

Retail Market Profile



Resident Demographics

2010 Population: 2,134

2014 Population Estimate: 2,148

2014 Per Capita Income: \$16,245

2014 Median Household Income: \$35,290

Associate's Degree or Higher: 22.6%

Households with Children: 36.2%

White: 45.9%

Black: 41.2%

Asian-American: 8.5%

Hispanic Origin: 3.9%

10—14 years old: 5.4%

15 – 24 years old: 30.9%

25 – 34 years old: 10.6%

35—44 years old: 10.3%

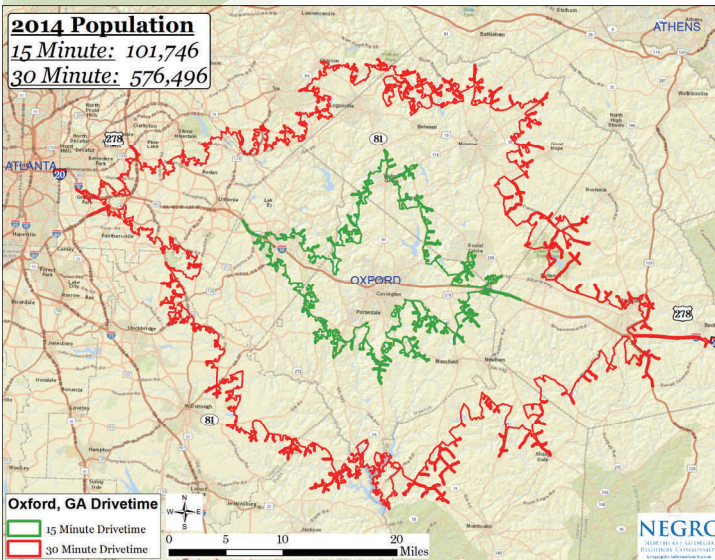
45—64 years old: 20.4%

65 years and older: 12.5%

Owner-occupied households: 65.3%

Renter-occupied households: 34.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



At just over 2.5 square miles in land area, Oxford is situated adjacent to the City of Covington in Newton County, in the southwestern portion of the Northeast Georgia region. State Route 81, or Emory Street, is the City's de facto main street, connecting to I-20 at the southernmost municipal boundary. From Oxford, I-20 provides access to the Atlanta region just 25 miles to the east, and nearly 600,000 people live within a 30-minute drive from the city center.

- State Route 81 Average Daily Traffic Count (at I-20): 9,640
- I-20 Average Daily Traffic Count
 - ◇ West of Oxford (nearing Atlanta): 63,990
 - ◇ East of Oxford: 51,970

Source: ©2012 Market Planning Solutions, Inc., U.S. Census Bureau, 2008-2012 American Community Survey, NEGRC

The Georgia Methodist Conference founded Emory College in Oxford in 1836, and in 1839, Oxford was officially chartered. Emory College eventually became known as Emory University after moving to a much larger campus in Atlanta. The original site of Emory College is still functioning today as Oxford College of Emory University. Currently, just under 950 students are enrolled, an increase of 200 since 2012.

Taxes & Fees (FY 2015)

- City: 7.571 mills
- County: 11.225 mills
- Newton County Board of Education: 20.45 mills
- City business license fee: \$40

Incentives and Resources

- Tier 2 Job Tax Credit: Newton County's participation in a joint development authority gives employers an extra \$500 on top of the Tier 2 job tax credit. Therefore, employers creating at least 10 jobs in Oxford are eligible to receive \$3,500 tax credit per job.
- Covington-Newton County Chamber of Commerce Small Business Committee www.newtonchamber.com/SmallBusiness.aspx

Infrastructure

Utilities

- Electricity – Oxford is a public power utility, and is a member of the Municipal Electric Authority of Georgia (MEAG) and the Electric Cities of Georgia (ECG).
- Water & Sewer – Oxford provides water and sewer service for Oxford residents and for customers in its assigned service delivery area outside the city.
- Sanitation – Businesses are able to enter into agreements with the City for curbside garbage collection.

Public Safety

- Fire – Newton County Fire Services provides Oxford with fire and emergency medical services under an intergovernmental agreement.
- Police – The Oxford Police Department is staffed by the Chief and three additional officers.
- Emergency Management –The Newton County Emergency Management Agency is headquartered in nearby Covington, providing mitigation, preparedness, response, and recovery services to the County at large. The National Weather Service has designated Newton County as a Storm Ready community for its high level of preparedness.

Retail Business Opportunities

In Oxford, demand exceeds supply by 100%, resulting in total leakage (residents spending money outside of the community), in all Retail Trade categories except for Book, Periodical, and Music Stores. Nearby Covington likely captures a portion of this spending. However, Covington experiences leakage in:

- Specialty Food Stores (meat, fish, fruit/vegetable markets, baked goods stores, confectionary/nut stores, gourmet food stores, spice stores)
- Other Motor Vehicle Dealers (RVs, ATVs, motorcycles, boats)
- Clothing Stores (men's, women's, children's, accessories, specialty clothing shops)
- Direct Selling Establishments (household fuel dealers, bottled water providers, produce stands, Christmas tree sellers)
- Drinking Places – Alcoholic Beverages (bars, taverns, nightclubs)

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc.

