



**WILLIAMSON  
COUNTY**

TRENDS REPORT

**2016**



## MATT LARGEN

President & CEO Williamson, Inc.

Williamson County continues to be the most dynamic and fastest-growing county in Tennessee. Our excellent public schools, a well-educated and highly skilled workforce, a tremendous quality of life, the lowest property tax burden in Middle Tennessee, low crime rate, and access to a variety of higher education programs are assets enjoyed by all employers and residents of Williamson County. Our economic and social vitality have prompted numerous large corporations to locate and grow their headquarters in Williamson County over the past several years, including Nissan North America, Community Health Systems, Healthways, Tractor Supply Company, and Mars Petcare. These companies and their employees are part of an economic ecosystem that provides an ever-expanding customer base for the products and services offered by our local entrepreneurs and small businesses.

In establishing a Williamson County business address, you will have joined thousands of people who know the climate here will help them grow and succeed. In fact, one-third of the fastest-growing companies in the entire state of Tennessee call Williamson County home. Our goal is a singular one: to help you grow your business. We encourage you to review the in-depth economic information provided throughout this report and on our website, [www.williamsonchamber.com](http://www.williamsonchamber.com).

Please contact the Economic Development staff if we can assist you or your business in any way. Whether you're starting a business, moving your business to a new location or have been here for years, thank you for your investment. We appreciate the contribution you're making to grow the economy of Williamson County and Middle Tennessee.

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Williamson, Inc. surveyed our members about their businesses and the work environment here in Williamson County. Look for survey responses throughout this book.

# 01 DEMOGRAPHICS

## 2015-2025 POPULATION CHANGE

Source: EMSI 2015.3 Class of Worker



**+33.3%**  
(ages 0-4)



**+1.5%**  
(ages 5-19)



**+24.9%**  
(ages 20-39)



**-1.2%**  
(ages 40-64)



**+53.1%**  
(ages 65+)

**3.2%**

of Tennessee's population

**12%**

of the population of the Nashville MSA

**38.7**

Median age

**51%**

of the population is female



**2.8**

Average household size

**3.9%**

unemployment in Williamson County

**54%**

of the population has a bachelor's degree or higher

**49%**

of residents were born in a different state

Source: EMSI, STATS Indiana, ACS 2014 Estimates, TN Dept. Labor & Workforce

**209,870**

Williamson County population

**68,119**

Households

**\$67,857**

Average earnings

**1,818,203**

Nashville Metropolitan Statistical Area (MSA) population

**70,861**

Housing units

**105,830**

Labor force

Source: EMSI, STATS Indiana, ACS 2014 Estimates, TN Dept. Labor & Workforce

## DID YOU KNOW...

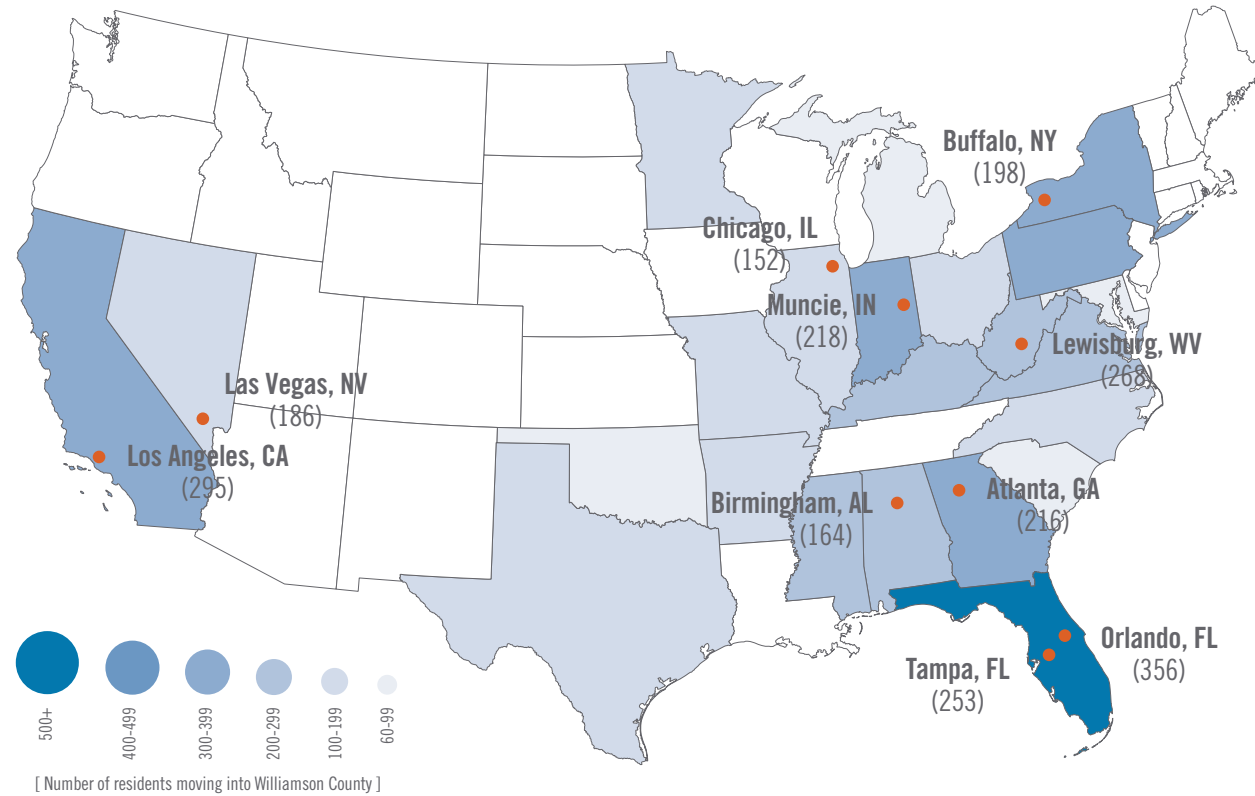
71% of survey respondents went to college in the Southeast; 39% went to college in Tennessee.

## IN-MIGRATION

From 2009 to 2013, Williamson County saw the greatest number of residents moving into the county from large metropolitan regions across the U.S., and, more importantly, people from different regions have become comfortable calling Williamson County home. As the county and region grow, they welcome residents from all areas of the U.S., creating a diverse metropolitan area.

The top six areas residents have relocated from are: Orlando, FL; Los Angeles, CA; Lewisburg, WV; Tampa, FL; Muncie, IN; and Atlanta, GA.

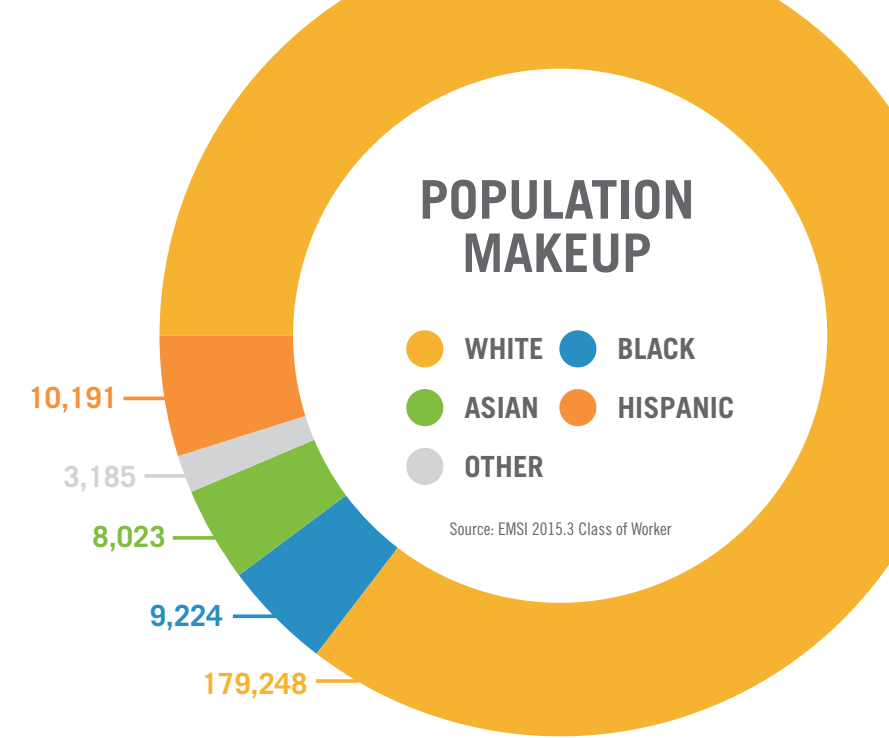
Source: U.S. Census Bureau, 2009-2013 5-year American Community Survey



**SURVEY RESULTS:** 69% of survey respondents were not born in the state of Tennessee.

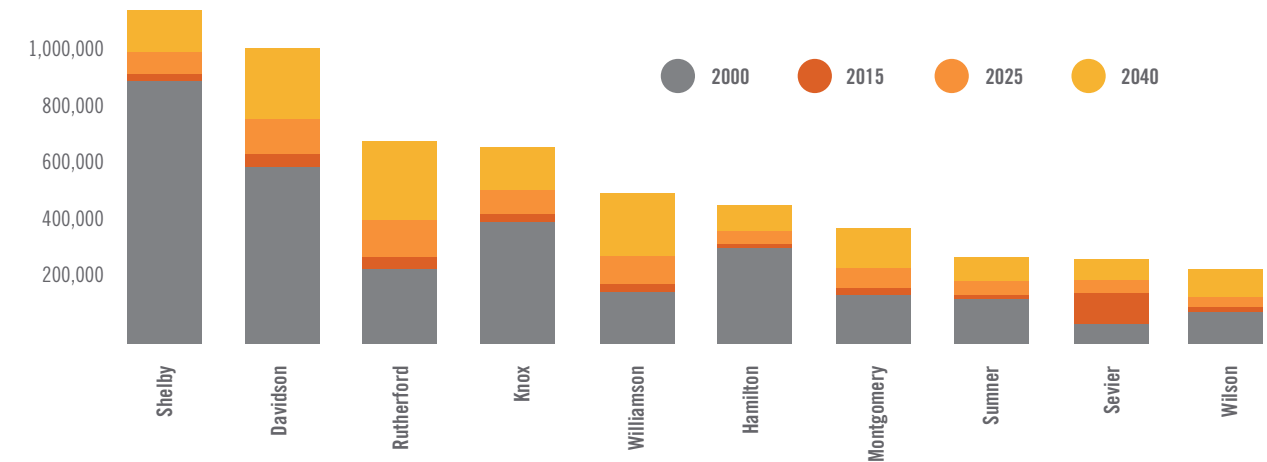
## SURVEY RESULTS:

63% of respondents said the majority of the workforce employed at their company is over 35 years old. 24% reported the majority of employees are under 35 years old.



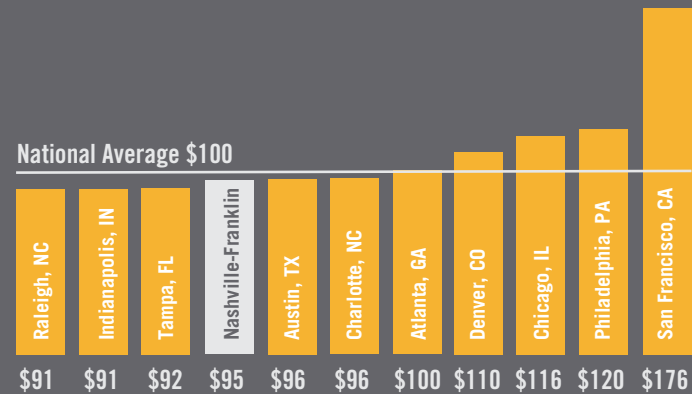
## POPULATION GROWTH PREDICTIONS

More than half of the state's population growth predicted between 2010 and 2040 is expected to occur in five Nashville-area counties: Davidson, Rutherford, Williamson, Sumner, and Wilson.



Source: University of Tennessee Center for Business and Economic Research





## COST OF LIVING



Source: C2ER 2015 Annual Average

Williamson County, as part of the Nashville MSA, maintains one of the lowest costs of living compared to peer regions and other major metro areas. A low cost of living is important to retaining a high quality of life for current residents. It is also important to attract new businesses and residents. Moving into this region from an area with a higher cost of living means that new residents will have more disposable income, increasing their overall quality of life while keeping the same level of income—a very attractive benefit for those considering relocation.

## AVERAGE COSTS

				
<b>Nashville-Franklin, TN</b>	<b>95.7</b>	<b>82.1</b>	<b>98.1</b>	<b>86.6</b>
Tampa, FL	97.8	78.7	100.0	90.8
Raleigh, NC	102.3	72.4	89.6	99.6
Indianapolis, IN	92.9	82.1	92.0	99.3
Austin, TX	84.2	87.8	97.7	103.5
Charlotte, NC	101.6	81.9	96.7	102.8
Denver, CO	99.2	130.2	98.4	107.7
Atlanta, GA	103.7	97.4	105.0	101.4
Chicago, IL	116.7	135.7	114.5	99.1
Philadelphia, PA	115.8	135.0	110.0	99.8
San Francisco, CA	127.9	319.4	132.0	118.1

Source: C2ER 2015 Annual Average

-  Groceries
-  Housing
-  Transportation
-  Healthcare

# 02 ECONOMY & BUSINESS

## INDUSTRY DIVERSITY

Economic diversity is important to maintaining a strong and stable economy. The bar graph below shows Williamson's distribution of sectors compared to the U.S. breakdown, the strongest of which are professional and business sectors, with 13% more jobs than the national average. This is important because having a diverse economy minimizes risk for any one employer or business and supports a balanced economy.

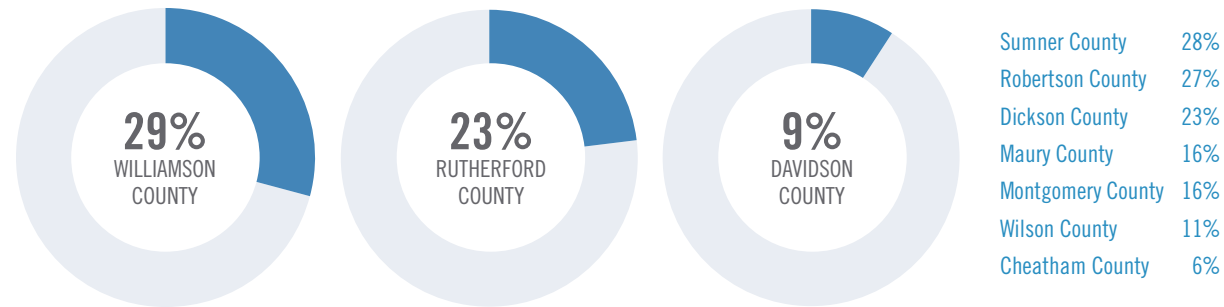


Source: EMSI 2015.3 Class of Worker

## REGIONAL JOB GROWTH

The Nashville region as a whole has grown over the last five years. From 2010 to 2015, employment in the 10-county region grew 19%. Broken out by county, Williamson and Sumner were the job-creation leaders, growing by 29% and 28% respectively, followed by Robertson County with 27% growth.

Source: QCEW, BLS June 2010-2015



## ESTABLISHMENTS BY EMPLOYMENT

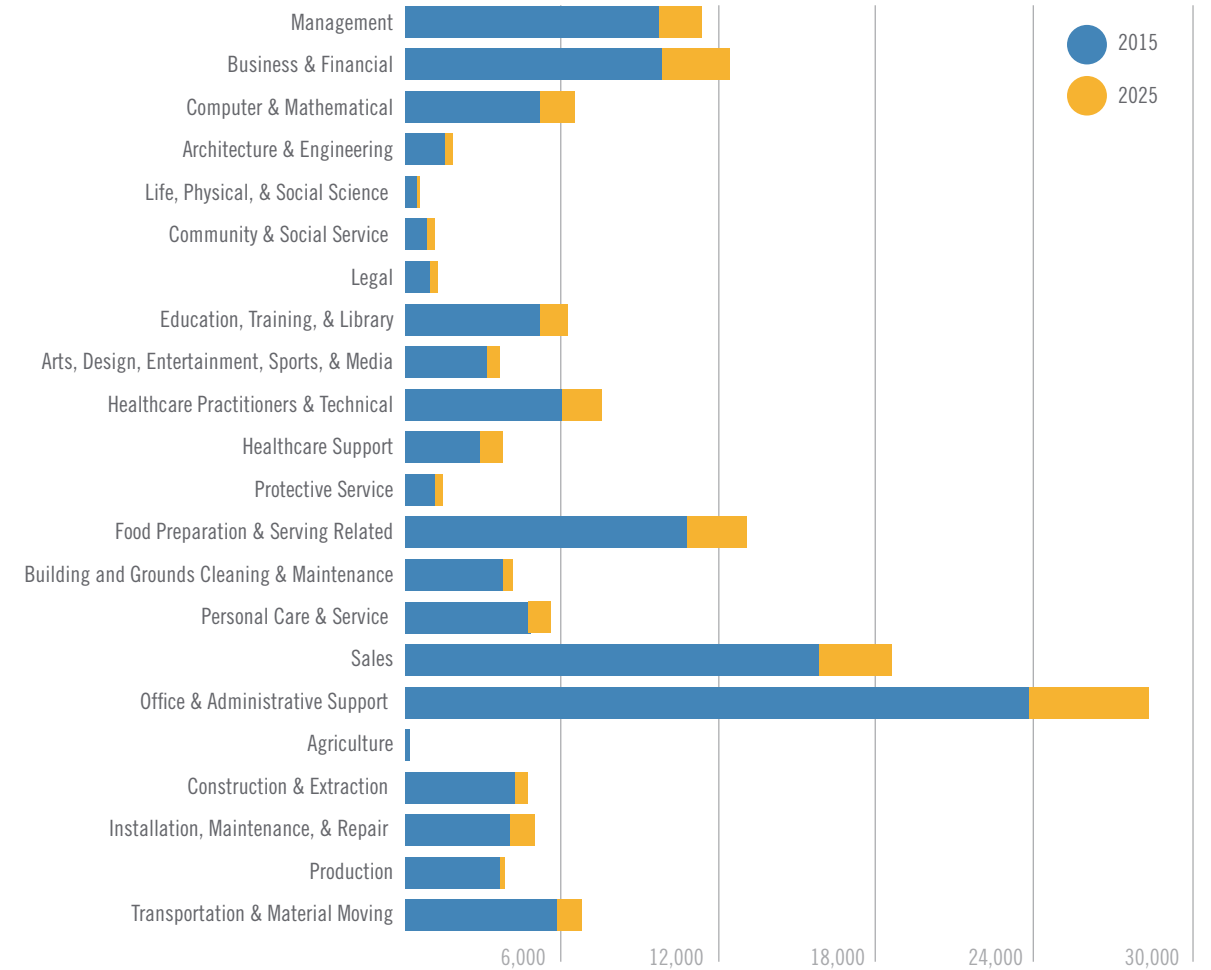
A thriving community is one that relies upon establishments of a variety of sizes, allowing for relative economic stability during times of growth and recession. NerdWallet, a consumer finance website, conducted a study in 2015 to find the best places in Tennessee to start a business. Brentwood ranked fifth, and Franklin ranked eighth.

Source: 2013 County Business Patterns, Census



## OCCUPATIONS

The Williamson County economy is projected to grow to 146,629 jobs by 2025. The chart below shows projected 10-year growth across all occupations. Within the 24,034 jobs projected to be created, the greatest growth is expected to occur in office and administrative support occupations, followed by sales and related occupations, then business and financial occupations.

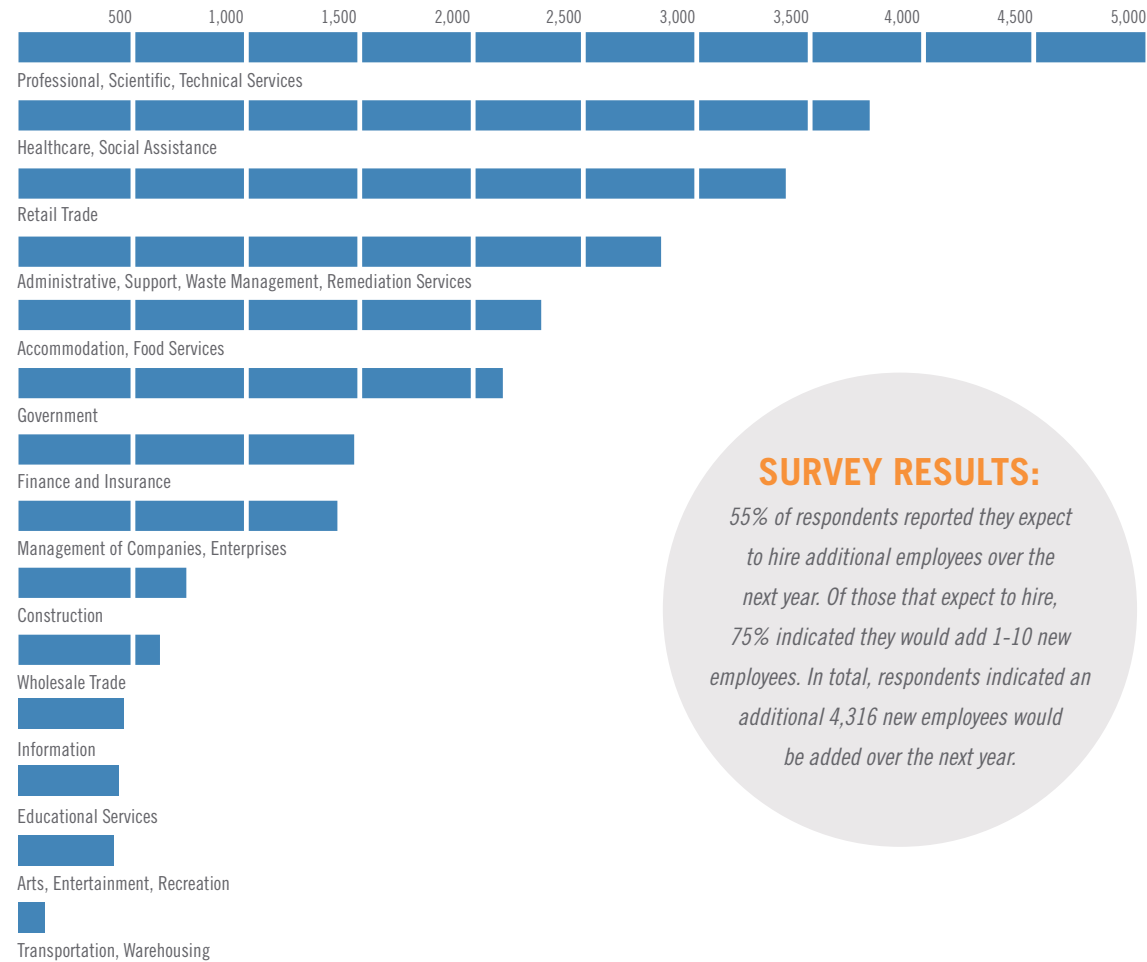


Source: EMSI 2015.3 Class of Worker

## 10-YEAR INDUSTRY PROJECTIONS

The chart below shows the Williamson County industries expected to grow by the most jobs by 2025. The bars indicate additional jobs projected to be added to each respective industry. The greatest growth is expected by far in professional, scientific, and technical services. These types of jobs include accounting, computer systems design, management consulting, and marketing services.

Source: EMSI 2015.3 Class of Worker

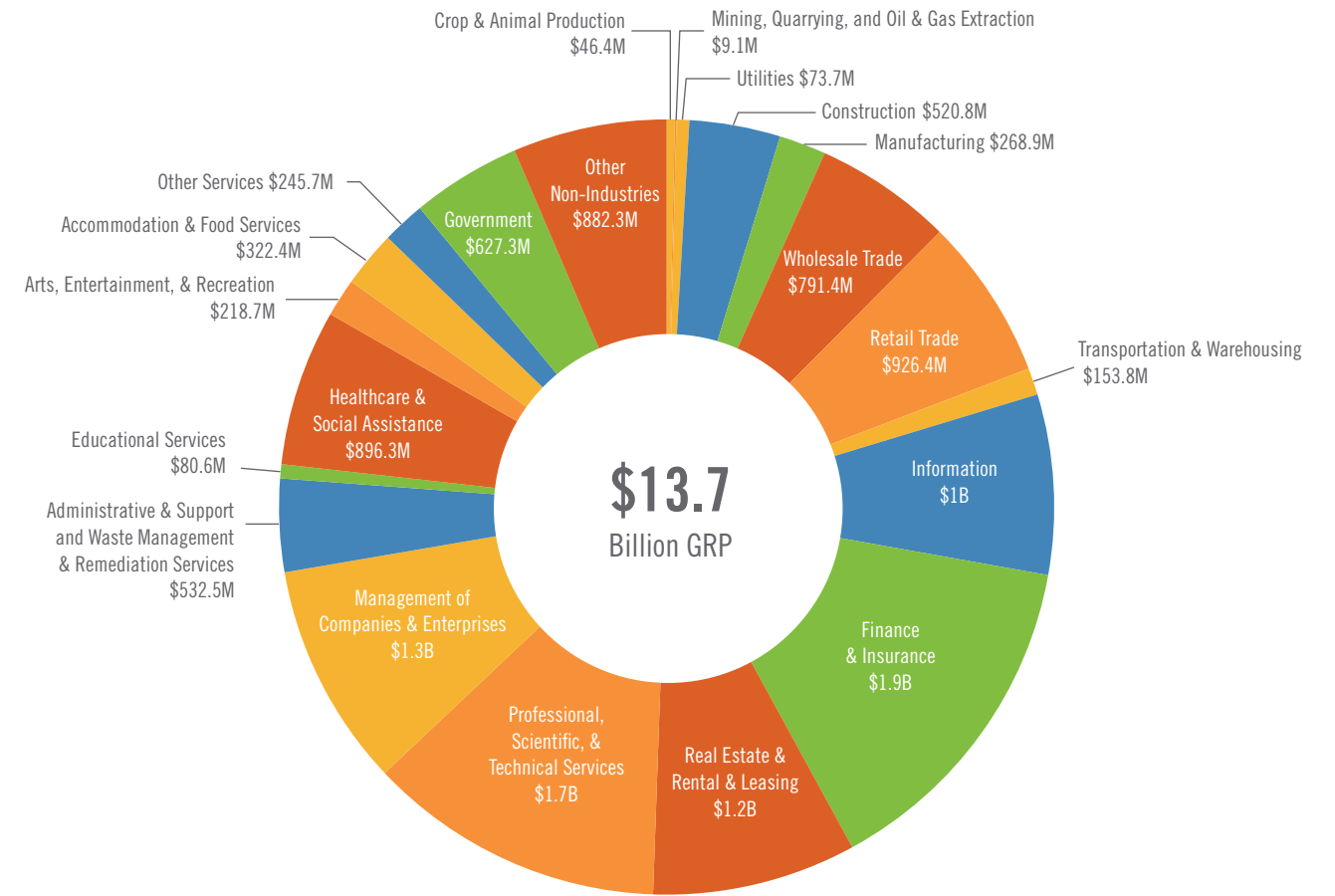


**SURVEY RESULTS:**  
 55% of respondents reported they expect to hire additional employees over the next year. Of those that expect to hire, 75% indicated they would add 1-10 new employees. In total, respondents indicated an additional 4,316 new employees would be added over the next year.

## GROSS REGIONAL PRODUCT

GRP is the market value of all goods and services produced within a given area over a specific period of time, and is a good measure of the size, income, and productivity of a regional economy. The Williamson County total GRP was \$13.7 billion in 2013. The Nashville MSA total GRP for 2013 was \$95.2 billion. Williamson County's GRP accounts for over 14% of the total region.

Source: EMSI, 2013



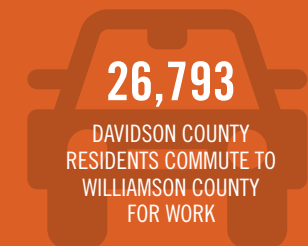
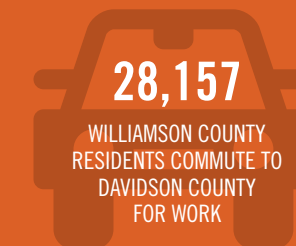
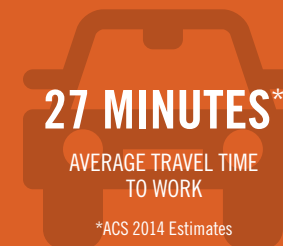
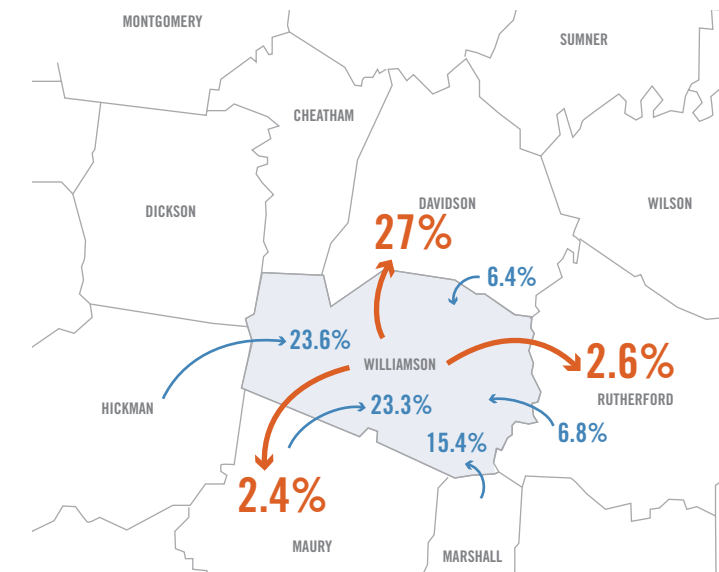
## TOP 20 EMPLOYERS

COMPANY NAME	NO. OF EMPLOYEES
Community Health Systems, Inc. (CHS)	3,092
Nissan North America	1,850
Williamson Medical Center	1,555
UnitedHealth Group	1,467
Parallon Business Solutions	1,100
Verizon Wireless	1,001
Comdata	1,000
Optum, Inc.	1,000
Tractor Supply Company	950
Ford Motor Credit Company, LLC	815
Mars Petcare	800
Healthways	717
Brookdale Senior Living	635
eviCore healthcare	625
Delek US Holdings, Inc.	605
DaVita HealthCare Partners, Inc.	600
Vanderbilt University Medical Center	580
Ramsey Solutions	540
MEDHOST, Inc.	501
Ozburn-Hessey Logistics	460

## TRANSPORTATION

As Williamson County's population and labor force continue to grow, so does the number of commuters driving in and out of the county to their place of work. Currently, over 28,000 Williamson County residents commute to Davidson County for work, and nearly 27,000 Davidson County residents drive into Williamson County for their jobs. The numbers below represent the percentage of workforce that lives in one county and commutes to another for work. On average, commute time is 27 minutes. As jobs and population continue to grow, it will be important for the community and business leaders to engage in discussions to address transportation issues.

Source: U.S. Census Bureau, 2009-2013 American Community Survey (retrieved Jan. 2016)

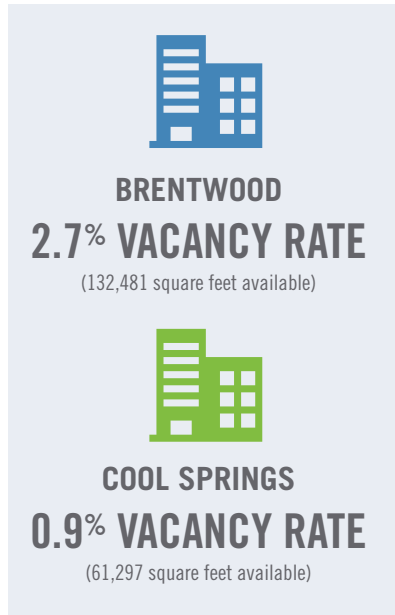




# COMMERCIAL REAL ESTATE

## TOTAL INVENTORY

Brentwood and Cool Springs have a combined total of 11,394,441 square feet of commercial real estate.



- Brentwood total square feet (4,919,665)
- Cool Springs total square feet (6,474,786)

## CLASS A AVERAGE

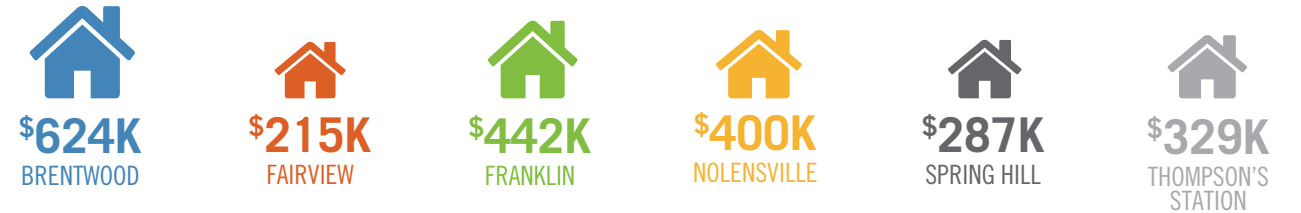
The price below reflects the average price per square foot of Class A office space in each respective market.



Source: Cushman & Wakefield, Q4 2015

# RESIDENTIAL REAL ESTATE

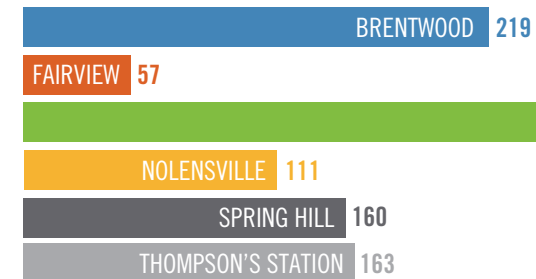
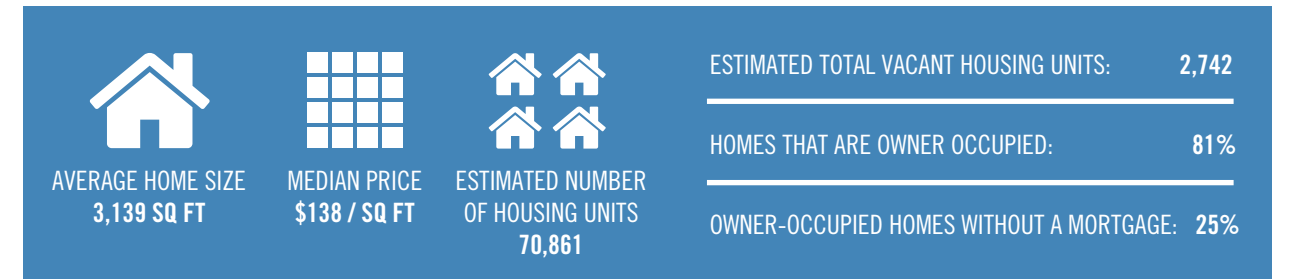
## MEDIAN HOME SALE PRICE



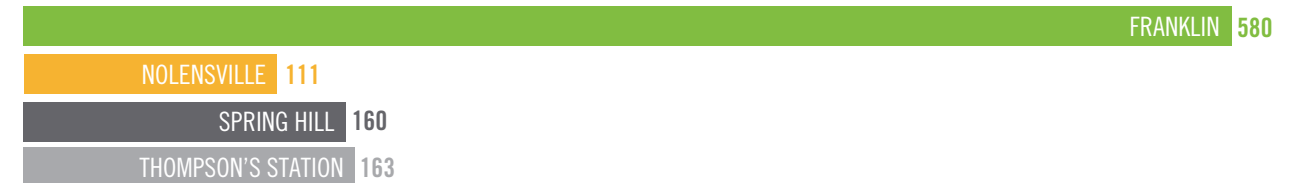
## AVERAGE DAYS ON THE MARKET



## RESIDENTIAL REAL ESTATE IN WILLIAMSON COUNTY



## RESIDENTIAL REAL ESTATE INVENTORY

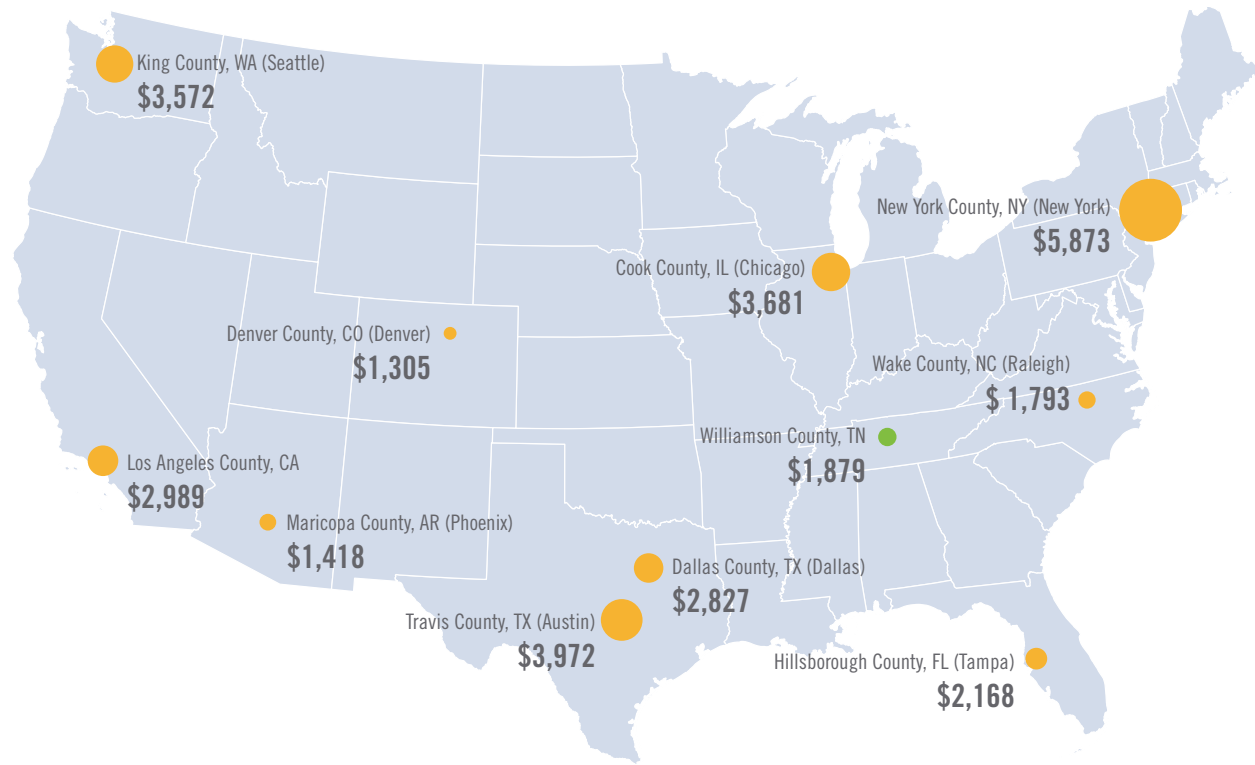


Source: WCAR, Zeitlin Realty, 2014 ACS

## PROPERTY TAXES

The map below shows median property tax rates paid by homeowners in various counties across the U.S. Property taxes are calculated as a percentage of average total household income over a five-year average.

Source: taxfoundation.org, 2006-2010 5-year average

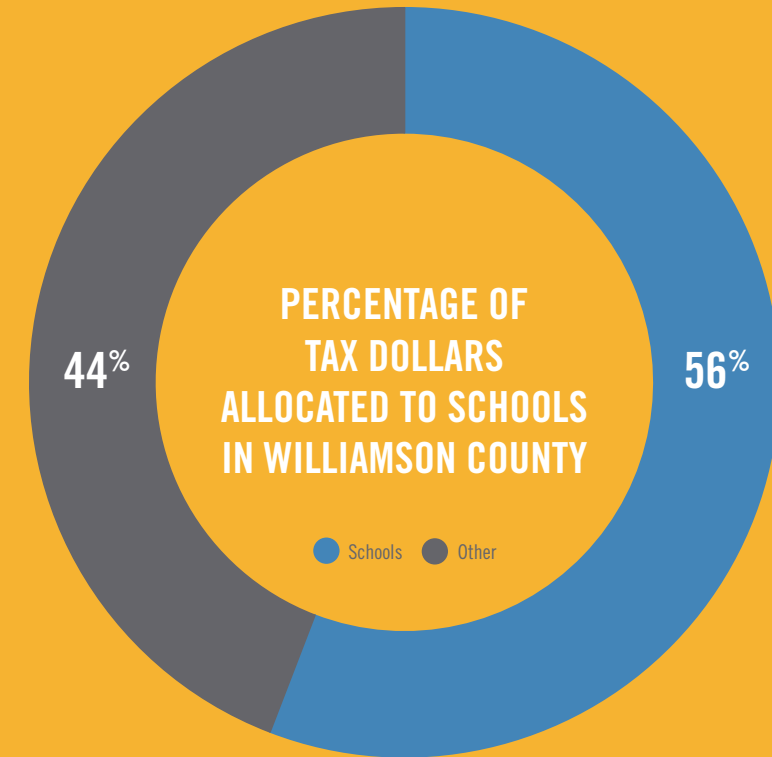


# 03 COMMUNITY & CULTURE

## 56% OF EVERY TAX DOLLAR GOES TO SCHOOLS.

The total tax rate in Williamson County is \$2.31 per \$100 of assessed property value. The portion of that for schools, excluding debt, is \$1.29, or 56%.

Source: Williamson County Tax Assessor's Office



## ACADEMIC ACHIEVEMENT

**\$136M**

Scholarship dollars offered to Williamson County Class of 2015

**31**

Students named National Merit Scholarship semifinalists 2015-16 school year



**\$69M**

Scholarship dollars accepted by Williamson County Class of 2015

**21**

Schools named as 2015 Reward Schools by the Tennessee Department of Education

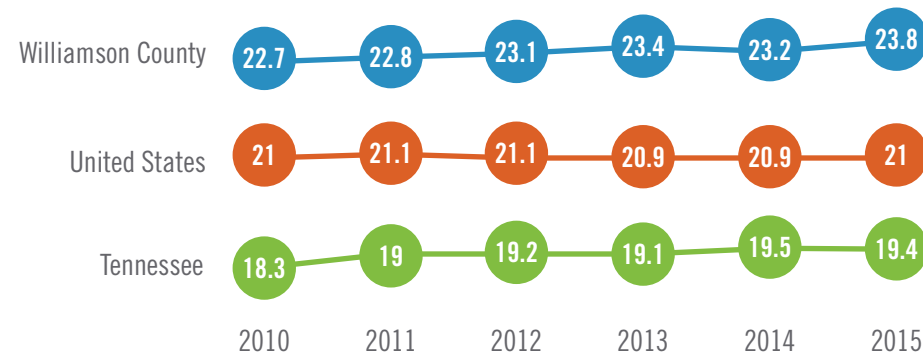
Williamson County Schools is a K-12 school district with approximately 37,000 students enrolled for the 2015-2016 school year. There are 41 school sites: nine high schools, eight middle schools, 23 elementary schools, and one K-8 school.

The Franklin Special School District is a K-8 school system with approximately 3,850 students enrolled. Students are served by eight schools: five elementary schools and three middle schools.

## ACT SCORES AMONG HIGHEST IN STATE

Williamson County students continue to earn achievement scores that rank among the highest in the state of Tennessee. The graduating class of 2015 achieved an ACT composite score of 23.8, outscoring the state average of 19.8 (19.4 for public schools) and the national average of 21.0.

Sources: Top chart, Williamson County Schools; Bottom, TN Dept. of Education



## STUDENTS ENROLLED IN HIGHER EDUCATION

Over 130,400 students are enrolled in higher education at the 22 colleges and universities, four community colleges, and 26 career colleges in the region.

Source: National Center for Education Statistics, 2013 Enrollment

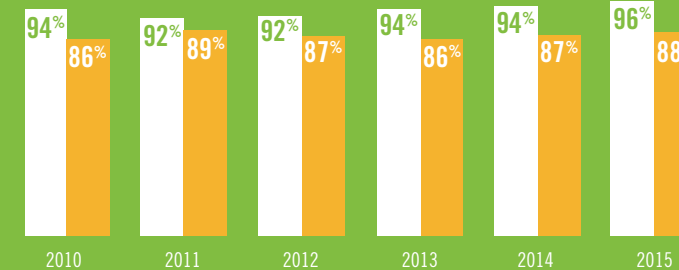
**130,400**  
students enrolled  
in higher education



**22**  
universities

**4**  
community colleges

**26**  
career colleges



## HIGH SCHOOL GRADUATION RATES

● Williamson County ● Tennessee

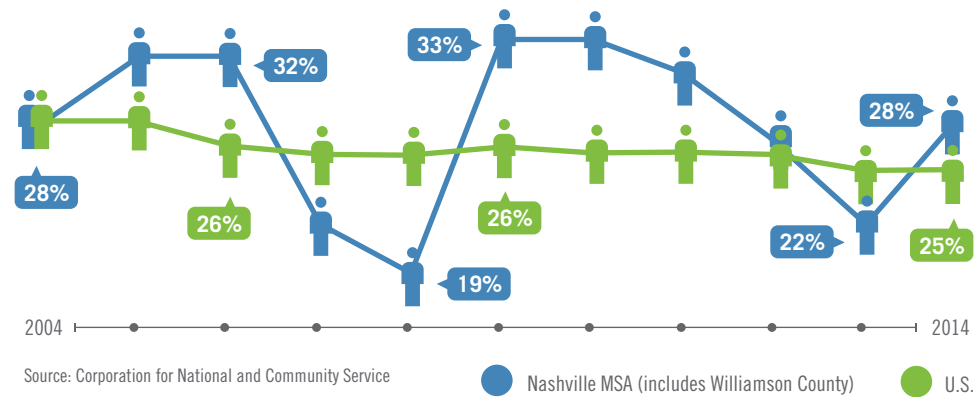
WC **95%** of the population has a high school degree or higher  
TN **85%**

WC **54%** of the population has a bachelor's degree or higher  
TN **29%**

WC **19%** of the population has a graduate degree or higher  
TN **11%**

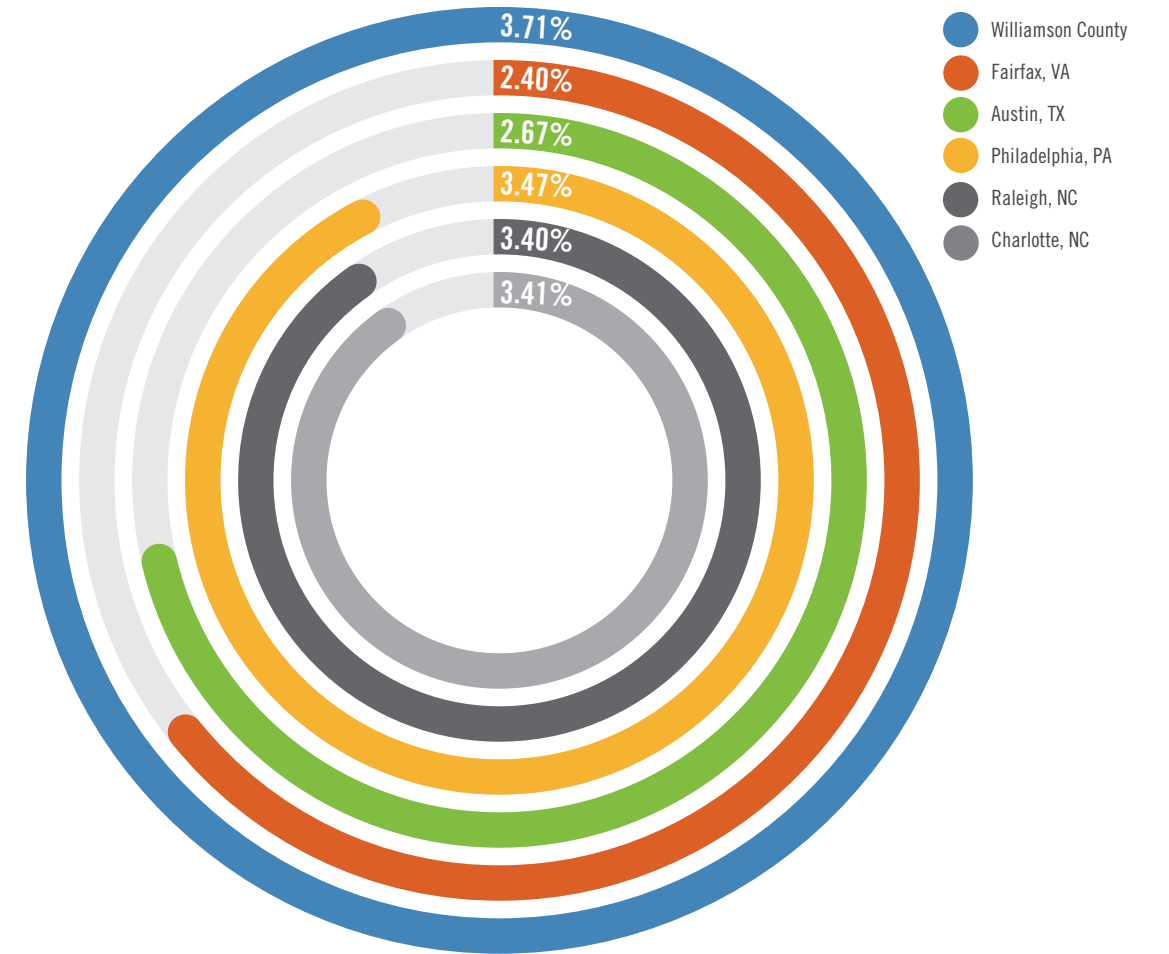
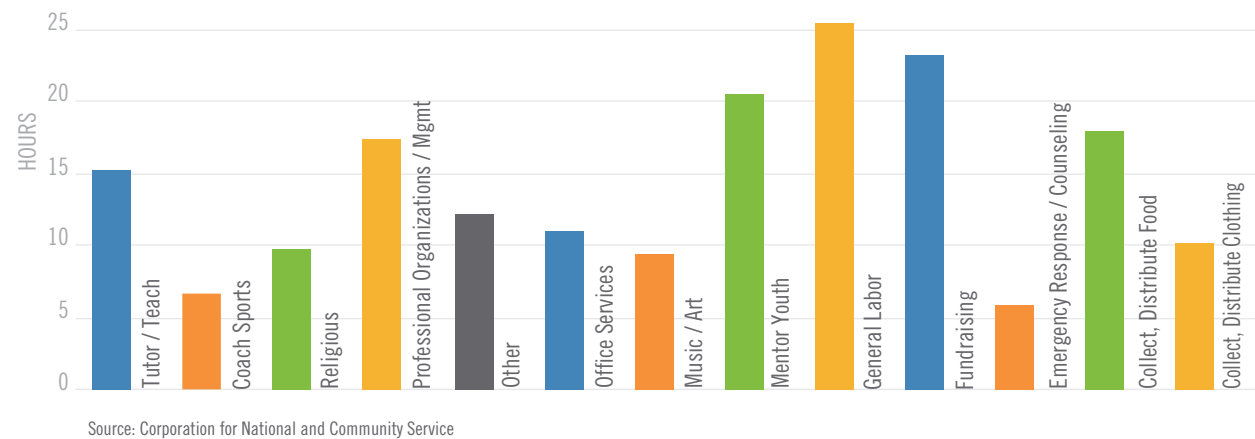
## VOLUNTEER RATE

This chart shows the percentage of residents who volunteered each year in the Nashville Metropolitan Statistical Area, which includes Williamson County. A higher percentage of people in this MSA volunteer than the U.S. as a whole.



## VOLUNTEER ACTIVITIES

Residents in the Nashville MSA, which includes Williamson County, volunteer at an annual rate of 37.1 hours per capita. The following chart shows the average volunteer hours per capita in various volunteer activities. Individuals often report several different activities, which is why the numbers here add up to more than 37.1 hours.



## CHARITABLE GIVING RATIO

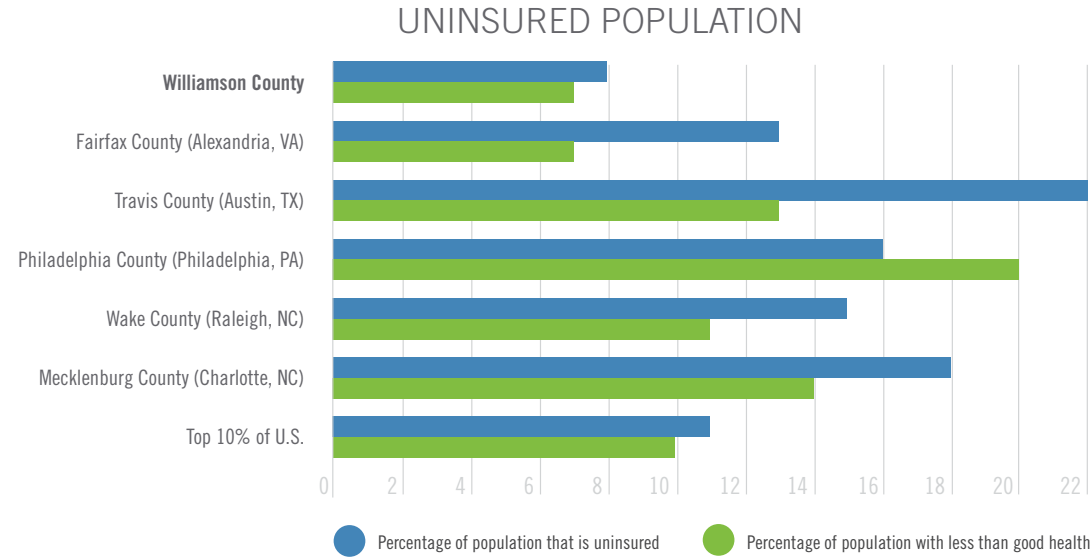
The Chronicle of Philanthropy generates a “Giving Ratio” for counties based on the percentage of Adjusted Gross Income residents give to charitable causes, based on tax returns. Williamson’s Giving Ratio outpaces most in the country. Here’s how peer markets measure.

Source: Chronicle of Philanthropy, 2012

## ACCESS TO HEALTHCARE

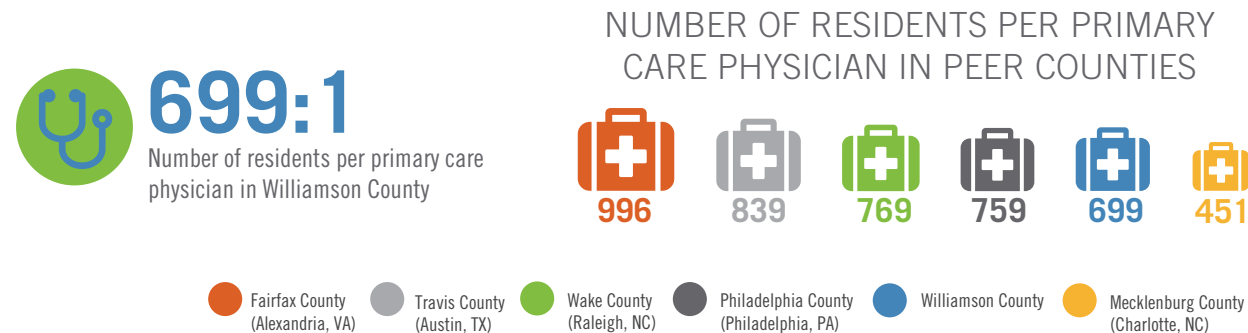
Residents of Williamson County have ample access to high-quality healthcare and, as a result, are among the healthiest people in the country. The indicators below show the percentage of residents who lack health insurance and are not in good health.

Source: Robert Wood Johnson Foundation

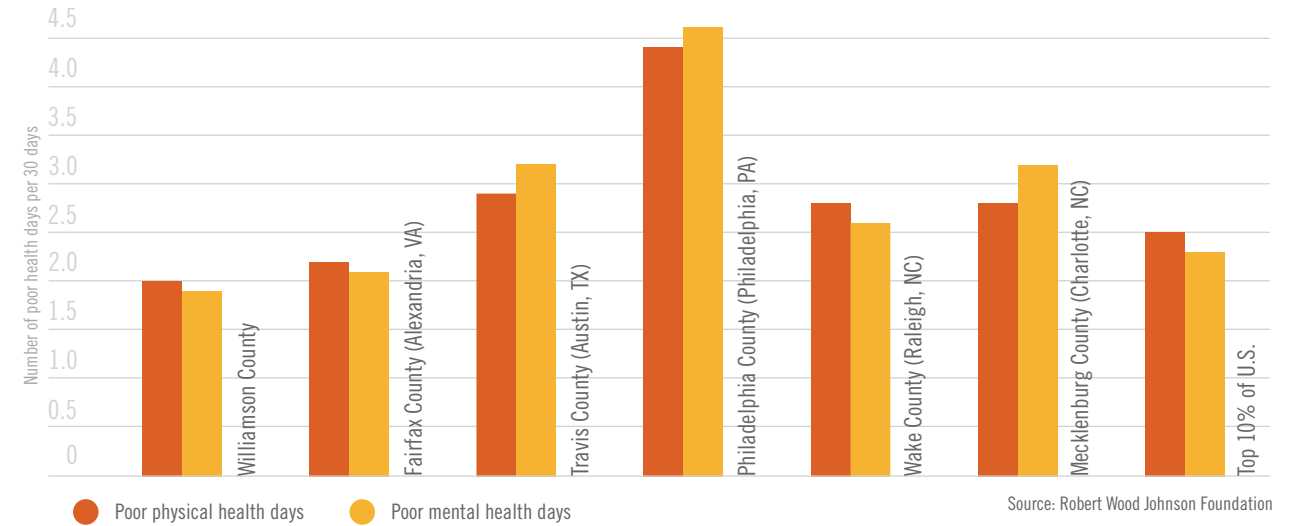


The chart below shows the number of primary care physicians compared to the number of residents in Williamson and peer counties. Williamson County has one of the best patient to doctor ratios comparatively, at 699:1.

Source: Robert Wood Johnson Foundation



## HEALTH INDICATORS



This chart shows the average number of poor health days per citizen per 30 day period in Williamson and peer counties. It also shows the average number of those days among the top U.S. performers. The mental health measure is based on survey responses to the question: “Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?” In this case, the smaller number is better. Williamson County far exceeds the top performers in the U.S. in these as well as other health indicators. A healthy workforce means fewer sick days and greater overall productivity.

### TIP:

Productivity losses linked to employee absences for health issues cost U.S. companies \$225.8 billion, or \$1,685 per employee, annually.

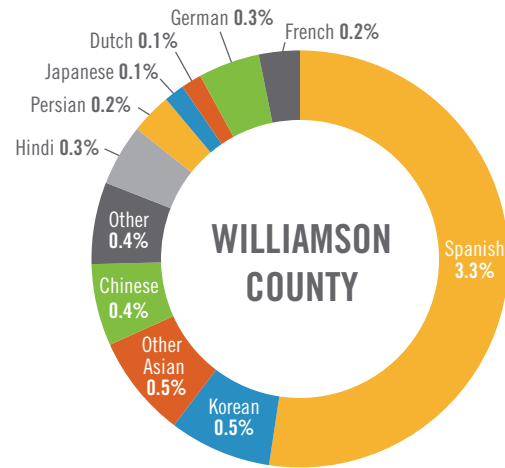
Poor employee health results in extra annual healthcare costs of \$17,231 per person for U.S. companies.

Source: Center for Disease Control and Prevention, 2013

## LANGUAGES SPOKEN AT HOME

Roughly 6.5% of Williamson County's population speaks a language other than English at home. Statewide, the percentage is 5.7%. In the East South Central region in the U.S., the percentage is 4.4%.

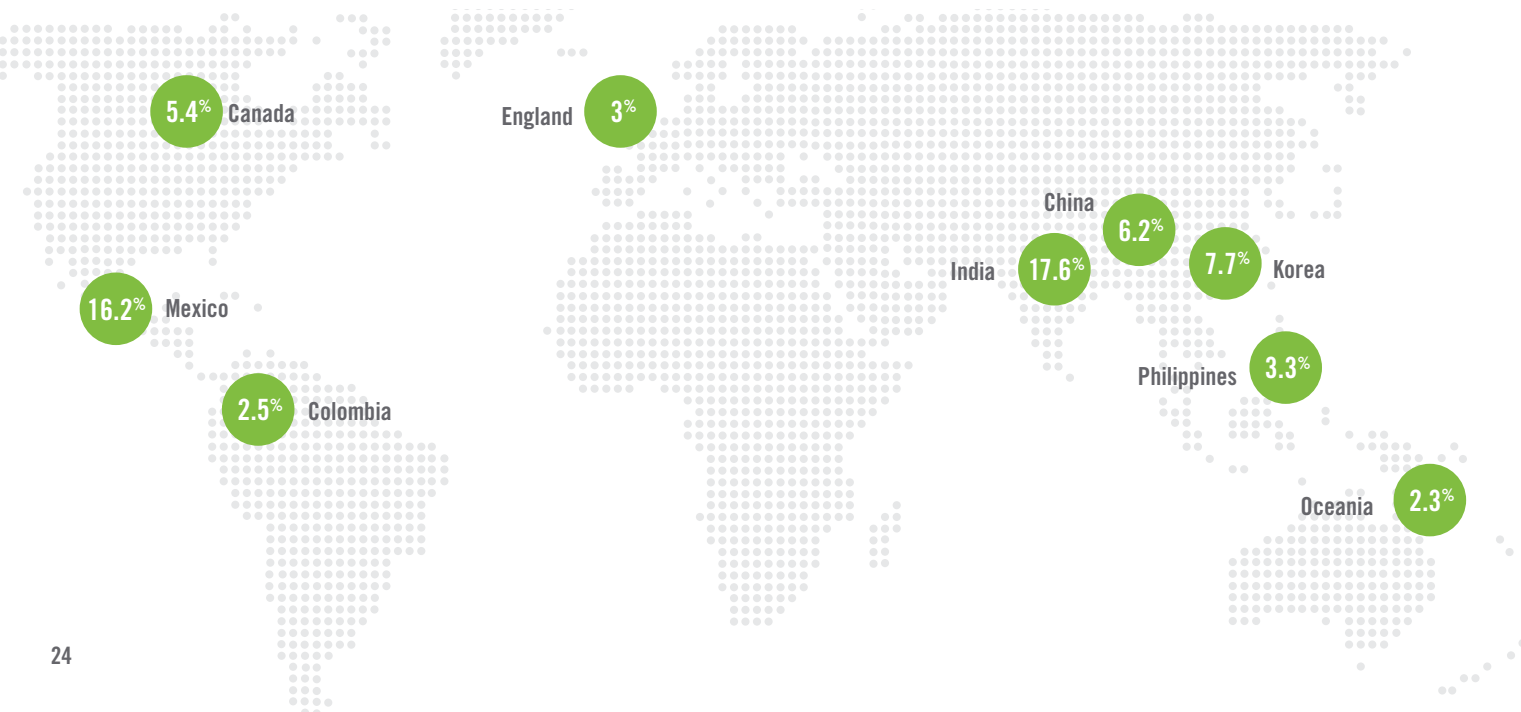
Source: U.S. Census Bureau



## COUNTRY OF BIRTH

This chart shows the countries from which the majority of immigrants to Williamson County hail. Of foreign-born residents of Williamson County, the majority are from India, followed closely by Mexico. Williamson County's Asian-born population is 45% higher than the percentage of Asian-born residents nationwide.

Source: U.S. Census Bureau



## TECHNOLOGY IN THE HOME

Residents living in Williamson County have significantly more access to technology than the national average. Compared to all U.S. households, Williamson County residents are X percent more likely to...

Source: Experian Marketing Solutions, Inc., Simmons Computers, Internet Data



## RETAIL OPTIONS ABOUND

Next to the service sector, retail accounts for the majority of businesses in Williamson County. Here's a look at the scope and details of retail business, much of which is concentrated in Cool Springs.



**1,426**

Retail establishments  
in Williamson County



**18,614**

Employees working in  
retail in Williamson County



**13**

Average number of employees  
per retail establishment

	Number of Employees	% of Total Employment	Number of Businesses	% of Overall Businesses
Building materials, hardware, garden supply, mobile home dealers	985	5.3%	47	3.3%
General merchandise stores	2,092	11.2%	38	2.7%
Food stores	2,741	14.7%	130	9.1%
Automotive dealers and gasoline service stations	1,679	9%	128	9%
Apparel and accessory stores	1,500	8.1%	122	8.6%
Home furniture, furnishings and equipment stores	711	3.8%	137	9.6%
Eating and drinking establishments	6,383	34.3%	418	29.2%
Misc. retail	2,523	13.6%	406	28.5%
<b>TOTAL RETAIL TRADE</b>	<b>18,614</b>	<b>100%</b>	<b>1,426</b>	<b>100%</b>

Source: Dun & Bradstreet, Q1 2015 Experian Marketing Services, Inc.

# 2016 SIGNATURE EVENTS

### Outlook Williamson March

This is a half-day economic forum where business leaders will have the opportunity to learn about economic trends from national experts and hear from local business leaders.

### Business Expo June

One of the Chamber's top initiatives is to connect people, information and ideas. Step outside of your normal storefront and showcase your products and services at the 2016 Business Expo.

### Mobility Week September

During Mobility Week, we are encouraging nontraditional means of alleviating traffic, such as ride sharing, vanpooling, telecommuting, and flex-time scheduling.

### Annual Celebration November

An event to look forward to all year long, this celebration features our State of the Chamber address, gourmet dinner, live music, and a silent auction.

Williamson, Inc. Economic Development produced this publication to provide Williamson County, Tennessee, business and community leaders with data, analysis, and information to better understand the local economy and the direction it is heading. Data was compiled from multiple sources to provide a more complete view of the economy. Information used was the most recent available as of January 2016.

Williamson, Inc. Economic Development is the point of contact for the coordination and facilitation of the continued development of the economy of Williamson County and its six municipalities. The purpose of the office is to grow the county's economy and improve the quality of life of its residents by partnering with the public and private sector to encourage job and wealth creation. This is achieved by focusing on six strategic initiatives:

1. Promote higher education and workforce development
2. Continue to improve regional cooperation
3. Continue to develop and implement a strong existing business program
4. Recruit targeted business sectors
5. Promote a culture of entrepreneurship
6. Facilitate communication and investor relations

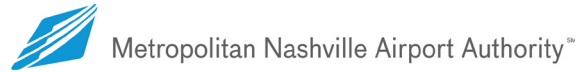
For more information about Williamson, Inc. please visit [www.williamsonchamber.com](http://www.williamsonchamber.com) or call 615.771.1912.



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