



HIGH POINT, NORTH CAROLINA

Market Guide

City Contact Information



Sandy V. Dunbeck
Executive Vice President
sandy.dunbeck@highpointnc.gov

High Point EDC
211 S Hamilton, Room 200
High Point, NC 27260

336.883.3116 office
336.601.6074 mobile

highpointedc.com
highpointnc.gov



Major Employers

| Company Name | Employees |
|-------------------------------------|-----------|
| Ralph Lauren Corporation | 2,843 |
| Bank of America | 1,850 |
| High Point Regional UNC Health Care | 1,832 |
| Guilford County Schools | 1,673 |
| Thomas Built Buses / Daimler Trucks | 1,622 |
| City of High Point | 1,388 |
| High Point University | 1,269 |
| Cornerstone Health Care | 1,226 |
| APAC | 1,166 |
| Aetna | 774 |

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

| | |
|-------------------|------------------------------|
| Bowling Green, KY | 160 American Ave |
| Florence, KY | 1100 Hansel Drive |
| Maryville, TN | 800 Watkins Road |
| Spartanburg, SC | 8199 Warren H Abernathy Pkwy |
| Louisville, KY | 3600 Mall Road |
| Gastonia, NC | 425 Cox Road |

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Restaurant



General Merchandise



Sporting Goods



Specialty Grocery

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics

(5 Minute Drive Time)



Average Age
38.9



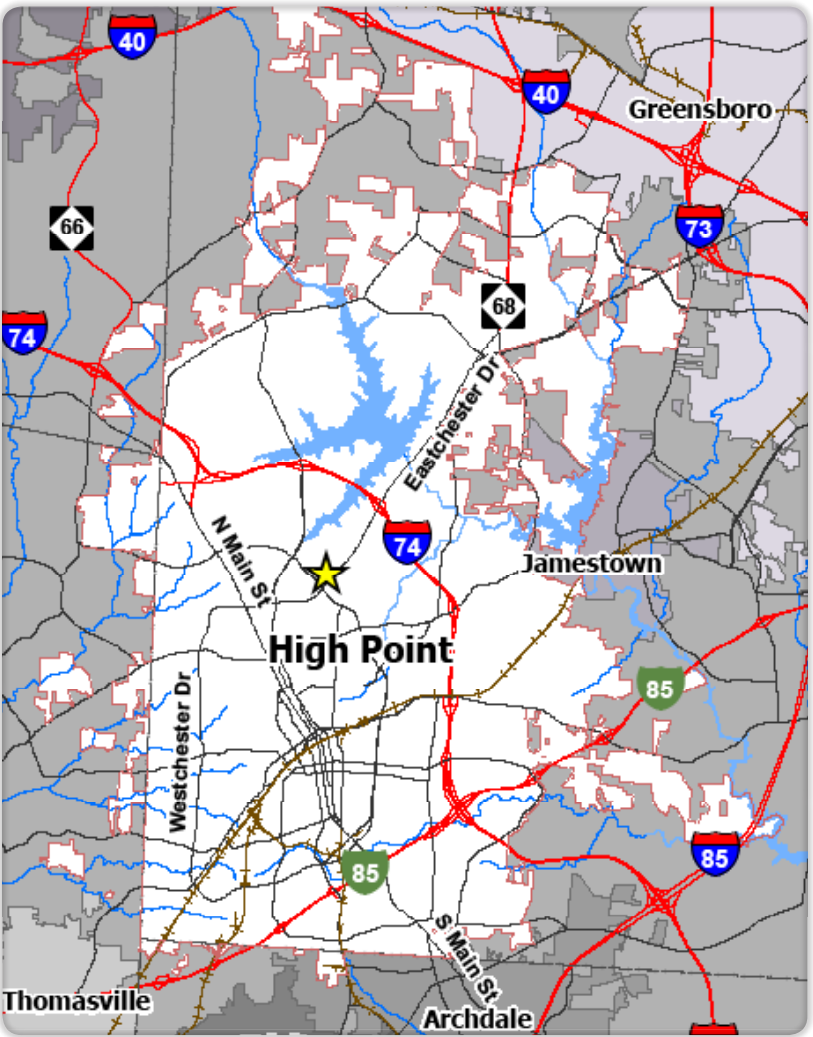
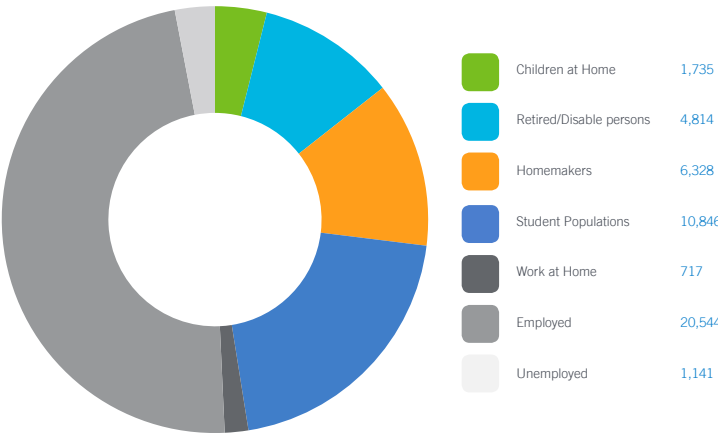
Median Household Income
\$40,136



Growth Rate
4.03%

Daytime Population 46,125

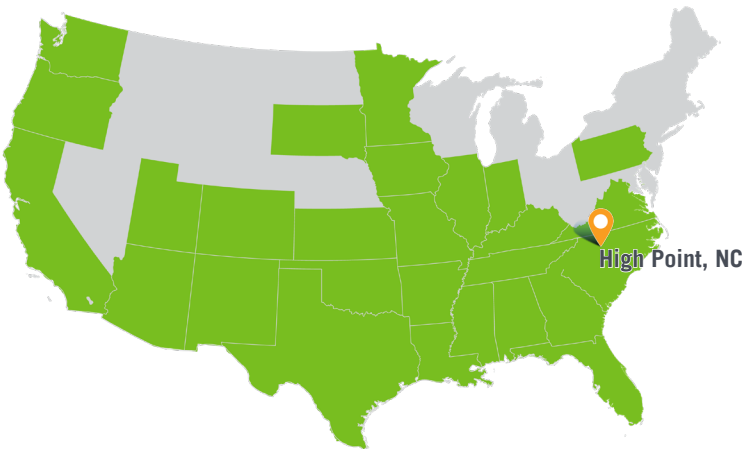
(5 Minute Drive Time)



| DEMOGRAPHIC PROFILE | 1 Mile Radius | 3 Mile Radius | 5 Mile Radius |
|---------------------------|---------------|---------------|---------------|
| 2018 Estimated Population | 7,852 | 57,601 | 109,285 |
| Daytime Population | 10,912 | 66,737 | 112,926 |
| Median HH Income | \$39,437 | \$36,822 | \$41,545 |
| Number of Households | 3,566 | 22,955 | 42,992 |

| | 3 Minute DT | 5 Minute DT | 10 Minute DT |
|---------------------------|-------------|-------------|--------------|
| 2018 Estimated Population | 10,537 | 33,323 | 102,654 |
| Daytime Population | 14,151 | 46,125 | 114,383 |
| Median HH Income | \$40,425 | \$40,136 | \$41,474 |
| Number of Households | 4,797 | 13,548 | 40,704 |

*Source: STI PopStats



Wesley Vaughn
Portfolio Director
wvaughn@retailstrategies.com
205.490.2830 office
205.937.1090 cell



Jordan Williams
Retail Development Manager
jordan@retailstrategies.com
205.209.4598 office
205.209.5671 cell



