226-$450	244	7.5%	109
Avg monthly credit card expenditures: $451-$700	230	7.0%	115
Avg monthly credit card expenditures: $701-$1,000	209	6.4%	114
Avg monthly credit card expenditures: $1,001+	460	14.1%	121
Did banking online in last 12 months	1,496	45.8%	118
Did banking on mobile device in last 12 months	971	29.7%	115
Paid bills online in last 12 months	1,818	55.7%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,308	70.2%	102
Used bread in last 6 months	1,739	93.4%	100
Used chicken (fresh or frozen) in last 6 months	1,331	71.5%	103
Used turkey (fresh or frozen) in last 6 months	282	15.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,018	54.7%	99
Used fresh fruit/vegetables in last 6 months	1,609	86.4%	101
Used fresh milk in last 6 months	1,628	87.4%	102
Used organic food in last 6 months	467	25.1%	105
Health (Adults)			
Exercise at home 2+ times per week	1,045	32.0%	117
Exercise at club 2+ times per week	565	17.3%	121
Visited a doctor in last 12 months	2,612	80.0%	104
Used vitamin/dietary supplement in last 6 months	1,826	55.9%	103
Home (Households)			
Did any home improvement in last 12 months	594	31.9%	115
Used any housekeeper/professional cleaning service in last 12 months	291	15.6%	107
Purchased low ticket HH furnishings in last 12 months	349	18.7%	110
Purchased big ticket HH furnishings in last 12 months	468	25.1%	113
Bought any small kitchen appliance in last 12 months	428	23.0%	103
Bought any large kitchen appliance in last 12 months	286	15.4%	110
Insurance (Adults/Households)			
Currently carry life insurance	1,612	49.4%	111
Carry medical/hospital/accident insurance	2,578	79.0%	106
Carry homeowner insurance	1,765	54.1%	114
Carry renter's insurance	298	9.1%	107
Have auto insurance: 1 vehicle in household covered	542	29.1%	94
Have auto insurance: 2 vehicles in household covered	633	34.0%	119
Have auto insurance: 3+ vehicles in household covered	494	26.5%	116
Pets (Households)			
Household owns any pet	1,062	57.0%	105
Household owns any cat	420	22.6%	99
Household owns any dog	806	43.3%	104
Psychographics (Adults)			
Buying American is important to me	1,221	37.4%	95
Usually buy items on credit rather than wait	439	13.4%	102
Usually buy based on quality - not price	622	19.1%	100
Price is usually more important than brand name	857	26.2%	96
Usually use coupons for brands I buy often	547	16.8%	97
Am interested in how to help the environment	625	19.1%	99
Usually pay more for environ safe product	479	14.7%	103
Usually value green products over convenience	353	10.8%	96
Likely to buy a brand that supports a charity	1,151	35.3%	100
Reading (Adults)			
Bought digital book in last 12 months	488	14.9%	115
Bought hardcover book in last 12 months	790	24.2%	121
Bought paperback book in last 12 month	989	30.3%	106
Read any daily newspaper (paper version)	671	20.6%	112
Read any digital newspaper in last 30 days	1,406	43.1%	108
Read any magazine (paper/electronic version) in last 6 months	3,050	93.4%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,634	80.7%	108
Went to family restaurant/steak house: 4+ times a month	983	30.1%	113
Went to fast food/drive-in restaurant in last 6 months	3,009	92.2%	101
Went to fast food/drive-in restaurant 9+ times/month	1,340	41.0%	105
Fast food restaurant last 6 months: eat in	1,247	38.2%	103
Fast food restaurant last 6 months: home delivery	286	8.8%	101
Fast food restaurant last 6 months: take-out/drive-thru	1,601	49.0%	105
Fast food restaurant last 6 months: take-out/walk-in	766	23.5%	113
Television & Electronics (Adults/Households)			
Own any tablet	1,772	54.3%	113
Own any e-reader	356	10.9%	131
Own e-reader/tablet: iPad	1,087	33.3%	118
HH has Internet connectable TV	648	34.8%	122
Own any portable MP3 player	694	21.3%	114
HH owns 1 TV	318	17.1%	81
HH owns 2 TVs	503	27.0%	101
HH owns 3 TVs	446	24.0%	114
HH owns 4+ TVs	387	20.8%	119
HH subscribes to cable TV	913	49.0%	112
HH subscribes to fiber optic	184	9.9%	140
HH owns portable GPS navigation device	505	27.1%	119
HH purchased video game system in last 12 months	186	10.0%	121
HH owns any Internet video device for TV	520	27.9%	116
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,971	60.4%	115
Took 3+ domestic non-business trips in last 12 months	450	13.8%	117
Spent on domestic vacations in last 12 months: <$1-999	387	11.9%	110
Spent on domestic vacations in last 12 months: $1,000-$1,499	275	8.4%	134
Spent on domestic vacations in last 12 months: $1,500-$1,999	171	5.2%	130
Spent on domestic vacations in last 12 months: $2,000-$2,999	163	5.0%	120
Spent on domestic vacations in last 12 months: $3,000+	236	7.2%	112
Domestic travel in last 12 months: used general travel website	269	8.2%	121
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,013	31.0%	113
Took 3+ foreign trips by plane in last 3 years	201	6.2%	113
Spent on foreign vacations in last 12 months: <$1-999	170	5.2%	112
Spent on foreign vacations in last 12 months: $1,000-$2,999	166	5.1%	127
Spent on foreign vacations in last 12 months: $3,000+	218	6.7%	106
Foreign travel in last 3 years: used general travel website	224	6.9%	120
Nights spent in hotel/motel in last 12 months: any	1,679	51.4%	115
Took cruise of more than one day in last 3 years	340	10.4%	117
Member of any frequent flyer program	730	22.4%	124
Member of any hotel rewards program	752	23.0%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

July 02, 2019

Exhibit E (con't)

Retail Market Potential

5525 Bermuda Rd, Stone Mountain, Georgia, 30087 2
5525 Bermuda Rd, Stone Mountain, Georgia, 30087
Ring Band: 1 - 3 mile radius

Gwinnett County Economic Development
Latitude: 33.82059
Longitude: -84.12133

Demographic Summary	2019	2024
Population	37,276	38,759
Population 18+	29,343	30,775
Households	13,189	13,706
Median Household Income	$82,747	$89,454

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,638	49.9%	105
Bought any women's clothing in last 12 months	13,370	45.6%	106
Bought clothing for child <13 years in last 6 months	8,259	28.1%	106
Bought any shoes in last 12 months	16,121	54.9%	105
Bought costume jewelry in last 12 months	5,550	18.9%	109
Bought any fine jewelry in last 12 months	5,531	18.8%	105
Bought a watch in last 12 months	4,725	16.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	12,147	92.1%	108
HH bought/leased new vehicle last 12 months	1,715	13.0%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	26,751	91.2%	107
Bought/changed motor oil in last 12 months	14,435	49.2%	103
Had tune-up in last 12 months	8,007	27.3%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,997	75.0%	105
Drank regular cola in last 6 months	11,920	40.6%	91
Drank beer/ale in last 6 months	13,239	45.1%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,866	13.2%	132
Own digital SLR camera/camcorder	2,954	10.1%	128
Printed digital photos in last 12 months	8,276	28.2%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,209	34.8%	101
Have a smartphone	25,969	88.5%	106
Have a smartphone: Android phone (any brand)	11,520	39.3%	97
Have a smartphone: Apple iPhone	14,093	48.0%	115
Number of cell phones in household: 1	2,839	21.5%	71
Number of cell phones in household: 2	5,465	41.4%	107
Number of cell phones in household: 3+	4,709	35.7%	127
HH has cell phone only (no landline telephone)	6,461	49.0%	87
Computers (Households)			
HH owns a computer	11,035	83.7%	114
HH owns desktop computer	5,990	45.4%	123
HH owns laptop/notebook	8,567	65.0%	115
HH owns any Apple/Mac brand computer	2,906	22.0%	122
HH owns any PC/non-Apple brand computer	9,201	69.8%	114
HH purchased most recent computer in a store	5,572	42.2%	117
HH purchased most recent computer online	2,116	16.0%	118
Spent <$1-499 on most recent home computer	2,001	15.2%	103
Spent $500-$999 on most recent home computer	2,677	20.3%	121
Spent $1,000-$1,499 on most recent home computer	1,496	11.3%	118
Spent $1,500-$1,999 on most recent home computer	725	5.5%	124
Spent $2,000+ on most recent home computer	593	4.5%	114

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Gwinnett County Economic Development
Latitude: 33.82059
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	19,131	65.2%	103
Bought brewed coffee at convenience store in last 30 days	4,286	14.6%	105
Bought cigarettes at convenience store in last 30 days	2,561	8.7%	81
Bought gas at convenience store in last 30 days	11,309	38.5%	103
Spent at convenience store in last 30 days: <$1-19	2,502	8.5%	124
Spent at convenience store in last 30 days: $20-$39	2,881	9.8%	103
Spent at convenience store in last 30 days: $40-$50	2,511	8.6%	104
Spent at convenience store in last 30 days: $51-$99	1,535	5.2%	94
Spent at convenience store in last 30 days: $100+	6,718	22.9%	103
Entertainment (Adults)			
Attended a movie in last 6 months	19,114	65.1%	111
Went to live theater in last 12 months	3,971	13.5%	123
Went to a bar/night club in last 12 months	5,586	19.0%	110
Dined out in last 12 months	17,502	59.6%	114
Gambled at a casino in last 12 months	4,529	15.4%	117
Visited a theme park in last 12 months	6,314	21.5%	114
Viewed movie (video-on-demand) in last 30 days	7,081	24.1%	138
Viewed TV show (video-on-demand) in last 30 days	5,236	17.8%	141
Watched any pay-per-view TV in last 12 months	3,812	13.0%	133
Downloaded a movie over the Internet in last 30 days	2,877	9.8%	102
Downloaded any individual song in last 6 months	6,554	22.3%	117
Watched a movie online in the last 30 days	7,973	27.2%	101
Watched a TV program online in last 30 days	5,898	20.1%	105
Played a video/electronic game (console) in last 12 months	2,579	8.8%	99
Played a video/electronic game (portable) in last 12 months	1,414	4.8%	103
Financial (Adults)			
Have home mortgage (1st)	12,130	41.3%	133
Used ATM/cash machine in last 12 months	17,439	59.4%	112
Own any stock	2,549	8.7%	121
Own U.S. savings bond	1,584	5.4%	124
Own shares in mutual fund (stock)	2,849	9.7%	136
Own shares in mutual fund (bonds)	2,000	6.8%	143
Have interest checking account	10,026	34.2%	119
Have non-interest checking account	9,319	31.8%	108
Have savings account	19,157	65.3%	114
Have 401K retirement savings plan	6,148	21.0%	130
Own/used any credit/debit card in last 12 months	25,015	85.3%	107
Avg monthly credit card expenditures: <$1-110	3,698	12.6%	109
Avg monthly credit card expenditures: $111-$225	2,399	8.2%	111
Avg monthly credit card expenditures: $226-$450	2,268	7.7%	113
Avg monthly credit card expenditures: $451-$700	2,015	6.9%	112
Avg monthly credit card expenditures: $701-$1,000	1,880	6.4%	114
Avg monthly credit card expenditures: $1,001+	4,397	15.0%	129
Did banking online in last 12 months	13,809	47.1%	121
Did banking on mobile device in last 12 months	8,973	30.6%	118
Paid bills online in last 12 months	16,768	57.1%	114

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Gwinnett County Economic Development
Latitude: 33.82059
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,465	71.8%	104
Used bread in last 6 months	12,336	93.5%	100
Used chicken (fresh or frozen) in last 6 months	9,691	73.5%	106
Used turkey (fresh or frozen) in last 6 months	2,167	16.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	7,570	57.4%	104
Used fresh fruit/vegetables in last 6 months	11,579	87.8%	102
Used fresh milk in last 6 months	11,496	87.2%	101
Used organic food in last 6 months	3,411	25.9%	108
Health (Adults)			
Exercise at home 2+ times per week	9,467	32.3%	118
Exercise at club 2+ times per week	5,356	18.3%	127
Visited a doctor in last 12 months	23,351	79.6%	103
Used vitamin/dietary supplement in last 6 months	16,946	57.8%	107
Home (Households)			
Did any home improvement in last 12 months	4,622	35.0%	127
Used any housekeeper/professional cleaning service in last 12 months	2,313	17.5%	120
Purchased low ticket HH furnishings in last 12 months	2,410	18.3%	107
Purchased big ticket HH furnishings in last 12 months	3,160	24.0%	108
Bought any small kitchen appliance in last 12 months	2,988	22.7%	102
Bought any large kitchen appliance in last 12 months	2,071	15.7%	113
Insurance (Adults/Households)			
Currently carry life insurance	15,080	51.4%	116
Carry medical/hospital/accident insurance	23,308	79.4%	106
Carry homeowner insurance	16,946	57.8%	122
Carry renter's insurance	2,135	7.3%	86
Have auto insurance: 1 vehicle in household covered	3,297	25.0%	81
Have auto insurance: 2 vehicles in household covered	4,501	34.1%	120
Have auto insurance: 3+ vehicles in household covered	3,980	30.2%	132
Pets (Households)			
Household owns any pet	7,970	60.4%	111
Household owns any cat	2,995	22.7%	100
Household owns any dog	6,267	47.5%	114
Psychographics (Adults)			
Buying American is important to me	11,243	38.3%	98
Usually buy items on credit rather than wait	4,010	13.7%	104
Usually buy based on quality - not price	5,269	18.0%	95
Price is usually more important than brand name	7,831	26.7%	97
Usually use coupons for brands I buy often	5,127	17.5%	101
Am interested in how to help the environment	5,456	18.6%	96
Usually pay more for environ safe product	3,820	13.0%	92
Usually value green products over convenience	3,024	10.3%	91
Likely to buy a brand that supports a charity	10,377	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	4,596	15.7%	121
Bought hardcover book in last 12 months	6,747	23.0%	115
Bought paperback book in last 12 month	9,242	31.5%	110
Read any daily newspaper (paper version)	5,578	19.0%	103
Read any digital newspaper in last 30 days	12,950	44.1%	111
Read any magazine (paper/electronic version) in last 6 months	27,602	94.1%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	23,760	81.0%	108
Went to family restaurant/steak house: 4+ times a month	8,973	30.6%	115
Went to fast food/drive-in restaurant in last 6 months	27,113	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	12,167	41.5%	106
Fast food restaurant last 6 months: eat in	11,519	39.3%	106
Fast food restaurant last 6 months: home delivery	2,538	8.6%	100
Fast food restaurant last 6 months: take-out/drive-thru	14,750	50.3%	107
Fast food restaurant last 6 months: take-out/walk-in	6,938	23.6%	114
Television & Electronics (Adults/Households)			
Own any tablet	16,782	57.2%	119
Own any e-reader	3,177	10.8%	130
Own e-reader/tablet: iPad	10,207	34.8%	123
HH has Internet connectable TV	4,660	35.3%	123
Own any portable MP3 player	6,338	21.6%	116
HH owns 1 TV	2,055	15.6%	74
HH owns 2 TVs	3,444	26.1%	97
HH owns 3 TVs	3,086	23.4%	112
HH owns 4+ TVs	3,201	24.3%	139
HH subscribes to cable TV	6,532	49.5%	113
HH subscribes to fiber optic	1,405	10.7%	151
HH owns portable GPS navigation device	3,747	28.4%	124
HH purchased video game system in last 12 months	1,329	10.1%	122
HH owns any Internet video device for TV	3,908	29.6%	123
Travel (Adults)			
Took domestic trip in continental US last 12 months	18,285	62.3%	119
Took 3+ domestic non-business trips in last 12 months	4,173	14.2%	120
Spent on domestic vacations in last 12 months: <$1-999	3,388	11.5%	107
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,381	8.1%	130
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,421	4.8%	120
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,627	5.5%	133
Spent on domestic vacations in last 12 months: $3,000+	2,441	8.3%	129
Domestic travel in last 12 months: used general travel website	2,526	8.6%	126
Took foreign trip (including Alaska and Hawaii) in last 3 years	9,551	32.5%	118
Took 3+ foreign trips by plane in last 3 years	1,908	6.5%	119
Spent on foreign vacations in last 12 months: <$1-999	1,492	5.1%	109
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,326	4.5%	113
Spent on foreign vacations in last 12 months: $3,000+	2,283	7.8%	123
Foreign travel in last 3 years: used general travel website	2,094	7.1%	124
Nights spent in hotel/motel in last 12 months: any	15,596	53.2%	119
Took cruise of more than one day in last 3 years	3,355	11.4%	129
Member of any frequent flyer program	7,077	24.1%	134
Member of any hotel rewards program	6,894	23.5%	130

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Retail Market Potential

5525 Bermuda Rd, Stone Mountain, Georgia, 30087 2
5525 Bermuda Rd, Stone Mountain, Georgia, 30087
Ring Band: 3 - 5 mile radius

Gwinnett County Economic Development
Latitude: 33.82059
Longitude: -84.12133

Demographic Summary	2019	2024
Population	116,877	122,305
Population 18+	88,850	93,533
Households	40,911	42,647
Median Household Income	$64,634	$74,538

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	42,033	47.3%	100
Bought any women's clothing in last 12 months	39,703	44.7%	104
Bought clothing for child <13 years in last 6 months	26,195	29.5%	111
Bought any shoes in last 12 months	47,080	53.0%	101
Bought costume jewelry in last 12 months	16,363	18.4%	106
Bought any fine jewelry in last 12 months	16,438	18.5%	103
Bought a watch in last 12 months	14,522	16.3%	106
Automobiles (Households)			
HH owns/leases any vehicle	36,399	89.0%	104
HH bought/leased new vehicle last 12 months	4,449	10.9%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	79,064	89.0%	104
Bought/changed motor oil in last 12 months	43,840	49.3%	104
Had tune-up in last 12 months	23,112	26.0%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	66,417	74.8%	104
Drank regular cola in last 6 months	38,765	43.6%	98
Drank beer/ale in last 6 months	37,819	42.6%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	9,335	10.5%	105
Own digital SLR camera/camcorder	7,538	8.5%	108
Printed digital photos in last 12 months	22,557	25.4%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	31,551	35.5%	103
Have a smartphone	79,387	89.3%	107
Have a smartphone: Android phone (any brand)	39,011	43.9%	109
Have a smartphone: Apple iPhone	38,928	43.8%	105
Number of cell phones in household: 1	10,049	24.6%	81
Number of cell phones in household: 2	16,302	39.8%	103
Number of cell phones in household: 3+	13,943	34.1%	121
HH has cell phone only (no landline telephone)	23,868	58.3%	104
Computers (Households)			
HH owns a computer	32,191	78.7%	107
HH owns desktop computer	16,392	40.1%	109
HH owns laptop/notebook	25,261	61.7%	109
HH owns any Apple/Mac brand computer	7,838	19.2%	106
HH owns any PC/non-Apple brand computer	27,230	66.6%	108
HH purchased most recent computer in a store	15,744	38.5%	106
HH purchased most recent computer online	5,906	14.4%	106
Spent <$1-499 on most recent home computer	6,203	15.2%	103
Spent $500-$999 on most recent home computer	7,368	18.0%	107
Spent $1,000-$1,499 on most recent home computer	3,986	9.7%	102
Spent $1,500-$1,999 on most recent home computer	1,843	4.5%	102
Spent $2,000+ on most recent home computer	1,597	3.9%	99

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Gwinnett County Economic Development
Latitude: 33.82059
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	57,989	65.3%	103
Bought brewed coffee at convenience store in last 30 days	12,507	14.1%	101
Bought cigarettes at convenience store in last 30 days	8,947	10.1%	93
Bought gas at convenience store in last 30 days	35,199	39.6%	106
Spent at convenience store in last 30 days: <$1-19	6,600	7.4%	108
Spent at convenience store in last 30 days: $20-$39	8,952	10.1%	106
Spent at convenience store in last 30 days: $40-$50	7,055	7.9%	96
Spent at convenience store in last 30 days: $51-$99	4,882	5.5%	99
Spent at convenience store in last 30 days: $100+	20,495	23.1%	103
Entertainment (Adults)			
Attended a movie in last 6 months	56,327	63.4%	108
Went to live theater in last 12 months	9,848	11.1%	101
Went to a bar/night club in last 12 months	15,256	17.2%	100
Dined out in last 12 months	48,413	54.5%	105
Gambled at a casino in last 12 months	12,890	14.5%	110
Visited a theme park in last 12 months	19,551	22.0%	116
Viewed movie (video-on-demand) in last 30 days	18,300	20.6%	118
Viewed TV show (video-on-demand) in last 30 days	13,383	15.1%	119
Watched any pay-per-view TV in last 12 months	10,606	11.9%	122
Downloaded a movie over the Internet in last 30 days	8,985	10.1%	106
Downloaded any individual song in last 6 months	19,684	22.2%	116
Watched a movie online in the last 30 days	26,230	29.5%	109
Watched a TV program online in last 30 days	18,273	20.6%	108
Played a video/electronic game (console) in last 12 months	8,342	9.4%	106
Played a video/electronic game (portable) in last 12 months	4,317	4.9%	104
Financial (Adults)			
Have home mortgage (1st)	32,866	37.0%	119
Used ATM/cash machine in last 12 months	50,573	56.9%	108
Own any stock	5,819	6.5%	91
Own U.S. savings bond	3,852	4.3%	99
Own shares in mutual fund (stock)	6,485	7.3%	102
Own shares in mutual fund (bonds)	4,495	5.1%	106
Have interest checking account	25,457	28.7%	100
Have non-interest checking account	26,852	30.2%	103
Have savings account	53,940	60.7%	106
Have 401K retirement savings plan	16,795	18.9%	118
Own/used any credit/debit card in last 12 months	72,856	82.0%	103
Avg monthly credit card expenditures: <$1-110	11,400	12.8%	111
Avg monthly credit card expenditures: $111-$225	6,741	7.6%	103
Avg monthly credit card expenditures: $226-$450	6,351	7.1%	105
Avg monthly credit card expenditures: $451-$700	5,037	5.7%	92
Avg monthly credit card expenditures: $701-$1,000	4,773	5.4%	96
Avg monthly credit card expenditures: $1,001+	10,260	11.5%	99
Did banking online in last 12 months	38,557	43.4%	111
Did banking on mobile device in last 12 months	26,749	30.1%	116
Paid bills online in last 12 months	48,856	55.0%	110

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Retail Market Potential

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Ring Band: 3 - 5 mile radius

Gwinnett County Economic Development
Latitude: 33.82059
Longitude: -84.12133

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	28,920	70.7%	103
Used bread in last 6 months	38,053	93.0%	100
Used chicken (fresh or frozen) in last 6 months	29,515	72.1%	104
Used turkey (fresh or frozen) in last 6 months	6,324	15.5%	103
Used fish/seafood (fresh or frozen) in last 6 months	23,004	56.2%	102
Used fresh fruit/vegetables in last 6 months	35,387	86.5%	101
Used fresh milk in last 6 months	35,333	86.4%	100
Used organic food in last 6 months	10,060	24.6%	103
Health (Adults)			
Exercise at home 2+ times per week	26,531	29.9%	109
Exercise at club 2+ times per week	14,646	16.5%	115
Visited a doctor in last 12 months	67,782	76.3%	99
Used vitamin/dietary supplement in last 6 months	48,611	54.7%	101
Home (Households)			
Did any home improvement in last 12 months	12,220	29.9%	108
Used any housekeeper/professional cleaning service in last 12 months	5,793	14.2%	97
Purchased low ticket HH furnishings in last 12 months	6,958	17.0%	99
Purchased big ticket HH furnishings in last 12 months	9,686	23.7%	106
Bought any small kitchen appliance in last 12 months	9,214	22.5%	101
Bought any large kitchen appliance in last 12 months	6,137	15.0%	108
Insurance (Adults/Households)			
Currently carry life insurance	42,585	47.9%	108
Carry medical/hospital/accident insurance	67,027	75.4%	101
Carry homeowner insurance	44,159	49.7%	105
Carry renter's insurance	7,708	8.7%	102
Have auto insurance: 1 vehicle in household covered	12,195	29.8%	96
Have auto insurance: 2 vehicles in household covered	12,562	30.7%	108
Have auto insurance: 3+ vehicles in household covered	10,319	25.2%	110
Pets (Households)			
Household owns any pet	23,196	56.7%	104
Household owns any cat	8,552	20.9%	92
Household owns any dog	18,333	44.8%	107
Psychographics (Adults)			
Buying American is important to me	32,548	36.6%	93
Usually buy items on credit rather than wait	11,672	13.1%	100
Usually buy based on quality - not price	15,152	17.1%	90
Price is usually more important than brand name	24,565	27.6%	101
Usually use coupons for brands I buy often	15,072	17.0%	98
Am interested in how to help the environment	17,138	19.3%	99
Usually pay more for environ safe product	11,572	13.0%	92
Usually value green products over convenience	9,881	11.1%	99
Likely to buy a brand that supports a charity	31,522	35.5%	101
Reading (Adults)			
Bought digital book in last 12 months	12,681	14.3%	110
Bought hardcover book in last 12 months	18,465	20.8%	104
Bought paperback book in last 12 month	26,360	29.7%	104
Read any daily newspaper (paper version)	13,644	15.4%	83
Read any digital newspaper in last 30 days	37,328	42.0%	106
Read any magazine (paper/electronic version) in last 6 months	82,721	93.1%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

July 02, 2019

Exhibit E (con't)

Retail Market Potential

5525 Bermuda Rd, Stone Mountain, Georgia, 30087 2
5525 Bermuda Rd, Stone Mountain, Georgia, 30087
Ring Band: 3 - 5 mile radius

Gwinnett County Economic Development
Latitude: 33.82059
Longitude: -84.12133

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	70,522	79.4%	106
Went to family restaurant/steak house: 4+ times a month	26,377	29.7%	112
Went to fast food/drive-in restaurant in last 6 months	81,875	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	37,568	42.3%	108
Fast food restaurant last 6 months: eat in	33,848	38.1%	102
Fast food restaurant last 6 months: home delivery	8,392	9.4%	109
Fast food restaurant last 6 months: take-out/drive-thru	45,770	51.5%	110
Fast food restaurant last 6 months: take-out/walk-in	20,138	22.7%	109
Television & Electronics (Adults/Households)			
Own any tablet	48,713	54.8%	114
Own any e-reader	7,979	9.0%	108
Own e-reader/tablet: iPad	27,341	30.8%	109
HH has Internet connectable TV	13,005	31.8%	111
Own any portable MP3 player	17,729	20.0%	107
HH owns 1 TV	7,453	18.2%	87
HH owns 2 TVs	10,889	26.6%	99
HH owns 3 TVs	8,708	21.3%	102
HH owns 4+ TVs	8,661	21.2%	122
HH subscribes to cable TV	19,168	46.9%	107
HH subscribes to fiber optic	3,126	7.6%	108
HH owns portable GPS navigation device	9,927	24.3%	106
HH purchased video game system in last 12 months	3,888	9.5%	115
HH owns any Internet video device for TV	11,231	27.5%	114
Travel (Adults)			
Took domestic trip in continental US last 12 months	49,966	56.2%	107
Took 3+ domestic non-business trips in last 12 months	10,886	12.3%	104
Spent on domestic vacations in last 12 months: <$1-999	10,122	11.4%	105
Spent on domestic vacations in last 12 months: $1,000-$1,499	6,247	7.0%	112
Spent on domestic vacations in last 12 months: $1,500-$1,999	3,631	4.1%	101
Spent on domestic vacations in last 12 months: $2,000-$2,999	3,813	4.3%	103
Spent on domestic vacations in last 12 months: $3,000+	5,669	6.4%	99
Domestic travel in last 12 months: used general travel website	6,449	7.3%	106
Took foreign trip (including Alaska and Hawaii) in last 3 years	25,575	28.8%	105
Took 3+ foreign trips by plane in last 3 years	4,572	5.1%	94
Spent on foreign vacations in last 12 months: <$1-999	3,931	4.4%	95
Spent on foreign vacations in last 12 months: $1,000-$2,999	3,375	3.8%	95
Spent on foreign vacations in last 12 months: $3,000+	5,533	6.2%	99
Foreign travel in last 3 years: used general travel website	5,073	5.7%	100
Nights spent in hotel/motel in last 12 months: any	42,443	47.8%	107
Took cruise of more than one day in last 3 years	8,975	10.1%	114
Member of any frequent flyer program	18,023	20.3%	112
Member of any hotel rewards program	17,882	20.1%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

July 02, 2019

Gwinnett

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