



Murfreesboro, TN

2012 RETAIL PROFILE

City of Murfreesboro

Population: 108,755*
 Growth 2000-2010: 58.0%*
 2016 Projection: 119,253
 Median Age: 29*
 Households: 41,940*
 2016 Projection: 46,873
 Avg. HH Income: \$57,003
 Med. HH Income: \$44,845
 Per Capita Income: \$22,851
 Property Tax Rate:
 \$1.2703 per \$100 assessed value

Rutherford County

Population: 262,604*
 Growth 2000-2010: 44.3%*
 2016 Projection: 305,081
 Median Age: 32*
 Households: 96,232*
 2016 Projection: 114,762
 Avg. HH Income: \$61,212
 Med. HH Income: \$51,722
 Per Capita Income: \$23,289
 Property Tax Rate:
 \$2.4652 per \$100 assessed value

Source: 2011 Claritas Estimate
 *2010 Census Data

Murfreesboro ranks as the 12th fastest-growing city in the United States, based on Census data.
 (Released October 2010)

Murfreesboro is home to Middle Tennessee State University, which had a Fall 2011 enrollment of over 26,000 students. The Princeton Review rated MTSU as one of the "Best in the Southeast" in its website feature, "2011 Best Colleges Region by Region."
 (Released August 2010)



Murfreesboro, the sixth largest and one of the fastest growing cities in Tennessee, has seen tremendous growth in the last twenty years. From 1990-2000, Murfreesboro's population grew from 47,905 to 68,816—a 44% increase. From 2000-2010, Murfreesboro's population grew another 58% giving the city a current population of 108,755.

This phenomenal growth is due in part to the accessibility of Rutherford County via major interstates. I-24 runs directly through Murfreesboro, and I-65, I-40 and SR-840 are all within 15 miles of the city limit.

Murfreesboro's location at the geographic center of Tennessee, its low city property tax and its proximity to Nashville has made it one of the fastest growing residential and retail areas in the state.

Yet another unique characteristic of Murfreesboro is that a number of colleges and universities are located close-by, including Middle Tennessee State University (26,000+ enrollment), Motlow State Community College, Tennessee Technology Center, Daymar Institute and University of Phoenix.

Stones River Mall in Murfreesboro completed a multi-million dollar expansion/renovation in 2008 and The Avenue-Murfreesboro opened



There are over 262,600 people in Rutherford County and over 1.2 million people within 25 miles of Murfreesboro.

its 1,000,000 SF development in 2007. The Oaks, also located in Murfreesboro, offers 300,000 SF of retail. With an ideal location and a wide array of retailers, Rutherford County is attracting shoppers from a 10-county region. Come see for yourself!

Major Retailers

Apparel: Goody's, Kohl's, Marshalls, Ross Dress for Less, SteinMart, T.J. Maxx

Discount Stores: Big Lots, Dollar General, Dollar Tree, Kmart, Sam's Club, Target, Wal-Mart SuperCenter (2)

Grocery: Aldi, Food Lion, Kroger, Publix

Home Improvement: Home Depot, Lowe's

Housewares: Bed Bath & Beyond, Hobby Lobby, Linens & More for Less, Old Time Pottery, Parmida Home, Pier 1 Imports, Tuesday Morning

Restaurants: Blue Coast Burrito, Bonefish Grill, The Boulevard Bar & Grill, Buffalo Wild Wings, Carrabba's Italian Grill, Cathay, Chili's (2), The Chop House, Chuy's, Cracker Barrel (2), Culver's, Demo's, Five Guys Burgers & Fries, Five Senses, Fulin's, Genghis Grill, Jason's Deli, Jet's Pizza (2), Jim 'N Nick's BBQ, Jimmy John's (2), Longhorn Steakhouse, Macaroni Grill, Mimi's Café, Moe's Southwest Grill, Newk's, O'Charleys (2), Old Chicago,

Olive Garden, Outback Steakhouse, Panda Express, Parthenon Grille, Puleo's Grille, Red Lobster, Red Robin, Ruby Tuesday, Salsarita's Fresh Cantina, Samurai's, Starbucks, Sweet CeCe's Frozen Yogurt, TGI Friday's, Toot's (2), WhichWich, Yogurt Oasis and many more.

Stones River Mall: Aeropostale, A'GACI, Bath & Bodyworks, Bink's Outfitters, Books-A-Million, Buckle, Charlotte Russe, Christopher & Banks, Chuck E Cheese's, Claire's, CJ Banks, Dillard's, Finish Line, Forever 21, GameStop, GAP, GNC, Hot Topic, JCPenney, Journeys, Kay Jewelers, Pacific Sunwear, Radio Shack, Rue 21, Sears, Shoe Carnival, Spencer Gifts, Vanity, Victoria's Secret

The Murfreesboro Avenue: Aerie, Alumni Hall, American Eagle, Barnes & Noble, Bath & Bodyworks, Belk, Best Buy, Carla & Co, Carter's, Champs Sports, Charming Charlie, Chico's, Coldwater Creek, David's Bridal, Delia's, Dick's Sporting Goods, Dress Barn, e.Allen,

Epiphany, Express, Francesca's Collections, GNC, Gymboree, Hat World, Haverly's, Hollister Co., Jared the Galleria of Jewelry, Jos. A. Bank, Kay Jewelers, Kirkland's, Lane Bryant, Linens & More for Less, LOFT, Men's Warehouse, Merle Norman, Michael's, Murfreesboro Toy Company, New York & Co., Off Broadway Shoes, Old Navy, Origins, Oshkosh B'gosh, PetCo, Sports Clips, Stride Rite, Talbots, The Children's Place, Titans Locker Room, Toodles, Ulta, Victoria's Secret, White House Black Market, World Market, Yankee Candle



2011 Retail Sales

Rutherford County:
\$5,979,560,363

Source: TN Dept. of Revenue

2010 Travel Related Expenditures

Rutherford County:
\$228,570,000

Source: Tennessee Department of
Tourist Development & the U.S.
Travel Association

Demographics

I-24 & Medical Center Parkway

(Within a 5 mile radius)
Population: 87,056
Households: 33,869
Average HH Income: \$61,203
Median HH Income: \$51,761

I-24 & Old Fort Parkway

(Within a 5 mile radius)
Population: 119,735
Households: 46,730
Average HH Income: \$58,095
Median HH Income: \$47,366

I-24 & New Salem Road

(Within a 5 mile radius)
Population: 119,149
Households: 46,659
Average HH Income: \$56,807
Median HH Income: \$46,065

I-24 & Church Street

(Within a 5 mile radius)
Population: 105,852
Households: 41,717
Average HH Income: \$54,271
Median HH Income: \$43,692

Source: 2011 Claritas Estimate

Rutherford County in the News

- Rutherford County, TN ranks 4th in U.S. for Job growth in 2011
– *US Bureau of Labor Statistics, June 2012*
- Rutherford/Davidson/Williamson MSA ranks 15th in economic & job growth out of 365 MSAs across the U.S.
– *Area Development Magazine, Summer 2012*
- Rutherford/Davidson/Williamson MSA ranks 4th in U.S. for economic strength
– *Politicom, June 2012*
- Rutherford/Davidson/Williamson MSA ranks 2nd in job creation among 50 largest U.S. metro areas.
– *Gallup, March 2012*
- Rutherford County ranks 14th in the U.S. for Fastest Job Growth, increasing 37% between 2000 and 2010.
– *CNN Money, Aug 2011*
- Murfreesboro ranks as the 20th most business-friendly city in the state.
– *Tennessee Center for Policy Research, Nov 2010*

Largest Employers

<u>Company Name</u>	<u>Number of Employees</u>
Rutherford County Government	6,073
Middle Tennessee State University	2,225
State Farm Operations Center	1,626
Alvin C. York VA Medical Center	1,461
Middle Tennessee Medical Center	1,150
Verizon Wireless	1,068
City of Murfreesboro	800
General Mills/Pillsbury	795
National HealthCare Corporation	700
Murfreesboro Medical Clinic	450
MAHLE Filter Systems	415
Rich Products	360



The Murfreesboro Gateway

The Murfreesboro Gateway is a prosperous corridor of plush new Class A office, medical office and upscale retail. The park offers numerous locations for corporate headquarters, Class A office, medical office and retail uses. Aggressive incentive packages are available. Home to new \$300 million Middle Tennessee Medical Center.



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