

RESOLUT

RE

SAVANNAH, GA MARKET ASSESSMENT



SAVANNAH METROPOLITAN AREA

RESOLUT



MARKET FACTS

2020 POPULATION	397,564
2025 POPULATION	423,465
2020 DAYTIME POPULATION	396,563
ANN. POPULATION GROWTH RATE	1.27%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$60,369
2020 AVERAGE HOUSEHOLD INCOME	\$83,246
2020 MEDIAN AGE	37
2020 TOTAL HOUSEHOLDS	149,508



SAVANNAH METROPOLITAN AREA

MARKET POTENTIAL INDEX

RESOLUT



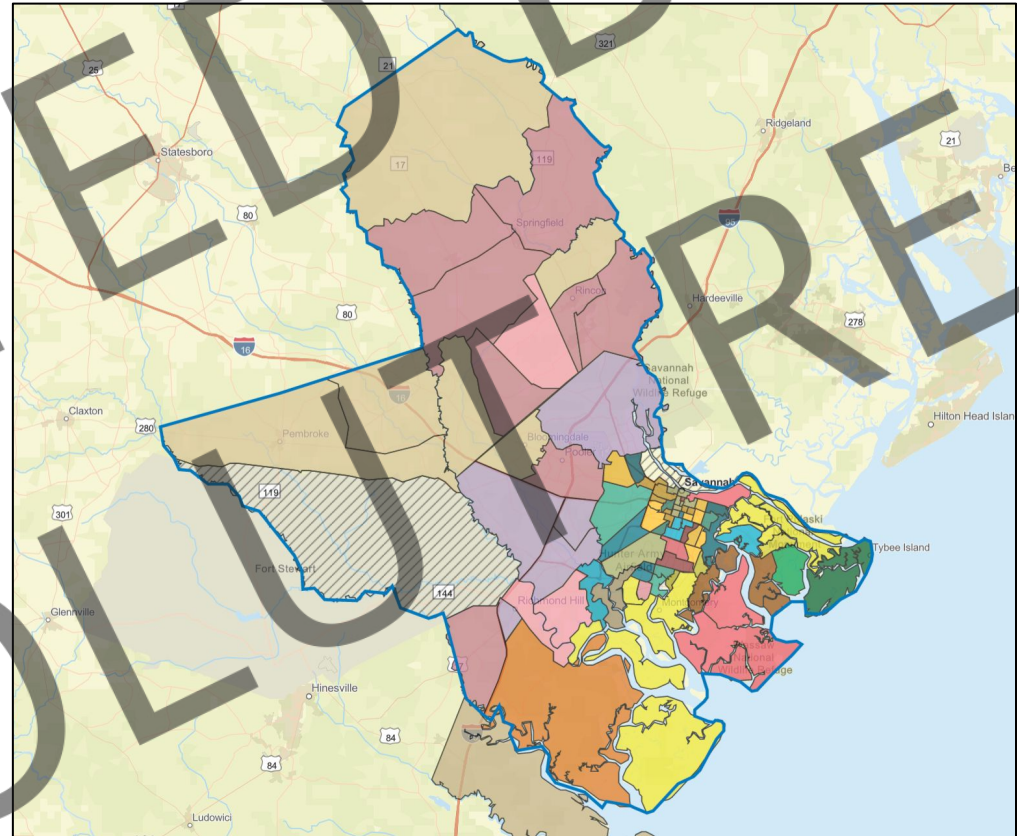
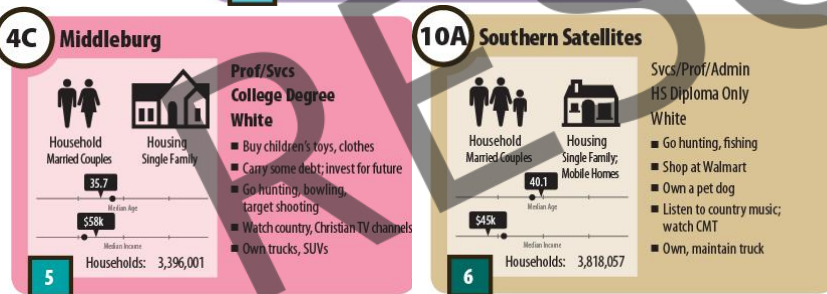
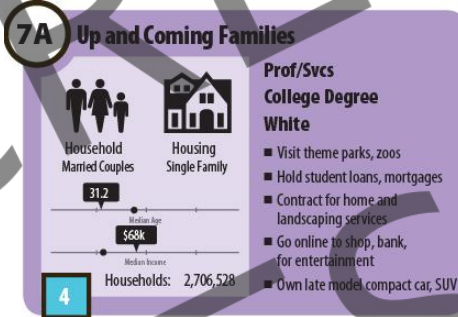
Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	55,643	101
HH consumed ice cream or gelato or sherbet in last 6 months	96,454	100
Went to Baskin-Robbins in last 6 months	9,579	91
Went to Ice Cream 3 in last 6 months	8,746	97
Went to Ice Cream 4 in last 6 months	52,371	108
Drank flavored alcoholic beverage or cooler in last 6 months	35,299	107
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$245	91
Food at Home – Ice Cream & Related Products	\$71	92

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

SAVANNAH METROPOLITAN AREA TAPESTRY SEGMENTATION

TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	12.9%	12.9%
Middleburg - 4C	12.3%	25.2%
Southern Satellites - 10A	7.7%	32.9%

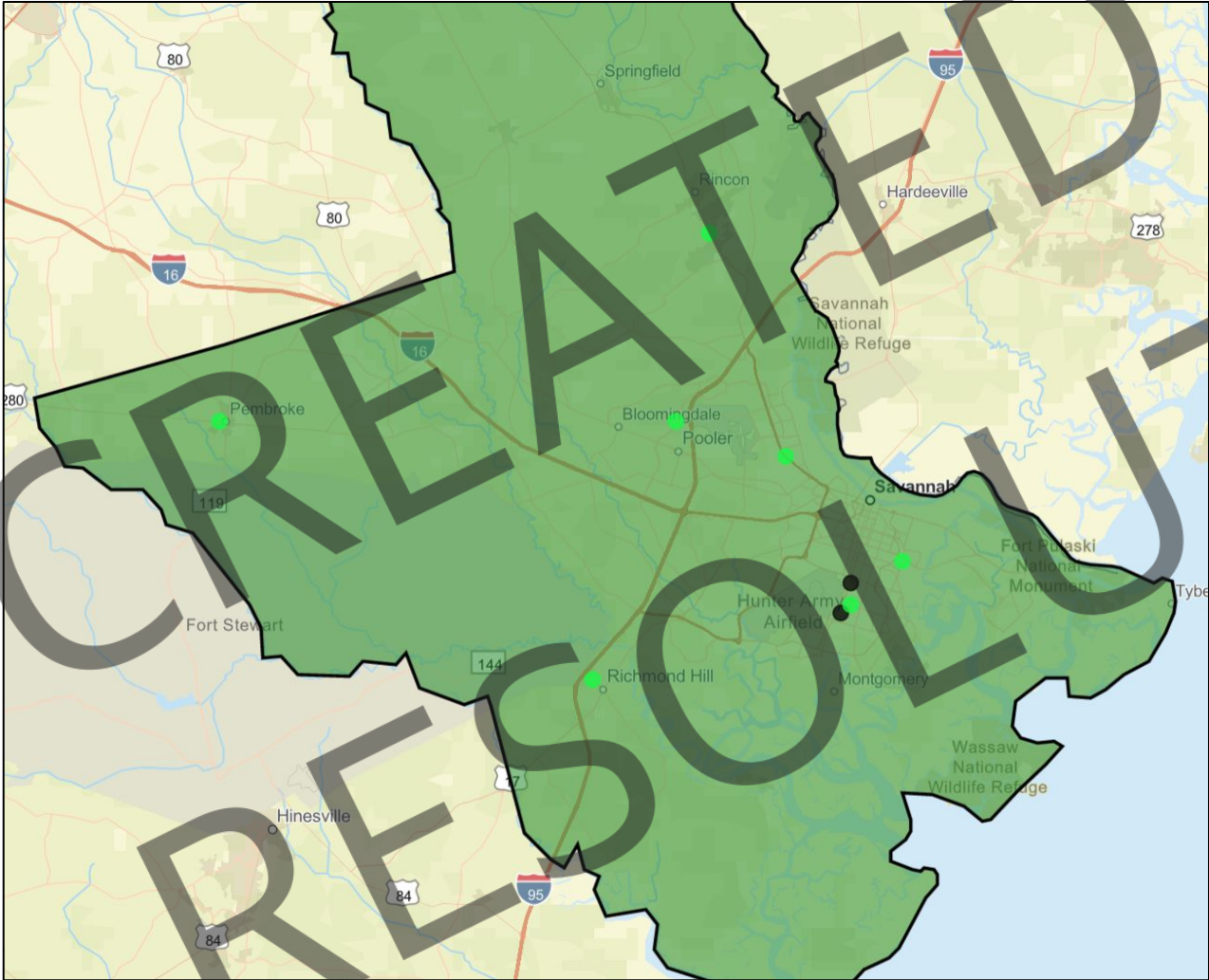


UP & COMING FAMILIES MIDDLEBURG SOUTHERN SATELLITES

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

SAVANNAH METROPOLITAN AREA

EXISTING COMPETITION



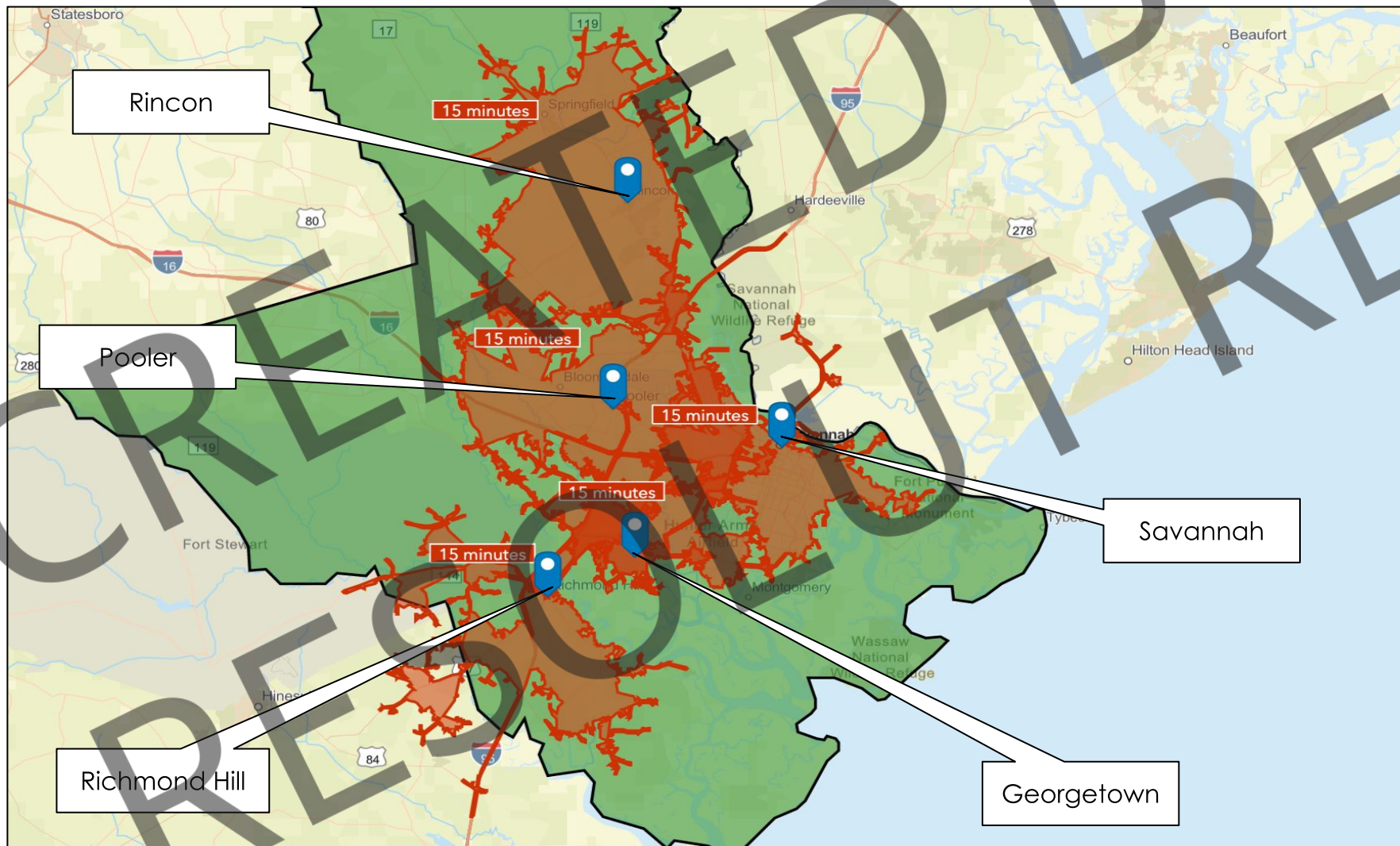
COMPETITION

- Ice Cream 1: 0
- Ice Cream 2: 0
- Ice Cream 3: 2
- Ice Cream 4: 7

SAVANNAH METROPOLITAN AREA

POTENTIAL MARKET AREAS - 15 MINUTE DRIVE TIME

RESOLUT



Note: While there may be other potential markets in the Metropolitan Area, we have only included those that have high populations.

SAVANNAH METROPOLITAN AREA

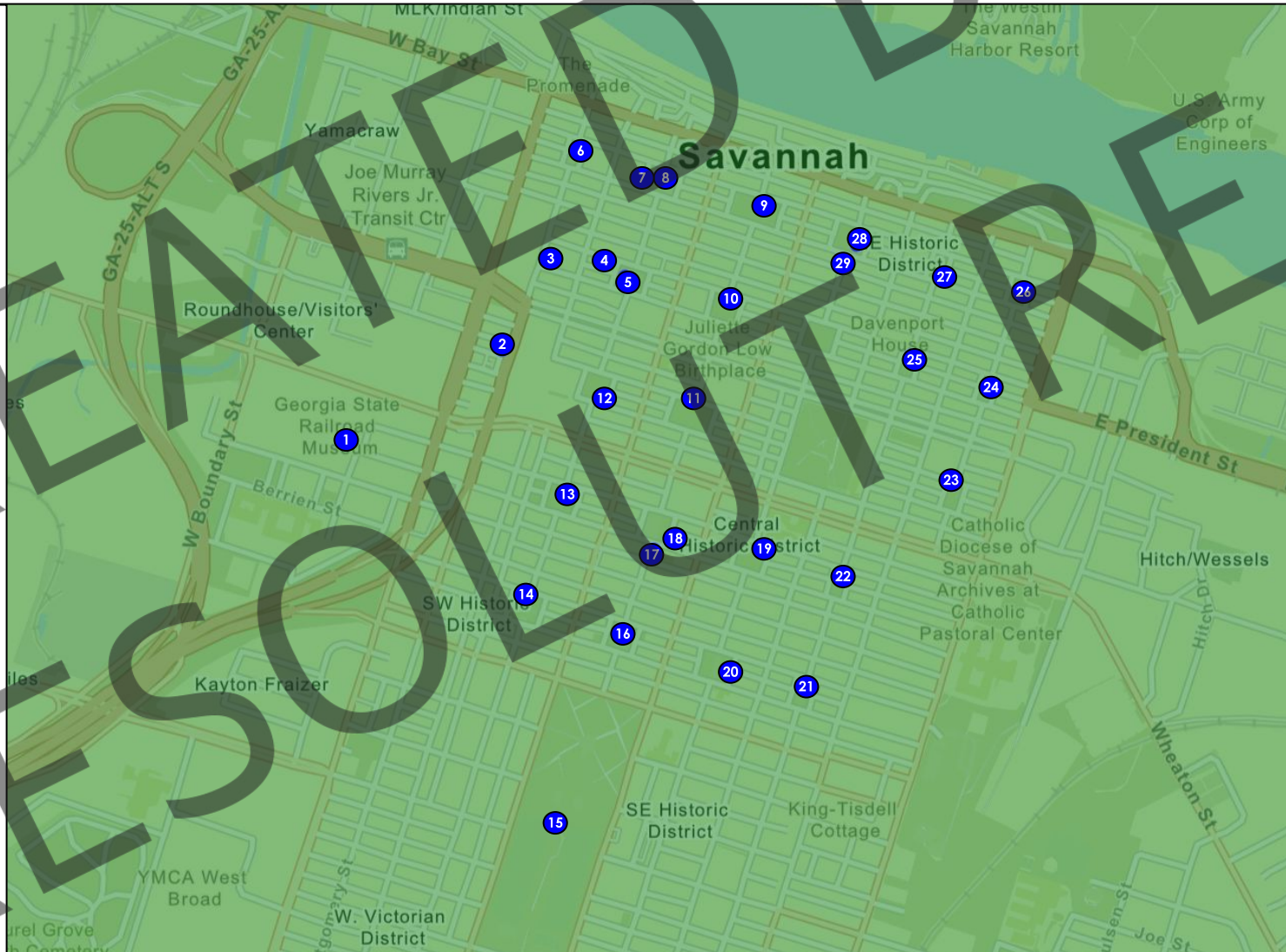
TOURIST DESTINATIONS

RESOLUT



Savannah, GA Tourist Destinations

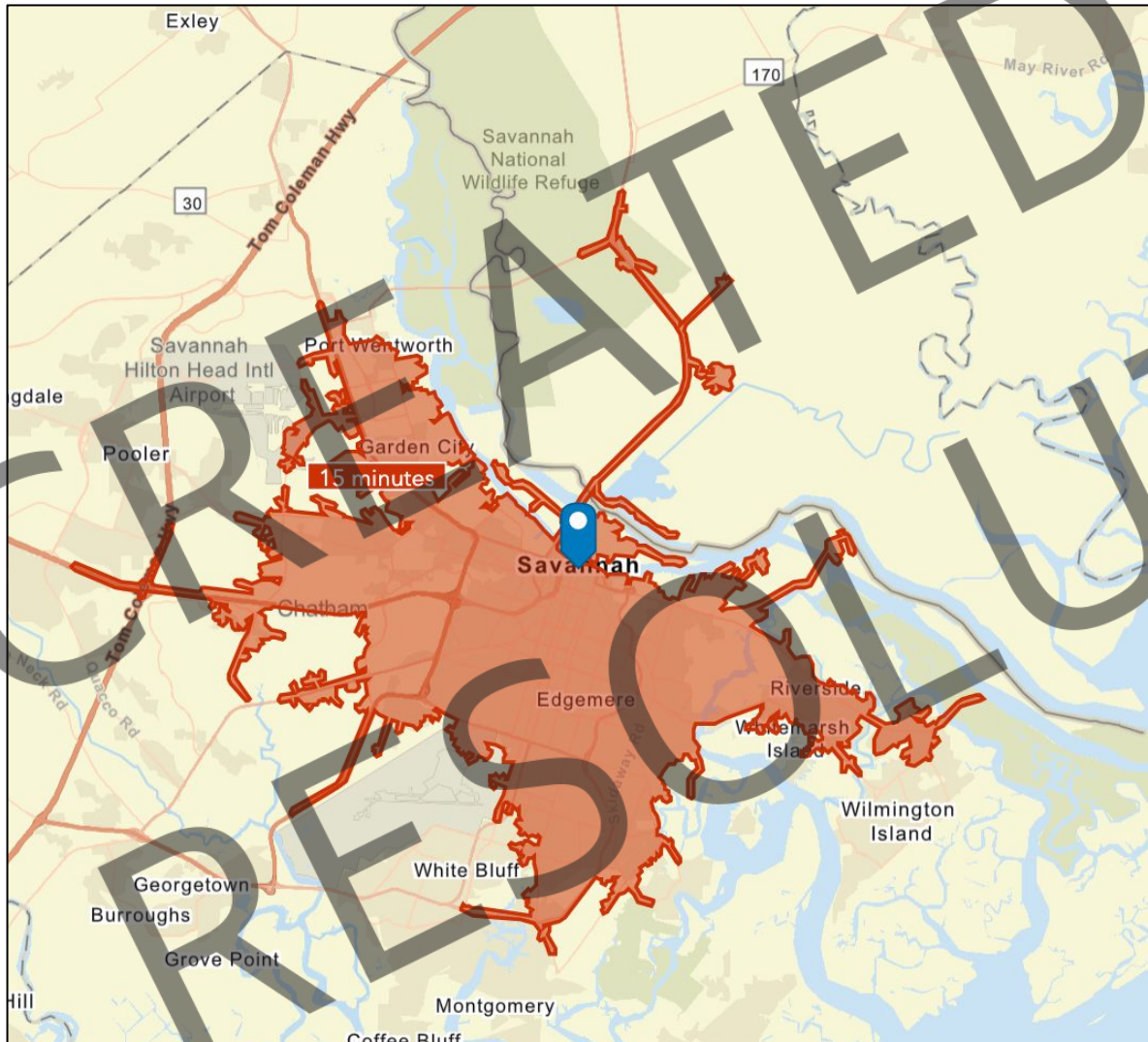
1. Georgia Railroad Museum
2. Elbert Square
3. Liberty Square
4. Telfair Museum
5. Telfair Square
6. Franklin Square
7. City Market
8. Ellis Square
9. Johnson Square
10. Wright Square
11. Chippewa Square
12. Orleans Square
13. Pulaski Square
14. Chatham Square
15. Forsyth Park
16. Monterey Square
17. Savannah College of Art
18. Madison Square
19. Lafayette Square
20. Calhoun Square
21. Whitefield Square
22. Troup Square
23. Crawford Square
24. Greene Square
25. Columbia Square
26. Washington Square
27. Warren Square
28. Reynolds Square
29. Lucas Theatre



Note: While there may be other potential tourist destinations, these are the most high profile with highest foot traffic. All of these fall in the Savannah market area.

SAVANNAH, GA - 15 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2020 POPULATION	125,878
2025 POPULATION	128,809
2020 DAYTIME POPULATION	146,853
ANN. POPULATION GROWTH RATE	0.46%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$41,725
2020 AVERAGE HOUSEHOLD INCOME	\$63,948
MEDIAN AGE	35
2020 TOTAL POPULATION	48,125

SAVANNAH, GA - 15 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	18,615	105
HH consumed ice cream or gelato or sherbet in last 6 months	30,105	97
Went to Baskin-Robbins in last 6 months	3,317	97
Went to Ice Cream 3 in last 6 months	2,852	98
Went to Ice Cream 4 in last 6 months	13,940	89
Drank flavored alcoholic beverage or cooler in last 6 months	12,581	118
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$194	72
Food at Home – Ice Cream & Related Products	\$55	72

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

SAVANNAH, GA - 15 MINUTE DRIVE TIME

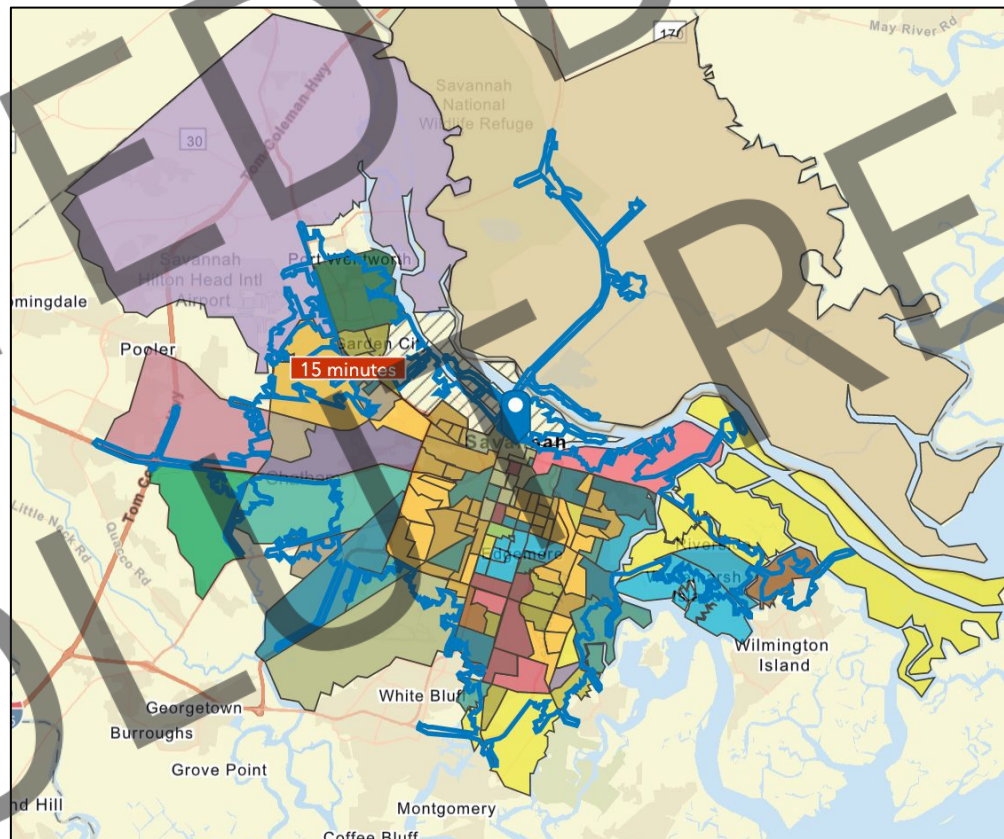
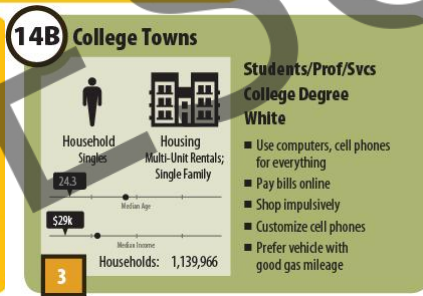
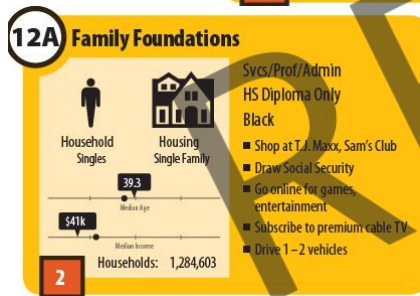
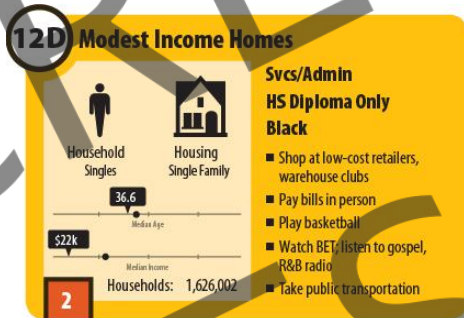
TAPESTRY SEGMENTATION

RESOLUT

RE

TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Modest Income Homes - 12D	17.5%	17.5%
Family Foundations - 12A	12.2%	29.7%
College Towns - 14B	9.7%	39.4%



MODEST
INCOME HOMES



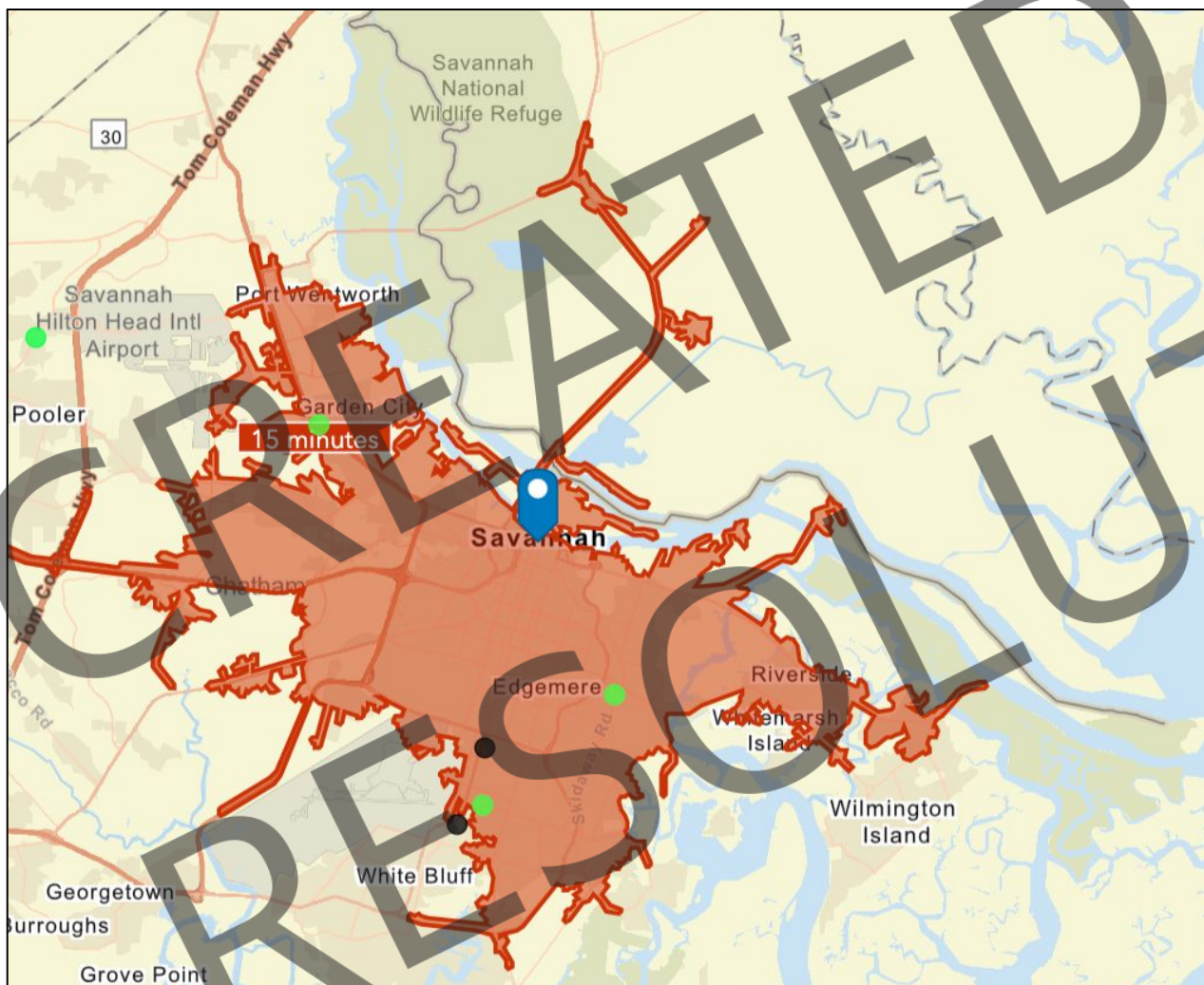
FAMILY
FOUNDATIONS



COLLEGE TOWNS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

RESOLUT

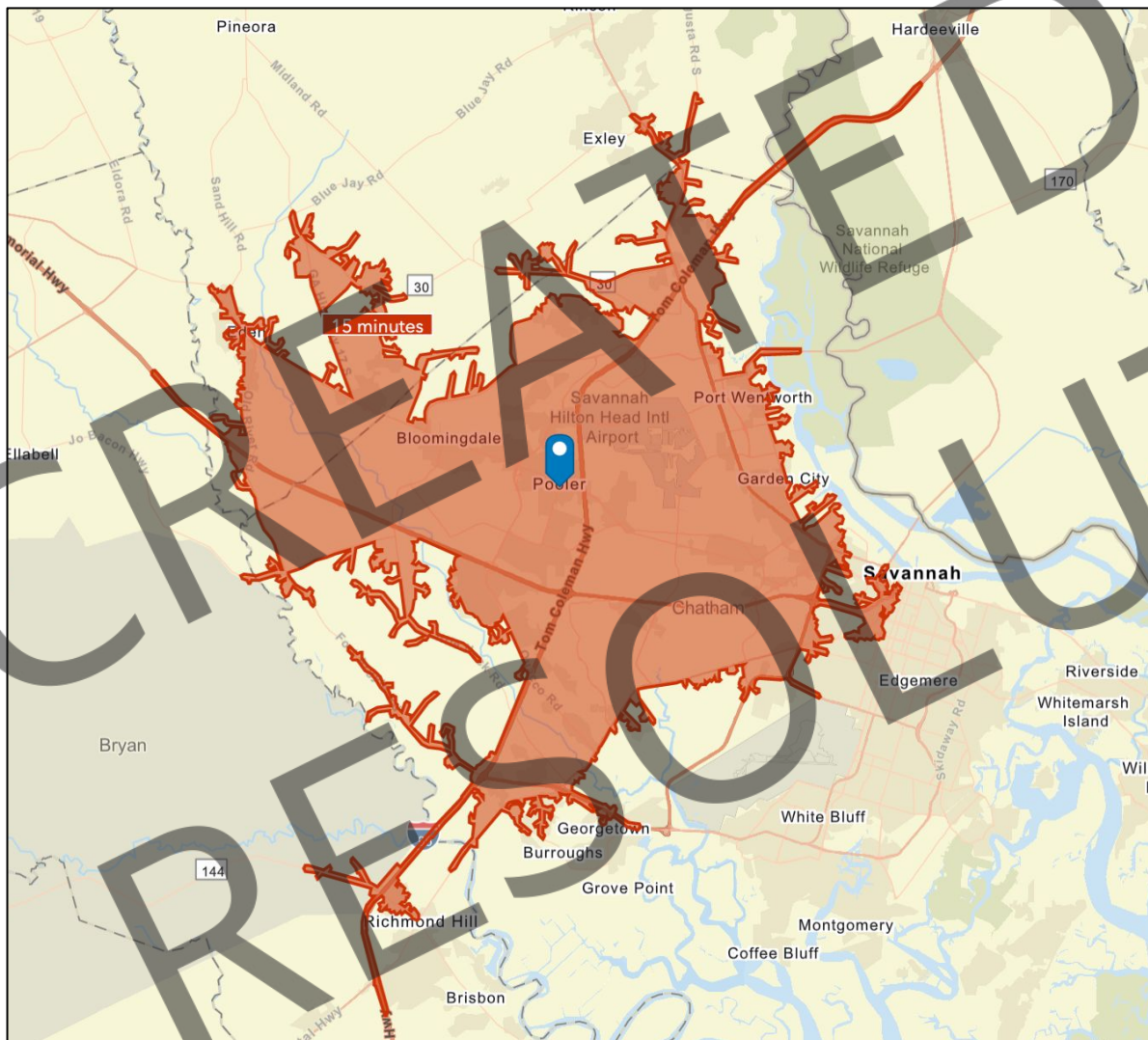


COMPETITION

- Ice Cream 1: 0
- Ice Cream 2: 0
- Ice Cream 3: 2
- Ice Cream 4: 3

POOLER, GA - 15 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2020 POPULATION	88,538
2025 POPULATION	96,505
2020 DAYTIME POPULATION	95,785
ANN. POPULATION GROWTH RATE	1.74%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$66,944
2020 AVERAGE HOUSEHOLD INCOME	\$88,362
MEDIAN AGE	35
2020 TOTAL POPULATION	32,565

POOLER, GA - 15 MINUTE DRIVE TIME MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	12,184	102
HH consumed ice cream or gelato or sherbet in last 6 months	20,927	99
Went to Baskin-Robbins in last 6 months	2,134	94
Went to Ice Cream 3 in last 6 months	2,056	105
Went to Ice Cream 4 in last 6 months	11,990	115
Drank flavored alcoholic beverage or cooler in last 6 months	7,809	110
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$259	96
Food at Home – Ice Cream & Related Products	\$74	97

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

POOLER, GA - 15 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT

RE

TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	45.1%	45.1%
Middleburg - 4C	11.4%	56.5%
Bright Young Professionals - 8C	5.9%	62.4%

7A Up and Coming Families



Household
Married Couples

31.2



Housing
Single Family

31.2

Median Age

\$68K

Median Income

Households: 2,706,528

4

Prof/Svcs
College Degree
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

4C Middleburg



Household
Married Couples

35.7



Housing
Single Family

35.7

Median Age

\$58K

Median Income

Households: 3,396,001

5

Prof/Svcs
College Degree
White

- Buy children's toys, clothes
- Carry some debt; invest for future
- Go hunting, bowling, target shooting
- Watch country, Christian TV channels
- Own trucks, SUVs

8C Bright Young Professionals



Household
Married Couples

32.6



Housing
Single Family; Multi-Units

32.6

Median Age

\$54K

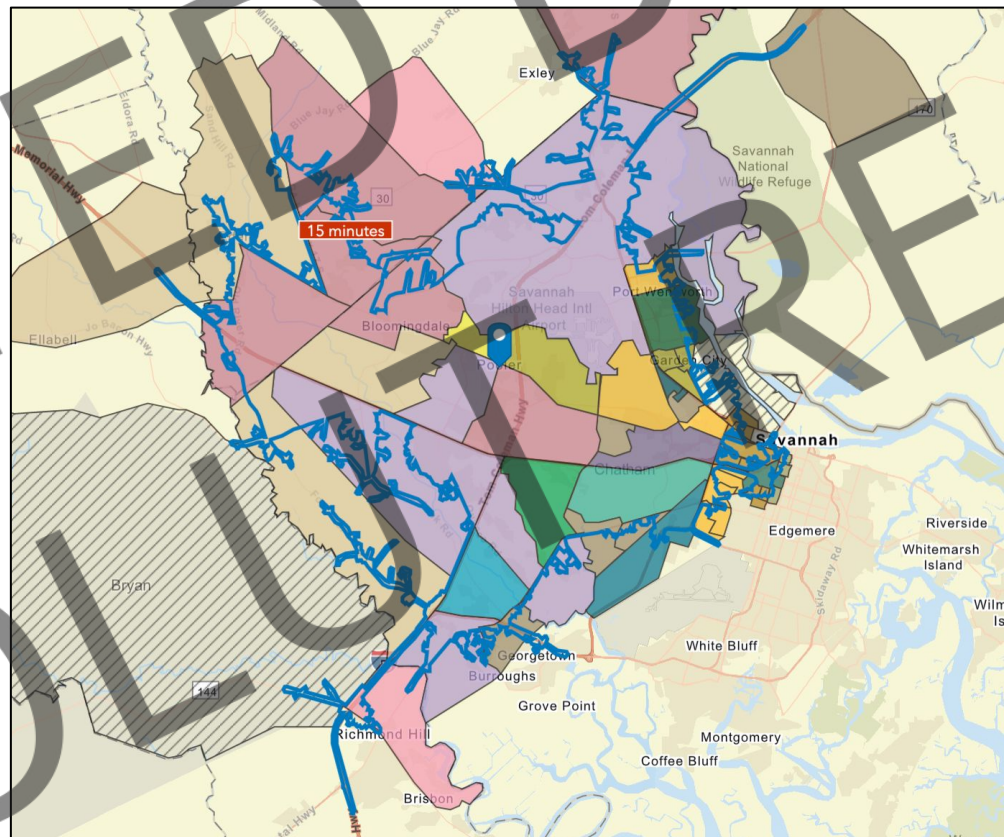
Median Income

Households: 2,678,779

2

Prof/Svcs
College Degree
White

- Go to bars/clubs; attend concerts
- Own US savings bonds; bank online
- Eat at fast food, family restaurants
- Rent DVDs from Redbox or Netflix
- Well connected via latest technology



UP & COMING
FAMILIES

MIDDLEBURG

BRIGHT YOUNG
PROFESSIONALS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

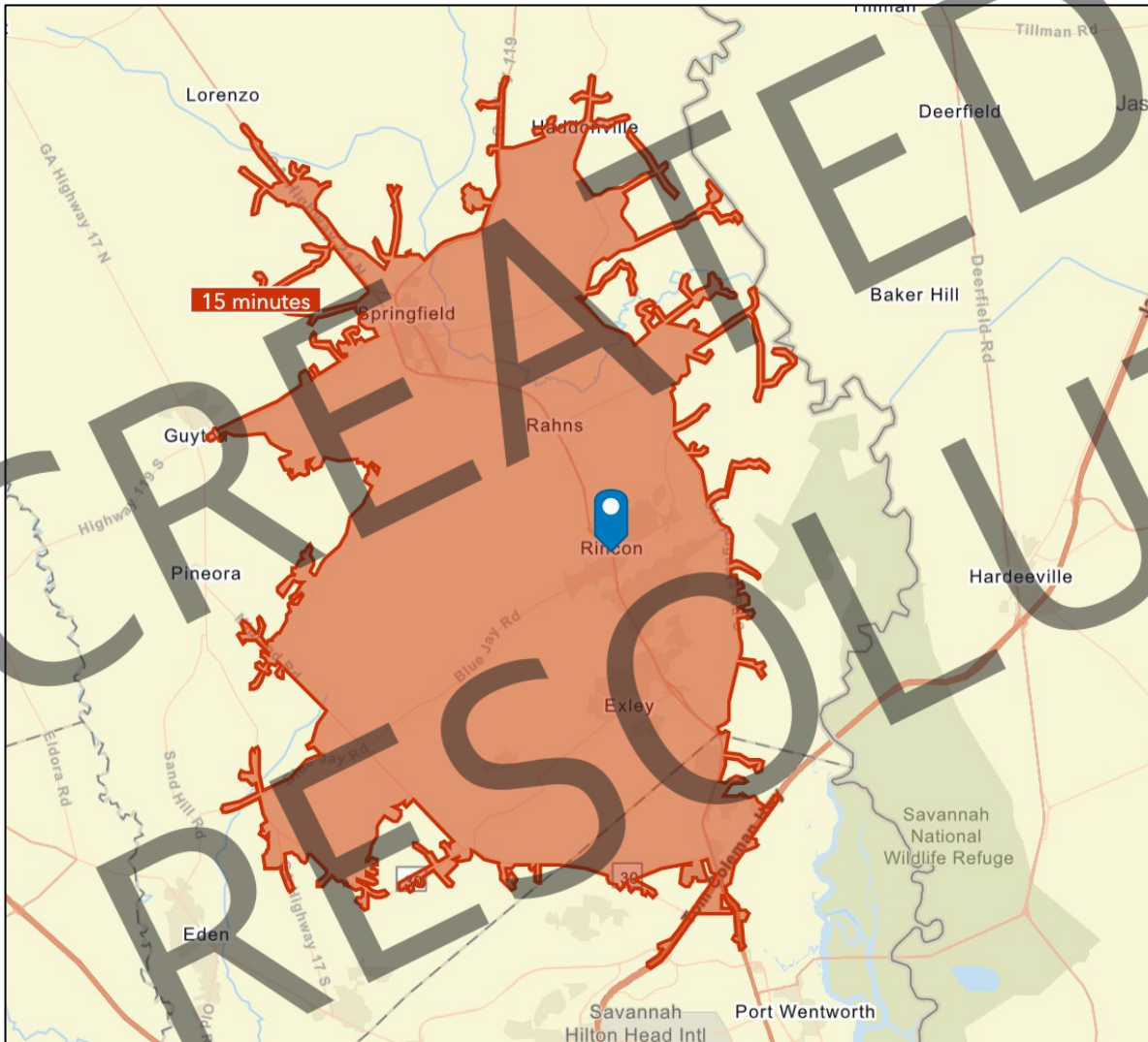
RE

COMPETITION

-  Ice Cream 1: 0
-  Ice Cream 2: 0
-  Ice Cream 3: 0
-  Ice Cream 4: 3

RINCON, GA - 15 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2020 POPULATION	46,545
2025 POPULATION	52,253
2020 DAYTIME POPULATION	40,435
ANN. POPULATION GROWTH RATE	2.34%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$75,563
2020 AVERAGE HOUSEHOLD INCOME	\$89,751
MEDIAN AGE	36
2020 TOTAL POPULATION	15,998

RINCON, GA - 15 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	6,145	104
HH consumed ice cream or gelato or sherbet in last 6 months	10,563	102
Went to Baskin-Robbins in last 6 months	1,023	85
Went to Ice Cream 3 in last 6 months	925	90
Went to Ice Cream 4 in last 6 months	7,433	136
Drank flavored alcoholic beverage or cooler in last 6 months	4,130	111
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$259	96
Food at Home – Ice Cream & Related Products	\$75	98

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

RINCON, GA - 15 MINUTE DRIVE TIME

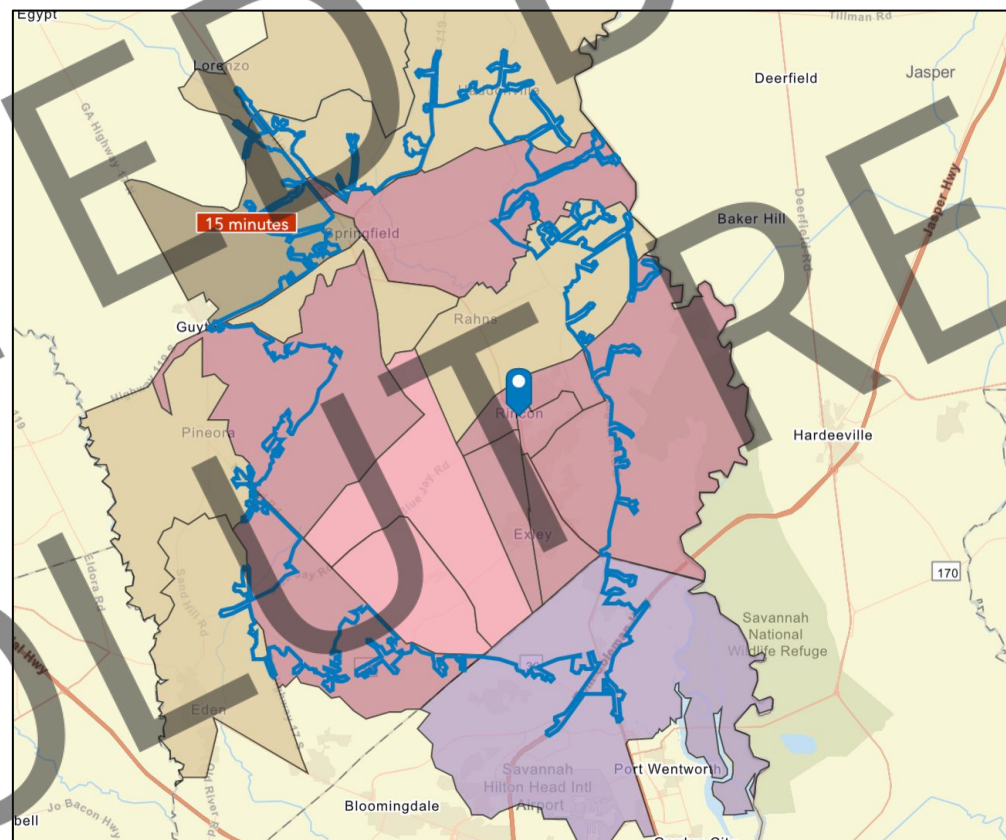
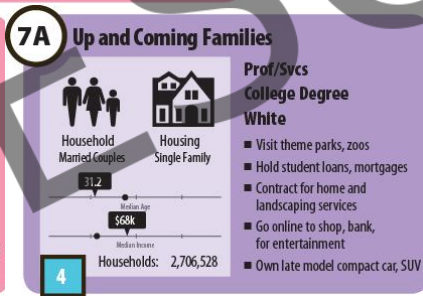
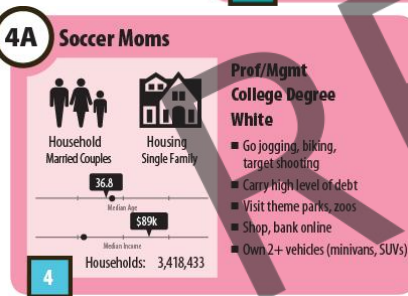
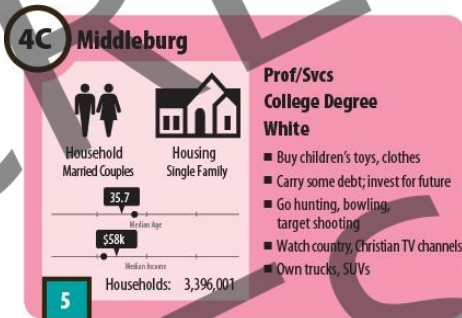
TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Middleburg - 4C	62.0%	62.0%
Soccer Moms - 4A	14.7%	76.7%
Up & Coming Families - 7A	11.5%	88.2%



MIDDLEBURG SOCCER MOMS UP & COMING FAMILIES

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

RINCON, GA - 15 MINUTE DRIVE TIME

EXISTING COMPETITION

RESOLUT



COMPETITION

-  Ice Cream 1: 0
-  Ice Cream 2: 0
-  Ice Cream 3: 0
-  Ice Cream 4: 1

GEORGETOWN, GA - 15 MINUTE DRIVE TIME

RESOLUTION

RE



MARKET FACTS

2020 POPULATION	60,971
2025 POPULATION	63,646
2020 DAYTIME POPULATION	56,444
ANN. POPULATION GROWTH RATE	0.86%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$52,377
2020 AVERAGE HOUSEHOLD INCOME	\$70,372
MEDIAN AGE	33
2020 TOTAL POPULATION	23,602

GEORGETOWN, GA - 15 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	8,480	98
HH consumed ice cream or gelato or sherbet in last 6 months	14,867	97
Went to Baskin-Robbins in last 6 months	1,486	93
Went to Ice Cream 3 in last 6 months	1,425	104
Went to Ice Cream 4 in last 6 months	7,865	108
Drank flavored alcoholic beverage or cooler in last 6 months	5,407	109
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$214	80
Food at Home – Ice Cream & Related Products	\$60	79

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

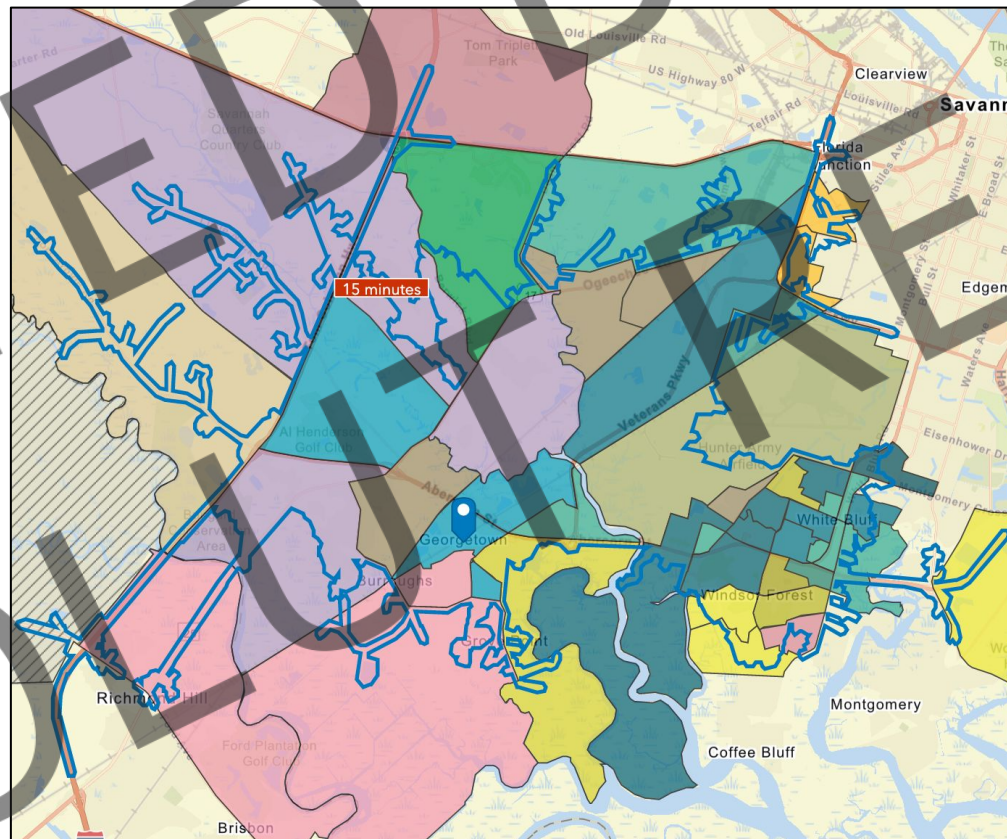
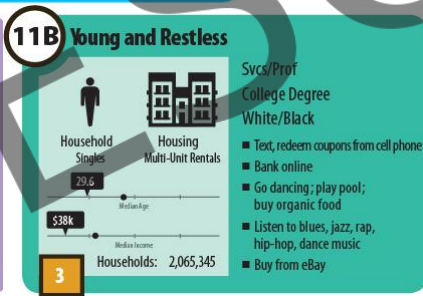
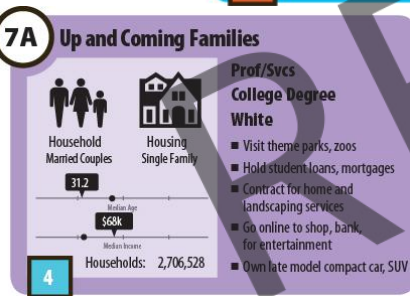
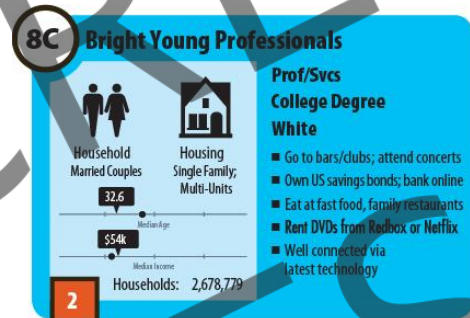
GEORGETOWN, GA - 15 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Bright Young Professionals - 8C	16.3%	16.3%
Up & Coming Families - 7A	14.6%	30.9%
Young & Restless - 11B	13.6%	44.5%



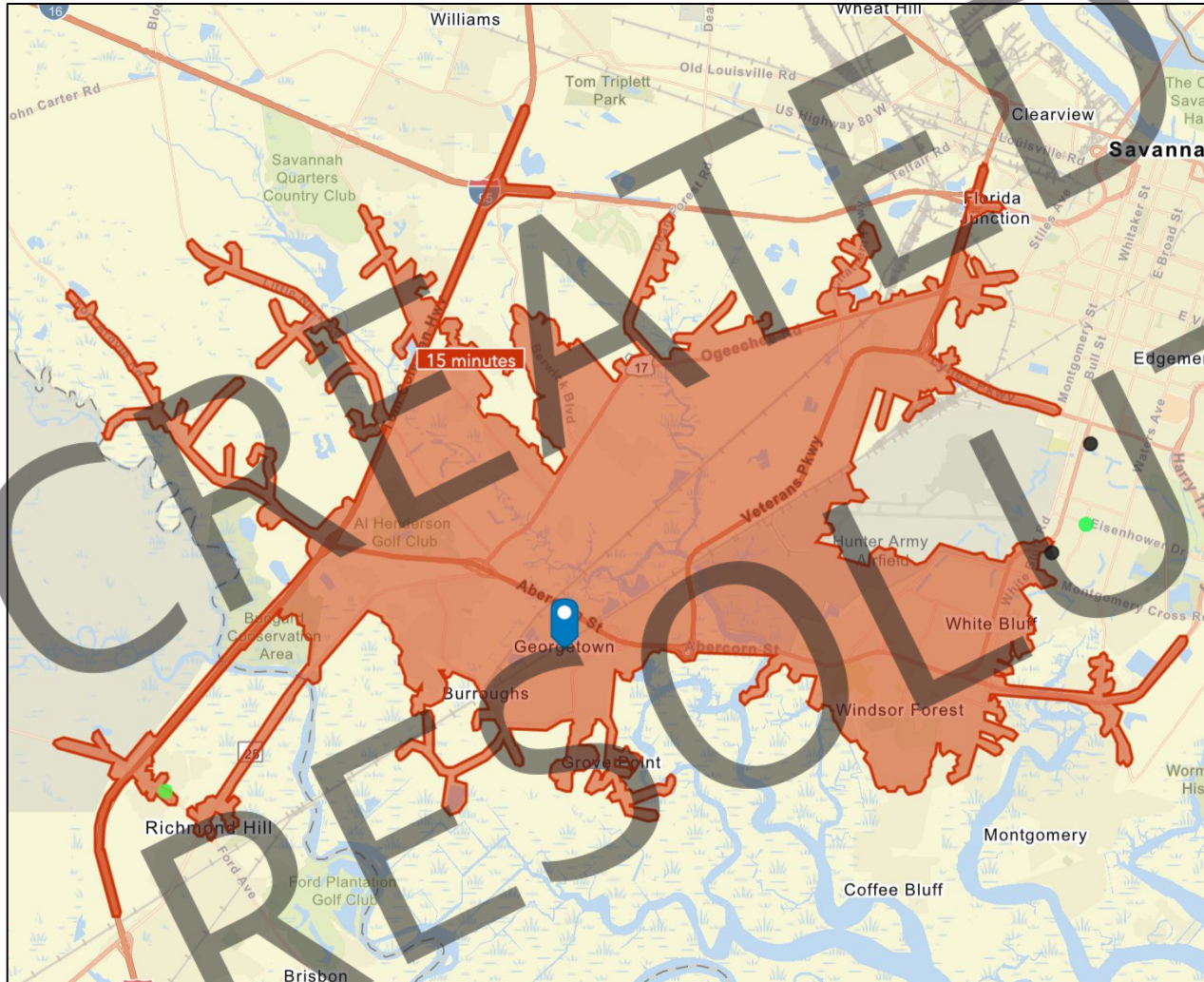
BRIGHT YOUNG PROFESSIONALS **UP & COMING FAMILIES** **YOUNG & RESTLESS**

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

GEORGETOWN, GA - 15 MINUTE DRIVE TIME

EXISTING COMPETITION

RESOLUT



COMPETITION

-  Ice Cream 1: 0
-  Ice Cream 2: 0
-  Ice Cream 3: 0
-  Ice Cream 4: 1

MARKET FACTS	
2020 POPULATION	50,271
2025 POPULATION	54,931
2020 DAYTIME POPULATION	43,085
ANN. POPULATION GROWTH RATE	1.79%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$68,501
2020 AVERAGE HOUSEHOLD INCOME	\$88,099
MEDIAN AGE	34
2020 TOTAL POPULATION	18,516

RICHMOND HILL, GA - 15 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
HH consumed ice cream bars/sandwiches/bon-bons in last 6 months	6,675	98
HH consumed ice cream or gelato or sherbet in last 6 months	11,978	100
Went to Baskin-Robbins in last 6 months	1,337	104
Went to Ice Cream 3 in last 6 months	1,249	113
Went to Ice Cream 4 in last 6 months	6,729	114
Drank flavored alcoholic beverage or cooler in last 6 months	4,320	108
Consumer Spending	Average Amount Spent	Spend Potential Index
Alcoholic Beverages Away from Home	\$264	98
Food at Home – Ice Cream & Related Products	\$73	95

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

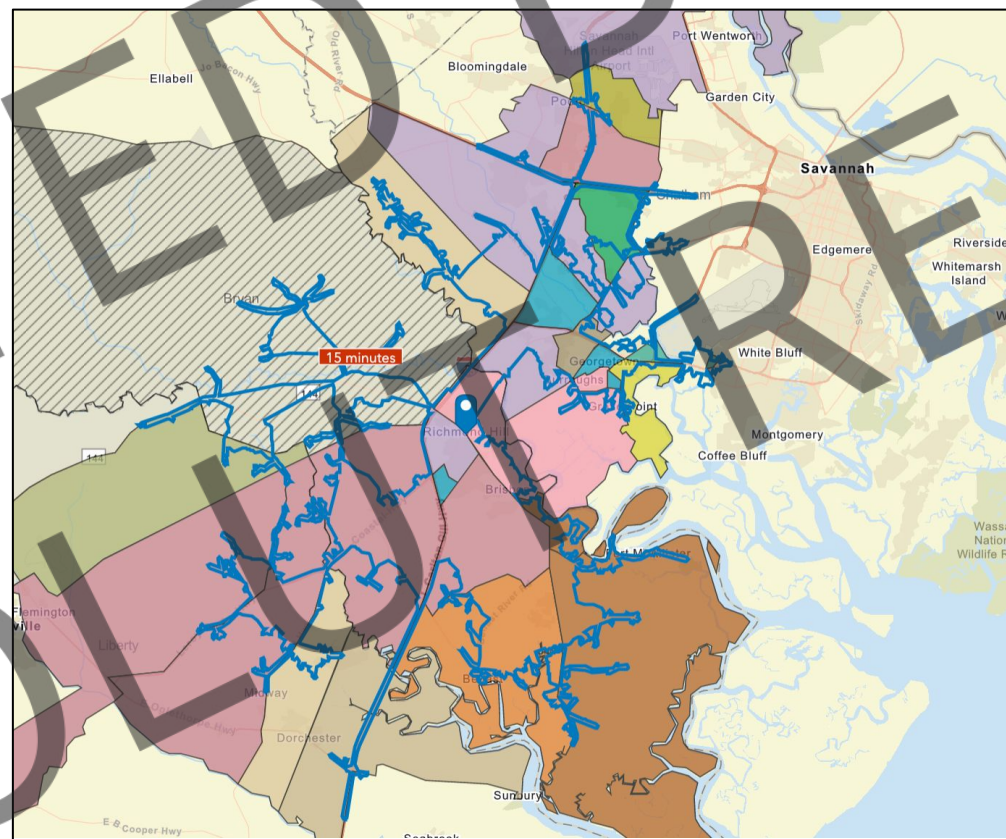
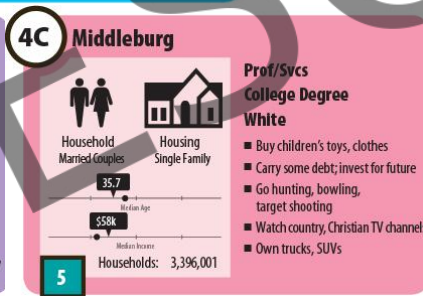
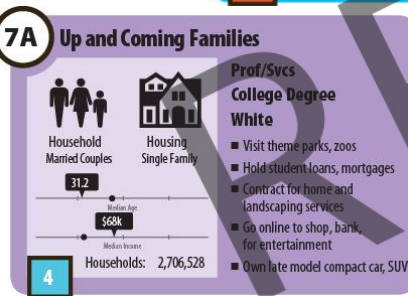
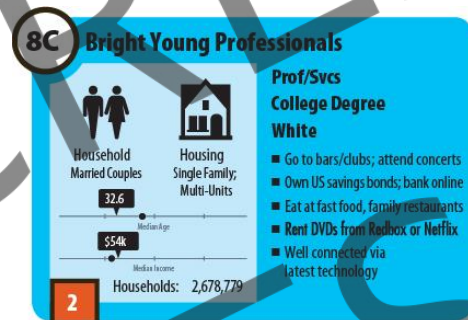
RICHMOND HILL, GA - 15 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Bright Young Professionals - 8C	25.9%	25.9%
Up & Coming Families - 7A	21.8%	47.7%
Middleburg - 4C	11.3%	59.0%



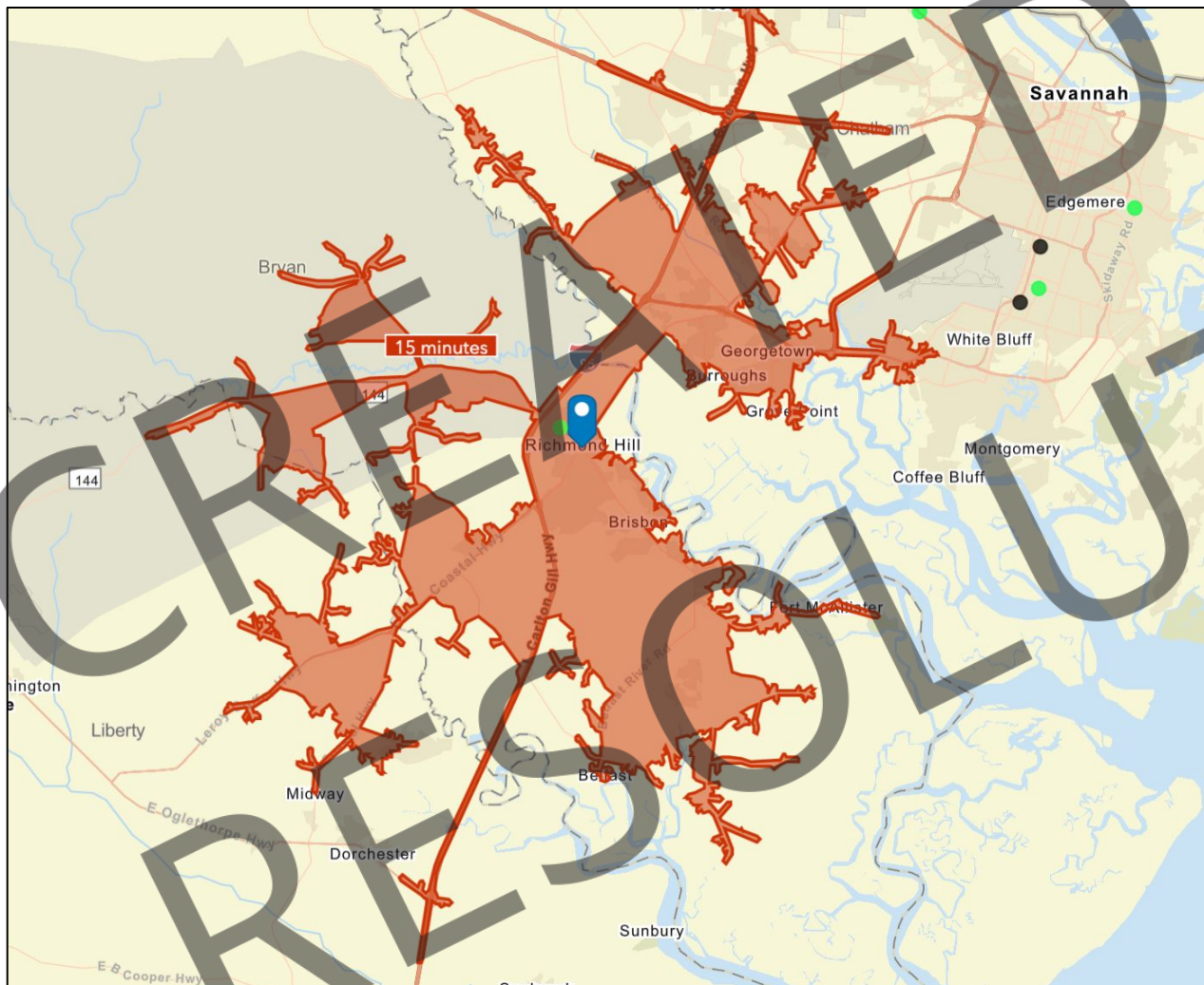
BRIGHT YOUNG PROFESSIONALS **UP & COMING FAMILIES** **MIDDLEBURG**

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e. 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e. 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

RICHMOND HILL, GA - 15 MINUTE DRIVE TIME

EXISTING COMPETITION

RESOLUT



COMPETITION

- Ice Cream 1: 0
- Ice Cream 2: 0
- Ice Cream 3: 0
- Ice Cream 4: 1

SAVANNAH METROPOLITAN AREA

SUMMARY - 15 MINUTE DRIVE TIME

	Population [2020]	Population [2020]	Daytime Population [2020]	Ann. Growth Rate [%]	Median HH Income [2020]	Average HH Income [2020]	Median Age [2020]	Total Households[2020]
Savannah	125,878	128,809	146,853	0.46%	\$41,725	\$63,948	35	48,125
Pooler	88,538	96,505	95,785	1.74%	\$66,944	\$88,362	35	32,565
Georgetown	60,971	63,646	56,444	0.86%	\$52,377	\$70,372	33	23,602
Richmond Hill	50,271	54,931	43,085	1.79%	\$68,501	\$88,099	34	18,516
Rincon	46,545	52,253	40,435	2.34%	\$75,563	\$89,751	36	15,998

RESOLUT

RE

APPENDIX



APPENDIX - TAPESTRY SEGMENTATION GROUPS

LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods

Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Retail-GAorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2020/11/Retail-GAorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Defining-Franchise-Territoriesupdate.pdf>

DISCLAIMER

RESOLUT



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guarantees, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate/market information is subject to errors; omissions; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas limited liability company.