



Economic Development Commission  
Regular Meeting Agenda  
Thursday, January 27, 2022, 5:30 PM  
City Hall, Lakeland, Tennessee 38002

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- I. CALL TO ORDER:
- II. ROLL CALL:
  1. Election of Officers
- III. APPROVAL OF MINUTES OF PREVIOUS MEETING:
  1. November 30, 2021
- IV. PUBLIC DISCUSSION:
- V. REPORTS OF OFFICERS AND COMMITTEES:
- VI. OLD BUSINESS:
- VII. NEW BUSINESS:
  1. Parks and Recreation City-Wide Master Plan (*Pat O'Mara, Parks and Recreation Director*)
  2. Update on Planning Activities Development Projects (*Shane Horn*)
  3. Retail Strategies Update
- VIII. ANNOUNCEMENTS:
- IX. ADJOURNMENT:

ECONOMIC DEVELOPMENT COMMISSION  
MEETING MINUTES  
TUESDAY, NOVEMBER 30, 2021, 5:30 PM  
CITY HALL, LAKE LAND, TN.

**DRAFT**

I. **CALL TO ORDER:** The meeting was called to order by Chairman Joseph Laster at 5:54p.m.

II. **ROLL CALL BY RECORDER:**

Keith Acton	Present
Shaun Brannen	Present (at 5:55 p.m.)
Jeremy Burnett	Present
Angie Grooms	Present
Adam Henry	Absent (excused)
Alan Johnson	Present
Commissioner Wesley Wright	Present
(C) Joseph Laster	Present

Others present:

Shane Horn, City Manager

*For the record:* Commissioner Gonzales was present in the audience.

III. **APPROVAL OF MINUTES OF PREVIOUS MEETING:**

Mr. Acton moved to approve the regular meeting minutes of October 28, 2021, as written, seconded by Mrs. Grooms.

Motion passed unanimously, voice vote, 6 in favor 0 against. *(Only 6 members present at the time of vote)*

IV. **PUBLIC DISCUSSION:** None

V. **REPORTS OF OFFICERS AND COMMITTEES:**

VI. **OLD BUSINESS:** None

VII. **NEW BUSINESS:**

1. **Update on Planning Activities Development Projects.**

Update presented by Shane Horn

2. **Retail Strategies Update.**

Comments were heard from City Manager, Shane Horn

Discussion ensued.

After discussion, Mr. Burnett moved to affirm that as a board communication with Retail Strategies will go through Shane, or at a meeting is the process the board will follow, seconded by Mrs. Grooms.

Motion passed unanimously, voice vote, 7 in favor 0 against.

ECONOMIC DEVELOPMENT COMMISSION  
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VIII. ANNOUNCEMENTS: None

IX. ADJOURNMENT:

There being no other business to consider Mr. Acton moved to adjourn the meeting, seconded by Mr. Burnett. **Motion passed unanimously, voice vote, all in favor (7-0).** The meeting was adjourned at 6:30 p.m. on Thursday, November 30, 2021.

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Alan Johnson, *Secretary*

ATTEST:

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Debra Murrell, *City Recorder*



*These minutes were approved Thursday, January 27, 2022, and constitute an official public record of the City of Lakeland, duly recorded and filed in the Minute Book of the City of Lakeland.*



# LAKELAND, TENNESSEE

## Market Guide

### City Contact Information



**Shane Horn**  
City Manager

shorn@lakelandtn.org

10001 Highway 70  
Lakeland, TN 38002

Phone (901) 867-2063  
www.lakelandtn.gov

### 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 (Custom Trade Area)



Population  
**60,699**



Average Age  
**38.5**



Household Income (Median)  
**\$91,202**



Household Income (Average)  
**\$108,854**



Growth Rate  
**4.46%**

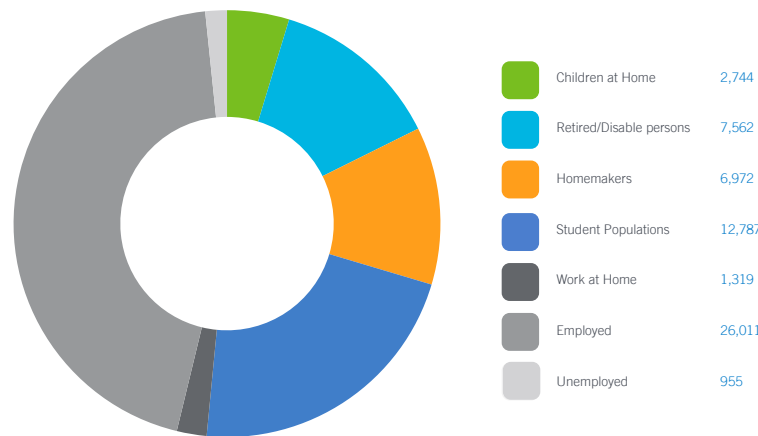
### Peer Analysis

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

- Centerton AR 1800 E Centerton Blvd
- Bentonville AR 406 S Walton Blvd
- Prairieville LA 17585 Airline Hwy
- Hoover AL 5335 Highway 280
- Madison AL 8650 Madison Blvd
- Acworth GA 3826 Cobb Pkwy Nw
- Woodstock GA 12182 Highway 92
- Buford GA 3250 Sardis Church Rd

### Daytime Population **58,350** (Custom Trade Area)



### 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!*



Restaurants



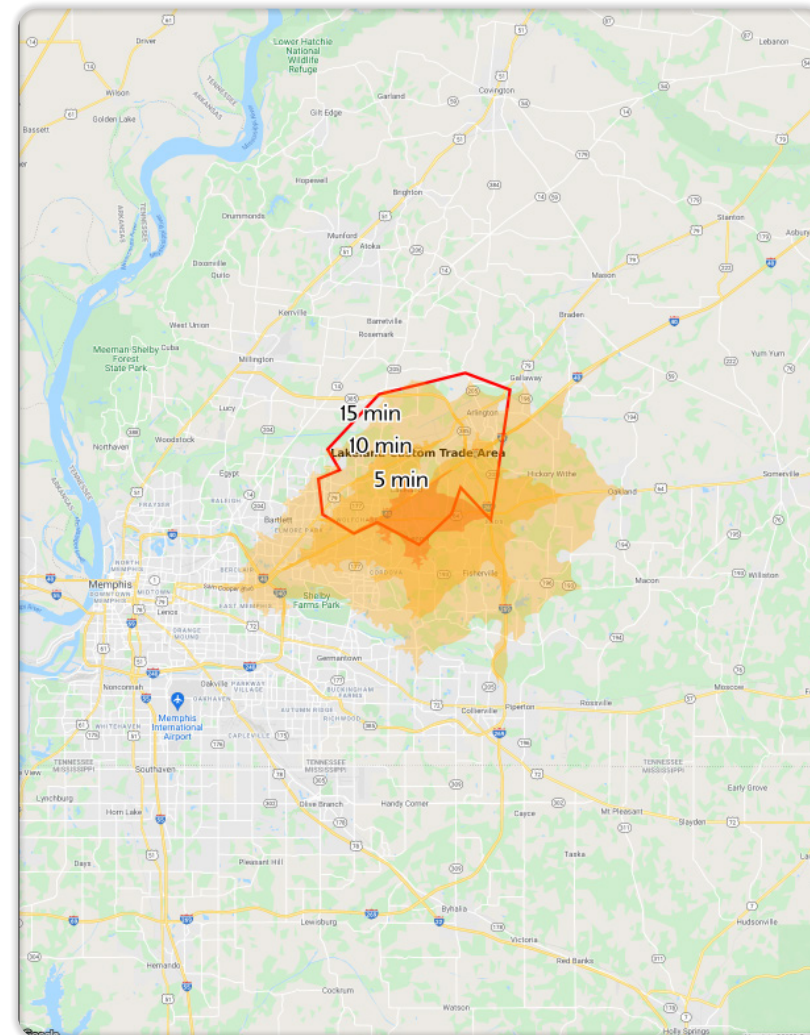
Building Material



Grocery



General Merchandise



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2021 Estimated Population	37,188	86,661	304,395
Daytime Population	24,632	82,093	295,833
Median HH Income	\$78,977	\$76,468	\$74,788
Number of Households	14,131	32,699	113,146

	5 Minute DT	10 Minute DT	15 Minute DT
2021 Estimated Population	18,650	78,519	216,234
Daytime Population	12,893	79,711	217,661
Median HH Income	\$70,130	\$72,110	\$69,215
Number of Households	7,610	29,884	80,863

\*Source: STI PopStats



**Harris McCullough**  
Portfolio Director  
harris@retailstrategies.com

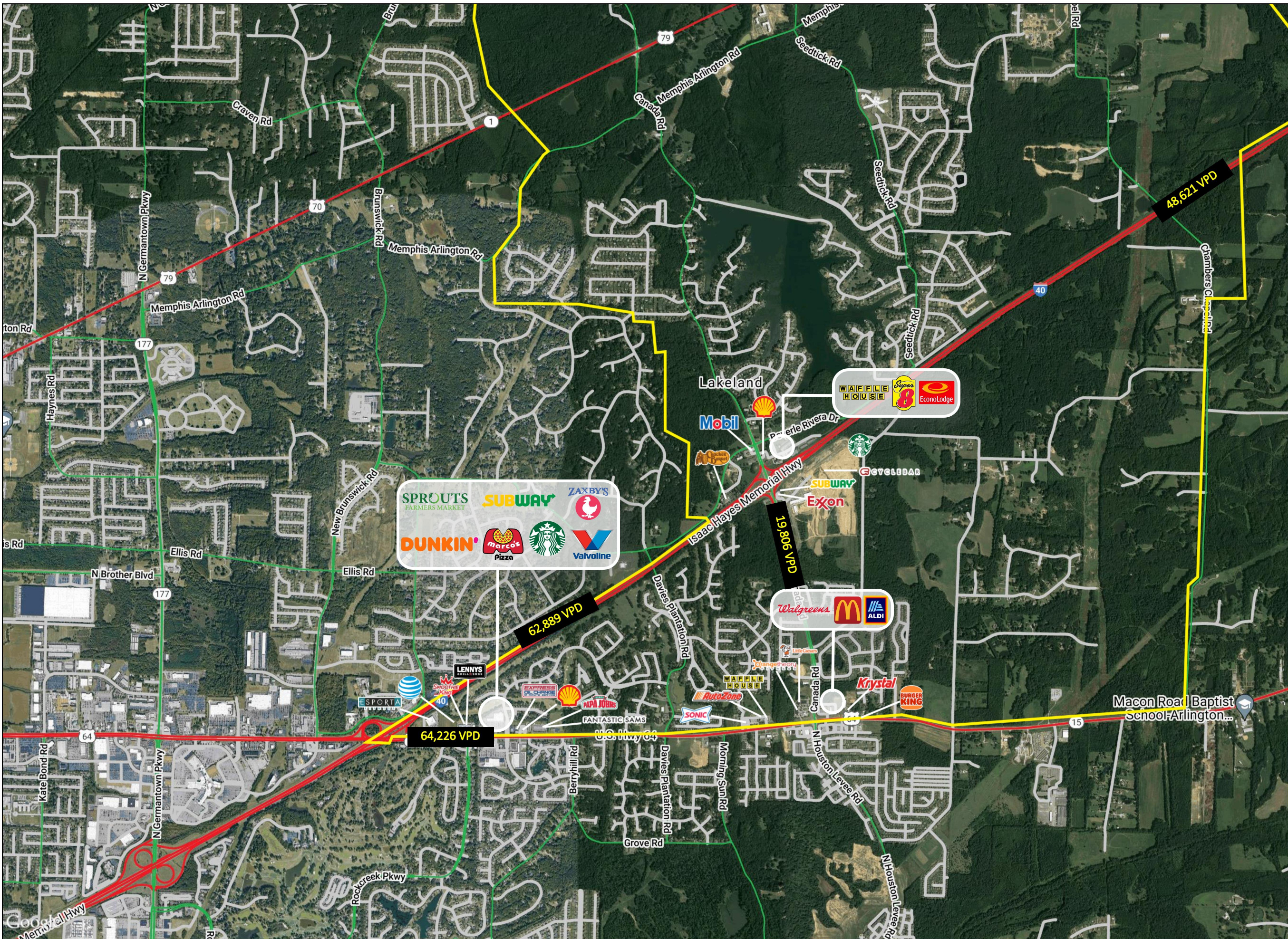

205.905.5704 office  
205.241.3804 cell



**John Ruzic**  
Retail Development Manager  
jrusic@retailstrategies.com

205.209.4598 office  
251.533.2318 cell



# LAKELAND, TENNESSEE

Major Retail & Restaurants

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty