ECONOMIC RECOVERY

2021 STRATEGIC PLAN

HARDIN COUNTY

TENNESSEE

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U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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Introduction

Southwest Tennessee Development District (SWTDD) is the designated Economic Development District for eight counties in Southwest Tennessee. The eight counties are 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 a 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. Deployment of 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 Hardin 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. Younger Associates, an economic development research and communications firm with offices in Jackson and Memphis, TN was engaged by SWTDD to develop a planning framework, conduct preliminary research, develop materials and presentations, and facilitate the planning sessions.

Younger Associates developed a preliminary planning strategy. In-person and video-conference meetings were held with the city and county mayors in each county 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 planning.

Procedures for holding the planning sessions were carefully considered to adhere to COVID-19 protocols yet allow 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 was 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 plan 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, a schedule of communications and information to prepare potential plan participants for the session

SWTDD staff then 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 an link to complete an on-line 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 economic recovery focused strengths, weaknesses, opportunities and threats analysis

» An exercise to prioritize the issues and needs identified during the planning session

The session was held on January 25, 2021 at Hardin County Middle School in Savannah, TN. There were 31 participants in the planning session. Among the business and organizations represented in the session were:

» Agriculture

» City of Adamsville

» City of Selmer

» Hardin County Sheriff

» Hardin County Commissioners

» Hardin County Mayor

» Crump Fire Department

» Hardin County Chamber of Commerce

» Hardin County Schools

» Joint Economic & Community Development Board

» National Park Service

» Savannah Fire Department

» Savannah Industrial Development Corporation

» Savannah Main Street Program

» Tennessee Valley Authority

» Tennessee College of Applied Technology - Crump

» Tennessee Economic & Community Development

» Tennessee Valley Electric Company

» Tennessee State Senator

» Hardin County Convention & Visitors Bureau

» Retirees

» Business & Industry
  » Agriculture
  » Healthcare
  » Real Estate
  » Retail
  » Manufacturing
  » Distribution

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 prepared to summarize the county plans and to outline issues and needs that are present region-wide and 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 the 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. Internet Access, many locations do not have access to high-speed internet service

   » High Speed Internet access must be affordable

   » Broadband and new technology is needed

   » Stable/Reliable service is needed as opposed to satellite systems or mobile devices that are less reliable

   » Access is needed in homes and businesses throughout the county

   » High speed, stable internet access needed for all students in their homes

   » Distance learning is expected to remain a component of public education and affordable, high speed internet access it necessary to provide equal access to all students. The public school system has purchased 2,650 computing devices for students to use

   » Lack of high-speed internet access is a deterrent to people who investigate Hardin County as a place to live or relocate a business

   » Local employers have found it hard to use remote workers due to lack of internet

   » Competition among internet providers may be beneficial

» Local hospital and health care providers have had difficulty delivering telehealth services due to poor internet access among county residents

2. Drug and mental health related issues need to be addressed differently.

   » Increase in crimes related to drugs and mental health
   » Children are experiencing increased stress and abuse
   » Young adults do not have enough activities and opportunities to engage, unstructured time can lead to criminal activity
   » Need more police/patrols in the county to adequately cover a large geographic area with a growing population and numerous tourists

3. Workforce Readiness

   » Need more people to pursue and complete vocational training
   » Current workers and job applicants need better computer skills
   » Not enough qualified applicants for job openings at major employers
   » There is an unmet need for workers in construction trades – carpenters, HVAC, plumbers
   » Computer literacy training needed for people of all ages, including senior citizens
   » Transportation is needed to help people get established in jobs

4. Small Business

   » Need existing businesses to grow and thrive
   » Would like to see more small businesses of all types
   » Many small businesses need online sales to support brick and mortar locations

5. Restart Events for Public and Visitors

   » County usually hosts numerous events, part of the local business and cultural environment, but the pandemic halted all public events
   » Need more capacity to hold virtual events
   » Need to learn how to successfully implement social distancing for events
   » Keep the public engaged so the county does not lose momentum in the visitor industry

6. Tourism (river, parks and outdoors)
   » The visitor industry is a major driver of the county economy. While many people still visited the county for camping and outdoor activities during the pandemic, there is not enough entertainment or activities to keep visitors in the area for multi-day visits or frequent return visits.

   » Interest in Civil War history is still strong, but waning — needs to be presented for new generations of visitors

- » Shiloh National Military park is a great location for hiking and biking and can be promoted as a destination for outdoor activity. Visitation has increased during the pandemic as people sought safe spaces for recreation.

- » Pickwick Landing State Park remodeled the hotel and meeting facility on site and the state invested in marketing. Visitors to the park increased by over 7,000 during 2020 although the hotel/meeting facility was closed for more than nine months. Trails, RV sites, camping and other activities have been increasingly in demand at the park.

- » Pickwick Lake attracts long-term visitors, part-time residents, as well as day visitors.

- » Reinvestment and new investment is needed at national, state and local parks in the county. State investment has been steady in recent years, but as number of visitors grows and interests change to camping and hiking, infrastructure upgrades are needed.

7. Infrastructure Improvements are needed

- » Water and wastewater systems need to be extended and improved
- » Water for fire suppression needed in parts of the county
- » Flood control needed
- » Lack of utilities and infrastructure impedes residential development.
- » County has five water districts and three electric power distributors which can complicate infrastructure improvements

8. Building Codes are needed

- » Codes and code enforcement needed to spur improvement of blighted areas
- » Substandard housing exists, particularly in the most rural parts of the county. Some of the housing poses a danger and is a fire hazard.

9. Jobs growth is needed

- » Jobs for unemployed residents
- » Jobs for potential newcomers, as many people are interested in living near the river, lake and parks

10. Need to build public confidence that it is safe to return to local businesses, events, work places

- » Lack of trust in government leadership at all levels
- » Difficult to communicate constantly changing information about the pandemic

11. Healthcare, more doctors, nurses and technicians are needed

- » Local hospital is an asset
- » On some weekends, hospital and emergency room exceed capacity
- » Transportation is needed for people to access healthcare

12. Sales tax collections increased in the county as more people shopped from home and more visitors in homes along the Tennessee River spent more money. Property tax base (values) are growing.

13. Natural disasters including flooding and wind events have strained public resources.

    » Inadequate infrastructure and mitigation against future flooding
    » Local health department has performed well

14. Build capacity for economic development

    » Must have an inventory of building and sites with infrastructure to attract local businesses, no significant inventory available now
    » State-level economic development team compliments the county on making good use of grants and improvement programs, but major development of sites and buildings is needed

15. More resources for child education, well-being and nutrition are needed (without K-12 schools in session during pandemic, needs became more apparent)

    » Very limited number of programs for children and youth
    » Children and youth will likely need help and support to make up for learning and socialization losses during the pandemic.

SURVEY RESULTS

To gather background information and current public perspectives on the quality of the living environment in the county, a survey was developed and administered. 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 23 Hardin 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?	31.3%	68.8%	0.0%	0.0%	0.0%	2.69	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	29.4%	47.1%	23.6%	0.0%	2.94	3.27
Access to clean drinking water in your city/county?	0.0%	0.0%	11.8%	29.4%	58.8%	4.47	4.48
Condition of roads and highways in your city/county?	0.0%	17.6%	23.5%	52.9%	5.9%	3.47	3.35
Solid waste disposal in your city/county?	0.0%	5.9%	23.5%	29.4%	41.2%	4.06	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%	0.0%	23.5%	35.3%	41.2%	4.18	3.97
Primary care facilities in your city/county?	0.0%	11.8%	35.3%	35.3%	17.6%	3.59	3.45
Emergency response capabilities in your city/county?	0.0%	17.6%	17.6%	47.1%	17.6%	3.65	3.55
Access to gyms & wellness facilities in your city/county?	5.9%	5.9%	35.5%	29.4%	23.5%	3.59	3.52
Regional cooperation of healthcare?	0.0%	0.0%	47.1%	35.3%	17.6%	3.71	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	5.9%	52.9%	35.3%	5.9%	0.0%	2.41	2.62
Accessibility to drug addiction treatment programs in West TN?	5.9%	5.9%	58.8%	23.5%	5.9%	3.18	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%	0.0%	41.2%	52.9%	5.9%	3.65	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	0.0%	11.8%	41.2%	35.3%	11.8%	3.47	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	0.0%	0.0%	35.3%	47.1%	17.6%	3.82	3.35
Local efforts to develop and attract visitors to your city/county?	0.0%	5.9%	35.5%	23.5%	35.3%	3.88	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?	0.0%	0.0%	29.4%	47.1%	23.5%	3.94	3.77
Quality of high schools in your city/county?	0.0%	0.0%	29.4%	52.9%	17.6%	3.88	3.71
The number of students who graduate with employable skills in your city/county?	0.0%	5.9%	41.2%	52.9%	0.0%	3.47	3.31
The quality of TCAT* in the region?	0.0%	0.0%	5.9%	47.1%	47.1%	4.41	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	0.0%	11.8%	64.7%	23.5%	0.0%	3.12	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%	35.3%	29.4%	0.0%	2.94	3.06
The safety from crime in your city/county?	0.0%	0.0%	47.1%	52.9%	0.0%	3.53	3.68
The selection of retail stores in your city/county?	5.9%	11.8%	58.8%	23.5%	0.0%	3.00	3.01
The quality of public parks & recreation facilities in your city/county?	0.0%	5.9%	11.8%	41.2%	41.2%	4.18	3.70
The attractiveness of your city/county to potential newcomers?	5.9%	5.9%	23.5%	41.2%	23.5%	3.71	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%	17.6%	29.4%	41.2%	11.8%	3.47	3.49
Regional cooperation within West Tennessee?	0.0%	11.8%	41.2%	41.2%	5.9%	3.41	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?	0.0%	47.1%	35.3%	17.6%	0.0%	2.71	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	0.0%	47.1%	41.2%	11.8%	0.0%	2.65	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	0.0%	11.8%	64.7%	23.5%	0.0%	3.12	3.24
The FEDERAL economic assistance response?	0.0%	5.9%	64.7%	29.4%	0.0%	3.24	3.17
The STATE economic assistance response?	0.0%	11.8%	52.9%	35.3%	0.0%	3.24	3.06
The LOCAL economic assistance response?	5.9%	5.9%	64.7%	23.5%	0.0%	3.06	2.93

Foundation

DEMOGRAPHICS & STATISTICAL OVERVIEW

To establish a common understanding of the economic structure of the county as a basis for planning, a general statistical overview of the county was compiled. 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.
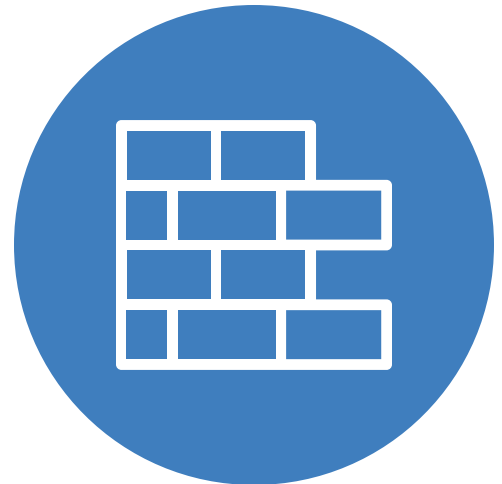
POPULATION

The current Hardin County population estimate of 25,586 is lower than the 2010 census count. Like many rural areas around the country and the Southwest Tennessee region, the population has declined. Projected population growth for the county for the next five years is below 1%.

Although real estate professionals and local government officials report a high level of interest from people moving into Hardin County, the population there has been a net loss of population. This is due in part to the limited supply of housing for sale or rent.

The average age of the population in Hardin County is significantly higher than the SWTDD region, the state, or the U.S. The retiree population segment has grown since the last census due to a successful marketing campaign to attract retirees, the low cost of living in the county, and a very attractive natural environment including the Tennessee River and Pickwick Lake.

Hardin 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.

	Hardin County	SWTDD Region	Tennessee	United States
POPULATION				
2000 Census	25,578	242,765	5,689,277	281,421,942
2010 Census	26,026	253,092	6,346,105	308,745,538
2021 Estimate	25,586	248,153	6,911,029	330,946,040
2026 Projection	25,808	250,153	7,175,823	340,574,349
POPULATION				
2000-2010 Growth	1.75	4.25	11.54	9.71
2010-2021 Growth	-1.69	-1.95	8.90	7.19
2021-2026 Growth	0.87	0.87	3.83	2.91
POPULATION				
Average Age	43.90	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

HOUSEHOLDS & INCOME

The average home value in the county is the highest in the SWTDD region which reflects both the limited supply and the desirability of housing due to the natural amenities in the county.

Over 70% of households have no residents under age 18, which reflects the large segment of older population in the county. This has a potential impact on the future workforce for the county, with fewer young people reaching an age to enter the workforce.

	Hardin County	SWTDD Region	Tennessee	United States
HOUSEHOLDS				
Average Household Size	2.41	2.46	2.49	2.57
Households with People Under 18	29.49%	32.80%	32.82%	33.58%
Households with NO People Under 18	70.51%	67.20%	67.18%	66.42%
HOUSING				
Owner-Occupied Housing Units	75.57%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	24.43%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	18.40	18.89	16.20	16.50
Renter Average Length of Residence (in years)	8.00	7.36	6.40	6.70
Median Owner-Occupied Housing Value	$141,036	$127,993	$197,644	$250,250
Median Year Structure Built	1984	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

On average, the per household income in Hardin County is similar to the SWTDD region and below the state and U.S. averages. The size of the low-wage hospitality sector of the economy, which is typically a smaller sector in a rural county, is a key factor in the lower average household income.

Household Income

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

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LABOR FORCE PARTICIPATION

More than 50% of the working age population in Hardin County is not in the labor force. The full range and impact of factors that contribute to the low labor force participation rate are known, but the rate is low throughout the SWTDD. Early retirement among the retirees locating in Hardin County is likely a significant factor specific to Hardin County.

	Hardin County	SWTDD Region	Tennessee	United States
LABOR FORCE INFORMATION				
Working Age Population	59.30%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	25.00	25.04	28.00	29.00
HOUSING				
In Armed Forces	0.03%	0.05%	0.32%	0.39%
Civilian — Employed	46.20%	50.14%	57.63%	59.64%
Civilian — Unemployed	3.89%	4.16%	3.29%	3.22%
Not in Labor Force	49.88%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

LABOR FORCE DISTRIBUTION

The economy in Hardin County is not as diverse as the Tennessee economy as a whole. Like many rural areas in the Southern U.S., the Hardin County economy still has the largest percentage of jobs concentrated in manufacturing. Manufacturing, by far, provides the highest wages in the county.

Labor Force Info	HARDIN COUNTY		SWTDD REGION		TENNESSEE	
	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	0.8%	$43,479	0.7%	$36,741	0.4%	$46,860
Construction	4.3%	$39,467	4.0%	$55,197	4.3%	$58,737
Manufacturing	24.5%	$69,648	18.7%	$55,340	11.7%	$60,309
Wholesale Trade	0.6%	$53,951	3.1%	$56,349	4.0%	$74,221
Retail Trade	16.2%	$31,187	11.7%	$28,640	11.0%	$32,029
Transportation/ Warehousing/ Utilities	2.9%	$46,647	3.2%	$50,589	5.9%	$56,358
Information	1.0%	$29,787	0.7%	$44,884	1.5%	$75,545
Financial Activities	3.3%	$49,050	3.2%	$56,825	5.2%	$77,854
Professional & Business Services	2.5%	$40,591	8.1%	$35,143	14.1%	$63,000
Education & Health Services	11.1%	$35,083	14.4%	$42,361	14.1%	$53,179
Leisure & Hospitality	9.6%	$14,757	8.9%	$15,885	11.5%	$23,879
Other Services	1.5%	$25,866	1.7%	$31,508	2.7%	$36,224
Government (Local/ State/Federal)	21.7%	$34,314	21.5%	$43,075	13.8%	$50,080
Total	**100.0%**	**$41,915**	**100.0%**	**$41,851**	**100.0%**	**$51,690**

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

HARDIN COUNTY DISTRIBUTION OF LABOR

Natural Resources & Mining
0.8%

Construction
4.3%

Government (Local/State/Federal)
21.7%

Manufacturing
24.5%

Other Services
1.5%

Wholesale Trade
0.6%

Leisure & Hospitality
9.6%

Retail Trade
16.2%

Eduction & Health Services
11.1%

Transportation, Warehousing & Utilities
2.9%

Professional & Business Services
2.5%

Information
1.0%

Financial Activities
3.3%
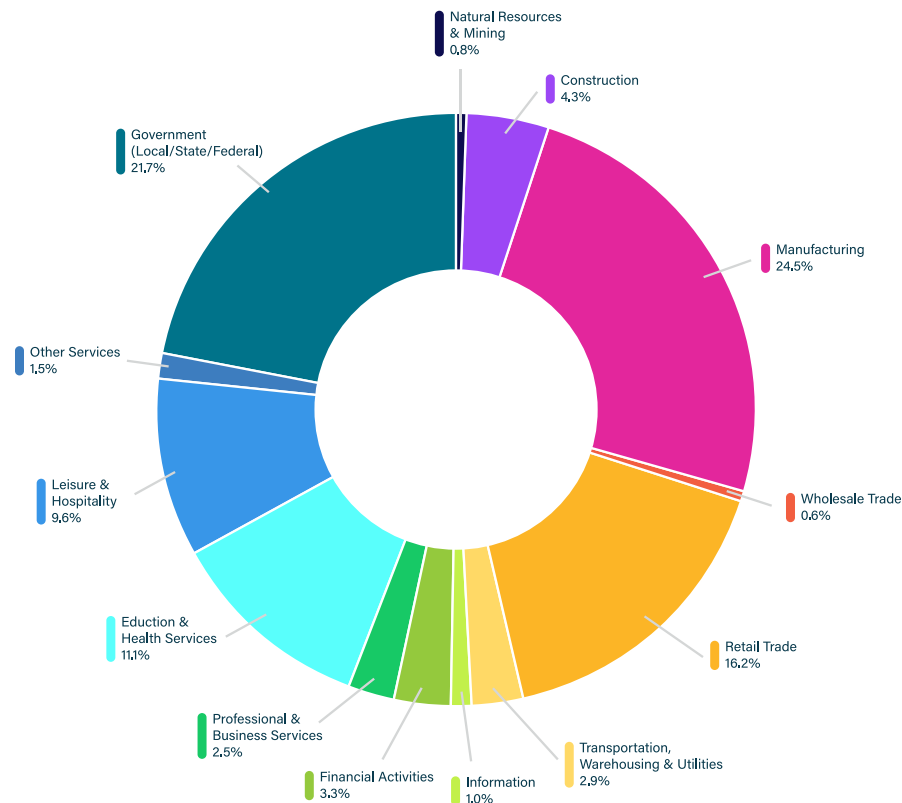
TENNESSEE DISTRIBUTION OF LABOR

Natural Resources & Mining
0.4%

Construction
4.3%

Government (Local/State/Federal)
13.8%

Manufacturing
11.7%

Other Services
2.7%

Wholesale Trade
4.0%

Leisure & Hospitality
11.5%

Retail Trade
11.0%

Eduction & Health Services
14.1%

Transportation, Warehousing & Utilities
5.9%

Information
1.5%

Professional & Business Services
14.1%

Financial Activities
5.2%
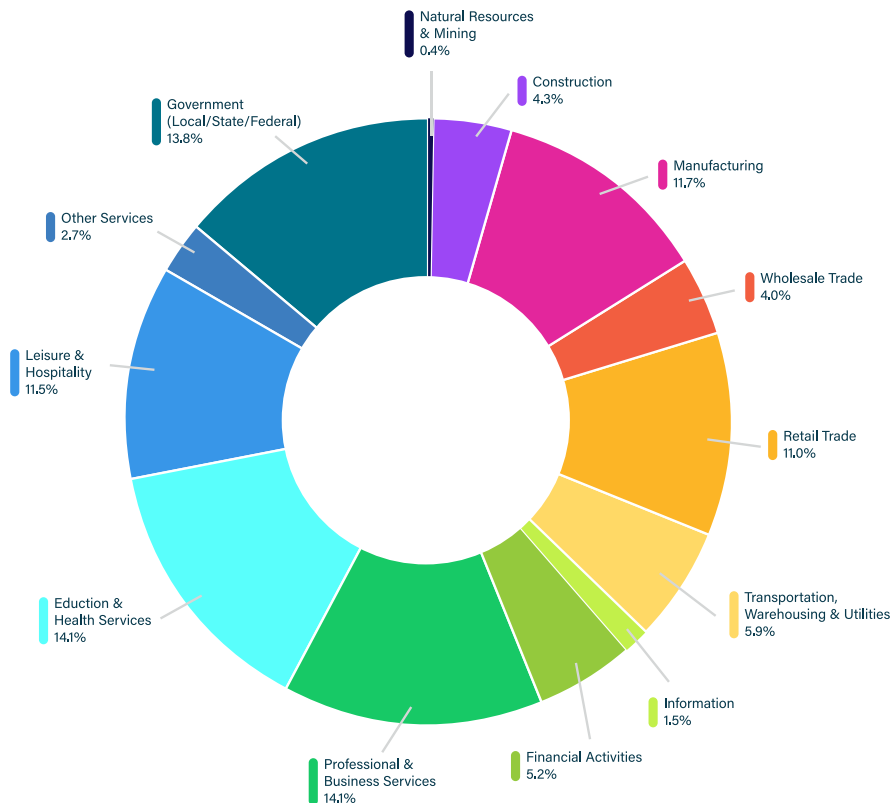
SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

RETAIL GAP ANALYSIS

Retail sales are relatively strong in Hardin County with many retail sectors attracting consumer spending from outside the county. Automotive sales attract the largest outside spending with four new car dealerships in the county. Statistics show a slight shortage of restaurants, which is notable in an economy that has a large visitor industry.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	$359,138,164	$544,001,582	-$184,863,418
Motor vehicle & parts dealers	$83,411,417	$225,181,725	-$141,770,307
Furniture & home furnishings stores	$5,451,024	$4,551,582	$899,443
Electronics & appliance stores	$4,968,498	$76,448	$4,892,050
Building material & garden equipment & supplies dealers	$25,864,415	$62,076,947	-$36,212,532
Food & beverage stores	$53,806,761	$56,694,800	-$2,888,039
Health & personal care stores	$25,212,723	$40,428,340	-$15,215,617
Gasoline stations	$34,422,209	$66,316,204	-$31,893,994
Clothing & clothing accessories stores	$11,887,251	$5,928,587	$5,958,664
Sporting goods, hobby, musical instrument, & book stores	$3,883,417	$311,996	$3,571,421
General merchandise stores	$47,929,275	$76,884,061	-$28,954,787
Food services & drinking places	$41,821,247	$32,698,511	$9,122,735

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

EDUCATION STATISTICS

While Hardin County has a higher ratio of people with a high school equivalent or below, this may be due in part to the higher average age of the population. Statistics regarding current educational achievement point to growing levels of educational attainment.

	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 95.5% which is above the state average. The public K-12 school system has earned a Level 5 overall performance ranking, which is the highest level awarded by the Tennessee Department of Education.

Education Attainment
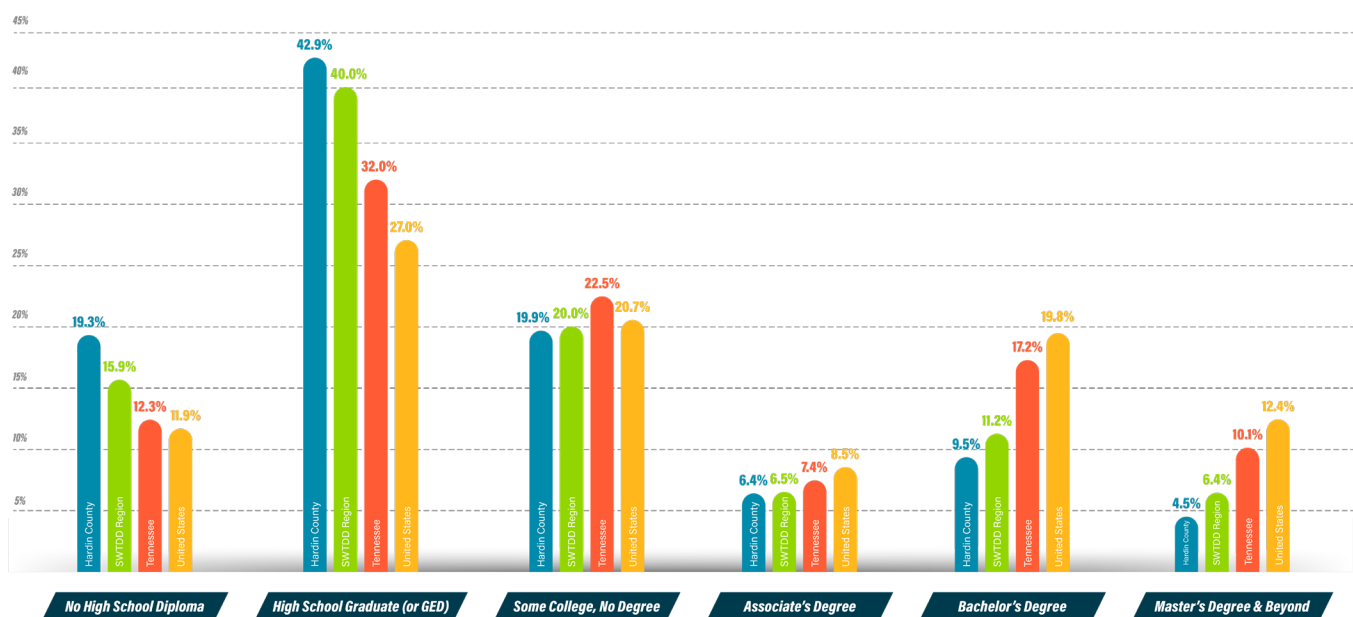
SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that households in Hardin County are more than four times less likely to have fixed broadband internet access than the state average.

Households With No Internet Access

Households Without Fixed Broadband

28.8%   20.4%   41.1%   10.9%

■ Hardin County   ■ Tennessee
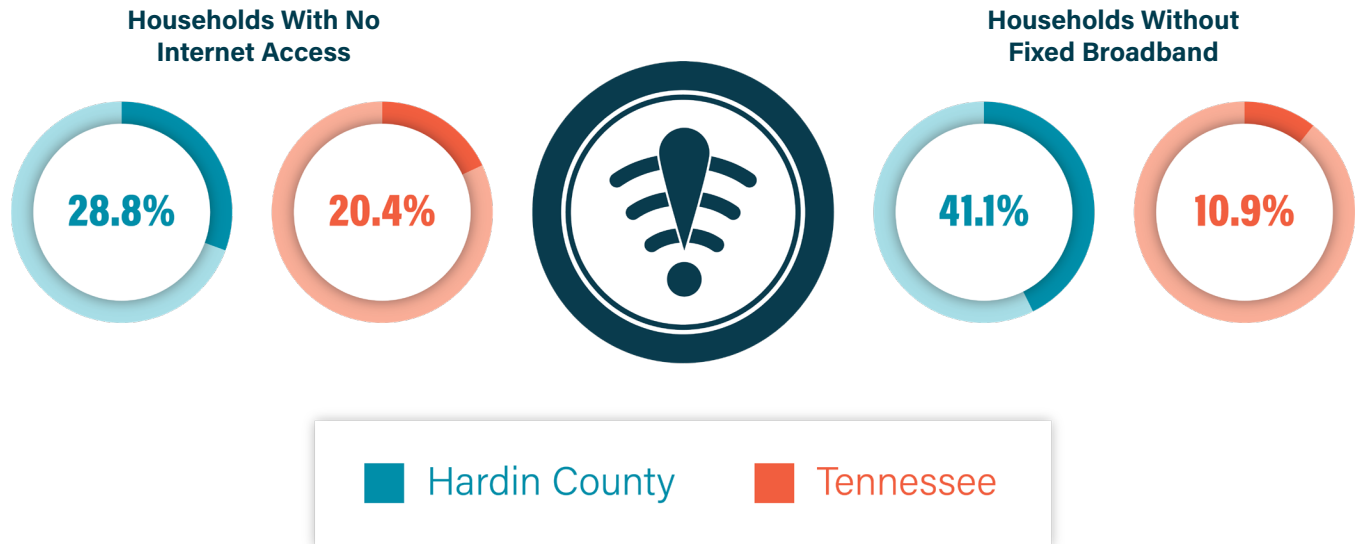
SOURCE: PURDUE UNIVERSITY | UT EXTENSION INSTITUTE OF AGRICULTURE

Existing Platforms

PREVIOUS LOCAL STRATEGIC PLANS

This 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.

The city and county engage in regular infrastructure and services planning including fire and emergency preparedness.

In addition, there are current, specific plans for:

» Retiree Recruitment (Retire Tennessee)
» Tourism (Hardin County Convention and Visitors Bureau
» Economic Development (Three Star Asset Plan) which includes:
    » Expanded training opportunities for health care workers
    » Development and certification of two industrial sites
    » Expansion and development of broadband internet service

Tools

SWOT ANALYSIS

A portion of the strategic planning session was 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. Shiloh National Military Park
   » Major Civil War historic site, best preserved site with entire battlefield within the park
   » Over 4,200 acres of scenic natural areas with trails
   » Operated by the National Park Service, founded 1894, attracts visitors from throughout the U.S. and beyond

2. Pickwick Landing State Park
   » Among the most frequently visited state parks in Tennessee, 1,416 acres located on Pickwick Lake,
   » Hotel (119 room lodge), restaurant, meeting/conference facility
   » Camping, RV's, tents, cabins
   » Fishing, boating, marina, swimming
   » Golf course and other recreational facilities

3. Pickwick Lake
   » Reservoir created and managed by Tennessee Valley Authority
   » 67.3 square miles, very popular for boating, skiing and fishing

SHILOH NATIONAL PARK

CITY PARK IN SAVANNAH, TN

4. Tourism
   » Successful in attracting visitors to the county
   » Visitor industry is a primary economic driver for the county
   » Numerous well-established events offered year-round
   » Seven major/national fishing tournaments annually
   » Local parks and facilities complement state and national parks

5. Health Care
   » Hardin Medical Center (hospital), county owned
      – 24 hour Emergency Department
      – Darryl Worley Cancer Treatment Center
      – Approximately 80 general medical and specialty beds
   » Lifespan Health
      – Primary and multi-specialty medical care
      – Treated more than 13,000 patients in 2020

6. Education K-12
   » Among highest rated school systems in Tennessee
   » Local pride and support for school system
   » Attractive to young families
   » School system has been highly proactive during the pandemic, delivering meals, providing computer and internet access devices.

7. Higher Education
   » Tennessee College of Applied Technology (TCAT) campus in Crump, TN

DARRYL WORLEY CANCER TREATMENT CENTER

TENNESSEE RIVER IN SAVANNAH, TN

SELAH COFFEE IN SAVANNAH, TN

» Jackson State Community College (JSCC) campus in Savannah, TN

» Dual-enrollment programs with TCAT, JSCC and county school system

8. Location
   » Located on the Tennessee River
   » Good U.S. Highway access
   » Proximity to Memphis, Nashville, Birmingham

9. Local retail base offers broader selection that many comparably sized communities
   » County is a destination for car purchasers, with four new-car dealerships

10. Relationships among city and county governments are strong and productive

11. Strong Base of manufacturers and employers
    » Packaging Corp of America (PCA) largest employer offering skilled manufacturing and engineering jobs

12. Agricultural assets are strong, farm production is a stable sector of the economy

13. Airport is in good condition, recently utilizing an $11 million grant for upgrades

14. Low cost of living, low property taxes

15. County is a successful participant in the Retire Tennessee program and attracts new retiree residents each year

16. Savannah is a successful participant in the Main Street program and has revitalized the downtown area

DESIGN TEAM SIGN COMPANY IN SAVANNAH, TN

CLAYTON HOMES IN SAVANNAH, TN

WEAKNESSES

1. Tourism employee compensation — low wage economic sector

2. Patrol units — not enough units for Sheriff's department

3. River divides the county — Middle vs West TN, some portions of the county are considered to be within Tennessee's western grand division and some in the middle grand division.

4. Low labor force participation rate

5. Limited access to reliable internet

6. Lack of industrial properties

7. Very limited availability of childcare

8. River trails have not been developed to fully take advantage of recreational opportunities

9. Lack of residential rental facilities

10. Very limited availability of public transportation

11. High incidence rate of drug abuse among the population

12. Vacant storefronts and poor aesthetics on main roadways

13. Litter is prevalent

14. Location is not optimum for industrial recruitment (no access to interstate highways, Class I rail or ports)

15. No programs to constructively engage children, youth, young adults outside of school

16. Housing inventory is low, limits ability to grow, little or no new development

17. Food insecurity among elderly population

18. East Tennessee is a more popular tourist destination, that is often considered as an alternative when people are deciding upon a vacation destination

LITTER AROUND THE COUNTY

LACK OF STABLE BRAODBAND

SHERIFF'S DEPT. NEEDS MORE PATROL UNITS

OPPORTUNITIES

1. Recruit and retain younger residents — relocation packages, bringing them back after leaving for college

2. Tennessee River Line — Building trails along the river: Hiking, kayaking, etc.

3. River terminal for barge loading and port access

4. Utilize trade shows and national events to showcase tourism assets

5. New industrial sites are in early process of development

6. Bring more people into the workforce, increase labor force participation — determine why people are not in labor force: lack of childcare, transportation, skills

7. Find ways to capitalize on popularity of East Tennessee tourism, market as a nearby option for extending a visit to, or within, the state

8. Connect small businesses and startups with loans and assistance programs

9. Destination Attractions: like Graceland… build off popularity of Shiloh military park

10. Find a way to cross train skilled labor to work across different jobs: welders, masons, etc. (rapid response training)

11. Incorporate Hardin County musical heritage into state and regional music tourism programs

CITY PARK IN SAVANNAH, TN

SHILOH NATIONAL PARK IN SAVANNAH, TN

TENNESSEE RIVER IN SAVANNAH, TN

SAVANNAH INC. IN SAVANNAH, TN
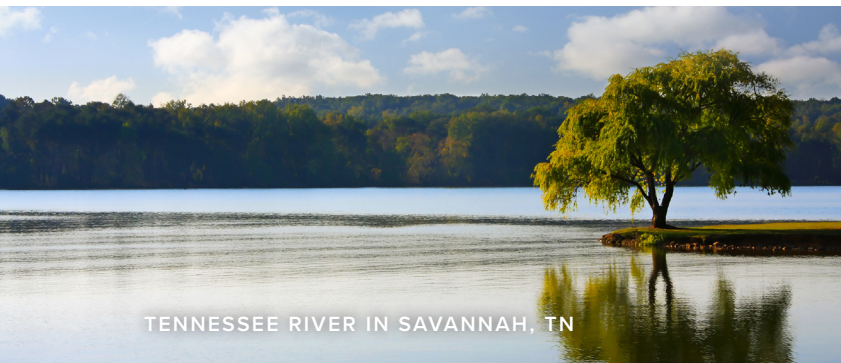
THREATS

1. Infrastructure is reaching its limit:
   » Water system — difficult to get water and wastewater access to new residential and industrial/commercial properties
   » Roadways — private vs public ownership and maintenance
   » TCA code changes

2. Available hotels, existing hotels do not have the capacity for growth or major peaks in tourism

3. Protecting local and natural area and attractions as the county grows and develops (planned growth)

4. Flooding — potential for extensive damage; limits future growth

5. Changing retail culture, shifts to online commerce instead of physical locations, threatens small local retailers who do not have an online presence

6. Minimal state road infrastructure that accesses the interstate (641 and 128)

7. Asian carp — expansion of this non-native species, that drives out native species, into the Tennessee River is a threat to the health of the river, lake and fishing industry

8. Redistribution of sales tax revenue collected by the state. Recent change in state tax law distributes tax revenue to the point of online sale. This has greatly benefited Hardin County as visitors and part-time residents have generated large online sales volumes, but if the distribution system were to revert there would be a loss of sales tax revenue.

LACK OF AVAILABLE OVERNIGHT LODGING

ASIAN CARP

I-40 IN HARDIN COUNTY

LOCAL BUSINESS IN DOWNTOWN SAVANNAH, TN
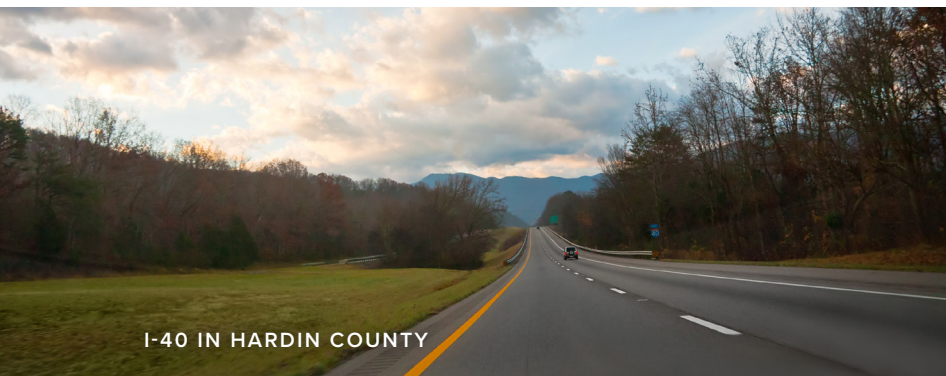
Priorities for Economic Recovery

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 ten that were presented and listed below.

Limiting the number of items that could be selected caused each participant to choose their highest priorities. Participants were instructed that if an issue was not among the top four when the voting was tallied it did not mean that the issued would not be addressed in some manner. The voting process was used to develop a rank priority order, not to eliminate any needs or issues from the list.

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 touched 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 created.

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 both unreliable, since significant portions of the county have poor cell signal strength, as well as too expensive for many households.

Hardin County is receiving an investment of $6.77 million through the Charter Communications Rural Digital Opportunity Fund. This investment is expected to bring high-speed internet access to 4,615 households. This investment, announced in February 2021 by the State of Tennessee, will partially address the need for broadband internet access in the county, but leave other portions without high-speed service.

Barriers to delivering high speed internet throughout the rural area 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

» Multiple public utility providers serve the county. Small customer bases do not allow a provider to recover the cost of adding internet services

» 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:

» Assess and continuously monitor 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, and grant and technical assistance from the Delta Regional Authority. Funding may also be included in federal economic recovery programs.

» Update databases and mapping that identify where high speed internet service is available and not available

» Proceed with planning to determine best methods for serving remote and less densely populated areas. Complete technical and engineering studies. Develop cost estimates.

» Prioritize the order in which geographic area 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. **WORKFORCE DEVELOPMENT, INCREASE LABOR FORCE PARTICIPATION**

There are a group of closely related issues regarding workforce development that came to the forefront during this strategic planning process.

» **Increase labor force participation**

The labor force rate in Hardin County, at 50.12% prior to the pandemic, was significantly lower than the Tennessee state average rate of 61.24% or nation rate of 63.25. Several factors contribute to the low rate in the county. The high average age of the population in Hardin County due to a concentration of retirees is a contributing factor. But there are other factors that can be explored and addressed. Participants in the planning session noted drug use, lack of transportation, lack of access to childcare, and the need for career pathway guidance as easily observed 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 workforce. Refinements and expansions of existing programs may be needed to enable more people to hold employment.

» **Rapid response training for post-pandemic job openings**

Employers have noted that there are not enough workers to fill job openings that are occurring as they begin to ramp up production and services as demand begins to rebound. Employers reported they are finding that workers who were laid off or furloughed near the beginning of the pandemic are not available to come back to work. Some of the workers found other jobs and some relocated to other areas.

Many of the jobs employers are seeking to fill as they ramp up require skills and training. A concentrated effort to quickly train workers for rebounding jobs would allow existing employers to recover more quickly from the pandemic slow-down.

» **Find ways for more people to take advantage of higher education and technical training programs in the SWTDD region**

The Tennessee College of Applied Technology in Crump, TN and the Jackson State Community College campus in Savannah, TN offer the programs most needed by local employers. These institutions can participate in rapid response training for post-pandemic job openings.

Beyond that ramp-up, TCAT and JSCC can train an increasing number of workers. Their training programs are highly rated by local employers and economic developers and they have dual enrollment programs with the high schools. Again, the availability of transportation, childcare, career guidance and drug abuse prevention are key elements in connecting people with these opportunities.

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.

» **Support and expand the local Workforce Alliance Partnership for Placement (WAPP)**

Both employers and educators noted recent success with WAPP. The program was formed through a partnership between Hardin County Schools and local business leaders. WAPP provides a way for businesses to connect with high school students, especially those who aren't seeking post-secondary education such as a four-year college and acquaint them with local job opportunities and career paths.

WAPP provides a hands-on direct match of high school students and business and industry in Hardin County. It is another means to increase labor force participation and address the immediate needs of local employers. Adequate resources should be made available for this program to grow.

3. WATER/WASTEWATER CAPACITY & SERVICE IMPROVEMENTS

Four major ways that water and wastewater infrastructure needs impact the county were identified in the strategic planning session.

» Extension of water and wastewater to develop-able tracts of land are needed to support private residential development. While there is demand for homes from people seeking to move into areas near the lake and river, lack of infrastructure has prohibited new residential development.

» Fire departments do not have adequate water resources for fire suppression throughout the county.

» Preparing new sites for industrial development will require supplying adequate infrastructure to the sites.

» Older areas within the cities have old and obsolete wastewater infrastructure that inhibits redevelopment and limits improvements to some low-income areas.

Local governments are undertaking engineering studies and developing cost estimates for priority projects. These efforts should assist in seeking infrastructure funding though pandemic relief and economic recovery programs.

4. BUILD ON TOURISM ASSETS & POSITION FOR THE FUTURE

Hardin County contains tourism assets of regional and national significance. The largest and most widely known are Shiloh National Military Park, Pickwick Landing State Park, and Pickwick Lake, all located along the Tennessee River. (See "Strengths" section of this report for details.) These assets are complemented by local parks, events and entertainment. The combination of tourism assets in Hardin County can be an anchor for a continued surge of tourism throughout Southwest Tennessee.

Hardin County's location between Memphis and Nashville allows residents of these metro areas to reach Hardin County within two hours or less, making the county's large reservoir lake area a popular choice for weekend recreation. The pandemic caused many people in the region to rediscover the recreational opportunities within driving distance of their home.

Pickwick Landing State Park saw an increase in the number of visitors during 2020 despite both the pandemic and the closure or the park's lodge for most of the year for an extensive renovation. People sought outdoor recreation and the demand for all types of camping facilities increased dramatically.

New generations of visitors view and utilize parks differently than previous generations. Parks must be modernized to remain relevant and beneficial to young adults and children.

Shiloh National Military Park is a prime example. For many decades, the park has attracted Civil War reenactors and people with a close or special interest in the war and one of the major battle sites. The number of young people who share this level of interest in now century-old battle history is much smaller than in past generations. However, the serene undisturbed natural environment is attractive to all generations.

Shiloh has the opportunity to be viewed as a natural retreat with miles of interesting trails. New approaches to presenting history with current technology can engage new generations. Careful land use and development planning is important to continue to preserve the character of the park.

Modernization of park facilities, and expansion of amenities for popular activities such as camping and hiking require new investments. Meanwhile, as utilization increases, and demand for private development near water and parks continues, conservation plans must be developed.

5. DEVELOP & CERTIFY NEW INDUSTRIAL SITES

Although Hardin County has utilized and leveraged grants and technical assistance from TVA and the Tennessee Department of Economic and Community Development (TDECD), much more funding is needed to acquire land and develop infrastructure for industrial sites. Both TDECD and TVA have encouraged the county to develop sites since there is no currently available inventory of sites or buildings.

TDECD, TVA and local leadership believe that Hardin County is a viable and attractive location for industry. The site certification process in Tennessee ensures that a site meets the infrastructure, environmental and ownership standards for industrial development and aids in the marketing of the site nationally and internationally.

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

Hardin County holds a prime position in the SWTDD region to attract new residents and grow the population. Reversing population decline is critical to preserving the tax base and the 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.

Hardin County has shown success in attracting retirees. 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, is a notable attraction for Hardin County. By building upon and promoting the quality of life the county can achieve sustainable population growth.

» To do so, the inventory of available housing will have to increase. As noted, water and wastewater system constraints have limited the opportunities for new residential developments.

» Real estate listings show very few existing homes on the market. There are no major new residential developments under construction. The cost of acquiring land outside a flood zone, extending roads, water and wastewater to potential new development with private funds has deterred some local developers from taking the financial risk to build new housing developments in the past decade.

» Improvements in community attractiveness would bolster population migration into the county. Planning session participants noted that litter is pervasive throughout the county. Litter prevention and education campaigns are no longer active in Tennessee so local and regional efforts are required to address this issue.

» Also noted were vacant and sometimes blighted commercial spaces located along the major highways that make the county less appealing to potential newcomers. County officials also noted blighted residential properties that could be addressed by building code development and enforcement.

7. **SMALL BUSINESS DEVELOPMENT**

Small businesses in Hardin County must often compete with concentrations of businesses in larger markets in Jackson, TN, Corinth, MS and other larger business centers located within less that 50 miles. Small businesses in Hardin County need the resources to offer specialization or service features that allow them keep local expenditures from flowing to larger markets. It can be financially difficult for a start-up business to achieve this level of differentiation. Access to capital through loans and incentives can assist small businesses in getting established and becoming competitive.

Goods providers located in Hardin County need to utilize internet sales of their products to reach a larger customer base. While many retailers and small manufacturers across the U.S. utilize the internet to expand sales, there are no examples of companies in the county that have a large online sales presence. Lack of robust internet access combined with lack of experience and training in online commerce may be a deterrent.

Most local businesses do not consistently attract a large number of the visitors from the local state and national park areas to their businesses located outside the parks. Better marketing and geo-targeting of visitors could connect visitors to local businesses. This would not only increase revenue for local businesses, but it could also enhance the visitor experience by providing more activities and interests during the visit to the area.

Statistical data for sales and income indicate an opportunity for small local businesses to capture more local sales. For example, the data indicates an unmet demand for restaurants of approximately $10 million annually. This projection does not include visitor spending for restaurants.

8. PROMOTE, CELEBRATE & SUPPORT THE LOCAL EDUCATION & HEALTH CARE SYSTEMS

Hardin County has outstanding education and health care systems. The comparative strength of these systems to comparable rural areas may not be fully appreciated by local and regional residents. The quality and depth of education and health care offerings contribute to the attractiveness of Hardin County to potential new businesses and residents.

Hardin County Schools is rated at the highest level of student achievement by the TN Dept. of Education. It is one of the few systems in West TN that is rated as a Level 5 school system.

Hardin County hospital is fully operational and offers 24/7 emergency care. Other rural counties in the region no longer have local hospitals. In addition to the hospital, Hardin County has large medical practices offering primary care and specialized care.

These systems should not be taken for granted, or opportunities for support and funding be allowed to diminish. Instead, these systems should be a priority for continued funding, upgrades, and growth. They should be brought to the forefront of communications and marketing for the county.

9. DEPLOY MORE RESOURCES FOR POLICING & DRUG ABUSE PREVENTION

Law enforcement officials and other participants in the strategic planning session noted a shift in crime during the pandemic toward more violence, domestic abuse, child abuse and drug-related crimes. Like much of the U.S. the SWTDD region has seen evidence of an opioid use epidemic. As the pandemic created unemployment and kept people at home, crime shifted from theft to crimes exacerbated by mental stress, personal conflicts and substance abuse.

Resources for prevention of these types of crime is needed. Mental health and substance abuse treatment programs is another area of need underscored by the pandemic.

The county Sheriff's department is understaffed for traditional crime prevention, public safety and investigation duties with only four units for the county. The county has many remote areas to patrol. The high number of visitors the parks bring to the county also requires the attention of local law enforcement.

10. FLOOD MITIGATION

Flooding has occurred in the county with increasing frequency over the past decade. Property damage has been costly to both the public and private sectors. As increasing acreage comes within the designated flood zone, there is much less available land for residential development in highly desirable locations.

Flood mitigation will require extensive long-term planning and will require substantial financial investments. Hardin County has been in recovery mode from recent flooding and a severe wind event and has not yet put any significant resources into mitigation planning.

Supporting Materials

2021 DEMOGRAPHIC REPORT

Pop-Facts Demographics Snapshot 2021 | Southwest Tennessee Development District - Hardin 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

	Hardin County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Population								
2000 Census	25,578	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	26,026	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	25,586	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	25,808	--	250,317	--	7,175,823	--	340,574,349	--
Population Growth								
Percent Change: 2000 to 2010	--	1.75	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	-1.69	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	0.87	--	0.87	--	3.83	--	2.91
Households								
2000 Census	10,426	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	10,643	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	10,450	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	10,543	--	97,225	--	2,822,151	--	129,596,282	--
Household Growth								
Percent Change: 2000 to 2010	--	2.08	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	-1.81	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	0.89	--	0.97	--	3.90	--	3.07
Family Households								
2000 Census	7,442	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	7,375	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	7,253	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	7,315	--	66,865	--	1,905,651	--	86,210,238	--
Family Household Growth								
Percent Change: 2000 to 2010	--	-0.90	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	-1.65	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	0.85	--	1.02	--	3.97	--	3.11

	Hardin County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Population by Single-Classification Race								
White Alone	23,740	92.78	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	830	3.24	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	151	0.59	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	138	0.54	1,858	0.75	134,568	1.95	19,688,976	5.95
Native Hawaiian/Pacific Islander Alone	7	0.03	65	0.03	5,088	0.07	664,254	0.20
Some Other Race Alone	269	1.05	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	451	1.76	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	24,768	96.80	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	818	3.20	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	558	68.22	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	93	11.37	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	23	2.81	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	144	17.60	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	0	0.00	173	9.31	23,096	17.16	4,487,981	22.79
Filipino	57	41.30	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	77	55.80	500	26.91	32,015	23.79	4,418,142	22.44
Korean	2	1.45	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	2	1.45	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

	Hardin County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Population by Ancestry								
Arab	13	0.05	398	0.16	34,023	0.49	1,672,310	0.51
Czech	33	0.13	167	0.07	8,342	0.12	1,121,343	0.34
Danish	34	0.13	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	257	1.00	1,736	0.70	62,126	0.90	3,278,203	0.99
English	2,109	8.24	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	266	1.04	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	22	0.09	342	0.14	16,146	0.23	1,661,855	0.50
German	1,673	6.54	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	80	0.31	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	50	0.20	152	0.06	9,933	0.14	1,117,452	0.34
Irish	2,443	9.55	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	248	0.97	2,725	1.10	129,210	1.87	13,441,538	4.06
Lithuanian	28	0.11	49	0.02	4,036	0.06	497,383	0.15
Norwegian	69	0.27	681	0.27	26,342	0.38	3,479,122	1.05
Polish	85	0.33	1,215	0.49	64,064	0.93	7,206,810	2.18
Portuguese	29	0.11	86	0.04	5,426	0.08	1,106,557	0.33
Russian	11	0.04	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	362	1.42	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	386	1.51	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	3	0.01	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	656	2.56	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	71	0.28	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	147	0.57	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	3,368	13.16	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	22	0.09	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	5	0.02	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	3,540	13.84	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	9,576	37.43	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	22,483	92.81	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	790	3.26	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	150	0.62	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	780	3.22	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	21	0.09	1,159	0.49	36,481	0.56	2,410,930	0.78

	Hardin 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	451	55.13	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	13	1.59	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	16	1.96	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	262	32.03	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	76	9.29	636	7.29	29,820	7.04	3,899,002	6.12
2021 Est. Population by Sex								
Male	12,494	48.83	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	13,092	51.17	127,190	51.26	3,537,523	51.19	167,951,895	50.75
2021 Est. Population by Age								
Age 0 - 4	1,362	5.32	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	1,392	5.44	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	1,476	5.77	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	924	3.61	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	835	3.26	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	1,094	4.28	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	2,751	10.75	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	2,671	10.44	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	3,176	12.41	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	3,716	14.52	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	3,648	14.26	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	1,883	7.36	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	658	2.57	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	21,056	82.30	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	20,432	79.86	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	19,597	76.59	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	6,189	24.19	49,295	19.86	1,210,635	17.52	56,444,684	17.06
Median Age	--	**45.98**	--	**41.16**	--	**39.34**	--	**38.81**
Average Age	--	**43.90**	--	**41.27**	--	**40.10**	--	**39.80**

	Hardin 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	4,537	21.25	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	2,416	11.31	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	2,121	9.93	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	10,928	51.17	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	941	4.41	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	1,856	8.69	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	409	1.92	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	1,447	6.78	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	3,094	14.49	26,035	12.72	695,360	12.29	29,454,037	10.90
Male, Divorced	**1,675**	**7.84**	**12,155**	**5.94**	**303,885**	**5.37**	**12,618,306**	**4.67**
Female, Divorced	**1,419**	**6.64**	**13,880**	**6.78**	**391,475**	**6.92**	**16,835,731**	**6.23**
2021 Est. Male Population by Age								
Male: Age 0 - 4	708	5.67	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	706	5.65	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	732	5.86	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	469	3.75	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	438	3.51	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	570	4.56	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	1,377	11.02	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	1,293	10.35	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	1,561	12.49	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	1,779	14.24	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	1,796	14.38	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	887	7.10	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	178	1.43	1,803	1.49	43,013	1.27	2,384,308	1.46
Median Age, Male	**--**	**44.67**	**--**	**39.29**	**--**	**37.88**	**--**	**37.45**
Average Age, Male	**--**	**42.80**	**--**	**39.94**	**--**	**39.00**	**--**	**38.70**

	Hardin County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Female Population by Age								
Female: Age 0 - 4	654	5.00	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	686	5.24	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	744	5.68	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	455	3.48	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	397	3.03	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	524	4.00	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	1,374	10.49	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	1,378	10.53	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	1,615	12.34	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	1,937	14.79	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	1,852	14.15	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	996	7.61	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	480	3.67	3,685	2.90	83,196	2.35	4,283,986	2.55
Median Age, Female	--	47.21	--	42.97	--	40.77	--	40.17
Average Age, Female	--	44.90	--	42.53	--	41.10	--	40.80
2021 Est. Households by Household Type								
Family Households	7,253	69.41	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	3,197	30.59	30,102	31.26	883,369	32.52	42,120,504	33.50
2021 Est. Group Quarters Population								
2021 Est. Group Quarters Population	375	1.47	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	227	2.17	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	1,797	24.78	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	3,710	51.15	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	234	3.23	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	274	3.78	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	606	8.36	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	632	8.71	6,951	10.50	169,167	9.23	7,272,880	8.70

	Hardin County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Households by Household Size								
1-Person Household	2,819	26.98	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	3,847	36.81	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	1,739	16.64	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	1,221	11.68	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	537	5.14	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	189	1.81	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	98	0.94	1,129	1.17	35,311	1.30	2,374,563	1.89
2021 Est. Average Household Size	**--**	**2.41**	**--**	**2.46**	**--**	**2.49**	**--**	**2.57**
2021 Est. Households by Number of Vehicles								
No Vehicles	653	6.25	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	3,154	30.18	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	3,786	36.23	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	1,858	17.78	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	807	7.72	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	192	1.84	2,034	2.11	69,971	2.58	2,648,833	2.11
2021 Est. Average Number of Vehicles	**--**	**2.00**	**--**	**1.92**	**--**	**2.00**	**--**	**1.80**
2021 Est. Occupied Housing Units by Tenure								
Housing Units, Owner-Occupied	7,897	75.57	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	2,553	24.43	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	--	18.40	--	18.89	--	16.20	--	16.50
2021 Renter Occ. HUs: Avg. Length of Residence								
2021 Renter Occ. HUs: Avg. Length of Residence	--	8.00	--	7.36	--	6.40	--	6.70

	Hardin 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	268	3.39	2,231	3.30	44,107	2.37	1,960,463	2.39
Value $20,000 - $39,999	643	8.14	3,963	5.86	48,574	2.61	1,971,787	2.41
Value $40,000 - $59,999	474	6.00	4,433	6.55	57,844	3.11	2,119,053	2.59
Value $60,000 - $79,999	741	9.38	6,040	8.93	88,332	4.75	2,938,686	3.59
Value $80,000 - $99,999	746	9.45	8,289	12.26	119,437	6.42	3,784,864	4.62
Value $100,000 - $149,999	1,288	16.31	14,561	21.53	283,685	15.25	9,327,139	11.38
Value $150,000 - $199,999	1,241	15.71	10,882	16.09	301,242	16.19	10,310,151	12.58
Value $200,000 - $299,999	1,247	15.79	9,459	13.99	394,950	21.23	15,613,547	19.05
Value $300,000 - $399,999	575	7.28	4,029	5.96	213,142	11.46	10,693,739	13.05
Value $400,000 - $499,999	323	4.09	1,853	2.74	125,393	6.74	7,299,475	8.91
Value $500,000 - $749,999	197	2.50	1,138	1.68	103,158	5.54	8,008,725	9.77
Value $750,000 - $999,999	91	1.15	416	0.61	43,221	2.32	3,835,670	4.68
Value $1,000,000 - $1,499,999	24	0.30	202	0.30	21,911	1.18	2,238,076	2.73
Value $1,500,000 - $1,999,999	17	0.21	68	0.10	7,377	0.40	826,958	1.01
Value $2,000,000 or more	22	0.28	61	0.09	7,849	0.42	1,015,845	1.24
2021 Est. Median All Owner-Occupied Housing Value	--	141,036.01	--	127,993.74	--	197,644.62	--	250,250.15
2021 Est. Housing Units by Units in Structure								
1 Unit Attached	133	0.95	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	11,042	79.25	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	173	1.24	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	375	2.69	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	337	2.42	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	66	0.47	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	36	0.26	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	1,758	12.62	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	14	0.10	188	0.17	2,679	0.09	129,036	0.09

	Hardin 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	293	2.10	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	338	2.43	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	2,121	15.22	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	3,006	21.57	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	2,027	14.55	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	2,493	17.89	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,857	13.33	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	1,061	7.62	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	209	1.50	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	529	3.80	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	--	1,984.12	--	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	3,082	29.49	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	1,990	64.57	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	273	8.86	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	773	25.08	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	40	1.30	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	6	0.20	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	7,368	70.51	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	3,517	47.73	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	234	3.18	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	464	6.30	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	1,507	20.45	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	1,646	22.34	16,242	25.10	471,895	25.86	22,122,384	26.49

	Hardin 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	1,496	8.09	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	2,065	11.16	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	7,943	42.93	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	3,214	17.37	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	1,187	6.42	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	1,760	9.51	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	646	3.49	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	155	0.84	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	37	0.20	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	254	57.86	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	51	11.62	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	128	29.16	874	19.81	39,165	17.88	8,940,246	24.39
Bachelor's Degree or Higher	6	1.37	522	11.83	36,792	16.80	6,079,177	16.59
2021 Est. Households by HH Income								
Income < $15,000	1,616	15.46	14,563	15.12	307,934	11.34	12,159,124	9.67
Income $15,000 - $24,999	1,272	12.17	12,021	12.48	270,250	9.95	10,429,416	8.29
Income $25,000 - $34,999	1,275	12.20	11,074	11.50	265,318	9.77	10,445,333	8.31
Income $35,000 - $49,999	1,636	15.66	14,638	15.20	373,215	13.74	15,034,831	11.96
Income $50,000 - $74,999	1,680	16.08	16,068	16.69	483,708	17.81	20,828,606	16.57
Income $75,000 - $99,999	1,197	11.46	11,023	11.45	333,613	12.28	15,668,721	12.46
Income $100,000 - $124,999	700	6.70	6,610	6.86	234,152	8.62	11,865,810	9.44
Income $125,000 - $149,999	408	3.90	3,738	3.88	149,314	5.50	8,347,936	6.64
Income $150,000 - $199,999	382	3.65	3,399	3.53	140,534	5.17	8,998,749	7.16
Income $200,000 - $249,999	124	1.19	1,409	1.46	62,665	2.31	4,400,430	3.50
Income $250,000 - $499,999	122	1.17	1,286	1.34	65,554	2.41	4,819,655	3.83
Income $500,000+	38	0.36	463	0.48	29,986	1.10	2,734,187	2.17
2021 Est. Average Household Income	--	**61,929.00**	--	**63,764.67**	--	**79,460.00**	--	**96,765.00**
2021 Est. Median Household Income	--	**44,283.87**	--	**45,388.64**	--	**56,492.43**	--	**67,085.79**

	Hardin 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	--	45,049.51	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	31,281.49	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	44,890.57	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	140,228.57	--	78,668.81	--	81,103.86	--	95,701.30
Native Hawaiian and Other Pacific Islander Alone	--	87,500.00	--	55,851.33	--	49,140.72	--	66,931.67
Some Other Race Alone	--	40,848.25	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	43,617.49	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	34,919.43	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	44,746.47	--	45,510.93	--	57,061.51	--	69,414.29
2021 Est. Families by Poverty Status								
2021 Families at or Above Poverty	6,212	85.65	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	2,362	32.57	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	1,041	14.35	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	677	9.33	6,753	10.20	152,671	8.33	5,772,043	6.90
2021 Est. Employed Civilian Population 16+ by Occupation Classification								
White Collar	4,641	47.43	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	3,144	32.13	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	2,000	20.44	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	3,488	39.28	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	2,867	32.29	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	1,384	15.59	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	299	3.37	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	841	9.47	7,334	7.61	200,321	6.66	13,790,094	9.34
2021 Est. Avg Travel Time to Work in Minutes	**--**	**25.00**	**--**	**25.04**	**--**	**28.00**	**--**	**29.00**
2021 Est. Workers Age 16+ by Transp. to Work								
2021 Est. Workers Age 16+ by Transp. to Work	9,686	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	8,029	82.89	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	614	6.34	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	14	0.14	347	0.35	19,896	0.63	7,599,289	4.89
Walked	69	0.71	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	148	1.53	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	812	8.38	3,917	3.91	149,715	4.76	8,212,328	5.28

	Hardin 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	9,785	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	6,555	66.99	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	493	5.04	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	901	9.21	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	495	5.06	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	168	1.72	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	1,164	11.90	9,142	9.03	289,018	9.05	15,113,610	9.58
Unpaid Family Workers	9	0.09	96	0.10	4,841	0.15	271,972	0.17
2021 Est. Civ. Employed Pop 16+ by Occupation								
Architecture/Engineering	223	2.28	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	69	0.70	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	678	6.93	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	309	3.16	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	105	1.07	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	47	0.48	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	540	5.52	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	411	4.20	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	39	0.40	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	580	5.93	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	683	6.98	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	302	3.09	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	451	4.61	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	29	0.30	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	69	0.70	530	0.52	25,074	0.79	1,478,053	0.94
Management	584	5.97	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	1,056	10.79	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	1,028	10.51	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	211	2.16	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	1,056	10.79	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	190	1.94	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	1,125	11.50	9,068	8.96	285,118	8.93	11,953,638	7.58
2021 Est. Pop Age 16+ by Employment Status								
In Armed Forces	6	0.03	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	9,727	46.20	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	820	3.89	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	10,503	49.88	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 - Hardin County

Hardin County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	400,959,411	576,700,093	-175,740,682
Total retail trade (NAICS 44 and 45)	359,138,164	544,001,582	-184,863,418
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	83,411,417	225,181,725	-141,770,307
Automobile dealers (NAICS 4411)	71,746,091	216,126,264	-144,380,173
New car dealers (NAICS 44111)	64,337,114	216,024,172	-151,687,058
Used car dealers (NAICS 44112)	7,408,977	102,092	7,306,885
Other motor vehicle dealers (NAICS 4412)	5,561,358	505,588	5,055,770
Recreational vehicle dealers (NAICS 44121)	1,981,859	128,384	1,853,475
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	3,579,499	377,204	3,202,295
Boat dealers (NAICS 441222)	1,176,674	184,776	991,898
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,402,826	192,429	2,210,397
Automotive parts, accessories, and tire stores (NAICS 4413)	6,103,969	8,549,873	-2,445,904
Automotive parts and accessories stores (NAICS 44131)	3,861,469	8,549,873	-4,688,404
Tire dealers (NAICS 44132)	2,242,500	0	2,242,500
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	5,451,024	4,551,582	899,443
Furniture stores (NAICS 4421)	3,212,091	4,041,138	-829,047
Home furnishings stores (NAICS 4422)	2,238,934	510,444	1,728,490
Floor covering stores (NAICS 44221)	496,664	0	496,664
Other home furnishings stores (NAICS 44229)	1,742,270	510,444	1,231,826
Window treatment stores (NAICS 442291)	109,945	120,225	-10,279
All other home furnishings stores (NAICS 442299)	1,632,325	390,219	1,242,106
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	4,968,498	76,448	4,892,050
Household appliance stores (NAICS 443141)	1,054,975	0	1,054,975
Electronics stores (NAICS 443142)	3,913,523	76,448	3,837,075
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	25,864,415	62,076,947	-36,212,532
Building material and supplies dealers (NAICS 4441)	22,956,853	47,109,801	-24,152,948
Home centers (NAICS 44411)	12,458,938	20,520,985	-8,062,047
Paint and wallpaper stores (NAICS 44412)	805,541	6,366,166	-5,560,625
Hardware stores (NAICS 44413)	1,984,320	5,023,138	-3,038,818
Other building material dealers (NAICS 44419)	7,708,055	15,199,512	-7,491,457
Lawn and garden equipment and supplies stores (NAICS 4442)	2,907,562	14,967,146	-12,059,584
Outdoor power equipment stores (NAICS 44421)	587,516	0	587,516
Nursery, garden center, and farm supply stores (NAICS 44422)	2,320,046	14,967,146	-12,647,100

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

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Hardin County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	53,806,761	56,694,800	-2,888,039
Grocery stores (NAICS 4451)	48,970,716	52,771,452	-3,800,736
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	46,849,722	52,217,521	-5,367,799
Convenience stores (NAICS 44512)	2,120,994	553,932	1,567,062
Specialty food stores (NAICS 4452)	1,346,526	54,280	1,292,247
Meat markets (NAICS 44521)	409,581	0	409,581
Fish and seafood markets (NAICS 44522)	159,970	54,280	105,691
Fruit and vegetable markets (NAICS 44523)	279,331	0	279,331
Other specialty food stores (NAICS 44529)	497,644	0	497,644
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	264,274	0	264,274
All other specialty food stores (NAICS 445299)	233,370	0	233,370
Beer, wine, and liquor stores (NAICS 4453)	3,489,519	3,869,068	-379,549
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	25,212,723	40,428,340	-15,215,617
Pharmacies and drug stores (NAICS 44611)	21,579,380	38,808,724	-17,229,344
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,649,509	406,613	1,242,897
Optical goods stores (NAICS 44613)	686,359	410,686	275,673
Other health and personal care stores (NAICS 44619)	1,297,476	802,318	495,157
Food (health) supplement stores (NAICS 446191)	452,590	0	452,590
All other health and personal care stores (NAICS 446199)	844,886	802,318	42,568
Gasoline Stations			
Gasoline stations (NAICS 447)	34,422,209	66,316,204	-31,893,994
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	11,887,251	5,928,587	5,958,664
Clothing stores (NAICS 4481)	8,451,722	1,439,845	7,011,877
Men's clothing stores (NAICS 44811)	339,677	1,109,845	-770,168
Women's clothing stores (NAICS 44812)	1,725,903	121,729	1,604,173
Children's and infants' clothing stores (NAICS 44813)	213,258	0	213,258
Family clothing stores (NAICS 44814)	5,124,365	122,853	5,001,512
Clothing accessories stores (NAICS 44815)	345,244	85,418	259,827
Other clothing stores (NAICS 44819)	703,275	0	703,275
Shoe stores (NAICS 4482)	1,862,637	4,488,741	-2,626,104
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,572,892	0	1,572,892
Jewelry stores (NAICS 44831)	1,394,076	0	1,394,076
Luggage and leather goods stores (NAICS 44832)	178,816	0	178,816

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

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Hardin 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)	3,883,417	311,996	3,571,421
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,527,434	311,996	3,215,438
Sporting goods stores (NAICS 45111)	2,286,599	189,183	2,097,416
Hobby, toy, and game stores (NAICS 45112)	720,568	0	720,568
Sewing, needlework, and piece goods stores (NAICS 45113)	207,567	0	207,567
Musical instrument and supplies stores (NAICS 45114)	312,700	122,813	189,887
Book stores and news dealers (NAICS 4512)	355,983	0	355,983
Book stores (NAICS 451211)	333,407	0	333,407
News dealers and newsstands (NAICS 451212)	22,576	0	22,576
General Merchandise Stores			
General merchandise stores (NAICS 452)	47,929,275	76,884,061	-28,954,787
Department stores (NAICS 4522)	3,211,189	0	3,211,189
Other general merchandise stores (NAICS 4523)	44,718,085	76,884,061	-32,165,976
Warehouse clubs and supercenters (NAICS 452311)	40,125,289	0	40,125,289
All other general merchandise stores (NAICS 452319)	4,592,796	76,884,061	-72,291,265
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	7,199,495	2,191,703	5,007,792
Florists (NAICS 4531)	322,634	1,068,868	-746,234
Office supplies, stationery, and gift stores (NAICS 4532)	1,427,599	814,305	613,293
Office supplies and stationery stores (NAICS 45321)	558,078	0	558,078
Gift, novelty, and souvenir stores (NAICS 45322)	869,520	814,305	55,215
Used merchandise stores (NAICS 4533)	972,304	120,621	851,684
Other miscellaneous store retailers (NAICS 4539)	4,476,957	187,909	4,289,048
Pet and pet supplies stores (NAICS 45391)	1,267,959	52,837	1,215,122
Art dealers (NAICS 45392)	589,956	56,719	533,236
Manufactured (mobile) home dealers (NAICS 45393)	384,356	0	384,356
All other miscellaneous store retailers (NAICS 45399)	2,234,687	78,353	2,156,334
Tobacco stores (NAICS 453991)	897,992	0	897,992
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,336,695	78,353	1,258,342
Non-store Retailers			
Non-store retailers (NAICS 454)	55,101,678	3,359,189	51,742,488
Electronic shopping and mail-order houses (NAICS 4541)	51,643,249	0	51,643,249
Vending machine operators (NAICS 4542)	465,749	0	465,749
Direct selling establishments (NAICS 4543)	2,992,680	3,359,189	-366,509
Fuel dealers (NAICS 45431)	1,460,251	0	1,460,251
Other direct selling establishments (NAICS 45439)	1,532,429	3,359,189	-1,826,760

Hardin County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	41,821,247	32,698,511	9,122,735
Special food services (NAICS 7223)	2,901,681	716,403	2,185,278
Food service contractors (NAICS 72231)	2,284,291	716,403	1,567,889
Caterers (NAICS 72232)	557,393	0	557,393
Mobile food services (NAICS 72233)	59,997	0	59,997
Drinking places (alcoholic beverages) (NAICS 7224)	1,287,529	313,496	974,033
Restaurants and other eating places (NAICS 7225)	37,632,036	31,668,613	5,963,424
Full-service restaurants (NAICS 722511)	18,149,537	14,675,210	3,474,327
Limited-service restaurants (NAICS 722513)	16,522,371	16,536,886	-14,515
Cafeterias, grill buffets, and buffets (NAICS 722514)	420,612	456,517	-35,906
Snack and non-alcoholic beverage bars (NAICS 722515)	2,539,517	0	2,539,517

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

34.33
Digital Divide Index Score

2018 DIGITAL DIVIDE PROFILE
Hardin, 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.

22.15

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

41.1% (10.9%)
of people without access to fixed broadband of at least 100 Mbps down and 20 Mbps up

28.8% (20.4%)
of households with no internet access (not subscribing)

22.0% (14.8%)
of households without a computing device

24 (25)
median maximum advertised download speed in Mbps

2 (3)
median maximum advertised upload speed in Mbps

58.81

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.

21.9% (15.7%)
population ages 65 and older

20.5% (16.1%)
of individuals in poverty

19.6% (13%)
ages 25 and older with less than a high school degree

18.0% (15.4%)
noninstitutionalized civilian population with a disability

PURDUE UNIVERSITY®

UTEXTENSION INSTITUTE OF AGRICULTURE THE UNIVERSITY OF TENNESSEE

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

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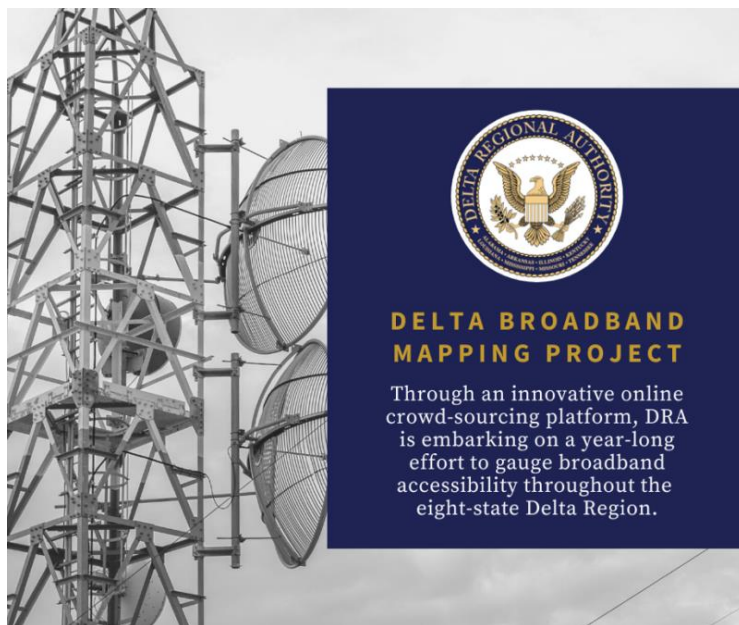
To learn more and to take the test, visit: dra.gov/speedtest.

#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

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#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

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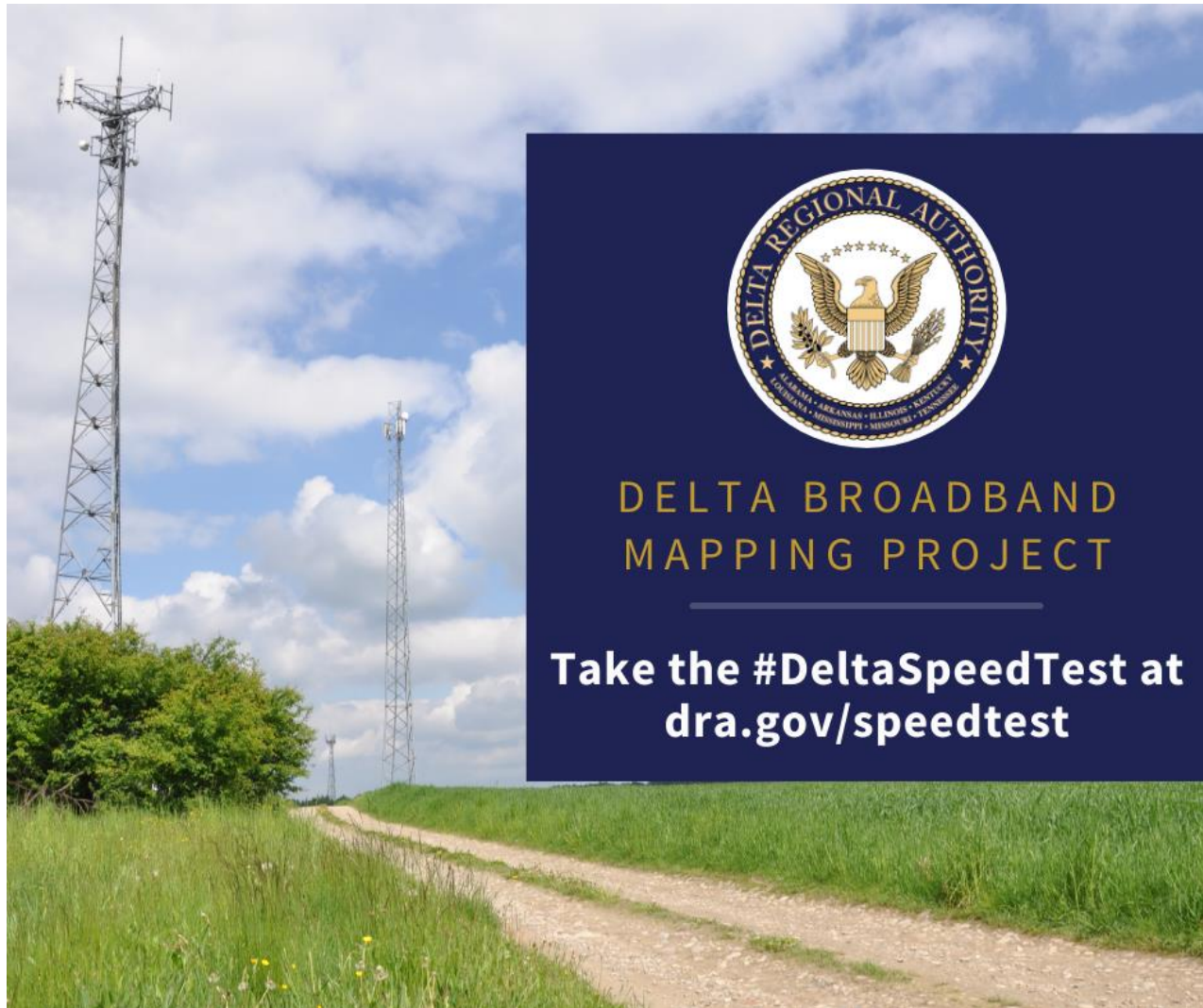
Approved DRA Graphics

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.

State of Tennessee
State Senate

Statement by Sen. Page Walley on over $22 million broadband investment by Charter Communications in Senate District 26

FOR IMMEDIATE RELEASE: CONTACT: MOLLY GORMLEY
February 2, 2021   615-741-8760

(NASHVILLE) – Today, Charter Communications announced it will invest $22.71 million across five counties in Senate District 26 to expand broadband access to underserved homes through their Rural Digital Opportunity Fund (RDOF). Senate District 26, represented by State Senator Page Walley (R-Bolivar), is receiving the largest investment out of any district in the state.

Senator Walley issued the following statement regarding this announcement:

"This investment is big for Senate District 26, which is receiving the most benefits in the state. I am very pleased my district is receiving these funds which will give almost 15,000 households access broadband. The need for broadband has been amplified due to the Coronavirus pandemic, and I appreciate the dedication of Charter Communications to expanding coverage for underserved areas. I look forward to working with Charter as it takes on these impactful projects."

Counties receiving funds are:
- Hardeman County - $6 million to expand access to 2,647 households
- Hardin County - $6.77 million to expand access to 4,615 households
- Haywood County - $1.2 million to expand access to 535 households
- McNairy County - $6.6 million to expand access to 4,987 households
- Henderson County - $2.1 million to expand access to 1,149 households

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For more details on these funds, see the release below from Charter Communications.

Charter Communications Receives $92.9 Million in Reverse Auction to Expand Broadband to Over 79,000 Locations in Tennessee

Nationally, Charter is Making a $5 Billion Investment to Include $1.2 Billion in Rural Digital Opportunity Funding to Expand Broadband Network to Unserved Communities

Charter to Hire More than 2,000 Employees and Contractors to Support 24-State RDOF Broadband Deployment

Charter Communications today announced the launch of a multiyear, multibillion-dollar broadband buildout initiative to deliver gigabit high-speed broadband access to more than 1 million unserved customer locations, as estimated by the Federal Communications Commission (FCC) and awarded to Charter in the Rural Digital Opportunity Fund (RDOF) Phase I auction. Charter expects to invest approximately $5 billion to support its buildout initiative - offset by $1.2 billion in support won from the RDOF auction - expanding Charter's network to lower-density, mostly rural communities that do not have access to broadband service of at least 25/3 Mbps. In Tennessee, that includes $92 Million in RDOF funds to expand service to over 79,000 locations across Tennessee.

The new initiative is in addition to Charter's existing network expansion plans, including numerous state broadband grant projects, as well as the Company's previously planned privately funded expansions. The network Charter will build in these rural areas will offer 1 Gbps high–speed broadband access to all newly served customer locations with starting speeds of 200 Mbps, enabling consumers to engage in remote learning, work, telemedicine and other applications that require high-bandwidth, low-latency connectivity. These new customer locations also will benefit from Charter's high-value Spectrum pricing and packaging structure, including its Spectrum Mobile™, Spectrum TV and Spectrum Voice offerings. The Company will continue to apply its customer-friendly policies in newly served regions, including no data caps, modem fees or annual contracts, combined with high-quality service provided by U.S.-based, insourced employees.

"The pandemic has further highlighted the need for broadband availability and adoption and Charter is committed to furthering its efforts as part of the comprehensive solution needed to address these challenges," said Tom Rutledge, Chairman and CEO of Charter Communications. "As Americans across the country increasingly rely on broadband to work, learn, access healthcare and stay in touch with family and loved ones, bringing broadband access to more unserved areas should be a priority for all stakeholders. Charter's new multibillion-dollar buildout initiative further highlights the importance of the sophisticated broadband networks that the U.S. cable industry has built over several decades, and the industry's commitment to the local communities it serves. As we continue to help provide more Americans with reliable access to the internet ecosystem, our hope is that federal, state and local authorities, other private companies, pole owners and broadband providers will work together and play a pivotal role in expanding networks to unserved areas."

Preparation for the RDOF Phase I broadband buildout has already begun and will include Charter expanding its existing construction organization in order to focus on deployment of this new fiber optic network. Charter expects to hire more than 2,000 employees and contractors to support the RDOF and future rural buildout initiatives. In addition to Charter's ongoing network expansion, the RDOF program alone will drive a 15% increase in the Company's network mileage coverage while expanding service to more than 1 million previously unserved homes and businesses across 24 states as estimated by the FCC.

The successful and timely execution of today's announced initiative is dependent on a variety of external factors, including the utility pole permitting and "make-ready" processes. With fewer homes and businesses in these areas, broadband providers need to access multiple poles for every new home served, as opposed to multiple homes per pole in higher-density settings. As a result, pole applications, pole replacement rules and their affiliated issue resolution processes are all factors that can have a significant impact on the length of time it takes to build into these

rural areas.

Rutledge added, "The more cooperation we have with the pole owners and utility companies, the faster we can connect these communities with high-speed internet services. We look forward to working with local municipalities, electric cooperatives, and investor-owned utilities to ensure that permits are obtained in a timely, fair and cost-effective fashion."

Charter's operating strategy has succeeded in producing industry-leading broadband growth and the associated construction experience that will facilitate the Company's continued expansion of rural connectivity services and ongoing success for all stakeholders. In the last three years alone, Charter has invested more than $20 billion in American infrastructure and technology, continually investing in its existing network to provide new services and accommodate higher traffic, and has at the same time extended its network to reach nearly 2.5 million new homes and businesses, about one-third of which are in rural areas.

Click here for more about the Rural Digital Opportunity Fund results.

<center>###</center>

Charter
COMMUNICATIONS

Zachary Bates
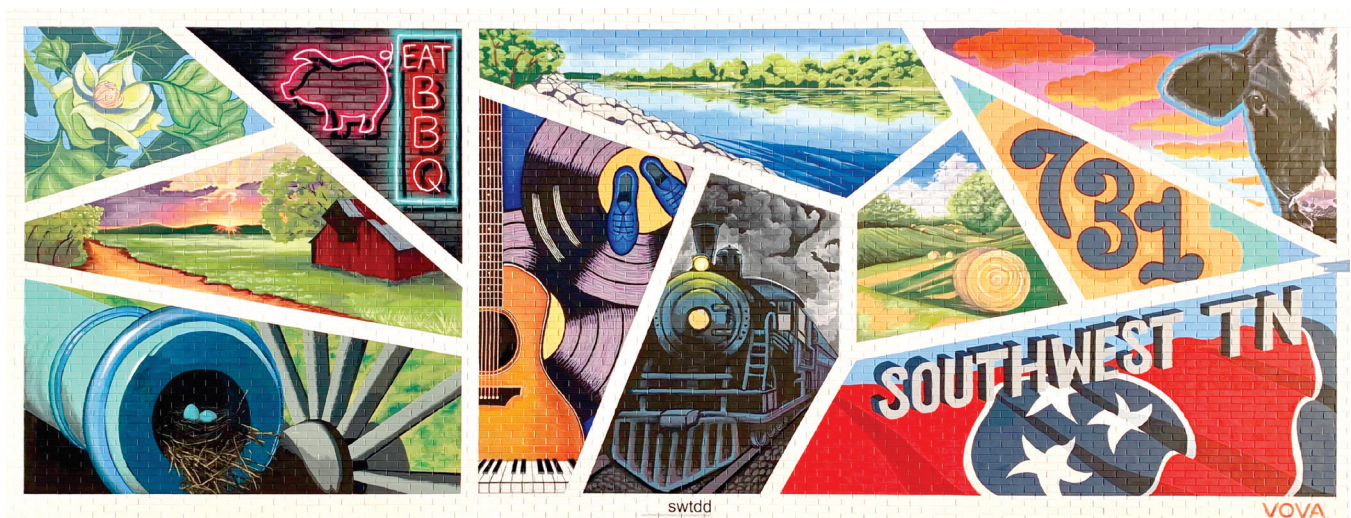Director, State Government Affairs
615.804.0853
zachary.bates@charter.com

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.

ECONOMIC RECOVERY

2021 STRATEGIC PLAN

HARDIN COUNTY

TENNESSEE

swtdd
southwest tennessee development district
building a stronger region

102 E. COLLEGE STREET
JACKSON, TN 38301
731-668-7112
SWTDD.ORG