

Montevallo

SHELBY COUNTY | ALABAMA

2024 RETAIL OVERVIEW



Shelby County
The Natural Choice

City of Montevallo

SHELBY COUNTY | ALABAMA

The City of Montevallo is a quaint college town located in the southern portion of the Birmingham-Hoover MSA. Home to the state's only public liberal arts college, the University of Montevallo is the city's largest economic driver and is conveniently positioned within two blocks of Main Street. In 2012, the City of Montevallo, Shelby County Commission and University of Montevallo formed a cooperative district that consistently funds capital improvement projects in the city. Such purposeful investment has allowed for improvements to the aesthetics and infrastructure of the central business district, resulting in 31 new and announced tenants to date. Additionally, Montevallo is home to The Alabama National Cemetery and American Village, which attract over 100,000 visitors annually. Come for a visit....we promise you'll be impressed!



7,653

City Population



11%

Population Increase Since 2010



6,656

City Daytime Population



\$52,107

City Median Household Income



28%

City Bachelor Degree or Higher

Source: 2023 ESRI

Target Retail Sectors

Building Materials & Supplies

Sporting, Clothing & Shoes

Restaurant & Entertainment

Furniture & Home Furnishings



Main Street
Alabama
Designated
Community



ESRI Tapestry Segments

Old & Newcomers

35%

College Towns

17%

Traditional Living

13%

Key Community Assets



2,750 Students | 552 Employees



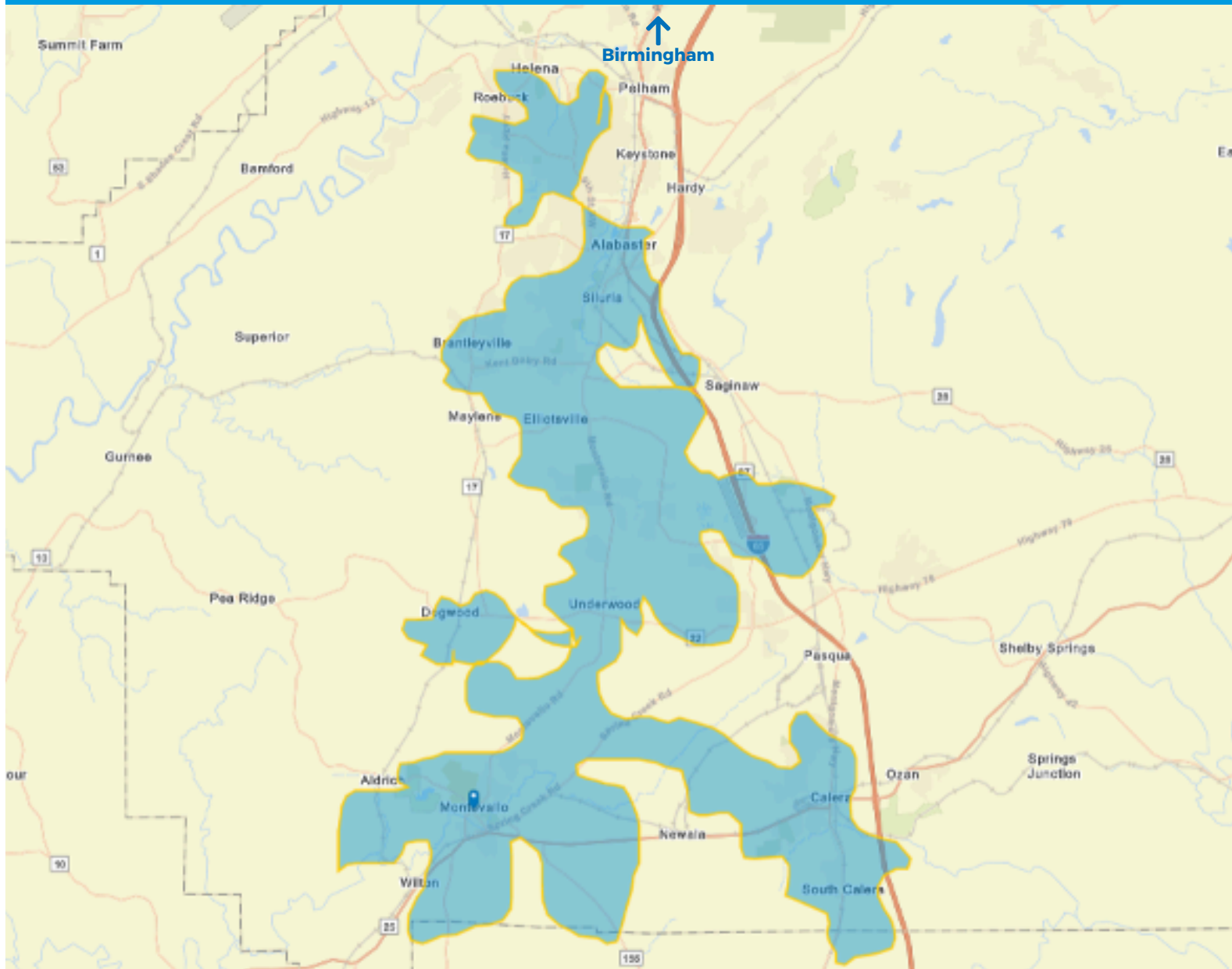
American Village



National Veterans Cemetery
480-Acre Memorial Site

Montevallo Trade Area

SHELBY COUNTY | ALABAMA



45,859

Trade Area
Population



34,515

Trade Area Daytime
Population



\$70,057

Trade Area Median
Household Income



36%

Trade Area Bachelor
Degree or Higher

Source: 2021 | The Retail Coach | Mobile Mapping Data



4.4% +

YoY Pop Growth Past 2 Yrs



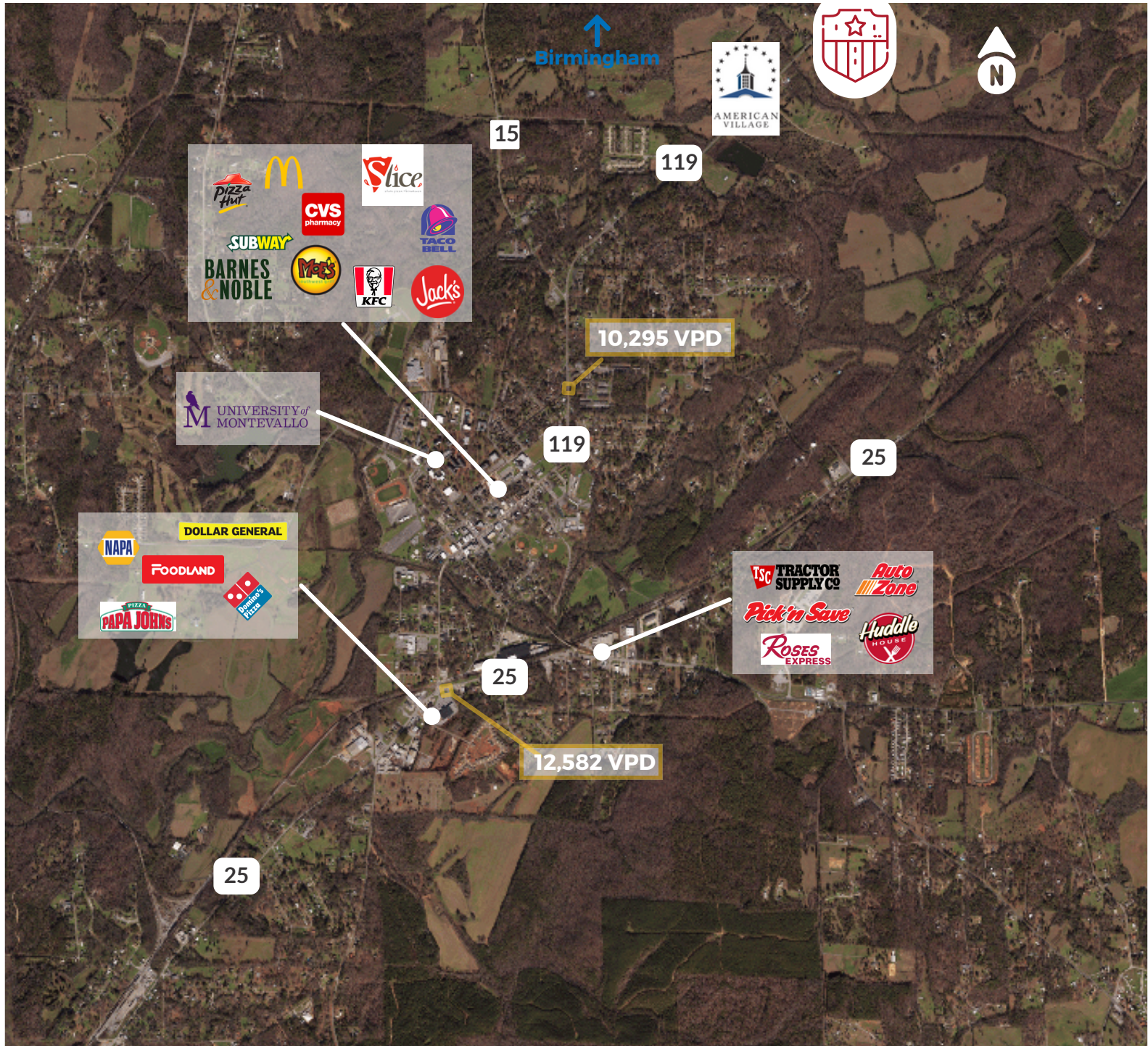
3.2% +

YoY Job Growth Past 2 Yrs



\$70,057

Trade Area Median Household Income



Montevallo Retail & Traffic

SHELBY COUNTY | ALABAMA