

ECONOMIC RECOVERY

2021 STRATEGIC PLAN

HARDEMAN COUNTY TENNESSEE



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

SPONSORED BY:



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Table of Contents

INTRODUCTION	4
STRATEGIC PLANNING PROCESS.....	5
FRESH MATERIALS	7
INITIAL INSIGHTS REGARDING LOCAL NEEDS.....	7
SURVEY RESULTS.....	10
INFRASTRUCTURE	10
HEALTH & WELLNESS.....	11
BUSINESS ENVIRONMENT	11
EDUCATION	12
QUALITY OF LIFE.....	12
COLLABORATION	13
COVID-19 RESPONSE	13
FOUNDATION	14
DEMOGRAPHICS & STATISTICAL OVERVIEW	14
POPULATION.....	14
HOUSEHOLDS & INCOME	15
LABOR FORCE PARTICIPATION	16
LABOR FORCE DISTRIBUTION	17
HARDEMAN COUNTY DISTRIBUTION OF LABOR	18
TENNESSEE DISTRIBUTION OF LABOR.....	18
RETAIL GAP ANALYSIS.....	19
EDUCATION STATISTICS	20
INTERNET ACCESS	21

EXISTING PLATFORMS	22
PREVIOUS LOCAL STRATEGIC PLANS	22
TOOLS.....	23
SWOT ANALYSIS.....	23
STRENGTHS.....	23
WEAKNESSES	26
OPPORTUNITIES.....	27
THREATS.....	28
PRIORITIES FOR ECONOMIC RECOVERY.....	29
INCREASE ACCESS TO BROADBAND.....	29
WORKFORCE DEVELOPMENT, INCREASE LABOR FORCE PARTICIPATION.....	31
BUILD A ROBUST TOURISM INDUSTRY	32
LAKE DEVELOPMENT PROJECT	33
REPLACEMENT OF OBSOLETE INFRASTRUCTURE	34
SUPPORTING HEALTHCARE	34
COMMUNITY ATTRACTIVENESS.....	35
REVERSE POPULATION DECLINE	35
SUPPORTING MATERIALS.....	36
2021 DEMOGRAPHIC REPORT	37
2021 RETAIL GAP ANALYSIS.....	49
2018 DIGITAL DIVIDE PROFILE	53
DELTA REGIONAL AUTHORITY: DELTA BROADBAND TOOLKIT	54
STATE OF TN: BROADBAND INVESTMENT.....	60
ABOUT THE COVER.....	64

Introduction

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

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

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

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

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



Strategic Planning Process

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

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

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

A series of meetings and video conferences was 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 plan participants
- » Internet access and technical set up to allow highly interactive video conferencing
- » Rosters of groups, organizations and officials to be invited to participate in the planning session
- » Developing contact information for participants, a schedule of communications and information to prepare potential plan participants for the session

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

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

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



- » A brief review of existing strategic plans within the county
- » An economic recovery focused strengths, weaknesses, opportunities and threats analysis
- » An exercise to prioritize the issues and needs identified during the planning session

The session was held on January 26, 2021 at Hardeman County Agribusiness Center in Bolivar, TN. There were 19 participants in the planning session. Among the business and organizations represented in the session were:

- » Bolivar Energy Authority
- » Bolivar Main Street
- » City of Bolivar Administrator
- » City of Bolivar Councilmen
- » City of Bolivar Fire Department
- » City of Bolivar Mayor
- » City of Bolivar Schools
- » City of Bolivar Utility Department
- » Hardeman County Mayor and staff
- » Non-profit Organizations
- » Tennessee Department of Economic & Community Development
- » Tennessee Department of Tourism
- » Tennessee State Senator
- » UT Institute of Agriculture (UTIA)
- » Business & Industry
 - » Healthcare
 - » Retail
 - » Small Business

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

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

Fresh Materials

INITIAL INSIGHTS REGARDING LOCAL NEEDS

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

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

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

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

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

1. Internet Access, many locations do not have access to high-speed internet service
 - » Broadband and new technology is needed in homes and businesses throughout the county
 - » A very low percentage of households have access to high speed internet
 - » A grant has been awarded, and a private contractor has been hired, to begin to address this issue. However local utility providers estimate another \$28 million in funding would be needed to reach all households.
 - » High speed, stable internet access needed for all students in their homes since some types of distance learning are expected to remain a component of public education. Affordable, high speed internet access is necessary to provide equal access to all students.
 - » University of Tennessee agricultural services are now offered online (only during the pandemic) so internet access is needed to support the agriculture industry.
 - » Competition among internet providers may be beneficial to reach all areas of the county and to keep the service affordable



- » Bolivar General Hospital reports difficulty delivering telehealth services due to poor internet access among county residents. Many patients lack transportation or any means of access to health care so telehealth is critical for addressing healthcare needs in the county and the large geographic region the hospital serves.
- 2. Build a tourism industry in Hardeman County
 - » People and businesses in the county need to better understand the economic impact of tourism in Tennessee.
 - » Build and improve upon tourism assets and potential tourism assets
- 3. Available, skilled workers to meet the needs of existing major employers and potential new employers that could be attracted to the available industrial sites in the county
 - » Many people need assistance with workforce readiness, addressing issues such as obtaining a driver's license or getting a past criminal record expunged
 - » A local non-profit, the Restoration Center has been providing assistance for people who need literacy training, computer classes and access to government assistance program since 2014. The center is currently run from the founder's home and they are seeking to construct a building to house the center.
 - » More local people could take advantage of training programs at the Tennessee College of Applied Technology located in the county
 - » Local employers report inability to fill openings with local residents
- 4. Available housing to support much-needed population growth
- 5. Fire Department needs more volunteers, equipment and training
- 6. Downtown Main Street program needs additional funding to execute plans
 - » Activities and events needed to spur visits to downtown
 - » Downtown includes historical assets that can help build a tourism industry
- 7. Programs to engage youth in productive activities outside of school system activities
 - » Programs for personal development, community involvement and career readiness
- 8. More education and preparedness for future emergencies such as the pandemic
- 9. Funding for basic infrastructure including water, sewer and roads
 - » Infrastructure is old and deteriorating
 - » There has been no money to invest in upgrades in many years
- 10. Support for small businesses, some small businesses have closed during the pandemic, small businesses are needed for the overall success of the community
- 11. Need to better prepare the county for economic development by utilizing TNECD services such as site development planning and preparation of responses for business prospects

12. More guidance and assistance in identifying and applying for grants and funding
 - » Utilizing funding sources available to Distressed Counties
13. Improve the health of the community, health ratings for the county population are low, in the bottom percentile ranking for Tennessee
 - » Cost of health insurance is high in the county due to the low health rating
 - » Expand the range of treatments available at the hospital
 - » Increase staffing at the hospital and increase compensation levels to attract and retain more nurses, technicians and other health care professionals
 - » Partner with community leaders to promote healthier lifestyles

SURVEY RESULTS

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

The following survey instrument was circulated to everyone who was contacted to participate in the strategic planning session. There were 18 Hardeman 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?	12.5%	25.0%	56.3%	6.3%	0.0%	2.56	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	12.5%	62.5%	25.0%	0.0%	3.13	3.27
Access to clean drinking water in your city/county?	0.0%	0.0%	0.0%	40.0%	60.0%	4.60	4.48
Condition of roads and highways in your city/county?	0.0%	20.0%	46.7%	26.7%	6.7%	3.20	3.35
Solid waste disposal in your city/county?	6.3%	12.5%	25.0%	25.0%	31.3%	3.63	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?	6.3%	12.5%	37.5%	25.0%	18.8%	3.38	3.97
Primary care facilities in your city/county?	0.0%	6.3%	31.3%	50.0%	12.5%	3.69	3.45
Emergency response capabilities in your city/county?	0.0%	13.3%	20.0%	46.7%	20.0%	3.73	3.55
Access to gyms & wellness facilities in your city/county?	12.5%	0.0%	62.5%	12.5%	12.5%	3.13	3.52
Regional cooperation of healthcare?	6.7%	0.0%	40.0%	53.3%	0.0%	3.40	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	6.3%	50.0%	43.8%	0.0%	0.0%	2.38	2.62
Accessibility to drug addiction treatment programs in West TN?	0.0%	20.0%	46.7%	33.3%	0.0%	3.13	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?	6.7%	20.0%	33.3%	33.3%	6.7%	3.13	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	12.5%	12.5%	43.8%	31.3%	0.0%	2.94	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	13.3%	13.3%	46.7%	20.0%	6.7%	2.93	3.35
Local efforts to develop and attract visitors to your city/county?	6.3%	25.0%	37.5%	31.3%	0.0%	2.94	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?	6.7%	0.0%	46.7%	26.7%	20.0%	3.53	3.77
Quality of high schools in your city/county?	6.3%	6.3%	37.5%	31.3%	18.8%	3.50	3.71
The number of students who graduate with employable skills in your city/county?	6.3%	6.3%	50.0%	37.5%	0.0%	3.19	3.31
The quality of TCAT* in the region?	0.0%	6.7%	13.3%	60.0%	20.0%	3.93	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	0.0%	12.5%	62.5%	25.0%	0.0%	3.13	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%	12.5%	75.0%	6.3%	6.3%	3.06	3.06
The safety from crime in your city/county?	0.0%	21.4%	50.0%	28.6%	0.0%	3.07	3.68
The selection of retail stores in your city/county?	6.3%	43.8%	43.8%	6.3%	0.0%	2.50	3.01
The quality of public parks & recreation facilities in your city/county?	0.0%	6.7%	46.7%	33.3%	13.3%	3.53	3.70
The attractiveness of your city/county to potential newcomers?	0.0%	18.8%	50.0%	25.0%	6.3%	3.19	3.38

COLLABORATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Volunteer participation & community involvement in your city/county?	0.0%	20.0%	33.3%	26.7%	20.0%	3.47	3.49
Regional cooperation within West Tennessee?	0.0%	12.5%	43.8%	31.3%	12.5%	3.44	3.40

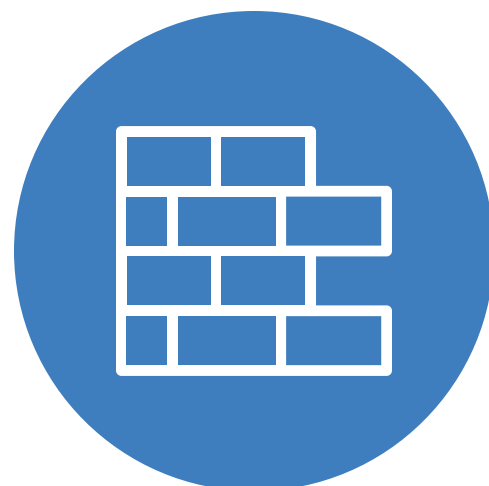
COVID-19 RESPONSE

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?	6.3%	18.8%	43.8%	31.3%	0.0%	3.00	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	12.5%	12.5%	50.0%	18.8%	6.3%	2.94	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	0.0%	25.0%	43.8%	31.3%	0.0%	3.06	3.24
The FEDERAL economic assistance response?	6.3%	12.5%	62.5%	6.3%	12.5%	3.06	3.17
The STATE economic assistance response?	0.0%	25.0%	50.0%	18.8%	6.3%	3.06	3.06
The LOCAL economic assistance response?	0.0%	31.3%	43.8%	25.0%	0.0%	2.94	2.93

Foundation

DEMOGRAPHICS & STATISTICAL OVERVIEW

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



POPULATION

The current Hardeman County population estimate of 24,720 is more than 3% lower than the 2010 census count. Like many rural areas around the country and the Southwest Tennessee region, the population has declined. Projected population growth for the county for the next five years is continued decline of -1.7%.

Hardeman County and Haywood Counties have seen population decline since the 2000 census and are the only counties in the SWTDD region projected to have a negative growth rate over the next five years.

The average age of the population in Hardeman County (41.30) is comparable to the SWTDD region overall (41.27). The average age for Tennessee and the U.S. is lower.

Hardeman County has a much higher percentage of Black population than the region, state or national averages. The Hispanic, Asian and other population segments are much smaller than in other parts of the U.S. where these segments have been a driving factor in population growth.

	Hardeman County	SWTDD Region	Tennessee	United States
POPULATION				
2000 Census	28,105	242,765	5,689,277	281,421,942
2010 Census	27,253	253,092	6,346,105	308,745,538
2021 Estimate	24,720	248,153	6,911,029	330,946,040
2026 Projection	24,303	250,153	7,175,823	340,574,349
POPULATION				
2000-2010 Growth	-3.03	4.25	11.54	9.71
2010-2021 Growth	-1.69	-1.95	8.90	7.19
2021-2026 Growth	-1.69	0.87	3.83	2.91
POPULATION				
Average Age	41.30	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

HOUSEHOLDS & INCOME

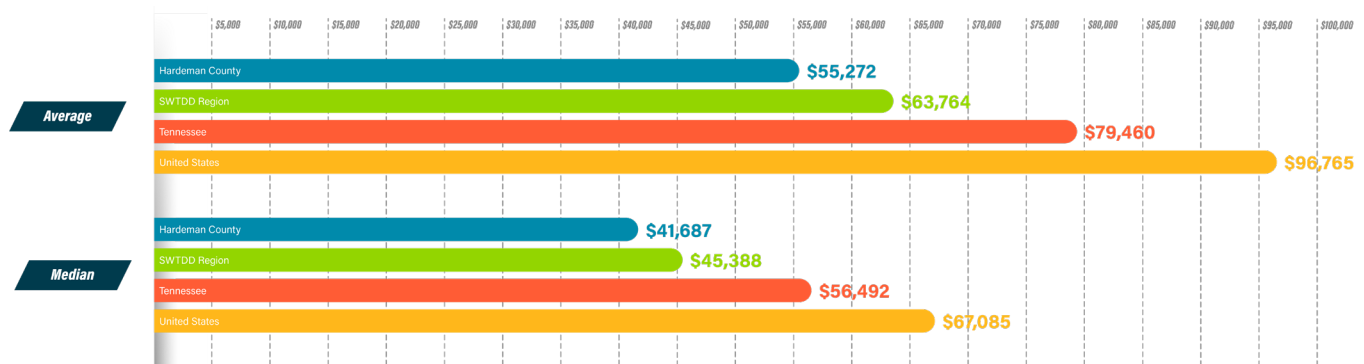
The average home value in the county is among the lowest in the SWTDD region. The average value of \$94,973 is far below the state and national average values.

	Hardeman County	SWTDD Region	Tennessee	United States
HOUSEHOLDS				
Average Household Size	2.49	2.46	2.49	2.57
Households with People Under 18	32.92%	32.80%	32.82%	33.58%
Households with NO People Under 18	67.08%	67.20%	67.18%	66.42%
HOUSING				
Owner-Occupied Housing Units	72.48%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	27.52%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	22.20	18.89	16.20	16.50
Renter Average Length of Residence (in years)	8.80	7.36	6.40	6.70
Median Owner-Occupied Housing Value	\$94,973	\$127,993	\$197,644	\$250,250
Median Year Structure Built	1981	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

On average, the per household income in Hardeman County is below the SWTDD region, state, and U.S. averages. Hardeman County is designated by the Appalachian Regional Commission as an economically distressed county, which are the lowest 10% of counties in income and related economic factors in the U.S.

Household Income



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

LABOR FORCE PARTICIPATION

More than 56% of the working age population in Hardeman County is not in the labor force. The full range and impact of the factors that contribute to the low labor force participation rate are not known, but the rate is low throughout the SWTDD. Poverty and slow job growth in the county are known contributing factors.

	Hardeman County	SWTDD Region	Tennessee	United States
LABOR FORCE INFORMATION				
Working Age Population	59.50%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	32.00	25.04	28.00	29.00
HOUSING				
In Armed Forces	0.01%	0.05%	0.32%	0.39%
Civilian — Employed	37.90%	50.14%	57.63%	59.64%
Civilian — Unemployed	5.68%	4.16%	3.29%	3.22%
Not in Labor Force	56.41%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

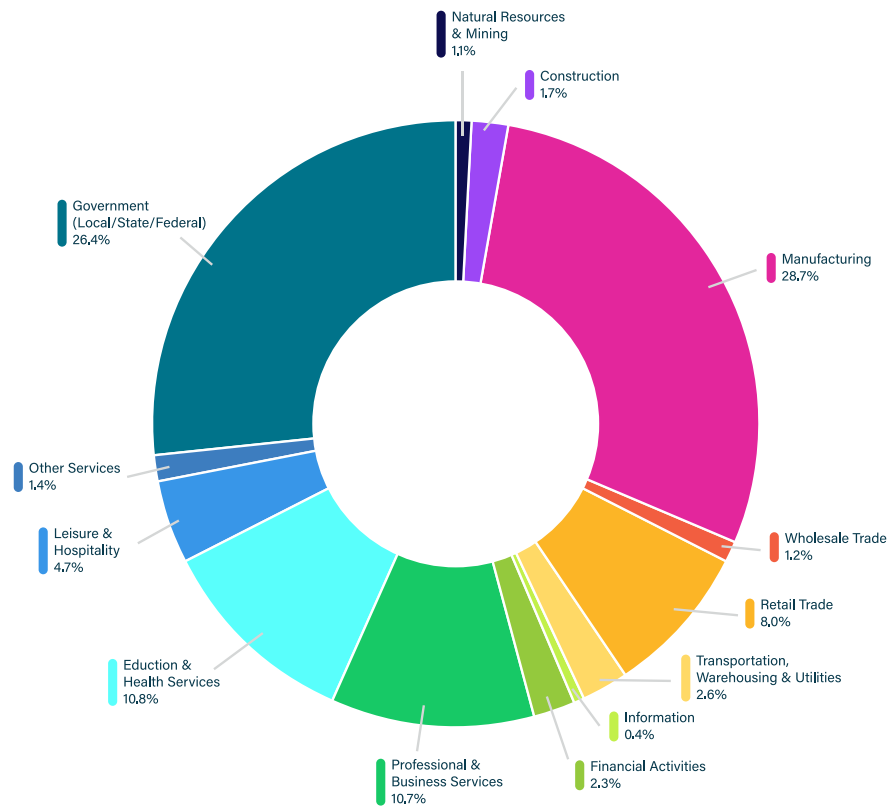
LABOR FORCE DISTRIBUTION

The economy in Hardeman County is not as diverse as the Tennessee economy as a whole. Like many rural areas in the Southern U.S., the Hardeman County economy still has the largest percentage of jobs concentrated in manufacturing. Wholesale trade related to the distribution industry provides the highest average wage in the county.

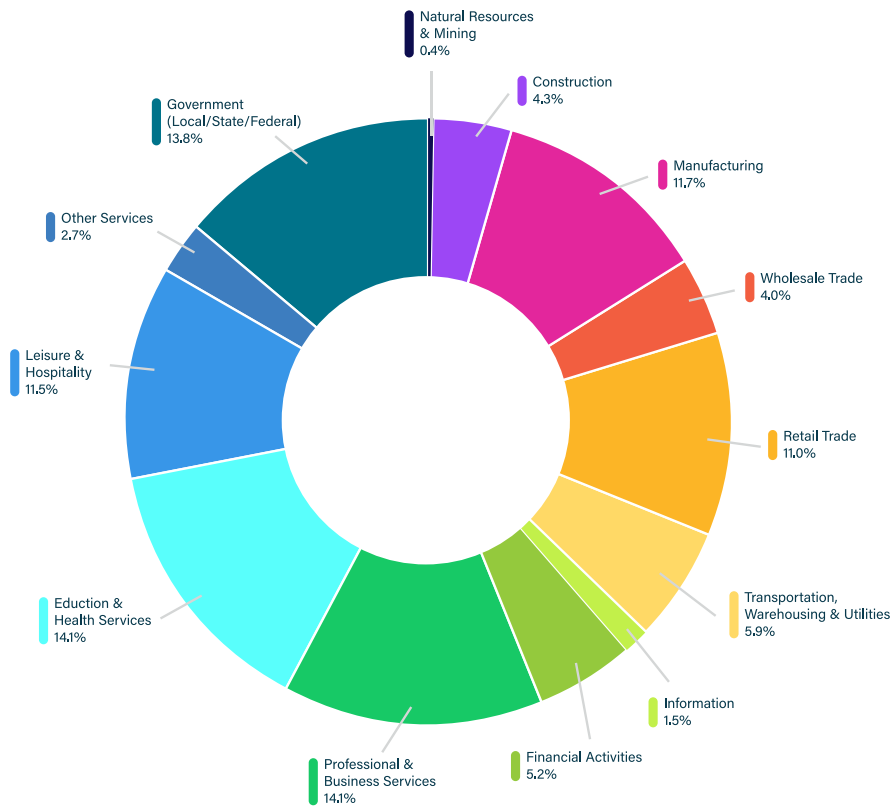
	HARDEMAN COUNTY		SWTDD REGION		TENNESSEE	
Labor Force Info	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	1.1%	\$39,544	0.7%	\$36,741	0.4%	\$46,860
Construction	1.7%	\$33,811	4.0%	\$55,197	4.3%	\$58,737
Manufacturing	28.7%	\$54,150	18.7%	\$55,340	11.7%	\$60,309
Wholesale Trade	1.2%	\$57,030	3.1%	\$56,349	4.0%	\$74,221
Retail Trade	8.0%	\$23,566	11.7%	\$28,640	11.0%	\$32,029
Transportation/ Warehousing/ Utilities	2.6%	\$44,992	3.2%	\$50,589	5.9%	\$56,358
Information	0.4%	\$38,348	0.7%	\$44,884	1.5%	\$75,545
Financial Activities	2.3%	\$36,653	3.2%	\$56,825	5.2%	\$77,854
Professional & Business Services	10.7%	\$38,837	8.1%	\$35,143	14.1%	\$63,000
Education & Health Services	10.8%	\$31,395	14.4%	\$42,361	14.1%	\$53,179
Leisure & Hospitality	4.7%	\$15,422	8.9%	\$15,885	11.5%	\$23,879
Other Services	1.4%	\$23,305	1.7%	\$31,508	2.7%	\$36,224
Government (Local/ State/Federal)	26.4%	\$37,253	21.5%	\$43,075	13.8%	\$50,080
Total	100.0%	\$39,708	100.0%	\$41,851	100.0%	\$51,690

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

HARDEMAN COUNTY DISTRIBUTION OF LABOR



TENNESSEE DISTRIBUTION OF LABOR



SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

RETAIL GAP ANALYSIS

Retail sales are relatively weak in Hardeman County with money flowing to surrounding areas for most retail sectors. Over \$37 million per year in food and food services demand is unmet within the county. A more detailed Retail Gap Analysis is provided in the Supporting Materials section of this report.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	\$258,831,799	\$147,775,723	\$111,056,075
Motor vehicle & parts dealers	\$61,020,199	\$6,500,928	\$54,519,271
Furniture & home furnishings stores	\$3,799,556	\$0	\$3,799,556
Electronics & appliance stores	\$3,554,465	\$0	\$3,554,465
Building material & garden equipment & supplies dealers	\$18,119,900	\$20,317,913	-\$2,198,012
Food & beverage stores	\$38,699,372	\$15,301,459	\$23,397,913
Health & personal care stores	\$17,942,613	\$23,751,149	-\$5,808,536
Gasoline stations	\$25,624,613	\$27,227,642	-\$1,602,964
Clothing & clothing accessories stores	\$8,448,558	\$0	\$8,448,558
Sporting goods, hobby, musical instrument, & book stores	\$2,785,091	\$0	\$2,785,091
General merchandise stores	\$34,493,859	\$54,301,148	-\$19,807,289
Food services & drinking places	\$29,409,855	\$15,343,760	\$14,066,094

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

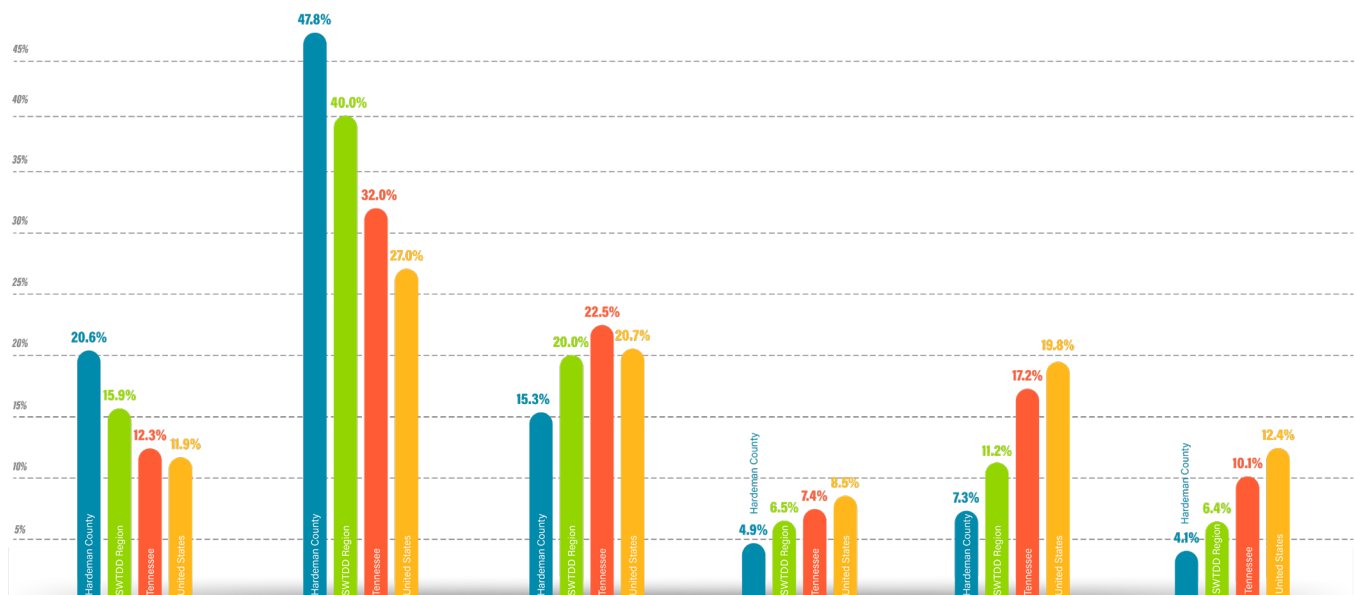
EDUCATION STATISTICS

Hardeman County has low college attainment rates for any level of training beyond high school. The high school graduation rate is currently 82.2% which is below the state average. The public K-12 school system has earned a Level 1 overall performance ranking, which is the lowest level (on a scale of 1 to 5) awarded by the Tennessee Department of Education.

	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

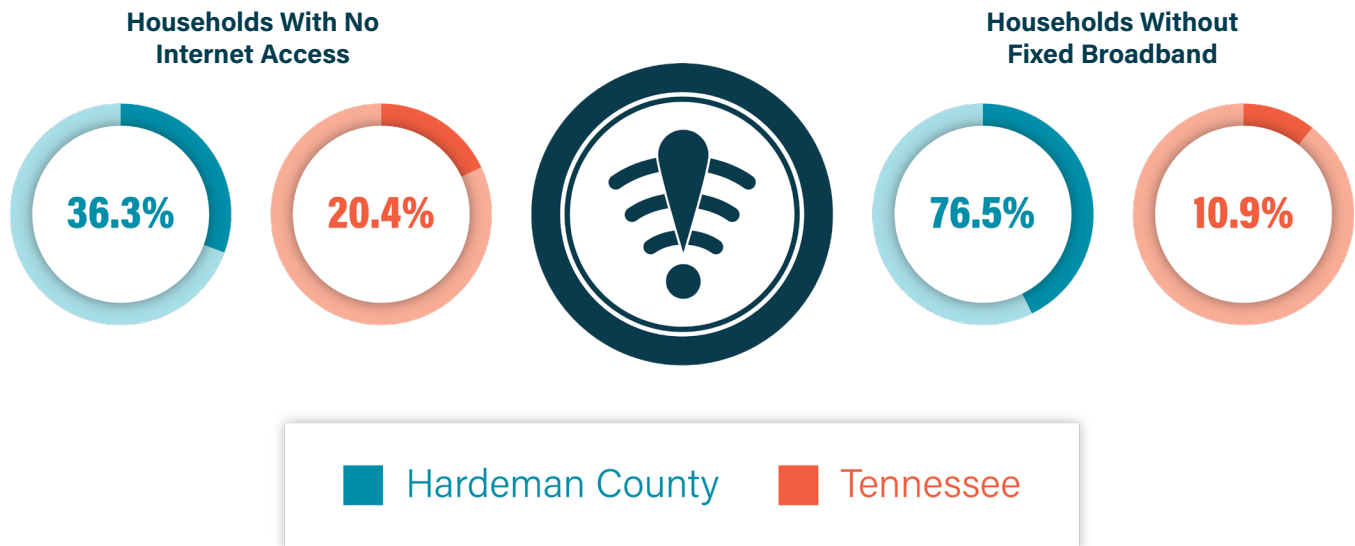
Education Attainment



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that more than three fourths of households in Hardeman County do not have access to broadband internet service. Households in the county are more than seven times more likely to lack broadband access than the state average.



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 county participated in the Tennessee Department of Community and Economic Development (TNECD) Asset Based Planning Initiative in 2016. Top goals from this planning process were:

- » Development of a new recreational lake
- » Expansion of State Route 18
- » Increase broadband internet access

Development of an emergency notification system was a fourth goal from the plan. It has been completed and operates as the "Code Red System"

The plan is revised periodically through the TNECD Three-Star Program. The most recent goals are:

- » Develop a watershed lake
- » Extend broadband internet access throughout the county
- » Revitalize Downtown Bolivar
- » Capitalize on the county's hardwood assets



Tools

SWOT ANALYSIS

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

STRENGTHS

1. Bolivar General Hospital
 - » Emergency Department, which is closest ER for almost 100,000 people
 - » Lab and testing services including a sleep lab
 - » Provides local access to mammograms.
 - » Offers physical therapy
 - » Diagnostics include ultrasound, CT, EKG
2. Education Opportunities
 - » Dual enrollment with UT Martin and Freed Hardeman University available at the high school level
 - » Lone Oak 4-H Center, a \$17 investment by the University of Tennessee (UT)
 - » UT Agriculture research and education programs
3. University of Tennessee STEM program at Loan Oak
 - » New program to teach STEM courses
 - » Working with local school system
 - » Attracts students from other cities, including Memphis



BOLIVAR GENERAL HOSPITAL



UT EXTENSION - LOAN OAKS FARM - THE CLAYS SIGN

4. Tennessee College of Applied Technology (TCAT) located in Whiteville, TN
 - » Offers training programs for the occupations most in demand by regional employers
 - » High completion rate for student who begin training programs, higher than 80%
 - » High placement rate of students who complete programs, up to 95% for some programs
 - » TCAT leadership is very involved in the community and with employers



5. Tourism Assets
 - » Big Hill Pond State Park
 - » Chickasaw State Park
 - » Hatchie Scenic River ecosystem
 - » National Field Trial Championship for hunting dogs, held in Grand Junction, TN
 - » Victory Ranch summer camp and retreat center
 - » Historic Homes Tour, Courthouse Museum in Bolivar
 - » Local attractions such as Falcon Ridge, Big Buck Resort
 - » UT Loan Oak 4-H Center
 - » Sand Beach Lake
 - » Davis Civil War Battlefield



6. Low Cost of Living

7. Hatchie River

- » Increasing popularity of kayaking and floating among young and urban population
- » Hatchie is an unchanneled scenic river, attractive to boaters

8. Low cost rental spaces available for small businesses and start-ups



9. Festivals and Events – new downtown events are bringing visitors to Bolivar, the Forest Festival has been revived and was held before the pandemic, with plans to return
10. Health Care Assets
 - » Local hospital among the few remaining rural hospitals
 - » Western State Mental Hospital is located in Bolivar
 - » Primary care clinics, skilled nursing and rehabilitation center
 - » Strong partnership among local health care providers
11. Local newspaper to keep people informed
12. Industrial sites with good infrastructure in place
 - » Hardeman County Industrial Park
 - » Whiteville Industrial Park
 - » City of Bolivar Industrial Park – Certified Development Ready by TNECD
13. Availability of natural gas throughout the county
14. Power system reliability throughout the county
15. Rail Access, Class I system serves county



WEAKNESSES

1. Green Belt — a large amount of land in the county is in Tennessee's Green Belt program so property taxes are minimal which impedes the generation of property taxes
2. Lack of broadband internet access
3. Lack of easy access to an Interstate Highway
4. Lack of major U.S. Highways
5. Shortage of job-ready workers
6. Lack of jobs available for people who have past offenses on their records, no "second chance" employment programs
7. Lack of workers with job-specific skills to meet the needs of existing industries
8. The largest employers in the county are government or military; a significant number of people cannot pass the background check required for these employers
9. Aging infrastructure that is in need of frequent repair and overdue for upgrades, especially wastewater/sewer
10. Agriculture help
11. Access, availability & affordability of groceries
12. Lack of hotels or other overnight lodging
13. Litter, visible along roads in the county
14. Airport – needs renovation
15. Attractiveness of the county – empty run down and blighted properties, trash dumps
16. Low cost of living can attract people who survive on government benefits
17. Low wages, even with a low cost of living, wages in many occupations do not pay enough to meet household needs
18. Limited local access to specialty health care
19. Low graduation rate in public school system



OPPORTUNITIES

1. Development of a major watershed lake
 - » The project has achieved a Bill Dance designation
 - » Legal assistance has been retained to complete the permitting process
2. Availability resources for Distressed Counties, with fewer counties in Tennessee in the lowest economic category, there could be more assistance directed toward building the Hardeman County economy and workforce
3. Hatchie River – can attract visitors from Memphis and other areas since it offers a natural ecosystem that is increasingly sought for recreation and relaxation
4. UT Agriculture Extension Program – education and assistance for a wide-range of agriculture related enterprises
5. Training more people at the TCAT
6. Available land – for recreation and industry
7. Capitalizing on the tourism assets in Hardeman County
8. Certified industrial site is a great opportunity for recruiting business
9. Capitalizing on local hospital serving a larger region & bringing people to the county
10. Expanding high volume healthcare specialties such as cardiac care, & offering tele-medicine



THREATS

1. Pandemic and other major economic and social disruptions
2. Declining population
3. Declining tax base
4. Automation may replace a large number of manufacturing jobs, and the local economy is heavily dependent on manufacturing
5. Over utilization of hardwood assets – clear cutting, unsustainable practices
6. Dependence upon two manufacturing companies for almost one quarter of the jobs in the county
7. Continuing loss of small local retailers due to online shopping



WORKERS AT EP MINERALS



WORKER AT THYSENKRUPP



THYSENKRUPP



ON THE SQUARE - DOWNTOWN BOLIVAR



LOCAL SHOPPING IN DOWNTOWN BOLIVAR

Priorities for Economic Recovery

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

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

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

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

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

1. INCREASE ACCESS TO BROADBAND

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

Residents and businesses have found current forms of satellite-based internet service to be unreliable. Utilizing cell phone service in lieu of broadband does not reliably deliver high speed access and is too expensive for many households.

Hardeman County is receiving an investment of \$6 million through the Charter Communications Rural Digital Opportunity Fund. This investment is expected to bring high-speed internet access to 2,647 households. This investment, announced in February 2021 by the State of Tennessee, will partially address the need for broadband internet access in the county, but leave other portions without high-speed service.

Barriers to delivering high speed internet throughout the rural area included:

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



- » Until recently, TVA did not allow power distributors to incur debt related to providing internet service
- » High cost of reaching remote locations and sparsely populated areas with fiber cable small customer bases do not allow a provider to recover the cost of adding internet services
- » Private companies prioritize densely populated areas that are more profitable to serve

The local power distributor estimates that \$28 million will be needed to provide fiber access throughout the county. Grants and government funding to date for high-speed internet infrastructure have been too small to address the need.

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

- » Assess and continuously monitor the various programs that have been announced and are under development to fund high speed internet infrastructure. Newly announced programs include grant funding from the State of Tennessee, and grant and technical assistance from the Delta Regional Authority. Funding may also be included in federal economic recovery programs.
- » Update databases and mapping that identify where high speed internet service is available and not available
- » Proceed with planning to determine best methods for serving remote and less densely populated areas. Complete technical and engineering studies. Develop cost estimates.
- » Prioritize the order in which geographic areas can be served based on density, time to complete, cost and other determining factors

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

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

2. WORKFORCE DEVELOPMENT, INCREASE LABOR FORCE PARTICIPATION

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

» Increase labor force participation

The labor force participation rate in Hardeman County, at 43.59% prior to the pandemic, was significantly lower than the Tennessee state average rate of 61.24% or nation rate of 63.25%. Several factors contribute to the low rate in the county. Lack of transportation, lack of access to childcare, inability to pass drug screening, and the need for career pathway guidance were noted by planning session participants as frequently observed contributing factors.

The Hardeman County workforce is also constrained by the low level of educational attainment. A low high school graduation rate perpetuates this problem for the future workforce.

Among the largest employers in the county are the Hardeman County Correctional Facility and Western State Mental Health Institute. These and other government and military related employers require a clear criminal record.

There is a need for assistance with expunging criminal records to remove past minor offenses to allow workers to qualify for these jobs. State Representative Johnny Shaw and State Senator Page Walley (whose districts include Hardeman County) passed legislation in the 2021 legislative session to broaden the conditions for expungement.

The Restoration Center, a local non-profit located in Bolivar, assists people in expunging their record. The Center also provides GED preparation and other educational support services. The Center is looking to expand into a permanent facility.

Programs in collaboration with private employers to provide pathways for past criminal offenders to enter the workforce are also needed. No formal re-entry programs among the largest private employers were noted by planning session participants.

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.

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

The Tennessee College of Applied Technology in Whiteville, TN offers the training programs most needed by local employers. However, in the most recent academic year, only 130 certificates were awarded by TCAT-Whiteville.

TCAT has the capacity to train an increasing number of workers. Their training programs are highly rated by local employers and economic developers. Dual enrollment programs with the high school are offered. Again, the availability of transportation, childcare, career guidance and drug abuse prevention are key elements in connecting people with these opportunities.

Career counseling and career pathway guidance is needed for people of all ages. Students need guidance to complete high school and continue to higher education and career pathways. Workers displaced by the pandemic could be guided toward high demand occupations and provided fast track training to prepare them for the available jobs in the county.

» **Invest in K-12 education**

A strong K-12 public school system is a top decision-making factor for families and businesses choosing a place to locate. Investing in public education and creating strong support programs for students is the key to addressing many of the economic problems in the county.

While the Hardeman County School District has an overall Level 1 performance rating from the Tennessee Department of Education (lowest level in student advancement) there are individual schools within the district which are rated Level 5 (highest level). There are also a few strong programs that were mentioned in the planning session such as the Health Occupations Students of America (HOSA) that encourage students along a career pathway that is in high demand.

Students at the middle school level are introduced to career opportunities. They are also introduced to the TCAT in Whiteville.

Despite these efforts, the graduation rate, ACT scores, and college placement rate remain low. An intensive level of student support is needed based on current best practices in student achievement. This intensive approach would require funding and professional staffing to encompass social and mental health services, individual tutoring and expanded college and career coaching.

Planning participants also noted the need to renovate some school facilities.

3. BUILD A ROBUST TOURISM INDUSTRY

Hardeman County contains tourism assets that can generate a significant economic impact across the entire economy. There are several state parks nearby, Big Hill Pond and Chickasaw State Park being the closest. Most Tennessee state parks have seen a large increase in the number of visitors during the pandemic.

Proximity to parks and an increased interest in local outdoor recreation could provide a strong source of visitors to Hardeman County, if there are enough activities and places of interest to draw visitors into the central part of the county. Marketing targeted to state park visitors would be necessary to create awareness of visitor attractions in the county.

Modernization of state park facilities and expansion of amenities for popular activities such as camping and hiking, require new investments in the parks. Big Hill Pond and Chickasaw State Park do not have some of the amenities found in more popular state parks. New generations of visitors view and utilize parks differently than previous generations. Parks must be modernized to remain relevant and beneficial to young adults and children.

The pandemic caused many people in the region to rediscover the recreational opportunities within driving distance of their home. The Hatchie River scenic area has attracted growing numbers of people interested in kayaking, canoeing, and fishing. Visitors from Memphis are attracted to the less crowded nature of the Hatchie River.

As more people sought an outdoor retreat during the pandemic, the demand for all types of camping facilities increased dramatically. Many RV parks in the region have seen increases in demand that exceed their capacity. More RV camp sites could help support a larger volume of visitors to the county.

The hotels in the county are limited-service hotels, with no formal meeting facilities or on-site restaurants. Many are aging facilities that are not appealing to visitors accustomed to modern nationally branded hotel properties. The attraction and development of an additional nationally branded hotel with more on-site services would boost the growth of tourism in the county.

Bolivar is known within the wider region for the presence of historic homes. Home tours bring visitors into the city but have been curtailed by the pandemic. More consistently scheduled tours and events could attract more visitors. Some historic homes could capitalize on the popularity of Airbnb style online marketing to generate small business revenue, accommodate more visitors, and create more awareness of the historic homes.

Hardeman County has been dubbed the “hardwood capital of the south” and Bolivar has hosted a Forest Festival for many years. Just prior to the pandemic the festival was successfully revived in 2019 after a multi-year hiatus. The 2020 festival was cancelled due to the pandemic, but local volunteers plan to hold the festival again when conditions permit. The festival can not only boost tourism, but it can also help brand the county as it seeks to recruit businesses related to the hardwood industry.

Collaboration with the new University of Tennessee 4-H camp and research center can generate a new stream of visitors to the county. Visitors from UT and participants at the camp have already added to the numbers of visitors to the county and increased utilization of the local airport.

4. LAKE DEVELOPMENT PROJECT

The development of a watershed lake is seen by local leaders as potential boost to the local economy. Consultants for the county estimate that such a lake would attract 400,00 visitors each year and have a large economic impact on the county.

Local elected officials have engaged renowned bass angler, Bill Dance, to consult on the design of the lake. Designation as a Bill Dance signature lake will assist in marketing the lake to fishing enthusiasts throughout the country.

A law firm specializing in federal permit preparation and approval for lake projects has been engaged by the county. The permitting and approval process typically requires two years.

Funding commitments for construction have not yet been obtained.

5. REPLACEMENT OF OBSOLETE INFRASTRUCTURE

» Wastewater/Sewer, Water System

Older areas, particularly in Bolivar, have decaying and obsolete wastewater infrastructure that is in danger of failing and is often in need of costly repairs. The old infrastructure inhibits new development and limits redevelopment and improvements. Local tax revenues have not been sufficient to fund replacement or major improvements to the wastewater system.

Water system capacity is limited, and aging water mains and equipment cause service interruptions.

Funding is needed for planning, engineering, and construction. Infrastructure funding should be actively pursued through pandemic relief and economic recovery programs.

» Road & Highway Access

Although located along U.S. Highway 64, which runs east to west, Hardeman County has no nearby access to an interstate highway or a major north/south U.S. Highway. U.S. Highway 45 is more than 30 miles away.

Plans for state and federal highway improvements have been in the planning and study phases for many years. None of those plans has reached the right-of-way or construction phase according to the state department of transportation.

6. SUPPORTING HEALTHCARE

Bolivar General Hospital has been described as the last hospital standing in a health care desert. Closures of hospitals in adjacent Haywood, Fayette and McNairy County have left Bolivar General as the only hospital in a region that stretches for hundreds of square miles. The hospital operates at a deficit and is supported by the parent organization, West Tennessee Healthcare located in Jackson, TN.

Bolivar General provides critical medical services and access to emergency care. (See the Asset section of this report.) It is a differentiator for the county in business and residential recruitment. Continued funding, new methods and sources of funding upgrades, and growth should be a priority for Hardeman County. The presence of the hospital should be kept at the forefront of communications and marketing for the county.

Training programs in the SWTDD region that prepare nurses and health care technician are critical to health care institutions throughout the region. Maintaining high quality educational programs in rural communities such as Whiteville is vital to staffing small hospitals such as Bolivar General Hospital.

7. COMMUNITY ATTRACTIVENESS

To build a robust tourism industry and to grow the population, communities within Hardeman County need to be appealing.

» Schools & public facilities updates

Renovating schools was noted as a key to make the community more attractive to newcomers and to retain students. Other public facilities are in need of updates.

» Litter Reduction

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.

» Downtown Bolivar Revitalization

Downtown Bolivar has notable architecture including an art deco theater and historic homes lining the nearby streets. The Bolivar Main Street organization, part of the Tennessee Main Street program, promotes downtown and works to revitalize downtown buildings and businesses. Live music and other events are provided downtown throughout much of the year. Bolivar Main Street is seeking grants to continue developing downtown as a retail and entertainment destination and as an affordable location for small businesses of all types.

8. REVERSE POPULATION DECLINE

Reversing population decline is critical to preserving the tax base and the revenues to support public services, education and basic infrastructure. Hardeman County has experienced population decline for more than two decades. Without economic improvements in the county, the population is projected to continue to decline.

All of the seven strategic priorities listed above in this report will need to be addressed to avoid a continued spiral of decreasing population leading to decreased tax revenues and fewer resources to attract new population growth.

To grow the population, the inventory of available housing will have to increase. Real estate listings show very few existing homes on the market. There are no major new residential developments under construction.



Supporting Materials

2021 DEMOGRAPHIC REPORT

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

	Hardeman County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Population								
2000 Census	28,105	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	27,253	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	24,720	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	24,303	--	250,317	--	7,175,823	--	340,574,349	--
Population Growth								
Percent Change: 2000 to 2010	--	-3.03	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	-9.29	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	-1.69	--	0.87	--	3.83	--	2.91
Households								
2000 Census	9,413	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	9,301	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	8,378	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	8,227	--	97,225	--	2,822,151	--	129,596,282	--
Household Growth								
Percent Change: 2000 to 2010	--	-1.19	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	-9.92	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	-1.80	--	0.97	--	3.90	--	3.07
Family Households								
2000 Census	6,764	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	6,416	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	5,782	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	5,682	--	66,865	--	1,905,651	--	86,210,238	--
Family Household Growth								
Percent Change: 2000 to 2010	--	-5.14	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	-9.88	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	-1.73	--	1.02	--	3.97	--	3.11

	Hardeman County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Population by Single-Classification Race								
White Alone	13,457	54.44	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	10,452	42.28	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	67	0.27	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	190	0.77	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	152	0.61	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	402	1.63	4,943	1.99	164,108	2.38	11,892,588	3.59
2021 Est. Population by Hispanic or Latino Origin								
Not Hispanic or Latino	24,223	97.99	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	497	2.01	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	295	59.36	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	55	11.07	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	3	0.60	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	144	28.97	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	11	5.79	173	9.31	23,096	17.16	4,487,981	22.79
Filipino	58	30.53	507	27.29	14,268	10.60	3,112,632	15.81
Japanese	1	0.53	52	2.80	6,192	4.60	833,794	4.24
Asian Indian	2	1.05	500	26.91	32,015	23.79	4,418,142	22.44
Korean	8	4.21	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	110	57.90	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

	Hardeman County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Population by Ancestry								
Arab	12	0.05	398	0.16	34,023	0.49	1,672,310	0.51
Czech	0	0.00	167	0.07	8,342	0.12	1,121,343	0.34
Danish	40	0.16	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	113	0.46	1,736	0.70	62,126	0.90	3,278,203	0.99
English	1,245	5.04	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	146	0.59	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	8	0.03	342	0.14	16,146	0.23	1,661,855	0.50
German	1,016	4.11	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	14	0.06	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	12	0.05	152	0.06	9,933	0.14	1,117,452	0.34
Irish	1,800	7.28	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	218	0.88	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	39	0.16	681	0.27	26,342	0.38	3,479,122	1.05
Polish	101	0.41	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	5	0.02	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	227	0.92	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	272	1.10	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	5	0.02	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	4,494	18.18	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	21	0.09	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	69	0.28	398	0.16	9,794	0.14	749,554	0.23
Ukrainian	6	0.02	95	0.04	6,740	0.10	800,891	0.24
United States or American	2,222	8.99	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	40	0.16	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	51	0.21	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	6,352	25.70	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	6,192	25.05	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	21,086	89.92	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	272	1.16	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	830	3.54	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	960	4.09	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	302	1.29	1,159	0.49	36,481	0.56	2,410,930	0.78

	Hardeman 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	241	48.49	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	70	14.09	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	7	1.41	127	1.46	5,531	1.31	873,764	1.37
Asian Alone	2	0.40	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	135	27.16	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	42	8.45	636	7.29	29,820	7.04	3,899,002	6.12
2021 Est. Population by Sex								
Male	13,701	55.42	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	11,019	44.58	127,190	51.26	3,537,523	51.19	167,951,895	50.75
2021 Est. Population by Age								
Age 0 - 4	1,270	5.14	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	1,260	5.10	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	1,310	5.30	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	853	3.45	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	859	3.48	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	1,369	5.54	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	3,748	15.16	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	3,163	12.79	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	3,039	12.29	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	3,190	12.90	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	2,858	11.56	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	1,317	5.33	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	484	1.96	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	20,601	83.34	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	20,027	81.02	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	19,168	77.54	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	4,659	18.85	49,295	19.86	1,210,635	17.52	56,444,684	17.06
Median Age	--	40.21	--	41.16	--	39.34	--	38.81
Average Age	--	41.30	--	41.27	--	40.10	--	39.80

	Hardeman 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	7,582	36.31	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	4,885	23.40	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	2,697	12.92	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	7,825	37.48	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	1,462	7.00	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	1,248	5.98	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	399	1.91	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	849	4.07	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	2,763	13.23	26,035	12.72	695,360	12.29	29,454,037	10.90
Male, Divorced	1,596	7.64	12,155	5.94	303,885	5.37	12,618,306	4.67
Female, Divorced	1,167	5.59	13,880	6.78	391,475	6.92	16,835,731	6.23
2021 Est. Male Population by Age								
Male: Age 0 - 4	639	4.66	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	620	4.53	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	640	4.67	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	432	3.15	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	485	3.54	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	872	6.36	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	2,544	18.57	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	1,955	14.27	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	1,781	13.00	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	1,590	11.61	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	1,388	10.13	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	590	4.31	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	165	1.20	1,803	1.49	43,013	1.27	2,384,308	1.46
Median Age, Male	--	37.94	--	39.29	--	37.88	--	37.45
Average Age, Male	--	40.00	--	39.94	--	39.00	--	38.70

	Hardeman County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Female Population by Age								
Female: Age 0 - 4	631	5.73	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	640	5.81	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	670	6.08	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	421	3.82	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	374	3.39	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	497	4.51	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	1,204	10.93	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	1,208	10.96	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	1,258	11.42	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	1,600	14.52	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	1,470	13.34	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	727	6.60	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	319	2.90	3,685	2.90	83,196	2.35	4,283,986	2.55
Median Age, Female	--	43.89	--	42.97	--	40.77	--	40.17
Average Age, Female	--	42.90	--	42.53	--	41.10	--	40.80
2021 Est. Households by Household Type								
Family Households	5,782	69.01	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	2,596	30.99	30,102	31.26	883,369	32.52	42,120,504	33.50
2021 Est. Group Quarters Population								
2021 Est. Group Quarters Population	3,891	15.74	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	127	1.52	2,303	2.39	110,258	4.06	17,557,476	13.96
2021 Est. Family HH Type by Presence of Own Child.								
Married Couple Family, own children	1,279	22.12	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	2,493	43.12	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	173	2.99	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	280	4.84	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	738	12.76	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	819	14.16	6,951	10.50	169,167	9.23	7,272,880	8.70

	Hardeman County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2021 Est. Households by Household Size								
1-Person Household	2,332	27.84	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	2,818	33.64	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	1,405	16.77	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	997	11.90	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	525	6.27	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	183	2.18	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	118	1.41	1,129	1.17	35,311	1.30	2,374,563	1.89
2021 Est. Average Household Size	--	2.49	--	2.46	--	2.49	--	2.57
2021 Est. Households by Number of Vehicles								
No Vehicles	584	6.97	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	2,680	31.99	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	2,975	35.51	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	1,408	16.81	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	491	5.86	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	240	2.87	2,034	2.11	69,971	2.58	2,648,833	2.11
2021 Est. Average Number of Vehicles	--	1.90	--	1.92	--	2.00	--	1.80
2021 Est. Occupied Housing Units by Tenure								
Housing Units, Owner-Occupied	6,072	72.48	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	2,306	27.52	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	--	22.20	--	18.89	--	16.20	--	16.50
2021 Renter Occ. HUs: Avg. Length of Residence								
2021 Renter Occ. HUs: Avg. Length of Residence	--	8.80	--	7.36	--	6.40	--	6.70

	Hardeman 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	256	4.22	2,231	3.30	44,107	2.37	1,960,463	2.39
Value \$20,000 - \$39,999	574	9.45	3,963	5.86	48,574	2.61	1,971,787	2.41
Value \$40,000 - \$59,999	639	10.52	4,433	6.55	57,844	3.11	2,119,053	2.59
Value \$60,000 - \$79,999	729	12.01	6,040	8.93	88,332	4.75	2,938,686	3.59
Value \$80,000 - \$99,999	1,103	18.16	8,289	12.26	119,437	6.42	3,784,864	4.62
Value \$100,000 - \$149,999	1,155	19.02	14,561	21.53	283,685	15.25	9,327,139	11.38
Value \$150,000 - \$199,999	808	13.31	10,882	16.09	301,242	16.19	10,310,151	12.58
Value \$200,000 - \$299,999	505	8.32	9,459	13.99	394,950	21.23	15,613,547	19.05
Value \$300,000 - \$399,999	145	2.39	4,029	5.96	213,142	11.46	10,693,739	13.05
Value \$400,000 - \$499,999	65	1.07	1,853	2.74	125,393	6.74	7,299,475	8.91
Value \$500,000 - \$749,999	53	0.87	1,138	1.68	103,158	5.54	8,008,725	9.77
Value \$750,000 - \$999,999	11	0.18	416	0.61	43,221	2.32	3,835,670	4.68
Value \$1,000,000 - \$1,499,999	10	0.17	202	0.30	21,911	1.18	2,238,076	2.73
Value \$1,500,000 - \$1,999,999	9	0.15	68	0.10	7,377	0.40	826,958	1.01
Value \$2,000,000 or more	10	0.17	61	0.09	7,849	0.42	1,015,845	1.24
2021 Est. Median All Owner-Occupied Housing Value	--	94,973.17	--	127,993.74	--	197,644.62	--	250,250.15
2021 Est. Housing Units by Units in Structure								
1 Unit Attached	17	0.16	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	7,464	71.13	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	346	3.30	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	211	2.01	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	93	0.89	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	39	0.37	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	37	0.35	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	2,251	21.45	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	36	0.34	188	0.17	2,679	0.09	129,036	0.09

	Hardeman 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	137	1.31	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	230	2.19	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	1,256	11.97	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	2,118	20.18	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	1,695	16.15	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	1,902	18.13	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,327	12.64	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	767	7.31	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	483	4.60	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	579	5.52	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	--	1,981.11	--	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	2,758	32.92	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	1,471	53.34	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	231	8.38	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	1,022	37.06	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	23	0.83	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	11	0.40	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	5,620	67.08	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	2,301	40.94	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	218	3.88	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	536	9.54	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	1,207	21.48	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	1,358	24.16	16,242	25.10	471,895	25.86	22,122,384	26.49

	Hardeman 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	879	4.94	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	2,783	15.64	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	8,508	47.80	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	2,718	15.27	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	881	4.95	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	1,294	7.27	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	580	3.26	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	133	0.75	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	23	0.13	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	82	28.98	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	135	47.70	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	66	23.32	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	1,325	15.81	14,563	15.12	307,934	11.34	12,159,124	9.67
Income \$15,000 - \$24,999	1,145	13.67	12,021	12.48	270,250	9.95	10,429,416	8.29
Income \$25,000 - \$34,999	1,040	12.41	11,074	11.50	265,318	9.77	10,445,333	8.31
Income \$35,000 - \$49,999	1,443	17.22	14,638	15.20	373,215	13.74	15,034,831	11.96
Income \$50,000 - \$74,999	1,400	16.71	16,068	16.69	483,708	17.81	20,828,606	16.57
Income \$75,000 - \$99,999	902	10.77	11,023	11.45	333,613	12.28	15,668,721	12.46
Income \$100,000 - \$124,999	461	5.50	6,610	6.86	234,152	8.62	11,865,810	9.44
Income \$125,000 - \$149,999	284	3.39	3,738	3.88	149,314	5.50	8,347,936	6.64
Income \$150,000 - \$199,999	267	3.19	3,399	3.53	140,534	5.17	8,998,749	7.16
Income \$200,000 - \$249,999	62	0.74	1,409	1.46	62,665	2.31	4,400,430	3.50
Income \$250,000 - \$499,999	41	0.49	1,286	1.34	65,554	2.41	4,819,655	3.83
Income \$500,000+	8	0.10	463	0.48	29,986	1.10	2,734,187	2.17
2021 Est. Average Household Income	--	55,272.00	--	63,764.67	--	79,460.00	--	96,765.00
2021 Est. Median Household Income	--	41,687.25	--	45,388.64	--	56,492.43	--	67,085.79

	Hardeman 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	--	44,880.04	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	34,694.60	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	155,384.20	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	64,934.45	--	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	--	152,644.51	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	43,129.39	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	102,155.21	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	41,456.73	--	45,510.93	--	57,061.51	--	69,414.29
2021 Est. Families by Poverty Status								
2021 Families at or Above Poverty	4,927	85.21	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	1,811	31.32	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	855	14.79	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	584	10.10	6,753	10.20	152,671	8.33	5,772,043	6.90
2021 Est. Employed Civilian Population 16+ by Occupation Classification								
White Collar	3,689	47.41	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	2,746	35.29	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	1,346	17.30	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	2,252	30.79	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	2,160	29.53	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	1,020	13.95	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	788	10.77	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	1,094	14.96	7,334	7.61	200,321	6.66	13,790,094	9.34
2021 Est. Avg Travel Time to Work in Minutes	--	32.00	--	25.04	--	28.00	--	29.00
2021 Est. Workers Age 16+ by Transp. to Work								
2021 Est. Workers Age 16+ by Transp. to Work	7,648	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	6,400	83.68	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	771	10.08	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	4	0.05	347	0.35	19,896	0.63	7,599,289	4.89
Walked	62	0.81	891	0.89	41,175	1.31	4,072,314	2.62
Bicycle	0	0.00	57	0.06	4,179	0.13	837,283	0.54
Other Means	62	0.81	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	349	4.56	3,917	3.91	149,715	4.76	8,212,328	5.28

	Hardeman 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	7,781	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	4,892	62.87	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	417	5.36	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	1,111	14.28	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	671	8.62	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	171	2.20	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	519	6.67	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	125	1.61	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	88	1.13	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	178	2.29	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	184	2.37	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	155	1.99	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	37	0.47	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	345	4.43	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	635	8.16	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	29	0.37	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	203	2.61	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	564	7.25	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	319	4.10	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	263	3.38	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	12	0.15	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	10	0.13	530	0.52	25,074	0.79	1,478,053	0.94
Management	478	6.14	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	807	10.37	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	1,240	15.94	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	429	5.51	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	594	7.63	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	188	2.42	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	898	11.54	9,068	8.96	285,118	8.93	11,953,638	7.58
2021 Est. Pop Age 16+ by Employment Status								
In Armed Forces	1	0.01	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	7,808	37.90	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	1,171	5.68	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	11,621	56.41	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 - Hardeman County

Hardeman County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	288,241,653	163,119,484	125,122,170
Total retail trade (NAICS 44 and 45)	258,831,799	147,775,723	111,056,075
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	61,020,199	6,500,928	54,519,271
Automobile dealers (NAICS 4411)	52,563,206	0	52,563,206
New car dealers (NAICS 44111)	47,134,127	0	47,134,127
Used car dealers (NAICS 44112)	5,429,079	0	5,429,079
Other motor vehicle dealers (NAICS 4412)	4,008,662	0	4,008,662
Recreational vehicle dealers (NAICS 44121)	1,419,429	0	1,419,429
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,589,232	0	2,589,232
Boat dealers (NAICS 441222)	842,817	0	842,817
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,746,416	0	1,746,416
Automotive parts, accessories, and tire stores (NAICS 4413)	4,448,331	6,500,928	-2,052,597
Automotive parts and accessories stores (NAICS 44131)	2,813,503	4,086,917	-1,273,415
Tire dealers (NAICS 44132)	1,634,828	2,414,010	-779,182
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	3,799,556	0	3,799,556
Furniture stores (NAICS 4421)	2,237,605	0	2,237,605
Home furnishings stores (NAICS 4422)	1,561,951	0	1,561,951
Floor covering stores (NAICS 44221)	338,181	0	338,181
Other home furnishings stores (NAICS 44229)	1,223,770	0	1,223,770
Window treatment stores (NAICS 442291)	77,731	0	77,731
All other home furnishings stores (NAICS 442299)	1,146,039	0	1,146,039
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	3,554,465	0	3,554,465
Household appliance stores (NAICS 443141)	757,275	0	757,275
Electronics stores (NAICS 443142)	2,797,190	0	2,797,190
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	18,119,900	20,317,913	-2,198,012
Building material and supplies dealers (NAICS 4441)	16,067,938	12,720,504	3,347,434
Home centers (NAICS 44411)	8,727,577	0	8,727,577
Paint and wallpaper stores (NAICS 44412)	564,141	0	564,141
Hardware stores (NAICS 44413)	1,389,727	3,830,332	-2,440,605
Other building material dealers (NAICS 44419)	5,386,493	8,890,172	-3,503,679
Lawn and garden equipment and supplies stores (NAICS 4442)	2,051,963	7,597,409	-5,545,446
Outdoor power equipment stores (NAICS 44421)	413,474	2,501,111	-2,087,637
Nursery, garden center, and farm supply stores (NAICS 44422)	1,638,489	5,096,298	-3,457,809

Hardeman County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	38,699,372	15,301,459	23,397,913
Grocery stores (NAICS 4451)	35,312,546	15,244,435	20,068,110
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	33,782,528	13,541,313	20,241,215
Convenience stores (NAICS 44512)	1,530,017	1,703,122	-173,105
Specialty food stores (NAICS 4452)	973,318	0	973,318
Meat markets (NAICS 44521)	296,134	0	296,134
Fish and seafood markets (NAICS 44522)	115,645	0	115,645
Fruit and vegetable markets (NAICS 44523)	201,798	0	201,798
Other specialty food stores (NAICS 44529)	359,742	0	359,742
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	191,118	0	191,118
All other specialty food stores (NAICS 445299)	168,624	0	168,624
Beer, wine, and liquor stores (NAICS 4453)	2,413,508	57,024	2,356,484
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	17,942,613	23,751,149	-5,808,536
Pharmacies and drug stores (NAICS 44611)	15,366,405	23,751,149	-8,384,744
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,172,512	0	1,172,512
Optical goods stores (NAICS 44613)	480,680	0	480,680
Other health and personal care stores (NAICS 44619)	923,016	0	923,016
Food (health) supplement stores (NAICS 446191)	322,373	0	322,373
All other health and personal care stores (NAICS 446199)	600,644	0	600,644
Gasoline Stations			
Gasoline stations (NAICS 447)	25,624,678	27,227,642	-1,602,964
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	8,448,558	0	8,448,558
Clothing stores (NAICS 4481)	6,006,778	0	6,006,778
Men's clothing stores (NAICS 44811)	238,738	0	238,738
Women's clothing stores (NAICS 44812)	1,217,858	0	1,217,858
Children's and infants' clothing stores (NAICS 44813)	164,779	0	164,779
Family clothing stores (NAICS 44814)	3,647,588	0	3,647,588
Clothing accessories stores (NAICS 44815)	241,661	0	241,661
Other clothing stores (NAICS 44819)	496,154	0	496,154
Shoe stores (NAICS 4482)	1,357,878	0	1,357,878
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,083,903	0	1,083,903
Jewelry stores (NAICS 44831)	956,567	0	956,567
Luggage and leather goods stores (NAICS 44832)	127,336	0	127,336

Hardeman 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)	2,785,091	0	2,785,091
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	2,532,231	0	2,532,231
Sporting goods stores (NAICS 45111)	1,631,393	0	1,631,393
Hobby, toy, and game stores (NAICS 45112)	525,039	0	525,039
Sewing, needlework, and piece goods stores (NAICS 45113)	148,543	0	148,543
Musical instrument and supplies stores (NAICS 45114)	227,257	0	227,257
Book stores and news dealers (NAICS 4512)	252,860	0	252,860
Book stores (NAICS 451211)	236,619	0	236,619
News dealers and newsstands (NAICS 451212)	16,241	0	16,241
General Merchandise Stores			
General merchandise stores (NAICS 452)	34,493,859	54,301,148	-19,807,289
Department stores (NAICS 4522)	2,294,425	0	2,294,425
Other general merchandise stores (NAICS 4523)	32,199,434	54,301,148	-22,101,714
Warehouse clubs and supercenters (NAICS 452311)	28,906,914	0	28,906,914
All other general merchandise stores (NAICS 452319)	3,292,520	54,301,148	-51,008,628
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	5,126,729	375,486	4,751,243
Florists (NAICS 4531)	226,923	55,072	171,850
Office supplies, stationery, and gift stores (NAICS 4532)	1,014,826	71,798	943,028
Office supplies and stationery stores (NAICS 45321)	393,834	0	393,834
Gift, novelty, and souvenir stores (NAICS 45322)	620,993	71,798	549,195
Used merchandise stores (NAICS 4533)	689,254	87,101	602,153
Other miscellaneous store retailers (NAICS 4539)	3,195,726	161,515	3,034,212
Pet and pet supplies stores (NAICS 45391)	904,930	0	904,930
Art dealers (NAICS 45392)	408,168	55,186	352,981
Manufactured (mobile) home dealers (NAICS 45393)	274,942	0	274,942
All other miscellaneous store retailers (NAICS 45399)	1,607,687	106,328	1,501,359
Tobacco stores (NAICS 453991)	661,670	0	661,670
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	946,017	106,328	839,688
Non-store Retailers			
Non-store retailers (NAICS 454)	39,216,779	0	39,216,779
Electronic shopping and mail-order houses (NAICS 4541)	36,735,312	0	36,735,312
Vending machine operators (NAICS 4542)	335,501	0	335,501
Direct selling establishments (NAICS 4543)	2,145,967	0	2,145,967
Fuel dealers (NAICS 45431)	1,054,268	0	1,054,268
Other direct selling establishments (NAICS 45439)	1,091,698	0	1,091,698

Hardeman County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	29,409,855	15,343,760	14,066,094
Special food services (NAICS 7223)	2,043,740	0	2,043,740
Food service contractors (NAICS 72231)	1,607,972	0	1,607,972
Caterers (NAICS 72232)	393,374	0	393,374
Mobile food services (NAICS 72233)	42,394	0	42,394
Drinking places (alcoholic beverages) (NAICS 7224)	873,201	873,220	-20
Restaurants and other eating places (NAICS 7225)	26,492,914	14,470,540	12,022,374
Full-service restaurants (NAICS 722511)	12,729,628	2,552,667	10,176,960
Limited-service restaurants (NAICS 722513)	11,670,687	7,984,024	3,686,663
Cafeterias, grill buffets, and buffets (NAICS 722514)	297,085	2,926,939	-2,629,854
Snack and non-alcoholic beverage bars (NAICS 722515)	1,795,514	1,006,909	788,605

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

40.88

Digital Divide
Index Score

2018 DIGITAL DIVIDE PROFILE

Hardeman, 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.

31.82

Infrastructure/Adoption Score

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



76.5% (10.9%)

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



10 (25)

median maximum advertised download speed in Mbps



36.3% (20.4%)

of households with no internet access (not subscribing)



1 (3)

median maximum advertised upload speed in Mbps



24.3% (14.8%)

of households without a computing device

56.50

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.



17.5% (15.7%)

population ages 65 and older



20.8% (16.1%)

of individuals in poverty



20.9% (13%)

ages 25 and older with less than a high school degree



19.3% (15.4%)

noninstitutionalized civilian population with a disability



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

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

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

DELTA REGIONAL AUTHORITY: DELTA BROADBAND TOOLKIT



#DeltaSpeedTest Communications Toolkit

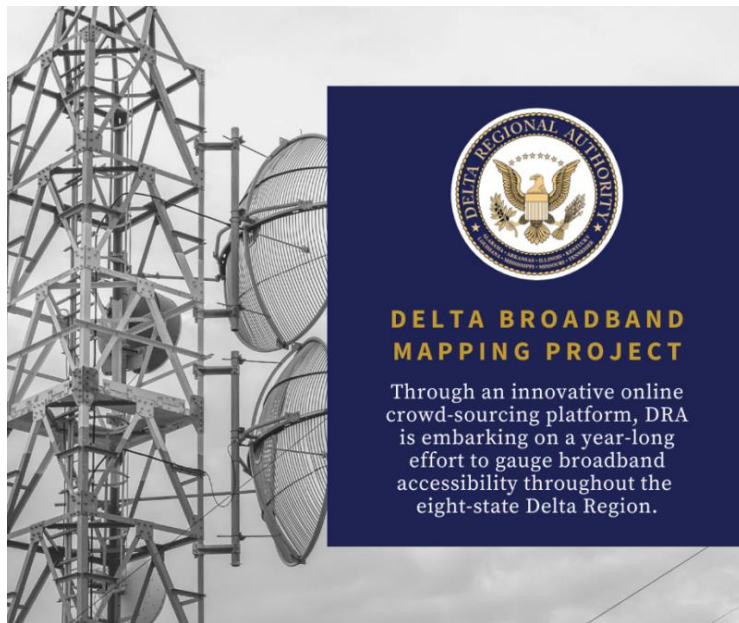
The Delta Regional Authority (DRA) thanks you for your support to help spread the word about the Delta Broadband Mapping Project (#DeltaSpeedTest). The following examples are approved text to be used for distribution via your organization's newsletters, email notifications, social media platforms, and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

Delta Broadband Mapping Project Stakeholder Email Example

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

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

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



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

#DeltaSpeedTest Social Media Toolkit

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

DRA on Social Media



@delta.regional.authority



@DeltaRegional



@delta-regional-authority



@deltaregionalauthority

Facebook Examples

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

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

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

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

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

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

Twitter Examples

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

LinkedIn Examples

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

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

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

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

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

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

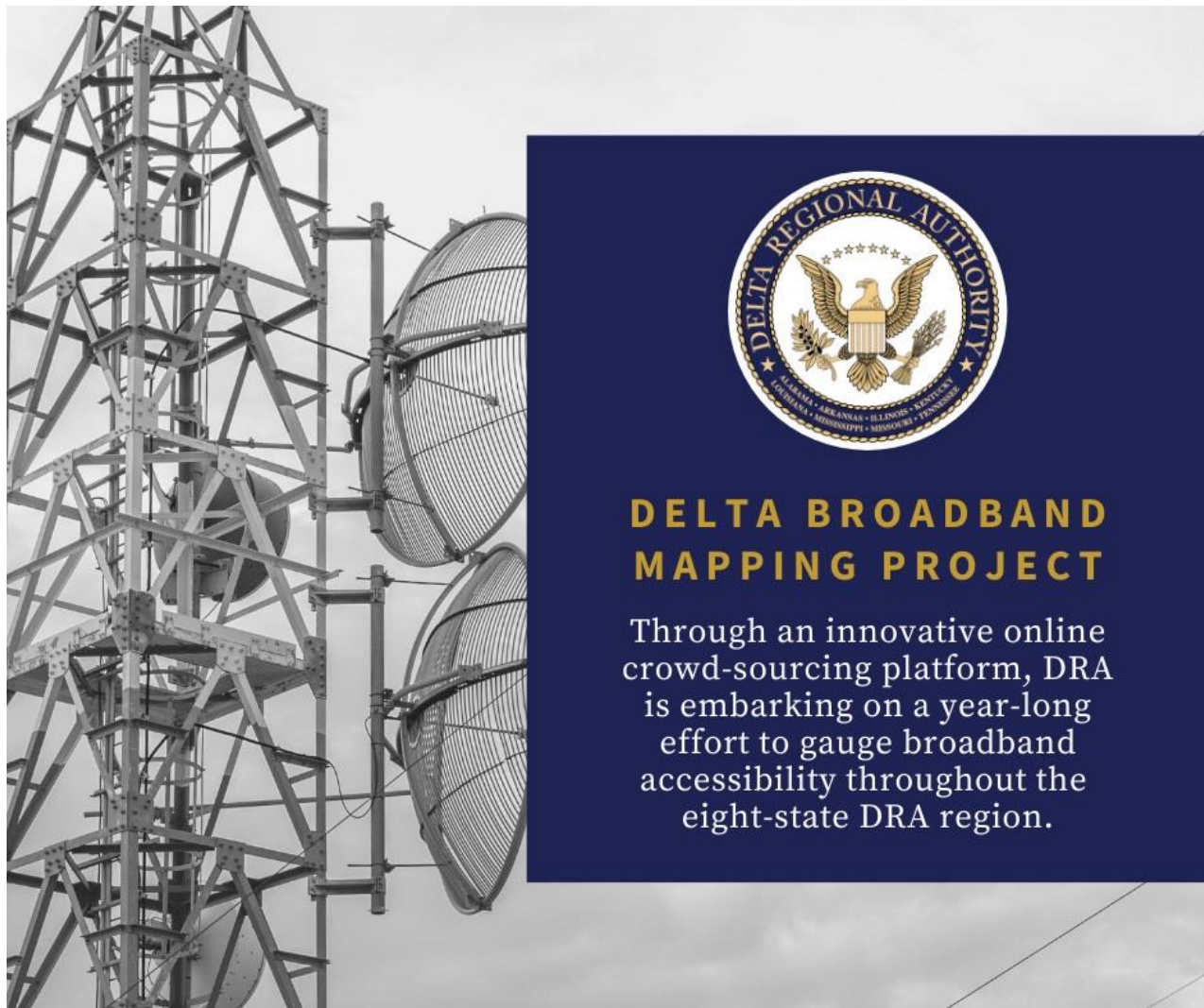
Thousands of students in the Delta region don't have access to broadband internet in their homes. The @delta-regional-authority is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: dra.gov/speedtest #Broadband #RuralBroadband #InvestingInTheDelta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

Approved DRA Graphics

Please see below for links to all approved DRA graphics.

DRA Official Seal



Delta Broadband Mapping Project Announcement Graphic

#DeltaSpeedTest Graphic

###

About the Delta Regional Authority

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

STATE OF TN: BROADBAND INVESTMENT

State of Tennessee
State Senate**Statement by Sen. Page Walley on over \$22 million broadband investment by Charter Communications in Senate District 26**

FOR IMMEDIATE RELEASE:

February 2, 2021

CONTACT: MOLLY GORMLEY

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

###

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

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

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

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

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

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

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

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

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

rural areas.

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

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

Click [here](#) for more about the Rural Digital Opportunity Fund results.

###



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.





HARDEMAN COUNTY

TENNESSEE



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

SPONSORED BY:

