

# NASHVILLE

## REGIONAL ECONOMIC DEVELOPMENT GUIDE







# TABLE OF CONTENTS

- 2 - 4 Location
- 5 - 7 Economy
- 8 - 9 Accessibility & Transportation
- 10 - 13 International Business
- 14 - 15 Demographics
- 16 - 23 Talent & Workforce
- 24 - 25 Target Industries
- 26 - 28 Corporate Services
- 29 - 31 Information Technology
- 32 - 33 Health Care Management
- 34 - 35 Music & Entertainment
- 36 - 37 Advanced Manufacturing
- 38 - 39 Distribution & Trade
- 40 - 46 Livability
- 47 - 48 Partnership Investors
- 49 Contact Us

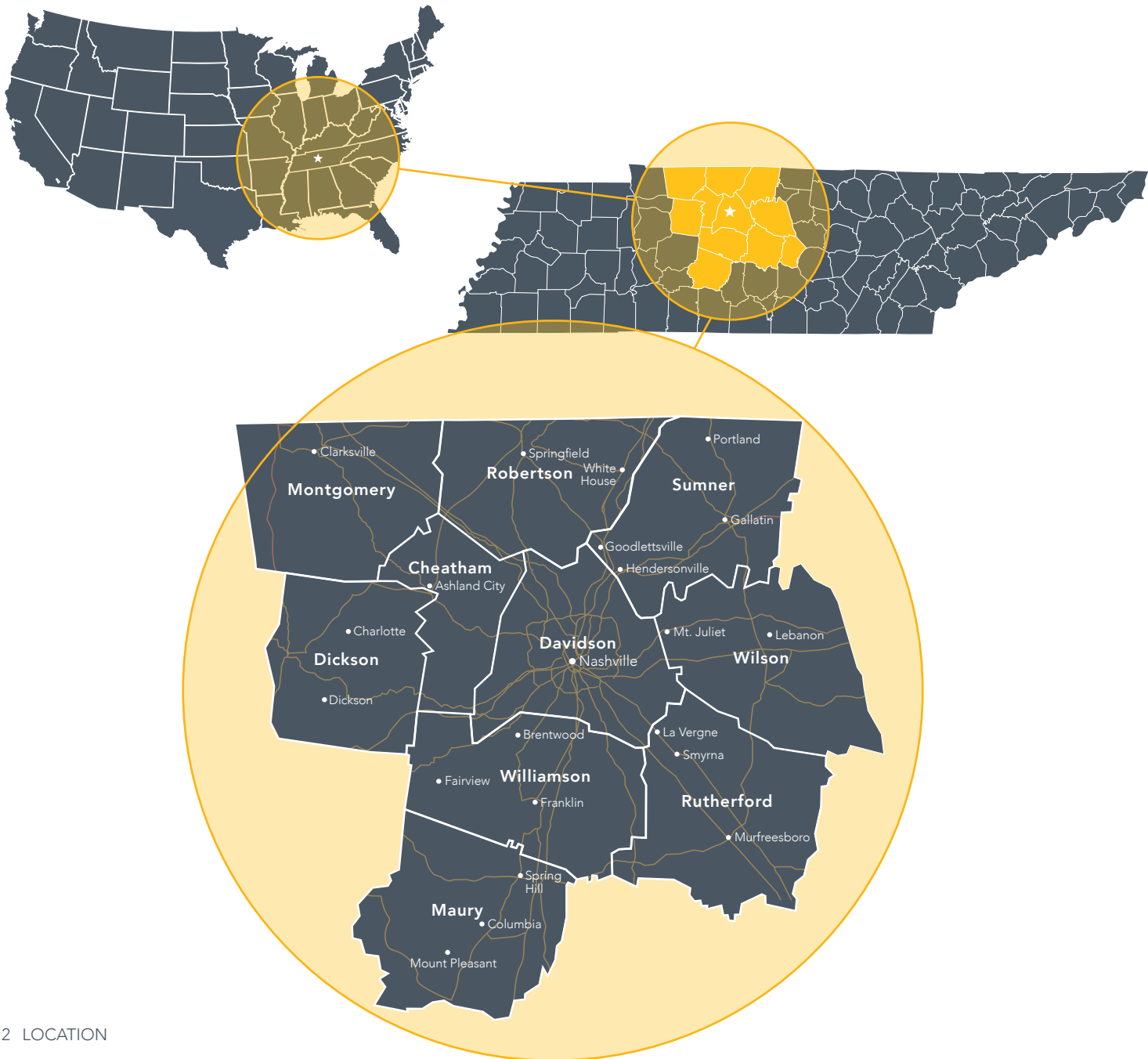


LOCATION

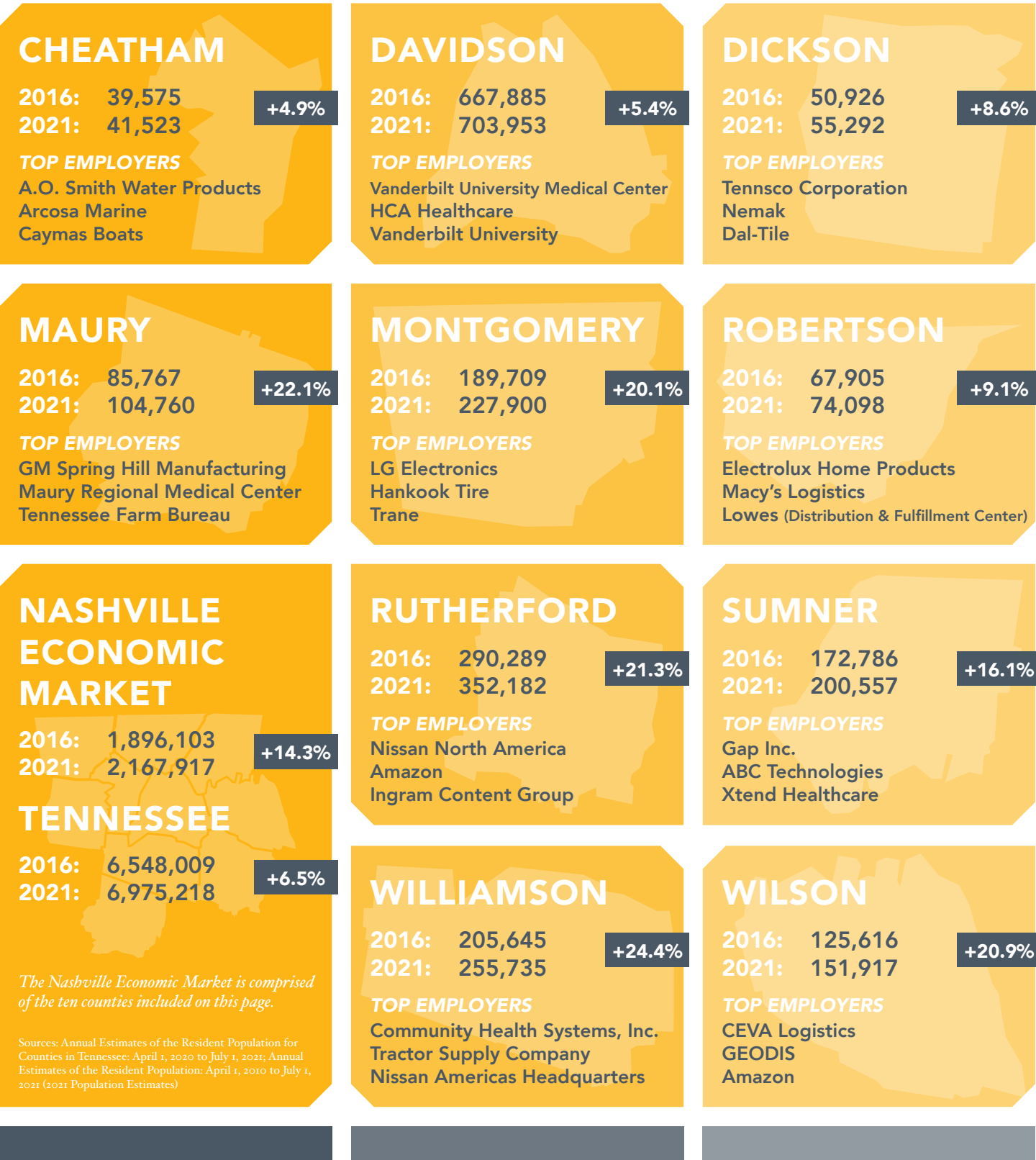
NASHVILLE

Strategically located in the heart of the Tennessee Valley, the Nashville region is where businesses thrive, and entrepreneurial spirit resonates across industries and communities. The Nashville Economic Market encompasses 10 counties and a population of more than 2 million, making it the largest metro area in a five-state region. Many corporate headquarter giants call the area home, including Nissan North America, Bridgestone Americas, Mitsubishi Motors North America, Tractor Supply Company, Dollar General, AllianceBernstein, and iHeartMedia.

A national hub for the creative class, Nashville has the largest concentration of the music industry per capita in the United States. The region's educated workforce provides a rich talent pool for companies and bolsters the region's vibrancy, artistic essence, and competitive edge in technology and innovation. The Nashville region is defined by a diverse economy, below average cost of living and doing business, and a well-educated population. Cultural diversity, unique neighborhoods, a variety of industries, and a thriving creative community make Middle Tennessee among the nation's best locations for relocating, expanding, and startup companies.

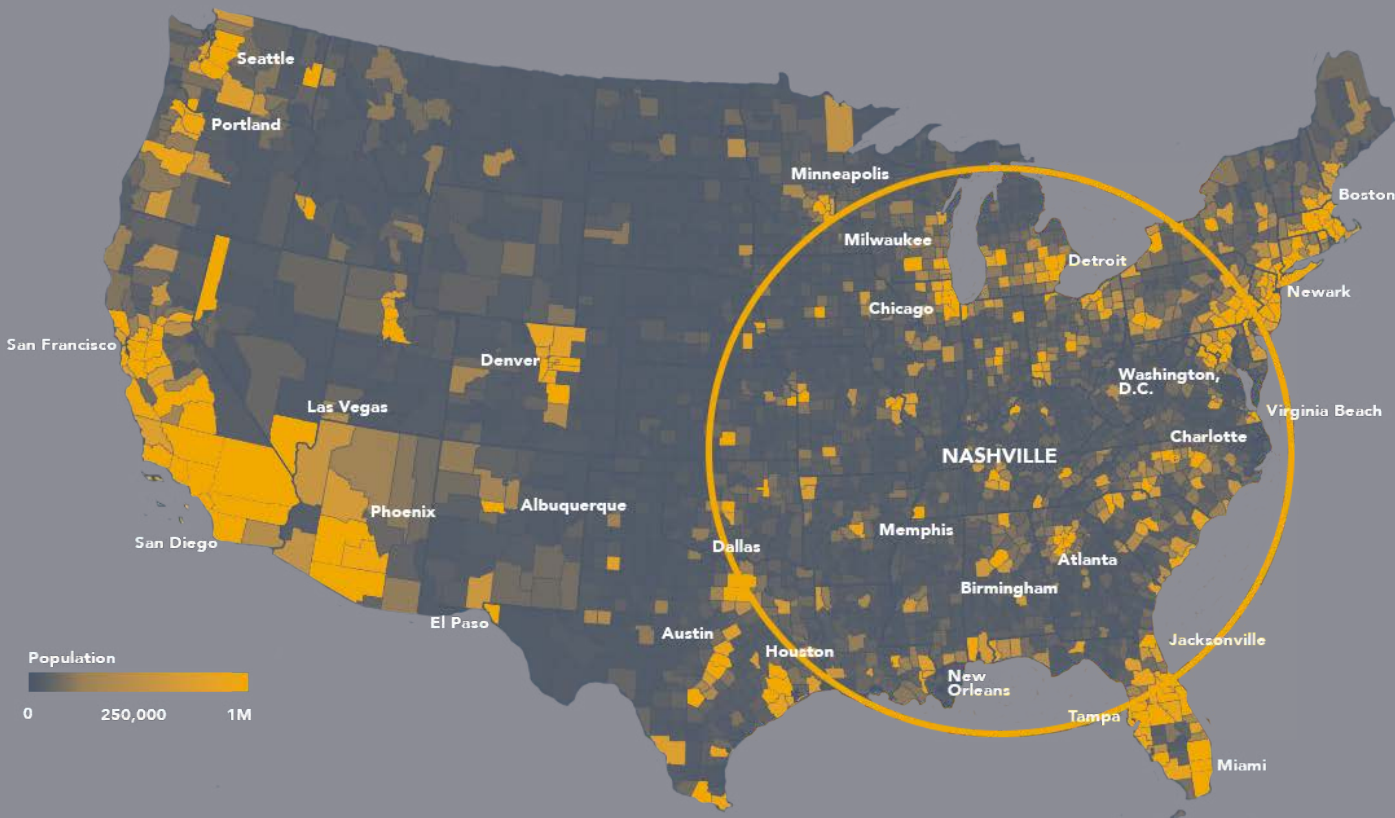


POPULATION GROWTH & TOP EMPLOYERS



# U.S. POPULATION AROUND NASHVILLE

More than half of the nation's population resides within 650 miles of Nashville



## ECONOMY

### ECONOMIC DRIVERS

The Nashville region's economy continues to be a key driver of business activity in Tennessee and the southeast region. Robust health care, technology, corporate operations, manufacturing, and supply chain management sectors make Nashville one of the country's most dynamic growth centers. Nashville has ranked within the top 10 large metros for job growth and population growth for the past 10 years. The region experiences low unemployment, steady in-migration, and a favorable business climate, making it a top location for companies looking to relocate or expand their business.

#### HEALTH CARE

**362,560 JOBS**  
(167,916 Direct & 194,644 Indirect)

**\$67.0 BILLION**  
Annual Economic Impact

#### TOURISM & HOSPITALITY

**259,170 JOBS**  
(74,440 Direct & 184,730 Indirect)

**\$7.5 BILLION**  
Annual Economic Impact

#### ADVANCED MANUFACTURING

**236,613 JOBS**  
(86,425 Direct & 150,188 Indirect)

**\$69.7 BILLION**  
Annual Economic Impact

#### MUSIC & ENTERTAINMENT

**80,757 JOBS**  
(41,153 Direct & 39,604 Indirect)

**\$15.6 BILLION**  
Annual Economic Impact





# 60,856 BUSINESS ESTABLISHMENTS (NASHVILLE MSA)

Source: BLS QCEW 2021

Professional, Scientific & Technical Services	9,157	Real Estate, Rental & Leasing	2,501
Retail Trade	6,606	Manufacturing	2,281
Healthcare & Social Assistance	5,756	Arts, Entertainment & Recreation	1,694
Other Services (except Public Administration)	4,910	Transportation & Warehousing	1,678
Accommodation & Food Services	4,789	Educational Services	839
Construction	4,718	Management of Companies & Enterprises	573
Wholesale Trade	4,251	Agriculture, Forestry, Fishing & Hunting	155
Finance & Insurance	4,025	Unclassified	69
Administrative Support, Waste Management & Remediation Services	3,892	Utilities	54
Information	2,860	Mining, Quarrying, Oil & Gas Extraction	48

## TOP REGIONAL EMPLOYERS

\* National, Regional or Division Headquarters

Source: 2021 Book of Lists

Vanderbilt University Medical Center*	28,300	Middle Tennessee State University*	2,221
HCA Healthcare, Inc.*	10,600	GEODIS	2,216
Nissan North America*	10,500	Ingram Content Group Inc.*	2,084
Amazon	10,000	UnitedHealthcare	2,046
Vanderbilt University*	8,822	Tyson Foods Inc.	1,961
Saint Thomas Health*	8,335	YMCA of Middle Tennessee	1,952
The Kroger Co.	7,813	Brookdale Senior Living Inc.*	1,903
Randstad	4,550	CEVA Logistics	1,876
Community Health Systems*	4,537	AdvancedHEALTH	1,870
Asurion*	4,260	LifePoint Health*	1,858
Bridgestone Americas Inc.*	4,110	Dell Technologies	1,800
Electrolux Home Products North America	3,400	Agero	1,700
Cracker Barrel Old Country Store Inc.*	3,389	Tractor Supply Co.*	1,687
National Healthcare Corp.	3,028	Deloitte	1,681
Shoney's Inc.*	3,000	Trane Co.	1,640
Walgreens	2,715	Envision Healthcare Corp.*	1,600
Dollar General Corp.*	2,671	Austin Peay State University*	1,594
Gaylord Opryland Resort & Convention Center*	2,500	Gap Inc.	1,571
A.O. Smith Corp.	2,464	UBS Nashville Business Solution Center	1,546
SmileDirectClub*	2,316	Ford Motor Credit Co LLC	1,500
AT&T Inc.	2,250	Schneider Electric	1,415

## FORTUNE 500/1000 COMPANIES RANKS

Source: Fortune, 2022

HCA Healthcare	67	Change Healthcare	815
Dollar General	106	Cracker Barrel Old Country Store	871
Tractor Supply Co.	294	Brookdale Senior Living	891
Community Health Systems	304	Genesco	931
Delek US Holdings	346	Acadia Healthcare	944
Yellow	591	Surgery Partners	976
Louisiana-Pacific	645		

# DOING BUSINESS

## CORPORATE BUSINESS CLIMATE

Corporate Income Tax Rate	6.50%
Personal Income Tax Rate	0%
Franchise Tax	0.25%
Sales Tax Rate	(2.25 - 2.75% Local) 7% State
Right-to-Work State	Yes
State Labor Force	3,405,582
Regional Labor Force	1,143,523
POLICOM Economic Strength Ranking	#4
CNBC Top States for Business Ranking	#6
CEO Magazine Business Climate Ranking	#3
State & Local Per Capita Tax Burden Rank	#48
	(3rd Lowest)
Cost-of-Living Index	97.8
Average Class A Office Lease Rate	\$34.99
Average Market Wide Office Lease Rate	\$29.38
Average Lease Rate - Industrial	\$9.17

Source: BLS Local Area Unemployment Statistics, 2021 Annual Average; POLICOM Economic Strength Rankings, 2022; CNBC America's Top States for Business, 2022; Chief Executive Best & Worst States for Business, 2021; C2ER Cost of Living, 2022 Annual Averages; CoStar, 2021 average; The Tax Foundation, State and Local Tax Burdens, Calendar Year 2021

COUNTY	PROPERTY TAX RATES*
Cheatham	\$2.48
Davidson	General Services District \$2.95300 Urban Service District \$4.22100
Dickson	\$2.35
Maury	\$2.24
Montgomery	\$2.99
Robertson	\$2.58
Rutherford	\$2.22
Sumner	\$2.26
Williamson	\$1.88
Wilson	\$1.91

\* Rates per \$100 of assessed value. Cities may assess additional property tax on top of listed county rates. Property taxes are assessed at the following assessment ratios:

Residential and farm real property = 25%  
Commercial and industrial real property = 40%  
Commercial and industrial personal property = 30%

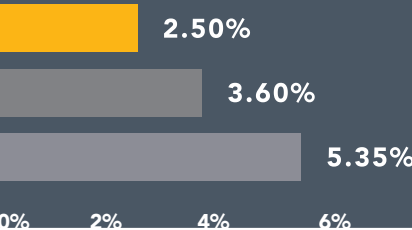
Source: TN Comptroller of the Treasury and Metro Government of Nashville & Davidson, 2021

# ECONOMIC GROWTH

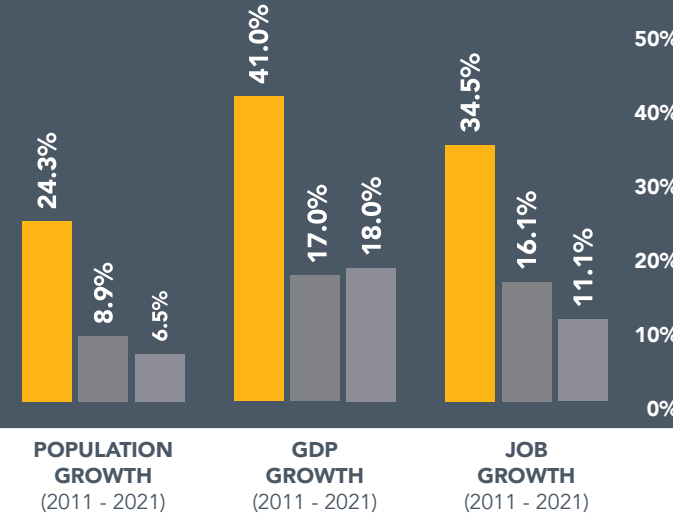
## KEY

Nashville MSA Tennessee United States

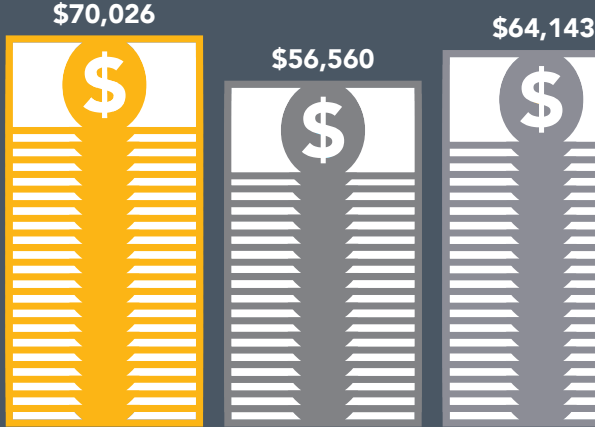
## UNEMPLOYMENT RATE (2021)



## KEY ECONOMIC INDICATORS



## PER CAPITA PERSONAL INCOME (2021)

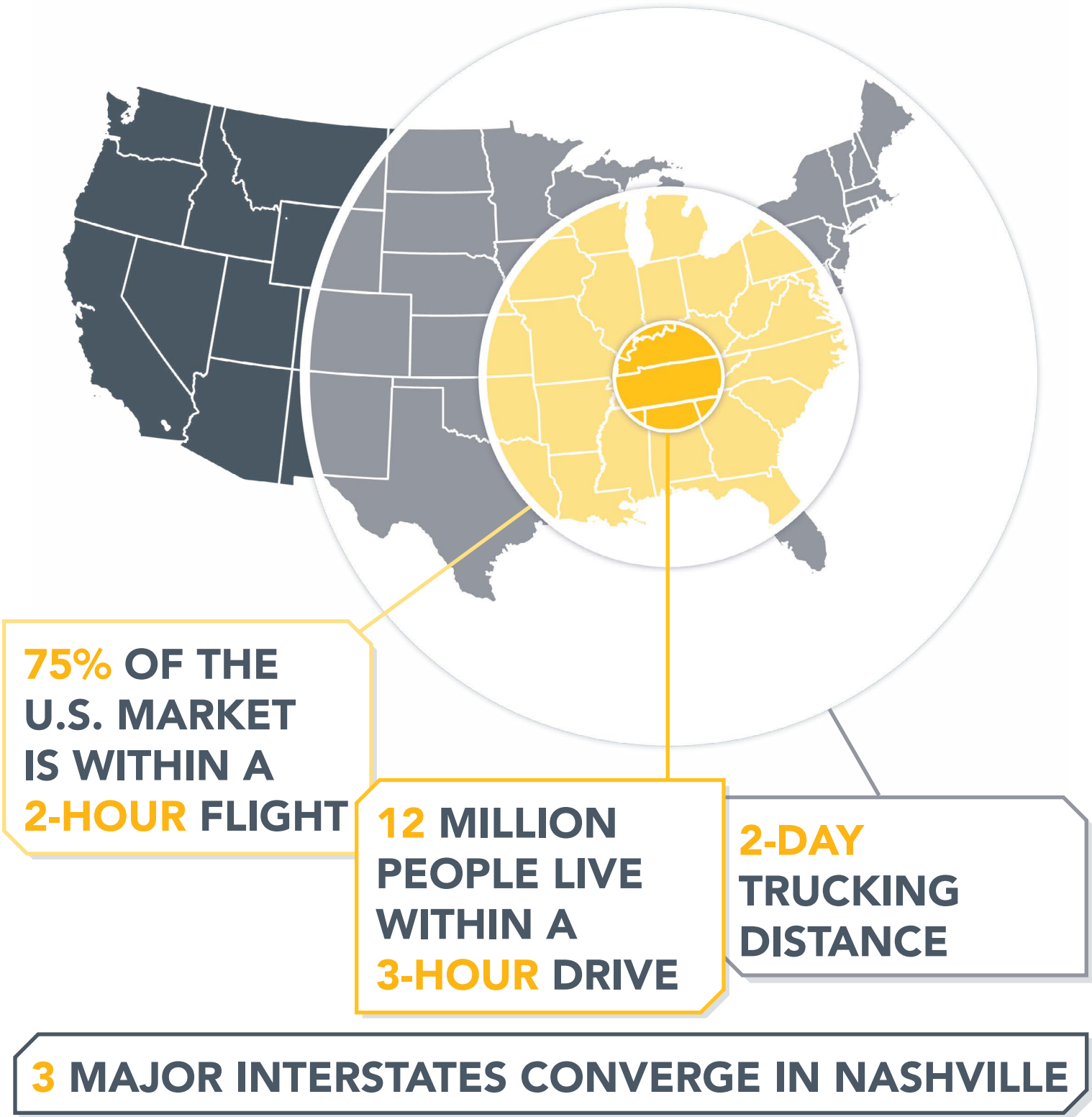


Source: BLS Labor Force Statistics from the Current Population Survey and BLS Local Area Unemployment Statistics, 2021 Annual Average; Annual Estimates of the Resident Population: April 1, 2011 to July 1, 2021; BEA, Real GDP in Chained Dollars 2020 & 2021; and QCEW Annual Numbers 2021; BEA, National Income and Product Accounts, Current Dollars, 2021; BEA, SAINCt, 2021, and BEA, CAINCt, 2021



# ACCESSIBILITY & TRANSPORTATION

The Nashville region is centrally located within the United States providing a competitive advantage to businesses that locate here. The location and expansive modes of transportation allow manufacturing and logistics businesses to reach U.S. and international locations with ease and affordability. Tennessee shares a border with eight states, providing connectivity to the southeast region and beyond.



## AIR

- Nashville International Airport (BNA) is located only eight miles from downtown
- The airport averages 542 daily flights and provides service to more than 18 million passengers annually
- BNA is served by 20 carriers with flights to 96 non-stop destinations
- The 27th largest airport in the U.S. in 2022

Source: BNA, 2022



## ROAD

- Nashville is one of only six U.S. cities at the convergence of three major interstate highways – I-40, I-65, and I-24
- The 440 Parkway, downtown loop, and Briley Parkway link the urbanized areas; Route 840 connects four counties in an outer loop
- The Nashville Region has 140 freight carriers and 150 truck terminals



## RAIL

- CSX Transportation has two major rail yards in Nashville, as well as an intermodal terminal, a TDSI (Total Distribution Services Inc.) automatic distribution terminal, and a TRANSFLO terminal
- Goods can travel on rail to Memphis before going to Canada or from Nashville directly to the Port of Savannah



## WATER

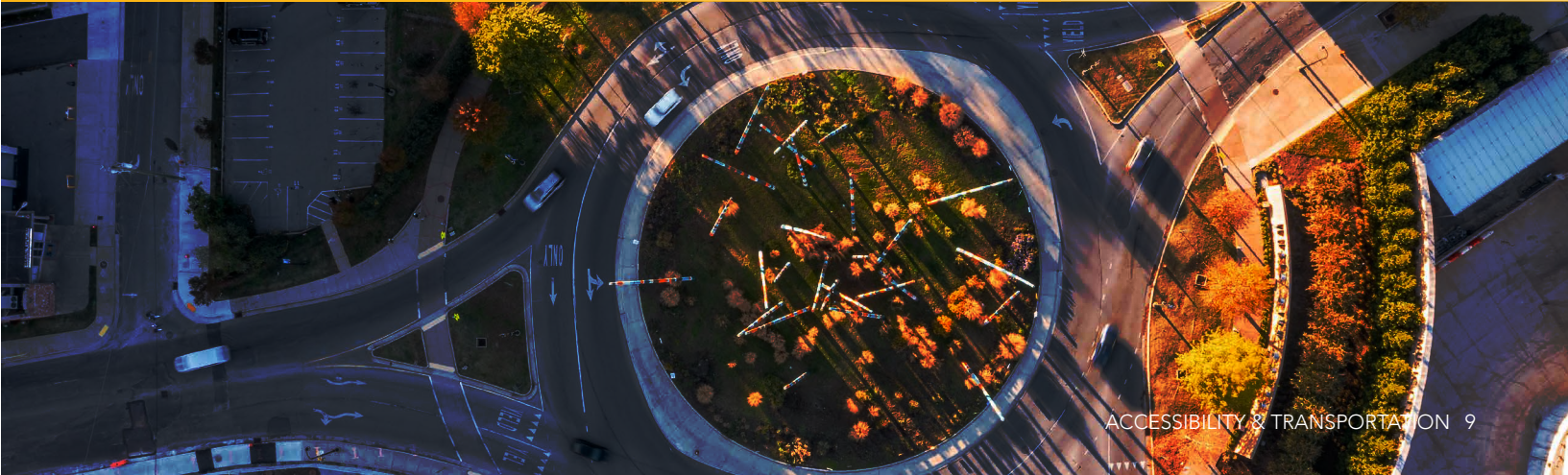
- Nashville is located on the Cumberland River, a nine-foot navigation channel accessible to the Ohio River, the Mississippi River, and the Gulf of Mexico
- Nearly 5,000 commercial vessels navigated the Cumberland through Nashville in 2019
- 24,000,000+ tons of goods were shipped in and out of Nashville via the Cumberland in 2020

Source: US Army Corp of Engineers (USACE) Nashville District Office; USACE Waterborne Commerce Statistics Center



## TRANSIT

- WeGo intercity bus system
- Music City Star suburban rail
- Nashville B-Cycle all electric bike-share system
- Rideshare and motorized scooter services





# INTERNATIONAL BUSINESS

The Nashville region is one of America’s most dynamic centers for business growth, offering a welcoming place for international companies to expand and grow their operations. Centrally located in the southeastern United States, 75% of the U.S. market is within a 2-hour flight and 12 million people live within a 3-hour drive. Nashville is home to a diverse mix of global brands making the region their U.S. base of operations for manufacturing, corporate operations, sales, distribution, R&D and more. Some of the corporations calling Nashville home include Nissan North America, Bridgestone Americas, Capgemini, Mitsubishi Motors North America, Hankook Tire Co., Schneider Electric, UBS, Magna, Caterpillar Financial Services Corporation, HCA Healthcare, and Amazon. It is easy to see the diversity present in every aspect of Music City. No city of similar size offers an environment with as much potential for international trade and investment.

**NASHVILLE’S SISTER CITIES:**

- Belfast, Northern Ireland • Caen, France • Chengdu, China • Edmonton, Canada • Kamakura, Japan
- Magdeburg, Germany • Mendoza, Argentina • Taiyuan, China • Tamworth, Australia

DAILY NON-STOP AIR SERVICE TO **TORONTO & LONDON**

TN IS HOME TO **1,000+ FOREIGN-BASED BUSINESSES** THAT HAVE INVESTED OVER **\$40.9 BILLION** IN CAPITAL AND EMPLOY MORE THAN **156,000 TENNESSEANS**

**20% OF NEW JOBS ANNOUNCED ANNUALLY ARE THROUGH FOREIGN DIRECT INVESTMENT**

OVER **340 FOREIGN-OWNED COMPANY LOCATIONS** REPRESENTING **26 COUNTRIES** EMPLOY MORE THAN **56,000 PEOPLE** MIDDLE TENNESEANS

SMALL & MEDIUM-SIZED ENTERPRISES ACCOUNT FOR **82% OF TENNESSEE GOODS EXPORTERS** (2021)

NASHVILLE WAS THE **42ND LARGEST METROPOLITAN EXPORTER** IN 2021

**INTERNATIONAL MIGRATION** ACCOUNTED FOR MORE THAN **16% OF NASHVILLE’S NET IN-MIGRATION** FROM **2011 TO 2021**

**NISSAN, BRIDGESTONE, DENSO, & 70 OTHER JAPANESE-OWNED COMPANIES** HAVE OPERATIONS IN THE NASHVILLE REGION. MAKING IT OUR **LARGEST FOREIGN DIRECT INVESTMENT NATION**

TOTAL TENNESSEE GOODS EXPORTED AROUND THE WORLD IN 2021: **\$34.7 BILLION**

The Tennessee Department of Economic and Community Development has representatives courting foreign direct investment in the following countries:

- Japan
- South Korea
- Ireland
- Spain
- Austria
- Germany
- Switzerland
- Italy
- United Kingdom
- Belgium
- Luxembourg
- Netherlands

**NISSAN NORTH AMERICA**

In 1980, Nissan North America chose Smyrna, Tennessee for its first North American automotive assembly facility; at that time the largest facility ever built by a foreign manufacturer in the U.S. and the catalyst for the automotive industry that would later flock to the state.

In 2005, Nissan announced it would move its North American headquarters from California to Franklin, Tennessee.

Today, Nissan employs nearly 11,000 people in the Nashville region.

FOREIGN DIRECT INVESTMENTS IN THE NASHVILLE REGION	LOCATIONS	EMPLOYEES
--	-----------	-----------

Japan	78	21,262
United Kingdom	37	2,800
France	32	5,839
Germany	29	3,212
Canada	20	2,965

NASHVILLE MSA EXPORT PRODUCTS (2021)	EXPORTS
--------------------------------------	---------

Computer & Electronic Parts	\$3 Billion
Transportation Equipment	\$1.7 Billion
Chemicals	\$900 Million
Electrical Equipment	\$600 Million
Plastic & Rubber Products	\$300 Million
Total	\$8 Billion

TOP EXPORT PARTNERS (2021)	EXPORTS
----------------------------	---------

Canada	\$2.5 Billion
Mexico	\$1.2 Billion
Japan	\$400 Million
China	\$300 Million

Source: The International Trade Administration and US Dept of Commerce, <https://www.trade.gov/data-visualization/us-metropolitan-factsheets>.



“Nashville continues to be a great place to do business and to live. Bank of America has a long history in Nashville – with associates who’ve been working with us 40+ years and new faces joining the bank today.

We have an opportunity to serve both companies and individuals relocating to Nashville. We can not only make them feel welcome, but help them get involved in the Nashville community.

Strong, engaged leaders create a vibrant community. It’s what makes Nashville special.”

- Lisa Ferrelli, Bank of America, Senior Relationship Manager

Source: U.S. Census Migration Flows Data; CERT 2022; U.S., Dept. of Commerce, International Trade Administration, 2021



# NASHVILLE REGION FOREIGN DIRECT INVESTMENT HIGHLIGHTS

## JAPAN



- Nissan North America, Inc.
- Bridgestone Americas, Inc.
- Marelli North America, Inc.
- Unipress USA, Inc.
- Topre America Corporation
- Imasen Bucyrus Technology, Inc.
- Advanced Composites, Inc.
- Kyowa America Corporation
- Sumitomo Electric Wiring Systems, Inc.
- Sony ATV Music Publishing
- Steel Technologies

- Tsubaki USA
- Kasai North America, Inc.
- Mitsubishi Motors North America, Inc.
- Nissan Trading Corporation
- DENSO International America, Inc.
- Tachi-S Automotive Seating USA, Inc.
- Vantec World Transportation
- Pearl Corporation
- Sekisui Plastics, USA, Inc.
- Sumiden Wire Products Corporation
- Advanex Americas, Inc.

- Daido Corporation of America
- Mitsui and Company (USA), Inc.
- Daiei America, Inc.
- Fuel Total Systems
- Jatco USA, Inc.
- Misa Metal Processing of TN, Inc.
- PK USA, Inc.
- Ricoh Business Solutions
- Envision AESC

## UNITED KINGDOM



- Ernst & Young LLP
- Jackson National Life Insurance Company
- Hoeganaes Corporation
- American Snuff Company
- PIC USA, Inc.
- Ferguson Enterprises, Inc.
- Gastite Products LLC

- Odcombe Press
- Ferguson Enterprises, Inc.
- Protherics PLC
- United States Cold Storage, Inc.
- Signature Flight Support Corporation
- Willis North America, Inc.
- Rustici Software LLC

- ERM-Southeast
- Ambius
- Smart USA Co.
- Metsi Technologies
- Smith & Nephew, Inc.

## FRANCE



- Schneider Electric
- AllianceBernstein L.P.
- GEODIS Logistics LLC
- Vantiva

- Valeo North America, Inc.
- Faurecia Interior Systems
- Capitol Christian Music Group
- CEVA Logisitics

- Sitel Worldwide Corporation
- Universal Music Publishing Group
- Mersen USA Holding Corp.
- Capgemini America Inc.

## GERMANY



- T-Mobile USA, Inc.
- MAHLE Behr Dayton LLC
- TRW, Commercial Steering Systems Division
- Schwan Cosmetics USA Inc.
- Leadec Industrial Services
- Novita Technologies, Inc.
- Renal Advantage Inc.
- Ready Duct, Inc.

- BMG
- Kloeckner
- DHL
- Wegmann Automotive USA Inc.
- Horn USA
- Meiko USA, Inc.
- Henkel Chemical Management
- Brenntag Mid-South, Inc.

- Messer LLC
- U.S.A. Zama, Inc.
- Aldi, Inc.
- Siemens Water Technologies
- Purolator Filters Na LLC
- Hormann LLC

## CANADA



- ABC Technologies, Inc.
- Saks, Inc.
- Magna Seating of Spring Hill
- Martinrea Automotive Structures (USA), Inc.
- Maplehurst Bakeries LLC
- Salga Plastics
- Masonite Corporation

- Metrican Stamping, LLC
- Ebbtide Holdings LLC
- Samuel Son and Company, Inc.
- Stantec Consulting Svc
- City National Bank
- Onward Cluthe Hardware Products, Inc.
- Shred - It

- Meyer Laminates, Inc.
- RBC Wealth Management
- Richelieu Hardware
- Sun Entertainment Corporation
- Printworks South, LP
- Swegon

## SWITZERLAND



- UBS
- Thomas & Betts Corporation
- Franke Foodservice Systems Americas, Inc.
- Holcim Participations (US) Inc.
- Feintool, Inc.

- JET Tools
- Medacta, USA
- DSV
- ABB, Inc.
- Franke Beverage Systems

- Oerlikon Balzers Coating USA, Inc.
- Kuehne & Nagel, Inc.
- Lafarge North America

## IRELAND



- Trane U.S. Inc.
- Adient plc
- Accenture LLP
- ICON US Holdings, Inc.

- Oldcastle APG South, Inc.
- Kantar
- Experian Health
- Johnson Controls Inc

- Bonsal American, Inc.
- Ingersoll - Rand Nashville
- Global Shares

## NETHERLANDS



- Philips North America, Inc.
- Akzo Nobel Coatings, Inc.

- AllParts Medical
- Ahold Delhaize

- A. Schulman, Inc.
- Vallen

## ITALY



- Florim USA, Inc.
- Aladdin Temp Rite
- UST, Inc.
- Beretta USA Corporation

- Rainbow, Inc.
- Marangoni Tread North America, Inc.
- Athena-SCE, Inc.
- Ferrari Stampi Usa Inc

- Hydrodesign USA, Inc
- Smalticeram USA, Inc.
- Buzzi Unicem USA

## SWEDEN



- Electrolux Home Products North America
- Permobil, Inc.
- Dometic
- Loomis Armored US

- Atlas Copco Drilling Solutions
- Assa Abloy DSS
- Trelleborg Sealing Solutions US, Inc.
- Granges Americas Inc.

- Hexagon Metrology, Inc.
- Skanska USA Building, Inc.
- Securitas Security Services, USA

## AUSTRALIA



- Actus Lend Lease, Llc
- Campaign Monitor
- CSL Plasma Inc.

- Pratt Recycling, Inc.
- Sims Metal Management Nashville, LLC
- Boral Bricks, Inc.

- Video Gaming Technologies, Inc.
- Tritium Technologies LLC

## CHINA



- Yapp Automotive Parts Co. Ltd.
- Sinomax USA
- Wilson Sporting Goods

- American Wonder Porcelain
- Saia-Burgess Automotive
- Naxos Of America, Inc.

- Global Manufacturing Services, Inc.
- Triangle Tire Co. Ltd

## SOUTH KOREA



- LG Electronics U.S.A., Inc.
- Superior Essex
- Hankook Tire

- Atlas BX LTD
- Pantos USA, Inc.

- Samick Music Corporation
- CJ Korea Express USA Corporation

## AUSTRIA



- SWARCO Industries, Inc.
- Cargo Partners Inc.

- Colorstar Imaging
- Doka USA Ltd.

- Novita Technologies Inc.

## INDIA



- Wipro Limited
- Infosys

- Ascent Buildings, LLC

- Novelis

## TAIWAN



- Quanta Manufacturing Nashville

- Wei-Chuan USA, Inc.

- KHS America Inc.

## BELGIUM



- Nyrstar

- Solvay USA, Inc.

- Palm Commodities International, LLC

## BRAZIL



- Embraer Aircraft Maintenance Services LLC.

- Eco-Energy Global Biofuels LLC

## SPAIN



- Teknia Group

- Biomat USA

## MEXICO



- Nemak USA, Inc.

- Cemex

## CZECH REPUBLIC



- Nashville Record Press



# DEMOGRAPHICS

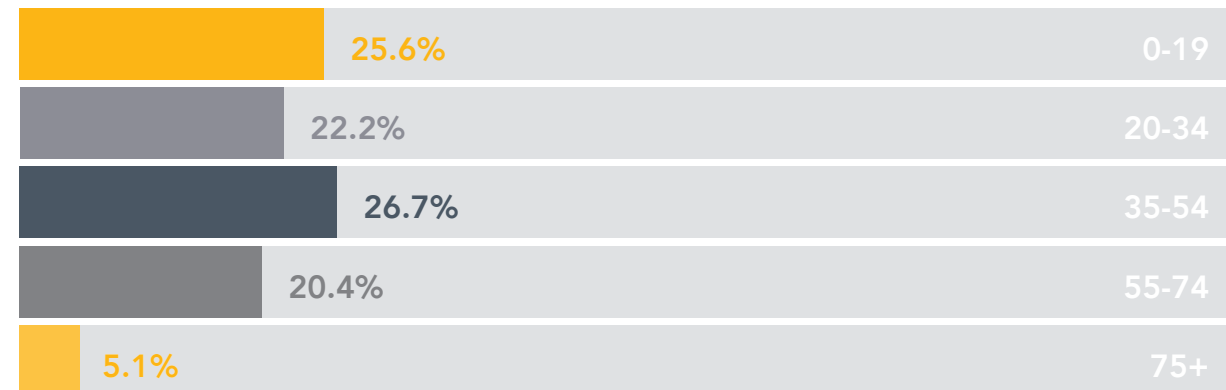
## NASHVILLE MSA

### TOTAL POPULATION OF NASHVILLE MSA:

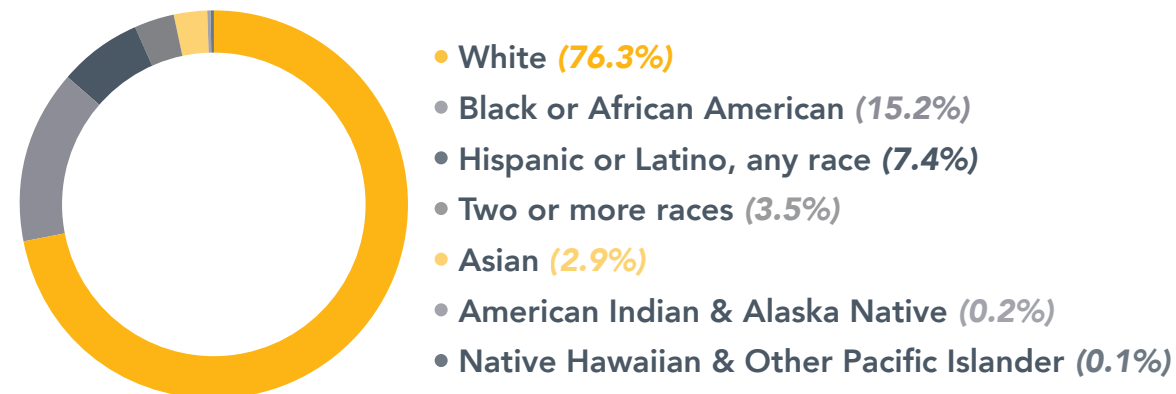
2,012,476



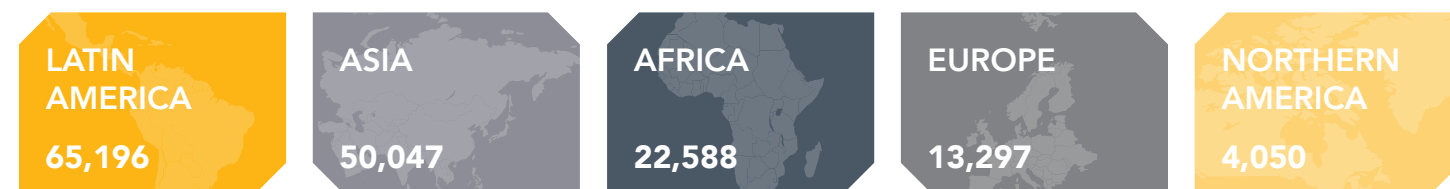
### POPULATION BY AGE (MEDIAN AGE: 36.5)



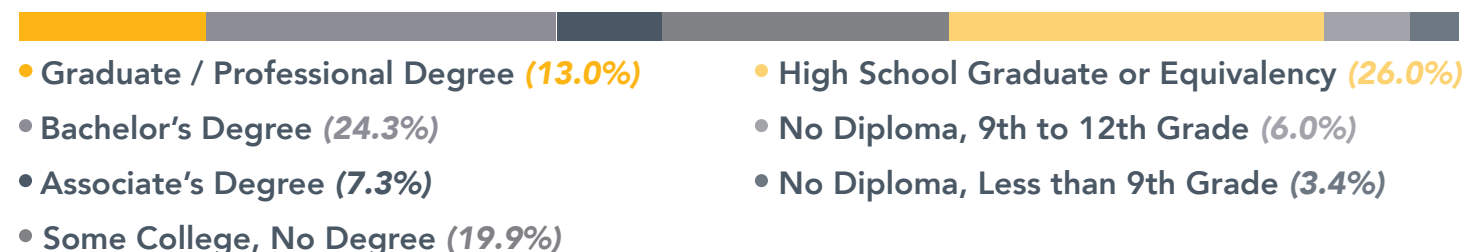
### POPULATION BY RACE & ETHNICITY



### FOREIGN-BORN POPULATION BY REGION OF BIRTH



### EDUCATIONAL ATTAINMENT (AGE 25YRS & OLDER)



## HOUSEHOLD INCOME & SIZE

AVERAGE HOUSEHOLD SIZE: 2.7 PEOPLE

MEDIAN HOUSEHOLD INCOME: \$68,406



THE NASHVILLE REGION GAINED **36 NET NEW PEOPLE** PER DAY ON AVERAGE BETWEEN 2020 AND 2021. THAT EQUALS A TOTAL OF **17,133 RESIDENTS** ADDED TO THE NASHVILLE REGION SINCE 2020.

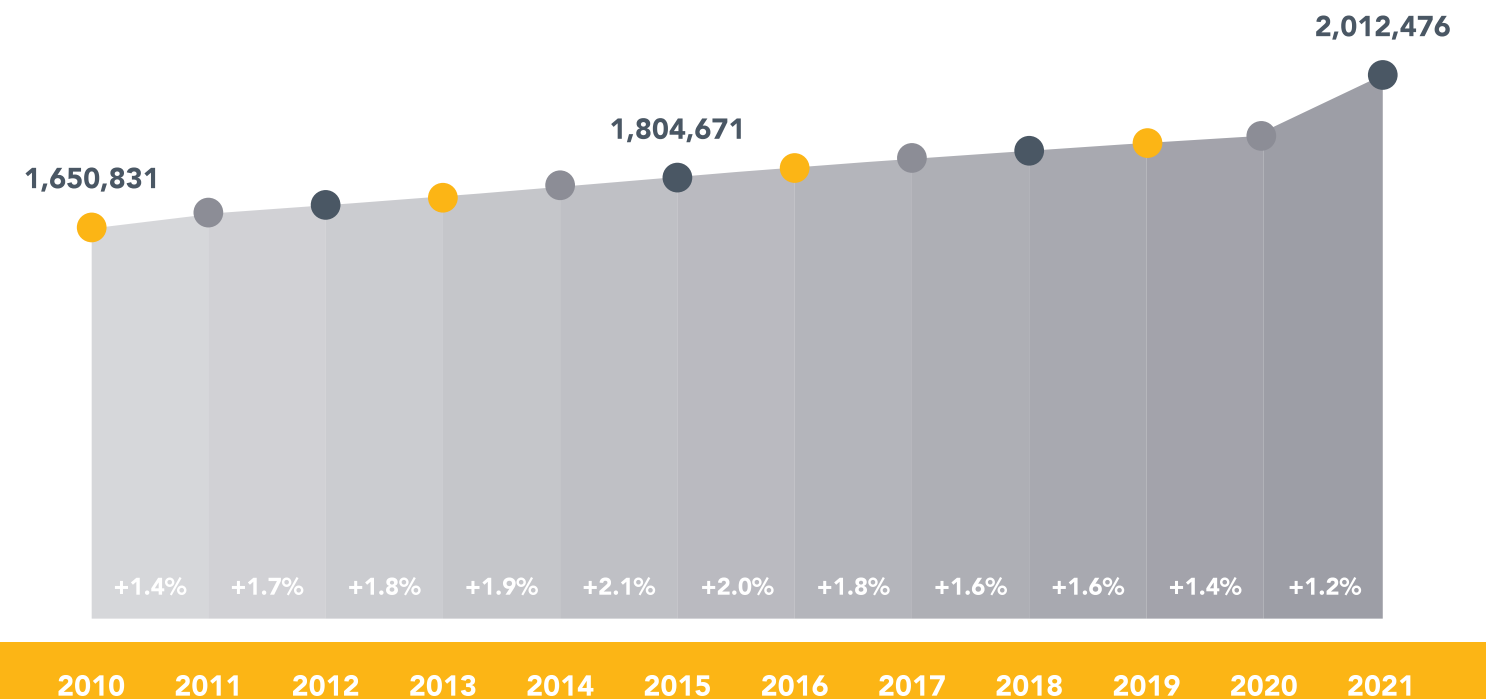
## POPULATION PROJECTIONS PREDICT THAT MORE THAN 2.5 MILLION WILL LIVE IN THE NASHVILLE AREA BY 2040.

2021 Census Population Estimates

2,012,476

2040 Predictions

2,535,091



Source: US Census, ACS 2020 5 Year Estimates; Metropolitan and Micropolitan Statistical Area Population by Characteristics: 2020-2021; Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2021 (2021 Population Estimates); Annual Estimates of the Resident Population: Annual Change, July 1, 2020 to July 1, 2021; Boyd Center for Business and Economic Research, University of Tennessee, Knoxville



# TALENT & WORKFORCE

Middle Tennessee is a magnet for talent, including young graduates and established professionals that are seeking new opportunities. Considered a national hub for the creative class, the Nashville region's educated workforce provides a rich talent pool for companies. The creativity of our workforce bolsters the region's vibrancy, artistic spirit, and competitive edge in technology and entrepreneurship. Living up to its nickname of the Athens of the South, many of the region's most valuable workers come from its vast educational system, comprised of 20 plus accredited four-year, two-year, tech schools, and postgraduate institutions educating approximately 120,000 students, which is the largest concentration in a four-state region.



"Nashville is a place where people say I want to make it there. Making it can be lots of things. It can be artisan goods like the ones we ship and sell. It can be automotive parts. It can be a healthcare technology app. There are lots of things that you can make, but especially you can make a life here. You can make a home here. You can make a living here. You can make a community here. There are so many things that continue to be made in Nashville."

- Sam Davidson, Co-founder and CEO, Batch

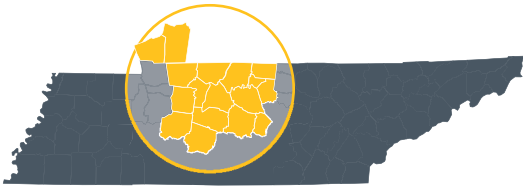
2,012,476 TOTAL POPULATION	1,143,523 TOTAL LABOR FORCE	68.6% LABOR FORCE PARTICIPATION RATE
----------------------------------	-----------------------------------	--

LABOR FORCE BY SECTOR			
Service-Providing	87.4%	Financial Activities	6.9%
Professional & Business Services	17.4%	Other Services	4.0%
Educational & Health Services	14.7%	Information	2.5%
Goods-Producing	12.6%		
Government	11.1%		
Leisure & Hospitality	11.3%		

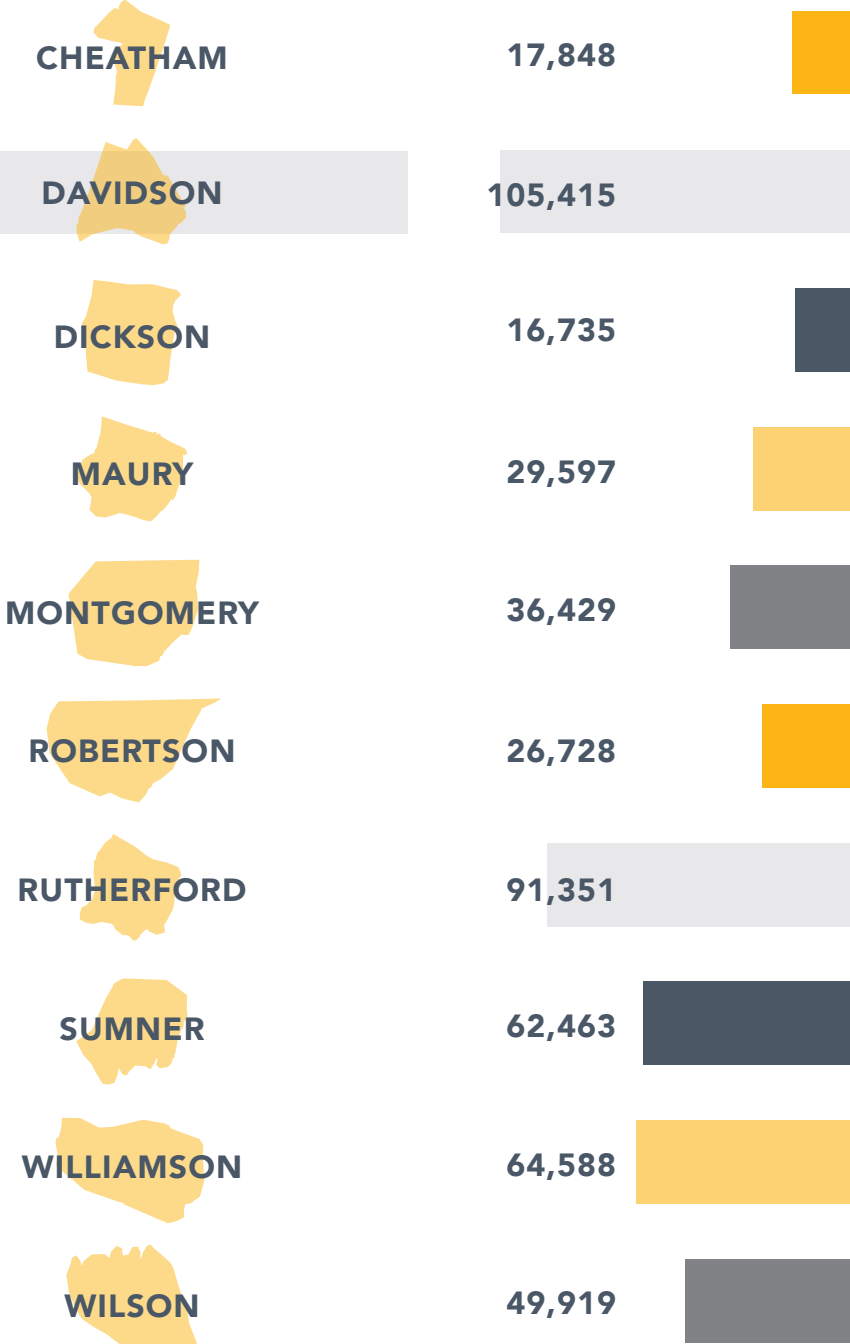
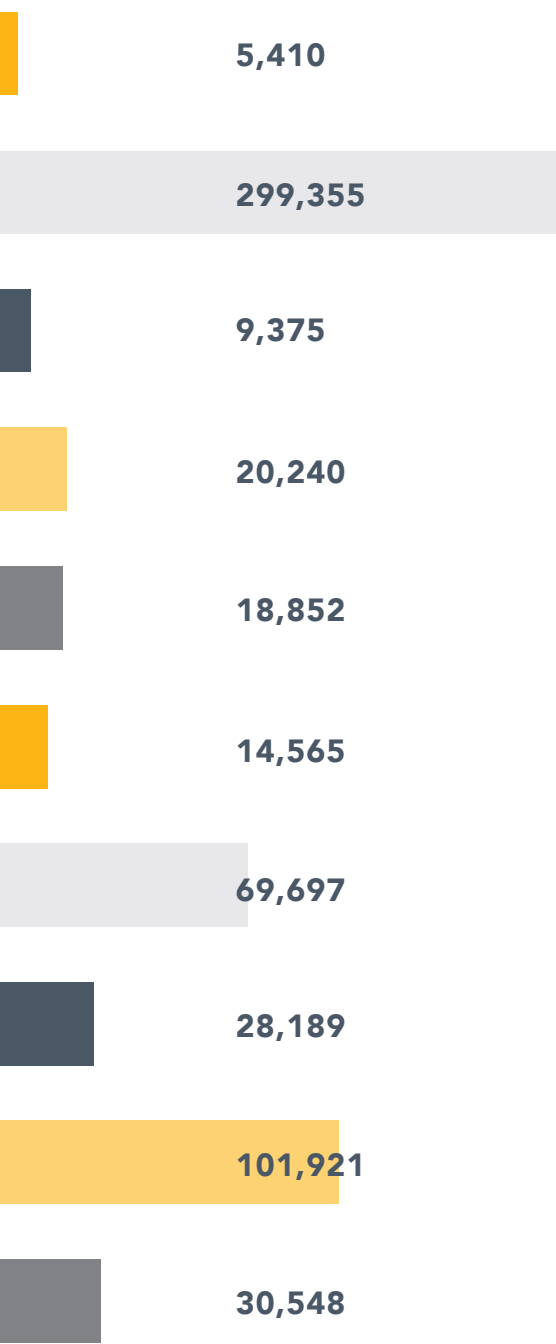
Source: Annual Estimates of the Resident Population: 2021; BLS Local Area Unemployment Statistics, 2021 Annual Average; US Census Bureau, 2020 American Community Survey 5-Year Estimates; BLS CES, March 2021



## REGIONAL COMMUTING PATTERNS



### INBOUND COMMUTERS





# INDUSTRY SECTOR JOBS & WAGE RATES

INDUSTRY	NASHVILLE JOBS	NASHVILLE AVERAGE ANNUAL WAGES	U.S. JOBS	U.S. AVERAGE ANNUAL WAGES
Accomodation & Food Services	93,406	\$26,097	12,433,276	\$25,688
Administrative, Waste Management & Remediation Services	81,760	\$46,303	9,987,990	\$47,747
Agriculture, Forestry, Fishing & Hunting	6,274	\$14,789	2,092,557	\$42,229
Arts, Entertainment & Recreation	20,932	\$67,065	2,715,511	\$42,815
Construction	62,060	\$66,612	9,160,347	\$63,512
Educational Services	69,929	\$53,659	12,475,685	\$57,502
Finance & Insurance	49,132	\$121,216	6,399,065	\$127,555
Public Administration	46,754	\$60,451	7,404,758	\$72,367
Health Care & Social Assistance	142,104	\$67,586	22,650,021	\$58,857
Information	24,390	\$93,868	3,106,037	\$143,417
Management of Companies & Enterprises	25,688	\$133,409	2,332,610	\$139,660
Manufacturing	82,290	\$67,119	12,617,986	\$75,133
Other Services (except Public Administration)	50,373	\$37,942	6,668,971	\$38,174
Professional, Scientific & Technical Services	77,396	\$99,818	11,146,428	\$107,631
Real Estate, Rental & Leasing	19,780	\$67,234	2,712,088	\$66,907
Retail Trade	104,030	\$40,006	16,135,310	\$39,324
Transportation & Warehousing	73,764	\$51,378	7,754,588	\$56,330
Utilities	4,184	\$88,048	805,606	\$107,619
Wholesale Trade	39,180	\$84,826	5,817,918	\$88,404

Source: Chmura, 2022

# THE TALENT PIPELINE

- NEARLY **120,000** STUDENTS ATTEND THE AREA'S COLLEGES & UNIVERSITIES.
- APPROXIMATELY **60%** OF COLLEGE GRADUATES REMAIN TO WORK IN THE REGION.
- **29,000+** DEGREES & CERTIFICATES AWARDED TO GRADUATES OF NASHVILLE AREA COLLEGES & UNIVERSITIES IN 2021.

## ENROLLMENT IN HIGHER EDUCATION

ACCREDITED 4-YR & POSTGRAD INSTITUTIONS		2021 TOTAL ENROLLMENT
Middle Tennessee State University	Murfreesboro	21,568
Vanderbilt University	Nashville	13,796
Tennessee Technological University	Cookeville	9,840
Austin Peay State University	Clarksville	9,609
Belmont University	Nashville	8,696
Tennessee State University	Nashville	8,077
Bethel University	McKenzie	4,011
Lipscomb University	Nashville	4,778
Trevecca Nazarene University	Nashville	3,717
Cumberland University	Lebanon	2,540
The University of the South	Sewanee	1,820
Meharry Medical College	Nashville	964
Fisk University	Nashville	942
2-YR INSTITUTIONS & TECH SCHOOLS		2021 TOTAL ENROLLMENT
Nashville State Community College	Nashville	6,647
Volunteer State Community College	Gallatin	7,417
Motlow State Community College	Lynchburg	5,852
Columbia State Community College	Columbia	5,383
Tennessee College of Applied Technology	Nashville	782
	Dickson	799
	Murfreesboro	496
Total		117,734

Source: National Center for Education Statistics, 2021



“Fisk University is excited about the growth of Nashville and the amazing opportunities it provides for our students. With the University’s great legacy and current emphasis on creating elite pipelines of talent across industries, we are excited about Fisk’s future as well as the city’s. Fisk’s student body represents tomorrow’s leaders and executives and much like the city, they are committed to doing well and doing good.”

- Jens Frederiksen, Fisk University, Executive Vice President



# EDUCATIONAL AWARDS BY CATEGORY, NASHVILLE MSA

PROGRAMS & OCCUPATIONS	2021 AWARDS
Agriculture, Agriculture Operations & Related Sciences	239
Area, Ethnic, Cultural, Gender & Group Studies	49
Biological & Biomedical Sciences	1,013
Business, Management, Marketing & Related Support Services	3,494
Communication, Journalism & Related Programs	572
Communications Technologies / Technicians & Support Services	219
Computer & Information Sciences & Support Services	921
Construction Trades	83
Education	1,895
Engineering	483
Engineering Technologies & Engineering-Related Fields	361
English Language & Literature / Letters	270
Family & Consumer Sciences / Human Sciences	291
Foreign Languages, Literatures & Linguistics	159
Health Professions & Related Programs	5,193
History	197
Homeland Security, Law Enforcement, Firefighting & Related Protective Services	470
Legal Professions & Studies	368
Liberal Arts & Sciences, General Studies & Humanities	3,982
Library Science	29
Mathematics & Statistics	384
Mechanic & Repair Technologies / Technicians	1,007
Multi / Interdisciplinary Studies	817
Natural Resources & Conservation	28
Parks, Recreation, Leisure & Fitness Studies	612
Personal & Culinary Services	965
Philosophy & Religious Studies	108
Physical Sciences	220
Precision Production	326
Psychology	860
Public Administration & Social Service Professions	410
Science Technologies / Technicians	0
Social Sciences	1,019
Theology & Religious Vocations	205
Transportation & Materials Moving	156
Visual & Performing Arts	1,705
TOTAL	29,110

Source: EMSI Economic Modeling, 2022.2, 2021 Data

## POST-SECONDARY ACCESS

The state of Tennessee recognizes that companies need a steady pipeline of qualified candidates with the right skills to work today's jobs and the jobs of the future. To provide momentum, Tennessee became the first state in the nation to offer tuition-free associate degrees or technical certificates for high school students and adults. Tennessee has also set a goal to bring the percentage of Tennesseans with college degrees or certifications to 55 percent by the year 2025.

### Tennessee Promise

Tennessee Promise is a scholarship program that helps more Tennessee high school graduates attend college. Since the program launched in 2015, Tennessee Promise has enrolled nearly 123,000 students and has helped cover more than \$181 million in college costs. Students may use the scholarship at any of the state's 13 community colleges, 27 colleges of applied technology, or other eligible institutions offering an associate degree program. Most Promise students are the first in their family to go to college, and volunteer mentors through the tnAchieves program are a critical component to their success providing individual guidance to each participant as they navigate the college admissions process. For more information, visit [tn.gov/tnpromise](https://tn.gov/tnpromise).



### Tennessee Reconnect

Launched in 2018, the Tennessee Reconnect program helps adults attend a community college or technical college and complete a postsecondary degree or credential tuition free. The effort includes public and private nonprofit higher education institutions; the region's workforce development boards; and community and employer partners. The goal of this program is to ensure each adult has access to resources necessary to start and finish a college degree. This initiative helps adults enter higher education to gain new skills, enter jobs that pay well, or advance in their current workplace. For more information, visit [tnreconnect.gov](https://tnreconnect.gov).



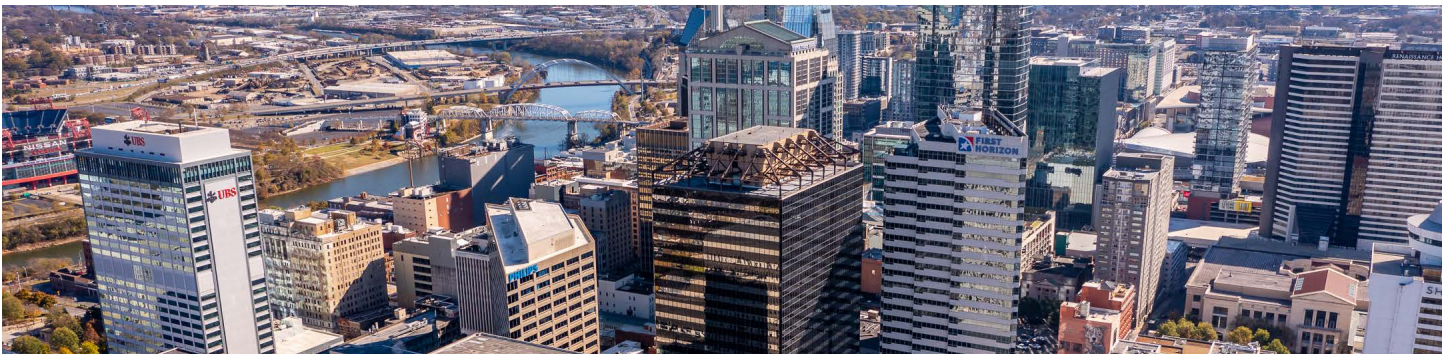
### TN Governor's Investment in Vocational Education (GIVE)

The Governor's Investment in Vocational Education (GIVE) is designed to foster long-term regional partnerships between Tennessee Colleges of Applied Technology (TCATs), community colleges, industry, economic development agencies, and K-12 to identify and address skills gaps in local workforce pools.

- Focus on work-based learning and apprenticeship opportunities.
- Funding for four, fully funded dual enrollment credits in high school.



Source: 2022 TN Promise Annual Report.





# WORKFORCE INTIATIVES

## ACADEMIES OF NASHVILLE

The Academies of Nashville bring real-world experience aligned to careers of interest to 12 zoned Metro Nashville Public Schools high schools. Engagement of business and community partners ensure students gain industry exposure, while local colleges and universities provide access to a range of dual credit, dual enrollment, and industry credentials to prepare every student to be college or career ready. The Nashville Area Chamber of Commerce serves as a resource to the Academies of Nashville by engaging businesses in the success of students and teachers. In partnership with MNPS and PENCIL, the Chamber hosts regular meetings for the Academies of Nashville Partnership Councils which create, evaluate, and maintain a framework for the nearly 400 school-business partnerships.

## NEW SKILLS READY

In October 2020, JP Morgan Chase announced a five-year, \$7 million investment in the Nashville community. The New Skills Ready grant supports the seamless transition of underrepresented students from high school into postsecondary programs to earn a credential or degree and enter a high-wage, high-demand career. With cross-sector leadership from secondary, postsecondary, philanthropy, and the public and private sectors, this project is transforming career pathways across Nashville with the goal of recruiting historically underserved students and supporting them through secondary and postsecondary completion into high-wage, high-demand careers in the local economy.

## TALENT PIPELINE MANAGEMENT EMPLOYER COLLABORATIVES

The Talent Pipeline Management (TPM®) employer collaboratives, hosted by the Nashville Area Chamber of Commerce, are comprised of human resource decision-makers from key employers solving common HR challenges using a supply chain management framework from the U.S. Chamber of Commerce Foundation's Talent Pipeline Management system. TPM® is composed of six strategies designed to support employers in developing a more data- and performance-driven approach to improving education and workforce partnerships.

## NASHVILLE TALENT HUB

Lumina Foundation announced Nashville as one of 17 designated Talent Hubs in 2017. Communities earned this designation by meeting rigorous standards for creating environments that attract, retain, and cultivate talent, particularly students of color, the first in their families to go to college, and those from low-income households. The Nashville Talent Hub leverages Tennessee's free technical and community college tuition for adults and Federal Student Aid, coupled with high-touch navigation and completion coach services and resources to support adult postsecondary attainment, focused on the Nashville Promise Zone. The Nashville Talent Hub work is a partnership of the Nashville Area Chamber of Commerce, Metro Nashville, Nashville State Community College and TCAT Nashville and brings together community-based organizations, employers, and government agencies to align programs and services to increase college enrollment, persistence, and success.

## FORT CAMPBELL TALENT PIPELINE

As the Army's third-largest installation, Fort Campbell is home to the 101st Airborne Division (Air Assault), the 160th Special Operations Aviation Regiment (Airborne), the 5th Special Forces Group (Airborne), and other important tenants. It accommodates the fifth largest active-duty member population in the Army and the seventh largest in the Department of Defense. More than 400 Soldiers transition into civilian life from Fort Campbell each month. The Nashville Area Chamber of Commerce is working with the Northern Middle Tennessee Workforce Board and Fort Campbell to connect employers to exiting soldiers and military spouses. The goal of this work is to retain valuable talent exiting the military to fill workforce needs in Middle Tennessee and beyond.

## YP NASHVILLE

YP Nashville is a partnership between the Nashville Area Chamber of Commerce and more than 50 young professional organizations across the region working to engage, connect and empower young professionals to actively shape the future of the Nashville region. The goal of YP Nashville is to connect young professionals with various opportunities for professional development, community involvement and networking. Ultimately, YP Nashville works to advance regional prosperity by building the next generation of community leaders. For more information, visit [ypnashville.org](http://ypnashville.org)



## The Reconnect Cafés at Nashville State Community College campuses...

have become a critical connection point for adult learners to find not only resources, but also community support and coaching. Reconnect Navigators reach out at critical times during the semester or before classes begin, nudging students and making sure that they are meeting deadlines and have the tools that they need to succeed. The idea is that by building relationships, students will feel comfortable asking for help and support before it's too late. Sandra Timberlake, pictured right, is one of the Reconnect Navigators working with Nashville State students.



# TARGET INDUSTRIES

Middle Tennessee’s economy is characterized by a diverse mix of industries. The Nashville Area Chamber of Commerce’s long-term economic development strategy has identified five target sectors that drive Middle Tennessee’s economy and provide a concentrated focus for strategic growth within the region: corporate services, health care management and information technology, advanced manufacturing, distribution and trade, and music and entertainment. Building on the Nashville region’s successes and core competencies, companies within these target sectors experience an existing network of expertise, strong growth potential, access to skilled workforce, and decades of proven success.



“Accenture is proud to be part of Nashville’s vibrant, dynamic, and rapidly growing technology community. Between the talent available through local schools and apprentices from local technology bootcamps, non-profit organizations and military veteran programs, we have been able to access the talent we need to continue growing here while also investing in our people and creating a positive local impact.”

- Alejandro Sam, Associate Director & Advanced Technology Center Lead, Accenture

## AUGUST BIOSERVICES’ SUCCESS IN MIDDLE TENNESSEE

**Why did you choose to grow August Bioservices in Nashville? Has this location been an important part of your success?**

Nashville was the right choice for us for a host of reasons. First, there is a world-class health services ecosystem here in Nashville. From hospitals and medical centers to life sciences research, academia, and more, we felt August Bioservices could fill a missing niche – that is to build a world-class drug discovery, development, and manufacturing business to support the new life-changing therapies being introduced by biotech and pharma companies of all sizes around the world. Second, the growth and energy of Nashville mirror August’s. In the same way that Nashville has become one of the fastest-growing and most-desirable places to live in the United States, August wants to become the preferred provider of outsourcing services that support the global pharmaceutical industry. Third, the warm welcome and ongoing support we have received from all levels of the Nashville community – including organizations like Life Science Tennessee and the Tennessee Department of Economic and Community Development – has only reinforced that Nashville was indeed the right choice for us.

**What has August Bioservices’ experience been in searching for talent in the Nashville region?**

Historically in biotech and pharma, the talent has been concentrated on the two coasts – primarily in the Northeast and Mid-Atlantic, as well as the Bay area and Southern California. We knew from the beginning that as an industry pioneer laying down its roots in Nashville, we would initially need to build our team both by sourcing talent in Tennessee where we could, and also by relocating technical talent from other cities. Now that we have a year under our belt, as awareness about August and our exciting growth plans for the company have grown, we are seeing more inbound inquiries about opportunities to join our team. We’ve hired people from across Tennessee in addition to people from both coasts. We’re continuing to work with local colleges, universities, and high schools to promote S.T.E.M. career opportunities. Additionally, every member of our senior management team, as well as the numerous other roles that we have filled over the past year, chose August and moved to Nashville from another city to become part of the unique company we are building.

**Have there been any specific programs that have helped your company succeed in the Nashville region?**

I mentioned Life Science Tennessee and the Tennessee Department of Economic and Community Development

in my answer to your first question. Additionally, August Bioservices was the recipient of a FastTrack grant through the State of Tennessee to help support the expansion of our business and the construction of a new state of the art pharmaceutical manufacturing facility on the land adjacent to our current facility in Nashville. The two buildings will serve as an end-to-end provider of drug discovery, development and manufacturing services from preclinical work through commercial manufacturing. By the time our new facility is complete in late 2023, we expect we will have added approximately 180 jobs to the Nashville economy. We are most appreciative of the help of Governor Lee, Senator Frist, Commissioner Rolfe, Mayor Cooper and all who have made Nashville a great place to grow our business!

**How does August Bioservices contribute to Nashville’s growing and evolving community?**

Beyond job creation and helping to bring life-changing therapies to market, we are very proud of the work we are doing with the local school systems around S.T.E.M. education. We recently hosted a field trip for high school teachers and students from Middle Tennessee who are interested in potential careers in S.T.E.M. fields. It was exciting to have them spend a few hours in our labs learning from our subject matter experts and seeing how technologies like Mass Spectrometry, Cell Culture, Microfluidization, and Microbiology Environmental Monitoring all play a role in the drug discovery, development and manufacturing process. On a related note, we were also thrilled to be able to donate some recently retired lab equipment to local high schools that will use them as tools for hands-on learning in their S.T.E.M. programs. One last note – we are looking forward to participating in the upcoming Tennessee S.T.E.A.M. Festival this fall, which adds art to the traditional S.T.E.M. focus. Lastly, our CEO, Jenn Adams serves on the Board for Life Science Tennessee on behalf of August Bioservices because we are very focused on contributing toward making Nashville an attractive location for other biotech and pharma companies.

**Anything else you want to share?**

We couldn’t be more excited to be building our company in a growing, vibrant city like Nashville. With its desirable location, high quality of life, welcoming community and outstanding professional environment, we believe Nashville is the perfect choice to call home. In fact, we are so committed to Nashville and Middle Tennessee, we even incorporated the state of Tennessee within our August brand logo. We look forward to a mutually prosperous and happy journey for many years to come.



# CORPORATE SERVICES

The Nashville region has established itself as one of the most desirable headquarters and corporate office locations in America. The top driver of that growth is the region's strong talent pipeline. The Nashville region is home to nearly 120,000 students who attend the region's higher education institutions, with approximately 60 percent choosing to remain in the area to work. Vanderbilt University, Middle Tennessee State University, Fisk University, Tennessee State University, Belmont University, Lipscomb University, and a host of two-year institutions are just a few of the talent suppliers for the area's corporate offices. The Nashville region is also one of the most attractive metropolitan areas in the country for in-migration. Nashville gains an average of 36 net new residents per day, providing the region's employers a continuous supply of available workforce.

Corporate headquarters in the region range from sectors including retail (Dollar General, Tractor Supply Company, Kirkland's, Genesco) to health care (HCA, Community Health Systems, LifePoint, Advanced Correctional Healthcare) to manufacturing (Nissan, Gibson Brands, Mars Petcare, Bridgestone, Hankook Tire, Mitsubishi) and financial services (AllianceBernstein, Pinnacle Financial Partners, Ramsey Solutions, CAT Financial). The continued growth of these corporations in Nashville is driven by the regional talent pool, affordable operating costs, and the ability to recruit key talent to the region. The Nashville region has also earned a reputation as a hotbed for technology, as companies like Lyft, iHeartMedia, NTT Data, Pilot.com, Amazon, Capgemini, Asurion, and KeepTruckin' chose Nashville for significant tech operations. As Nashville continues to thrive, this evolution has become even more evident through the region's creative talent and a wealth of entrepreneurial success.

## LEADING HEADQUARTERS & CORPORATE SERVICES EMPLOYERS

EMPLOYER	LOCAL EMPLOYEES	EMPLOYER	LOCAL EMPLOYEES
Vanderbilt University Medical Center	28,300	Shoney's Inc.	3,000
HCA Healthcare Inc.	10,600	Dollar General Corp.	2,671
Nissan North America	10,500	SmileDirectClub Inc.	2,316
Amazon	10,000	Middle Tennessee State University	2,221
Vanderbilt University	8,822	Ingram Content Group Inc.	2,084
Acension Saint Thomas	8,335	GEODIS	2,045
Community Health Systems Inc.	4,537	Brookdale Senior Living Inc.	1,903
Asurion	4,260	AdvancedHealth	1,870
Bridgestone Americas Inc.	4,110	LifePoint Health	1,858
Cracker Barrel Old Country Store Inc.	3,389	Tractor Supply Co.	1,687
National Healthcare Corp.	3,028		

Source: Book of Lists 2021/2022



"Nashville and Middle Tennessee are continuing to experience tremendous amounts of growth. Passenger numbers at BNA are skyrocketing as more and more businesses are opening operations or relocating their headquarters to Tennessee. The airport embraces these new opportunities to meet the future needs of our growing city, and we remain committed to working with our airline partners to provide a full range of travel options. With 96 non-stop destinations, you can get anywhere quickly when you fly out of BNA. We recognize the vital role that plays in strengthening our economy. Easy access to other cities and countries is not just attractive to visitors, but it's vital to business leaders. We're proud to be the gateway to Music City and continue to connect passengers to the world."

- Doug Kreulen, President and CEO, Nashville International Airport

CORPORATE SERVICES OCCUPATIONS	JOB IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Accountants and Auditors	23,179	\$31.97
Customer Service Representatives	11,626	\$17.45
Sales Representatives of Services	7,332	\$27.98
Receptionists and Information Clerks	7,126	\$28.90
Market Research Analysts and Marketing Specialists	4,792	\$14.42
Financial Specialists, All Other	4,090	\$32.22
Billing and Posting Clerks	3,405	\$18.82
Computer Occupations, All Other	3,255	\$30.08
Executive Secretaries and Executive Administrative Assistants	3,233	\$27.83
Bill and Account Collectors	2,357	\$19.15
Buyers and Purchasing Agents	2,279	\$27.08
Human Resources Managers	1,696	\$45.67
Payroll and Timekeeping Clerks	1,035	\$21.28
Data Entry Keyers	809	\$17.11
Switchboard Operators, Including Answering Service	514	\$14.82

Source: EMSI, BLS, QCEW Q3, 2021

#4 METRO  
FOR ECONOMIC  
STRENGTH 2022  
*POLICOM, 2022*

THE NASHVILLE REGION IS HOME TO 13  
FORTUNE 1000 COMPANIES INCLUDING  
5 FORTUNE 500 HEADQUARTERS  
*Fortune, 2022*

195,611 PEOPLE IN  
THE NASHVILLE MSA  
HAVE A GRADUATE  
OR PROFESSIONAL  
DEGREE  
*American Community Survey 2021 1 Year Estimate.*

NASHVILLE, TENNESSEE, IS THE  
BEST PLACE TO NETWORK WITH  
STARTUP FOUNDERS  
4.14 OUT OF EVERY 1,000  
PEOPLE THERE HAVE THE JOB  
TITLE "CEO "  
*Clever, 2022*

#6 CITY  
FOR JOB  
SEEKERS IN  
2022  
*MoneyGeek, 2022*

2ND ON THE LIST OF TOP  
CITIES WHERE PROFESSIONALS  
ARE RELOCATING  
*Angi, 2022*

2ND HOTTEST  
JOB MARKET  
IN THE  
COUNTRY  
*Wall Street Journal, 2022*



# YOSHI'S COMMITMENT TO MIDDLE TENNESSEE

**Why did you choose to relocate your headquarters to Nashville? Has this location been an important part of your success?**

We relocated Yoshi's HQ from San Francisco to Nashville in 2021. The move was a decision to double down on Nashville as the cornerstone of what we are building at Yoshi. The city has so much to offer, not the least of which is talent. The talent we've hired here in Nashville has been instrumental to our strong growth coming out of the pandemic. We've expanded service to 10 states and have performed more than 1 million vehicles across the country. In fact, earlier this year, Bridgestone (also based in Nashville) announced a strategic investment in Yoshi!

**What has your experience been in hiring talent in the Nashville region? Have you been successful recruiting qualified workers with skills needed? Are there any specific programs or partnerships that make recruiting a workforce easier?**

Terrific! We've been hiring new team members in Nashville for positions across the organization. Our goal is to hire 100 people over the next few years from software engineers to service technicians and everything in between - such as operations, sales, and marketing. These new hires will play a critical role as we expand our preventative maintenance services for fleet operators and our workplace service solutions for large employers. The local universities provide talent pools of well-prepared young professionals, and we've brought in top-caliber talent at all levels. Looking ahead, we plan working even more closely with local community colleges and technical programs for skilled labor positions.

**Have there been any specific programs that have helped your company succeed in the Nashville region?**

Getting involved with local organizations - the chambers of commerce, the Nashville Technology Council, and other business groups - is a tremendous way to become part of the local business community. Everyone has been extremely welcoming and collaborative. There is an overwhelming sense of camaraderie and a spirit of support to help each other succeed. The connections we've made within the community have been huge and helped open doors to new business opportunities. In addition, we've plugged into the career service centers at the local schools and universities. While students are most often familiar

with the big-name companies, these partnerships have helped open their eyes to consider opportunities with a growing company like ours!

**What is Yoshi doing to make the Nashville region a better place to live, work, and play?**

Being active members of the Nashville community is extremely important to our team. It's an aspiration we are passionate to make a part of who we are and our company's DNA. Throughout the year, we regularly give back by participating in community service events with local non-profit organizations, such as the Rescue Mission of Nashville and the Community Resource Center of Nashville. Furthermore, our CEO and Co-Founder Bryan Frist has worked with a number of local schools as they build out their entrepreneurship programs.

**Other comments about doing business in Nashville – quality of life, etc...**

Nashville is growing and it's an exciting time to be building a company in this town! People here are hungry for innovation and proud of all the change that is happening in this city. We've had team members move from San Francisco, New York, and Chicago who are loving everything Nashville has to offer - from sports and music, to parks and restaurants!

# INFORMATION TECHNOLOGY

The Nashville region has become a premier destination for innovation and creativity. A national hub for the creative class, Nashville enjoys the competitive advantages of having a creative culture, a well-educated population, and a thriving technology industry. This strength is seen in the enterprising and entrepreneurial spirit of Nashville, which creates a space for ingenuity and innovation.

The technology sector is the leading edge of the region's growth, with thousands of technology job opportunities in fields from music and entertainment to health care to enterprise software development. From 2015-2020, the number of tech jobs in Middle Tennessee grew by 51% outpacing national tech job growth by 32%. The tech industry has a \$8 billion impact on the Nashville economy. Nashville is stepping up its technology infrastructure to accommodate and encourage future growth, with three Internet service providers offering gigabit Internet speeds. Google Fiber, Comcast and AT&T provide the infrastructure that further establishes Nashville as an advanced tech city that will now be able to better accommodate its population of entrepreneurs and software developers, as well as the growing number of individuals working from their homes.

Nashville's unparalleled creative community of musicians, artists, writers, developers, and designers translates into a tech scene unlike any other in America.

**"THE PROJECTED GROWTH RATE FOR TECH JOBS IN MIDDLE TENNESSEE (2020-2025) IS 12.0%, COMPARED TO 8.0% PROJECTED NATIONAL TECH JOB GROWTH, 10.0% PROJECTED STATEWIDE JOB GROWTH, AND 7.0% PROJECTED GROWTH ACROSS ALL OCCUPATIONS IN MIDDLE TENNESSEE."**

*State of Middle Tennessee Tech 2021, Middle Tennessee State University*

**#8 BEST-PERFORMING CITIES 2021 – BASED ON JOBS, WAGES, AND HIGH-TECH GROWTH**

*Milken Institute, 2021*

## LEADING TECHNOLOGY EMPLOYERS

AllianceBernstein	Education Networks of America (ENA)	Nissan	Vaco
Amazon	emids	Novatech Inc.	VGT
Anthem Inc.	Eventbrite	NTT Data	Vanderbilt University and Medical Center
Asurion	eviCore	Philips	
AT&T Inc	EY	Pilot.com	
Capgemini	HCA Healthcare	Postmates	
Comcast	HealthStream Inc.	RJ Young	
Comdata	Internal Data Resources	Robert Half International	
Change Healthcare	LBMC	STR	
Deloitte	Lifeway Christian Resources	Teksystems	
Dell Technologies	Lyft	Tractor Supply	
Dollar General Corp.	MEDHOST, Inc.	UBS	

Source: State of Middle Tennessee Tech 2021, Middle Tennessee State University; 2021 Book of Lists



# META THRIVES IN MIDDLE TENNESSEE

## Why did you choose to locate your data center in Gallatin?

Even in a competitive environment the Nashville region stood out to us for a number of reasons. When considering sites for our data centers, we look for good infrastructure, a strong pool of talent for construction and ongoing operations and access to renewable energy as we look to support all our data centers with renewable energy on the same electric grid.

We certainly found these conditions when we selected Gallatin. The area’s leaders have been amazing community partners.

## Have there been any specific programs that have helped your company succeed in the Nashville region?

The deep partnerships we’ve developed with the region’s leaders, including the Sumner County schools, businesses, government agencies and nonprofits, have been the most critical part of our success. We are committed to being a good neighbor that plays an active role in the community.

## How is being located in the Nashville region important for Meta’s business?

One of the biggest benefits to locating our data center in the greater Nashville community is the thriving partnership we have with the Tennessee Valley Authority (TVA). We are steadfast in our commitment to sustainable operations and the TVA has been instrumental in us meeting that goal. Our Gallatin Data Center will be supported 100% by renewable energy. We have contracted with the TVA to provide 852 MW of power from 6 solar farms in the area. This in turn has produced more than 2,600 construction jobs and upwards of \$222 million in GDP.

## What is Meta doing to make the Nashville region a better place to live, work, and play?

We strive to be a good partner in our data center communities. Since breaking ground in Gallatin in the fall of 2020, we’ve been fortunate to have opportunities to support Sumner County Schools with grants to improve students’ access to the Internet and to fund advanced robotics competitions that fuel their interest in STEM. We’ve also supported the Educate a Woman program that raises money for scholarships for women to attend Volunteer State Community College. This is just the beginning and we look forward to getting involved to support nonprofits, schools, local businesses and other projects in the community.

## Other comments about doing business in the Nashville region – quality of life, talent, etc...

The Nashville region is a hot spot for tech, business, and culture. It’s a beautiful part of the country, with dedicated and supportive community leaders committed to its long-term vitality.

We’re proud to be part of this community and help contribute to its reputation as a great place to live and work.



“Meta’s Gallatin Data Center values its roots in Sumner County and our connection to the broader Middle Tennessee community. Through the Nashville Chamber and initiatives like Partnership 2030, we have unique opportunities to not only work alongside leaders from our area, but also to expand our relationships across the region. We’re honored to be part of this meaningful organization.”

- Tara Tenorio, Community Development Regional Manager, Meta

INFORMATION TECHNOLOGY OCCUPATIONS	JOB IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Software Developers & Software Quality Assurance Analysts & Testers	8,017	\$45.16
Computer Systems Analysts	5,127	\$38.56
Computer User Support Specialists	4,785	\$22.61
Computer Occupations, All Other	3,441	\$30.56
Network & Computer Systems Administrators	2,131	\$36.08
Computer Network Support Specialists	1,372	\$29.1
Web Developers & Digital Interface Designers	1,413	\$25.46
Computer Network Architects	1,290	\$44.55
Database Administrators & Architects	1,202	\$46.38
Computer Programmers	1,100	\$41.79
Information Security Analysts	1,099	\$38.31
Computer & Information Research Scientists	41	\$50.77

Source: EMSI, BLS, QCEW Quarter 3 2021

NASHVILLE IS A **GOOGLE STARTUPS TECH HUB** IN THE U.S. TO HELP OUR LOCAL NASHVILLE STARTUP COMMUNITY THRIVE.

**#2 IN THE NATION** FOR NET INFLOW OF TECH WORKERS.

LinkedIn, 2021

NASHVILLE NAMED **ONE OF THE TOP CITIES FOR WOMEN IN TECH.**

Smartasset, 2022

**62,000+ TECH JOBS; 15,000 OPEN TECH JOBS** EACH MONTH IN THE NASHVILLE REGION.

Nashville Technology Council, 2022

NASHVILLE DEEMED A **“SIGNIFICANT TALENT HUB”** WITH THE LARGEST RISE IN SHARE OF **COLLEGE-EDUCATED RESIDENTS.**

Heartland of Talent, Richard Florida, 2022

MIDDLE TENNESSEE’S TECH SECTOR HAS A **HIGHER CONCENTRATION OF WOMEN (40.1%)** THAN THE TECH WORKFORCE IN THE **STATE (36.8%)** AND THE **COUNTRY (39%).**

Nashville Technology Council, 2022



# HEALTH CARE MANAGEMENT

Nashville is widely recognized as a national health care industry capital and global health care industry leader. With a reputation for dynamic, innovative health care companies, the Nashville region has a rich tradition of entrepreneurship and strong industry management talent. Nashville has helped shape the nation’s health care landscape for the past four decades and continues to improve the delivery of patient care across the globe. The health care industry contributes an overall benefit of nearly \$67 billion and more than 360,000 jobs.

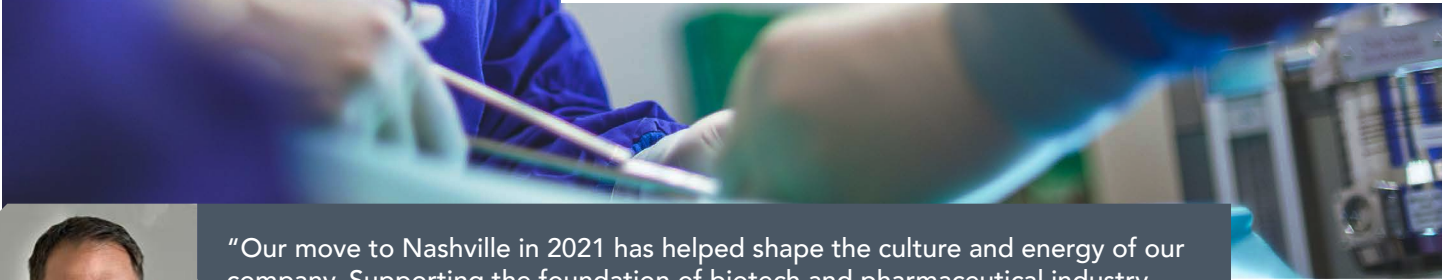
More than 900 health care companies are located in Middle Tennessee, making it the region’s largest and fastest-growing industry. Eighteen publicly traded health care companies are headquartered in the region, with combined worldwide employment of nearly 500,000 and \$95 billion in global revenue. More than half of the privately-owned hospital beds in the U.S. are operated by Nashville-area companies. The region has also developed a network of professional service firms specializing in the health care industry – including legal, accounting, finance, and real estate services.



## LEADING HEALTH CARE EMPLOYERS LOCAL EMPLOYEES

Vanderbilt University Medical Center	28,300
HCA Healthcare Inc.	10,600
Ascension Saint Thomas	8,335
Community Health Systems Inc.	4,537
National HealthCare Corp.	3,028
United Healthcare	2,046
AdvancedHEALTH	1,870
LifePoint Health	1,858
Envision Healthcare Corp.	1,600

Source: Nashville Health Care Council 2020-2021 Annual Report and Book of Lists 2021



“Our move to Nashville in 2021 has helped shape the culture and energy of our company. Supporting the foundation of biotech and pharmaceutical industry growth in Middle Tennessee is exciting and important to Currax. This area of the country is unparalleled in its beauty and hospitality and is an ideal place to build a company and raise a family.”

- George Hampton, Chief Executive Officer, Currax Pharmaceuticals

HEALTH CARE OCCUPATIONS	JOBS IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Registered Nurses	19,609	\$31.91
Home Health and Personal Care Aides	10,336	\$11.47
Licensed Practical and Licensed Vocational Nurses	7,391	\$22.28
Receptionists and Information Clerks	7,525	\$14.27
Medical Assistants	6,070	\$16.69
Medical and Health Services Managers	4,502	\$47.60
Clinical Laboratory Technologists and Technicians	3,998	\$27.19
Healthcare Social Workers	1,954	\$24.07
Surgical Technologists	586	\$23.92
Occupational Health and Safety Specialists	538	\$37.16
Purchasing Managers	542	\$50.46
File Clerks	516	\$16.43
Health Education Specialists	454	\$26.44

Source: EMSI, BLS, QCEW Quarter 3 2021

18 PUBLICLY TRADED HEALTH CARE COMPANIES IN THE NASHVILLE REGION.

MORE THAN 900 HEALTH CARE COMPANIES HAVE OPERATIONS IN NASHVILLE AND WORK ON A MULTISTATE, NATIONAL, OR INTERNATIONAL BASIS.

95 PERCENT OF HEALTH CARE CEOS INDICATE THAT A NASHVILLE HEADQUARTERS LOCATION IS IMPORTANT TO THEIR COMPANY’S POSITIVE PERFORMANCE.

NASHVILLE IS HOME TO NEARLY 400 PROFESSIONAL SERVICE FIRMS THAT PROVIDE EXPERTISE IN THE HEALTH CARE INDUSTRY.

MORE THAN \$1.6 BILLION IN VENTURE CAPITAL WAS INVESTED IN NASHVILLE HEALTH CARE COMPANIES OVER THE PAST 10 YEARS.

Source: Nashville Health Care Council 2020-2021 Annual Report



# MUSIC & ENTERTAINMENT

Home to more than 190 recording studios, 3,000 and counting working musicians, and live music every night of the week, Nashville is Music City. The region’s concentration of musicians and music businesses is the highest in the nation with music industry activity as much as 30 times greater than the national average and more than 10 times greater than New York or Los Angeles and even greater compared to other cities such as Atlanta, Austin, and New Orleans.

Nashville has evolved alongside the music business and has maintained its status as a global center for the entertainment industry. The local music scene has been praised in major publications such as The New York Times, Travel + Leisure, SPIN, and Rolling Stone.

The area has been a magnet for creative talent since the 1930s. Today, that energy is stronger than ever and is drawing not only songwriters and instrumentalists from all genres, but also filmmakers, artists, authors, and digital entrepreneurs. Musicians from all genres call Nashville home, from country music greats like Dolly and Reba to Jack White, Taylor Swift, Sheryl Crow, The Black Keys, and Kings of Leon. Nashville’s incredibly diverse music and entertainment industry continues to expand, making the city a creative core for the region and the country.

## LEADING MUSIC & ENTERTAINMENT EMPLOYERS

ACM	LiveNation
Apple Music	Musicians Hall of Fame & Museum
ASCAP	Ryman Hospitality Properties
Big Machine Records	SESAC
Billboard	Sony Entertainment
BMG/BBR Music Group	Sony Music Publishing
BMI	Third Man Records
CAA	Universal Music Group
Capitol Records	Vector Management
CMT	Viacom
Country Music Hall of Fame & Museum	Warner Music Nashville
Curb Records	William Morris Endeavore (WME)
Gibson Guitar Corporation	

## HEADQUARTED MUSIC & ENTERTAINMENT ASSOCIATIONS

- Americana Music Association
- Academy of Country Music
- Barbershop Harmony Society
- Country Music Association
- Country Radio Broadcasters
- Gospel Music Association
- International Bluegrass Music Association
- National Museum of African American Music
- Nashville Songwriters Association International

Source: EMSI, BLS, QCEW Quarter 3 2021 Source: Nashville Chamber Research Center Music Industry Report, 2020

MUSIC & ENTERTAINMENT OCCUPATIONS	JOB IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Arts, Design, Entertainment, Sports and Media Occupations	29,496	\$23.17
Accountants and Auditors	11,626	\$31.97
Financial Managers	7,908	\$51.22
Musicians and Singers	3,458	\$26.38
Executive Secretaries and Executive Administrative Assistants	3,233	\$27.83
Human Resources Managers	1,696	\$45.67
Graphic Designers	1,722	\$23.32
Public Relations Specialists	1,544	\$33.21
Producers and Directors	1,641	\$26.05
Photographers	1,376	\$19.32
Audio and Video Technicians	1,096	\$21.16
Sound Engineering Technicians	858	\$24.61
Agents and Business Managers of Artists, Performers, and Athletes	613	\$31.80
Broadcast Announcers and Radio Disc Jockeys	424	\$16.07

Source: EMSI, BLS, QCEW Quarter 3 2021

**\$15.6 BILLION TOTAL ANNUAL INDUSTRY IMPACT WITHIN THE NASHVILLE MSA**

2020 Music Industry Report

**\$9.9 BILLION ANNUAL CONTRIBUTION TO THE LOCAL ECONOMY**

2020 Music Industry Report

**43,000+ MUSIC INDUSTRY JOBS IN THE NASHVILLE REGION**

2020 Music Industry Report

**#1 METRO AREA FOR MUSIC RELATED JOB GROWTH**

2020 Music Industry Report



“CMA believes being a part of Music City means being a good neighbor. We launched our headquarters here in 1958 and, while our organization operates globally, we continue to host our events at local venues and invest in the community by working with other local companies. From renowned chefs and luxe hotels to family-friendly activities and a vibrant nightlife, Nashville has it all and more. Since 2010, our CMA Foundation has poured millions of dollars into Metro Nashville Public Schools to empower the next generation of Nashville and ensure every child here has equitable opportunity to participate in high-quality music education.”

- Sarah Trahern, Country Music Association, Chief Executive Officer

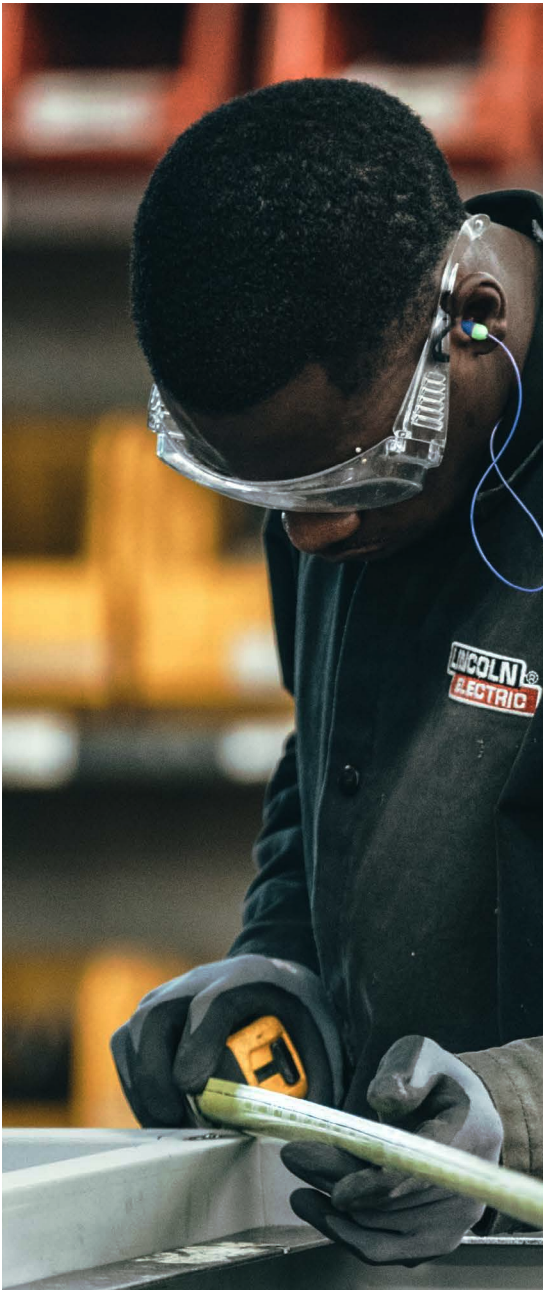


# ADVANCED MANUFACTURING

Over the past two decades, the Nashville region’s premier location, skilled workforce, and innovative mindset have made the region an ideal destination for world-class manufacturers. These advantages allow Nashville’s celebrated manufacturing base to operate more efficiently and at a lower cost than almost anywhere in America.

Access to market is a key for manufacturing operations. With three interstate highways converging in Nashville, a CSX rail hub that connects the region to 20 states, 140 freight carriers, 150 truck terminals, and six air cargo carriers at Nashville International Airport (BNA), from here your products can go anywhere.

As a right-to-work state, Tennessee consistently gives employers an optimal return on investment. Favorable business regulatory and tax climates allow manufacturing firms to focus on high-quality production, while the community and technical college system provides the workforce that helped Nashville earn a national reputation as a top location for advanced manufacturing operations.



LEADING ADVANCED MANUFACTURING EMPLOYERS	LOCAL EMPLOYEES
Nissan North America	10,500
Bridgestone Americas Inc.	4,110
General Motors	3,800
Electrolux Home Products North America	3,400
A.O. Smith Corp.	2,464
Tyson Foods Inc	1,961
Trane Co.	1,640
Schneider Electirc	1,415
Hankook Tire America Corp.	1,200
ABC Technologies	1,000
Adient	1,000
General Mills Inc.	1,000
Mars Petcare US	1,000
Josten’s Printing and Publishing Division	850
YAPP USA Automotive Systems Inc.	800
Vi-Jon	728
Tennsco	685
LG Electronics USA	640
UniPres USA Inc.	560
Nashville Wire Products Manufacturing Co.	525
Mahle Filter Systems North America	457
North American Stamping Group	413
Bridgestone Metalpha	430
Hendrickson Trailer Commerical Vehicle Systems	415
L&W Engineering Plant 5	400

Source: Book of Lists 2021/2022

ADVANCED MANUFACTURING OCCUPATION	JOB IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Construction Laborers	10,117	\$16.60
Painters, Construction and Maintenance	2,512	\$17.09
Operating Engineers and other Construction Equipment Operators	2,435	\$19.15
Industrial Engineers	1,674	\$38.90
Mechanical Engineers	869	\$42.18
Paving, Surfacing, and Tamping Equipment Operators	195	\$17.59
Drafters, All Other	149	\$25.50

Source: EMSI, BLS, QCEW Quarter 3 2021

85,500  
MANUFACTURING  
JOBS IN THE  
NASHVILLE  
REGION

Bureau of Labor Statistics (BLS) State and Area Employment, Hours,  
and Earnings, November 2022

15,793 NEW JOBS  
IN THE NASHVILLE  
REGION’S  
MANUFACTURING  
SECTOR SINCE 2011

EMSI, 2021

#1 BEST CITY  
FOR FIRST-TIME  
HOMEBUYERS

Smartasset, 2021

ONE-THIRD OF ALL  
CAR AND TRUCK  
ASSEMBLY IN THE  
UNITED STATES IS  
WITHIN 250 MILES  
OF NASHVILLE



“For over 22 years, Permobil’s North American head office has been in the heart of Tennessee. This area has the ideal combination of a great quality of life, lower cost of living, and a wonderful place to do business. When we outgrew our original facility, we constructed our current state-of-the art building that we are now expanding by yet another 75,000 sq. ft. This growth in R&D and operations will allow us to further enhance the innovative solutions we provide for our end users. We are proud and excited to continue this investment in our people, facilities, and local community.”

- Chuck Witkowski, President, Permobil Americas



# DISTRIBUTION & TRADE

The Nashville region is centrally located and offers expansive modes of transportation, allowing businesses to reach U.S. and international locations with ease and affordability.

Fifty percent of the U.S. population lives within 650 miles of Nashville, and 24 states are located within that 650-mile radius. Tennessee borders eight states. These location advantages translate to one and two-day truck delivery times to more than 75 percent of all U.S. markets.

Nashville is one of only six U.S. cities with three major intersecting interstate highways. Highway systems in Tennessee are rated among the nation’s best, offering exceptional connections for freight and commuting. Middle Tennessee is within 250 miles of one-third of all car and truck assembly in the United States, offering an ideal location for vehicle shipment. Unmatched access to North American markets delivers bottom-line advantage in freight costs.



**72,000+** DISTRIBUTION  
AND TRADE JOBS IN  
THE NASHVILLE REGION

*EMSI, 2021*



**#2 STATE**  
FOR DOING  
BUSINESS

*Area Development, 2022*

**1-2 DAY TRUCK DELIVERY  
TIMES TO MORE THAN  
75% OF ALL U.S. MARKETS**



DISTRIBUTION & TRADE OCCUPATION	JOBS IN NASHVILLE MSA	MEDIAN HOURLY EARNINGS
Motor Vehicle Operators	37,987	\$20.52
Heavy and Tractor-Trailer Truck Drivers	19,806	\$24.06
Light Truck Drivers	9,621	\$16.96
Transportation Workers, All Other	2,364	\$13.00
Cargo and Freight Agents	476	\$17.69
Transportation Security Screeners	368	\$21.30
Air Traffic Controllers	212	\$55.65
Commercial Pilots	167	\$35.48
Airfield Operations Specialists	119	\$15.56
Tank Car, Truck, and Ship Loaders	113	\$25.49
Conveyor Operators and Tenders	84	\$19.40

Source: EMSI, BLS, QCEW Quarter 3 2021, Chmura 2021

LEADING DISTRIBUTION / TRADE EMPLOYER	LOCAL EMPLOYEES
Nissan North America	10,500
Amazon.com	5,000
Electrolux Home Products	3,400
GEODIS	2,216
CSX Environmental	2,000
Ingram Content Group Inc.	2,084
CEVA Logistics	1,876
GAP Inc.	1,523

Source: Book of Lists 2021/2022



# LIVABILITY

## QUALITY OF LIFE

Living and working in the Nashville MSA has many advantages that appeal to companies and workers considering relocation. Nashvillians enjoy a higher standard of living than workers in other large metros. The region has a relatively low cost of living and high per capita income, resulting in more disposable income for its residents.

Nashville routinely places at the top of national and international livability rankings. The vibrant culture is centered on creativity, music, and entrepreneurship which complements its robust dining scene, popular entertainment venues, and beautiful outdoor spaces.

THE NASHVILLE MSA IS HOME TO MORE THAN **630 ARTS, CULTURE AND HUMANITIES DESTINATIONS**



MONTGOMERY COUNTY RANKS **#4 FOR TALENT ATTRACTION** IN THE US AMONG LARGE METROS  
*Lightcast (EMSD) 2022*

NASHVILLE IS A **TOP 10 CITY** WHERE MILLENNIALS ARE MOVING TO  
*SmartAsset, 2022*

MURFREESBORO **#3 BOOMTOWN** IN US FOR 2022  
*SmartAsset 2022*

THE NASHVILLE REGION IS HOME TO **5 VALLEY SUSTAINABLE COMMUNITIES (TVA)**

ONE OF THE **TOP 20** LARGE METROS FOR **ARTS-VIBRANT COMMUNITIES** OF 2022  
*SMU DataArts, the National Center for Arts Research*



"One of the things I love most about Nashville is that the table is long, and we invite anyone to join. This community in particular loves to welcome new folks and encourages them to get involved. Community engagement is an expectation that Nashville has long maintained for its business leaders. As our community becomes more diverse, we will benefit from our making room for new and different voices."

- Harry Allen, Co-founder and Chief Relationship Officer, Studio Bank

**78,000+** PEOPLE WORK IN THE DOWNTOWN CORE



**180+** ARTS-RELATED NON-PROFITS

**490+** DOWNTOWN RESTAURANTS, BARS AND NIGHTLIFE ENTERTAINMENT OPTIONS

**4,600+** DOGS LIVE DOWNTOWN

**77%** OF DOWNTOWN NASHVILLE'S DINING AND SHOPPING OPERATORS ARE LOCALLY BASED

**15,000+** RESIDENTS LIVE DOWNTOWN

TENNESSEE RANKED AS THE **#6 GROWTH STATE** IN U-HAUL'S ANNUAL INDEX. THE INDEX LOOKS AT ONE-WAY MOVES USING U-HAUL FROM STATE TO STATE.

Source: Nashville Downtown Partnership, 2022; U-Haul, 2022

### MUSEUMS & FESTIVALS

- Adventure Science Center
- African Street Festival
- AMERICANAFEST
- Bonnaroo Music and Arts Festival
- CMA Music Festival
- Cheekwood Estate & Gardens
- Country Music Hall of Fame & Museum
- Frist Art Museum
- Glen Campbell Museum
- Jefferson Street Jazz and Blues Festival
- Johnny Cash Museum
- Lane Motor Museum
- Live on the Green Music Festival
- Madame Tussauds Nashville
- Music City Hot Chicken Festival
- Musicians Hall of Fame and Museum
- Nashville Cherry Blossom Festival
- Nashville Fashion Week
- Nashville Film Festival
- Nashville Oktoberfest
- Nashville Pride
- Nashville Shakespeare Festival
- National Museum of African American Music
- Pilgrimage Music & Cultural Festival
- Tennessee Craft Fair
- Tennessee State Museum
- The Patsy Cline Museum
- The Parthenon



# DIVERSITY

Our diverse, inclusive population creates a culturally competent community. Middle Tennessee is a rich assembly of people with varied backgrounds, experiences, and interests. Nashville understands the importance of diversity, equity, and inclusion. Nashville's population continues to expand in diversity of origin, ancestry, and ethnicity, enhancing the region as a cosmopolitan place to live and work.

**INTERNATIONAL MIGRATION** accounted for **MORE THAN 16 PERCENT OF NASHVILLE'S NET IN-MIGRATION** from 2011 to 2021

More than **120 DIFFERENT LANGUAGES** spoken in Nashville Metro Public Schools

**1 IN 8** Davidson County residents are **FOREIGN-BORN**

The **LARGEST KURDISH COMMUNITY IN THE UNITED STATES** lives in Nashville, approximately **20,000 KURDISH PEOPLE** call Nashville home

Nashville is home to **FOUR HISTORICALLY BLACK COLLEGES AND UNIVERSITIES:** American Baptist College, Fisk University, Meharry Medical College & Tennessee State University

Area colleges are home to **MORE THAN 6,500** international students & scholars

**1,500+ BUSINESSES** owned by **HISPANIC ENTREPRENEURS**

**34%** of downtown Nashville's businesses are **MINORITY OWNED**

**NASHVILLE PRIDE**, a non-profit community education, event & advocacy organization, hosts the annual LGBTQ+ Pride Festival and Parade with an estimated **100,000+ ANNUAL ATTENDEES**

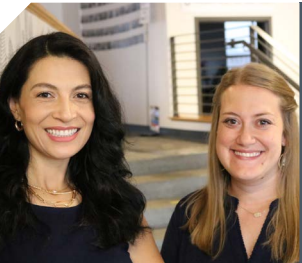
The **OFFICE OF MINORITY AND WOMEN BUSINESS ASSISTANCE** increases government spending with **BLACK, BROWN, AND WOMEN OWNED BUSINESSES** in the Nashville MSA

The **SMALL & DIVERSE BUSINESS FORUM** empowers people to connect with major companies that are committed to working with **SMALL, MINORITY, WOMEN, & SERVICE-DISABLED VETERAN BUSINESSES**

**35** certified **LGBTQ+ BUSINESSES**

Nashville and Middle Tennessee have a wide variety of cultural and social organizations. Some of these include Conexión Américas, Nashville Area Hispanic Chamber of Commerce, Nashville Black Chamber of Commerce, Tennessee American-Chinese Chamber of Commerce, Tennessee Latin American Chamber of Commerce, and the Tennessee Pride Chamber.

Source: US Census Bureau, ACS 2019 5-year estimates; Annual Estimates of the Resident Population: April 1, 2010, to July 1, 2020 (2020 Population Estimates); 2020 Downtown Nashville Employee Survey; Tennessean Report, 2017; Nashville Downtown Partnership; Nashville LGBTQ Chamber; Nashville Black Chamber of Commerce; Nashville Hispanic Chamber of Commerce



"The 2020 Census results prove what we at Conexión Américas experience every day-- Nashville's foreign-born population has grown immensely over the past decade. We all are inspired by Nashville's welcoming spirit, and the vision of a city where diverse small businesses, flavors, colors, and backgrounds come together to form the backbone of this vibrant community"

- Martha Silva & Tara Lentz, Conexión Américas



**MORE THAN 120** LIVE  
PERFORMANCE VENUES

**56** GOLF  
COURSES

**30,000** ACRES  
OF INLAND LAKE

**200+**  
PUBLIC  
PARKS

**LIVE MUSIC** EVERY  
DAY OF THE WEEK

**80** MILES OF  
PAVED TRAILS

*Source: Trust for Public Land*

## NASHVILLE IS HOME TO 4 PROFESSIONAL SPORTS TEAMS



**NASHVILLE  
PREDATORS**  
*National Hockey League*



**NASHVILLE  
SOUNDS**  
*Minor League Baseball*



**TENNESSEE  
TITANS**  
*National Football League*



**NASHVILLE  
SC**  
*Major League Soccer*

THE **NASHVILLE SOUNDS** WERE NAMED MINOR LEAGUE  
BASEBALL'S **ORGANIZATION OF THE YEAR**  
*MiLB, 2022*

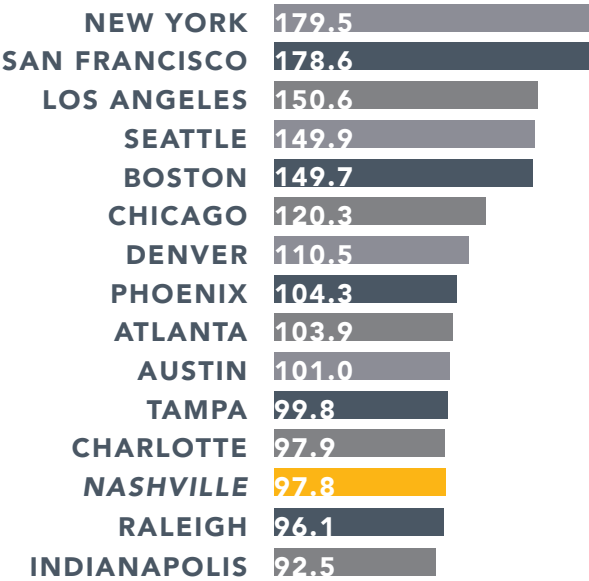
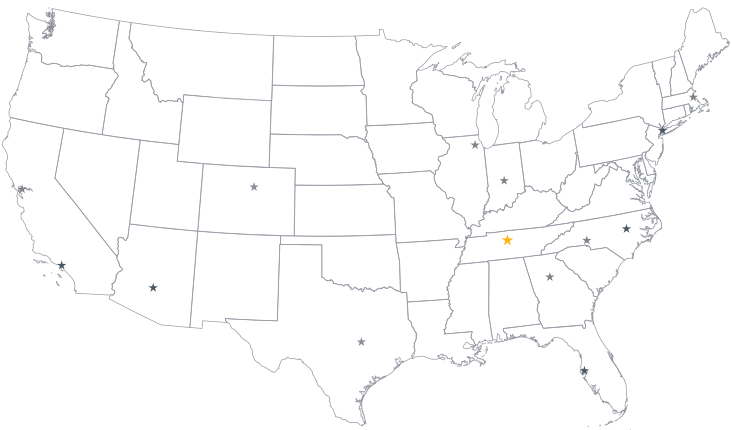
**BRIDGESTONE ARENA** NAMED **ARENA OF THE YEAR** BY THE  
INTERNATIONAL ENTERTAINMENT BUYERS ASSOCIATION  
*IEBA, 2022*

## MUSIC, ARTS & ENTERTAINMENT

- Ascend Amphitheater
- Bridgestone Arena
- Brooklyn Bowl Nashville
- City Winery
- FirstBank Amphitheater
- General Jackson Showboat
- Grand Ole Opry
- Marathon Music Works
- Nashville Ballet
- Nashville Children's Theatre
- Nashville Municipal Auditorium
- Nashville Opera
- Nashville Repertory Theatre
- Nashville Zoo at Grassmere
- Nissan Stadium
- Ryman Auditorium
- Schermerhorn Symphony Center
- Tennessee Performing Arts Center
- The Basement
- The Basement East
- The Bluebird Cafe
- The Station Inn

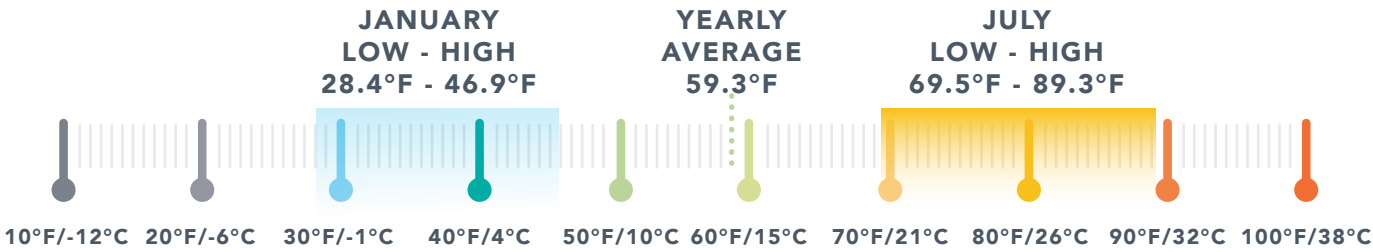


2022 ANNUAL COST OF LIVING



Source: C2ER Cost of Living, 2022 Annual Averages

CLIMATE & SETTING



DAYS OF SUNSHINE PER YEAR



ELEVATION

TENNESSEE  
6,643 FT.

NASHVILLE  
1,163 FT.

AVERAGE RELATIVE HUMIDITY



AVERAGE ANNUAL RAINFALL

NASHVILLE: 51.38 INCHES  
TENNESSEE: 65.73 INCHES  
UNITED STATES: 30.36 INCHES



TIME ZONE



Source: : NOAA, Comparative Climate Data, 2018, (city of Nashville); NOAA National Centers for Environmental information, Climate at a Glance: City Time Series. 2020 Annual Average; United States Geological Survey, Open-File Reports

PARTNERSHIP 2030  
INVESTOR COMPANIES

PLATINUM INVESTORS

- |                          |  |                                      |
|--------------------------|--|--------------------------------------|
| Ascension Saint Thomas   | LKQ Corporation  | Regions Bank                         |
| Community Health Systems | Metropolitan Government of Nashville & Davidson County | Tennessee Valley Authority           |
| First Horizon Foundation | Metropolitan Nashville Airport Authority               | Tractor Supply Company               |
| HCA Healthcare           | Nashville Electric Service                             | Truist Bank                          |
| Ingram Industries, Inc.  | Pinnacle Financial Partners                            | Vanderbilt University                |
| Lawrence Gateway         | PNC Bank   | Vanderbilt University Medical Center |
| LifePoint Health         |  |                                      |

GOLD INVESTORS

- |  |   |   |
|--|---|---|
| AllianceBernstein                          | Delta Dental of Tennessee                   | Nashville Predators                                 |
| Amazon                                     | Envision Healthcare                         | Nashville Yards                                     |
| Ardent Health Services                     | ESa   | Nissan North America                                |
| Asurion                                    | EY  | Office Resources, Inc. (ORI)                        |
| Baker Donelson                             | Fifth Third Bank                            | Piedmont Natural Gas                                |
| Bank of America                            | FirstBank                                   | Polisnelli PC                                       |
| Barge Design Solutions, Inc.               | FORVIS                                      | PwC   |
| Bass, Berry & Sims PLC                     | Frost Brown Todd, LLC                       | Ryman Hospitality Properties                        |
| Boston Consulting Group (BCG)              | Gaylord Opryland Resort & Convention Center | Tennessean   LOCALiQ                                |
| Belmont University                         | Genesco, Inc.                               | Tennessee Titans                                    |
| Bradley                                    | GEODIS                                      | The Memorial Foundation, Inc.                       |
| Brookdale Senior Living, Inc.              | Gresham Smith                               | UBS   |
| Butler   Snow                              | HNTB Corporation                            | U.S. Smokeless Tobacco Co., LLC (an Altria Company) |
| Caterpillar Financial Services Corporation | KPMG LLP                                    | Waller  |
| CoreCivic                                  | LBMC & Affiliates                           | Zycron, A Brand of BG Staffing, Inc.                |
| Country Music Association, Inc.            | Louisiana-Pacific Corporation               |   |
| Cushman & Wakefield                        | Mars Petcare U.S.                           |   |
| Deloitte LLP                               | Nashville Business Journal                  |   |

SILVER INVESTORS

- |  |                                      |   |
|--|--------------------------------------|---|
| Accenture                              | DET Distributing Company             | Stites & Harbison, PLLC                   |
| Atiba                                  | DPR Construction                     | The Memorial Foundation, Inc.             |
| Avison Young - Tennessee, Inc.         | Google Fiber                         | Truxton Trust                             |
| Batch                                  | Graham Healthcare Capital            | Turner Construction Company               |
| Bell and Associates Construction, L.P. | Highwoods Properties                 | TVV Capital                               |
| BluWave                                | JPMorgan Chase & Co.                 | U.S. Bank N.A.                            |
| Brasfield & Gorrie, LLC                | Lee Company                          | Vaco                                      |
| CapStar Bank                           | Lipscomb University                  | Vanderbilt University Executive Education |
| Cheekwood Estate & Gardens             | Meta                                 | Wells Fargo                               |
| Comcast Cable Communications, Inc.     | Rogers Group, Inc.                   | Wilson Bank & Trust                       |
| Corsair Artisan Distillery             | Sherrard Roe Voigt and Harbison, PLC |   |
| Dell Nashville                         | SpecialtyCare                        |   |



BRONZE INVESTORS

A. Marshall Hospitality  
Ajax Turner Company  
Albany Road Real Estate Partners  
Alfred Williams & Co.  
American Airlines  
American Constructors, Inc.  
Anecdote Architecture and Design  
Ankura Consulting Group  
Armstrong Relocation  
Ascend Federal Credit Union  
Austin Peay State University  
Bank of Tennessee  
BDO USA, LLP  
Berkshire Hathaway Home  
    Services Woodmont Realty  
Bernhard  
Big Visual Group  
BlueCross BlueShield of Tennessee, Inc.  
Boyle Nashville, LLC  
Bridgestone Americas, Inc.  
Brookfield Properties  
Building Ideas | Marcelle Guilbeau Interior Design  
Carter Group, LLC  
C.B. Ragland Company  
CBI | Workplace Solutions  
CBRE  
Centric Architecture  
Charles Hawkins Co.  
Cheatham County Joint Economic  
    & Community Development Board  
City of Gallatin Economic Development Agency  
City of Goodlettsville, ECD  
City of Hendersonville  
Civil Site Design Group, PLLC  
Civitas Agency  
CLA  
Clarksville-Montgomery County  
    Economic Development Council  
Clearbrook Holdings Corp.  
CMT  
Coldwell Banker Barnes  
Colliers Nashville  
Compass RE  
Concept Technology, Inc.  
Conexión Américas  
Crain Construction  
Crosslin  
Currax Pharmaceuticals  
Dickson County Economic Development Alliance  
DVL Seigenthaler/FINN Partners  
Eakin Partners, LLC  
Elliott Davis  
Elmington Capital Group

emids  
Enterprise Holdings  
Envision Healthcare/AMSURG  
Facility Planners  
Forward Sumner Economic Partnership  
Fourth Capital  
Fridrich & Clark Realty, LLC  
Gallagher  
GHP, Inc.  
Giarratana Management  
Goodwyn Mills Cawood  
Greater Nashville REALTORS  
Greater Nashville Regional Council  
Green & Little, LP  
Gullett Sanford Robinson & Martin, PLLC  
Hall Strategies  
Hancock Whitney  
HASTINGS  
Hire Dynamics  
HSBC Bank US  
IDR  
Jack B. Turner and Associates  
Jackson National Life Insurance  
JE Dunn  
JetRight  
JLL  
Joint Economic & Community Development  
    Board of Wilson County  
Journal Communications, Inc.  
KraftCPAs, PLLC  
Lifeway Christian Resources  
Lose Design  
Mortenson Company  
Maury County Chamber & Economic Alliance  
Mayer Electric Supply  
Messer Construction  
Middle Tennessee State University  
Middle Tennessee State University,  
    Jones College of Business  
MILES Auto Spa + Express Car Washes  
Mitsui & Co. (U.S.A.), Inc.  
MP&F Strategic Communications  
Nashville Soccer Club  
Nashville State Community College  
Nelson Mullins Riley & Scarborough LLP  
NTT DATA  
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.  
Parking Management Company  
Pathway Lending  
Philips North America  
Phillip Morris International  
Pillars Development, LLC  
Pinnacle Construction Partners, LLC

Quanta Manufacturing Nashville  
RaganSmith  
Randstad USA  
R.C. Mathews Contractor  
RE/MAX Homes And Estates: Lipman Group  
Renaissance Nashville Hotel  
Robertson County Economic Development Board  
Rutherford County Chamber of Commerce  
Second Harvest Food Bank of Middle Tennessee  
Simmons Bank  
Skanska USA Building, Inc.  
Smart USA Co.  
Smith Seckman Reid, Inc.  
Soles4Souls  
Southeast Venture, LLC  
Southwest Airlines  
SpringHill Suites/Residence Inn/AC Hotel  
    by Marriott Nashville Downtown  
SSOE Group  
Staffing as a Mission, LLC  
Stansell Electric Company  
STG Design  
Studio Bank  
Synergy Business Environments  
Synovus Bank  
T. W. Frierson Contractor, Inc.  
Tennessee Pride Chamber  
Tennessee State University  
Terracon  
The Ashton Real Estate Group of  
    RE/MAX Advantage  
The Bohan Agency  
The Buntin Group  
The Frist Foundation  
The Mathews Company  
The Wilson Group Real Estate Services  
TMPartners, PLLC  
TriStar Health  
TTL, Inc.  
United Way of Greater Nashville  
Urban League of Middle Tennessee  
Verizon  
Walmart Stores, Inc.  
Western Express  
Williamson, Inc.  
Wood Personnel Services, Inc.  
YMCA of Middle Tennessee  
Zeitlin Sotheby's International Realty

CONTACT US

The Nashville Area Chamber of Commerce’s top-ranked economic development team is dedicated to assisting you with your business relocation or expansion across the 10-county Nashville region. We serve as a single point of contact to make your transition into the Nashville region as smooth as possible. Our services include:

- Providing regional research and data
- Assisting with comprehensive real estate searches
- Coordinating with all regional economic development partners including the State of Tennessee, Tennessee Valley Authority, and local entities
- Facilitating company and site consultant visits to the region
- Creating customized talent recruitment plans
- Assisting with employee and family relocation process

For more information or assistance with your site selection process, please contact Jeff Hite at 615-207-2584 or [jhite@nashvillechamber.com](mailto:jhite@nashvillechamber.com).





**NASHVILLE  
AREA  
CHAMBER  
OF COMMERCE**

**NASHVILLECHAMBER.COM**

JAN 2023