

# RUTHERFORD CO. Business

## ECONOMIC PROFILE

### BUSINESS CLIMATE ▶

Rutherford County is the 20th fastest-growing county in the United States, according to the U.S. Census Bureau.

### TRANSPORTATION

Interstate 24 serves Rutherford County, linking it with Nashville and Chattanooga. It converges with Interstates 40 and 65, just 15 miles north of Rutherford County, offering easy access to major markets. State Route 840, a limited-access, four-lane highway through Rutherford County, offers access to I-40 East to Knoxville and I-65 South to Birmingham, as well as I-24. The next leg of the highway will offer access to I-40 West to Memphis. Rutherford County has two airports – Murfreesboro Municipal Airport and Smyrna Airport. Nashville International Airport is just eight miles north of the county line.

There is a CSX rail line (piggyback and container services available in nearby Nashville) and truck freight lines.

### TAXES

The state of Tennessee has no income tax. Rutherford County citizens pay a 7% state sales tax, a 2.75% local sales tax and a \$76.50 wheel tax. For specific information on city property taxes, county taxes and commercial taxes, visit [rutherfordcounty.org](http://rutherfordcounty.org).

### HOUSEHOLDS

2006 • 91,565  
2011 projection • 108,495  
Change 1990-2000 • 54.3%



### DISTANCE TO SELECTED MAJOR CITIES

| Cities        | Mileage |
|---------------|---------|
| Nashville     | 30      |
| Bowling Green | 95      |
| Chattanooga   | 100     |
| Knoxville     | 180     |
| Birmingham    | 195     |
| Louisville    | 205     |
| Atlanta       | 215     |
| Memphis       | 240     |
| St. Louis     | 340     |

### MAJOR EMPLOYERS

| Company  | Employees |
|--|-----------|
| Nissan North America Inc.                            | 8,100     |
| Rutherford County Government                         | 4,136     |
| Middle Tennessee State University                    | 1,936     |
| Ingram Book Group                                    | 1,913     |
| Bridgestone/Firestone Inc.                           | 1,873     |
| State Farm Insurance Companies, South Central Region | 1,500     |
| Alvin C. York VA Campus                              | 1,411     |
| Middle Tennessee Medical Center                      | 1,300     |
| Asurion  | 1,200     |
| Cinram   | 1,125     |
| City of Murfreesboro                                 | 1,061     |
| Verizon Wireless                                     | 980       |
| Borders Group  | 850       |
| Whirlpool Corp.                                      | 850       |
| Cumberland Swan                                      | 833       |
| General Mills  | 750       |
| Johnson Controls                                     | 650       |
| Quality Industries                                   | 600       |

### INDUSTRIAL PARKS

Rutherford County and its cities (Eagleville, La Vergne, Murfreesboro, Smyrna) do not own any industrial parks, but there are more than 600 privately owned industrial buildings located throughout the county. For available sites or more information, call the Rutherford County Chamber of Commerce at (615) 893-6565 or visit [rutherfordchamber.org](http://rutherfordchamber.org).

### LABOR MARKET PROFILE

The labor market area consists of seven adjacent counties: Bedford, Cannon, Coffee, Davidson, Marshall, Williamson and Wilson. The labor force in this area totaled 1,192,010 in 2006. It is estimated that the population of the labor

## EMPLOYMENT BY INDUSTRY

| Industry                              | Employees | %     |
|---------------------------------------|-----------|-------|
| Agriculture, forestry & fishing       | 1,042     | 1.2%  |
| Business & repair service             | 4,080     | 4.6%  |
| Communications & other utilities      | 1,752     | 2.0%  |
| Construction                          | 6,174     | 7.0%  |
| Educational services                  | 7,473     | 8.5%  |
| Entertainment & recreational services | 1,159     | 1.3%  |
| Financial institutions & real estate  | 5,946     | 6.8%  |
| Health services                       | 8,071     | 9.2%  |
| Manufacturing, durable                | 7,209     | 8.2%  |
| Manufacturing, nondurable             | 13,490    | 15.3% |
| Mining                                | 315       | 0.4%  |
| Other professional services           | 4,363     | 5.0%  |
| Personal services                     | 2,625     | 3.0%  |
| Public administration                 | 3,414     | 3.9%  |
| Retail trade                          | 11,393    | 12.9% |
| Transportation                        | 4,996     | 5.7%  |
| Wholesale trade                       | 4,488     | 5.1%  |

market will be 1,192,010 in 2011, which represents a change of 6.7 percent from 2006.

The current population is 49 percent male and 51 percent female. The median age of the labor market area is 36, compared to the U.S. average of 35.

The prime labor force group – ages 18 through 54 – represents 52 percent of the labor market area's population.

### FINANCIAL INSTITUTIONS

14 banks with combined deposits of \$2,123,825,000

**Resource Information**  
[rutherfordchamber.org](http://rutherfordchamber.org)  
[rutherfordcounty.org](http://rutherfordcounty.org)

### BUSINESS POINTS

Employment trends indicate that private employment, retail trade, services and wholesale trade will continue to grow. With a lower cost for both land and workforce, white-collar and transportation, wholesaling and distribution business growth will continue, with the expansion of the interstate system throughout the county.

Industry abounds in Rutherford County and represents a Who's Who of corporate giants, such as Nissan North America Inc., Ingram Book Group, Whirlpool Corp., Bridgestone/Firestone Inc., State Farm Insurance Co. and Verizon Wireless, to name just a few.

With an unemployment rate hovering between 3 percent and 5 percent – well below the national average – Middle Tennessee and Rutherford County consistently outperform national economic indicators.

Rutherford County's retail trade base is made up of more than 350,000 people. At its center, Murfreesboro has developed into a retail destination, attracting shoppers from a 10-county region. Retail sales in the county are now almost \$2 billion per year.

Population growth has driven a boom in residential construction, with the county issuing almost as many building permits as Nashville/Davidson County over a three-year period, with one-fourth the population.

Middle Tennessee State University in Murfreesboro is the largest and fastest-growing university in Tennessee with more than 22,000 undergraduate students.

[rutherfordcounty.org](http://rutherfordcounty.org)

## COMMUTING

### Workers who commute to Rutherford County from:

|                   |       |
|-------------------|-------|
| Bedford County    | 1,885 |
| Cannon County     | 2,322 |
| Coffee County     | 1,298 |
| Davidson County   | 6,837 |
| Marshall County   | 279   |
| Williamson County | 1,506 |
| Wilson County     | 1,988 |

### Workers who commute from Rutherford County to:

|                   |        |
|-------------------|--------|
| Bedford County    | 560    |
| Cannon County     | 306    |
| Coffee County     | 571    |
| Davidson County   | 25,297 |
| Marshall County   | 211    |
| Williamson County | 3,870  |
| Wilson County     | 1,568  |

## SUPERLATIVES

Rutherford County ranks as the 20th fastest-growing county in the nation based on the rate at which single-family houses, town homes and apartments are being built in the area. – U.S. Census Bureau, August 2006

The Nashville-Davidson-Murfreesboro MSA ranks second in the U.S. markets for "Economic Strength." – POLICOM Corp., August 2006

Tennessee ranks No. 1 in "Economic Development Achievement" for 2006. – *Business Facilities* magazine, July 2006

Murfreesboro is No. 84 out of the 100 "2006 Best Places to Live" in the nation. – *Money* magazine, July 2006

The state of Tennessee ranks second on the "Top Ten Competitive States" list.

– *Site Selection* magazine, May 2006

The Nashville-Davidson-Murfreesboro MSA ranks fifth in the U.S. markets most promising to retail developers. – *Shopping Centers Today* magazine, May 2006

Murfreesboro Mayor Tommy Bragg ranks No. 88 on a list of the 100 most powerful people in the state of Tennessee. – *Business Tennessee* magazine, April 2006

Rutherford is the fastest-growing county in Tennessee by population moving in. – U.S. Census Bureau, March 2006

Nashville-Davidson-Murfreesboro MSA is a “Five-Star Knowledge Worker Metro.” – *Expansion Management* magazine, March/April 2006

For two years in a row, the Nashville-Davidson-Murfreesboro MSA ranked No. 1 on the “America’s 50 Hottest Cities” list. – *Expansion Management* magazine, January/February 2006

The Nashville-Davidson-Murfreesboro MSA ranked 52nd out of 379 metropolitan areas on the “Best Performing Cities” index. – Milken Institute, February 2006

Rutherford County had the highest percentage of new job growth in the nation from December 2003 to December 2004. – National Bureau of Labor Statistics, July 2005

Nashville-Davidson-Murfreesboro MSA ranked No. 1 in the “The 20 Hot Headquarters Metros for the 21st Century.” – *Business Facilities* magazine, July 2005

Nashville-Davidson-Murfreesboro MSA ranked No. 1 in the “Top 50 Hottest Metros” list. – *Expansion Management* magazine, April 2005

Rutherford County ranks No. 1 in the “Ten University Markets in the South that Really Have Their Act Together.” – *Southern Business & Development* magazine, winter 2005

Rutherford County ranked No. 2 in “Top Ten Strong Southern Economies You May Not Have Noticed.” – *Southern Business & Development* magazine, winter 2005

Nashville-Davidson-Murfreesboro MSA ranks No. 2 in the “Best U.S. Cities for Relocating Singles.” – *Sperling’s Best Places/Primacy Relocation* 2005

Murfreesboro was named the “Most Livable Town in Tennessee.” – Tennessee Municipal League, 2005

## HOUSING

In 2005, the median house value for Rutherford County was \$140,100, compared with the Nashville-area median housing value of \$141,800 and \$167,000 for the United States.

## MEDIAN HOUSEHOLD INCOME

2006 • \$52,332  
2011 projection • \$56,561  
Change 1990-2000 • 49.9%

## EDUCATIONAL ATTAINMENT

### High school graduates age 25 and older

|                             |     |
|-----------------------------|-----|
| Rutherford County           | 86% |
| Tennessee                   | 81% |
| United States               | 84% |
| Bachelor’s degree or higher | 27% |

## FOR MORE INFORMATION

### Rutherford County Chamber of Commerce

501 Memorial Blvd., P.O. Box 864  
Murfreesboro, TN 37133-0864  
(615) 893-6565  
(800) 716-7560  
Fax: (615) 890-7600  
rutherfordchamber.org  
info@rutherfordchamber.org

Source: Rutherford County Chamber of Commerce