






retail strategies

## SUCCESS

# Tullahoma, TN

Who 	What 	Timeline 
Buffalo Wild Wings Ollie's Bargain Outlet ALDI Planet Fitness	Retail Recruitment	2 years

### ESTIMATED JOB CREATION

**10-13**



### ESTIMATED ECONOMIC IMPACT

**\$40,000**



## THE STORY

Birmingham, Alabama-based Retail Strategies is behind much of the recent retail growth in Tullahoma, including the introduction of Buffalo Wild Wings, Ollie's Bargain Outlet, ALDI and the recently announced Planet Fitness to the city's retail landscape.

In an interview concerning the health club's entry into the Tullahoma market, franchisee Chris Cavolo ... sa he spent three years looking for a suitable site in Tullahoma after Retail Strategies first "pointed out what a great market it is."

