



Downtown Swainsboro Community Snapshot

Swainsboro Population: 7,343

Emanuel County Population: 22,598

US Highways 80 & 1 average 20,000 cars through downtown daily

Home of East Georgia State College & Southeastern Technical College - Swainsboro

Active Downtown Development Authority working toward Main Street accreditation

Downtown events attract more than 20,000 people downtown annually

County seat and public services hub

Total Consumer Expenditures - Emanuel County(2011): \$378 million

Total Consumer Expenditures - Swainsboro (2011): \$109 million

Annual Retail Gaps (2011):

Family Clothing (\$4.6 million)

Sporting Goods, Hobbies & Musical Instruments (\$1.1 million)

Grocery (\$15.4 million)

Specialty Food (\$1 million)

Full Service Restaurants (\$4 million)



**THE DOWNTOWN DEVELOPMENT
AUTHORITY OF SWAINSBORO**

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