ECONOMIC RECOVERY
2021 STRATEGIC PLAN

HAYWOOD COUNTY
TENNESSEE

swtdd

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Introduction

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

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

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

1. Develop an Economic Recovery Plan by working with local elected officials in each county as well as leaders from private sector business, education and workforce development, non-profits, public safety, and health care.

2. Deploy a disaster recovery coordinator to work with communities for a one-year period to assist local officials in navigating and coordinating grants and aid available for pandemic recovery.

3. Deliver technical assistance to any sector with specific needs related to the Economic Recovery Plan

4. Engage specific expertise to design the planning process and develop the Economic Recovery Plan.

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

Strategic Planning Process

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

Younger Associates developed a preliminary planning strategy that was implemented during in-person and video conference meetings held with city and county mayors in each county.
These meetings were used to communicate the objectives of the Economic Recovery Plan and to determine the best methods for engaging representatives from a cross-section of the local economy in the planning process.

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

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

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

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

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

>   An open discussion to capture initial impressions of needs the county must address for economic recovery.
>   A presentation of demographic and economic data to help create a common basis for data-driven discussions.

» A review of the results of the online survey.

» A brief review of existing strategic plans within the county.

» An analysis of strengths, weaknesses, opportunities and threats factoring into economic recovery.

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

The session was held on February 10, 2021 at College Hill Theater in Brownsville, TN. There were 31 participants in the planning session. Among the businesses and organizations represented in the session were:

» Brownsville Aldermen

» Brownsville-Haywood County Chamber of Commerce

» Brownsville Main Street

» Brownsville Mayor & Staff

» Brownsville Parks & Recreation

» Brownsville Utility Department

» Brownsville Workforce Development

» Haywood County Commissioners

» Haywood County Mayor

» Haywood County Schools

» Healthcare

» HTL Advantage

» Industry

» Small Businesses

» Tennessee College of Applied Technology

» Tennessee Department of Economic & Community Development

» Tennessee State Senator & Aide

» Town of Stanton Mayor and Aldermen

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

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

Fresh Materials

INITIAL INSIGHTS REGARDING LOCAL NEEDS

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

1. What does your business or organization need to move beyond the pandemic and into a period of growth?

2. As a community leader, what do you see that needs to be done to position the county for recovery and economic growth?

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

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

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

1. Better communication between governments, agencies, and public service groups in the county will solve many problems, need to modernize communications

2. Workforce Development (multiple comments)
   » Incorporate workforce development in K-12 education
   » Introduce students to local employers earlier in their education
   » Develop soft skills among the workforce
   » Offer workforce readiness training

3. Population growth (multiple comments)
   » Better ability to compete with larger urban areas to attract population growth
   » Attracting and retaining young families
   » Need to increase tax base and census-based revenue sharing
   » Need to grow the size of the workforce

4. Broadband access (multiple comments)
    » More stable/reliable high-speed internet access
    » Lack of access is limiting much-needed access to telehealth
    » Many students don't have access to high-speed internet for virtual classes at home
    » Often the people who lack transportation also lack internet or broadband service at home

5. Public transportation (multiple comments)
    » Lack of transportation is a barrier to employment
    » Lack of public transportation limits access to health care; patients are walking and using wheelchairs to reach health clinics
    » Need transportation specifically to TCAT and community colleges

6. Financial assistance for marketing the city and county

7. Infrastructure – roads, sidewalks, public facilities in Brownsville, TN

8. Funding for a business incubator in Stanton, TN
    » Lack of small business training and education (entrepreneurship) is an issue county-wide

9. A more walkable community in Stanton, TN
    » Sidewalks and paths (offering as much walkability as financially possible now, and providing fruit trees and exercise stations along walkways)

10. Address health issues related to poverty
    » 45% of population of Stanton is below poverty level
    » Heavy concentration of chronic diseases in the county

11. Replace aging water and wastewater infrastructure, some parts of the system are 100+ years old (multiple comments)
    » While grant funds are necessary to upgrade, CDBG grants would not cover the needs even if combined and dedicated to infrastructure for many years
    » Rural America needs more federal infrastructure investment

12. Increase number of post-secondary degrees and certificates
    » Work-based learning experiences could be effective

13. Improve the perception and narrative regarding public K-12 education in the county
    » Bring the public into the schools, more opportunities for people to interact with students

14. More local jobs for workers who currently commute to other cities to work

15. Continue to invest in the I-40 Advantage industrial park
    » 400 acres, premier property, needs more infrastructure

16. Affordable housing (multiple comments)
    » Lack of available housing
    » Needed for community to thrive
    » Want people to be able to live and work in the county

17. Quality mental health services

18. Improvements to health care centers in county
    » Private financial support for and transportation of patients to Federally Qualified Health Center (FQHC)
    » Stanton Health Center, staffing and capacity

19. Continue revitalization of downtown Brownsville area (Main Street program)

20. Recruiting and developing retail (multiple comments)

SURVEY RESULTS

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

The following survey instrument was circulated to everyone who was contacted to participate in the strategic planning session. There were 18 Haywood 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?	0.0%	27.8%	55.6%	16.7%	0.0%	2.89	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	11.1%	55.6%	33.3%	0.0%	3.22	3.27
Access to clean drinking water in your city/county?	0.0%	0.0%	11.1%	27.8%	61.1%	4.50	4.48
Condition of roads and highways in your city/county?	0.0%	27.8%	44.4%	22.2%	5.6%	3.06	3.35
Solid waste disposal in your city/county?	5.6%	16.7%	33.3%	16.7%	27.8%	3.44	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?	5.6%	0.0%	33.3%	38.9%	22.2%	3.72	3.97
Primary care facilities in your city/county?	11.1%	27.8%	38.9%	16.7%	5.6%	2.78	3.45
Emergency response capabilities in your city/county?	5.6%	22.2%	33.3%	38.9%	0.0%	3.06	3.55
Access to gyms & wellness facilities in your city/county?	5.6%	27.8%	38.9%	22.2%	5.6%	2.94	3.52
Regional cooperation of healthcare?	11.1%	16.7%	50.0%	22.2%	0.0%	2.83	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	5.6%	38.9%	44.4%	5.6%	5.6%	2.67	2.62
Accessibility to drug addiction treatment programs in West TN?	11.1%	22.2%	27.8%	38.9%	0.0%	2.94	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?	11.1%	16.7%	44.4%	27.8%	0.0%	2.89	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	33.3%	16.7%	22.2%	27.8%	0.0%	2.44	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	22.2%	22.2%	27.8%	27.8%	0.0%	2.61	3.35
Local efforts to develop and attract visitors to your city/county?	0.0%	33.3%	27.8%	33.3%	5.6%	3.11	3.32

*EDO = ECONOMIC DEVELOPMENT ORGANIZATION

EDUCATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Quality of K-8 schools in your city/county?	5.6%	16.7%	38.9%	38.9%	0.0%	3.11	3.77
Quality of high schools in your city/county?	5.6%	22.2%	27.8%	44.4%	0.0%	3.11	3.71
The number of students who graduate with employable skills in your city/county?	5.6%	22.2%	33.3%	33.3%	5.6%	3.11	3.31
The quality of TCAT* in the region?	5.6%	0.0%	33.3%	33.3%	27.8%	3.78	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	0.0%	23.5%	35.3%	29.4%	11.8%	3.29	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%	22.2%	55.6%	16.7%	5.6%	3.06	3.06
The safety from crime in your city/county?	0.0%	27.8%	38.9%	33.3%	0.0%	3.06	3.68
The selection of retail stores in your city/county?	11.1%	44.4%	33.3%	11.1%	0.0%	2.44	3.01
The quality of public parks & recreation facilities in your city/county?	0.0%	22.2%	16.7%	50.0%	11.1%	3.50	3.70
The attractiveness of your city/county to potential newcomers?	5.6%	16.7%	33.3%	38.9%	5.6%	3.22	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?	5.6%	16.7%	38.9%	38.9%	0.0%	3.11	3.49
Regional cooperation within West Tennessee?	5.6%	5.6%	61.1%	27.8%	0.0%	3.11	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?	38.9%	16.7%	27.8%	16.7%	0.0%	2.22	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	22.2%	33.3%	38.9%	5.6%	0.0%	2.28	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	16.7%	27.8%	22.2%	27.8%	5.6%	2.78	3.24
The FEDERAL economic assistance response?	0.0%	44.4%	38.9%	11.1%	5.6%	2.78	3.17
The STATE economic assistance response?	5.6%	50.0%	38.9%	5.6%	0.0%	2.44	3.06
The LOCAL economic assistance response?	22.2%	27.8%	44.4%	5.6%	0.0%	2.33	2.93

Foundation

DEMOGRAPHICS & STATISTICAL OVERVIEW

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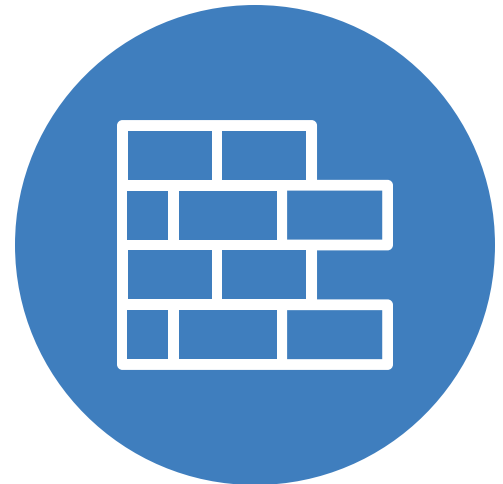
POPULATION

The current Haywood population estimate of 17,069 is 13.6% below the 2000 census count of 19,796. Many other rural areas around the country and the Southwest Tennessee region have experienced population decline, but Haywood County has experienced the highest rate of loss in the SWTDD region. The projected population for the county for the next five years shows a continued decline of -1.72%.

The average age of the population in Haywood County is higher than the state or national averages. At 41.9 years, the average age for the county is only slightly higher than the average age for the SWTDD region.

The population of Haywood County is 50.3% Black. The county has a lower percentage of other minority populations than the state or national averages. These population segments have been driving population growth in other parts of the U.S. but not in the SWTDD region.

	Haywood County	SWTDD Region	Tennessee	United States
POPULATION				
2000 Census	19,796	242,765	5,689,277	281,421,942
2010 Census	18,787	253,092	6,346,105	308,745,538
2021 Estimate	17,069	248,153	6,911,029	330,946,040
2026 Projection	16,776	250,153	7,175,823	340,574,349
POPULATION				
2000-2010 Growth	-5.10	4.25	11.54	9.71
2010-2021 Growth	-9.14	-1.95	8.90	7.19
2021-2026 Growth	-1.72	0.87	3.83	2.91
POPULATION				
Average Age	41.90	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

HOUSEHOLDS & INCOME

The average home value in the county is lower than the SWTDD region, state, and national averages. The median year built for housing structures in the county reflects that there have been few new houses built in recent years.

	Haywood County	SWTDD Region	Tennessee	United States
HOUSEHOLDS				
Average Household Size	2.45	2.46	2.49	2.57
Households with People Under 18	34.69%	32.80%	32.82%	33.58%
Households with NO People Under 18	65.31%	67.20%	67.18%	66.42%
HOUSING				
Owner-Occupied Housing Units	61.83%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	38.17%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	22.00	18.89	16.20	16.50
Renter Average Length of Residence (in years)	7.70	7.36	6.40	6.70
Median Owner-Occupied Housing Value	$108,759	$127,993	$197,644	$250,250
Median Year Structure Built	1977	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

On average, per household income in Haywood County is also lower than the SWTDD region, state, and U.S. averages. Historically, there has been a large gap between U.S. average income and the average in the SWTDD region.

Household Income
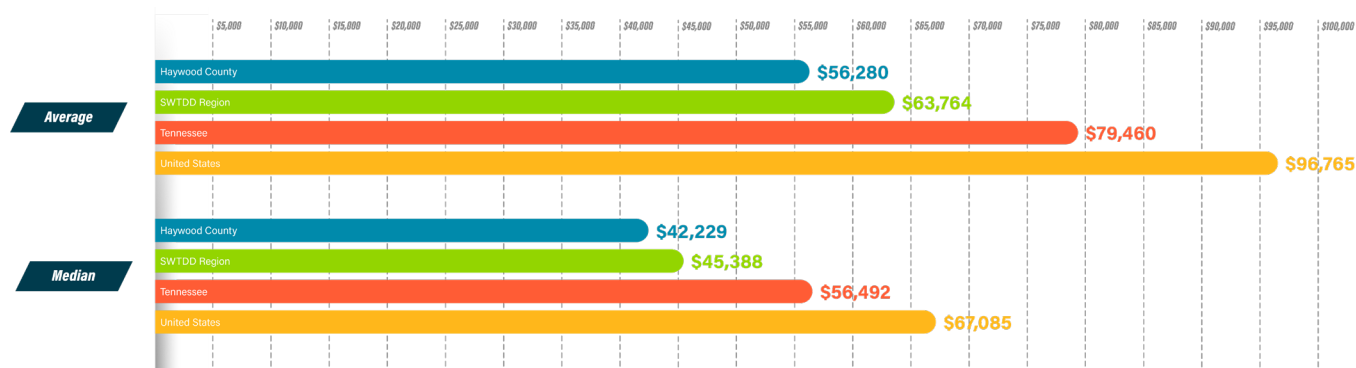
SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

LABOR FORCE PARTICIPATION

Even before the pandemic, 42% of the working age population in Haywood County was not in the labor force. The full range and impact of factors that contribute to the low labor force participation rate are not known, but the rate is low throughout the SWTDD region. However, the Haywood County participation rate is better than the average participation rate for the region, which is unusual among the more rural counties in the region.

	Haywood County	SWTDD Region	Tennessee	United States
LABOR FORCE INFORMATION				
Working Age Population	62.18%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	27.00	25.04	28.00	29.00
HOUSING				
In Armed Forces	0.04%	0.05%	0.32%	0.39%
Civilian — Employed	53.84%	50.14%	57.63%	59.64%
Civilian — Unemployed	4.08%	4.16%	3.29%	3.22%
Not in Labor Force	42.05%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

LABOR FORCE DISTRIBUTION

The economy in Haywood County is not as diverse as the Tennessee economy as a whole. Like many rural areas in the Southern U.S., the Haywood County economy has a large percentage of jobs concentrated in manufacturing. Haywood County has almost three times the concentration of jobs in manufacturing as other areas of the state.

Labor Force Info	HAYWOOD COUNTY		SWTDD REGION		TENNESSEE	
	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	4.8%	$36,773	0.7%	$36,741	0.4%	$46,860
Construction	1.1%	$52,136	4.0%	$55,197	4.3%	$58,737
Manufacturing	31.5%	$51,542	18.7%	$55,340	11.7%	$60,309
Wholesale Trade	2.8%	$75,317	3.1%	$56,349	4.0%	$74,221
Retail Trade	11.2%	$26,094	11.7%	$28,640	11.0%	$32,029
Transportation/ Warehousing/ Utilities	2.3%	$61,903	3.2%	$50,589	5.9%	$56,358
Information	0.8%	$39,970	0.7%	$44,884	1.5%	$75,545
Financial Activities	4.1%	$41,581	3.2%	$56,825	5.2%	$77,854
Professional & Business Services	2.7%	$30,700	8.1%	$35,143	14.1%	$63,000
Education & Health Services	6.7%	$38,524	14.4%	$42,361	14.1%	$53,179
Leisure & Hospitality	7.4%	$13,653	8.9%	$15,885	11.5%	$23,879
Other Services	1.9%	$24,182	1.7%	$31,508	2.7%	$36,224
Government (Local/ State/Federal)	22.5%	$40,662	21.5%	$43,075	13.8%	$50,080
Total	100.0%	$41,145	100.0%	$41,851	100.0%	$51,690

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

HAYWOOD COUNTY DISTRIBUTION OF LABOR

Natural Resources & Mining 4.8%

Construction 1.1%

Government (Local/State/Federal) 22.5%

Manufacturing 31.5%

Other Services 1.9%

Leisure & Hospitality 7.4%

Eduction & Health Services 6.9%

Wholesale Trade 2.8%

Professional & Business Services 2.7%

Retail Trade 11.2%

Financial Activities 4.1%

Information 0.8%

Transportation, Warehousing & Utilities 2.3%
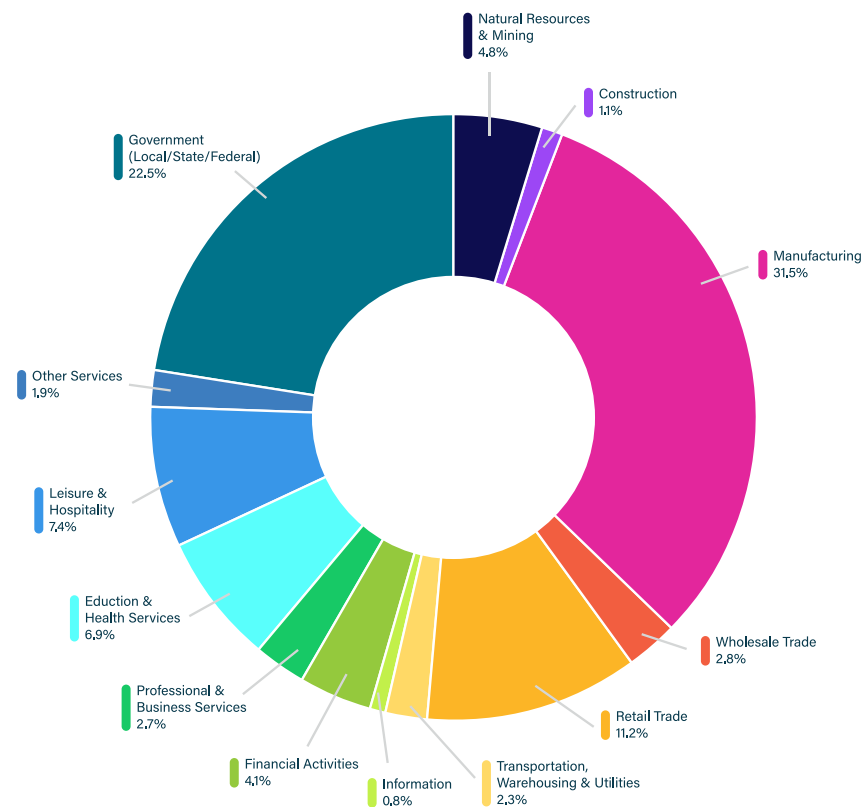
TENNESSEE DISTRIBUTION OF LABOR

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%
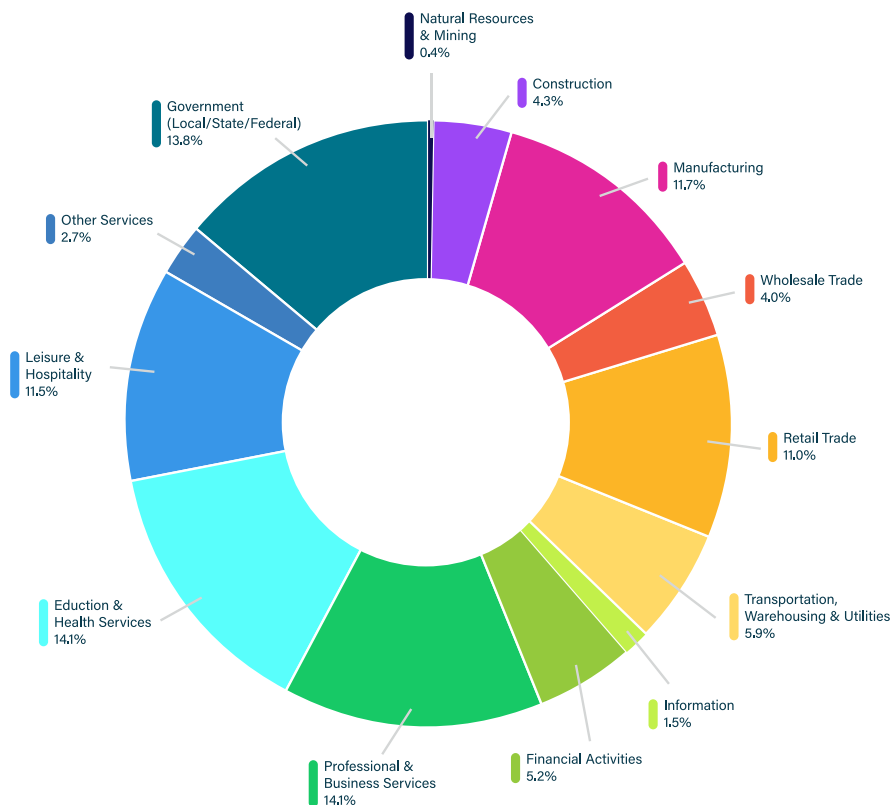
SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

RETAIL GAP ANALYSIS

Haywood County has a net supply of retail that exceeds local demand by almost $12.5 million per year. Motor vehicle and gasoline sales account for much of the net inflow of dollars into the county, but general merchandise and food services also show a surplus of demand beyond local spending. The presence of Interstate 40 generates much of the flow of outside spending into the county. A more detailed Retail Gap Analysis is provided in the Resource Materials section of this report.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	$237,923,475	$250,418,690	-$12,495,214
Motor vehicle & parts dealers	$50,515,248	$66,239,658	-$15,724,410
Furniture & home furnishings stores	$3,178,354	$1,324,497	$1,853,857
Electronics & appliance stores	$2,936,350	$136,075	$2,800,276
Building material & garden equipment & supplies dealers	$14,775,213	$12,887,134	$1,888,079
Food & beverage stores	$32,039,078	$11,118,657	$20,920,422
Health & personal care stores	$14,712,685	$9,937,245	$4,775,439
Gasoline stations	$21,371,496	$69,940,485	-$48,568,989
Clothing & clothing accessories stores	$6,969,772	$1,182,552	$5,757,220
Sporting goods, hobby, musical instrument, & book stores	$2,300,936	$627,578	$1,673,358
General merchandise stores	$28,536,541	$41,018,985	-$12,482,444
Food services & drinking places	$24,039,059	$32,102,714	-$8,063,655

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

EDUCATION STATISTICS

The majority of the population in Haywood County has a high school diploma or less. This is when all age groups are considered. The younger age groups have higher levels of educational attainment, although the rate of college admission remains very low among students.

	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 92%, which is above the state average. The public K-12 school system has earned a Level 2 overall performance ranking, which is awarded by the Tennessee Department of Education. The rankings are on a scale of 1 to 5, with 5 being highest, and are based on student advancement.

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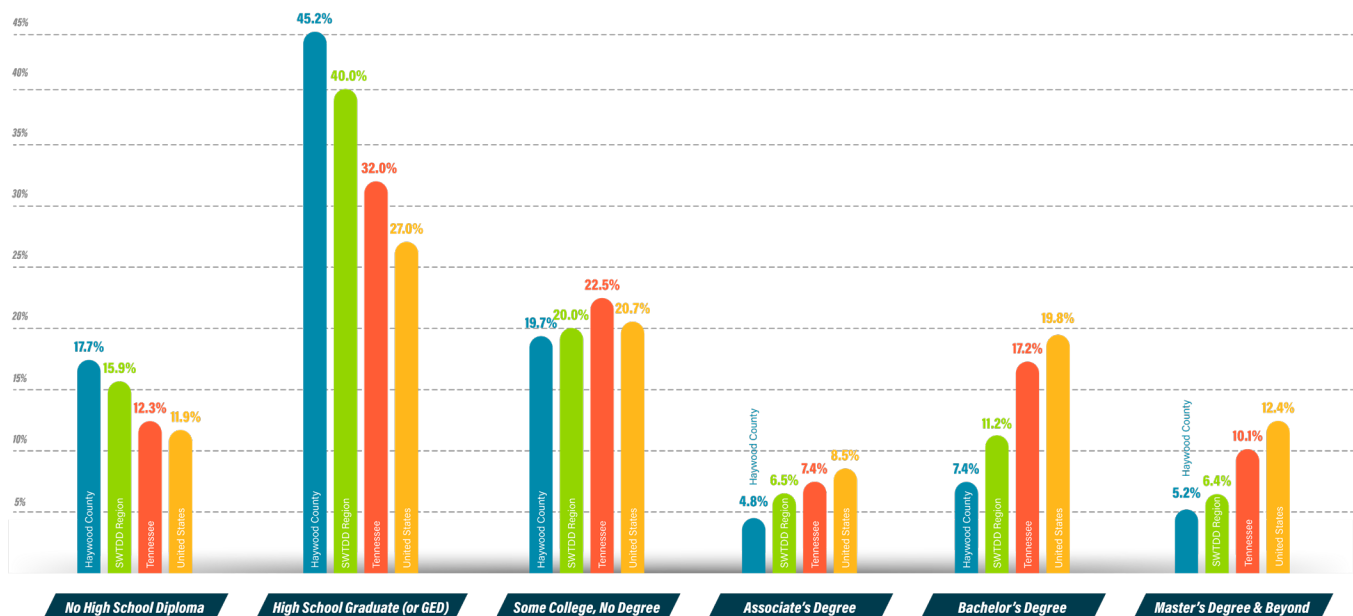
SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that 37.7% of households in Haywood County do not have access to fixed broadband internet access.

**Households With No
Internet Access**

**Households Without
Fixed Broadband**

33.4%   20.4%   37.7%   10.9%

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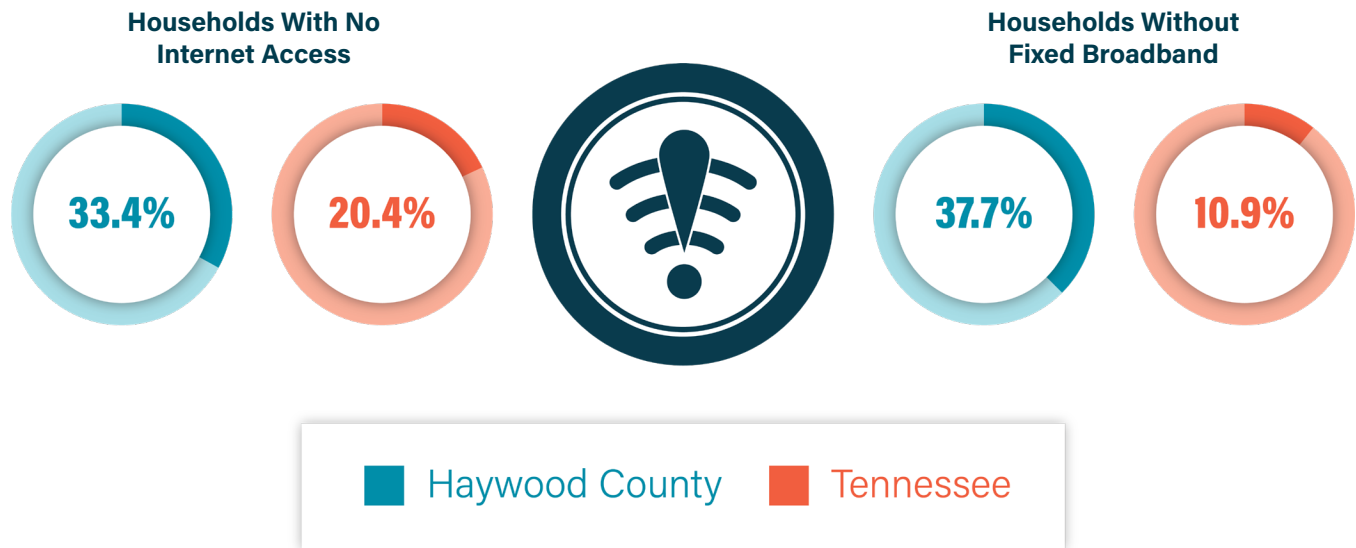
SOURCE: PURDUE UNIVERSITY | UT EXTENSION INSTITUTE OF AGRICULTURE

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 of Brownsville, the Town of Stanton and the Haywood County Chamber/Haywood County have current plans that were discussed at the strategic planning session. Those plans are summarized below.

- » Economic Development
  - Programs and initiatives that support the goal of retaining and expanding the county's diverse industrial/commercial base.
- » Community Health
  - Programs and policies designed to bring "24/7" health care back to the community and finding a use for the now closed community hospital.
- » Youth and Youth Programs
  - Programs designed to give local kids someplace to go, something to do with their free time, and to help mold them for successful careers and safe lifestyles.
- » Coordination with Other Local Governments
  - Hold regular and periodic meetings with representatives from other local governmental agencies, including Haywood County, the Town of Stanton, and the county school district - with ancillary participation by the local Chamber of Commerce - to achieve a regional approach to local problem solving.
- » Public Image
  - Undertake programs to enhance the city's image both internally and externally. The theme of such programs would emphasize the community as a good, safe, and relatively inexpensive place to live and do business.

Tools

SWOT ANALYSIS

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

STRENGTHS

1. Workforce training assets
   » Tennessee College of Applied Technology (TCAT)
     – Brownsville Center offering courses in HVAC, Computer Information Technology, Machine Tool Technology, and a recently-added Patient Care Technician Course
   » Jackson State Community College
     – Offers some courses toward associate degree at Brownsville High School
     – Main campus in nearby Jackson offers two-year degrees and technical training
   » TCAT – Jackson
     – Nearby with broad range of technical training

2. ACT Work Ready Community – achieved 100% of the goals for workforce training and testing to earn this designation
   » Provide testing career certification for high school students as well as adults

TCAT CAMPUS IN BROWNSVILLE

PRECISION COILS MACHINERY WORKER

3. High quality buildings and sites – multiple certified and/or rail-served sites
   - » I-40 Advantage Industrial Park, 400+ acres, certified, rail-served
   - » Haywood County Industrial Park
   - » Memphis Regional Megasite, certified, over 4,000 acres primarily located in Haywood County

4. Tourism/Historical/Cultural Assets
   - » West Tennessee Delta Heritage and Visitor Center
   - » Tina Turner Museum
   - » Hatchie River and National Wildlife Refuge ecosystem
   - » Hatchie Bird Fest (birding event)
   - » Hatchie River, popular destination for hunting and fishing
   - » Landmark Gothic Church in Stanton

5. Location
   - » Proximity and easy access to Memphis
   - » Proximity to Memphis and Jackson, TN workforce
   - » Miles of Interstate 40 frontage/visibility, with 4 highly utilized interstate exits
   - » Easy access to regional entertainment

6. Transportation infrastructure
   - » Interstate 40, US Hwy 70, US Hwy 79
   - » Class I Rail service - CSX
   - » Less than one hour from Memphis International Airport

7. Health care access and programs
   - » Stanton Health Center
   - » Brownsville Medical Center
   - » FQHC Clinic – Income Based Care
   - » Hospital scheduled to reopen in 2021

DELTA HERITAGE CENTER - CHILDHOOD SCHOOL OF TINA TURNER

RAIL ACCESS TO INDUSTRIAL PARKS AND MEGASITE

I40 OUTSIDE OF BROWNSVILLE, TN

8. Good communications and relationships among large employers, economic developers, and local government

9. Quality of life elements
   » Clean air and water
   » Historic preservation and historic districts
   » Moderate, four-season climate
   » Good outdoor recreation opportunities
   » Diversity of communities

10. Large agricultural operations in the county

11. Commercial Cannery Incubator in Stanton

12. Haywood County Hospital, closed since 2014, scheduled to reopen in October 2021 with new hospital operator

DOWNTOWN BROWNSVILLE

HATCHIE RIVER IN HAYWOOD COUNTY

FARM LAND IN HAYWOOD COUNTY TN

HELEN'S BAR•B•Q IN BROWNSVILLE, TN

WEAKNESSES

1. Lack of local retail options

2. Community ability to attract population growth
    »   Level of attractiveness to young adults and families

3. School system needs improvements
    »   College-readiness is low
    »   Need more dual enrollment programs and interaction with higher education
    »   Deficiencies in K-4

4. Lack of available housing
    »   No housing growth
    »   Can't support population growth
    »   Can't support employment growth

5. Health of the population
    »   Unhealthy lifestyle habits: diet, sleep, exercise
    »   County health ranking is among the lowest in Tennessee
    »   Lack of support services for senior citizens
    »   Lack of behavioral health services

6. Crime
    »   Domestic Violence
    »   Internet-based scams

7. Lack of community pride
    »   Need a unified vision
    »   Need to create new perceptions about the community

8. Lack of affordable groceries near some communities

9. Memphis Regional Megasite does not have utility infrastructure in place

10. Litter harms community attractiveness

LACK OF RELIABLE BROADBAND ACCESS

LACK OF LOCAL RETAIL OPTIONS

LITTER HARMS COMMUNITY ATTRACTIVENESSES

OPPORTUNITIES

1. Additional programs to support public K-12 education
   » Add more dual enrollment programs
   » Add work-based learning opportunities
   » Partnerships with employers
   » Build community pride in the schools
   » Programs to develop soft skills, life skills
   » Better preparation in early grades

2. Mobile health care unit, deliver preventative care

3. Better marketing and promotion of county and communities
   » Capitalize on I-40, develop and improve interstate exits to increase visitor spending

4. Hatchie River
   » Create more access and more recreational opportunities
   » Better promote the area
   » Wildlife Refuge school tours

5. Developing rural community centers

6. Available land to develop a lake, expanding on natural resources

7. Expand walking trails in Stanton

8. Reach full potential of the cannery business incubator in Stanton

9. Successful reopening of Haywood County Hospital

CREATE MORE ACCESS POINTS AND RECREATIONAL OPPORTUNITIES ON THE HATCHIE RIVER

EXPAND WALKING TRAILS IN STANTON, TN

Stanton Cannery
Vegetables, Fruits, Meat
731-548-6222
Monday - Friday 8am–5pm
Open Saturdays 7am-11am June-Aug. only
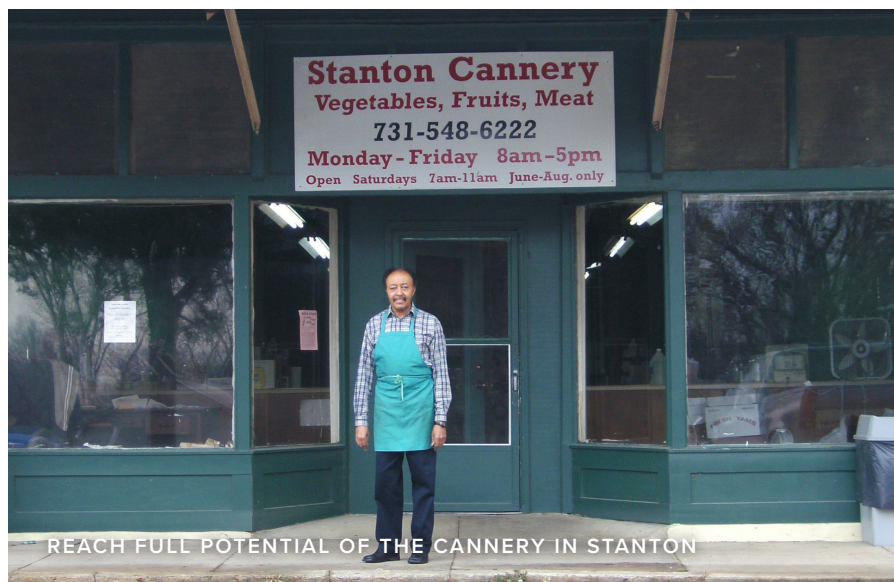
REACH FULL POTENTIAL OF THE CANNERY IN STANTON

THREATS

1. Low wage employers locating in the region (i.e. chicken processing plant and suppliers)

2. Increasing blight

3. Lack of willingness to adapt and change, reluctance to address problems

4. Continued delays in developing the Memphis Regional Megasite infrastructure

5. Memphis Regional Megasite has new competition from other Megasites in the region (in Mississippi and Arkansas) that have been completed with full infrastructure in place

6. Not being prepared to take advantage of job growth, missing opportunities for population growth due to lack of housing

    »   If new employers locate in the county, workers would likely live in other counties that have more available housing

LOW WAGES IN THE REGION

LACK OF UTILITY INFRASTRUCTURE TO MEGASITE

DELAYS IN DEVELOPING MEGASITE INFRASTRUCTURE

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 among the list of issues, the participants were instructed to conduct a multi-voting exercise. Each participant could choose only three issues from among the list of eight that were presented.

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

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

1. **POPULATION GROWTH**

    The population count in Haywood County has seen a critical decline. Without changes in key factors, the population is projected to continue to decline. Loss of population has led to loss of property tax revenue and revenue sharing from state and federal government. Decreased tax revenue limits local ability to address the major causes of population loss without financial assistance.

    Recent studies, including a 2021 analysis by the Milken Institute, have found that the top three deciding factors for young adults looking to relocate are:

    » Availability of affordable housing
    » Broadband internet access
    » High quality public education

    Based on the strategic planning session, public education is placed at second priority and broadband internet is placed at fifth priority. These issues are addressed in the following sections of this report.

Available housing is integral to population growth in the county. The number of new houses built in Haywood County over the last two decades is the lowest in the SWTDD region. There is currently no significant residential development underway or reported in the planning session to be in the permit or preliminary stages.

Infrastructure upgrades will be necessary to allow housing development. A Brownsville Utility representative reported that portions of the wastewater system are over 100 years old. Community Development Block Grants and other types of funding available in past years would not be sufficient to replace the wastewater system within a reasonable time frame.

Other issues related to attracting population growth:

» 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.

» Improvements of I-40 exits in Haywood County and continued Main Street improvements in Downtown Brownsville would help promote Haywood County as a desirable place to live.

» Updated promotion of the county with a new story that focuses on key strengths such as:

– Availability of well-paying jobs, and more jobs to come as the industrial parks attract new major industries

– Hatchie River ecosystem, millions of people pass through it each year but don't see it as an attraction

– Re-opening of the hospital in Haywood County and new parks and recreation amenities

2. ELEVATE PUBLIC K-12 EDUCATION

» **Promote greater achievement, continue raising the school system overall rating from the Tennessee Department of Education from Level 2 toward Level 5 (highest).**

» **Generate more public pride in the school system by engaging more people in the existing leadership program and create new programs such as mentorships. Conduct campus tours and generate positive publicity for the school system.**

» **Address K-4 deficiencies**

– School system leaders who participated in the planning session noted that deficiencies at the earliest levels of education are contributing to the overall low achievement levels. Additional Pre-K preparation and more professional staff per student in the early grades are potential solutions.

» **Stronger partnerships with higher education and employers**

– Develop a program modeled after successful career guidance programs in Hardin and Madison County. These programs contain the following elements:

– Opportunities for businesses to connect with high school students, especially those who aren't immediately seeking a four-year college degree, and acquaint them with local job opportunities and top regional careers

– Expanded dual enrollment programs with local and regional higher education institutions

– Career coaches on the school system staff, development of career pathways in high-demand fields such as health care

– Higher education representatives in the public schools on a regular basis and visits to higher education facilities starting in middle school.

– Work-based learning opportunities

» **Introduce soft skills training**

A program to demonstrate the benefits of appropriate hygiene/personal appearance, punctuality, and social interaction could not only create another positive experience in the schools and boost student pride, but also instill valuable preparation for college and career.

3. WORKFORCE DEVELOPMENT

» **Increase labor force participation**

The labor force participation rate in Haywood County, at 57.95% prior to the pandemic, was significantly lower than the Tennessee state average rate of 61.24% or national rate of 63.25%. The labor force participation rate in Haywood County is higher than in other counties of comparable population size and higher than the average for the SWTDD region

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

» **Better utilize and encourage participation in higher education and technical training programs in the SWTDD region**

The Tennessee College of Applied Technology in Brownsville currently offers four courses; plans to create a larger facility for more courses were put on hold because the planned location at Haywood County Hospital is no longer available.

A broader range of opportunities are available at colleges and technical schools in Jackson and Memphis. Transportation solutions would have to be provided to allow many students to access these educational opportunities.

Tennessee Promise and Tennessee Reconnect scholarships remove a large portion of the financial barrier to accessing training and advanced education. More effective communication tools are needed to make potential workers aware of all the resources available to receive job training.

More dual enrollment programs with the high schools is an important tool for introducing students to higher education and developing workforce readiness.

» **Continue ACT Work Ready Communities program**

The Work Ready Communities program has maintenance goals to ensure that workers continue to get training and workforce readiness certification. Funding must be secured to support proctors and testing. More closely integrating testing and certification in the high school system has been successful in other counties.

4. IMPROVE THE HEALTH OF THE POPULATION

The overall health of the population places Haywood County in the bottom 10% of counties in Tennessee for health scores. Chronic disease such as diabetes and kidney disease is rampant throughout the population.

» **Walkable communities**

The Town of Stanton has undertaken a program that promotes healthy living by providing easy access to fresh fruit and exercise. The initiative provides public walkways with fruit trees, exercise stations and playgrounds. Funds for land acquisition and additional facilities are necessary to serve more of the population.

Plans have been made, but not completed, for a greenway trail that would connect existing trails with the Farmer's Market in Brownsville.

» **Mobile Health Care Unit**

Since transportation and lack of high-speed internet are barriers to people receiving health education and preventative health care services, a mobile unit to take health services to the public in rural and low income areas can offer solutions. The City of Brownsville has a health and wellness program that was generating measurable improvements in health ratings before the pandemic. These health gains are already showing signs of reversal while the pandemic has limited access to the program. Taking the health and wellness services to homes and community centers could expand the initial success of the program.

» **Safety from crime**

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

» **Mental health resources**

Mental health and substance abuse treatment and substance abuse prevention programs are other needs underscored by the pandemic.

Services and activities that engage the senior citizen population would also improve mental health in the county. Community centers could provide a centralized way to deliver these services.

» **Successful reopening of the Haywood County Hospital**

Haywood County Hospital, which closed in 2014, has a planned reopening for October 2021. It will provide another great asset for the county and a much-needed resource for the community, as residents are currently forced to drive to either Jackson, Ripley, or Memphis for hospital care. The hospital will also provide jobs to over 130 workers, including nurses and skilled technicians. Local training programs to increase the pool of available health care workers would support the opening and ongoing operation of the hospital.

5. BROADBAND ACCESS

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

Residents and businesses have found current forms of satellite-based internet service to be unreliable. Utilizing cell phone service in lieu of broadband proved to be both unreliable, since significant portions of the county have poor cell signal strength, as well as too expensive for many households.

Haywood County is receiving an investment of $1.2 million through the Charter Communications Rural Digital Opportunity Fund. This investment is expected to bring high-speed internet access to 535 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.

Common barriers to delivering high speed internet throughout rural areas included:

» Insufficient and incorrect data regarding internet service availability from early FCC-sponsored studies may have discouraged investment in internet infrastructure.

» Until recently, TVA did not allow power distributors to incur debt related to providing internet service.

» High cost of reaching remote locations and sparsely populated areas with fiber cable. Small customer bases do not allow a provider to recover the cost of high speed internet infrastructure.

» Grants and government funding for high speed internet infrastructure have been too small to address the need.

As these barriers are overcome, the county can take preparatory steps to accelerate the process of providing widespread broadband service. These steps can 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.

6. **SMALL BUSINESS DEVELOPMENT**

   » **Cannery Business Incubator**

     The Town of Stanton has developed a cannery with a commercial kitchen to support the start-up of prepared foods-related businesses. The goal is to generate 50 new businesses in five years. The commercial kitchen can also be used by catering businesses.

» **More local retail and online sales**

Small businesses in Haywood County must compete with the concentration of businesses in the larger markets of Jackson and Memphis, both located within 50 miles. Small businesses in Haywood 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.

Businesses in Haywood 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.

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 food services of approximately $20 million annually.

7. **TOURISM AND I-40 DEVELOPMENT**

There are opportunities to increase commercial development at each of the I-40 interchanges in the county. Haywood County was one of the first counties in West Tennessee to promote tourism and invest in improving a key interchange to increase visitor spending. I-40 from Memphis to Nashville is known as the Music Highway, and Haywood County factors into that musical heritage.

At I-40 exit 56 (State Route 76), Brownsville and Haywood County invested in lighting for the exit, established the West Tennessee Visitors Center and Delta Heritage Center, relocated the home of a noted Blues musician to the area, and installed signage for a Tina Turner museum. This interchange area, located just east of the Hatchie National Wildlife Refuge, attracts high traffic volumes and provides visibility for Brownsville, which is located more than 10 miles north of I-40. This area has not been upgraded in many years. Other interchanges in the county have little or no commercial development.

The Hatchie River and the Hatchie National Wildlife Refuge have largely untapped tourism potential. Millions of people pass through the wildlife refuge each year on I-40 but have no access to wildlife viewing and birding in the ecosystem of the unchannelized Hatchie River bottom lands.

The Hatchie River is prized by locals for private hunting and fishing camps. With the proximity to the population of Memphis and I-40 traffic, recreational opportunities along the Hatchie could be very successful and attract people of all ages.

The Hatchie Bird Fest is a birding event that was initiated in 2019 and drew more than 200 people. Paddling and hiking facilities could attract young adults and families. Tourism developments focused on the Hatchie have been in discussion for many years but have not come to fruition.

8. PUBLIC TRANSPORTATION

Planning session participants called attention to the need for transportation for county residents to access:

- » Jobs
- » Training and higher education (within and outside the county)
- » Health care services of all types

While there is a rural transportation system that provides transportation by appointment for qualifying households, the capacity is limited. Supplementing the system, and providing dedicated regular routes to training and employment sites could help accomplish the Priority goals related to education, workforce development and health care listed in the report.

Supporting Materials

2021 DEMOGRAPHIC REPORT

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

	Haywood County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
Population								
2000 Census	19,796	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	18,787	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	17,069	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	16,776	--	250,317	--	7,175,823	--	340,574,349	--
Population Growth								
Percent Change: 2000 to 2010	--	-5.10	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	-9.14	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	-1.72	--	0.87	--	3.83	--	2.91
Households								
2000 Census	7,558	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	7,459	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	6,882	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	6,803	--	97,225	--	2,822,151	--	129,596,282	--
Household Growth								
Percent Change: 2000 to 2010	--	-1.31	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	-7.74	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	-1.15	--	0.97	--	3.90	--	3.07
Family Households								
2000 Census	5,418	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	5,112	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	4,724	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	4,673	--	66,865	--	1,905,651	--	86,210,238	--
Family Household Growth								
Percent Change: 2000 to 2010	--	-5.65	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	-7.59	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	-1.08	--	1.02	--	3.97	--	3.11

	Haywood County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Population by Single-Classification Race								
White Alone	7,593	44.48	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	8,587	50.31	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	59	0.35	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	39	0.23	1,858	0.75	134,568	1.95	19,688,976	5.95
Native Hawaiian/Pacific Islander Alone	0	0.00	65	0.03	5,088	0.07	664,254	0.20
Some Other Race Alone	532	3.12	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	259	1.52	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	16,256	95.24	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	813	4.76	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	702	86.35	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	13	1.60	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	8	0.98	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	90	11.07	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	39	100.00	507	27.29	14,268	10.60	3,112,632	15.81
Japanese	0	0.00	52	2.80	6,192	4.60	833,794	4.24
Asian Indian	0	0.00	500	26.91	32,015	23.79	4,418,142	22.44
Korean	0	0.00	94	5.06	11,675	8.68	1,603,353	8.14
Vietnamese	0	0.00	288	15.50	15,793	11.74	2,017,041	10.24
Cambodian	0	0.00	99	5.33	2,549	1.89	278,350	1.41
Hmong	0	0.00	110	5.92	834	0.62	330,472	1.68
Laotian	0	0.00	0	0.00	8,275	6.15	228,459	1.16
Thai	0	0.00	14	0.75	3,895	2.89	232,589	1.18
All Other Asian Races Including 2+ Category	0	0.00	21	1.13	15,976	11.87	2,146,163	10.90

	Haywood County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Population by Ancestry								
Arab	22	0.13	398	0.16	34,023	0.49	1,672,310	0.51
Czech	13	0.08	167	0.07	8,342	0.12	1,121,343	0.34
Danish	16	0.09	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	73	0.43	1,736	0.70	62,126	0.90	3,278,203	0.99
English	805	4.72	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	107	0.63	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	0	0.00	342	0.14	16,146	0.23	1,661,855	0.50
German	589	3.45	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	6	0.04	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	0	0.00	152	0.06	9,933	0.14	1,117,452	0.34
Irish	738	4.32	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	66	0.39	2,725	1.10	129,210	1.87	13,441,538	4.06
Lithuanian	0	0.00	49	0.02	4,036	0.06	497,383	0.15
Norwegian	17	0.10	681	0.27	26,342	0.38	3,479,122	1.05
Polish	114	0.67	1,215	0.49	64,064	0.93	7,206,810	2.18
Portuguese	0	0.00	86	0.04	5,426	0.08	1,106,557	0.33
Russian	0	0.00	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	162	0.95	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	260	1.52	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	0	0.00	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	462	2.71	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	5	0.03	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	7	0.04	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	984	5.76	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	30	0.18	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	0	0.00	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	7,157	41.93	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	5,436	31.85	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	15,077	93.48	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	160	0.99	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	111	0.69	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	732	4.54	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	49	0.30	1,159	0.49	36,481	0.56	2,410,930	0.78

	Haywood 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	223	27.43	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	38	4.67	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	7	0.86	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	513	63.10	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	32	3.94	636	7.29	29,820	7.04	3,899,002	6.12
2021 Est. Population by Sex								
Male	7,976	46.73	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	9,093	53.27	127,190	51.26	3,537,523	51.19	167,951,895	50.75
2021 Est. Population by Age								
Age 0 - 4	940	5.51	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	976	5.72	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	1,070	6.27	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	686	4.02	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	618	3.62	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	819	4.80	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	1,954	11.45	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	1,963	11.50	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	2,031	11.90	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	2,542	14.89	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	2,111	12.37	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	929	5.44	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	430	2.52	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	13,860	81.20	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	13,397	78.49	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	12,779	74.87	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	3,470	20.33	49,295	19.86	1,210,635	17.52	56,444,684	17.06
Median Age	--	42.52	--	41.16	--	39.34	--	38.81
Average Age	--	41.90	--	41.27	--	40.10	--	39.80

	Haywood 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	4,621	32.81	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	2,269	16.11	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	2,352	16.70	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	5,787	41.09	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	677	4.81	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	1,192	8.46	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	306	2.17	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	886	6.29	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	1,806	12.82	26,035	12.72	695,360	12.29	29,454,037	10.90
Male, Divorced	**783**	**5.56**	**12,155**	**5.94**	**303,885**	**5.37**	**12,618,306**	**4.67**
Female, Divorced	**1,023**	**7.26**	**13,880**	**6.78**	**391,475**	**6.92**	**16,835,731**	**6.23**
2021 Est. Male Population by Age								
Male: Age 0 - 4	474	5.94	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	491	6.16	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	537	6.73	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	341	4.28	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	315	3.95	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	414	5.19	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	942	11.81	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	896	11.23	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	910	11.41	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	1,178	14.77	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	944	11.84	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	385	4.83	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	149	1.87	1,803	1.49	43,013	1.27	2,384,308	1.46
Median Age, Male	**--**	**40.27**	**--**	**39.29**	**--**	**37.88**	**--**	**37.45**
Average Age, Male	**--**	**40.50**	**--**	**39.94**	**--**	**39.00**	**--**	**38.70**

	Haywood County, TN		SWTDD Region		Tennessee		USA	
	Count	**Percent**	**Count**	**Percent**	**Count**	**Percent**	**Count**	**Percent**
2021 Est. Female Population by Age								
Female: Age 0 - 4	466	5.13	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	485	5.33	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	533	5.86	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	345	3.79	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	303	3.33	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	405	4.45	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	1,012	11.13	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	1,067	11.73	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	1,121	12.33	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	1,364	15.00	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	1,167	12.83	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	544	5.98	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	281	3.09	3,685	2.90	83,196	2.35	4,283,986	2.55
Median Age, Female	--	**44.36**	--	**42.97**	--	**40.77**	--	**40.17**
Average Age, Female	--	**43.20**	--	**42.53**	--	**41.10**	--	**40.80**
2021 Est. Households by Household Type								
Family Households	4,724	68.64	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	2,158	31.36	30,102	31.26	883,369	32.52	42,120,504	33.50
2021 Est. Group Quarters Population								
2021 Est. Group Quarters Population	238	1.39	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	226	3.28	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	953	20.17	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	1,891	40.03	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	136	2.88	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	171	3.62	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	842	17.82	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	731	15.47	6,951	10.50	169,167	9.23	7,272,880	8.70

	Haywood County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Households by Household Size								
1-Person Household	1,985	28.84	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	2,248	32.66	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	1,215	17.66	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	816	11.86	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	387	5.62	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	154	2.24	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	77	1.12	1,129	1.17	35,311	1.30	2,374,563	1.89
2021 Est. Average Household Size	**--**	**2.45**	**--**	**2.46**	**--**	**2.49**	**--**	**2.57**
2021 Est. Households by Number of Vehicles								
No Vehicles	700	10.17	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	2,258	32.81	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	2,444	35.51	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	997	14.49	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	314	4.56	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	169	2.46	2,034	2.11	69,971	2.58	2,648,833	2.11
2021 Est. Average Number of Vehicles	**--**	**1.80**	**--**	**1.92**	**--**	**2.00**	**--**	**1.80**
2021 Est. Occupied Housing Units by Tenure								
Housing Units, Owner-Occupied	4,255	61.83	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	2,627	38.17	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	--	22.00	--	18.89	--	16.20	--	16.50
2021 Renter Occ. HUs: Avg. Length of Residence								
2021 Renter Occ. HUs: Avg. Length of Residence	--	7.70	--	7.36	--	6.40	--	6.70

	Haywood 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	121	2.84	2,231	3.30	44,107	2.37	1,960,463	2.39
Value $20,000 - $39,999	170	4.00	3,963	5.86	48,574	2.61	1,971,787	2.41
Value $40,000 - $59,999	231	5.43	4,433	6.55	57,844	3.11	2,119,053	2.59
Value $60,000 - $79,999	610	14.34	6,040	8.93	88,332	4.75	2,938,686	3.59
Value $80,000 - $99,999	746	17.53	8,289	12.26	119,437	6.42	3,784,864	4.62
Value $100,000 - $149,999	905	21.27	14,561	21.53	283,685	15.25	9,327,139	11.38
Value $150,000 - $199,999	545	12.81	10,882	16.09	301,242	16.19	10,310,151	12.58
Value $200,000 - $299,999	480	11.28	9,459	13.99	394,950	21.23	15,613,547	19.05
Value $300,000 - $399,999	270	6.34	4,029	5.96	213,142	11.46	10,693,739	13.05
Value $400,000 - $499,999	70	1.65	1,853	2.74	125,393	6.74	7,299,475	8.91
Value $500,000 - $749,999	65	1.53	1,138	1.68	103,158	5.54	8,008,725	9.77
Value $750,000 - $999,999	23	0.54	416	0.61	43,221	2.32	3,835,670	4.68
Value $1,000,000 - $1,499,999	6	0.14	202	0.30	21,911	1.18	2,238,076	2.73
Value $1,500,000 - $1,999,999	1	0.02	68	0.10	7,377	0.40	826,958	1.01
Value $2,000,000 or more	12	0.28	61	0.09	7,849	0.42	1,015,845	1.24
2021 Est. Median All Owner-Occupied Housing Value	--	109,759.08	--	127,993.74	--	197,644.62	--	250,250.15
2021 Est. Housing Units by Units in Structure								
1 Unit Attached	167	2.06	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	6,239	77.04	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	334	4.12	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	229	2.83	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	415	5.13	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	60	0.74	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	27	0.33	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	624	7.71	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	3	0.04	188	0.17	2,679	0.09	129,036	0.09

	Haywood 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	100	1.24	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	111	1.37	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	796	9.83	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	1,296	16.00	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	1,282	15.83	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	1,739	21.47	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,115	13.77	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	714	8.82	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	394	4.87	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	551	6.80	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	--	1,977.28	--	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	2,387	34.69	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	1,143	47.88	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	161	6.75	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	1,051	44.03	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	22	0.92	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	10	0.42	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	4,495	65.31	64,712	67.20	1,824,885	67.18	83,517,588	66.42
2021 Households with No People under Age 18								
Married Couple Family	1,698	37.77	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	144	3.20	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	526	11.70	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	896	19.93	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	1,231	27.39	16,242	25.10	471,895	25.86	22,122,384	26.49

	Haywood 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	611	5.11	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	1,508	12.61	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	5,409	45.23	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	2,353	19.67	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	573	4.79	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	879	7.35	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	476	3.98	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	77	0.64	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	74	0.62	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	201	45.68	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	125	28.41	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	114	25.91	874	19.81	39,165	17.88	8,940,246	24.39
Bachelor's Degree or Higher	0	0.00	522	11.83	36,792	16.80	6,079,177	16.59
2021 Est. Households by HH Income								
Income < $15,000	1,292	18.77	14,563	15.12	307,934	11.34	12,159,124	9.67
Income $15,000 - $24,999	801	11.64	12,021	12.48	270,250	9.95	10,429,416	8.29
Income $25,000 - $34,999	868	12.61	11,074	11.50	265,318	9.77	10,445,333	8.31
Income $35,000 - $49,999	927	13.47	14,638	15.20	373,215	13.74	15,034,831	11.96
Income $50,000 - $74,999	1,333	19.37	16,068	16.69	483,708	17.81	20,828,606	16.57
Income $75,000 - $99,999	734	10.67	11,023	11.45	333,613	12.28	15,668,721	12.46
Income $100,000 - $124,999	431	6.26	6,610	6.86	234,152	8.62	11,865,810	9.44
Income $125,000 - $149,999	243	3.53	3,738	3.88	149,314	5.50	8,347,936	6.64
Income $150,000 - $199,999	117	1.70	3,399	3.53	140,534	5.17	8,998,749	7.16
Income $200,000 - $249,999	43	0.63	1,409	1.46	62,665	2.31	4,400,430	3.50
Income $250,000 - $499,999	66	0.96	1,286	1.34	65,554	2.41	4,819,655	3.83
Income $500,000+	27	0.39	463	0.48	29,986	1.10	2,734,187	2.17
2021 Est. Average Household Income	--	56,280.00	--	63,764.67	--	79,460.00	--	96,765.00
2021 Est. Median Household Income	--	42,229.36	--	45,388.64	--	56,492.43	--	67,085.79

	Haywood 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	--	53,388.14	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	33,300.80	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	38,578.80	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	45,848.57	--	78,668.81	--	81,103.86	--	95,701.30
Native Hawaiian and Other Pacific Islander Alone	--	--	--	55,851.33	--	49,140.72	--	66,931.67
Some Other Race Alone	--	93,853.82	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	10,561.52	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	70,181.65	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	41,003.15	--	45,510.93	--	57,061.51	--	69,414.29
2021 Est. Families by Poverty Status								
2021 Families at or Above Poverty	4,107	86.94	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	1,602	33.91	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	617	13.06	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	423	8.95	6,753	10.20	152,671	8.33	5,772,043	6.90
2021 Est. Employed Civilian Population 16+ by Occupation Classification								
White Collar	3,153	42.08	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	2,659	35.49	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	1,681	22.43	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	2,539	34.70	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	2,036	27.83	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	1,703	23.27	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	556	7.60	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	483	6.60	7,334	7.61	200,321	6.66	13,790,094	9.34
2021 Est. Avg Travel Time to Work in Minutes	**--**	**27.00**	**--**	**25.04**	**--**	**28.00**	**--**	**29.00**
2021 Est. Workers Age 16+ by Transp. to Work								
2021 Est. Workers Age 16+ by Transp. to Work	7,409	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	6,593	88.99	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	553	7.46	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	2	0.03	347	0.35	19,896	0.63	7,599,289	4.89
Walked	37	0.50	891	0.89	41,175	1.31	4,072,314	2.62
Bicycle	13	0.18	57	0.06	4,179	0.13	837,283	0.54
Other Means	117	1.58	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	94	1.27	3,917	3.91	149,715	4.76	8,212,328	5.28

	Haywood 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	7,493	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	5,173	69.04	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	431	5.75	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	739	9.86	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	391	5.22	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	153	2.04	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	606	8.09	9,142	9.03	289,018	9.05	15,113,610	9.58
Unpaid Family Workers	0	0.00	96	0.10	4,841	0.15	271,972	0.17
2021 Est. Civ. Employed Pop 16+ by Occupation								
Architecture/Engineering	32	0.43	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	14	0.19	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	351	4.68	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	125	1.67	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	82	1.09	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	13	0.17	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	198	2.64	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	434	5.79	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	84	1.12	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	486	6.49	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	446	5.95	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	260	3.47	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	346	4.62	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	24	0.32	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	21	0.28	530	0.52	25,074	0.79	1,478,053	0.94
Management	480	6.41	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	805	10.74	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	1,234	16.47	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	320	4.27	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	677	9.04	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	180	2.40	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	881	11.76	9,068	8.96	285,118	8.93	11,953,638	7.58
2021 Est. Pop Age 16+ by Employment Status								
In Armed Forces	5	0.04	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	7,462	53.84	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	565	4.08	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	5,828	42.05	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 - Haywood County

Haywood County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	237,923,475	250,418,690	-12,495,214
Total retail trade (NAICS 44 and 45)	213,884,417	218,315,976	-4,431,559
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	50,515,248	66,239,658	-15,724,410
Automobile dealers (NAICS 4411)	43,293,045	59,480,365	-16,187,319
New car dealers (NAICS 44111)	38,819,803	59,385,185	-20,565,382
Used car dealers (NAICS 44112)	4,473,242	95,179	4,378,063
Other motor vehicle dealers (NAICS 4412)	3,577,663	2,161,625	1,416,038
Recreational vehicle dealers (NAICS 44121)	1,311,973	0	1,311,973
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,265,691	2,161,625	104,066
Boat dealers (NAICS 441222)	776,532	0	776,532
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,489,158	2,161,625	-672,467
Automotive parts, accessories, and tire stores (NAICS 4413)	3,644,539	4,597,668	-953,129
Automotive parts and accessories stores (NAICS 44131)	2,305,116	2,701,221	-396,105
Tire dealers (NAICS 44132)	1,339,424	1,896,448	-557,024
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	3,178,354	1,324,497	1,853,857
Furniture stores (NAICS 4421)	1,877,147	1,041,334	835,813
Home furnishings stores (NAICS 4422)	1,301,207	283,163	1,018,044
Floor covering stores (NAICS 44221)	283,162	134,491	148,671
Other home furnishings stores (NAICS 44229)	1,018,045	148,672	869,373
Window treatment stores (NAICS 442291)	63,885	148,672	-84,787
All other home furnishings stores (NAICS 442299)	954,161	0	954,161
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	2,936,350	136,075	2,800,276
Household appliance stores (NAICS 443141)	628,612	0	628,612
Electronics stores (NAICS 443142)	2,307,739	136,075	2,171,664
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	14,775,213	12,887,134	1,888,079
Building material and supplies dealers (NAICS 4441)	13,091,666	6,706,036	6,385,630
Home centers (NAICS 44411)	7,116,281	0	7,116,281
Paint and wallpaper stores (NAICS 44412)	459,944	2,662,364	-2,202,419
Hardware stores (NAICS 44413)	1,131,550	0	1,131,550
Other building material dealers (NAICS 44419)	4,383,891	4,043,673	340,218
Lawn and garden equipment and supplies stores (NAICS 4442)	1,683,547	6,181,098	-4,497,551
Outdoor power equipment stores (NAICS 44421)	339,644	2,335,983	-1,996,339
Nursery, garden center, and farm supply stores (NAICS 44422)	1,343,903	3,845,115	-2,501,212

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

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Haywood County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	32,039,078	11,118,657	20,920,422
Grocery stores (NAICS 4451)	29,274,805	11,118,657	18,156,148
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	28,004,945	10,521,868	17,483,077
Convenience stores (NAICS 44512)	1,269,860	596,788	673,072
Specialty food stores (NAICS 4452)	809,389	0	809,389
Meat markets (NAICS 44521)	246,249	0	246,249
Fish and seafood markets (NAICS 44522)	96,165	0	96,165
Fruit and vegetable markets (NAICS 44523)	167,747	0	167,747
Other specialty food stores (NAICS 44529)	299,228	0	299,228
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	159,010	0	159,010
All other specialty food stores (NAICS 445299)	140,218	0	140,218
Beer, wine, and liquor stores (NAICS 4453)	1,954,884	0	1,954,884
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	14,712,685	9,937,245	4,775,439
Pharmacies and drug stores (NAICS 44611)	12,612,799	9,937,245	2,675,553
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	961,107	0	961,107
Optical goods stores (NAICS 44613)	381,639	0	381,639
Other health and personal care stores (NAICS 44619)	757,140	0	757,140
Food (health) supplement stores (NAICS 446191)	264,749	0	264,749
All other health and personal care stores (NAICS 446199)	492,391	0	492,391
Gasoline Stations			
Gasoline stations (NAICS 447)	21,371,496	69,940,485	-48,568,989
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	6,969,772	1,182,552	5,787,220
Clothing stores (NAICS 4481)	4,967,171	1,182,552	3,784,619
Men's clothing stores (NAICS 44811)	196,409	0	196,409
Women's clothing stores (NAICS 44812)	999,017	0	999,017
Children's and infants' clothing stores (NAICS 44813)	144,928	0	144,928
Family clothing stores (NAICS 44814)	3,022,609	647,319	2,375,291
Clothing accessories stores (NAICS 44815)	196,864	0	196,864
Other clothing stores (NAICS 44819)	407,343	535,234	-127,890
Shoe stores (NAICS 4482)	1,138,049	0	1,138,049
Jewelry, luggage, and leather goods stores (NAICS 4483)	864,552	0	864,552
Jewelry stores (NAICS 44831)	759,250	0	759,250
Luggage and leather goods stores (NAICS 44832)	105,302	0	105,302

Haywood 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)	2,300,936	627,578	1,673,358
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,088,368	353,266	1,735,102
Sporting goods stores (NAICS 45111)	1,338,047	353,266	984,781
Hobby, toy, and game stores (NAICS 45112)	442,416	0	442,416
Sewing, needlework, and piece goods stores (NAICS 45113)	120,499	0	120,499
Musical instrument and supplies stores (NAICS 45114)	187,405	0	187,405
Book stores and news dealers (NAICS 4512)	212,568	274,312	-61,744
Book stores (NAICS 451211)	199,054	179,916	19,137
News dealers and newsstands (NAICS 451212)	13,515	94,396	-80,881
General Merchandise Stores			
General merchandise stores (NAICS 452)	28,536,541	41,018,985	-12,482,444
Department stores (NAICS 4522)	1,898,150	0	1,898,150
Other general merchandise stores (NAICS 4523)	26,638,390	41,018,985	-14,380,595
Warehouse clubs and supercenters (NAICS 452311)	23,917,646	0	23,917,646
All other general merchandise stores (NAICS 452319)	2,720,744	41,018,985	-38,298,240
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	4,255,020	3,353,510	901,510
Florists (NAICS 4531)	186,110	597,041	-410,931
Office supplies, stationery, and gift stores (NAICS 4532)	840,843	1,066,923	-226,080
Office supplies and stationery stores (NAICS 45321)	325,235	0	325,235
Gift, novelty, and souvenir stores (NAICS 45322)	515,608	1,066,923	-551,315
Used merchandise stores (NAICS 4533)	570,434	0	570,434
Other miscellaneous store retailers (NAICS 4539)	2,657,632	1,689,546	968,087
Pet and pet supplies stores (NAICS 45391)	740,613	0	740,613
Art dealers (NAICS 45392)	331,863	0	331,863
Manufactured (mobile) home dealers (NAICS 45393)	248,577	0	248,577
All other miscellaneous store retailers (NAICS 45399)	1,336,580	1,689,546	-352,966
Tobacco stores (NAICS 453991)	556,554	0	556,554
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	780,026	1,689,546	-909,520
Non-store Retailers			
Non-store retailers (NAICS 454)	32,293,724	549,600	31,744,124
Electronic shopping and mail-order houses (NAICS 4541)	30,253,351	0	30,253,351
Vending machine operators (NAICS 4542)	278,379	0	278,379
Direct selling establishments (NAICS 4543)	1,761,994	549,600	1,212,394
Fuel dealers (NAICS 45431)	860,757	549,600	311,157
Other direct selling establishments (NAICS 45439)	901,238	0	901,238

Haywood County, TN

	2021 Demand ($)	2021 Supply ($)	Opportunity Gap/Surplus ($)
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	24,039,059	32,102,714	-8,063,655
Special food services (NAICS 7223)	1,672,187	3,583,538	-1,911,351
Food service contractors (NAICS 72231)	1,315,160	2,979,678	-1,664,518
Caterers (NAICS 72232)	322,270	603,860	-281,590
Mobile food services (NAICS 72233)	34,758	0	34,758
Drinking places (alcoholic beverages) (NAICS 7224)	696,866	0	696,866
Restaurants and other eating places (NAICS 7225)	21,670,006	28,519,176	-6,849,170
Full-service restaurants (NAICS 722511)	10,387,336	10,608,947	-221,611
Limited-service restaurants (NAICS 722513)	9,566,485	16,967,304	-7,400,819
Cafeterias, grill buffets, and buffets (NAICS 722514)	243,513	0	243,513
Snack and non-alcoholic beverage bars (NAICS 722515)	1,472,672	942,925	529,746

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

31.71
Digital Divide
Index Score

2018 DIGITAL DIVIDE PROFILE

Haywood, 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.

23.31

Infrastructure/Adoption Score

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

37.7% (10.9%)
of people without access to fixed broadband of at least 100 Mbps down and 20 Mbps up

33.4% (20.4%)
of households with no internet access (not subscribing)

24.5% (14.8%)
of households without a computing device

15 (25)
median maximum advertised download speed in Mbps

2 (3)
median maximum advertised upload speed in Mbps

50.96

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.

17.3% (15.7%)
population ages 65 and older

19.6% (16.1%)
of individuals in poverty

17.9% (13%)
ages 25 and older with less than a high school degree

18.1% (15.4%)
noninstitutionalized civilian population with a disability

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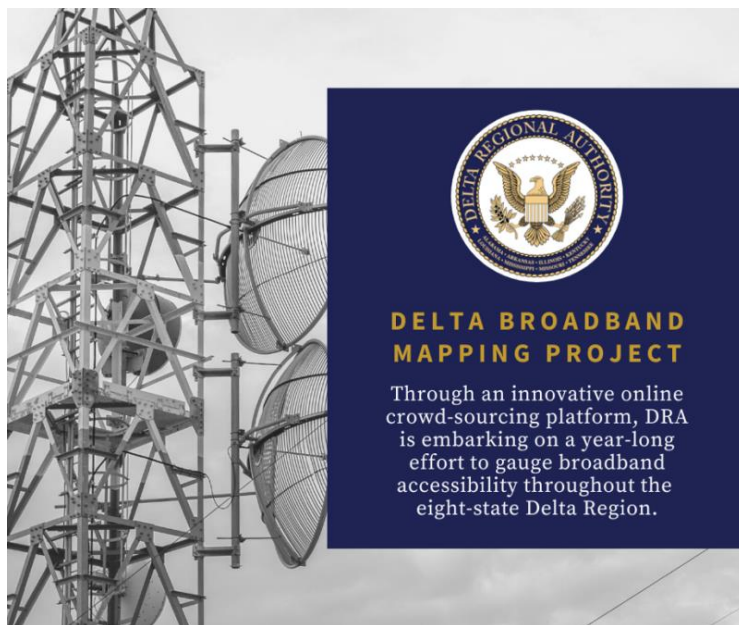
To learn more and to take the test, visit: dra.gov/speedtest.

#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

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- 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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Approved DRA Graphics

Please see below for links to all approved DRA graphics.

DRA Official Seal

Delta Broadband Mapping Project Announcement Graphic
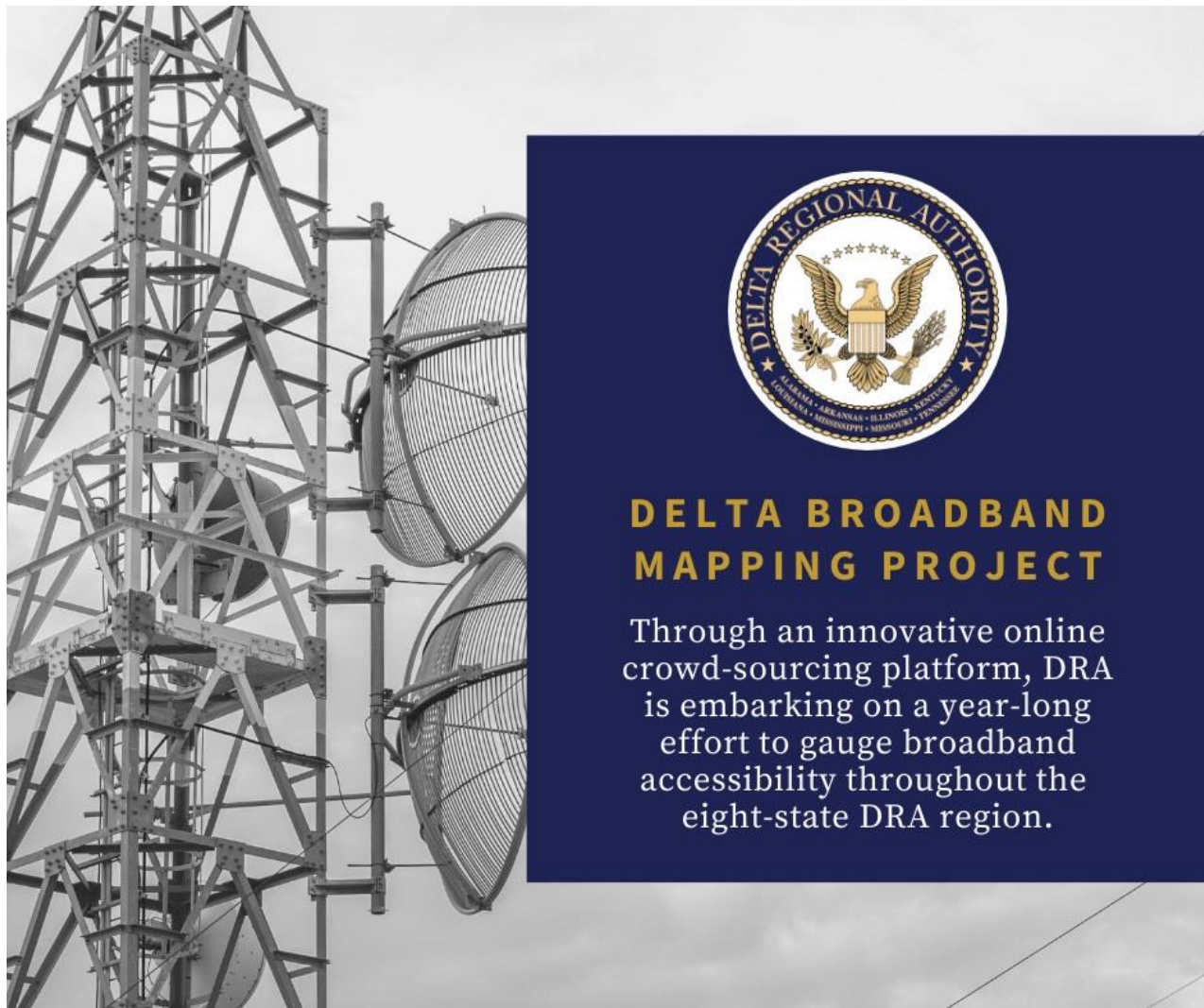
#DeltaSpeedTest Graphic

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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.

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State of Tennessee
State Senate

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

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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.

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

</div>

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.

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Charter
COMMUNICATIONS

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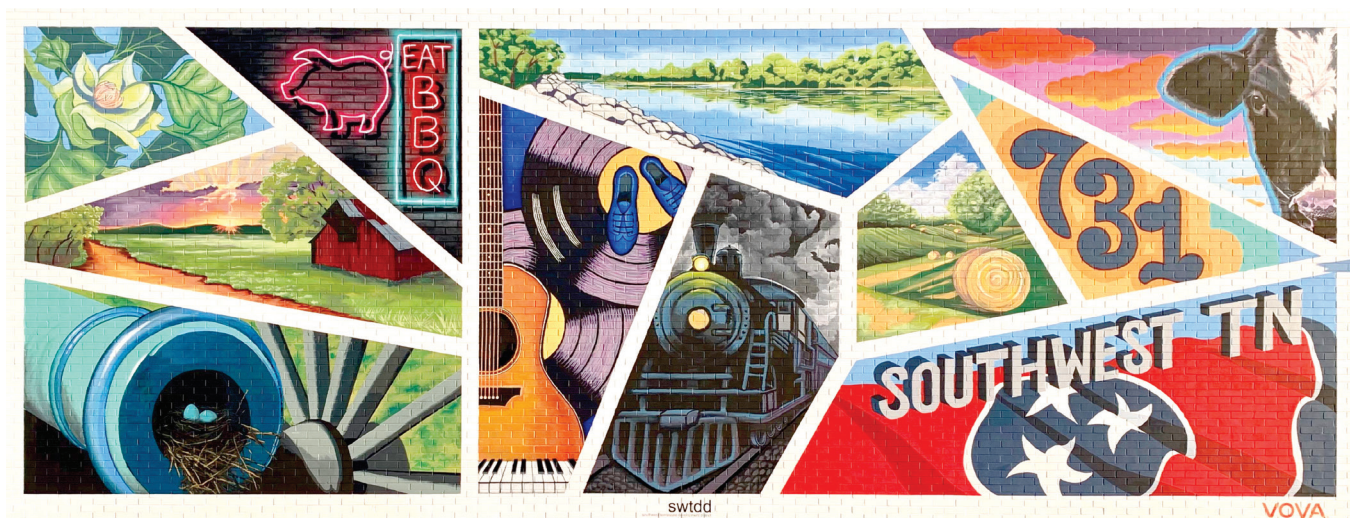zachary.bates@charter.com

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

HAYWOOD COUNTY

TENNESSEE

swtdd
southwest tennessee development district
building a stronger region

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

SPONSORED BY: **E·D·A**
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