

SUPPORTING GREATNESS.
DEVELOPING OPPORTUNITIES.



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GEORGIA RETAIL REPORT

MARCH 2021

Your Guide to Retail Development

The past year has seen the retail market transformed by the COVID-19 pandemic in ways that many of us could not have imagined. While small retailers and the restaurant and hospitality sectors experienced many challenges that led to a contraction, other retailers ramped up e-commerce or found other ways to adapt to the changing economic landscape. Simultaneous with the economic impacts of the pandemic, the buying preferences and behaviors of Millennials (those born between 1980 and 1995) and Generation Z (those born between 1996 and 2012) have become more important to retailers as the buying power of these generations increases. Moving forward, communities and EDOs can help attract and retain retail and commercial businesses by remaining nimble in response to continually changing conditions.





GEORGIA RETAIL REPORT

Georgia Retail Impact



1.7M

Jobs Supported
by Retail



1M

Direct Retail
Employment



134.5K

Retail
Establishments



\$115.7B

Total GDP
Impact



\$20.1B

Direct Labor
Income



\$45B

Direct Impact
on GDP

National Retail Federation 2020

Georgia Retail Industry

JobsEQ 2020Q3 COVID Model. Data based on a 4-quarter moving average.

Retail Trade and Accommodation and Food Services are the second and third largest industry sectors in Georgia, after Health Care and Social Assistance. Together with Arts, Entertainment, and Recreation, Retail Trade and Accommodation and Food Services employ nearly one million Georgians. Even taking into account COVID-19 economic effects, jobs in Retail Trade and Accommodation and Food Services are projected to grow 4.5% and 9.1%, respectively, over the next year.

NAICS	Industry	CURRENT			5-YEAR HISTORY			1-YEAR FORECAST				
		Empl	Avg Ann Wages	LQ	Empl Change	Trend	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	578,183	\$54,025	0.82	45,722		1.7%	68,942	26,816	27,709	14,417	2.5%
44	Retail Trade	505,106	\$32,905	1.04	4,016		0.2%	91,281	30,264	38,333	22,683	4.5%
72	Accommodation and Food Services	403,580	\$19,495	1.06	-1,560		-0.1%	102,417	29,084	36,645	36,688	9.1%
31	Manufacturing	395,546	\$57,838	1.01	13,902		0.7%	52,642	15,287	26,174	11,182	2.8%
61	Educational Services	394,214	\$50,049	1.01	13,024		0.7%	40,031	17,394	18,713	3,924	1.0%
56	Administrative and Support and Waste Management and Remediation Services	366,031	\$40,816	1.22	16,596		0.9%	57,860	17,863	24,311	15,686	4.3%
54	Professional, Scientific, and Technical Services	315,040	\$88,604	0.95	21,808		1.4%	33,050	10,054	16,968	6,028	1.9%
48	Transportation and Warehousing	265,081	\$53,099	1.17	39,429		3.3%	31,945	11,934	16,116	3,896	1.5%
23	Construction	260,974	\$58,996	0.94	37,329		3.1%	30,190	9,163	16,349	4,678	1.8%
92	Public Administration	238,143	\$57,863	1.02	4,099		0.3%	22,735	9,219	12,516	1,000	0.4%
42	Wholesale Trade	215,446	\$79,383	1.19	-3,709		-0.3%	25,995	8,496	14,046	3,453	1.6%
81	Other Services (except Public Administration)	206,515	\$31,472	0.99	1,731		0.2%	35,800	10,908	13,033	11,859	5.7%
52	Finance and Insurance	179,791	\$100,384	0.91	10,193		1.2%	18,021	6,372	10,432	1,217	0.7%
51	Information	116,936	\$99,690	1.24	3,810		0.7%	13,619	4,029	7,134	2,456	2.1%
55	Management of Companies and Enterprises	88,085	\$131,151	1.21	23,297		6.3%	9,845	2,940	4,998	1,906	2.2%
53	Real Estate and Rental and Leasing	82,075	\$60,922	0.98	8,286		2.2%	10,100	3,757	4,489	1,854	2.3%
71	Arts, Entertainment, and Recreation	58,557	\$36,624	0.72	70		0.0%	12,336	3,574	4,379	4,383	7.5%
11	Agriculture, Forestry, Fishing and Hunting	41,408	\$42,902	0.64	-2,747		-1.3%	4,680	1,911	2,585	185	0.4%
22	Utilities	19,567	\$106,651	0.77	-588		-0.6%	1,673	638	1,123	-88	-0.5%
99	Unclassified	18,019	\$73,431	3.70	-880		-0.9%	2,227	859	1,179	189	1.0%
21	Mining, Quarrying, and Oil and Gas Extraction	5,346	\$68,464	0.28	442		1.7%	658	177	366	114	2.1%
Total - All Industries		4,753,646	\$55,208	1.00	234,271		1.0%	667,496	222,060	297,217	148,220	3.1%



GEORGIA RETAIL REPORT

Georgia Retail Industries

JobsEQ 2020Q3 COVID Model. Data based on a 4-quarter moving average.

The top retail industry employment gains in the past five years in Georgia have occurred in the sectors of Food and Beverage Stores, Motor Vehicle and Parts Dealers, Building Material and Garden Equipment and Supplies Dealers, and Nonstore Retailers. Clothing and Clothing Accessories Stores and Sporting Goods, Hobby, and Musical Instrument, and Book Stores experienced a loss of employment. In the next year, sectors expected to experience the most employment growth are Clothing and Clothing Accessories Stores, Furniture and Home Furnishings Stores, Sporting Goods, Hobby, Musical Instrument, and Book Stores, and Miscellaneous Store Retailers.

NAICS	Industry	CURRENT			5-YEAR HISTORY			1-YEAR FORECAST				
		Empl	Avg Ann Wages	LQ	Empl Change	Trend	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
452	General Merchandise Stores	106,540	\$25,424	1.13	-190		0.0%	19,998	6,966	8,421	4,611	4.3%
445	Food and Beverage Stores	95,445	\$25,236	0.98	3,511		0.8%	15,917	6,565	7,666	1,686	1.8%
441	Motor Vehicle and Parts Dealers	69,250	\$53,476	1.12	4,971		1.5%	10,707	3,195	4,879	2,632	3.8%
444	Building Material and Garden Equipment and Supplies Dealers	42,444	\$33,323	1.02	3,624		1.8%	7,500	2,419	3,278	1,803	4.2%
448	Clothing and Clothing Accessories Stores	34,367	\$21,474	1.02	-7,806		-4.0%	9,940	2,078	2,669	5,193	15.1%
446	Health and Personal Care Stores	31,228	\$37,453	0.96	-588		-0.4%	4,405	1,593	1,903	910	2.9%
447	Gasoline Stations	30,743	\$26,134	1.06	1,890		1.3%	5,076	2,446	2,646	-16	-0.1%
454	Nonstore Retailers	23,657	\$35,728	0.84	4,531		4.3%	3,369	1,076	1,544	748	3.2%
453	Miscellaneous Store Retailers	23,037	\$29,117	0.88	-554		-0.5%	4,655	1,317	1,735	1,603	7.0%
442	Furniture and Home Furnishings Stores	18,063	\$48,906	1.33	952		1.1%	4,140	1,048	1,376	1,717	9.5%
443	Electronics and Appliance Stores	16,650	\$57,805	1.17	-443		-0.5%	2,676	824	1,256	596	3.6%
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	13,683	\$23,700	0.88	-5,883		-6.9%	3,017	812	1,045	1,160	8.5%
44	Retail Trade	505,106	\$32,905	1.04	4,016		0.2%	91,281	30,264	38,333	22,683	4.5%
	Total - All Industries	4,753,646	\$55,208	1.00	234,271		1.0%	667,496	222,060	297,217	148,220	3.1%



Georgia Retail Occupations

JobsEQ 2020Q3 COVID Model. Data based on a 4-quarter moving average.

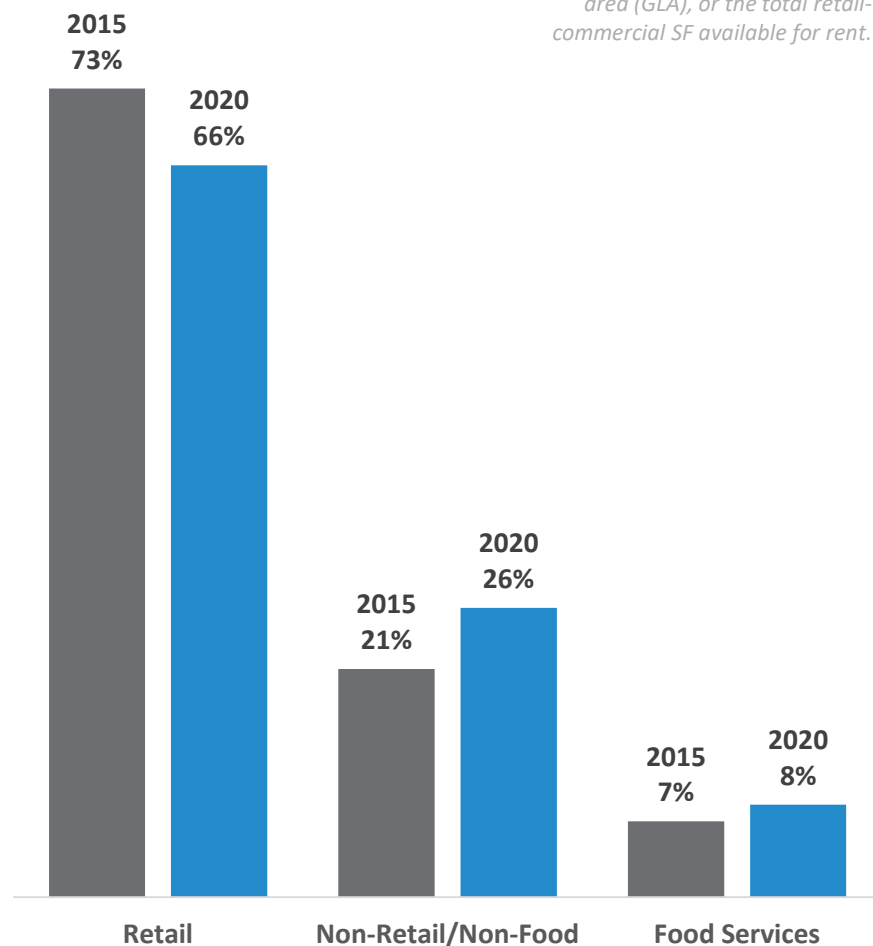
SOC	Occupation	CURRENT						5-YEAR HISTORY		1-YEAR FORECAST				
		Empl	Median Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
41-2030	Retail Salespersons	135,951	\$22,600	1.09	9,563	6.7%	13,529	-4,982	-0.7%	29,764	8,027	12,534	9,204	6.8%
41-2010	Cashiers	114,113	\$20,700	1.05	11,133	9.0%	1,522	111	0.0%	25,169	10,179	11,323	3,667	3.2%
41-2020	Counter and Rental Clerks and Parts Salespersons	22,421	\$27,900	1.11	1,337	5.8%	758	1,198	1.1%	3,757	1,077	1,805	875	3.9%
41-2000	Retail Sales Workers	272,484	\$21,900	1.07	22,033	7.6%	15,809	-3,673	-0.3%	58,708	19,283	25,661	13,764	5.1%
	Total - All Occupations	4,753,646	\$37,200	1.00	285,157	5.8%	241,853	234,271	1.0%	702,044	208,203	345,649	148,193	3.1%

SOC	Occupation	CURRENT						5-YEAR HISTORY		1-YEAR FORECAST				
		Empl	Median Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-3020	Fast Food and Counter Workers	131,170	\$18,900	1.14	18,943	12.7%	6,627	9,451	1.5%	37,107	11,676	13,755	11,676	8.9%
35-3030	Waiters and Waitresses	71,201	\$18,900	1.08	8,726	11.0%	1,849	-8,599	-2.3%	20,438	5,099	9,089	6,250	8.8%
35-2010	Cooks	67,496	\$23,700	0.98	9,731	12.7%	3,434	501	0.1%	15,660	3,762	6,247	5,652	8.4%
35-1010	Supervisors of Food Preparation and Serving Workers	35,736	\$30,400	1.11	2,999	7.8%	6,923	1,659	1.0%	8,534	1,595	4,028	2,911	8.1%
35-2020	Food Preparation Workers	29,600	\$21,400	1.18	4,368	12.9%	1,375	-938	-0.6%	6,873	2,195	3,007	1,671	5.6%
35-9020	Dishwashers	13,191	\$20,100	0.98	3,031	18.8%	1,145	-1,985	-2.8%	3,174	999	1,133	1,042	7.9%
35-9030	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	12,246	\$19,100	1.13	1,599	11.6%	882	-922	-1.4%	4,122	1,450	1,515	1,157	9.4%
35-3010	Bartenders	11,890	\$18,700	0.73	1,254	9.7%	728	-560	-0.9%	3,226	578	1,586	1,062	8.9%
35-9010	Dining Room and Cafeteria Attendants and Bartender Helpers	10,490	\$20,000	0.85	1,801	14.8%	612	-716	-1.3%	2,733	895	960	878	8.4%
35-3040	Food Servers, Nonrestaurant	5,420	\$20,600	0.67	604	10.2%	62	541	2.1%	1,047	409	458	180	3.3%
35-9090	Miscellaneous Food Preparation and Serving Related Workers	2,435	\$20,400	1.25	454	16.0%	849	183	1.6%	613	208	223	183	7.5%
35-0000	Food Preparation and Serving Related Occupations	390,875	\$20,100	1.06	53,509	12.1%	24,484	-1,386	-0.1%	103,549	28,864	42,001	32,685	8.4%
	Total - All Occupations	4,753,646	\$37,200	1.00	285,157	5.8%	241,853	234,271	1.0%	702,044	208,203	345,649	148,193	3.1%



U.S. Gross Square Footage

U.S. Census Bureau, ICSC (International Council of Shopping Centers). Note: Square footage reported here is the gross leasable area (GLA), or the total retail-commercial SF available for rent.



Georgia Retail Real Estate Summary

CoStar February 2020

Availability

Vacant SF	34.6M	↑
Sublet SF	964K	↓
Available SF	38.6M	↑
Occupancy Rate	94.3%	↓
Availability Rate	6.3%	↑
Percent Leased Rate	95.1%	↓
Available Asking Rent/SF	\$13.81	↑

Inventory

Existing Buildings	50,297	↑
Under Construction Avg SF	20K	↑
12 Mo Demolished SF	782K	↓
12 Mo Occupancy % at Delivery	79.6%	↓
12 Mo Construction Starts SF	2.3M	↓
12 Mo Delivered SF	2.3M	↓
12 Mo Avg Delivered SF	11.6K	↓

Sales Past Year

Asking Price Per SF	\$153	↓
Sale to Asking Price Differential	-8.3%	↓
Sales Volume	\$3.1B	↓
Properties Sold	3,301	↓
Months to Sale	10.9	↑
For Sale Listings	1,659	↓
Total for Sale SF	18.3M	↓

Demand

12 Mo Net Absorption % of Inventory	-0.1%	↓
12 Mo Leased SF	10.2M	↓
Months on Market	14.5	↑
Months to Lease	9.8	↑
Months Vacant	10.3	↑
24 Mo Lease Renewal Rate	81.8%	↑
Population Growth 5 Yrs	4.9%	↑

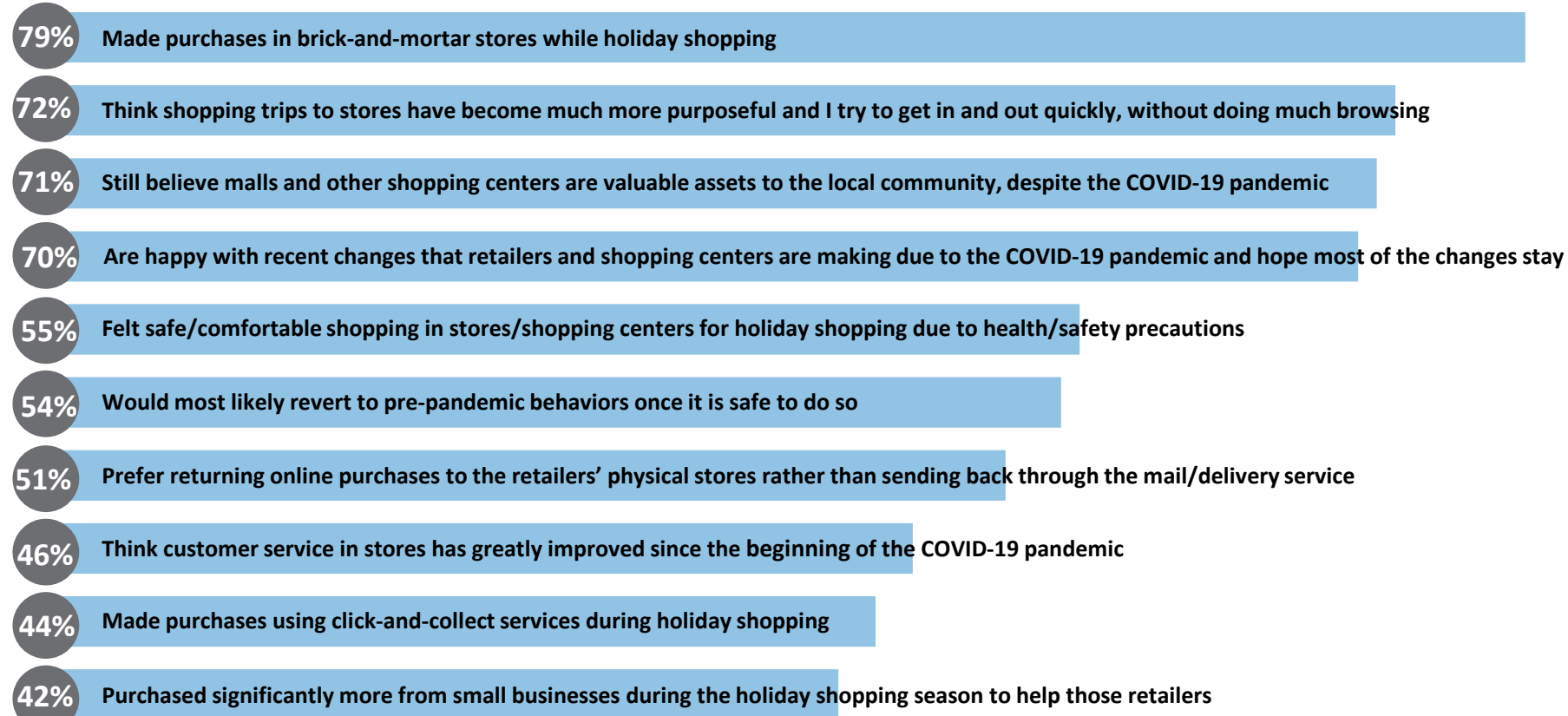


Thematic Survey: COVID-19 Trends

ICSC (International Council of Shopping Centers)

An ICSC survey of U.S. adults in the beginning of 2021 shows that many consumers believe the economic fallout of the COVID-19 pandemic will improve in the next year. Many, though not all, consumers plan to revert to their pre-pandemic behaviors once it is safe and a large percentage say that malls and shopping centers are valuable assets to have in a local community. Simultaneously, a large percentage of survey respondents are happy about recent changes retailers have made, such as curbside pickup and delivery, and they hope the new measures remain after the pandemic is over.

Share of U.S. Consumers in Early 2021





U.S. Retail Sales by Category (2020)

U.S. Census Bureau, ICSC (International Council of Shopping Centers)

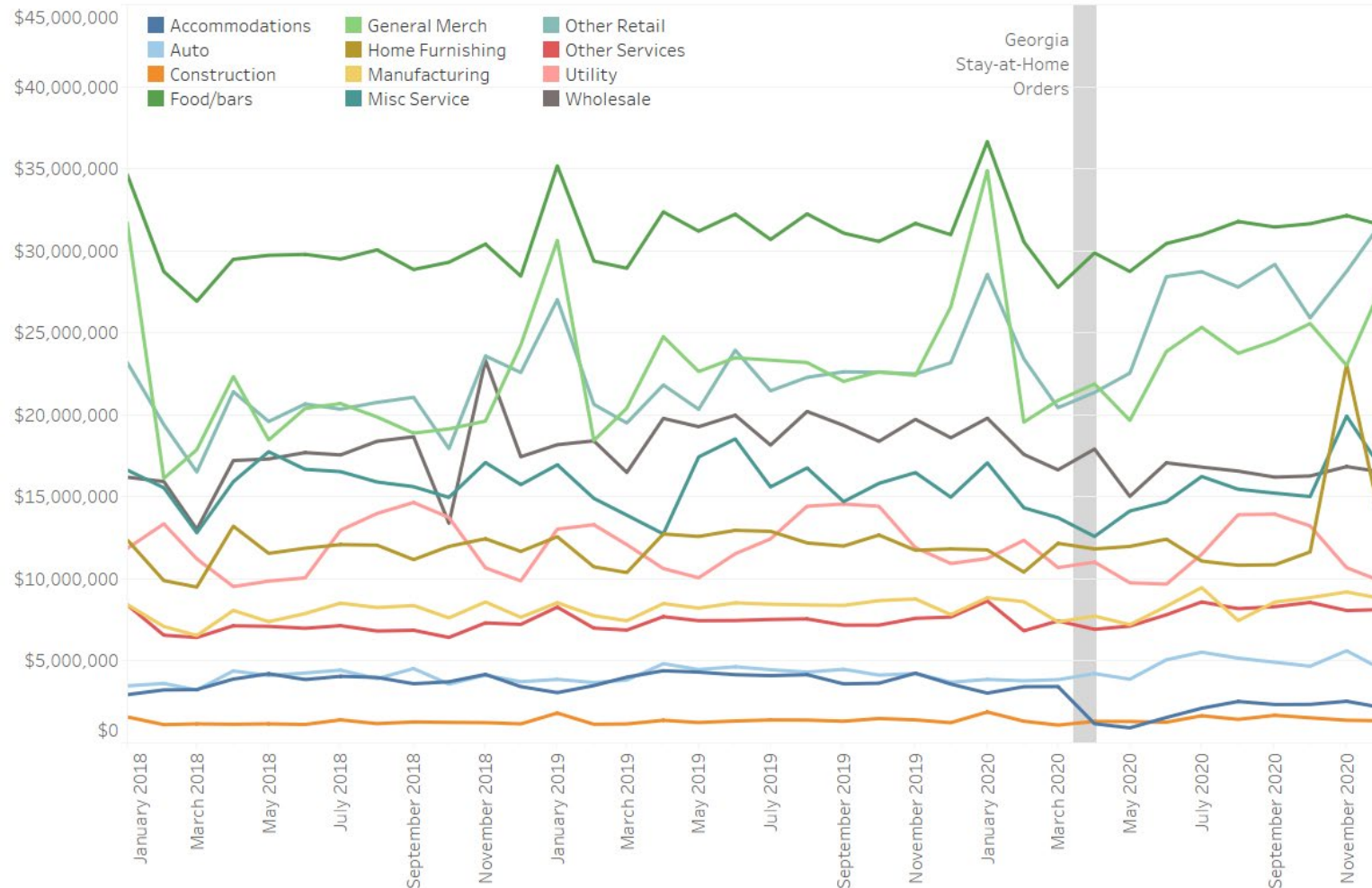
CATEGORY	Q2 SALES (MILLION)	Q-O-Q GROWTH	Q3 SALES (MILLION)	Q-O-Q GROWTH	Q4 SALES (MILLION)	Q-O-Q GROWTH
NON-STORE RETAILERS	\$247,841	18.4%	\$250,380	1.2%	\$252,962	-1.0%
FOOD AND BEVERAGE STORES	\$215,356	2.4%	\$213,325	-0.9%	\$211,894	-0.7%
GENERAL MERCHANDISE STORES	\$176,388	-4.6%	\$184,248	4.2%	\$183,685	-0.7%
FOOD SERVICES AND DRINKING PLACES	\$119,407	-32.4%	\$162,288	35.7%	\$160,258	-1.3%
BUILDING MATERIALS AND GARDEN EQUIPMENT/SUPPLIES DEALERS	\$107,114	6.3%	\$112,109	4.6%	\$114,234	1.9%
HEALTH AND PERSONAL CARE STORES	\$84,433	-7.8%	\$93,407	10.5%	\$93,924	0.4%



Georgia Retail Sales Tax by Commodity

Georgia Department of Revenue

Note: The original data for September 2020 General Merchandise revenue includes a one-time payment by the State to local governments because of an extended error in disbursement. This one-time payment has been removed from the data in the chart below.





Best Value Franchise Deals

QSR Magazine 2020



Wingstop

U.S. UNITS: 468
U.S. FRANCHISED UNITS: 444
TOTAL STARTUP COSTS: \$332,500-\$550,000



Papa Murphy's

U.S. UNITS: 1,250
U.S. FRANCHISED UNITS: 1,233
TOTAL STARTUP COSTS: \$195,000-\$380,000



Stevi B's Pizza Buffet

U.S. UNITS: 42
U.S. FRANCHISED UNITS: 37
TOTAL STARTUP COSTS: \$500,000-\$650,000



Popeyes Louisiana Kitchen

U.S. UNITS: 1,610
U.S. FRANCHISED UNITS: 1,573
TOTAL STARTUP COSTS: \$292,300-\$422,100



Carl's Jr.

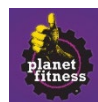
U.S. UNITS: 1,097
U.S. FRANCHISED UNITS: 674
TOTAL STARTUP COSTS: \$1.2M-\$1.4M



Saladworks

U.S. UNITS: 93
U.S. FRANCHISED UNITS: 93
TOTAL STARTUP COSTS: \$343,802-\$494,027

Fastest Growing Health & Wellness Franchises



Planet Fitness

Investment: \$968K-\$4.1M



F45 Training

Investment: \$313K-\$485K



Orangetheory Fitness

Investment: \$576K-\$1.5M



Anytime Fitness

Investment: \$96K-\$524K



Club Pilates

Investment: \$178K-\$365K



Burn Boot Camp

Investment: \$150K-\$407K

Entrepreneur 2020

Fastest Growing Restaurant Franchises



Taco Bell

Investment: \$571K-\$3M



Wingstop

Investment: \$376K-\$724K



Dunkin'

Investment: \$200K-\$1.7M



Chester's

Investment: \$12K-\$277K



Jersey Mike's

Investment: \$169K-\$804K



Smoothie King

Investment: \$270K-\$846K



Tropical Smoothie Cafe

Investment: \$199K-\$544K



Pizza Hut

Investment: \$367K-\$2.1M

Entrepreneur 2020

Retailers follow the numbers when it comes to choosing new locations or approving new franchisees. Examples of data considered by expanding retailers include traffic counts, income profile, education level, and age demographics. Understanding the challenges and opportunities for your available sites is crucial to effectively marketing to the right retailers for your area, as in the below example.

