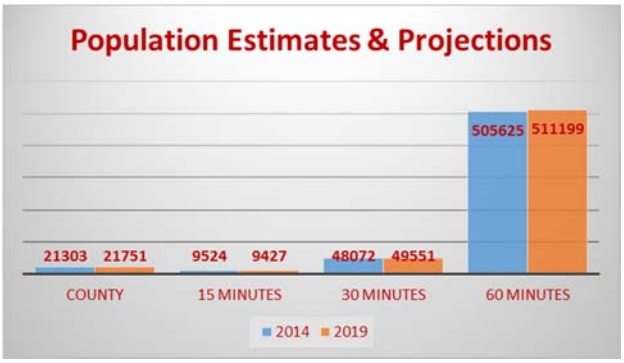
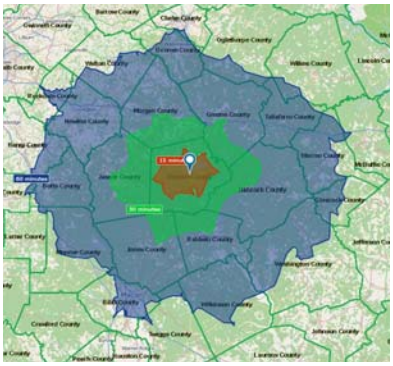
Putnam Development Authority



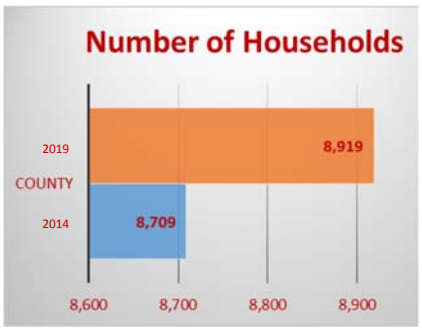
Eatonton-Putnam County, Georgia offers businesses a healthy economic landscape supported by a business-friendly environment. Our community maintains a thriving downtown shopping district which lends support to two industrial parks located within the city limits of Eatonton and a technology park located in the U.S. Highway 441 corridor. The Harmony Crossing shopping district lends support to the commercial business district near Lake Oconee

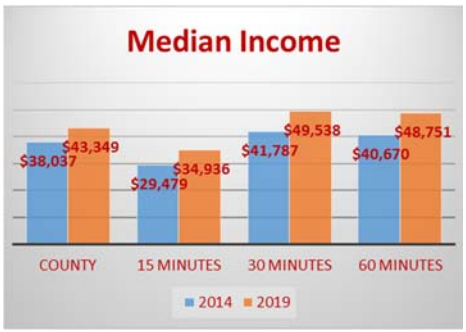
Our convenient location makes Eatonton-Putnam County well-suited for your next retail expansion.

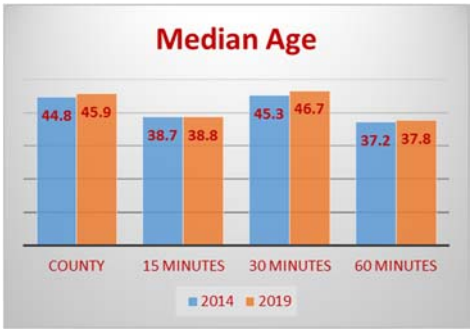






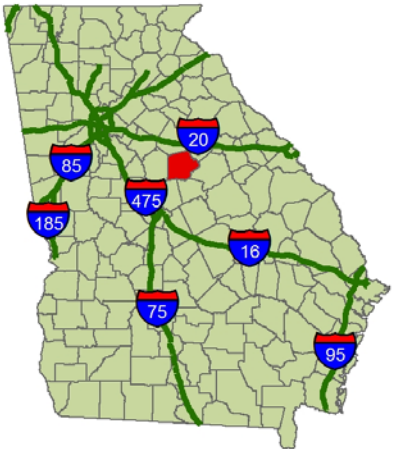






Market Access

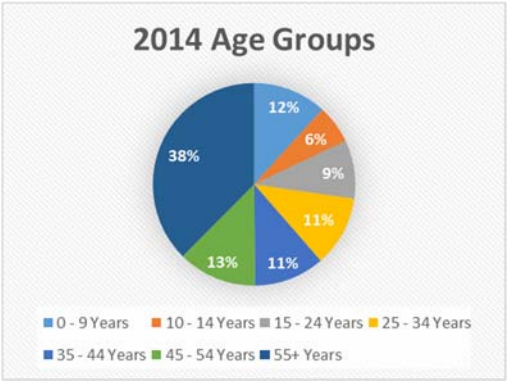
Eatonton-Putnam County is situated in the middle of Georgia, between Atlanta, Augusta, Athens, and Macon. The Putnam County market provides access to over 20 counties with an estimated population of over 500,000 people within an hour's drive.



Highways: Access to four major Interstates (I-75, I-20, I-16, & I-475), US Hwy 441, US Hwy 129, GA Hwy 44 and GA Hwy 16.

Traffic Counts: Nearly 50,000 vehicles travel through Eatonton-Putnam County every day – providing retailers with excellent access to an abundant transient and residential consumer base.

Source: ESRI 2014 & GDOT





Putnam County Retail Demand

Retail Demand: There are 183 retail trade businesses in Putnam County. In 2013, businesses generated over $168 million dollars in retail sales. *

Eatonton-Putnam County is home to six of the **2014 Top U.S. 100 Retailers**: Walmart, Ace Hardware, Pizza Hut, Family Dollar, and CVS. These businesses reflect Putnam County's growing population and retail customer base.

Historic Downtown Eatonton: Putnam County residents and visitors enjoy shopping at many antique, apparel and specialty shops.

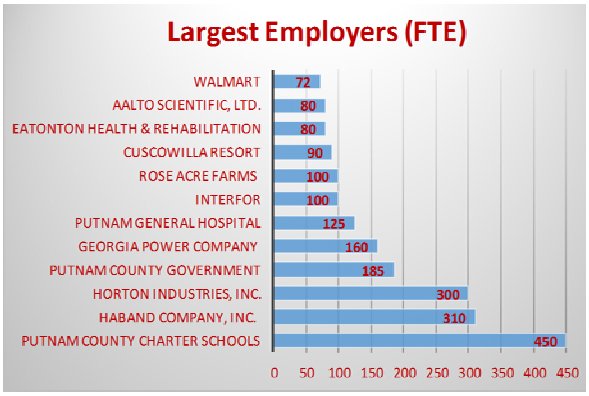
Lake Area Shopping: Lake Oconee is surrounded by chic shopping venues at *The Village at Harmony Crossing*.

History & Culture: The historic district of Eatonton features over 100 Antebellum and Victorian-era structures, as well as historic commercial buildings. *The Georgia Writer's Museum* honors Putnam County's literary greats, such as Alice Walker and Joel Chandler Harris. Finally, Indian History is well preserved at the *Rock Eagle* and *Rock Hawk* Effigies.

Festivals & Nightlife: *The Plaza Arts Center* in historic Eatonton offers seasonal shows, concerts and world-renowned performers. Restaurants offer live music evenings and weekends. Festivals include the *Putnam County Dairy Festival, Briar Patch Arts Festival* and *Putnam County Farm Days*.

Recreation: Lake Oconee & Lake Sinclair has more than 400 miles of shoreline for outdoor activities, camping, hiking, swimming, boating, water skiing and fishing. Enjoy world-class golfing at *Reynolds Plantation, The Ritz Carlton, Cuscowilla Resort* or *Uncle Remus Golf Course*.

**** Source: Retail Marketplace profile, ESRI 2014***





Putnam County's Target Retailers *

golden corral Buffet & Grill · Academy Sports + Outdoors · Ruby Tuesday · Captain D's Seafood Kitchen · belk Modern. Southern. Style. · GNC Live Well. · BAM! Books-A-Million · Hardee's · LongHorn Steakhouse

Cracker Barrel Old Country Store · Krispy Kreme Doughnuts · Marshalls · GameStop · Shoe Dept. · Red Lobster · Tractor Supply Co. · Sunoco · Sonic America's Drive-In

* The above businesses were determined based on Market Potential Index scores as established by the *ESRI Retail Market Profile*, 2014. Some businesses are representative of their industry while others were named specifically in the profile.

Putnam Development Authority

For more information regarding the local workforce, sites and buildings, etc. please contact:

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