

**MINTUTES OF THE INDUSTRIAL DEVELOPMENT BOARD
OF THE CITY OF BRISTOL TENNESSEE
JULY 14, 2022
CALLED MEETING**

Board Members Present:

Dirk Crandell – Chair
Jeff Jones – Secretary/Treasurer
David Wagner
Nancy Cook
Vince Turner – Council Representative (ex-officio)

Staff:

Tom Anderson - Director
Matt Garland - Economic Development
Danielle Smith – City Attorney

Also present:

Mahlon Luttrell – Mayor, City of Bristol, TN
Lea Powers – City Council, City of Bristol, TN
Bill Sorah – City Manager, City of Bristol, TN
Cherith Young – Director of Planning Services, City of Bristol, TN
April Eads – BTES

Guests via Zoom:

Logan McCabe – Vice Chair
Margret Feirabend – City Council, City of Bristol, TN
Mark Hutton – City Council, City of Bristol, TN
Lynn Tully - TNECD

Call to order: Chairman Dirk Crandell opened the July 14, 2022 Industrial Development Board Called Meeting at 3:30 P.M. Roll call was taken and Chairman Crandell declared a quorum present.

Market Analysis Report: Mr. Randy Gross, via Zoom, presented his Market Analysis Report findings in depth. The Directors had discussion on their impressions of the report and its findings.

Adjournment: There being no further discussion, Chairman Crandell adjourned the meeting at 4:35 P.M.



Dirk Crandell, Chairman

Attest:


Jeff Jones, Secretary/Treasurer

Attachments:

1. Agenda
2. PowerPoint slides from presentation

**THE INDUSTRIAL DEVELOPMENT BOARD OF
THE CITY OF BRISTOL TENNESSEE
SPECIAL CALLED BOARD MEETING
AGENDA**

THURSDAY JULY 14, 2022 – 3:30 PM

1. Call to order
2. Roll Call
3. Final Market Conditions Study Report by consultant Randy Gross via Zoom
4. Adjourn



BRISTOL
MARKET ANALYSIS
Summary of Findings

Presented April 27, 2022

Bristol Industrial Development Board

Randall Gross / Development Economics

Multi-Family Housing Market Analysis



Bristol Housing Construction Trends

Period	SF	2-3-4	MF	TOTAL
'2000-2003	100	-	-	100
'04-2007	144	-	47	191
'08-2014	40	2	3	45
'15-2020	25	9	94	128

Sources: U.S. Bureau of the Census and
Randall Gross / Development Economics.



Household Forecasts

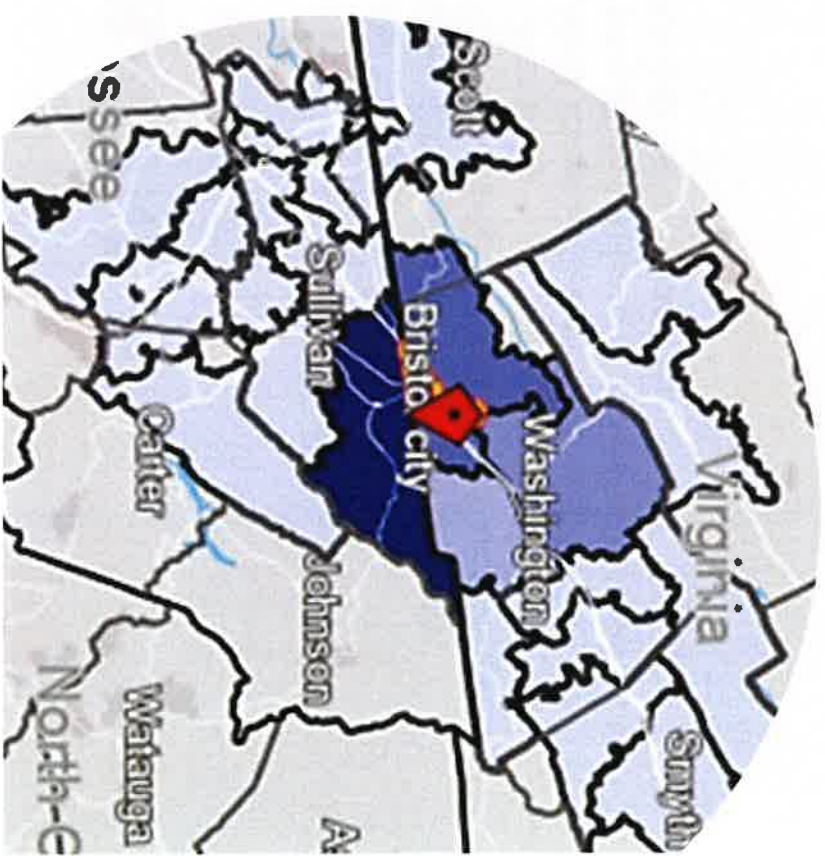
Table 5. HOUSEHOLD FORECASTS, SELECTED SUB-MARKETS, BRISTOL AREA, 2022-2027

Area	2022	2027	2022-2027 Change	
			Number	Percent
Bristol, TN	12,239	12,624	385	3.1%
TN Counties	200,895	207,568	6,673	3.3%
VA/Bristol VA	63,079	63,367	288	0.5%
TOTAL	276,213	283,559	7,346	2.7%
Sources:	U.S. Bureau of the Census, Claritas, and Randall Gross / Development Economics.			

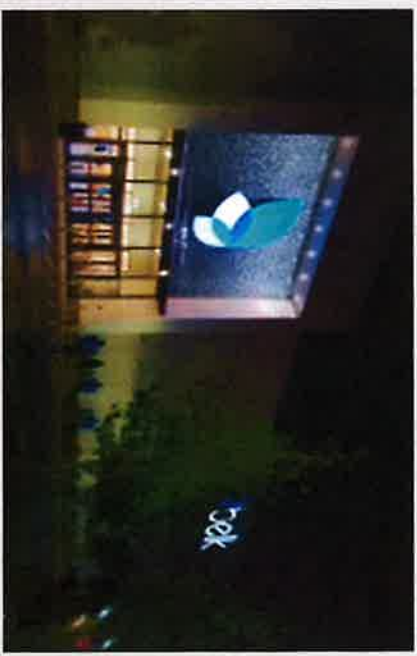
Table 7. HOUSEHOLD FORECASTS BY AGE & TENURE, BRISTOL, TN, 2022-2027

Age Cohort	Renters	Owners	Total
15-24	22	8	30
25-34	(57)	(43)	(100)
35-44	22	24	46
45-54	(24)	(61)	(85)
55-64	3	6	9
65-74	94	296	390
75-84	4	48	52
85+	10	33	43
TOTAL	74	311	385
Sources:	U.S. Bureau of the Census, Claritas, and Randall Gross / Development Economics.		

Bristol, VA Commuter Shed



Retail Market Analysis



Bristol Retail Sub-Markets

- **Volunteer Parkway**

- 1.1 million square feet
- 68% Shopper's Goods, including large automotive dealers
- 3.0% Vacancy; \$10.38 rent PSF

- **The Pinnacle**

- 700,000 square feet
- 73% Shopper's Goods, including department stores, specialty retail
- 3.9% Vacancy

- **West State Street Corridor**

- 200,000 square feet
- 80% Shopper's Goods -- 50% automotive
- 8.1% Vacancy; \$11.75 rent PSF

- **Downtown Bristol**

- 150,000 square feet
- 40% Eating & Drinking
- 2.6% Vacancy
- \$13.11 rent PSF

- **Other Areas**

- 360,000 square feet
- 66% shopper's goods
- 7.2% Vacancy; broad rent range

Tourism

- Tourists generate sales and demand for about 180,000 square feet of retail, dining, and entertainment if destination attractions are created, mainly in the downtown area.
- Demand would grow by about 11,000 square feet within 5 years.

Table 15.		TOURISM-GENERATED RETAIL POTENTIAL, BRISTOL	
Category	Factor	Total	
OT Visitors			820,919
Total Spend	\$ 644.72	\$ 529,260,210	
Restaurants	\$ 203.04	\$ 166,682,500	
Retail Trade	\$ 66.74	\$ 54,787,330	
Entertainment	\$ 65.79	\$ 54,007,320	
<u>Downtown Capture</u>			
Restaurants	16%	\$ 26,669,200	\$ 1,600,152
Retail Trade	14%	\$ 7,670,226	\$ 460,214
Entertainment	17%	\$ 9,181,244	\$ 550,875
<u>Demand (Square Feet)</u>			
Restaurants	350	76,198	4,572
Retail Trade	220	34,865	2,092
Entertainment	135	68,009	4,081
TOTAL		179,072	10,744
Source:		Randall Gross / Development Economics.	

Retail Development Potentials

Table 17.

SUMMARY DESTINATION RETAIL POTENTIAL BY CATEGORY, BRISTOL, 2022-2027

Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2022	2027		
Convenience	407,933	444,736	297,740	146,997
Shoppers Goods	1,583,170	1,728,821	1,662,393	66,428
Eating/Drinking	270,539	265,767	279,873	12,108
Limited Service	96,680	101,184	109,943	(8,760)
Full Service	150,291	143,453	140,835	2,618
Entertainment	151,604	169,774	116,499	53,275
Personal Services	38,331	43,611	29,538	14,073
TOTAL	2,451,578	2,652,709	2,386,043	292,881
Existing Vacant			105,669	
Net New Space				187,212

Note: Assumes Pro-active Internal/External Campaign, Recruitment.

Source: Randall Gross / Development Economics.

- 292,900 square feet of gross demand
- 187,000 square feet of net new space
- Convenience, shopper's goods, entertainment, personal services.

Recommended Business Mix & Development Concepts

Downtown Bristol

- Previous strategy called for 163,000 sf of new business development
- Since then, there is increasing demand for entertainment, which is the driver for new business activity as part of a destination driven strategy.
- Create an authentic experience built on Bristol's racing heritage that NASCAR could co-brand with Hard Rock to benefit both organizations and downtown Bristol.

West State Street

- Focusing commercial activity at nodes was recommended previously
- Hardware, furniture anchor, gifts/antiques continue to offer opportunities for market capture
- Marketing associated with creating a "gateway" to Bristol from I-81

Volunteer Parkway

- Mixed-use development opportunities with housing/retail
- Reduce sprawl and create nodes and "places" that improve overall aesthetics and marketability



Obstacles to Development (real or perceived)

- Apartment rents insufficient to generate returns on investment
- Rising costs of both development and operations (including inflationary pressures and cost of money)
- Speculation on land prices
- General lack of serviced sites “ready” for development
- Higher tax rate (\$4.00/SF versus \$1.25 to \$1.50 in VA/WV)
- Perceptions of (past) inconsistency in City staff regulatory enforcement

Development Facilitation

- Multi-family apartments, anchor entertainment uses, mixed-use development
- ID prospective sites
- Outreach to property owners
- Advisory services on consolidating parcels, etc.
- Master planning services
- Developer outreach through marketing & RFP process
- Fast track approvals

Leveraging

