

## Murfreesboro, TN... Rapid Growth Has Caused a Retail Explosion

Murfreesboro is the sixth largest and among the fastest growing cities in Tennessee with a population over 100,000. In the recent years, Murfreesboro has grown at a pace over five times the national average, in large part due to the excellent quality of life. Murfreesboro, the county seat of Rutherford County, is located at the geographic center of Tennessee, approximately 35 miles southeast of Nashville. Currently, Rutherford County ranks 1st in increase in wages in the U.S.

Rutherford County's retail trade area is made up of over 350,000 people. At its center, Murfreesboro has developed into a retail destination attracting shoppers from a 10-county region. Middle Tennessee State University, the largest undergraduate university in the state, is also a contributor to the growth and large trade area. MTSU currently has over 23,000 students.

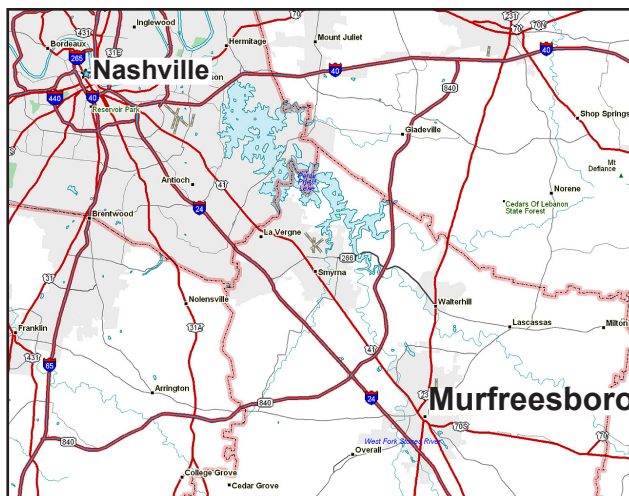
Stones River Mall, located on Old Fort Parkway, is anchored by a new JCPenney and Dillard's. The mall recently completed a multi-million dollar expansion/renovation project in 2008. The expansion offers more retail space, a lifestyle component and foodcourt. Other big box tenants in the area include Target, Lowe's, T.J. Maxx, Wal-Mart SuperCenters (2), Office Depot, Home Depot, Office Max, Kohl's, Marshall's, Old Navy, PetsMart and Toys "R" Us.

Cousins Properties and Faison Development developed a new retail lifestyle center offering nearly 1 million square feet of retail, restaurants and office space, which opened in October, 2007. The Murfreesboro Avenue is located adjacent to I-24 on Medical Center Parkway, a new boulevard offering Class A office, upscale residential and retail along with an 18-hole golf course and greenway system. Tenants include: Belk, Best Buy, White House/Black Market, Ann Taylor Loft, Off Broadway, Chicos, and a host of new restaurants.

"The Oaks," located on Medical Center Parkway/Thompson Lane, is a 300,000 sq. ft. retail center that is anchored by Stein Mart, Bed, Bath & Beyond, Marshall's, Ashley Furniture, HH Gregg and Ross Dress for Less. The Oaks is adjacent to the Murfreesboro Gateway, a master planned corporate office development.

The Murfreesboro Gateway is a master planned 400 acre development offering sites for Class A office and corporate headquarter development. Middle TN Medical Center has broken ground on a new 68 acre campus. In addition, there is 1.2 million sq. ft. of office space completed, in addition to Consumers Insurance's 30,000 sq. ft. corporate headquarters.

All of this combined makes Murfreesboro one of the best cities in the U.S. Why not see for yourself?



**There are over 250,000 people in Rutherford County and over a million people within 25 miles of Murfreesboro.**

### Murfreesboro, Tennessee

#### Population

2009 .....	100,798
2014 Projection .....	118,938
% Change 1990-2000 .....	43.7%

#### Median Household Income (includes MTSU students)

2009 .....	\$44,125
2013 Projection .....	\$45,736
% Change 1990-2000 .....	45.9%
2009 Average HH Income.....	\$55,647

#### Housing Units

2009 .....	39,846
2014 Projection .....	47,449
% Change 1990-2000 .....	47.2%

### Rutherford County, Tennessee

#### Population

2009 .....	255,239
2014 Projection .....	297,523
% Change 1990-2000 .....	53.5%

#### Median Household Income

2009 .....	\$51,712
2012 Projection .....	\$53,543
% Change 1990-2000 .....	49.9%

#### 2008 Average HH Income.....

2009 .....	95,392
2014 Projection .....	112,115
% Change 1990-2000 .....	57.8%

Travel Expenditures.....\$215,820,000

#### Retail Sales

2008 .....	\$5,236,379,546
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## DEMOGRAPHICS

	3 mi.	10mi.
2009 Population		
I-24/Hwy. 231	53,141	162,495
I-24/Hwy. 96	43,696	187,472
I-24/Med.Center Pky.	26,397	206,303
2009 Households		
I-24/Hwy. 231	20,027	61,478
I-24/Hwy. 96	17,049	70,524
I-24/Med.Center Pky.	9,664	77,819
2009 Median Income		
I-24/Hwy. 231	\$43,111	\$49,441
I-24/Hwy. 96	\$47,441	\$50,347
I-24/Med.Center Pky.	\$58,899	\$50,419

## 2009 Average HH Income

I-24/Hwy. 231	\$53,794	\$59,572
I-24/Hwy.96	\$54,795	\$60,250
I-24/Med.Center Pky.	\$64,591	\$60,224

## NATIONAL RANKINGS

### #5 STATE FOR JOB & BUSINESS GROWTH

CHIEF EXECUTIVE MAGAZINE, MAR 2009

### One of "Best Places to Raise Your Kids"

BUSINESS WEEK, NOV 2008

### #2 "TOP STATE BUSINESS CLIMATE"

SITE SELECTION, NOV 2008

### #1 FASTEST GROWING COUNTY IN TN

U.S. CENSUS BUREAU, MAR 2008

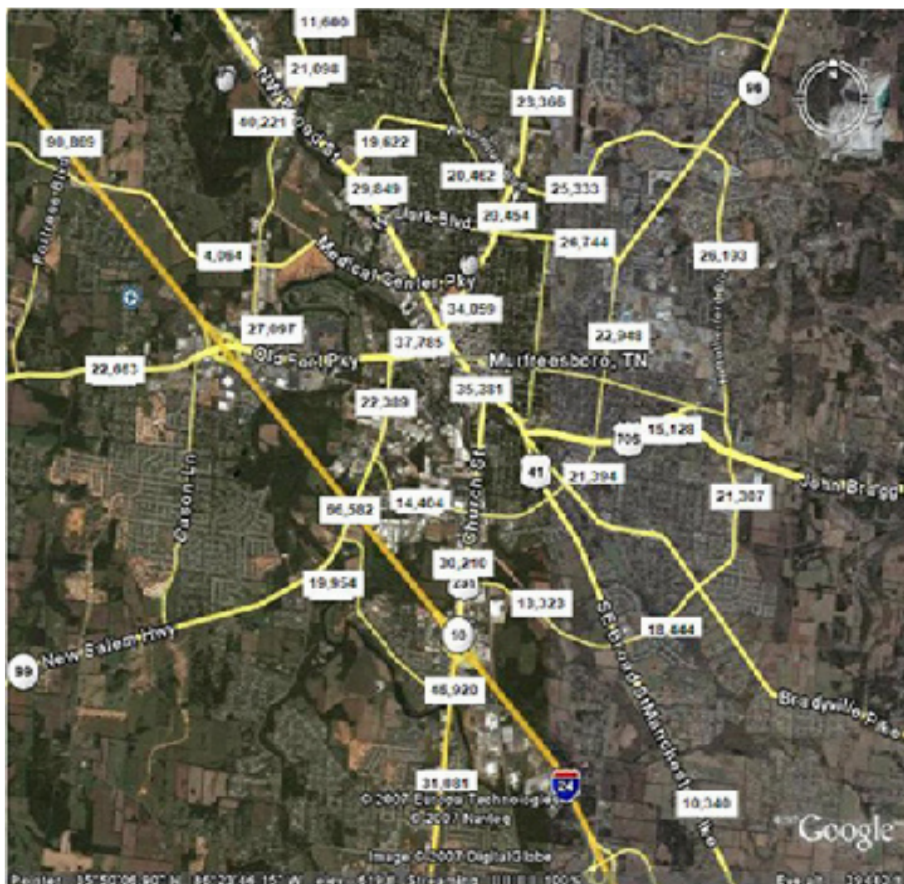
### #15 "BEST PLACES FOR BUSINESS & CAREERS"

FORBES, MAR 2008

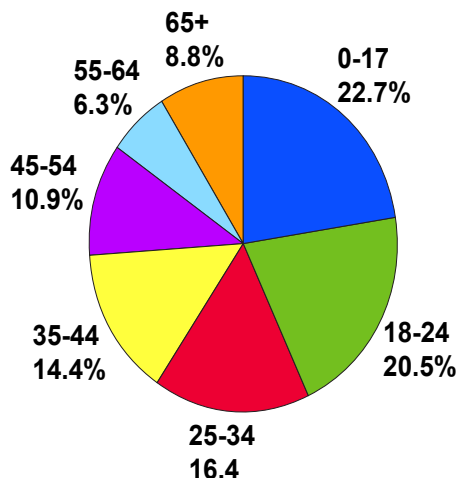
### #3 STATE FOR ECONOMIC DEVELOPMENT

SITE SELECTION, MAR 2008

## 2007 Traffic Counts



## POPULATION BY AGE



## LARGEST EMPLOYERS

	#EMPLOYEES
Rutherford Co. Government .....	5,100
MTSU.....	2,208
State Farm Insurance Co .....	1,665
Alvin C. York, VA Medical Ctr.....	1,563
MTMC.....	1,300
Verizon Wireless.....	1,122
City of Murfreesboro .....	988
General Mills/Pillsbury. ....	850
MAHLE Filter Systems.....	326
Heritage Farms Dairy.....	200

## MAJOR RETAILERS

**Apparel:** Stein Mart, Marshall's, Old Navy, Peebles, Ross Dress for Less, T.J. Maxx, Men's Wearhouse, Lane Bryant

**Books/Audio:** Hastings, Books-A-Million, Barnes & Noble

**Crafts:** Hobby Lobby

**Discount Stores:** Kohl's, Kmart, Roses, Target, Wal-Mart SuperCenter(2)

**Electronics:** Electronics Express, H.H. Gregg, Radio Shack

**Furniture:** Haverty's, Ashley Furniture

**Grocery:** ALDI, Food Lion, Kroger, Publix

**Home Improvement:** Home Depot, Lowe's  
**Housewares:** Bed,Bath & Beyond, Pier 1 Imports, Kirkland's Home, Old Time Pottery, Hobby Lobby

**Office Supplies:** Office Depot, Office Max, Staples

**Party Goods/Toys:** Party City, Toys "R" Us, Hobbytown USA

**Pet Products:** PetsMart, PetCo

**Restaurants:** Bonefish Grill, Carrabba's Italian Grill, Chili's(2), The Chop House, Cracker Barrel(2), Demo's, Jason's Deli, Logan's Roadhouse, Moe's Southwest Grill, O'Charley's, Outback Steakhouse, Puelo's Grille, Red Lobster, Red Robin, Santa Fe Cattle Co., Ruby Tuesday, Macaroni Grill, Longhorn Steaks, Mimi's Cafe, Olive Garden, TGI Friday's, Newk's, Starbucks (5), Toot's, WhichWich, Five Senses

**Wholesale Club:** Sam's Wholesale

**Stones River Mall:** Dillard's, Buckle, Charlotte Russe, Hot Topic, Forever 21, CJ Banks, Books-A-Million, A'GACI, Vanity, Sears, JCPenny, GAP, baby Gap, GapKids, Chuck E Cheese's, Pacific Sunwear, Claire's, Radio Shack, Kay Jewelers, GameStop, Zales Jewelers, Bath & Body Works, GNC, Journey's, The Shoe Dept., Victoria's Secret, Aeropostale, Christopher and Banks, Finish Line, Spencer Gifts, The Cookie Store, TGI Friday's, Olive Garden

**Murfreesboro Avenue:** Belk, Best Buy, Barnes & Noble, Ann Taylor Loft, White House/Black Market, Carter's, Jos.A Banks, New York & Co., Chico's, Talbot's, Cost Plus World Market, Dick's Sporting Goods, Lane Bryant, Off Broadway, Champ's, Origins, Coldwater Creek, Mimi's Cafe, Kay Jewelers, PetCo, Francesca's Collections, Osh Kosh B'Gosh, David's Bridal

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