



## **DOLLAR GENERAL**

*Callaway, FL*

### **Lake City**

1140 SW Bascom Norris Drive, Suite 101  
Lake City, FL 32025

### **Mailing**

295 NW Commons Loop Suite 115-391  
Lake City, FL 32055

### **Gainesville**

6011 NW 1st Place  
Gainesville, FL 32601

877-309-1029

[www.conceptcompanies.net](http://www.conceptcompanies.net)

## Property Highlights

### **Market Facts:**

- This location was chosen because of its convenient location on the commercial corridor of Callaway.
- This site is located in Callaway on HWY 22 which is the major state road that provides transportation to Tallahassee.
- There is a mix of commercial establishments and residential dwellings in the area. The residential mix is made up of mobile homes, town homes, apartments and single family homes.
- The site is 1 ½ blocks West of Callaway Elementary School
- 3 Lots south of the site is the Callaway Fire Dept and Police Dept.
- The median household income for the 5 mile radius market area is: **\$41,684.00**
- Median age of site's market area population is: **35.8**
- **50.6%** of the population own homes, and the median home value is: **\$118,042.00**
- There are **19,850 households** with a population of **49,720** people in a five mile radius.

### **Site Specific Facts:**

- This site is located on HWY 22 with exceptional visibility from all directions.
- Traffic from all directions can easily access the site.
- HWY 22 is a 2 lane highway in the area of the proposed.
- US 22 has 16,000 Trips Per Day
- The posted speed limit is 45mph
- The property is located within a 6 minute drive time of the current Dollar General Store..
- The store will be a 9,100 sf A Prototype with entry from the front.

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**Property Investment Summary**

**Property Location:** 7540 HWY 22, Callaway, FL

**Building Size** ..... 9,014 sf

**Lot Size**..... 1.8 Acres

**Lease Type** ..... NN

**Lease Term** ..... 15 Years

**Lease Commencement Date** ..... 8/15/2010

**Annual Operating Data**

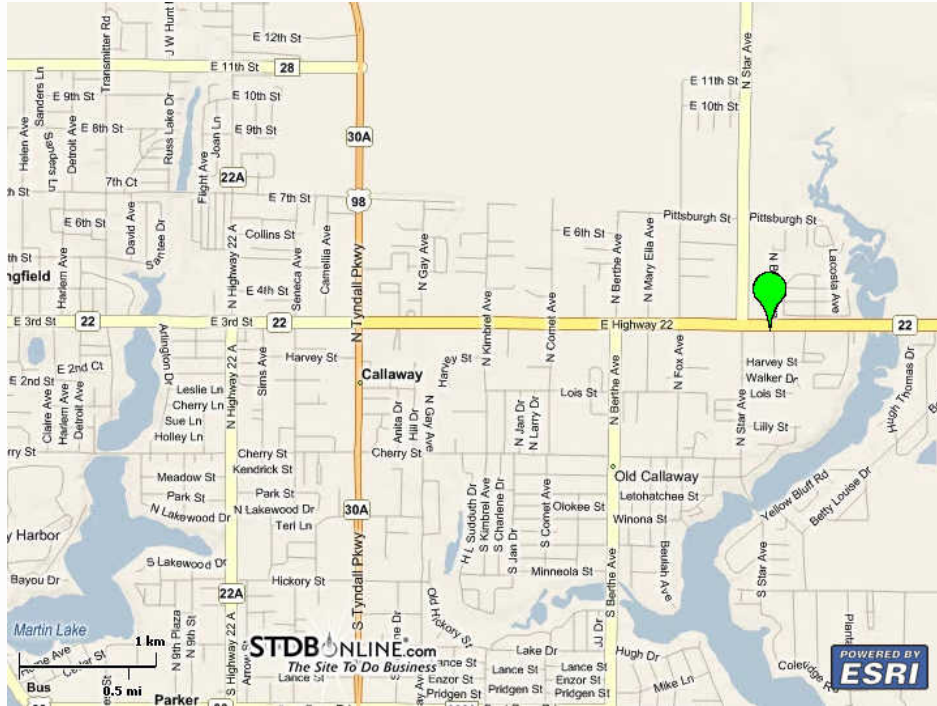
<b><u>Rent Period</u></b>	<b><u>Monthly Rent</u></b>	<b><u>Annual Rent</u></b>
Years 1-10	\$9,819	\$117,828
Years 11-15	\$10,113	\$121,356
Years 16-20 (Option 1)	\$11,125	\$133,500
Years 21-25 (Option 2)	\$12,237	\$146,844
Years 26-30 (Option 3)	\$13,461	\$161,532



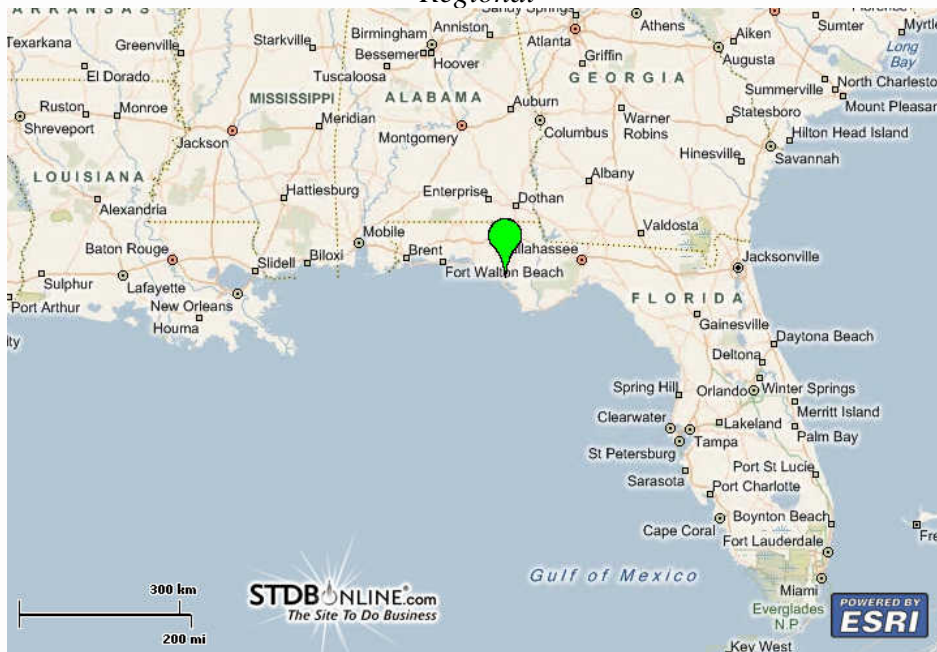
CONCEPT  
DEVELOPMENT

## Property Location

### Local



### Regional



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Aerial



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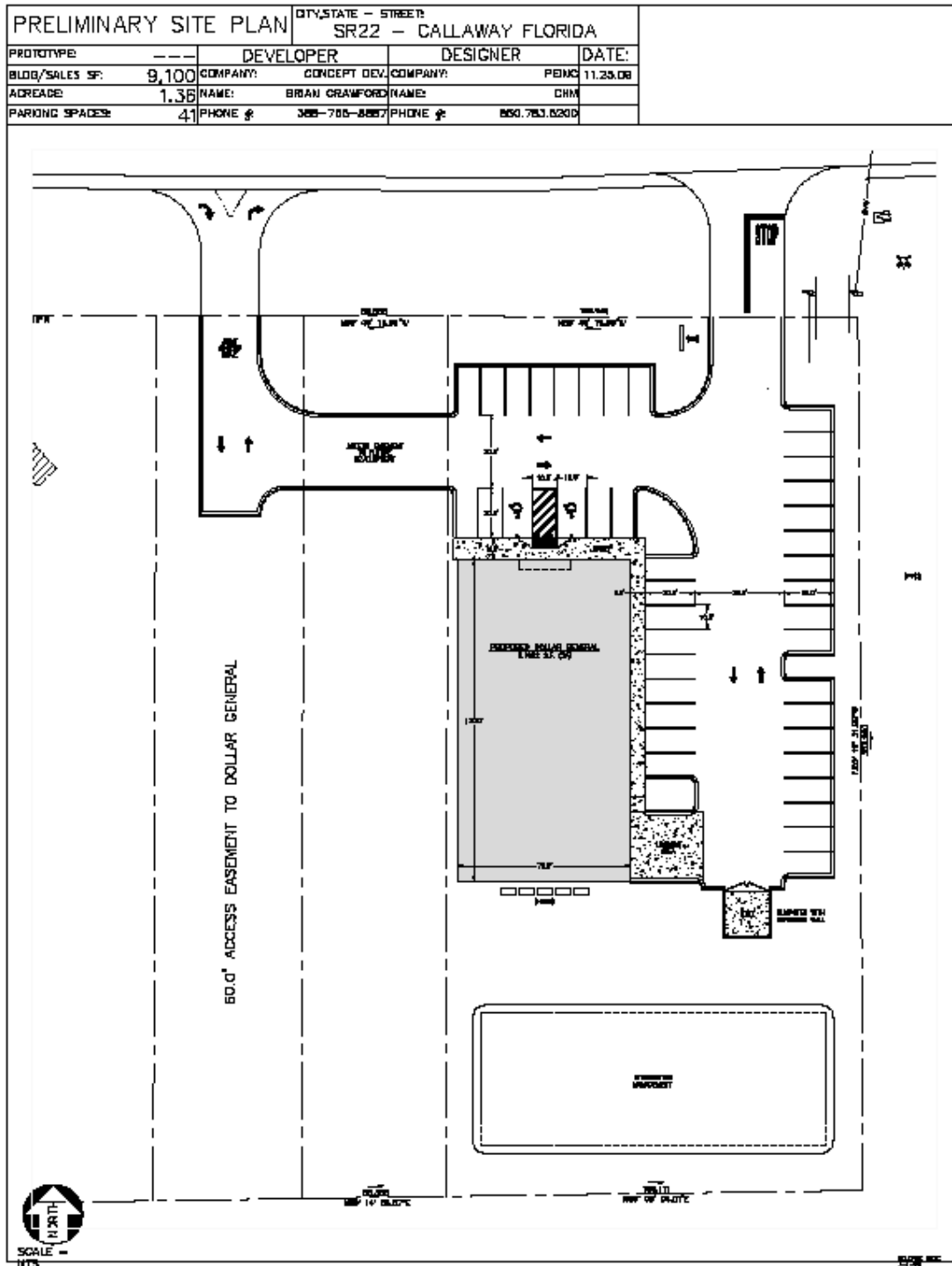
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# CONCEPT DEVELOPMENT

## Site Plan



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## Demographic Report



### Executive Summary

Concept Development

Lat: 3523151.647456, Lon:

-9524958.831105

Site Type: Ring

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
<b>2009 Population</b>			
Total Population	25,134	43,718	70,998
Male Population	49.3%	48.7%	49.0%
Female Population	50.7%	51.3%	51.0%
Median Age	36.4	36.7	36.9
<b>2009 Income</b>			
Median HH Income	\$45,159	\$42,015	\$42,754
Per Capita Income	\$21,074	\$20,345	\$21,398
Average HH Income	\$51,954	\$49,905	\$51,875
<b>2009 Households</b>			
Total Households	10,222	17,760	28,628
Average Household Size	2.45	2.44	2.40
<b>2009 Housing</b>			
Owner Occupied Housing Units	52.0%	52.5%	50.8%
Renter Occupied Housing Units	27.8%	27.5%	30.0%
Vacant Housing Units	20.2%	19.9%	19.2%
<b>Population</b>			
1990 Population	23,373	40,172	63,888
2000 Population	24,871	42,592	66,682
2009 Population	25,134	43,718	70,998
2014 Population	25,285	44,323	72,894
1990-2000 Annual Rate	0.62%	0.59%	0.43%
2000-2009 Annual Rate	0.11%	0.28%	0.68%
2009-2014 Annual Rate	0.12%	0.28%	0.53%

In the identified market area, the current year population is 70,998. In 2000, the Census count in the market area was 66,682. The rate of change since 2000 was 0.68 percent annually. The five-year projection for the population in the market area is 72,894, representing a change of 0.53 percent annually from 2009 to 2014. Currently, the population is 49.0 percent male and 51.0 percent female.

#### Households

1990 Households	8,828	15,305	23,959
2000 Households	9,810	16,814	26,175
2009 Households	10,222	17,760	28,628
2014 Households	10,367	18,139	29,595
1990-2000 Annual Rate	1.06%	0.94%	0.89%
2000-2009 Annual Rate	0.45%	0.59%	0.97%
2009-2014 Annual Rate	0.28%	0.42%	0.67%

The household count in this market area has changed from 26,175 in 2000 to 28,628 in the current year, a change of 0.97 percent annually. The five-year projection of households is 29,595, a change of 0.67 percent annually from the current year total. Average household size is currently 2.40, compared to 2.47 in the year 2000. The number of families in the current year is 19,104 in the market area.

#### Housing

Currently, 50.8 percent of the 35,423 housing units in the market area are owner occupied; 30.0 percent, renter occupied; and 19.2 percent are vacant. In 2000, there were 29,209 housing units; 55.8 percent owner occupied, 33.9 percent renter occupied and 10.3 percent vacant. The rate of change in housing units since 2000 is 2.11 percent. Median home value in the market area is \$128,602, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 3.79 percent annually to \$154,880. From 2000 to the current year, median home value changed by 5.58 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.

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## Executive Summary

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Site Type: Ring	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
<b>Median Household Income</b>			
1990 Median HH Income	\$25,460	\$22,991	\$22,778
2000 Median HH Income	\$34,917	\$32,352	\$33,142
2009 Median HH Income	\$45,159	\$42,015	\$42,754
2014 Median HH Income	\$48,196	\$44,676	\$45,626
1990-2000 Annual Rate	3.21%	3.47%	3.82%
2000-2009 Annual Rate	2.82%	2.87%	2.79%
2009-2014 Annual Rate	1.31%	1.24%	1.31%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$10,999	\$10,706	\$10,984
2000 Per Capita Income	\$15,957	\$15,631	\$16,335
2009 Per Capita Income	\$21,074	\$20,345	\$21,398
2014 Per Capita Income	\$21,867	\$21,104	\$22,298
1990-2000 Annual Rate	3.79%	3.86%	4.05%
2000-2009 Annual Rate	3.05%	2.89%	2.96%
2009-2014 Annual Rate	0.74%	0.74%	0.83%
<b>Average Household Income</b>			
1990 Average Household Income	\$29,095	\$27,875	\$28,322
2000 Average Household Income	\$40,414	\$39,647	\$41,179
2009 Average HH Income	\$51,954	\$49,905	\$51,875
2014 Average HH Income	\$53,485	\$51,388	\$53,605
1990-2000 Annual Rate	3.34%	3.59%	3.81%
2000-2009 Annual Rate	2.75%	2.52%	2.53%
2009-2014 Annual Rate	0.58%	0.59%	0.66%

#### Households by Income

Current median household income is \$42,754 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$45,626 in five years. In 2000, median household income was \$33,142, compared to \$22,778 in 1990.

Current average household income is \$51,875 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$53,605 in five years. In 2000, average household income was \$41,179, compared to \$28,322 in 1990.

Current per capita income is \$21,398 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$22,298 in five years. In 2000, the per capita income was \$16,335, compared to \$10,984 in 1990.

#### Population by Employment

Total Businesses	693	1,410	4,095
Total Employees	4,456	12,111	45,813

Currently, 93.0 percent of the civilian labor force in the identified market area is employed and 7.0 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 95.9 percent of the civilian labor force, and unemployment will be 4.1 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 60.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 5.6 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 54.7 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 24.2 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 21.1 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 81.4 percent of the market area population drove alone to work, and 1.8 percent worked at home. The average travel time to work in 2000 was 20.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

#### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 16.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 33.0 percent were high school graduates only (29.8 percent in the U.S.)
- 8.9 percent had completed an Associate degree (7.2 percent in the U.S.)
- 11.5 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 7.0 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)

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