

ECONOMIC RECOVERY

2021 STRATEGIC PLAN

DECATUR COUNTY
TENNESSEE



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Introduction

Southwest Tennessee Development District (SWTDD) is the designated Economic Development District for eight counties throughout Southwest Tennessee: Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy.

These eight counties contain 35 incorporated municipalities and have a combined 2020 population of approximately 250,000. The region is characterized by low household incomes, high prevalence of health issues, and a lack of local economic development professionals to plan and implement strategies to grow and improve the local economy.

SWTDD sought a CARES Act Supplemental EDA Award to provide the following scope of services:

1. Develop an Economic Recovery Plan by working with local elected officials in each county as well as leaders from private sector business, education and workforce development, non-profits, public safety, and health care.
2. Deploy a disaster recovery coordinator to work with communities for a one-year period to assist local officials in navigating and coordinating grants and aid available for pandemic recovery.
3. Deliver technical assistance to any sector with specific needs related to the Economic Recovery Plan
4. Engage specific expertise to design the planning process and develop the Economic Recovery Plan.

This document contains the Economic Recovery Plan for Decatur County, Tennessee, which was developed in accordance with the CARES Act award.



Strategic Planning Process

The process for developing the Economic Recovery Plan centered on strategic planning sessions held in each of the eight SWTDD counties. SWTDD engaged Younger Associates, an economic development research and communications firm with offices in Jackson and Memphis, TN, to establish a planning framework, conduct preliminary research, create materials and presentations, and facilitate the planning sessions.

Younger Associates developed a preliminary planning strategy that was implemented during in-person and video conference meetings held with city and county mayors in each county.

These meetings were used to communicate the objectives of the Economic Recovery Plan and to determine the best methods for engaging representatives from a cross-section of the local economy in the planning process.

Procedures for holding the planning sessions were carefully considered to adhere to COVID-19 protocols while still allowing for robust discussion and input from planning participants. A hybrid planning session format was developed that allowed for some planning participants to meet in-person and others to participate simultaneously via video conference.

A series of meetings and video conferences were then held with the mayors and their representatives to determine the following:

- » Meeting dates and times that allowed for broad participation.
- » Meeting venues that allowed for social distancing for the number of expected in-person participants.
- » Internet access and technical set-up to allow highly interactive video conferencing.
- » Rosters of groups, organizations, and officials to be invited to participate in the planning session.
- » Developing contact information for participants and a schedule of informative communications to prepare potential plan participants for the session.

Following these meetings, SWTDD staff closely coordinated with the mayors to handle logistics for the planning session, invite participants, and encourage participation. The staff provided a series of emails and calls to remind participants to schedule and attend the session. Among those emails was a link to complete an online survey to prepare for the planning session.

During the day-long planning session, the participants were led through the following agenda:

- » An open discussion to capture initial impressions of needs the county must address for economic recovery.



- » A presentation of demographic and economic data to help create a common basis for data-driven discussions.
- » A review of the results of the online survey.
- » A brief review of existing strategic plans within the county.
- » An analysis of strengths, weaknesses, opportunities and threats factoring into economic recovery.
- » An exercise to prioritize the issues and needs identified during the planning session.

The session was held on February 2, 2021 at City Municipal Building in Parsons, TN. There were 18 participants in the planning session. Among the business and organizations represented in the session were:

- » AHC Decatur County
- » AHC Westwood
- » Decatur County Bank
- » Decatur County Chamber of Commerce
- » Decatur County Commissioners
- » Decatur County Emergency Management
- » Decatur County Mayor
- » Parsons Utilities
- » Small Businesses
- » Tennessee College of Applied Technology- Crump
- » Tennessee Department of Economic & Community Development
- » Tennessee State Representative
- » Tennessee State Senator

Based on all the information gathered from the strategic planning session, Younger Associates developed this report to document the Economic Recovery Plan. An individual report was prepared for each county; a regional report was also prepared to summarize the county plans, outline issues and needs that are present region-wide, and identify where regional initiatives may be needed to accomplish local objectives.

For high-ranking priorities, particularly those that impact most of the eight-county SWTDD region, SWTDD staff assigned to the Economic Recovery Plan implementation phase have undertaken further data collection and study. As soon as the strategic planning sessions were completed, SWTDD staff began making follow-up contacts and monitoring key programs related to those priority items.

Fresh Materials

INITIAL INSIGHTS REGARDING LOCAL NEEDS

In the invitation to the strategic planning session, potential participants were asked two questions to help them prepare for the session:

1. What does your business or organization need to move beyond the pandemic and into a period of growth?
2. As a community leader, what do you see that needs to be done to position the county for recovery and economic growth?

These questions were designed to elicit input that is based on personal experience and observations. In asking about the individual's business or organization the intent was to make it easy for the participant to identify specific, immediate needs. The second question was to broaden the observations to the community level, but again based on personal experience and observations.

These two questions were then asked at the outset of the planning session. The purpose of this portion of the planning session was to capture the concerns and ideas that were brought into the meeting before the participants were influenced by any presentations or discussions.

Participants in the strategic planning session listed these initial ideas related to business and organizational needs.

1. High-speed Internet Access
 - » Lack of broadband internet service and stable access is a deterrent to education, health care/telehealth and small businesses.
 - » Stable access must also be affordable.
 - » Lack of access limits delivery of higher education programs.
 - » Local library has been closed during pandemic, further limiting access to internet.
 - » People have not been able to conduct basic business activities such as banking.
2. Recovery from the COVID Pandemic
 - » Build community trust and willingness for people to return to public activities such as going to the workplace or participating in community events such as local theatre.
 - » Provide a central trusted point of communications.
 - » Encourage safety measures and vaccines.
 - » Address stress-related issues people have experienced during the pandemic.



3. Build upon community collaboration, volunteerism and self-reliance
4. Launch the new Tennessee College of Applied Technology (TCAT) Transportation Education Center
 - » Remodeling of building to house programs is almost finished.
 - » Initially three programs related to the transportation industry will be offered.
 - » Need to create awareness of new programs.
 - » Need to recruit students.
5. Capitalize on tourism opportunities
 - » Tennessee River visitors, boaters
 - » Seasonal tourists
 - » People who have second homes along the river
6. Lack of fundraising opportunities – attain a full-time grant writer to help bring in the funds
7. Recover from recent natural disasters and repair storm damage
 - » In February of 2019 the Tennessee River flooded, reaching the highest water level in history.
 - » In October of 2019, a major wind event left widespread damage across the center of the county, including downtown Decaturville.
 - » May 2020 saw tornadoes and wind damage.
 - » The coronavirus pandemic has had widespread effects across the county.
8. Replace funds for non-profits that were lost due to limited fundraising capacity during the pandemic
9. Housing for post-secondary students, apartments
10. Comprehensive marketing plan for all aspects of the community
 - » Tourism/visitors
 - » Retail/small business
 - » Retirees
11. Continued development of parks and recreation resources
12. Supporting and expanding small businesses
13. Supporting all healthcare operations – local clinics, nursing homes, etc.

SURVEY RESULTS

A survey was developed and administered in order to gather background information and current public perspectives on the quality of the living environment in the county. The survey was not intended to be a statistically valid tool for decision making. Instead, the survey was designed to initiate an evaluation process that could be continued in more detail during the strategic planning session.

The following survey instrument was circulated to everyone who was contacted to participate in the strategic planning session. There were 17 Decatur County participants in the survey and 194 total participants from the SWTDD region. A survey link was provided via email that allowed each recipient to complete the survey online prior to the day of the strategic planning session.

Results were tabulated for the county, and for the entire eight-county region. The results were reviewed during the planning session.

INFRASTRUCTURE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Access to high-speed internet in your city/county?	17.6%	23.5%	52.9%	5.9%	0.0%	2.47	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	5.9%	64.7%	29.4%	0.0%	3.24	3.27
Access to clean drinking water in your city/county?	0.0%	5.9%	23.5%	23.5%	47.1%	4.12	4.48
Condition of roads and highways in your city/county?	0.0%	11.8%	35.3%	47.1%	5.9%	3.47	3.35
Solid waste disposal in your city/county?	0.0%	23.5%	41.2%	23.5%	11.8%	3.24	3.74

HEALTH & WELLNESS

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Access to grocery stores and fresh food in your city/county?	0.0%	5.9%	11.8%	52.9%	29.4%	4.06	3.97
Primary care facilities in your city/county?	0.0%	17.6%	58.8%	23.5%	0.0%	3.06	3.45
Emergency response capabilities in your city/county?	5.9%	23.5%	29.4%	35.3%	5.9%	3.12	3.55
Access to gyms & wellness facilities in your city/county?	5.9%	17.6%	29.4%	35.3%	11.8%	3.29	3.52
Regional cooperation of healthcare?	0.0%	17.6%	41.2%	41.2%	0.0%	3.24	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	0.0%	52.9%	35.3%	5.9%	5.9%	2.65	2.62
Accessibility to drug addiction treatment programs in West TN?	5.9%	41.2%	17.6%	35.3%	0.0%	2.82	2.94

BUSINESS ENVIRONMENT

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Working relationship among city/county elected officials in your city/county?	0.0%	5.9%	47.1%	41.2%	5.9%	3.47	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	0.0%	5.9%	35.3%	52.9%	5.9%	3.59	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	0.0%	5.9%	29.4%	47.1%	17.6%	3.76	3.35
Local efforts to develop and attract visitors to your city/county?	0.0%	11.8%	58.8%	23.5%	5.9%	3.24	3.32

*EDO = ECONOMIC DEVELOPMENT ORGANIZATION

EDUCATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Quality of K-8 schools in your city/county?	5.9%	0.0%	17.6%	52.9%	23.5%	3.88	3.77
Quality of high schools in your city/county?	5.9%	5.9%	23.5%	52.9%	11.8%	3.59	3.71
The number of students who graduate with employable skills in your city/county?	5.9%	0.0%	52.9%	35.3%	5.9%	3.35	3.31
The quality of TCAT* in the region?	0.0%	6.3%	12.5%	50.0%	31.3%	4.06	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	0.0%	0.0%	23.5%	58.8%	17.6%	3.94	3.45

*TCAT = TENNESSEE COLLEGE OF APPLIED TECHNOLOGY

QUALITY OF LIFE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
The availability of affordable housing in your city/county?	0.0%	35.3%	52.9%	11.8%	0.0%	2.76	3.06
The safety from crime in your city/county?	0.0%	5.9%	35.3%	58.8%	0.0%	3.53	3.68
The selection of retail stores in your city/county?	0.0%	11.8%	64.7%	23.5%	0.0%	3.12	3.01
The quality of public parks & recreation facilities in your city/county?	0.0%	11.8%	41.2%	41.2%	5.9%	3.41	3.70
The attractiveness of your city/county to potential newcomers?	0.0%	6.3%	62.5%	18.8%	12.5%	3.38	3.38

COLLABORATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Volunteer participation & community involvement in your city/county?	0.0%	11.8%	23.5%	52.9%	11.8%	3.65	3.49
Regional cooperation within West Tennessee?	0.0%	25.0%	37.5%	31.3%	6.3%	3.19	3.40

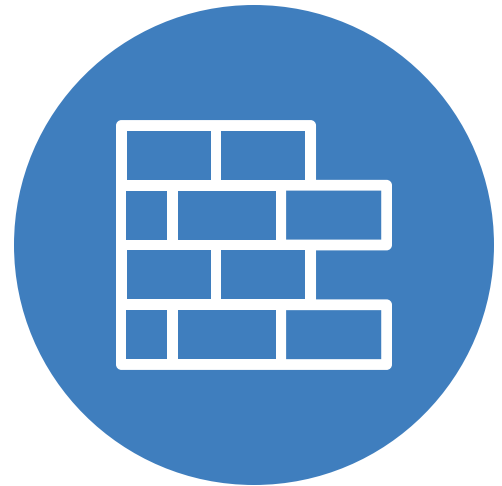
COVID-19 RESPONSE

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
The FEDERAL government's response to controlling the spread of the COVID-19 virus?	11.8%	17.6%	47.1%	23.5%	0.0%	2.82	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	5.9%	29.4%	47.1%	11.8%	5.9%	2.82	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	0.0%	23.5%	52.9%	17.6%	5.9%	3.06	3.24
The FEDERAL economic assistance response?	0.0%	17.6%	58.8%	23.5%	0.0%	3.06	3.17
The STATE economic assistance response?	0.0%	23.5%	52.9%	23.5%	0.0%	3.00	3.06
The LOCAL economic assistance response?	0.0%	41.2%	41.2%	17.6%	0.0%	2.76	2.93

Foundation

DEMOGRAPHICS & STATISTICAL OVERVIEW

A general statistical overview of the county was compiled to establish a common understanding of the economic structure of the county as a basis for planning. Key findings from this data were presented to the participants of the strategic planning session and are included below. Additional and more detailed data is included in the supporting materials section of this report.



POPULATION

The current Decatur County population estimate of 11,641 is approximately 1% lower than the 2010 census count. Population growth was stagnant in the county from 2000-2010, while the SWTDD region grew modestly, and Tennessee grew at 11.5%, faster than the national growth rate. Projected population growth for Decatur County for the next five years is approximately 1%, essentially reversing the decline of the past five years.

The average age of the population in Decatur County is significantly higher than the SWTDD region, the state, or the United States.

Decatur County has a much lower percentage of minority populations than the state or national averages. These population segments have been driving population growth in other parts of the U.S.

	Decatur County	SWTDD Region	Tennessee	United States
POPULATION				
2000 Census	11,732	242,765	5,689,277	281,421,942
2010 Census	11,757	253,092	6,346,105	308,745,538
2021 Estimate	11,641	248,153	6,911,029	330,946,040
2026 Projection	11,767	250,153	7,175,823	340,574,349
POPULATION				
2000-2010 Growth	0.21	4.25	11.54	9.71
2010-2021 Growth	-0.99	-1.95	8.90	7.19
2021-2026 Growth	1.08	0.87	3.83	2.91
POPULATION				
Average Age	44.20	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

HOUSEHOLDS & INCOME

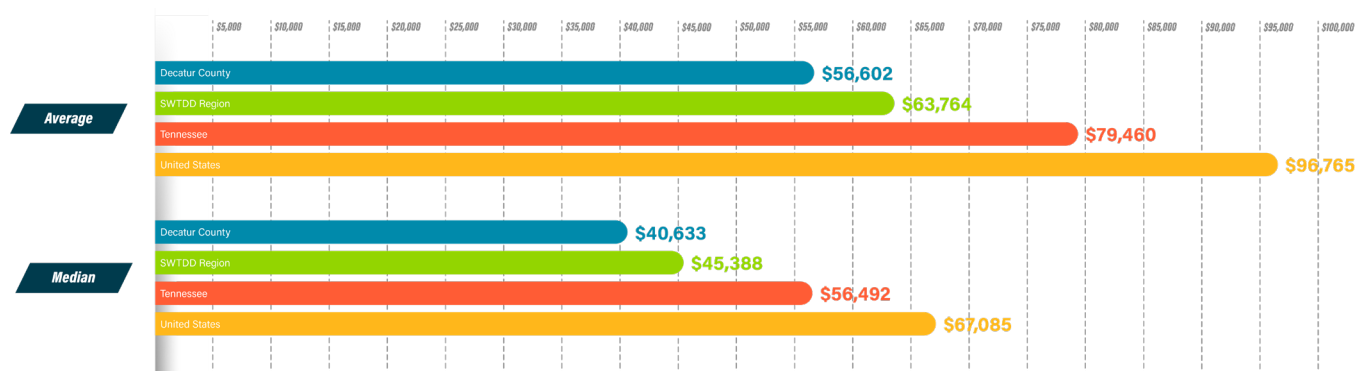
The average home value in the county is lower than the SWTDD region, state and national averages, but it is not the lowest in the SWTDD region. Almost 71.4% of households do not have anyone under the age of 18, which correlates with the high average age of the population and is a factor in population decline, and carries implications of its impact on the local workforce in the future.

	Decatur County	SWTDD Region	Tennessee	United States
HOUSEHOLDS				
Average Household Size	2.34	2.46	2.49	2.57
Households with People Under 18	28.61%	32.80%	32.82%	33.58%
Households with NO People Under 18	71.39%	67.20%	67.18%	66.42%
HOUSING				
Owner-Occupied Housing Units	77.91%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	22.09%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	19.50	18.89	16.20	16.50
Renter Average Length of Residence (in years)	7.80	7.36	6.40	6.70
Median Owner-Occupied Housing Value	\$108,694	\$127,993	\$197,644	\$250,250
Median Year Structure Built	1982	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

The per household income in Decatur County is similar to the SWTDD region and below the state and U.S. averages. The entire SWTDD region has historically experienced household incomes below the state and national average income and mean income.

Household Income



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

LABOR FORCE PARTICIPATION

Approximately 47.7% of the working age population in Decatur County is not in the labor force. The full range and impact of factors that contribute to the low labor force participation rate are not known, but the rate is low throughout the SWTDD region.

	Decatur County	SWTDD Region	Tennessee	United States
LABOR FORCE INFORMATION				
Working Age Population	58.95%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	29.00	25.04	28.00	29.00
HOUSING				
In Armed Forces	0.16%	0.05%	0.32%	0.39%
Civilian — Employed	47.63%	50.14%	57.63%	59.64%
Civilian — Unemployed	4.54%	4.16%	3.29%	3.22%
Not in Labor Force	47.67%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

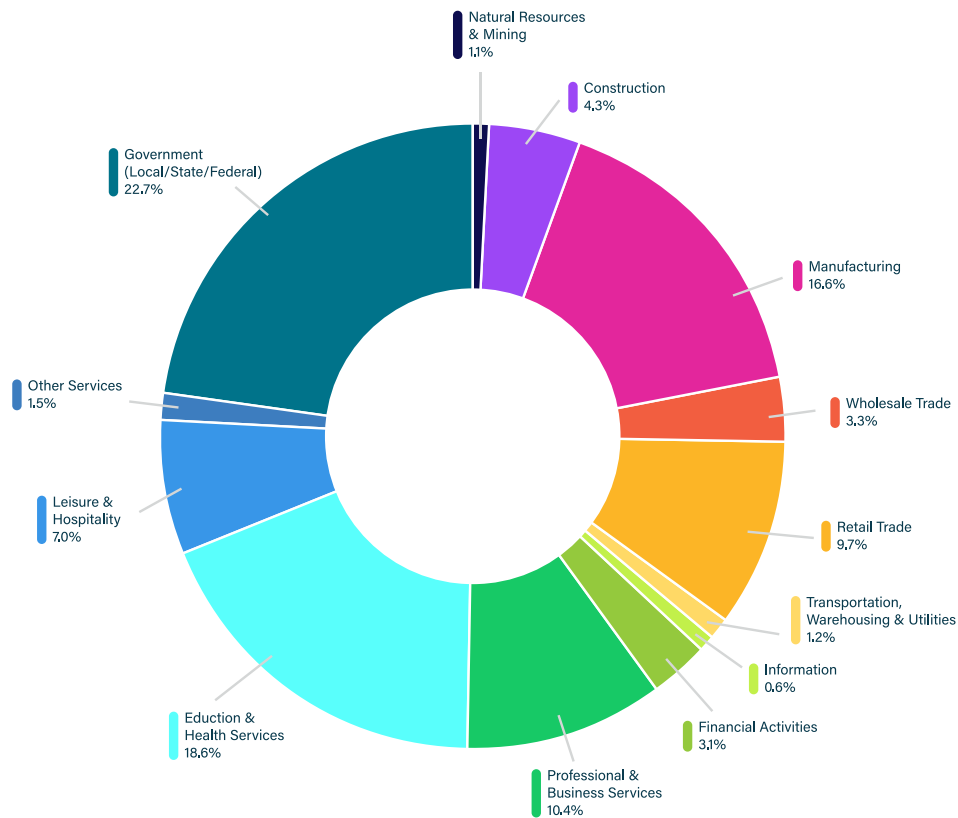
LABOR FORCE DISTRIBUTION

The economy in Decatur County is not as diverse as the Tennessee economy as a whole. Like many rural areas in the Southern U.S., the Decatur County economy has a large percentage of jobs concentrated in manufacturing. Decatur County has the largest concentration of jobs in the government sector. This is common in counties with a smaller population.

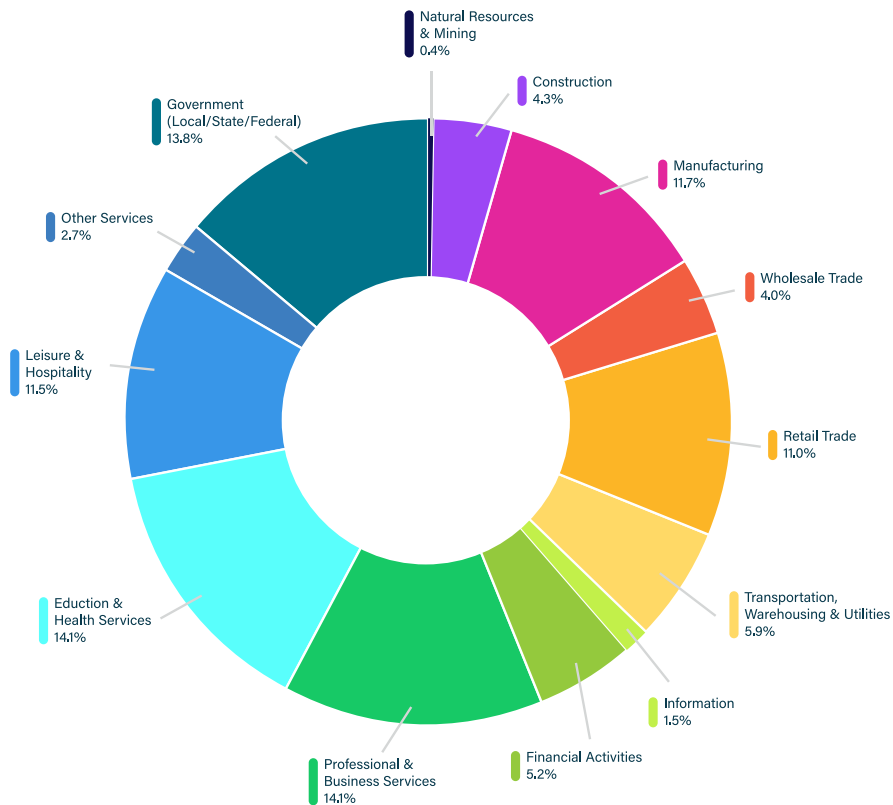
Labor Force Info	DECATUR COUNTY		SWTDD REGION		TENNESSEE	
	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	1.1%	\$57,446	0.7%	\$36,741	0.4%	\$46,860
Construction	4.3%	\$46,882	4.0%	\$55,197	4.3%	\$58,737
Manufacturing	16.6%	\$44,738	18.7%	\$55,340	11.7%	\$60,309
Wholesale Trade	3.3%	\$56,279	3.1%	\$56,349	4.0%	\$74,221
Retail Trade	9.7%	\$23,155	11.7%	\$28,640	11.0%	\$32,029
Transportation/ Warehousing/ Utilities	1.2%	\$39,239	3.2%	\$50,589	5.9%	\$56,358
Information	0.6%	\$46,530	0.7%	\$44,884	1.5%	\$75,545
Financial Activities	3.1%	\$49,159	3.2%	\$56,825	5.2%	\$77,854
Professional & Business Services	10.4%	\$50,146	8.1%	\$35,143	14.1%	\$63,000
Education & Health Services	18.6%	\$40,416	14.4%	\$42,361	14.1%	\$53,179
Leisure & Hospitality	7.0%	\$13,595	8.9%	\$15,885	11.5%	\$23,879
Other Services	1.5%	\$41,832	1.7%	\$31,508	2.7%	\$36,224
Government (Local/ State/Federal)	22.7%	\$29,244	21.5%	\$43,075	13.8%	\$50,080
Total	100.0%	\$37,351	100.0%	\$41,851	100.0%	\$51,690

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

DECATUR COUNTY DISTRIBUTION OF LABOR



TENNESSEE DISTRIBUTION OF LABOR



SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

RETAIL GAP ANALYSIS

There is some unmet local retail demand in Decatur County. In most categories, the unmet demand is not large enough to attract a large national chain retailer. This opens the opportunity for smaller, locally owned businesses to fill that gap. A more detailed retail gap analysis is provided in the Resource Materials section of this report.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	\$173,146,518	\$105,204,687	\$67,941,830
Motor vehicle & parts dealers	\$36,153,318	\$15,764,875	\$20,388,443
Furniture & home furnishings stores	\$2,318,461	\$2,105,565	\$212,895
Electronics & appliance stores	\$2,138,861	\$0	\$2,138,861
Building material & garden equipment & supplies dealers	\$11,224,463	\$20,033,215	-\$8,808,752
Food & beverage stores	\$23,330,609	\$16,684,121	\$6,646,488
Health & personal care stores	\$10,975,225	\$11,689,325	-\$714,100
Gasoline stations	\$14,984,153	\$21,003,134	-\$6,018,981
Clothing & clothing accessories stores	\$5,042,743	\$569,878	\$4,472,865
Sporting goods, hobby, musical instrument, & book stores	\$1,637,728	\$0	\$1,637,728
General merchandise stores	\$20,755,321	\$9,763,796	\$10,991,525
Food services & drinking places	\$17,748,403	\$7,163,728	\$10,584,675

SOURCES: 2021 ENVIRONICS ANALYTICS | CLARITAS | U.S. CENSUS BUREAU | U.S. BUREAU OF LABOR STATISTICS | INFOUSA | YOUNGER ASSOCIATES

EDUCATION STATISTICS

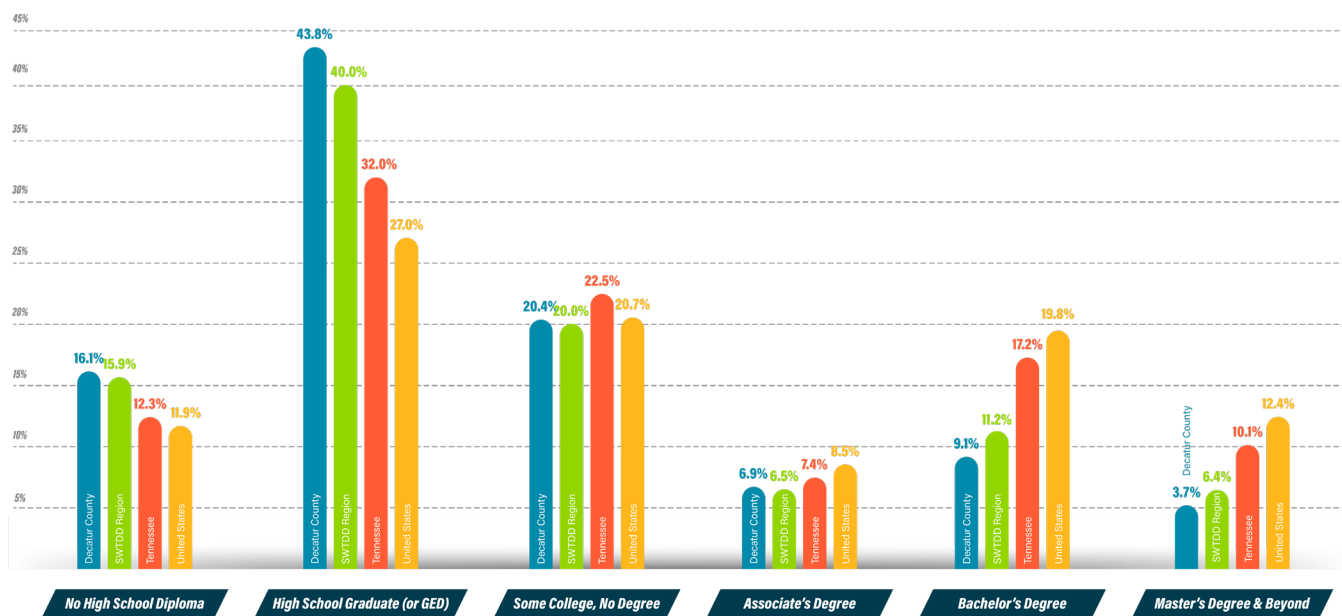
Decatur County has a slightly higher ratio of people with a high school education or below than the SWTDD region. Decatur County mirrors the region in having a lower ratio of people with education beyond high school than the state or national ratio. These comparisons include people of all ages, not just those of working age, and there are indications that the education attainment rate is improving in the county.

	Enrollment	Graduation Rate	ACT Avg.	Performance
Chester County School District	2,838	95.9%	20.2	Level 5
Decatur County School District	1,601	93.2%	19.6	Level 3
Hardeman County School District	3,503	82.2%	17.8	Level 1
Hardin County School District	3,547	95.5%	19.0	Level 5
Haywood County School District	2,835	92.0%	17.2	Level 2
Henderson County School District	3,992	92.7%	20.8	Level 5
Jackson/Madison County School District	12,724	87.4%	18.0	Level 1
McNairy County School District	4,070	93.6%	19.4	Level 1
Tennessee Average	-	89.6%	20.0	-

SOURCE: TN DEPARTMENT OF EDUCATION 2018-2019

The high school graduation rate is currently 93.2%, which is above the state average. This is an indicator that the educational attainment rate is improving among the younger population. The public K-12 school system has earned a Level 3 overall performance ranking from the TN Dept. of Education. A Level 3 ranking indicates that student advancement meets expectations.

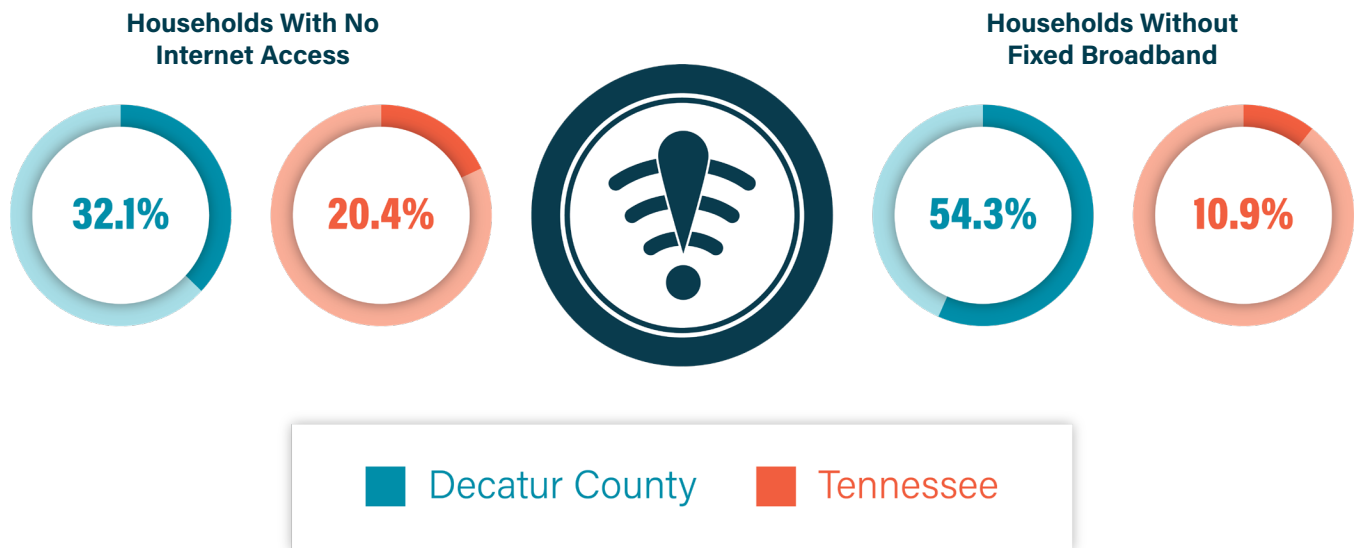
Education Attainment



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that 54.3% of households in Decatur County do not have fixed broadband internet access. Among all households in the county, 32.1% do not have internet access at all.



SOURCE: PURDUE UNIVERSITY | UT EXTENSION INSTITUTE OF AGRICULTURE

Existing Platforms

PREVIOUS LOCAL STRATEGIC PLANS

The economic recovery planning process included reviewing existing plans for the county. The intent of the economic recovery plan is to build upon existing plans not to supersede those plans.

There are current plans for:

Downtown Decaturville (Tennessee Downtowns Program)

- » Created in August 2020, this plan includes the following goals:
 - New banners and signage for downtown Decaturville
 - Utilize TNECD façade grants for building repairs and improvements

Economic Development (Three Star Asset-Based Plan)

- » Last updated in May 2019, the top goals of this plan are:
 - Workforce Development
 - › Become an ACT Work Ready Community
 - Local Business/Agribusiness
 - › Develop a farmer's market in Decaturville
 - › Develop a plan to promote small businesses
 - Recruit more students to the UT-Martin Parsons Campus (UTMPC)
 - › Develop more housing for students, such as apartments
 - › Attract more business and government offices to downtown Decaturville
- » Hire a full-time parks and recreation director

The Three Star Plan included these goals which have been accomplished:

- » Secure a TCAT extended campus in the county
- » Improve the Decatur County Fairgrounds with new kitchens, stage and show barn and that goal is also reflected in the Three Star plan.



Tools

SWOT ANALYSIS

A portion of the strategic planning session was dedicated to engaging all the participants in identifying key strengths, weaknesses, opportunities, and threats (SWOT). The goal of the discussion was not to produce an exhaustive list in each category, but to identify SWOT items that could relate in any way to an economic recovery plan.

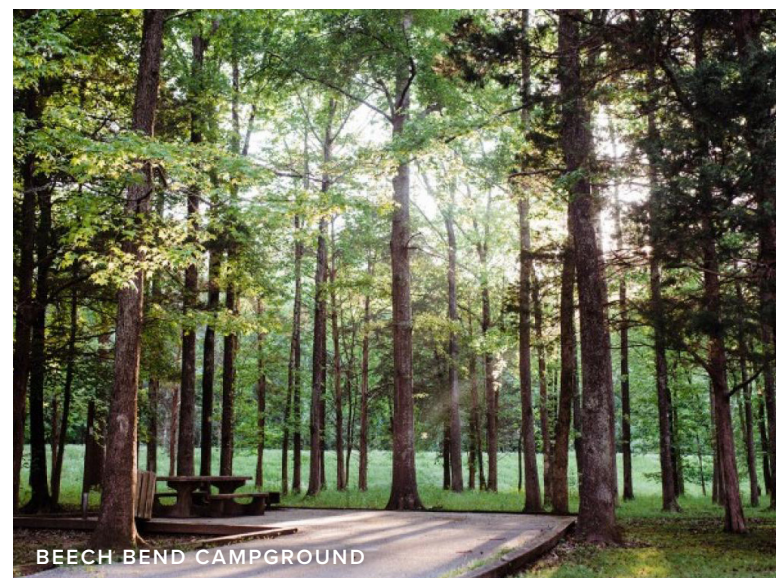
STRENGTHS

1. Good Location
 - » Approximately halfway between Memphis and Nashville
 - » Interstate 40 crosses through north Decatur County and intersects with highly traveled U.S. Hwy 641
 - » U.S. Hwy 412 (E/W) crosses the center of the county and intersects with U.S. Hwy 641 (N/S) in Parsons, TN
 - » Located along the Tennessee River
 - » Southern end of county is like a resort, beautiful setting that is attracting residential development
2. Leadership
 - » Consistent cooperation in local government between county and city mayors
 - » Strong representation in Tennessee state legislature
 - » Reliable and resourceful in finding grants and funding
3. Higher education assets
 - » University of TN Martin, Parsons Center
 - Custom-built facility funded by the Ayers Foundation, City of Parsons



and Decatur County

- Nursing lab, computer lab
 - Distance learning provides access to a range of academic programs taught by UT Martin faculty
 - » Tennessee College of Applied Technology, Decatur County Extension, was recently launched due to city and county leadership efforts to secure a TCAT presence, an Ayers Foundation grant to renovate a building, and a grant from the state
 - TCAT Regional Transportation Education Center – only one in Tennessee
 - Will initially offer three transportation related programs
 - › Diesel Power Equipment Technology
 - › Commercial Truck Driving
 - › Heavy Industrial Equipment Maintenance
 - Will prepare students for high demand occupations and support the distribution industry which is a target industry for Decatur County
4. Recreational assets
- » Tennessee River
 - » Park created by repurposing the airport property
 - » Beech Bend Campground
 - » Tennessee River Golf Course
5. Community involvement
- » Residents have shown resilience through collaboration during recent natural disasters
 - » Large base of willing volunteers
6. Good infrastructure in Parsons and Decaturville



- » Natural gas service
 - » Water system in good condition
7. Local Arts Programs
 - » Great quality of life asset
 - » Hanger Performing Arts Center
 8. Downtown Development
 - » Decaturville is a designated Tennessee Downtown
 - » Farmer's Market in downtown Decaturville
 9. Strong retail environment
 - » Local retailers have generally done well during the pandemic
 - » Hardware & Building Supply - example of local business that serves community and beyond
 10. Industrial park located adjacent to I-40
 - » Received state Site Development Grants
 - » Environmental study completed – no negative findings
 - » Clearing 30 acres for site-ready pad – estimated completion, in fall 2021
 - » Planning next phase, extension of sewer service to site
 11. Ayers Foundation
 - » Large charitable foundation based in Decatur County
 - » Founded by an entrepreneur who began his career in Parsons
 - » Provides support to the community in numerous ways
 12. Low Cost of Living
 - » Overall low cost
 - » Low property taxes



WEAKNESSES

1. No hospital in the county
 - » Lack of local health care providers, clinics, doctors, etc.
2. Dependence on Lexington Electric System
 - » Older equipment provides less reliability
 - » Slow to expand to serve areas that are ready for development
3. Smaller communities often left out of grant funding and development projects
4. Currently no wastewater service to industrial site
5. Remote areas of the county do not have public water/ wastewater or natural gas
6. Lack of available and affordable housing
 - » Backlog of people looking for houses
 - » No “subdivision developments” in county
 - » Wouldn’t have housing for workers if industry located in industrial park
 - » No water or electric power service to hundreds of acres that are under consideration by developers for residential development
7. Lack of stable broadband access
8. Lack of skilled trade workers – plumbers, HVAC, carpenters
9. Low property taxes don’t provide necessary funding for community amenities
10. Small amount of land to develop along the river out of over 50 miles of river frontage
 - » Much of that land along the river is in a flood zone
 - » Limited access to land and no infrastructure along the river that could be desirable for homes
11. Drug abuse in the county, contributes to low labor force participation



LACK OF STABLE BROADBAND ACCESS



LACK OF NATURAL GAS IN REMOTE AREAS OF THE COUNTY



LACK OF SKILLED TRADE WORKERS

12. Large number of people “not in workforce”
 - » No marketing for county or cities
 - » No tourism director
 - » No centralized or consistent marketing
 - » County doesn't have a clear identity
13. Need strategic plans with tangible goals that can measured and have progress tracked
14. Lack of venues for events and entertainment
15. No place for business startup/small business
16. No meeting space, such as a convention or community center
17. Lack of lodging options:
 - » Hotel
 - » Temporary, overnight lodging
 - » Cabins near river



OPPORTUNITIES

1. Develop a five-year strategic plan for the county and all communities and have someone dedicated to implementing and tracking goals.
2. Complete the industrial park and attract a large distribution company
3. Develop a larger workforce tailored for current employers and target industries
 - » Harness the full capabilities and potential of the higher education assets
4. Hire someone that is devoted to finding, applying for, and receiving grants
 - » Work more closely with SWTDD grant development professionals
5. Collaborate with private developers who will invest in the county
 - » Developer has purchased 172 acres adjacent to the I-40 industrial park and may develop an RV park and hotel
 - » Development of that property would accelerate and help fund extending wastewater service to the industrial park
6. Develop and promote community assets that will attract young adults and families to move to the county
7. Recruit physicians and provide support to assist them in starting a local practice
 - » Attract more local health care services that meet needs of residents in the absence of a hospital
8. Brand or rebrand cities and county to increase awareness, increase tourism, and attract more people to move into the communities
9. Build upon recreation assets
 - » Golf course
 - » Youth sports and sports facilities
 - » River
10. Develop a leadership program to help prepare a younger generation of leaders



THREATS

1. Natural disasters
2. Not generating consistent funding, not allocating resources to address community needs
 - » No dedicated funding for tourism
 - » No dedicated funding for economic development
3. Leadership of government and most organizations is made up of older people
4. Future leadership – low level of participation by younger population in public service, elected office, service to non-profits, community engagement
5. Younger generations may leave the county if they are not aware of opportunities
6. Neighboring counties may move faster and take advantage of some of the assets and opportunities that exist in the region and diminish the opportunities for Decatur County
7. More money flowing out of the economy due to online sales and competition from larger retail centers
8. Mindset that the challenges the county faces are too overwhelming – or that there will never be enough funding to address them



AERIAL VIEW OF PARSONS, TN

Priorities for Economic Recovery

To complete the planning session, the group was tasked with identifying priorities for economic recovery. Participants were asked to prioritize issues or needs that must be addressed in order for the county to have sustainable economic growth during the pandemic recovery and long-term.

The meeting facilitator consolidated information from all input and discussions presented during the earlier parts of the planning session to develop a list of issues. The resulting list was presented and discussed with the participant group to ensure that the list reflected the major items that had been identified in the planning session.

To create a priority order for the list of issues, the participants were instructed to conduct a multi-voting exercise. Each participant could choose only four issues from among the list of nine that were presented.

Limiting the number of items that could be selected caused each participant to choose their highest priorities. Participants were assured that if an issue was not among the top four when the voting was tallied it did not mean that the issue would not be addressed in some manner. The voting process was used to develop a ranked priority order.

After the votes were cast the issues were ranked in the following order of priority.

1. INCREASE ACCESS TO BROADBAND

The need for reliable, affordable high speed internet access touches all areas of the economy: education, employment, health care, government services, social services, real estate sales, retail and small business. The pandemic has exposed numerous difficulties and inequalities that lack of high-speed internet creates.

Residents and businesses have found current forms of satellite-based internet service to be unreliable. Utilizing cell phone service in lieu of broadband proved to be too expensive for many households.

Barriers to delivering high speed internet throughout rural areas included:

- » Insufficient and incorrect data regarding internet service availability from early FCC-sponsored studies may have discouraged investment in internet infrastructure.
- » Until recently, TVA did not allow power distributors to incur debt related to providing internet service.
- » High cost of reaching remote locations and sparsely populated areas with fiber cable.



- » The electric power distributor has not been able to fund and implement system upgrades or expansions within the county and taking on broadband would likely be a prohibitive task for the public utility provider.
- » Private companies prioritize densely populated areas that are more profitable to serve.
- » Grants and government funding for high speed internet infrastructure have been too small to address the need.

To best position the county to maximize high speed internet service opportunities, preparatory steps should be taken which may include:

- » Assessing and continuously monitoring the various programs that have been announced and are under development to fund high speed internet infrastructure. Newly announced programs include grant funding from the State of Tennessee as well as grants and technical assistance from the Delta Regional Authority. Funding may also be included in federal economic recovery programs.
- » Updating databases and mapping that identify where high speed internet service is available and not available
- » Proceeding with establishing a plan to determine best providers, methods and technology for serving remote and less densely populated areas. This includes completing technical and engineering studies and developing cost estimates.
- » Prioritize the order in which geographic areas can be served based on density, time to complete, cost and other determining factors

Delta Regional Authority (DRA) has launched a method for a county to conduct testing to evaluate broadband capabilities in the county at the household level. This broadband mapping project is an innovative online crowd-sourcing platform that will be available until the spring of 2022. This testing/mapping provides a way for the county to gauge broadband accessibility. Learn more at dra.gov/speedtest. Also in the appendices is a toolkit for promoting this broadband testing for your county.

SWTDD staff assigned to the Economic Recovery Plan implementation phase began further investigation and follow up regarding broadband internet access immediately after the strategic planning sessions were completed. SWTDD has researched high speed internet development programs and initiatives including new grants from the State of Tennessee and development assistance through the Delta Regional Authority. SWTDD has followed up with local officials to determine the status of broadband development by various public and private entities. The staff has also created a database of any plans and cost estimates for high-speed internet delivery in the region.

2. DEVELOP A UNIFIED LONG-TERM PLAN

Planning session participants placed a high priority on moving past and current plans to a new level of structure and accountability. A new long-term plan was established with the intention of creating a specific timeline and detailed cost estimates for implementation. It also includes:

- » Engaging all communities, including Scotts Hill, Bath Springs, Sugar Tree and other unincorporated communities. Smaller communities are often overlooked in planning and grant applications.
- » Aligning plans among all utility providers. While the county has a small population, it is served by several different utility providers.
 - Coordinated plans for extension of water and wastewater to developable tracts of land are needed to support private residential development and industrial development.
 - Preliminary engineering to assess feasibility and develop cost estimates.
 - Incorporate plans for tourism and downtown development.
- » Re-evaluating government budgeting to allocate funds towards pursuing strategic goals.
 - Developing funding sources and dedicating specific funding to tourism and economic development.

3. VISITOR INDUSTRY DEVELOPMENT AND PROMOTION

Decatur County has numerous tourism assets that can be promoted to increase the number of visitors to the county. Without a tourism director, tourism promotion organization, identifiable brand, or promotional budget, the county is not positioned to take advantage of visitors already in the area and offer them additional attractions that entice them to extend their stay.

- » Location is an advantage for the tourism industry in Decatur County, (see Strengths section of this report)
 - I-40 passes through the county
 - The county has over 50 miles of frontage along the Tennessee River
- » Recent recreation and entertainment investments within the county are attractive to people in the region.
 - New city parks
 - Hangar Performing Arts Center
 - Decatur County Fairgrounds
 - Festivals

The pandemic caused many people in the region to rediscover the recreational opportunities within driving distance of their home. People sought outdoor recreation and the demand for all types of camping facilities increased dramatically.

Decatur County is within easy reach of both Middle and West Tennessee. It has the natural environment to offer hiking and camping activities, as well as events that celebrate the Tennessee River.

State parks surround Decatur County and provide a target market of visitors looking for additional attractions to extend their stay in the region. Decatur County has the opportunity to provide people with new experiences.

Lodging accommodations are needed for the tourism industry to grow. A hotel and RV park could help create more overnight visits. Planned upgrades to Beech Bend Park should be implemented to increase usage of this campground, and rebranding should be considered.

The 2019 Three Star Plan conducted by the Tennessee Department of Community and Economic Development captured a list of ideas to build on the tourism assets in Decatur County.

4. WORKFORCE DEVELOPMENT, INCREASE LABOR FORCE PARTICIPATION

» Maximize the Potential of UT-Martin Parsons Center and TCAT Regional Transportation Education Center

Decatur County has developed strong post-secondary education programs that allow the local population easy access to advanced training and academics. Guiding students and people not currently in the workforce to these programs and removing barriers such as lack of childcare or transportation can greatly accelerate economic growth in the county.

Student housing options are needed. Local leaders noted that there is no available single family or multi-family housing available for students who may want to locate in the county to take advantage of the training opportunities.

UT-Martin and TCAT training programs are highly rated by employers and economic developers across the SWTDD region. Dual enrollment programs with the high schools are a successful pathway to advanced education.

Key attributes of these centers are provided in the Assets section of this report. Other significant attributes of these centers are:

– UT-Martin Parsons Center

- › State of the art labs in a facility designed for distance learning
- › A local pathway to many of the top programs in the University of Tennessee system including Agribusiness
- › Training for high-demand health care occupations

– TCAT Regional Transportation Education Center

- › The first program centered on the transportation/distribution industry in Tennessee
- › The transportation related courses prepare students for occupations with significant worker shortages throughout the state.
- › The transportation/logistics/distribution industry comprises a major portion of the Tennessee economy and distribution is a target industry sector for the industrial park under development in Decatur County.

» Increase labor force participation

The labor force participation rate in Decatur County, at 52.13% prior to the pandemic, was significantly lower than the Tennessee state average rate of 61.24% or national rate of 63.25%. Several factors contribute to the low rate in the county. The high average age of the population in Decatur County is a major factor, but there are other factors that can be explored and addressed. Participants in the planning session noted drug use, lack of public transportation (low cost or shared transportation to entry level jobs), lack of access to childcare, and the need for career pathway guidance as easily observable contributing factors.

Low labor force participation rates are prevalent throughout the eight counties in the Southwest Tennessee Development District. An in-depth analysis of the full range and interconnection of underlying factors could benefit the entire Southwest Tennessee region in allowing more people to get into the workforce. Refinements and expansions of existing programs may be needed to enable more people to hold employment.

» Produce More Skilled Trade Workers

Employers noted a shortage of workers with construction trade skills ranging from carpentry to HVAC. The local institutions offer training in these areas and have capacity for more students.

Career guidance and programs to introduce students and unemployed workers to the earnings potential of these occupations should be implemented. Local availability of training programs should be promoted and barriers to training such as drug abuse prevention, childcare, and transportation should be addressed.

» Continue progress toward becoming an ACT Certified Work Ready Community

5. LEADERSHIP DEVELOPMENT

Decatur County does not have a youth or young adult leadership training program. It was noted by planning session participants that most community leaders are nearing retirement age, or are serving beyond typical retirement age. It was also noted by participants that there are few younger people in line for succession.

The Decatur County Chamber has considered adding a leadership program for the past few years, in part to address the situation of aging leadership. However, other priorities have absorbed available resources. Funding and staffing to plan and conduct the program will be necessary for its success.

6. REVERSE POPULATION DECLINE AND ATTRACT NEW RESIDENTS OF ALL AGES

There is evidence of growing interest in locating in Decatur County. If investments in utility infrastructure can be made, population growth can be achieved. Growth can then enlarge the tax base and revenues to support public services, education, and basic infrastructure. The region can avoid the spiral of decreasing population leading to decreased quality of life and subsequent inability to attract new population growth.

Decatur County has shown some success in attracting retirees. Growth of other population segments including young families can also be attained. The natural assets for outdoor recreation are attractive to people of all ages. The quality of public schools, which is a decisive factor for families seeking to relocate, can be built upon. Decaturville Elementary is one example of a public school that has won recognition.

Other factors related to population growth and housing:

- » Planning participants noted that realtors have waiting lists for people seeking housing in the county. More housing will be needed to attract and support population growth
- » While there are no major new residential developments under construction, private developers are making inquiries into buying vacant land to develop. Lack of public utilities to potential development sites has deterred development.
 - Elected officials and utility company representatives reported that there are hundreds of acres of land under consideration by private developers for residential development. The natural environment, particularly in the southern portion of the county and land near the river, is attractive to potential developers and people seeking to build individual homes.
 - Water, wastewater, electricity, and roads are necessary before development can begin.
- » The need for student housing was noted.
- » A program to address litter and debris from flooding can improve the attractiveness of the county.
- » The county and its communities need an up-to-date brand identity and promotion to attract young families.



2021 DEMOGRAPHIC REPORT

Pop-Facts Demographics Snapshot 2021 | Southwest Tennessee Development District - Decatur County

SWTDD Region Counties Include: Chester County, TN; Decatur County, TN; Hardeman County, TN; Hardin County, TN; Haywood County, TN; Henderson County, TN; Madison County, TN; McNairy County, TN

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Population								
2000 Census	11,732	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	11,757	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	11,641	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	11,767	--	250,317	--	7,175,823	--	340,574,349	--
Population Growth								
Percent Change: 2000 to 2010	--	0.21	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	-0.99	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	1.08	--	0.87	--	3.83	--	2.91
Households								
2000 Census	4,910	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	4,927	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	4,875	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	4,929	--	97,225	--	2,822,151	--	129,596,282	--
Household Growth								
Percent Change: 2000 to 2010	--	0.35	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	-1.05	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	1.11	--	0.97	--	3.90	--	3.07
Family Households								
2000 Census	3,415	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	3,277	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	3,243	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	3,277	--	66,865	--	1,905,651	--	86,210,238	--
Family Household Growth								
Percent Change: 2000 to 2010	--	-4.04	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	-1.04	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	1.05	--	1.02	--	3.97	--	3.11

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Population by Single-Classification Race								
White Alone	10,891	93.56	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	336	2.89	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	31	0.27	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	68	0.58	1,858	0.75	134,568	1.95	19,688,976	5.95
Native Hawaiian/Pacific Islander Alone	5	0.04	65	0.03	5,088	0.07	664,254	0.20
Some Other Race Alone	108	0.93	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	202	1.74	4,943	1.99	164,108	2.38	11,892,588	3.59
2021 Est. Population by Hispanic or Latino Origin								
Not Hispanic or Latino	11,213	96.32	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	428	3.68	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	333	77.80	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	21	4.91	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	2	0.47	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	72	16.82	1,666	19.09	109,283	25.81	15,731,023	24.71
2021 Est. Pop by Race, Asian Alone, by Category								
Chinese, except Taiwanese	26	38.23	173	9.31	23,096	17.16	4,487,981	22.79
Filipino	0	0.00	507	27.29	14,268	10.60	3,112,632	15.81
Japanese	0	0.00	52	2.80	6,192	4.60	833,794	4.24
Asian Indian	42	61.77	500	26.91	32,015	23.79	4,418,142	22.44
Korean	0	0.00	94	5.06	11,675	8.68	1,603,353	8.14
Vietnamese	0	0.00	288	15.50	15,793	11.74	2,017,041	10.24
Cambodian	0	0.00	99	5.33	2,549	1.89	278,350	1.41
Hmong	0	0.00	110	5.92	834	0.62	330,472	1.68
Laotian	0	0.00	0	0.00	8,275	6.15	228,459	1.16
Thai	0	0.00	14	0.75	3,895	2.89	232,589	1.18
All Other Asian Races Including 2+ Category	0	0.00	21	1.13	15,976	11.87	2,146,163	10.90

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Population by Ancestry								
Arab	5	0.04	398	0.16	34,023	0.49	1,672,310	0.51
Czech	0	0.00	167	0.07	8,342	0.12	1,121,343	0.34
Danish	10	0.09	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	206	1.77	1,736	0.70	62,126	0.90	3,278,203	0.99
English	838	7.20	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	98	0.84	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	42	0.36	342	0.14	16,146	0.23	1,661,855	0.50
German	759	6.52	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	0	0.00	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	10	0.09	152	0.06	9,933	0.14	1,117,452	0.34
Irish	1,191	10.23	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	178	1.53	2,725	1.10	129,210	1.87	13,441,538	4.06
Lithuanian	6	0.05	49	0.02	4,036	0.06	497,383	0.15
Norwegian	29	0.25	681	0.27	26,342	0.38	3,479,122	1.05
Polish	73	0.63	1,215	0.49	64,064	0.93	7,206,810	2.18
Portuguese	0	0.00	86	0.04	5,426	0.08	1,106,557	0.33
Russian	2	0.02	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	144	1.24	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	122	1.05	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	0	0.00	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	128	1.10	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	34	0.29	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	0	0.00	398	0.16	9,794	0.14	749,554	0.23
Ukrainian	0	0.00	95	0.04	6,740	0.10	800,891	0.24
United States or American	1,553	13.34	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	41	0.35	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	0	0.00	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	2,155	18.51	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	4,017	34.51	85,800	34.58	1,470,965	21.28	45,877,147	13.86
2021 Est. Pop Age 5+ by Language Spoken At Home								
Speak Only English at Home	10,014	91.00	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	400	3.63	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	126	1.15	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	462	4.20	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	2	0.02	1,159	0.49	36,481	0.56	2,410,930	0.78

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Hisp. or Latino Pop by Single-Class. Race								
White Alone	266	62.15	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	2	0.47	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	5	1.17	127	1.46	5,531	1.31	873,764	1.37
Asian Alone	0	0.00	43	0.49	1,410	0.33	263,799	0.41
Native Hawaiian/Pacific Islander Alone	0	0.00	5	0.06	1,307	0.31	76,055	0.12
Some Other Race Alone	107	25.00	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	48	11.21	636	7.29	29,820	7.04	3,899,002	6.12
2021 Est. Population by Sex								
Male	5,720	49.14	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	5,921	50.86	127,190	51.26	3,537,523	51.19	167,951,895	50.75
2021 Est. Population by Age								
Age 0 - 4	637	5.47	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	620	5.33	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	666	5.72	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	444	3.81	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	396	3.40	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	497	4.27	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	1,131	9.72	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	1,243	10.68	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	1,399	12.02	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	1,752	15.05	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	1,618	13.90	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	887	7.62	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	351	3.02	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	9,574	82.24	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	9,274	79.67	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	8,878	76.27	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	2,856	24.53	49,295	19.86	1,210,635	17.52	56,444,684	17.06
Median Age	--	46.42	--	41.16	--	39.34	--	38.81
Average Age	--	44.20	--	41.27	--	40.10	--	39.80

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Pop Age 15+ by Marital Status								
Total, Never Married	1,857	19.11	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	1,051	10.81	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	806	8.29	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	5,144	52.93	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	473	4.87	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	789	8.12	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	166	1.71	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	623	6.41	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	1,455	14.97	26,035	12.72	695,360	12.29	29,454,037	10.90
Male, Divorced	694	7.14	12,155	5.94	303,885	5.37	12,618,306	4.67
Female, Divorced	761	7.83	13,880	6.78	391,475	6.92	16,835,731	6.23
2021 Est. Male Population by Age								
Male: Age 0 - 4	331	5.79	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	333	5.82	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	347	6.07	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	228	3.99	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	205	3.58	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	256	4.48	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	570	9.96	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	610	10.66	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	704	12.31	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	880	15.38	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	761	13.30	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	380	6.64	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	115	2.01	1,803	1.49	43,013	1.27	2,384,308	1.46
Median Age, Male	--	44.69	--	39.29	--	37.88	--	37.45
Average Age, Male	--	42.70	--	39.94	--	39.00	--	38.70

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Female Population by Age								
Female: Age 0 - 4	306	5.17	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	287	4.85	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	319	5.39	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	216	3.65	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	191	3.23	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	241	4.07	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	561	9.47	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	633	10.69	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	695	11.74	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	872	14.73	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	857	14.47	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	507	8.56	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	236	3.99	3,685	2.90	83,196	2.35	4,283,986	2.55
Median Age, Female	--	48.13	--	42.97	--	40.77	--	40.17
Average Age, Female	--	45.70	--	42.53	--	41.10	--	40.80
2021 Est. Households by Household Type								
Family Households	3,243	66.52	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	1,632	33.48	30,102	31.26	883,369	32.52	42,120,504	33.50
2021 Est. Group Quarters Population								
2021 Est. Group Quarters Population	219	1.88	11,158	4.50	159,591	2.31	8,138,908	2.46
2021 HHs By Ethnicity, Hispanic/Latino								
2021 HHs By Ethnicity, Hispanic/Latino	117	2.40	2,303	2.39	110,258	4.06	17,557,476	13.96
2021 Est. Family HH Type by Presence of Own Child.								
Married Couple Family, own children	802	24.73	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	1,669	51.47	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	112	3.45	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	129	3.98	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	266	8.20	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	265	8.17	6,951	10.50	169,167	9.23	7,272,880	8.70

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Households by Household Size								
1-Person Household	1,469	30.13	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	1,753	35.96	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	740	15.18	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	533	10.93	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	255	5.23	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	84	1.72	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	41	0.84	1,129	1.17	35,311	1.30	2,374,563	1.89
2021 Est. Average Household Size	--	2.34	--	2.46	--	2.49	--	2.57
2021 Est. Households by Number of Vehicles								
No Vehicles	255	5.23	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	1,459	29.93	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	1,958	40.16	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	846	17.35	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	293	6.01	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	64	1.31	2,034	2.11	69,971	2.58	2,648,833	2.11
2021 Est. Average Number of Vehicles	--	1.90	--	1.92	--	2.00	--	1.80
2021 Est. Occupied Housing Units by Tenure								
Housing Units, Owner-Occupied	3,798	77.91	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	1,077	22.09	28,667	29.77	856,021	31.52	43,788,620	34.83
2021 Owner Occ. HUs: Avg. Length of Residence								
2021 Owner Occ. HUs: Avg. Length of Residence	--	19.50	--	18.89	--	16.20	--	16.50
2021 Renter Occ. HUs: Avg. Length of Residence								
2021 Renter Occ. HUs: Avg. Length of Residence	--	7.80	--	7.36	--	6.40	--	6.70

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Owner-Occupied Housing Units by Value								
Value Less Than \$20,000	167	4.40	2,231	3.30	44,107	2.37	1,960,463	2.39
Value \$20,000 - \$39,999	249	6.56	3,963	5.86	48,574	2.61	1,971,787	2.41
Value \$40,000 - \$59,999	418	11.01	4,433	6.55	57,844	3.11	2,119,053	2.59
Value \$60,000 - \$79,999	526	13.85	6,040	8.93	88,332	4.75	2,938,686	3.59
Value \$80,000 - \$99,999	367	9.66	8,289	12.26	119,437	6.42	3,784,864	4.62
Value \$100,000 - \$149,999	797	20.98	14,561	21.53	283,685	15.25	9,327,139	11.38
Value \$150,000 - \$199,999	476	12.53	10,882	16.09	301,242	16.19	10,310,151	12.58
Value \$200,000 - \$299,999	397	10.45	9,459	13.99	394,950	21.23	15,613,547	19.05
Value \$300,000 - \$399,999	217	5.71	4,029	5.96	213,142	11.46	10,693,739	13.05
Value \$400,000 - \$499,999	72	1.90	1,853	2.74	125,393	6.74	7,299,475	8.91
Value \$500,000 - \$749,999	70	1.84	1,138	1.68	103,158	5.54	8,008,725	9.77
Value \$750,000 - \$999,999	23	0.61	416	0.61	43,221	2.32	3,835,670	4.68
Value \$1,000,000 - \$1,499,999	10	0.26	202	0.30	21,911	1.18	2,238,076	2.73
Value \$1,500,000 - \$1,999,999	4	0.10	68	0.10	7,377	0.40	826,958	1.01
Value \$2,000,000 or more	5	0.13	61	0.09	7,849	0.42	1,015,845	1.24
2021 Est. Median All Owner-Occupied Housing Value	--	109,694.58	--	127,993.74	--	197,644.62	--	250,250.15
2021 Est. Housing Units by Units in Structure								
1 Unit Attached	9	0.13	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	5,058	73.36	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	121	1.75	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	35	0.51	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	28	0.41	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	47	0.68	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	19	0.28	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	1,539	22.32	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	39	0.57	188	0.17	2,679	0.09	129,036	0.09

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Housing Units by Year Structure Built								
Built 2014 or Later	144	2.09	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	68	0.99	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	1,056	15.31	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	1,293	18.75	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	1,163	16.87	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	1,070	15.52	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,041	15.10	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	458	6.64	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	281	4.08	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	321	4.66	5,847	5.13	168,607	5.52	16,689,401	11.76
2021 Housing Units by Year Structure Built								
2021 Est. Median Year Structure Built	--	1,982.46	--	1,983.16	--	1,985.86	--	1,979.74
2021 Est. Households by Presence of People Under 18								
2021 Est. Households by Presence of People Under 18	1,395	28.61	31,580	32.80	891,358	32.82	42,215,210	33.58
2021 Households with 1 or More People under Age 18								
Married Couple Family	903	64.73	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	134	9.61	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	343	24.59	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	12	0.86	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	3	0.21	78	0.25	2,185	0.24	104,671	0.25
2021 Est. Households with No People under Age 18								
Households with No People under Age 18	3,480	71.39	64,712	67.20	1,824,885	67.18	83,517,588	66.42
2021 Households with No People under Age 18								
Married Couple Family	1,570	45.12	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	103	2.96	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	185	5.32	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	770	22.13	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	852	24.48	16,242	25.10	471,895	25.86	22,122,384	26.49

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Pop Age 25+ by Edu. Attainment								
Less than 9th Grade	483	5.76	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	866	10.33	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	3,670	43.79	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	1,709	20.39	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	576	6.87	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	765	9.13	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	262	3.13	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	35	0.42	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	15	0.18	1,240	0.72	59,000	1.24	3,224,357	1.42
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.								
High School Diploma	47	23.50	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	37	18.50	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	116	58.00	874	19.81	39,165	17.88	8,940,246	24.39
Bachelor's Degree or Higher	0	0.00	522	11.83	36,792	16.80	6,079,177	16.59
2021 Est. Households by HH Income								
Income < \$15,000	905	18.56	14,563	15.12	307,934	11.34	12,159,124	9.67
Income \$15,000 - \$24,999	729	14.95	12,021	12.48	270,250	9.95	10,429,416	8.29
Income \$25,000 - \$34,999	538	11.04	11,074	11.50	265,318	9.77	10,445,333	8.31
Income \$35,000 - \$49,999	661	13.56	14,638	15.20	373,215	13.74	15,034,831	11.96
Income \$50,000 - \$74,999	858	17.60	16,068	16.69	483,708	17.81	20,828,606	16.57
Income \$75,000 - \$99,999	469	9.62	11,023	11.45	333,613	12.28	15,668,721	12.46
Income \$100,000 - \$124,999	258	5.29	6,610	6.86	234,152	8.62	11,865,810	9.44
Income \$125,000 - \$149,999	210	4.31	3,738	3.88	149,314	5.50	8,347,936	6.64
Income \$150,000 - \$199,999	143	2.93	3,399	3.53	140,534	5.17	8,998,749	7.16
Income \$200,000 - \$249,999	49	1.00	1,409	1.46	62,665	2.31	4,400,430	3.50
Income \$250,000 - \$499,999	45	0.92	1,286	1.34	65,554	2.41	4,819,655	3.83
Income \$500,000+	10	0.20	463	0.48	29,986	1.10	2,734,187	2.17
2021 Est. Average Household Income	--	56,602.00	--	63,764.67	--	79,460.00	--	96,765.00
2021 Est. Median Household Income	--	40,633.46	--	45,388.64	--	56,492.43	--	67,085.79

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Median HH Inc. by Single-Class. Race or Eth.								
White Alone	--	41,183.06	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	24,307.54	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	57,734.70	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	35,000.00	--	78,668.81	--	81,103.86	--	95,701.30
Native Hawaiian and Other Pacific Islander Alone	--	50,000.00	--	55,851.33	--	49,140.72	--	66,931.67
Some Other Race Alone	--	31,096.41	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	60,040.55	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	37,905.44	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	40,740.06	--	45,510.93	--	57,061.51	--	69,414.29
2021 Est. Families by Poverty Status								
2021 Families at or Above Poverty	2,788	85.97	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	911	28.09	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	455	14.03	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	269	8.29	6,753	10.20	152,671	8.33	5,772,043	6.90
2021 Est. Employed Civilian Population 16+ by Occupation Classification								
White Collar	2,308	50.39	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	1,422	31.05	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	850	18.56	19,850	19.61	556,329	17.42	29,245,671	18.54
2021 Est. Workers Age 16+ by Travel Time to Work								
Less than 15 Minutes	1,404	33.69	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	1,230	29.51	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	789	18.93	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	291	6.98	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	454	10.89	7,334	7.61	200,321	6.66	13,790,094	9.34
2021 Est. Avg Travel Time to Work in Minutes	--	29.00	--	25.04	--	28.00	--	29.00
2021 Est. Workers Age 16+ by Transp. to Work								
2021 Est. Workers Age 16+ by Transp. to Work	4,487	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	3,753	83.64	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	311	6.93	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	18	0.40	347	0.35	19,896	0.63	7,599,289	4.89
Walked	38	0.85	891	0.89	41,175	1.31	4,072,314	2.62
Bicycle	0	0.00	57	0.06	4,179	0.13	837,283	0.54
Other Means	36	0.80	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	331	7.38	3,917	3.91	149,715	4.76	8,212,328	5.28

	Decatur County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Civ. Employed Pop 16+ by Class of Worker								
2021 Est. Civ. Employed Pop 16+ by Class of Worker	4,580	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	2,936	64.11	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	125	2.73	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	666	14.54	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	195	4.26	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	70	1.53	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	568	12.40	9,142	9.03	289,018	9.05	15,113,610	9.58
Unpaid Family Workers	20	0.44	96	0.10	4,841	0.15	271,972	0.17
2021 Est. Civ. Employed Pop 16+ by Occupation								
Architecture/Engineering	9	0.20	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	43	0.94	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	218	4.76	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	167	3.65	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	140	3.06	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	46	1.00	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	254	5.55	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	292	6.38	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	8	0.17	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	214	4.67	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	385	8.41	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	202	4.41	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	210	4.58	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	0	0.00	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	0	0.00	530	0.52	25,074	0.79	1,478,053	0.94
Management	329	7.18	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	487	10.63	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	479	10.46	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	147	3.21	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	410	8.95	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	61	1.33	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	479	10.46	9,068	8.96	285,118	8.93	11,953,638	7.58
2021 Est. Pop Age 16+ by Employment Status								
In Armed Forces	15	0.16	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	4,560	47.63	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	435	4.54	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	4,564	47.67	92,036	45.66	2,159,469	38.76	97,806,623	36.75

2021 RETAIL GAP ANALYSIS

Retail Gap Analysis 2021 | Southwest TN Development District - Decatur County

Decatur County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	173,146,518	105,204,687	67,941,830
Total retail trade (NAICS 44 and 45)	155,398,115	98,040,959	57,357,156
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	36,153,318	15,764,875	20,388,443
Automobile dealers (NAICS 4411)	31,074,282	12,882,930	18,191,353
New car dealers (NAICS 44111)	27,864,980	12,792,447	15,072,533
Used car dealers (NAICS 44112)	3,209,302	90,482	3,118,820
Other motor vehicle dealers (NAICS 4412)	2,440,512	368,608	2,071,904
Recreational vehicle dealers (NAICS 44121)	875,894	0	875,894
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,564,619	368,608	1,196,010
Boat dealers (NAICS 441222)	519,112	183,200	335,912
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,045,506	185,408	860,098
Automotive parts, accessories, and tire stores (NAICS 4413)	2,638,523	2,513,337	125,186
Automotive parts and accessories stores (NAICS 44131)	1,669,243	2,513,337	-844,094
Tire dealers (NAICS 44132)	969,280	0	969,280
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	2,318,461	2,105,565	212,895
Furniture stores (NAICS 4421)	1,358,804	0	1,358,804
Home furnishings stores (NAICS 4422)	959,657	2,105,565	-1,145,908
Floor covering stores (NAICS 44221)	212,019	2,105,565	-1,893,547
Other home furnishings stores (NAICS 44229)	747,638	0	747,638
Window treatment stores (NAICS 442291)	48,391	0	48,391
All other home furnishings stores (NAICS 442299)	699,247	0	699,247
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	2,138,861	0	2,138,861
Household appliance stores (NAICS 443141)	452,845	0	452,845
Electronics stores (NAICS 443142)	1,686,015	0	1,686,015
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	11,224,463	20,033,215	-8,808,752
Building material and supplies dealers (NAICS 4441)	9,979,379	10,651,198	-671,820
Home centers (NAICS 44411)	5,409,732	0	5,409,732
Paint and wallpaper stores (NAICS 44412)	349,793	0	349,793
Hardware stores (NAICS 44413)	860,647	3,589,852	-2,729,205
Other building material dealers (NAICS 44419)	3,359,207	7,061,346	-3,702,139
Lawn and garden equipment and supplies stores (NAICS 4442)	1,245,084	9,382,017	-8,136,933
Outdoor power equipment stores (NAICS 44421)	251,443	3,242,213	-2,990,770
Nursery, garden center, and farm supply stores (NAICS 44422)	993,641	6,139,804	-5,146,163

Decatur County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	23,330,609	16,684,121	6,646,488
Grocery stores (NAICS 4451)	21,276,053	16,684,121	4,591,932
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	20,357,756	15,509,079	4,848,677
Convenience stores (NAICS 44512)	918,297	1,175,041	-256,745
Specialty food stores (NAICS 4452)	585,695	0	585,695
Meat markets (NAICS 44521)	178,200	0	178,200
Fish and seafood markets (NAICS 44522)	69,590	0	69,590
Fruit and vegetable markets (NAICS 44523)	121,473	0	121,473
Other specialty food stores (NAICS 44529)	216,432	0	216,432
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	114,960	0	114,960
All other specialty food stores (NAICS 445299)	101,472	0	101,472
Beer, wine, and liquor stores (NAICS 4453)	1,468,861	0	1,468,861
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	10,975,225	11,689,325	-714,100
Pharmacies and drug stores (NAICS 44611)	9,398,457	11,689,325	-2,290,868
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	718,755	0	718,755
Optical goods stores (NAICS 44613)	292,683	0	292,683
Other health and personal care stores (NAICS 44619)	565,331	0	565,331
Food (health) supplement stores (NAICS 446191)	197,158	0	197,158
All other health and personal care stores (NAICS 446199)	368,173	0	368,173
Gasoline Stations			
Gasoline stations (NAICS 447)	14,984,153	21,003,134	-6,018,981
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	5,042,743	569,878	4,472,865
Clothing stores (NAICS 4481)	3,598,418	569,878	3,028,539
Men's clothing stores (NAICS 44811)	143,592	0	143,592
Women's clothing stores (NAICS 44812)	740,402	190,788	549,614
Children's and infants' clothing stores (NAICS 44813)	87,252	0	87,252
Family clothing stores (NAICS 44814)	2,179,795	203,915	1,975,880
Clothing accessories stores (NAICS 44815)	146,399	0	146,399
Other clothing stores (NAICS 44819)	300,977	175,176	125,801
Shoe stores (NAICS 4482)	792,909	0	792,909
Jewelry, luggage, and leather goods stores (NAICS 4483)	651,417	0	651,417
Jewelry stores (NAICS 44831)	575,201	0	575,201
Luggage and leather goods stores (NAICS 44832)	76,216	0	76,216

Decatur County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,637,728	0	1,637,728
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,486,213	0	1,486,213
Sporting goods stores (NAICS 45111)	955,882	0	955,882
Hobby, toy, and game stores (NAICS 45112)	302,805	0	302,805
Sewing, needlework, and piece goods stores (NAICS 45113)	90,570	0	90,570
Musical instrument and supplies stores (NAICS 45114)	136,956	0	136,956
Book stores and news dealers (NAICS 4512)	151,515	0	151,515
Book stores (NAICS 451211)	141,774	0	141,774
News dealers and newsstands (NAICS 451212)	9,742	0	9,742
General Merchandise Stores			
General merchandise stores (NAICS 452)	20,755,321	9,763,796	10,991,525
Department stores (NAICS 4522)	1,376,879	0	1,376,879
Other general merchandise stores (NAICS 4523)	19,378,442	9,763,796	9,614,646
Warehouse clubs and supercenters (NAICS 452311)	17,390,272	0	17,390,272
All other general merchandise stores (NAICS 452319)	1,988,171	9,763,796	-7,775,625
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	3,080,240	427,049	2,653,191
Florists (NAICS 4531)	137,896	427,049	-289,153
Office supplies, stationery, and gift stores (NAICS 4532)	604,795	0	604,795
Office supplies and stationery stores (NAICS 45321)	238,264	0	238,264
Gift, novelty, and souvenir stores (NAICS 45322)	366,531	0	366,531
Used merchandise stores (NAICS 4533)	413,022	0	413,022
Other miscellaneous store retailers (NAICS 4539)	1,924,527	0	1,924,527
Pet and pet supplies stores (NAICS 45391)	545,635	0	545,635
Art dealers (NAICS 45392)	245,946	0	245,946
Manufactured (mobile) home dealers (NAICS 45393)	168,982	0	168,982
All other miscellaneous store retailers (NAICS 45399)	963,963	0	963,963
Tobacco stores (NAICS 453991)	391,086	0	391,086
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	572,877	0	572,877
Non-store Retailers			
Non-store retailers (NAICS 454)	23,756,993	0	23,756,993
Electronic shopping and mail-order houses (NAICS 4541)	22,246,603	0	22,246,603
Vending machine operators (NAICS 4542)	201,830	0	201,830
Direct selling establishments (NAICS 4543)	1,308,561	0	1,308,561
Fuel dealers (NAICS 45431)	646,811	0	646,811
Other direct selling establishments (NAICS 45439)	661,750	0	661,750

Decatur County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	17,748,403	7,163,728	10,584,675
Special food services (NAICS 7223)	1,232,151	0	1,232,151
Food service contractors (NAICS 72231)	969,794	0	969,794
Caterers (NAICS 72232)	236,835	0	236,835
Mobile food services (NAICS 72233)	25,522	0	25,522
Drinking places (alcoholic beverages) (NAICS 7224)	539,804	517,603	22,200
Restaurants and other eating places (NAICS 7225)	15,976,448	6,646,125	9,330,323
Full-service restaurants (NAICS 722511)	7,695,235	2,475,805	5,219,430
Limited-service restaurants (NAICS 722513)	7,022,224	4,170,320	2,851,904
Cafeterias, grill buffets, and buffets (NAICS 722514)	178,758	0	178,758
Snack and non-alcoholic beverage bars (NAICS 722515)	1,080,232	0	1,080,232

A retail opportunity gap appears when expenditure levels for a specific geography are higher than the corresponding retail sales estimates. The demand is greater than the supply (i.e., a positive number). A retail surplus appears when expenditures are lower than the retail sales estimates. In this case, local retailers are attracting expenditures from other areas into their stores and the demand is less than supply (i.e., a negative number). RMP estimates demand in an area for all expenditures from both businesses and households.

2018 DIGITAL DIVIDE PROFILE

36.80

Digital Divide
Index Score

2018 DIGITAL DIVIDE PROFILE

Decatur, Tennessee

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic (see scores and indicators below) contribute to the overall DDI. State metrics are shown in parenthesis.

25.72

Infrastructure/Adoption Score

If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.



54.3% (10.9%)

of people without access to fixed broadband of at least 100 Mbps down and 20 Mbps up



15 (25)

median maximum advertised download speed in Mbps



32.1% (20.4%)

of households with no internet access (not subscribing)



2 (3)

median maximum advertised upload speed in Mbps



22.8% (14.8%)

of households without a computing device

58.09

Socioeconomic Score

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology.



23.2% (15.7%)

population ages 65 and older



19.4% (16.1%)

of individuals in poverty



16.5% (13%)

ages 25 and older with less than a high school degree



19.1% (15.4%)

noninstitutionalized civilian population with a disability



Profile created by the Purdue Center for Regional Development and Purdue Extension

Source: FCC Form 477 Dec 18 v2; 2014-2018 ACS

For more information visit: pcrd.purdue.edu/ddi

DELTA REGIONAL AUTHORITY: DELTA BROADBAND TOOLKIT



#DeltaSpeedTest Communications Toolkit

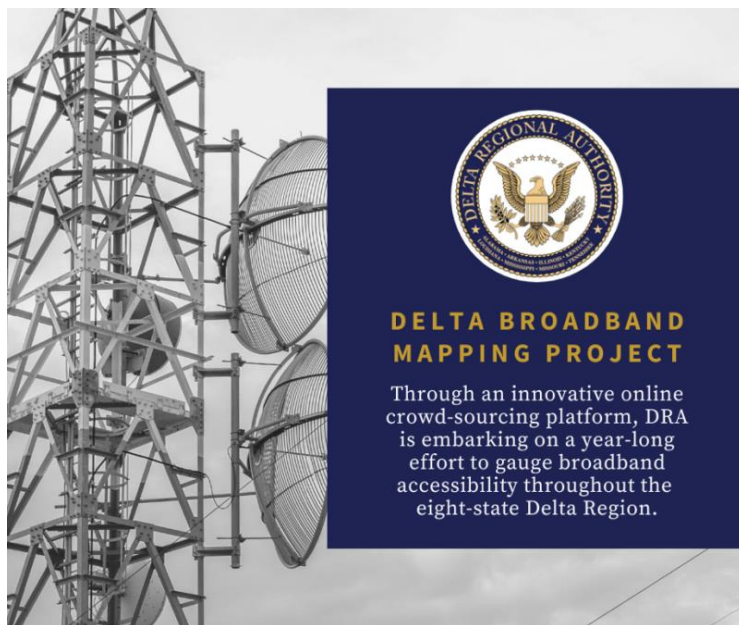
The Delta Regional Authority (DRA) thanks you for your support to help spread the word about the Delta Broadband Mapping Project (#DeltaSpeedTest). The following examples are approved text to be used for distribution via your organization's newsletters, email notifications, social media platforms, and other forms of communication to your partners and stakeholders. Please feel free to insert your organization's name in the appropriate spots highlighted below. Thank you for helping us expand affordable, high-quality internet access across the Delta.

Delta Broadband Mapping Project Stakeholder Email Example

As we have all experienced over the last year, the COVID-19 pandemic spotlighted significant gaps in internet accessibility across the country. The Delta, especially rural areas, has been shown to lack adequate digital infrastructure to support access to critical services such as healthcare, distance learning, and remote work. In response to these challenges, the Delta Regional Authority (DRA) has announced the **Delta Broadband Mapping Project**, and **<INSERT ORGANIZATION NAME>** is proud to support DRA on this initiative.

Through an innovative crowd-sourcing platform, DRA is undertaking a regional internet speed testing initiative to support data-driven policy and decision making. The goal of this project is to create a regional map of internet availability and speeds, which will help you attain funding opportunities for your communities.

The test takes less than one minute to complete and can be taken on any internet-connected device.



To learn more and to take the test, visit: dra.gov/speedtest.

#DeltaSpeedTest Social Media Toolkit

DRA will use Facebook, Twitter, and LinkedIn to promote the #DeltaSpeedTest project via social media. We encourage you to follow our accounts (below) and like/share/retweet our project messages. Additionally, below are approved examples you may use as original content on your social media accounts. Please remember to tag DRA and use #DeltaSpeedTest in all your social media messaging.

DRA on Social Media



@delta.regional.authority



@DeltaRegional



@delta-regional-authority



@deltaregionalauthority

Facebook Examples

We've been relying on incomplete data to make big decisions on broadband infrastructure for years. Most broadband maps don't measure access on a house-by-house basis. The #DeltaSpeedTest will give us granular data that isn't available anywhere else, which will help provide funding opportunities for our community. Help us fund broadband infrastructure improvements by taking the 30-second test: dra.gov/speedtest

There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us and @delta.regional.authority build a stronger network by taking the 30-second #DeltaSpeedTest at dra.gov/speedtest

Broadband is basic public infrastructure, and yet many of our neighbors' homes lack internet access. Help us and @delta.regional.authority expand broadband access by taking the #DeltaSpeedTest at dra.gov/speedtest

Telework and telehealth now vital parts of our local economies & the Delta is in urgent need of expanding broadband access to all our residents. Help us and @delta.regional.authority update the region's map by taking the #DeltaSpeedTest at dra.gov/speedtest

Broadband access is important now more than ever. The @delta.regional.authority needs your help to build better internet service maps. Take the speed test today: dra.gov/speedtest

Thousands of students in the Delta region don't have access to broadband internet in their homes. The @delta.regional.authority is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: dra.gov/speedtest

Twitter Examples

- There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us & @DeltaRegional build a stronger network by taking the 30-second #DeltaSpeedTest at dra.gov/speedtest
- Broadband is basic public infrastructure, and yet many of our neighbors' homes lack internet access. Help us & @DeltaRegional expand broadband access by taking the #DeltaSpeedTest at dra.gov/speedtest
- Telework & telehealth now vital parts of our local economies & the Delta is in urgent need of expanding broadband access to all our residents. Help us & @DeltaRegional update the region's map by taking the #DeltaSpeedTest at dra.gov/speedtest
- Broadband access is important now more than ever. The @DeltaRegional needs your help to build better internet service maps. Take the speed test today: dra.gov/speedtest
- Thousands of students in the Delta region don't have access to broadband internet in their homes. The @Delta Regional is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: dra.gov/speedtest

LinkedIn Examples

We've been relying on incomplete data to make big decisions on broadband infrastructure for years. Most broadband maps don't measure access on a house-by-house basis. The #DeltaSpeedTest will give us granular data that isn't available anywhere else, which will help provide funding opportunities for our community. Help us fund broadband infrastructure improvements by taking the 30-second test: dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

There is a digital divide in households throughout the Delta – many of our neighbors' homes lack internet access. You can help us and @delta-regional-authority build a stronger network by taking the 30-second #DeltaSpeedTest at dra.gov/speedtest

Broadband is basic public infrastructure, and yet many of our neighbors' homes lack internet access. Help us and @delta-regional-authority expand broadband access by taking the

#DeltaSpeedTest at dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

Telework and telehealth now vital parts of our local economies & the Delta is in urgent need of expanding broadband access to all our residents. Help us and @delta-regional-authority update the region's map by taking the #DeltaSpeedTest at dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

Broadband access is important now more than ever. The @delta-regional-authority needs your help to build better internet service maps. Take the speed test today: dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

Thousands of students in the Delta region don't have access to broadband internet in their homes. The @delta-regional-authority is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

Approved DRA Graphics

Please see below for links to all approved DRA graphics.

DRA Official Seal



Delta Broadband Mapping Project Announcement Graphic

#DeltaSpeedTest Graphic

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About the Delta Regional Authority

The Delta Regional Authority (DRA) is a federal-state partnership created by Congress in 2000 to promote and encourage the economic development of the Mississippi River Delta and Alabama Black Belt regions. DRA invests in projects supporting transportation infrastructure, basic public infrastructure, workforce training, and business development. DRA's mission is to help create jobs, build communities, and improve the lives of those who reside in the 252 counties and parishes of the eight-state region.

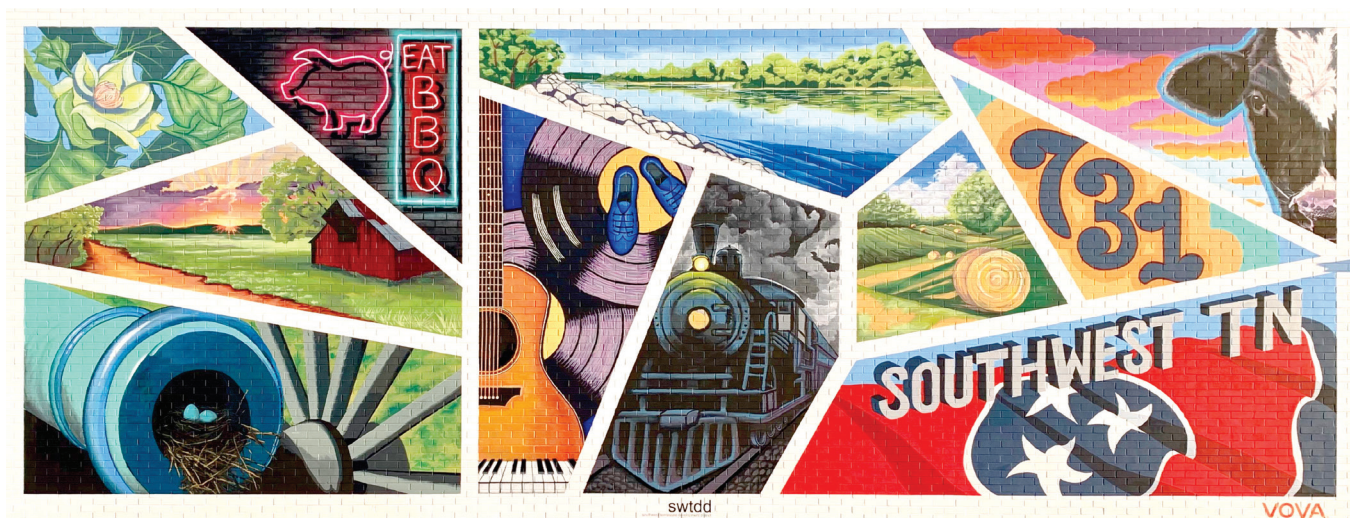
About the Cover

Southwest Tennessee Development District was approached by the Jackson Public Art Initiative in regards to using their building as a “canvas” for a mural in downtown Jackson, TN. The answer was “it’s a no brainer!” The SWTDD building offers great visibility to both foot and vehicular traffic. SWTDD’s Board of Directors requested a design that reflected the culture of the eight counties in the district.

The final design includes:

- » The Tennessee River, which flows through two counties and is a source of beauty, transportation, and recreation
- » A neon sign promoting a West Tennessee favorite, pork barbecue
- » A guitar, records, and blue suede shoes, a nod to the region’s rich musical heritage
- » The Tennessee state tree, the Tulip Poplar
- » A Civil War Cannon, denoting the battlefields in the region
- » Landscapes depicting the importance of agriculture in rural West Tennessee, a barn with a beautiful sunset, hay bales with rolling farmland, and a dairy cow representing livestock
- » Casey Jones’ train, not just because the hero hailed from West Tennessee, but also because the railroad was a significant part of the region’s growth and development
- » A Tennessee flag and the numbers “731”, which is the area code of West Tennessee

The mural was designed and painted by local artists Sarah and Jonathan Cagle and was sponsored by Voya Financial.





DECATUR COUNTY

TENNESSEE



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