

# Retail Demographics



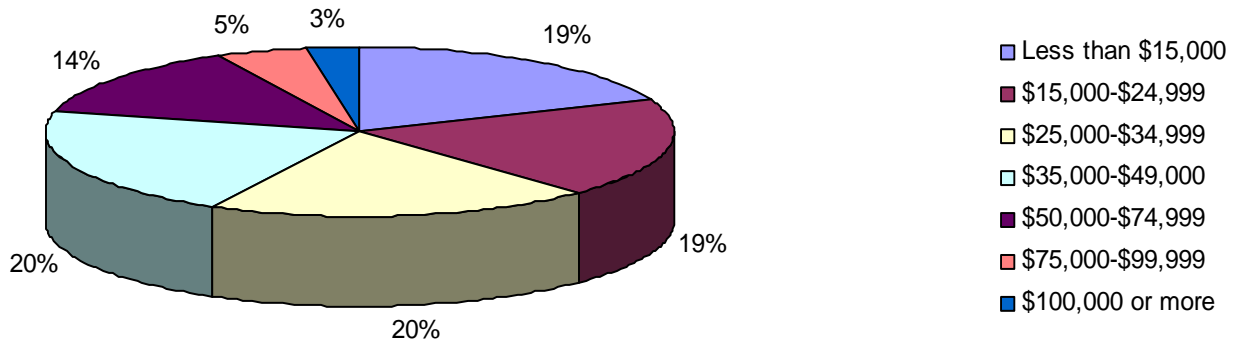
Fannin County has a growing retail market from bustling one of a kind shops in downtown Blue Ridge and McCaysville to large commercial additions like, Home Depot.

## 2006 Retail Sales by Store Group (Dollars X 1,000)

|                               | <b>Fannin</b>    |
|-------------------------------|------------------|
| Food & Beverage Stores        | \$39,787         |
| Food Service/Drinking         | \$28,157         |
| General Merchandise           | \$6,629          |
| Clothing                      | \$6,996          |
| Furniture/Appliance           | \$11,148         |
| Motor Vehicle & Parts         | \$64,464         |
| Gasoline                      | \$79,343         |
| Building Material & Gardening | \$46,782         |
| Health & Personal Care        | \$25,752         |
| Other Retail                  | \$16,428         |
| <b>Total</b>                  | <b>\$325,486</b> |

Source: Demographics USA 2006

## Fannin Effective Buying Income



**Fannin County Average Effective Buying Income    \$37,042**  
**Trade Area Average Effective Buying Income    \$38,069**

Source: Claritas

## Estimated Inleakage/Outleakage of Retail Trade in Fannin County

|  |                  |
|--|------------------|
| <b>Total Retail Sales</b>                                | <b>\$325,486</b> |
| <b>Estimated Total Retail Sales Inleakage/Outleakage</b> | <b>\$53,998</b>  |
| Grocery Stores   | \$8,777          |
| Other Food/Beverage Stores                               | (\$198)          |
| Food Service & Drinking Places                           | (\$362)          |
| General Merchandise                                      | (\$27,219)       |
| Clothing   | (\$6,239)        |
| Furniture  | \$2,023          |
| Electronics & Appliance Stores                           | (\$4,589)        |
| Motor Vehicles & Parts                                   | \$7,541          |
| Gasoline Service Stations                                | \$45,225         |
| Building Materials & Garden Equipment                    | \$16,749         |
| Health & Personal Care Stores                            | \$13,118         |
| Other Retail Stores                                      | (\$827)          |

*\*If positive, leakage is a net trade surplus for the county; if negative leakage is a net trade deficit for the county. Source: Demographics USA 2006*

## DOT Average Daily Traffic Counts

| Location | Start Point       | End Point       | 2002   | 2003   | 2004   | 2005   | 2006   |
|----------|-------------------|-----------------|--------|--------|--------|--------|--------|
| Hwy 515  | Dupont Carder Rd. | Ballewtown Rd.  | 14,643 | 17,480 | 14,420 | 15,550 | N/A    |
| Hwy 515  | Ballewtown Rd.    | Dogwood Ln.     | 13,980 | 15,830 | 13,770 | 13,280 | 14,830 |
| Hwy 515  | Bullen Gap Rd.    | Cook St.        | 14,909 | 16,970 | 14,700 | 13,500 | 14,740 |
| Hwy 515  | Scenic Dr.        | Blue Ridge Dr.  | 16,906 | 16,940 | 18,120 | 18,420 | 18,400 |
| Hwy 515  | Josh Hall Rd.     | Windy Ridge Rd. | N/A    | N/A    | 20,140 | 19,320 | 19,700 |
| Hwy 515  | McKinney Rd.      | Old Quarry Rd.  | N/A    | N/A    | N/A    | N/A    | 19,400 |
| Hwy 515  | County Rd.        | Lakewood Hwy.   | N/A    | N/A    | 19,640 | 16,870 | N/A    |
| Hwy 515  | Blue Bird Rd.     | Totethrow Rd.   | 8,994  | 10,630 | 10,820 | 6,660  | N/A    |
| Hwy 5    | West Fain St.     | Old Hwy 2       | N/A    | N/A    | 12,590 | 11,830 | 12,520 |
| Hwy 5    | Collis St.        | Toccoa Ave.     | N/A    | N/A    | 10,820 | 9,910  | 10,170 |

Source: Georgia DOT Average Daily Traffic Counts 2006

## 2007 Daily Traffic Count Data

|                     | Hwy 515<br>(South of Hwy 5) | Hwy 515<br>(North of Hwy 5) | Hwy 5         |
|---------------------|-----------------------------|-----------------------------|---------------|
| <b>Monday</b>       | 21,380                      | 25,457                      | 16,764        |
| <b>Tuesday</b>      | 20,807                      | 24,592                      | 16,346        |
| <b>Wednesday</b>    | 20,787                      | 24,964                      | 16,185        |
| <b>Thursday</b>     | 22,020                      | 25,969                      | 16,930        |
| <b>Friday</b>       | 27,670                      | 31,629                      | 19,454        |
| <b>Saturday</b>     | 26,381                      | 29,790                      | 17,457        |
| <b>Sunday</b>       | 22,649                      | 24,520                      | 13,672        |
| <b>Week Average</b> | <b>23,099</b>               | <b>26,704</b>               | <b>16,688</b> |

Source: Greater Traffic of Atlanta

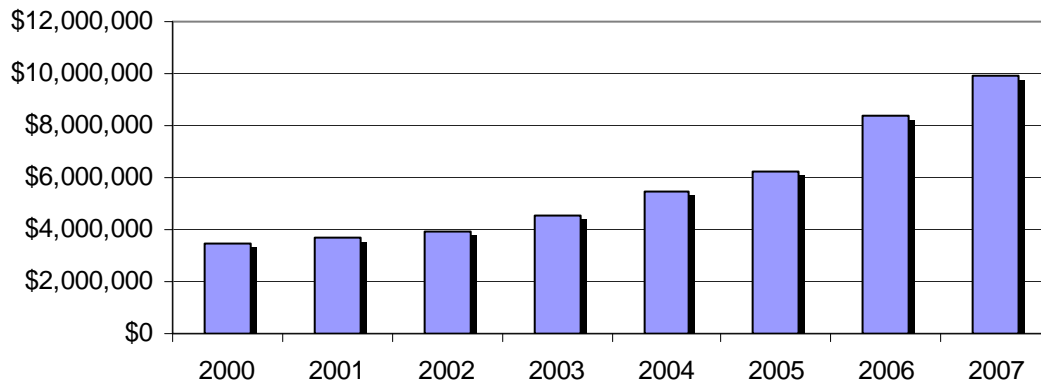
# Tourism and Second Home Impact

Tourism is a major economic driver in Fannin County with an overall economic impact of \$23 million annually. Tourists on family vacations and weekend get-a-ways fill the streets of downtown Blue Ridge and the over 800 rental cabins.

## Fannin County Welcome Center Activity

|                              | 2003   | 2004   | 2005   | 2006   | 2007   |
|------------------------------|--------|--------|--------|--------|--------|
| <b>Guest Register</b>        | 18,284 | 18,764 | 18,660 | 20,804 | 21,438 |
| <b>Visitor Guides Mailed</b> | 9,554  | 13,837 | 16,740 | 20,089 | 18,581 |
| <b>Relocation Packets</b>    | 632    | 747    | 975    | 886    | 887    |
| <b>Brochures to VICS</b>     | 15,950 | 27,465 | 32,610 | 30,400 | 27,277 |
| <b>Scenic Railway</b>        | 40,000 | 56,000 | 56,000 | 56,000 | 57,000 |

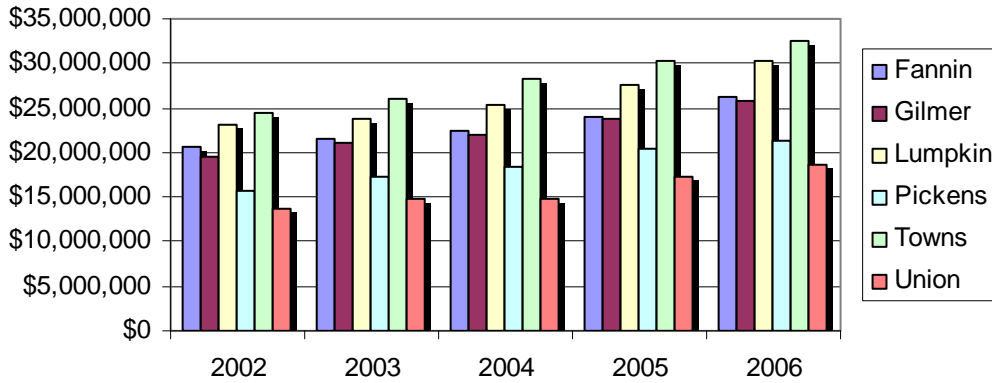
## Fannin Lodging Expenditures



## 2002-6 Fannin County Tourism Indicators

|                             | 2002         | 2003         | 2004         | 2005         | 2006         |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Tourist Expenditures</b> | \$20,640,000 | \$21,550,000 | \$22,330,000 | \$23,900,000 | \$26,230,000 |
| <b>State Sales Tax</b>      | \$860,000    | \$890,000    | \$910,000    | \$950,000    | \$1,000,000  |
| <b>Local Sales Tax</b>      | \$620,000    | \$650,000    | \$670,000    | \$710,000    | \$770,000    |
| <b>Employment</b>           | 300          | 300          | 300          | 300          | 320          |
| <b>Payroll</b>              | \$5,550,000  | \$5,640,000  | \$5,670,000  | \$5,680,000  | \$6,110,000  |
| <b>Hotel Motel Tax</b>      | \$117,348    | \$135,080    | \$162,696    | \$187,365    | \$252,563    |

## Regional Tourism Expenditures



Source: Fannin County Chamber of Commerce, GA Dept. of Economic Development, Travel Industry Association

## Fannin County Tax Digest for Improved Property

**Tax Bills Mailed within Fannin County      9,356 (64.6%)**  
**Tax Bills Mailed outside of Fannin County    5,157 (35.5%)**

| Bills Mailed Outside Fannin County By State |                        |         | Top Cities |                 |               |
|---|------------------------|---------|------------|-----------------|---------------|
| % of Total                                  | State                  | # Bills | # Bills    | City            | Median Income |
| 61%   | Georgia                | 3,123   | 543        | Atlanta, GA     | \$42,242      |
| 26%   | Florida                | 1,357   | 327        | Marietta, GA    | \$45,094      |
| 5%  | Tennessee              | 257     | 165        | Blairsville, GA |               |
| 2%  | North Carolina         | 99      | 149        | Copperhill, TN  |               |
| 1%  | Alabama                | 55      | 119        | Roswell, GA     | \$84,752      |
|   | <i>5% Other States</i> |         | 109        | Naples, FL      | \$75,209      |

| Georgia (outside Fannin by City) |                               |         | Florida (By City) |                               |         |
|----------------------------------|-------------------------------|---------|-------------------|-------------------------------|---------|
| % of Total                       | City                          | # Bills | % of Total        | City                          | # Bills |
| 17%                              | Atlanta                       | 543     | 8%                | Naples                        | 109     |
| 10%                              | Marietta                      | 327     | 4%                | Miami                         | 54      |
| 5%                               | Blairsville                   | 165     | 3%                | Orlando                       | 41      |
| 4%                               | Roswell                       | 119     | 2%                | Ft. Myers                     | 35      |
| 3%                               | Alpharetta                    | 98      | 2%                | Ft. Lauderdale                | 33      |
| 3%                               | Cumming                       | 91      | 2%                | Tampa                         | 31      |
| 3%                               | Woodstock                     | 89      | 2%                | Bradenton                     | 29      |
|                                  | <i>55% Misc. Other Cities</i> |         | 2%                | Marco Island                  | 26      |
|                                  |                               |         |                   | <i>75% Misc. Other Cities</i> |         |

