

# ECONOMIC RECOVERY

## 2021 STRATEGIC PLAN

HENDERSON COUNTY  
TENNESSEE



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# Introduction

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

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

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

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

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





# Strategic Planning Process

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

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

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

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

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

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

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

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

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



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

The session was held on March 4, 2021 at Lexington Utilities Operation in Lexington, TN. There were 52 participants in the planning session. Among the business and organizations represented in the session were:

- » City of Lexington Aldermen
- » City of Lexington Mayor
- » City of Lexington Police Department
- » City of Lexington Schools
- » Faith-based organizations
- » Field Director for U.S. Senator Blackburn
- » Henderson County Board of Education
- » Henderson County Chamber of Commerce
- » Henderson County Commissioners
- » Henderson County Emergency Management Agency
- » Henderson County Mayor
- » Henderson County Schools
- » Office of U.S. Congressman Dr. Mark Green
- » Parker's Crossroads Mayor and City Manager
- » Scotts Hill Fire Department
- » Scotts Hill Mayor and City Staff
- » Scotts Hill Police Department
- » Scotts Hill Schools
- » Small Businesses
- » Southwest Tennessee Workforce Development
- » Tennessee Department of Economic & Community Development
- » Tennessee Department of Labor & Workforce Development
- » Tennessee State Representative
- » Tennessee State Senator
- » UT Extension
- » West Tennessee Industrial Association

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

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

# Fresh Materials

## INITIAL INSIGHTS REGARDING LOCAL NEEDS

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

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

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

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

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

1. High-speed & Stable Internet Access
  - » Too few people have access to high speed internet, the less densely populated parts of the county are without broadband internet service.
  - » Internet service is unreliable in many parts of the county.
  - » The need for virtual education has underscored the unequal access to the internet, some families and children did not have contact with teachers and had only limited educational resources.
  - » Small businesses need reliable high-speed internet in order to operate and compete.
  - » Churches have had a difficult time reaching congregants because of limited access to internet across the county.
  - » Cell service is also unreliable in some parts of the county, leaving people with no method to access essential online services. Some school children could not engage in remote learning because even cell service hotspots could not be used.
  - » The need for broadband internet is currently the number one issue reported in Parker's Crossroads.



- » It was noted that broadband should reach every household just like electricity.
- » Planning for high-speed internet access should be done with awareness of all current and future forms of technology.

## 2. Infrastructure Needs

- » County depends upon surface water, has no secondary water source.
- » Secondary water source is needed in case of surface contamination or dam breaks.
- » Scotts Hill community needs to strengthen/rebuild the water system.
- » Portions of county are not served by public water systems, lack of adequate water supply in some areas.
- » Community of Sardis has critical infrastructure needs including water and broadband.
- » Need to apply the lessons learned during the pandemic and extended freezing weather event and improve infrastructure to prevent future power and water outages.

## 3. Available, Affordable Housing

- » Very low inventory of houses for sale, people are searching for houses to buy and are unable to find any suitable homes.
- » The housing shortage impacts the number of available workers and the ability to expand the workforce.
- » Lexington/Henderson County is attractive to potential newcomers but lack of housing limits growth.
- » Currently very limited new home construction, infrastructure is needed to support residential development.
- » Lack of skilled construction workers hampers growth.
- » Did not have enough available housing to meet past requirements of the Retire Tennessee program to attract retirees to move to the county.

## 4. Additional Emphasis on Technical Education

- » Shortage of local plumbers, electricians and other skilled trades.
- » Need to prepare workers for available jobs in local industry, potentially people who lost jobs during the pandemic who are seeking new jobs that may require more technical skills.
- » Some high school students who want technical training do not have the opportunity to train with local industry, not enough opportunities are available.

## 5. Local businesses collaboration to expand customer base and retain more local spending

- » Sales tax is important to individual cities and the county as a whole.
- » Need to maintain trend and culture created by pandemic of people shopping locally, as it caused local sales and sales tax revenues to increase



6. Ongoing communication plan for the entire county so that people feel more informed and safe
  - » People want to know what is going on within the county, especially regarding the pandemic and community safety.
  - » People want transparency on public plans for all types of projects.
  - » Need to develop methods to get information to people during disasters, emergency management is dependent upon grants and is currently under-funded.
  - » Need a way to communicate with businesses specifically based on lessons learned during the pandemic.
7. Workforce development and other support for the hospital and local healthcare industry sector
8. Address mental health concerns within the community that the pandemic has brought to the forefront
  - » School children have dealt with loss and insecurity while school has been virtual-only
  - » People of all ages have spent much time alone/isolated and it has had a negative impact on mental health.
  - » More instances of child abuse and domestic violence reported during the pandemic shut-down; need more investment in law enforcement resources and safety.
  - » Need to mitigate the potential long-term mental health impacts of pandemic isolation, especially on children.
  - » Organizations such as CASA have seen increases in juvenile cases during the pandemic.
9. Community Center
  - » There is no general purpose, multi-use center in the county.
  - » Could serve as a warming center during cold weather, there was no place to house people during recent extended period of freezing weather.
  - » There was no place to set up a COVID vaccination center.
  - » A Community Center could provide a place to host youth programs.
  - » Senior center is needed, no place currently for senior services and gatherings.
10. Waste Management
  - » Need methods to recycle to encourage participation by citizens.
  - » County is looking for revenue streams from recycling.
  - » Local industry is looking for ways to be more environmentally sustainable.
11. Address lack of entertainment in the community
  - » Attract concerts and entertainment events (in addition to the sports events in the community).

12. Tourism – build on tourism strengths

- » Visitor Industry has traditionally been an important part of the county economy.
- » Henderson County has exceptional tourism assets.

13. Continue recruitment for business and industry

## SURVEY RESULTS

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

The following survey instrument was circulated to everyone who was contacted to participate in the strategic planning session. There were 49 Henderson 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?	18.4%	28.6%	38.8%	4.1%	10.2%	2.59	2.85
Local working age people's ability to use computers and internet-based tools?	0.0%	10.2%	49.0%	34.7%	6.1%	3.37	3.27
Access to clean drinking water in your city/county?	0.0%	2.0%	8.2%	32.7%	57.1%	4.45	4.48
Condition of roads and highways in your city/county?	0.0%	20.4%	34.7%	40.8%	4.1%	3.29	3.35
Solid waste disposal in your city/county?	0.0%	14.3%	32.7%	30.6%	22.4%	3.61	3.74

## HEALTH &amp; WELLNESS

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Access to grocery stores and fresh food in your city/county?	0.0%	0.0%	24.5%	44.9%	30.6%	4.06	3.97
Primary care facilities in your city/county?	2.0%	8.2%	49.0%	36.7%	4.1%	3.33	3.45
Emergency response capabilities in your city/county?	2.0%	10.2%	28.6%	38.8%	20.4%	3.65	3.55
Access to gyms & wellness facilities in your city/county?	0.0%	12.2%	18.4%	51.0%	18.4%	3.76	3.52
Regional cooperation of healthcare?	0.0%	4.1%	49.0%	38.8%	8.2%	3.51	3.39
Drug abuse & addiction among the local population/workforce in your city/county?	10.2%	38.8%	38.8%	12.2%	0.0%	2.53	2.62
Accessibility to drug addiction treatment programs in West TN?	4.1%	32.7%	44.9%	16.3%	2.0%	2.80	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?	18.8%	14.6%	35.4%	16.7%	14.6%	2.94	3.24
Effectiveness of the local Chamber/EDO's* ability to bring new jobs & businesses to your city/county?	6.1%	14.3%	30.6%	40.8%	8.2%	3.31	3.31
The local Chamber/EDO's* effectiveness in helping local businesses?	6.1%	14.3%	44.9%	28.6%	6.1%	3.14	3.35
Local efforts to develop and attract visitors to your city/county?	6.1%	16.3%	40.8%	28.6%	8.2%	3.16	3.32

\*EDO = ECONOMIC DEVELOPMENT ORGANIZATION

## EDUCATION

How do you rate:	Very Bad = 1	2	3	4	Very Good = 5	Average Rating	SWTDD Region
Quality of K-8 schools in your city/county?	0.0%	4.1%	16.3%	46.9%	32.7%	4.08	3.77
Quality of high schools in your city/county?	0.0%	2.0%	22.4%	44.9%	30.6%	4.04	3.71
The number of students who graduate with employable skills in your city/county?	0.0%	8.3%	43.8%	39.6%	8.3%	3.48	3.31
The quality of TCAT* in the region?	0.0%	4.1%	10.2%	53.1%	32.7%	4.14	4.03
The percentage of local high school graduates who attend colleges, universities or trade schools.	2.0%	2.0%	34.7%	51.0%	10.2%	3.65	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?	10.2%	24.5%	42.9%	14.3%	8.2%	2.86	3.06
The safety from crime in your city/county?	0.0%	2.0%	34.7%	46.9%	16.3%	3.78	3.68
The selection of retail stores in your city/county?	2.0%	14.3%	55.1%	28.6%	0.0%	3.10	3.01
The quality of public parks & recreation facilities in your city/county?	2.0%	0.0%	40.8%	38.8%	18.4%	3.71	3.70
The attractiveness of your city/county to potential newcomers?	0.0%	8.2%	46.9%	42.9%	2.0%	3.39	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?	4.2%	10.4%	47.9%	27.1%	10.4%	3.29	3.49
Regional cooperation within West Tennessee?	0.0%	8.5%	53.2%	31.9%	6.4%	3.36	3.40

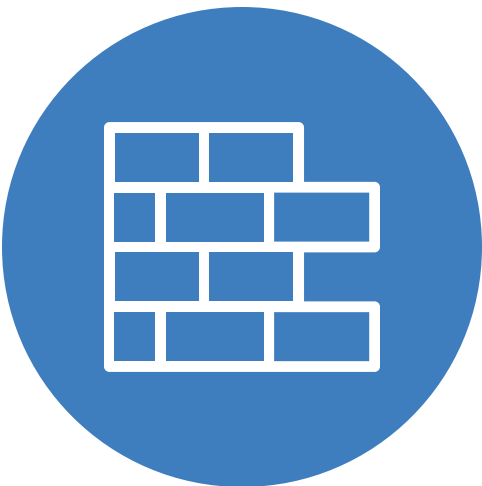
**COVID-19 RESPONSE**

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?	12.2%	22.4%	32.7%	30.6%	2.0%	2.88	2.76
The STATE government's response to controlling the spread of the COVID-19 virus?	6.1%	22.4%	38.8%	30.6%	2.0%	3.00	2.84
The LOCAL government's response to controlling the spread of the COVID-19 virus?	8.2%	18.4%	34.7%	28.6%	10.2%	3.14	3.24
The FEDERAL economic assistance response?	4.1%	18.4%	40.8%	30.6%	6.1%	3.16	3.17
The STATE economic assistance response?	2.1%	20.8%	50.0%	27.1%	0.0%	3.02	3.06
The LOCAL economic assistance response?	6.3%	20.8%	50.0%	18.8%	4.2%	2.94	2.93

# Foundation

## DEMOGRAPHICS & STATISTICAL OVERVIEW

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



### POPULATION

The current Henderson County population estimate of 28,177 is 1.47% above the 2010 census count of 27,769. While many rural areas around the country, including the Southwest Tennessee region, have experienced population decline, Henderson County has maintained population growth. The rate of population growth for the county was, however, slower than the rate of growth for Tennessee or the U.S. The projected population for the county for the next five years shows a continued growth of almost 2% which is still below the state and national projection growth rates.

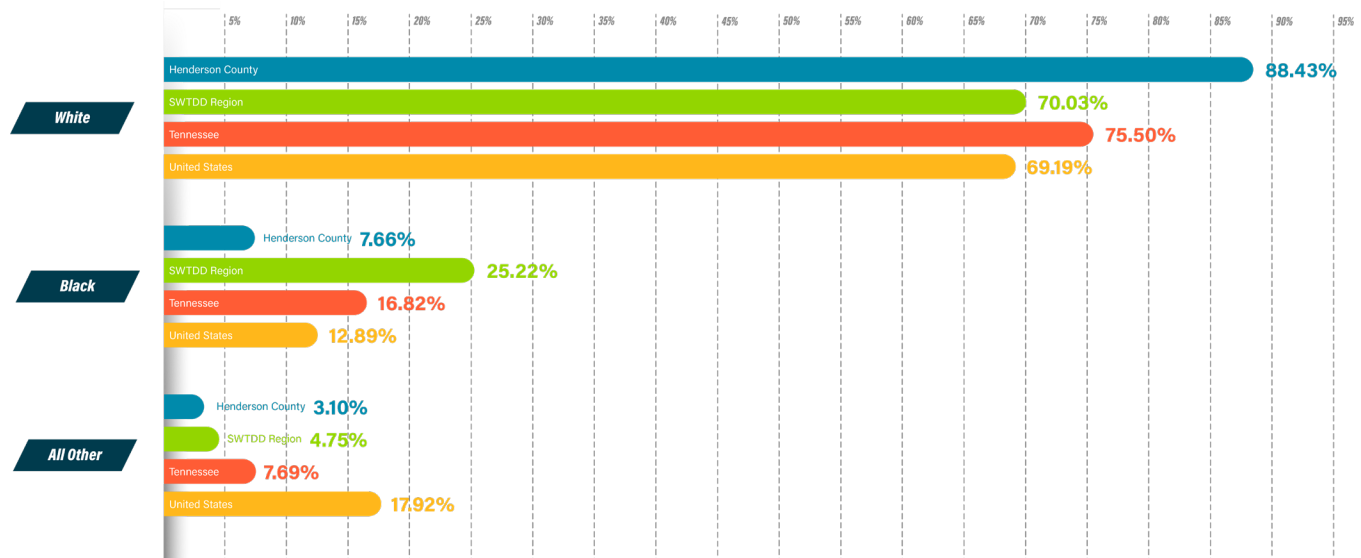
The average age of the population in Henderson County is higher than the regional, state, or national averages. At 41.40 years, the average age for the county is only slightly higher than the average age for the SWTDD region.

	Henderson County	SWTDD Region	Tennessee	United States
POPULATION				
2000 Census	25,522	242,765	5,689,277	281,421,942
2010 Census	27,769	253,092	6,346,105	308,745,538
2021 Estimate	28,177	248,153	6,911,029	330,946,040
2026 Projection	28,738	250,153	7,175,823	340,574,349
POPULATION				
2000-2010 Growth	8.80	4.25	11.54	9.71
2010-2021 Growth	1.47	-1.95	8.90	7.19
2021-2026 Growth	1.99	0.87	3.83	2.91
POPULATION				
Average Age	41.40	41.27	40.10	39.80

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## RACE

The county has a lower percentage of minority populations than the regional, state, or national average percentages. These population segments have been driving population growth in other parts of the U.S. but not in the SWTDD region.



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## HOUSEHOLDS & INCOME

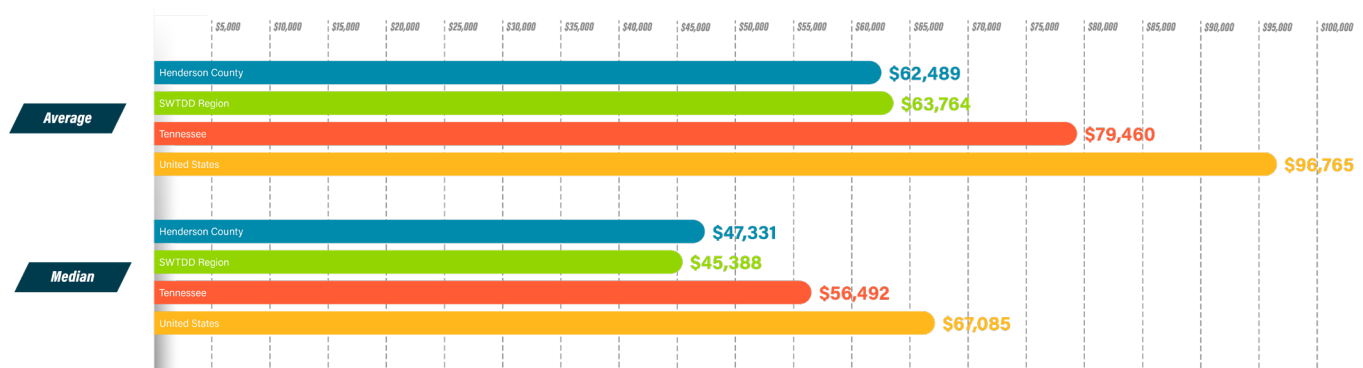
The average home value in the county is lower than the SWTDD region, state, and national averages. The median year built for housing structures in the county reflects that there have been more new houses built in recent years than in other rural counties within the SWTDD region.

	Henderson County	SWTDD Region	Tennessee	United States
<b>HOUSEHOLDS</b>				
Average Household Size	2.46	2.46	2.49	2.57
Households with People Under 18	33.63%	32.80%	32.82%	33.58%
Households with NO People Under 18	66.37%	67.20%	67.18%	66.42%
<b>HOUSING</b>				
Owner-Occupied Housing Units	75.23%	70.23%	68.48%	64.15%
Renter-Occupied Housing Units	24.77%	29.77%	31.52%	34.83%
Owner Average Length of Residence (in years)	18.90	18.89	16.20	16.50
Renter Average Length of Residence (in years)	7.30	7.36	6.40	6.70
Median Owner-Occupied Housing Value	\$110,953	\$127,993	\$197,644	\$250,250
Median Year Structure Built	1986	1983	1985	1979

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

On average, per household income in Henderson County is on par with the SWTDD region. Historically, there has been a large gap between U.S. average household income and the average in the SWTDD region.

### Household Income



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## LABOR FORCE PARTICIPATION

Even before the pandemic, 44.8% of the working age population in Henderson County was not in the labor force, more than 8% higher than the U.S. average. The labor force participation rate is stronger than the SWTDD regional average, which is a reflection of the relative strength of the Henderson County economy compared to the region. The full range and impact of factors that contribute to the low labor force participation rate are not known, but the rate is low throughout the SWTDD region.

	Henderson County	SWTDD Region	Tennessee	United States
<b>LABOR FORCE INFORMATION</b>				
Working Age Population	62.13%	62.60%	64.34%	64.63%
Average Travel Time to Work (in minutes)	29.00	25.04	28.00	29.00
<b>HOUSING</b>				
In Armed Forces	0.00%	0.05%	0.32%	0.39%
Civilian — Employed	50.96%	50.14%	57.63%	59.64%
Civilian — Unemployed	4.23%	4.16%	3.29%	3.22%
Not in Labor Force	44.80%	45.66%	38.76%	36.75%

SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES



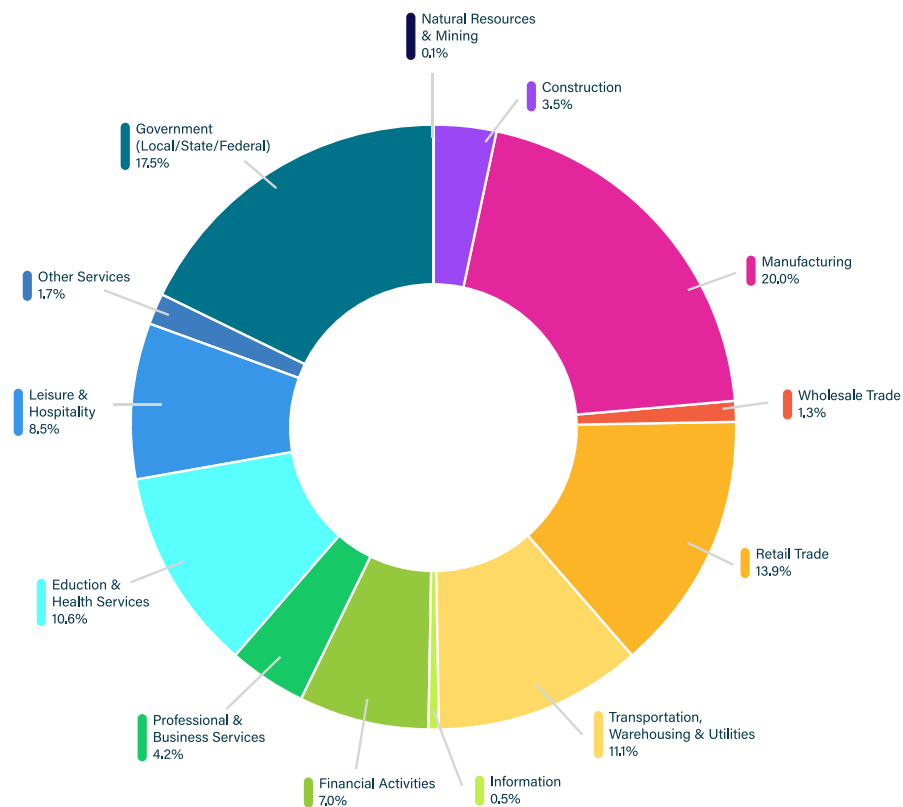
## LABOR FORCE DISTRIBUTION

The economy in Henderson County is more diverse than that of other rural counties in the SWTDD region. The Henderson County economy differs from the Tennessee economy as a whole since, like many rural areas in the Southern U.S., the Henderson County economy has a larger percentage of jobs concentrated in manufacturing. But Henderson County also has a higher concentration of retail, trade, and transportation/warehousing than the state.

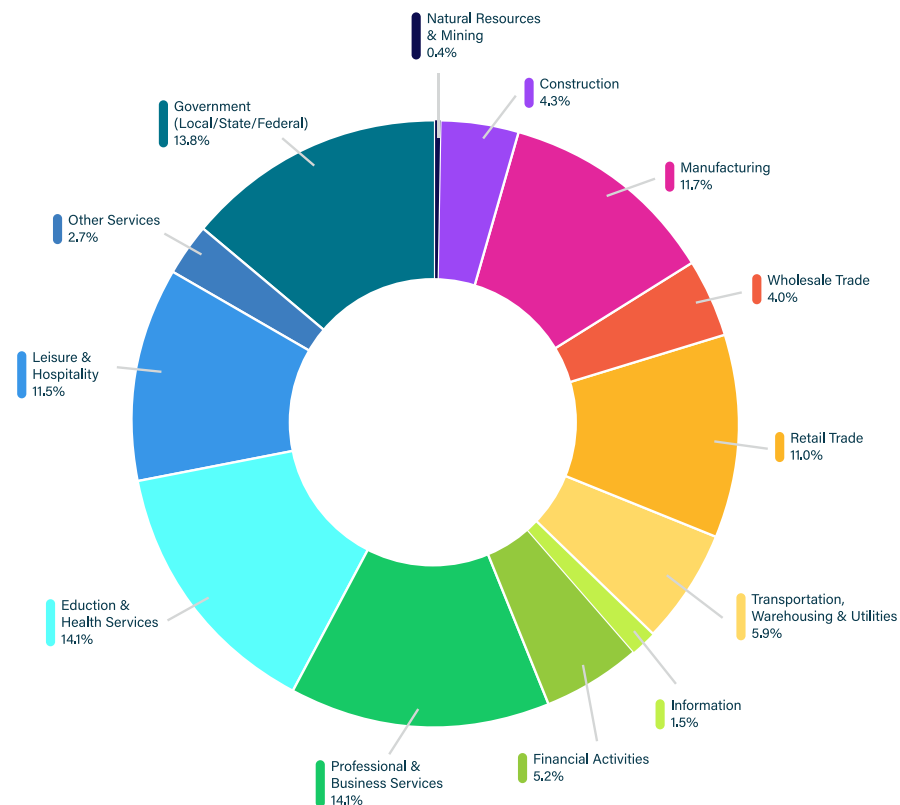
	HENDERSON COUNTY		SWTDD REGION		TENNESSEE	
Labor Force Info	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage	Employment	Annual Avg. Wage
Natural Resources & Mining	0.1%	\$27,944	0.7%	\$36,741	0.4%	\$46,860
Construction	3.5%	\$41,680	4.0%	\$55,197	4.3%	\$58,737
Manufacturing	20.0%	\$43,082	18.7%	\$55,340	11.7%	\$60,309
Wholesale Trade	1.3%	\$34,954	3.1%	\$56,349	4.0%	\$74,221
Retail Trade	13.9%	\$26,276	11.7%	\$28,640	11.0%	\$32,029
Transportation/ Warehousing/ Utilities	11.1%	\$51,632	3.2%	\$50,589	5.9%	\$56,358
Information	0.5%	\$40,466	0.7%	\$44,884	1.5%	\$75,545
Financial Activities	7.0%	\$84,620	3.2%	\$56,825	5.2%	\$77,854
Professional & Business Services	4.2%	\$27,545	8.1%	\$35,143	14.1%	\$63,000
Education & Health Services	10.6%	\$35,153	14.4%	\$42,361	14.1%	\$53,179
Leisure & Hospitality	8.5%	\$13,036	8.9%	\$15,885	11.5%	\$23,879
Other Services	1.7%	\$30,594	1.7%	\$31,508	2.7%	\$36,224
Government (Local/ State/Federal)	17.5%	\$38,043	21.5%	\$43,075	13.8%	\$50,080
<b>Total</b>	<b>100.0%</b>	<b>\$39,244</b>	<b>100.0%</b>	<b>\$41,851</b>	<b>100.0%</b>	<b>\$51,690</b>

SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

## HENDERSON COUNTY DISTRIBUTION OF LABOR



## TENNESSEE DISTRIBUTION OF LABOR



SOURCES: STATE OF TENNESSEE DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

## RETAIL GAP ANALYSIS

Henderson County has a net retail demand that exceeds local supply by over \$68 million per year. The supply and demand is generally well balanced, based on a relatively diverse retail base, except in the major categories of gasoline stations and health/personal care. A more detailed Retail Gap Analysis is provided in the Resource Materials section of this report.

Labor Force Information	2021 Demand	2021 Supply	Opportunity Gap/Surplus
Total retail trade	\$428,251,189	\$360,130,958	\$68,123,231
Motor vehicle & parts dealers	\$91,192,537	\$44,816,336	\$46,376,201
Furniture & home furnishings stores	\$5,802,409	\$3,724,090	\$2,078,319
Electronics & appliance stores	\$5,297,925	\$0	\$5,297,925
Building material & garden equipment & supplies dealers	\$25,557,556	\$22,844,226	\$3,713,330
Food & beverage stores	\$56,802,915	\$57,102,488	-\$299,573
Health & personal care stores	\$26,013,405	\$40,102,488	-\$14,726,554
Gasoline stations	\$37,738,333	\$69,813,844	-\$32,075,511
Clothing & clothing accessories stores	\$12,833,650	\$4,409,183	\$8,424,467
Sporting goods, hobby, musical instrument, & book stores	\$4,242,406	\$1,739,175	\$2,503,231
General merchandise stores	\$50,778,770	\$78,743,021	-\$27,964,251
Food services & drinking places	\$45,188,073	\$26,033,185	\$19,154,888

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

## EDUCATION STATISTICS

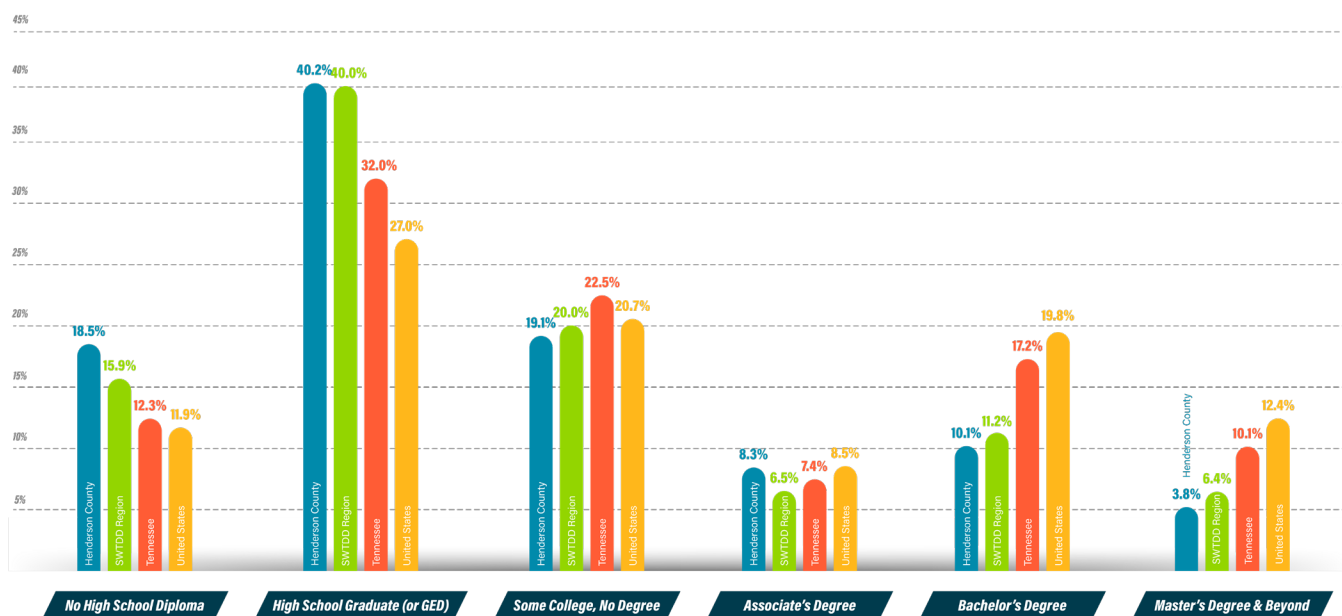
The majority of the population in Henderson County has a high school diploma or less as the highest level of educational attainment. This is when all age groups are considered, but statistics indicate that educational attainment is rising among the younger age groups. The county has rates of some college and associate degree level attainment that is comparable to the U.S. average rates.

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

SOURCE: TN DEPARTMENT OF EDUCATION 2018-2019

The high school graduation rate is currently 92.7%, which is above the state average. The public K-12 school system has earned a Level 5 overall performance ranking from the Tennessee Department of Education. The rankings are on a scale of 1 to 5, with 5 being highest, and are based on student advancement. The average ACT score for Henderson County public education students is the highest in the SWTDD region.

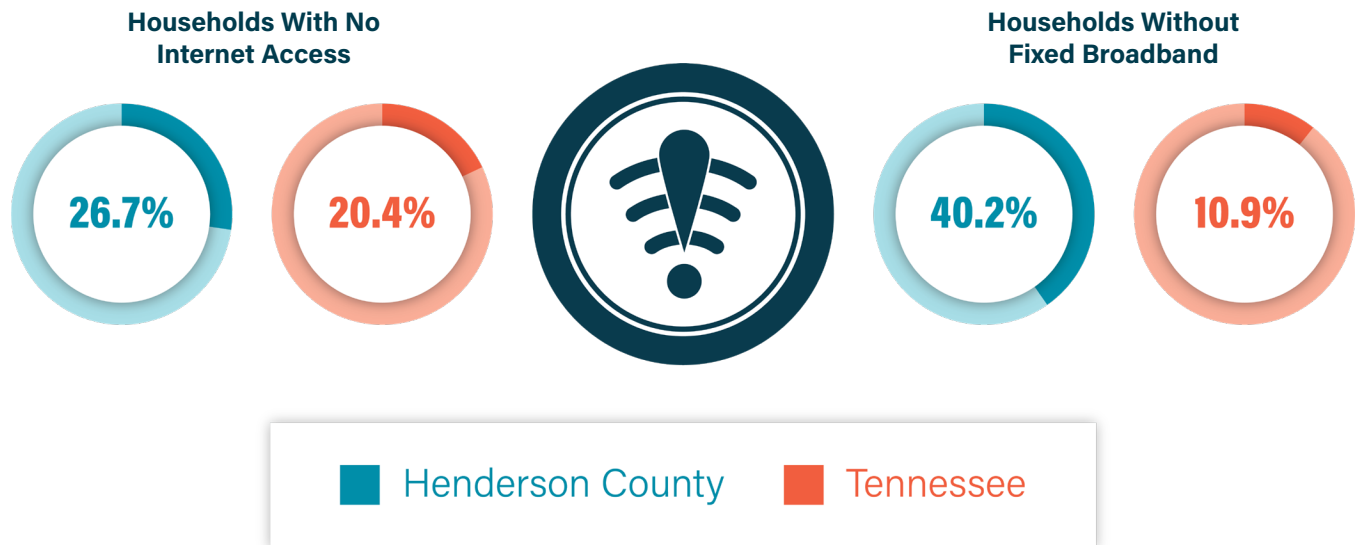
### Education Attainment



SOURCE: 2021 ENVIRONICS ANALYTICS | CLARITAS | YOUNGER ASSOCIATES

## INTERNET ACCESS

A recent study by the University of Tennessee and Purdue University shows that 40.2% of households in Henderson County do not have access to fixed broadband internet access.



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 has a proven track record in implementing past strategic plans. A major focus of the 2017 Strategic Opportunities to Advance our Region (SOAR) plan has been accomplished, which was to recruit a hotel to Parker's Crossroads.

Lexington and Henderson County utilized the economic development resources available through the Tennessee Department of Community and Economic Development.

Planning is underway for a unified branding campaign for Henderson County that will benefit tourism, business attraction, and workforce growth.



# Tools

## SWOT ANALYSIS

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

### STRENGTHS

1. The local tax base is stable.
  - » Property tax base is growing slowly but could accelerate.
  - » Redistribution of sales tax revenue from the state has benefitted the county.
2. Very strong tourism/visitor industry assets
  - » Natchez Trace
    - The largest state park in Tennessee with approximately 10,000 acres.
    - Surrounded by Natchez Trace State Forest with over 36,600 acres.
    - Pin Oak Lodge contains meeting facilities and a restaurant.
    - Cabins, camping, fishing, hiking, and horse stables.
    - Access and visibility from Interstate 40 (I-40).
    - Named for the historical and widely known Natchez Trace trail.
  - » Six watershed lakes
    - Recreational lakes with public access
    - Well-known in the region
  - » Parker's Crossroads Civil War Battlefield



NATCHEZ TRACE PARK ENTRANCE



BEECH LAKE IN LEXINGTON, TN



- » New Tennessee State Veteran's Cemetery
  - » New Hampton Inn in Parker's Crossroads
3. High quality public K-12 schools
    - » Henderson County School system is rated Level 5 by the Tennessee Department of Education. Level 5 is the highest rating, and is based on student achievement.
  4. Local access to Higher Education
    - » Tennessee College of Applied Technology (TCAT) Jackson, Lexington Campus
    - » Jackson State Community College, Lexington-Henderson Center
  5. Advantageous Location
    - » Interstate 40 passes across the northern portion of the county and U.S. Hwy 412 passes through the center of the county
    - » Close proximity to the population centers of Memphis and Nashville
    - » Central U.S. location for companies seeking national highway distribution
  6. Good local economy
    - » Steady job growth
    - » Good cross-section of retail in Lexington
    - » Collaboration within the local banking industry
  7. Strong industrial development program
  8. Good roads in Lexington
    - » New by-pass infrastructure
  9. State-of-the-Art local airport
  10. Entertainment (locals that have shaped the entertainment industry, especially in country music, etc.)





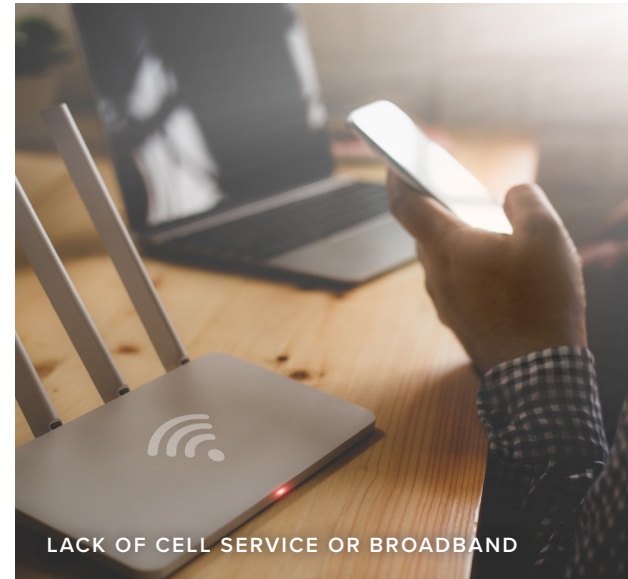
11. Strong public safety providers
  - » Good law enforcement departments
  - » Known as a low crime area
  - » Reliable fire and emergency services
12. Strong, positive “sense of place”
  - » Awareness among the community of local history and culture
  - » Widespread community involvement
  - » Welcoming and approachable for newcomers and visitors
  - » Small town quality of life
13. Reliable electric power
  - » City-owned utility systems
14. Active and involved Faith-based Community
15. Good elected local leadership
  - » Teamwork among elected officials and community leaders
  - » Proactive leadership that pursues economic development
  - » Collaboration between cities and county
16. Access to local healthcare
  - » Henderson County Community Hospital
    - Licensed for 45 beds
    - Provides inpatient care, outpatient care, diagnostics, surgical services, 24/7 emergency department
  - » Primary care practices with multiple healthcare professionals
17. Property costs are affordable
18. Available land for residential expansion
19. Clean communities





## WEAKNESSES

1. Unattractiveness and poor perception of the community to young adults and young families.
2. Shortage of work-ready graduates from high school and higher education.
3. Need for more arts and arts-related entertainment.
  - » No programs to develop arts and creativity.
4. Lack of available housing
5. Dependent on surface water source
  - » Without a secondary water source, water is not a secure resource
  - » New water infrastructure needed, especially in Scotts Hill
6. Need to introduce students to college and career opportunities at earlier ages.
7. Limited Workforce Availability
  - » Not enough workers with adequate training.
  - » Drug abuse issues, with job candidates unable to pass drug screening.
8. No formal forum for employers to discuss their needs.
9. Lack of interest and community involvement among younger generations.
10. Reluctance to invest in new community amenities and infrastructure.
11. Narrow roads in and leading to rural communities.
12. Tourism Promotion
  - » No dedicated funding
  - » Lack of focus on what to promote
13. No community center
  - » No place for public gatherings
  - » No place to hold events
  - » No place to offer some public services
14. Lack of cell coverage in east Henderson county
15. Litter





## OPPORTUNITIES

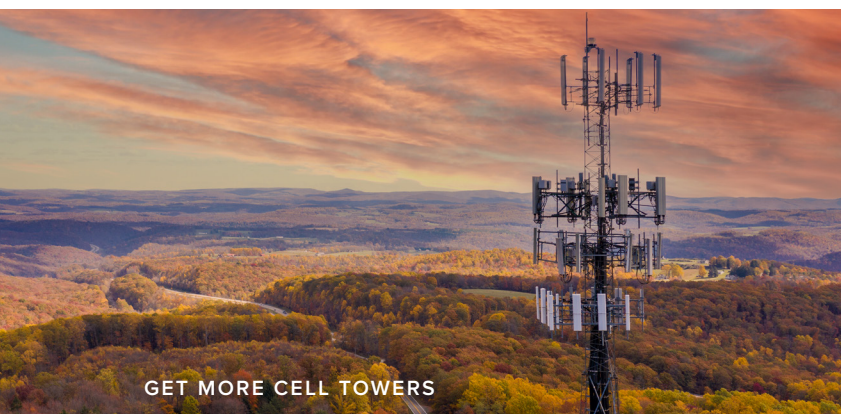
1. Adding work-based learning in public schools
  - » Engaging more employers
  - » Apprenticeships
2. Add a Career Path Coach in schools to direct students in the classroom to career options.
3. Develop a strategy for tourism
  - » Explore combining Chamber of Commerce and Tourism
4. Develop a formal forum for employers to discuss needs.
5. Better utilize the visitor center.
6. Develop a local drug rehabilitation program, mental health/wellness programs.
7. Build a community center
  - » Multi-purpose
8. Increase broadband access, complete local feasibility study.
9. City and developer partnerships to accelerate infrastructure for developing residential and industrial areas.
10. Get more cell towers; explore using land near convenience stores.
11. Capitalize on the willingness to collaborate among cities and county.



VOLVO PENTA IN LEXINGTON, TN



BEECH LAKE IN LEXINGTON, TN



GET MORE CELL TOWERS



AUTOZONE DISTRIBUTION CENTER IN LEXINGTON, TN



**THREATS**

1. Not capitalizing on current teamwork and leadership.
2. Not investing in the infrastructure and programs – not meeting the needs that were made more visible by the pandemic.





# Priorities for Economic Recovery

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

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

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

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

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

## 1. BROADBAND ACCESS THROUGHOUT HENDERSON COUNTY

The need for reliable, affordable high speed internet access touches all areas of the economy: education, employment, healthcare, 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 has created.

Residents and businesses have found current forms of satellite-based internet service to be unreliable. Utilizing cell phone service in lieu of broadband is not an option for many of the households that do not have broadband internet since significant portions of the county have poor cell signal strength, and cellular data plans are too expensive for many households.

Henderson County is receiving an investment of \$2.1 million through the Charter Communications Rural Digital Opportunity Fund. This investment is expected to bring high-speed internet access to 1,149 households. This investment, announced in February 2021 by the State of Tennessee, will partially address the need for broadband internet access in the county, but leave other portions without high-speed service.

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

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





- » Until recently, TVA did not allow power distributors to incur debt related to providing internet service.
- » High cost of reaching remote locations and sparsely populated areas with fiber cable.
- » Small customer bases do not allow a provider to recover the cost of high-speed internet infrastructure.
- » Grants and government funding for high-speed internet infrastructure have been too small to address the need.

As these barriers are being overcome, Lexington Electric System has undertaken a feasibility study to determine if the city-owned utility can develop and sustain internet service throughout the county.

Newly announced programs include grant funding from the State of Tennessee as well as grant and technical assistance from the Delta Regional Authority. Funding may also be included in federal economic recovery programs.

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](https://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. AVAILABLE AFFORDABLE HOUSING FOR WORKFORCE GROWTH**

Available housing is integral to population and workforce growth in the county. Unlike many other counties in the SWTDD region, Henderson County reportedly has land available for development, and that land is outside a flood zone. The six lakes in the county could provide numerous development opportunities in attractive locations.

Public investments in infrastructure will be needed to support development. Water, wastewater, natural gas and high-speed internet are required for the type of residential development that will attract working age people to the county. Public/private partnerships, and plans to lower upfront cost for developers, should be explored.

Improvements in community attractiveness will also help the county compete with larger cities and labor markets for talent. Planning session participants noted the presence of litter 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.

Henderson County offers employment opportunities, low cost of living, parks, lakes, and other natural amenities plus sport and recreation. Updated promotion of the county as a prime residential choice should prove to be productive in attracting people of all ages and attractive private developers. Adding more arts and entertainment offerings would be another attractive factor to complement the sports and recreational activities available in the county.

### **3. WORKFORCE DEVELOPMENT**

#### **» Increase labor force participation**

The labor force participation rate in Henderson County was 55.2% prior to the pandemic. This is lower than the Tennessee state average rate of 61.24% or national rate of 63.25%.

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, allowing more people to enter the workforce. Refinements and expansions of existing programs may be needed to enable more people to hold employment.

Participants in the Henderson County strategic planning session expressed concern about mental health problems exacerbated by the pandemic. They noted that mental health, drug abuse prevention and treatment programs could have a positive impact on quality of life in the county and allow more people to enter the workforce.

#### **» Communicate Work Ready Community Certification and Promote Work Keys Testing**

Henderson County has met the goals to become an ACT Certified Work Ready Community. More than 40 local employers recommend and utilize Work Readiness Certification for hiring. The community certification assists in attracting new employers to the county.

Henderson County high schools have produced over half of the certificate holders in the county. More workers in the general population outside of high schools should be made aware of Work Ready certification, how to achieve it, and the benefits it holds in finding a high quality job.

The Work Ready Communities program has maintenance goals to ensure that workers continue to get training and increase numbers of people achieving workforce readiness certification. Funding is required to support proctors and testing.

#### **» Stronger Partnerships among High Schools and Employers**

A large majority of planning session participants expressed a desire for employers to be more connected to high school students. As a highly rated Level 5 school system, the Henderson County School District could effectively develop programs to accomplish this. The Henderson County program could be modeled on successful

career guidance programs such as those in Hardin and Madison County. These programs contain the following elements:

- Opportunities for businesses to connect with high school students, especially those who aren't immediately seeking a four-year college degree, and acquaint them with local job opportunities and top regional careers.
- Expanded dual enrollment programs with local and regional higher education institutions.
- Career coaches on the school district staff that guide students on career and advanced education pathways.
- Higher education representatives in the public schools on a regular basis and visits to higher education facilities starting in middle school.
- Extensive work-based learning opportunities.

» **Greater Utilization of Technical Training and Higher Education Opportunities**

The Tennessee College of Applied Technology (TCAT) and Jackson State Community College (JSCC), with centers located in Henderson County, offer training programs most needed by local employers.

TCAT and JSCC have the capacity to train an increasing number of workers. Their training programs are highly rated by local employers and economic developers.

TCAT also has training programs for the skilled trades. With career guidance apprenticeships, local people can be trained for high demand occupations such as plumbing, electrical and HVAC maintenance that are also needed for construction and residential development.

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

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.

While many efforts are being made in the school district, greater connectivity among K-12 education, employers, and higher education is important. Dual enrollment programs with the high schools are another important tool for introducing students to higher education, workforce readiness, and improvements in the public school system.

#### 4. WATER SUPPLY

Water supply was noted as a primary concern for a large majority of the planning session participants. The county is dependent upon surface water, making the water supply vulnerable to contamination. Dam breakage or other failure could endanger the water supply. Henderson County officials believe that a secondary water source is essential to the security of the county.

Water system infrastructure is aging and in need of replacement in areas throughout the county. The Scotts Hill water system was reported to be in critical need of replacement.

Adequate water supply and infrastructure is necessary for residential development. It is also needed to serve existing industry and new industry that can be attracted to the industrial park.

#### 5. MULTI-PURPOSE COMMUNITY CENTER

A number of unmet needs that can be addressed by Community Center are listed in the Initial Needs and SWOT Analysis sections of this report. A centralized facility, built to utilize current technology and features, would be a key asset in providing youth services, public health services, senior services and civic functions.

Lexington and Henderson County have built and upgraded other public facilities to meet multiple government administrative and emergency service needs. A multi-purpose community center could be designed to provide other crucial services that do not have adequate facilities.

#### 6. YOUTH SERVICES

The priority to provide support services and development programs for children and teenagers intersects with other key priorities expressed in the planning session. Developing services for youth ranked high among planning session participants and the following programs were discussed:

» **Mentoring**

Career development and coaching is related to workforce development priorities. Mentoring can broaden guidance for young people beyond those areas.

» **Arts**

Planning session participants noted a community desire for more arts as entertainment and to engage the community. Introducing children to the visual performing arts has many developmental benefits. Youth involvement in the arts is a pathway to creating more access to the arts for the whole community .

» **Recreation in addition to competitive sports**

There is a range of competitive sports available in the county within and outside the schools. Planning session participants noted a lack of other activities for children who do not have a strong interest in competitive sports. It was noted that a community center could be designed to offer youth recreation and wellness activities.

## » Safety and Mental Health

Law enforcement officials and other participants in the strategic planning session noted a shift in crime during the pandemic toward more domestic abuse, child abuse and drug-related crimes. As the COVID pandemic created unemployment and kept people at home, mental stress, interpersonal conflicts, and substance abuse became more prevalent.

Training and resources for law enforcement are needed to address these situations. Contact with children when school is not in session (either because of the pandemic or extended breaks) is needed to help monitor children's safety and mental health. Summer programs and after-school programs can help keep children safe as well as provide other needed services.

## 7. INNOVATION IN WASTE MANAGEMENT/RECYCLING

Elected leaders, public service providers, and employers among the planning session participants expressed a strong interest in developing new types of waste management and recycling. This level of interest in recycling was not expressed in any of the other planning sessions conducted in the SWTDD region.

Employers are seeking sustainable waste management solutions. The general public and small businesses are interested in affordable waste removal services as well as clean and attractive communities. Community officials are interested in new revenue streams that can be created by recycling more types and amounts of waste.

## 8. EXPAND RETAIL AND ENTERTAINMENT OFFERINGS

Henderson County, particularly in the city of Lexington, has a relatively broad range of retailers. A retail gap analysis shows few categories where there is a significant unmet retail demand. Population growth and visitor industry growth are needed to support continued retail growth and attract more entertainment options.

Small businesses in Henderson County need the resources to offer specialization or service features that allow them keep local expenditures from flowing to larger markets. It can be financially difficult for a start-up business to achieve this level of differentiation. Access to capital through loans and incentives can assist small businesses in getting established and becoming competitive.

Businesses in Henderson County need to utilize internet sales of their products to reach a larger customer base. While many retailers and small manufacturers across the U.S. utilize the internet to expand sales, there are few examples of companies in the county that have a significant online sales presence. Lack of robust internet access combined with lack of experience and training in online commerce may be a deterrent that can be overcome.

Statistical data for sales and income indicate an opportunity for small local businesses to capture more local sales. For example, the data indicates an unmet demand for food services of approximately \$20 million annually.

## 9. TOURISM/VISITOR INDUSTRY

As noted in the SWOT Analysis portion of this report, Henderson County has outstanding natural resources for visitor attraction. The county's location between Memphis and Nashville allows residents of these metro areas to reach Henderson County within 90 minutes, making the county's six lakes and the large state park and state forest a popular choice for weekend recreation.

The pandemic caused many people in the region to rediscover the recreational opportunities within driving distance of their home. Natchez Trace State Park saw an increase in the number of visitors during 2020 and the demand for all types of camping facilities within the county increased dramatically.

New generations of visitors view and utilize parks differently than previous generations. Parks must be modernized to remain relevant and beneficial to young adults and children. It is in the interest of Henderson County to promote state and federal spending on park infrastructure and amenities.

For many decades, Parker's Crossroads has attracted Civil War reenactors and people with a close or special interest in the war and key battle sites. The number of young people who share this level of interest in now century-old battle history is much smaller than in past generations. But the visibility of Parker's Crossroads, combined with the attractive setting of a new state veterans cemetery can continue to attract visitors who can be directed to other sites and businesses within the county.

While the visitor industry has long been a significant economic sector for Henderson County, the need for tourism promotion that attracts young adults and families to the area can keep the industry growing. Strengthening the tourism industry, and bringing great numbers of visitors to Natchez Trace State Park into Lexington and other parts of the county is integral to growing the retail sector and local businesses.



# *Supporting Materials*

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## 2021 DEMOGRAPHIC REPORT

## Pop-Facts Demographics Snapshot 2021 | Southwest Tennessee Development District - Henderson 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

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Population</b>								
2000 Census	25,522	--	242,765	--	5,689,277	--	281,421,942	--
2010 Census	27,769	--	253,092	--	6,346,105	--	308,745,538	--
2021 Estimate	28,177	--	248,153	--	6,911,029	--	330,946,040	--
2026 Projection	28,738	--	250,317	--	7,175,823	--	340,574,349	--
<b>Population Growth</b>								
Percent Change: 2000 to 2010	--	8.80	--	4.25	--	11.54	--	9.71
Percent Change: 2010 to 2021	--	1.47	--	-1.95	--	8.90	--	7.19
Percent Change: 2021 to 2026	--	1.99	--	0.87	--	3.83	--	2.91
<b>Households</b>								
2000 Census	10,306	--	93,806	--	2,232,906	--	105,480,131	--
2010 Census	11,224	--	98,161	--	2,493,552	--	116,716,292	--
2021 Estimate	11,282	--	96,292	--	2,716,243	--	125,732,798	--
2026 Projection	11,496	--	97,225	--	2,822,151	--	129,596,282	--
<b>Household Growth</b>								
Percent Change: 2000 to 2010	--	8.91	--	4.64	--	11.67	--	10.65
Percent Change: 2010 to 2021	--	0.52	--	-1.90	--	8.93	--	7.72
Percent Change: 2021 to 2026	--	1.90	--	0.97	--	3.90	--	3.07
<b>Family Households</b>								
2000 Census	7,451	--	66,473	--	1,547,851	--	71,787,385	--
2010 Census	7,761	--	67,349	--	1,679,177	--	77,538,296	--
2021 Estimate	7,812	--	66,190	--	1,832,874	--	83,612,294	--
2026 Projection	7,961	--	66,865	--	1,905,651	--	86,210,238	--
<b>Family Household Growth</b>								
Percent Change: 2000 to 2010	--	4.16	--	1.32	--	8.48	--	8.01
Percent Change: 2010 to 2021	--	0.66	--	-1.72	--	9.15	--	7.83
Percent Change: 2021 to 2026	--	1.91	--	1.02	--	3.97	--	3.11



	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Population by Single-Classification Race</b>								
White Alone	24,917	88.43	173,771	70.03	5,217,939	75.50	228,985,027	69.19
Black/African American Alone	2,157	7.66	62,592	25.22	1,162,538	16.82	42,654,615	12.89
American Indian/Alaskan Native Alone	82	0.29	799	0.32	25,361	0.37	3,296,702	1.00
Asian Alone	91	0.32	1,858	0.75	134,568	1.95	19,688,976	5.95
Native Hawaiian/Pacific Islander Alone	6	0.02	65	0.03	5,088	0.07	664,254	0.20
Some Other Race Alone	271	0.96	4,125	1.66	201,427	2.92	23,763,878	7.18
Two or More Races	653	2.32	4,943	1.99	164,108	2.38	11,892,588	3.59
<b>2021 Est. Population by Hispanic or Latino Origin</b>								
Not Hispanic or Latino	27,460	97.45	239,425	96.48	6,487,601	93.87	267,279,189	80.76
Hispanic or Latino	717	2.54	8,728	3.52	423,428	6.13	63,666,851	19.24
Mexican Origin	493	68.76	6,317	72.38	269,652	63.68	39,371,387	61.84
Puerto Rican Origin	53	7.39	596	6.83	32,895	7.77	6,255,662	9.83
Cuban Origin	8	1.12	149	1.71	11,598	2.74	2,308,779	3.63
All Other Hispanic or Latino	163	22.73	1,666	19.09	109,283	25.81	15,731,023	24.71
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>								
Chinese, except Taiwanese	1	1.10	173	9.31	23,096	17.16	4,487,981	22.79
Filipino	0	0.00	507	27.29	14,268	10.60	3,112,632	15.81
Japanese	0	0.00	52	2.80	6,192	4.60	833,794	4.24
Asian Indian	11	12.09	500	26.91	32,015	23.79	4,418,142	22.44
Korean	3	3.30	94	5.06	11,675	8.68	1,603,353	8.14
Vietnamese	21	23.08	288	15.50	15,793	11.74	2,017,041	10.24
Cambodian	55	60.44	99	5.33	2,549	1.89	278,350	1.41
Hmong	0	0.00	110	5.92	834	0.62	330,472	1.68
Laotian	0	0.00	0	0.00	8,275	6.15	228,459	1.16
Thai	0	0.00	14	0.75	3,895	2.89	232,589	1.18
All Other Asian Races Including 2+ Category	0	0.00	21	1.13	15,976	11.87	2,146,163	10.90

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Population by Ancestry</b>								
Arab	6	0.02	398	0.16	34,023	0.49	1,672,310	0.51
Czech	41	0.15	167	0.07	8,342	0.12	1,121,343	0.34
Danish	25	0.09	177	0.07	7,694	0.11	1,035,625	0.31
Dutch	235	0.83	1,736	0.70	62,126	0.90	3,278,203	0.99
English	1,790	6.35	14,534	5.86	506,569	7.33	19,485,083	5.89
French (Excluding Basque)	585	2.08	2,705	1.09	95,561	1.38	6,385,981	1.93
French Canadian	163	0.58	342	0.14	16,146	0.23	1,661,855	0.50
German	1,515	5.38	13,206	5.32	549,999	7.96	35,844,834	10.83
Greek	0	0.00	169	0.07	10,245	0.15	1,020,400	0.31
Hungarian	3	0.01	152	0.06	9,933	0.14	1,117,452	0.34
Irish	2,035	7.22	18,263	7.36	568,612	8.23	25,990,000	7.85
Italian	456	1.62	2,725	1.10	129,210	1.87	13,441,538	4.06
Lithuanian	7	0.03	49	0.02	4,036	0.06	497,383	0.15
Norwegian	30	0.11	681	0.27	26,342	0.38	3,479,122	1.05
Polish	121	0.43	1,215	0.49	64,064	0.93	7,206,810	2.18
Portuguese	4	0.01	86	0.04	5,426	0.08	1,106,557	0.33
Russian	3	0.01	126	0.05	16,569	0.24	2,182,631	0.66
Scotch-Irish	356	1.26	2,975	1.20	126,784	1.83	2,515,247	0.76
Scottish	544	1.93	3,342	1.35	122,789	1.78	4,462,789	1.35
Slovak	0	0.00	84	0.03	3,502	0.05	529,300	0.16
Sub-Saharan African	601	2.13	12,475	5.03	68,840	1.00	3,065,672	0.93
Swedish	34	0.12	475	0.19	26,735	0.39	3,029,600	0.92
Swiss	0	0.00	398	0.16	9,794	0.14	749,554	0.23
Ukrainian	0	0.00	95	0.04	6,740	0.10	800,891	0.24
United States or American	4,120	14.62	24,966	10.06	860,266	12.45	17,841,498	5.39
Welsh	93	0.33	502	0.20	30,100	0.44	1,463,632	0.44
West Indian (Excluding Hispanic groups)	0	0.00	148	0.06	11,398	0.17	2,592,740	0.78
Other ancestries	5,436	19.29	60,162	24.24	2,058,219	29.78	121,490,843	36.71
Ancestries Unclassified	9,974	35.40	85,800	34.58	1,470,965	21.28	45,877,147	13.86
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>								
Speak Only English at Home	24,112	90.81	217,003	92.74	5,898,114	90.75	237,922,050	76.50
Speak Asian/Pacific Isl. Lang. at Home	1,450	5.46	4,798	2.05	108,113	1.66	11,838,039	3.81
Speak Indo-European Language at Home	225	0.85	2,497	1.07	101,120	1.56	12,343,539	3.97
Speak Spanish at Home	736	2.77	8,545	3.65	355,267	5.47	46,510,394	14.95
Speak Other Language at Home	28	0.11	1,159	0.49	36,481	0.56	2,410,930	0.78

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>								
White Alone	380	53.00	3,697	42.36	179,449	42.38	33,813,076	53.11
Black/African American Alone	24	3.35	311	3.56	11,466	2.71	1,602,031	2.52
American Indian/Alaskan Native Alone	11	1.53	127	1.46	5,531	1.31	873,764	1.37
Asian Alone	0	0.00	43	0.49	1,410	0.33	263,799	0.41
Native Hawaiian/Pacific Islander Alone	0	0.00	5	0.06	1,307	0.31	76,055	0.12
Some Other Race Alone	250	34.87	3,909	44.79	194,445	45.92	23,139,124	36.34
Two or More Races	52	7.25	636	7.29	29,820	7.04	3,899,002	6.12
<b>2021 Est. Population by Sex</b>								
Male	13,679	48.55	120,963	48.74	3,373,506	48.81	162,994,145	49.25
Female	14,498	51.45	127,190	51.26	3,537,523	51.19	167,951,895	50.75
<b>2021 Est. Population by Age</b>								
Age 0 - 4	1,626	5.77	14,151	5.70	411,934	5.96	19,921,088	6.02
Age 5 - 9	1,653	5.87	14,272	5.75	414,042	5.99	20,063,919	6.06
Age 10 - 14	1,817	6.45	15,015	6.05	427,769	6.19	20,651,734	6.24
Age 15 - 17	1,135	4.03	9,613	3.87	263,750	3.82	12,807,865	3.87
Age 18 - 20	1,013	3.60	10,885	4.39	275,356	3.98	13,622,446	4.12
Age 21 - 24	1,282	4.55	12,737	5.13	351,898	5.09	17,387,153	5.25
Age 25 - 34	3,248	11.53	29,964	12.07	935,026	13.53	44,726,393	13.52
Age 35 - 44	3,414	12.12	28,370	11.43	855,096	12.37	42,160,026	12.74
Age 45 - 54	3,573	12.68	30,192	12.17	870,795	12.60	40,850,092	12.34
Age 55 - 64	3,838	13.62	33,659	13.56	894,728	12.95	42,310,640	12.79
Age 65 - 74	3,305	11.73	29,467	11.88	732,938	10.61	33,408,314	10.10
Age 75 - 84	1,637	5.81	14,340	5.78	351,488	5.09	16,368,076	4.95
Age 85 and over	636	2.26	5,488	2.21	126,209	1.83	6,668,294	2.02
Age 16 and over	22,710	80.60	201,572	81.23	5,570,809	80.61	266,111,913	80.41
Age 18 and over	21,946	77.89	195,102	78.62	5,393,534	78.04	257,501,434	77.81
Age 21 and over	20,933	74.29	184,217	74.23	5,118,178	74.06	243,878,988	73.69
Age 65 and over	5,578	19.80	49,295	19.86	1,210,635	17.52	56,444,684	17.06
<b>Median Age</b>	--	<b>41.83</b>	--	<b>41.16</b>	--	<b>39.34</b>	--	<b>38.81</b>
<b>Average Age</b>	--	<b>41.40</b>	--	<b>41.27</b>	--	<b>40.10</b>	--	<b>39.80</b>

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Pop Age 15+ by Marital Status</b>								
Total, Never Married	5,489	23.78	62,039	30.30	1,737,588	30.71	91,149,170	33.72
Male, Never Married	3,027	13.12	33,023	16.13	922,933	16.31	48,747,926	18.03
Female, Never Married	2,462	10.67	29,016	14.17	814,655	14.40	42,401,244	15.69
Married, Spouse Present	11,216	48.59	90,432	44.17	2,625,930	46.42	121,576,728	44.98
Married, Spouse Absent	1,341	5.81	11,480	5.61	246,810	4.36	12,622,273	4.67
Widowed	1,739	7.53	14,729	7.20	351,596	6.21	15,507,091	5.74
Male, Widowed	328	1.42	2,954	1.44	78,891	1.40	3,473,393	1.28
Female, Widowed	1,411	6.11	11,775	5.75	272,705	4.82	12,033,698	4.45
Divorced	3,296	14.28	26,035	12.72	695,360	12.29	29,454,037	10.90
<b>Male, Divorced</b>	<b>1,468</b>	<b>6.36</b>	<b>12,155</b>	<b>5.94</b>	<b>303,885</b>	<b>5.37</b>	<b>12,618,306</b>	<b>4.67</b>
<b>Female, Divorced</b>	<b>1,828</b>	<b>7.92</b>	<b>13,880</b>	<b>6.78</b>	<b>391,475</b>	<b>6.92</b>	<b>16,835,731</b>	<b>6.23</b>
<b>2021 Est. Male Population by Age</b>								
Male: Age 0 - 4	848	6.20	7,259	6.00	210,341	6.24	10,182,913	6.25
Male: Age 5 - 9	867	6.34	7,338	6.07	211,204	6.26	10,254,110	6.29
Male: Age 10 - 14	923	6.75	7,617	6.30	218,157	6.47	10,546,787	6.47
Male: Age 15 - 17	571	4.17	4,862	4.02	134,678	3.99	6,528,639	4.00
Male: Age 18 - 20	523	3.82	5,431	4.49	140,698	4.17	6,980,351	4.28
Male: Age 21 - 24	661	4.83	6,598	5.46	180,069	5.34	8,957,804	5.50
Male: Age 25 - 34	1,613	11.79	15,313	12.66	467,348	13.85	22,763,400	13.97
Male: Age 35 - 44	1,661	12.14	14,031	11.60	420,917	12.48	21,036,684	12.91
Male: Age 45 - 54	1,719	12.57	14,787	12.22	426,214	12.63	20,140,736	12.36
Male: Age 55 - 64	1,850	13.52	15,879	13.13	426,817	12.65	20,437,593	12.54
Male: Age 65 - 74	1,537	11.24	13,845	11.45	340,805	10.10	15,610,765	9.58
Male: Age 75 - 84	684	5.00	6,200	5.13	153,245	4.54	7,170,055	4.40
Male: Age 85 and over	222	1.62	1,803	1.49	43,013	1.27	2,384,308	1.46
<b>Median Age, Male</b>	<b>--</b>	<b>40.06</b>	<b>--</b>	<b>39.29</b>	<b>--</b>	<b>37.88</b>	<b>--</b>	<b>37.45</b>
<b>Average Age, Male</b>	<b>--</b>	<b>40.00</b>	<b>--</b>	<b>39.94</b>	<b>--</b>	<b>39.00</b>	<b>--</b>	<b>38.70</b>

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Female Population by Age</b>								
Female: Age 0 - 4	778	5.37	6,892	5.42	201,593	5.70	9,738,175	5.80
Female: Age 5 - 9	786	5.42	6,934	5.45	202,838	5.73	9,809,809	5.84
Female: Age 10 - 14	894	6.17	7,398	5.82	209,612	5.92	10,104,947	6.02
Female: Age 15 - 17	564	3.89	4,751	3.73	129,072	3.65	6,279,226	3.74
Female: Age 18 - 20	490	3.38	5,454	4.29	134,658	3.81	6,642,095	3.96
Female: Age 21 - 24	621	4.28	6,139	4.83	171,829	4.86	8,429,349	5.02
Female: Age 25 - 34	1,635	11.28	14,651	11.52	467,678	13.22	21,962,993	13.08
Female: Age 35 - 44	1,753	12.09	14,339	11.27	434,179	12.27	21,123,342	12.58
Female: Age 45 - 54	1,854	12.79	15,405	12.11	444,581	12.57	20,709,356	12.33
Female: Age 55 - 64	1,988	13.71	17,780	13.98	467,911	13.23	21,873,047	13.02
Female: Age 65 - 74	1,768	12.20	15,622	12.28	392,133	11.09	17,797,549	10.60
Female: Age 75 - 84	953	6.57	8,140	6.40	198,243	5.60	9,198,021	5.48
Female: Age 85 and over	414	2.86	3,685	2.90	83,196	2.35	4,283,986	2.55
<b>Median Age, Female</b>	--	<b>43.49</b>	--	<b>42.97</b>	--	<b>40.77</b>	--	<b>40.17</b>
<b>Average Age, Female</b>	--	<b>42.70</b>	--	<b>42.53</b>	--	<b>41.10</b>	--	<b>40.80</b>
<b>2021 Est. Households by Household Type</b>								
Family Households	7,812	69.24	66,190	68.74	1,832,874	67.48	83,612,294	66.50
NonFamily Households	3,470	30.76	30,102	31.26	883,369	32.52	42,120,504	33.50
<b>2021 Est. Group Quarters Population</b>								
2021 Est. Group Quarters Population	383	1.36	11,158	4.50	159,591	2.31	8,138,908	2.46
<b>2021 HHs By Ethnicity, Hispanic/Latino</b>								
2021 HHs By Ethnicity, Hispanic/Latino	183	1.62	2,303	2.39	110,258	4.06	17,557,476	13.96
<b>2021 Est. Family HH Type by Presence of Own Child.</b>								
Married Couple Family, own children	2,197	28.12	16,697	25.23	519,160	28.32	25,774,747	30.83
Married Couple Family, no own children	3,616	46.29	29,892	45.16	817,614	44.61	35,465,629	42.42
Male Householder, own children	288	3.69	2,047	3.09	61,296	3.34	2,993,043	3.58
Male Householder, no own children	241	3.08	2,433	3.68	66,393	3.62	3,177,989	3.80
Female Householder, own children	785	10.05	8,170	12.34	199,244	10.87	8,928,006	10.68
Female Householder, no own children	685	8.77	6,951	10.50	169,167	9.23	7,272,880	8.70

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Households by Household Size</b>								
1-Person Household	3,048	27.02	26,498	27.52	736,874	27.13	34,279,595	27.26
2-Person Household	3,905	34.61	33,106	34.38	925,641	34.08	40,688,759	32.36
3-Person Household	1,883	16.69	16,341	16.97	462,359	17.02	20,443,916	16.26
4-Person Household	1,458	12.92	11,724	12.18	340,758	12.54	16,369,818	13.02
5-Person Household	651	5.77	5,469	5.68	155,046	5.71	8,106,397	6.45
6-Person Household	232	2.06	2,025	2.10	60,254	2.22	3,469,750	2.76
7-or-more-person	105	0.93	1,129	1.17	35,311	1.30	2,374,563	1.89
<b>2021 Est. Average Household Size</b>	--	<b>2.46</b>	--	<b>2.46</b>	--	<b>2.49</b>	--	<b>2.57</b>
<b>2021 Est. Households by Number of Vehicles</b>								
No Vehicles	737	6.53	6,632	6.89	147,964	5.45	10,523,424	8.37
1 Vehicle	3,058	27.11	29,786	30.93	824,485	30.35	40,720,537	32.39
2 Vehicles	4,441	39.36	35,404	36.77	1,043,913	38.43	46,930,671	37.33
3 Vehicles	2,254	19.98	16,886	17.54	466,646	17.18	18,636,673	14.82
4 Vehicles	513	4.55	5,550	5.76	163,264	6.01	6,272,660	4.99
5 or more Vehicles	279	2.47	2,034	2.11	69,971	2.58	2,648,833	2.11
<b>2021 Est. Average Number of Vehicles</b>	--	<b>2.00</b>	--	<b>1.92</b>	--	<b>2.00</b>	--	<b>1.80</b>
<b>2021 Est. Occupied Housing Units by Tenure</b>								
Housing Units, Owner-Occupied	8,488	75.23	67,625	70.23	1,860,222	68.48	81,944,178	65.17
Housing Units, Renter-Occupied	2,794	24.77	28,667	29.77	856,021	31.52	43,788,620	34.83
<b>2021 Owner Occ. HUs: Avg. Length of Residence</b>								
2021 Owner Occ. HUs: Avg. Length of Residence	--	18.90	--	18.89	--	16.20	--	16.50
<b>2021 Renter Occ. HUs: Avg. Length of Residence</b>								
2021 Renter Occ. HUs: Avg. Length of Residence	--	7.30	--	7.36	--	6.40	--	6.70

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Owner-Occupied Housing Units by Value</b>								
Value Less Than \$20,000	423	4.98	2,231	3.30	44,107	2.37	1,960,463	2.39
Value \$20,000 - \$39,999	615	7.25	3,963	5.86	48,574	2.61	1,971,787	2.41
Value \$40,000 - \$59,999	650	7.66	4,433	6.55	57,844	3.11	2,119,053	2.59
Value \$60,000 - \$79,999	724	8.53	6,040	8.93	88,332	4.75	2,938,686	3.59
Value \$80,000 - \$99,999	1,300	15.32	8,289	12.26	119,437	6.42	3,784,864	4.62
Value \$100,000 - \$149,999	1,854	21.84	14,561	21.53	283,685	15.25	9,327,139	11.38
Value \$150,000 - \$199,999	1,107	13.04	10,882	16.09	301,242	16.19	10,310,151	12.58
Value \$200,000 - \$299,999	1,234	14.54	9,459	13.99	394,950	21.23	15,613,547	19.05
Value \$300,000 - \$399,999	285	3.36	4,029	5.96	213,142	11.46	10,693,739	13.05
Value \$400,000 - \$499,999	158	1.86	1,853	2.74	125,393	6.74	7,299,475	8.91
Value \$500,000 - \$749,999	78	0.92	1,138	1.68	103,158	5.54	8,008,725	9.77
Value \$750,000 - \$999,999	40	0.47	416	0.61	43,221	2.32	3,835,670	4.68
Value \$1,000,000 - \$1,499,999	19	0.22	202	0.30	21,911	1.18	2,238,076	2.73
Value \$1,500,000 - \$1,999,999	0	0.00	68	0.10	7,377	0.40	826,958	1.01
Value \$2,000,000 or more	1	0.01	61	0.09	7,849	0.42	1,015,845	1.24
<b>2021 Est. Median All Owner-Occupied Housing Value</b>	--	<b>110,953.35</b>	--	<b>127,993.74</b>	--	<b>197,644.62</b>	--	<b>250,250.15</b>
<b>2021 Est. Housing Units by Units in Structure</b>								
1 Unit Attached	108	0.84	1,232	1.08	93,896	3.07	8,326,570	5.87
1 Unit Detached	8,510	65.94	84,956	74.56	2,094,311	68.56	87,303,999	61.54
2 Units	442	3.42	3,413	3.00	86,286	2.83	5,037,785	3.55
3 to 4 Units	521	4.04	3,841	3.37	97,739	3.20	6,162,384	4.34
5 to 19 Units	155	1.20	4,267	3.75	259,939	8.51	13,122,173	9.25
20 to 49 Units	19	0.15	637	0.56	64,984	2.13	5,171,608	3.65
50 or More Units	23	0.18	916	0.80	74,191	2.43	7,764,304	5.47
Mobile Home or Trailer	3,114	24.13	14,497	12.72	280,698	9.19	8,852,261	6.24
Boat, RV, Van, etc.	13	0.10	188	0.17	2,679	0.09	129,036	0.09

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Housing Units by Year Structure Built</b>								
Built 2014 or Later	228	1.77	2,750	2.41	244,171	7.99	10,236,133	7.21
Built 2010 to 2013	230	1.78	2,531	2.22	94,739	3.10	3,477,319	2.45
Built 2000 to 2009	1,675	12.98	16,327	14.33	490,797	16.07	19,776,619	13.94
Built 1990 to 1999	3,518	27.26	23,166	20.33	524,144	17.16	18,848,768	13.29
Built 1980 to 1989	2,123	16.45	17,676	15.51	404,654	13.25	18,072,900	12.74
Built 1970 to 1979	2,004	15.53	19,075	16.74	443,202	14.51	20,347,118	14.34
Built 1960 to 1969	1,477	11.45	13,545	11.89	296,685	9.71	14,133,467	9.96
Built 1950 to 1959	996	7.72	8,870	7.78	253,808	8.31	13,691,264	9.65
Built 1940 to 1949	229	1.77	4,160	3.65	133,916	4.38	6,597,131	4.65
Built 1939 or Earlier	425	3.29	5,847	5.13	168,607	5.52	16,689,401	11.76
<b>2021 Housing Units by Year Structure Built</b>								
2021 Est. Median Year Structure Built	--	1,986.67	--	1,983.16	--	1,985.86	--	1,979.74
<b>2021 Est. Households by Presence of People Under 18</b>								
2021 Est. Households by Presence of People Under 18	3,794	33.63	31,580	32.80	891,358	32.82	42,215,210	33.58
<b>2021 Households with 1 or More People under Age 18</b>								
Married Couple Family	2,457	64.76	18,659	59.09	566,234	63.52	27,653,704	65.51
Other Family, Male Householder	335	8.83	2,508	7.94	73,807	8.28	3,558,772	8.43
Other Family, Female Householder	961	25.33	10,090	31.95	241,911	27.14	10,594,404	25.10
NonFamily Household, Male Householder	32	0.84	245	0.78	7,221	0.81	303,659	0.72
NonFamily Household, Female Householder	9	0.24	78	0.25	2,185	0.24	104,671	0.25
<b>2021 Est. Households with No People under Age 18</b>								
Households with No People under Age 18	7,488	66.37	64,712	67.20	1,824,885	67.18	83,517,588	66.42
<b>2021 Households with No People under Age 18</b>								
Married Couple Family	3,353	44.78	27,927	43.16	770,492	42.22	33,586,391	40.22
Other Family, Male Householder	195	2.60	1,967	3.04	53,858	2.95	2,612,339	3.13
Other Family, Female Householder	511	6.82	5,031	7.77	126,582	6.94	5,607,160	6.71
NonFamily, Male Householder	1,561	20.85	13,545	20.93	402,058	22.03	19,589,314	23.45
NonFamily, Female Householder	1,868	24.95	16,242	25.10	471,895	25.86	22,122,384	26.49



	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>								
Less than 9th Grade	1,247	6.35	8,900	5.19	214,097	4.49	11,443,770	5.05
Some High School, No Diploma	2,377	12.10	18,282	10.66	373,099	7.83	15,459,190	6.83
High School Graduate (or GED)	7,904	40.22	68,638	40.03	1,526,319	32.02	61,034,370	26.95
Some College, No Degree	3,761	19.14	34,240	19.97	1,001,211	21.01	46,140,403	20.37
Associate's Degree	1,635	8.32	11,138	6.50	353,542	7.42	19,338,785	8.54
Bachelor's Degree	1,979	10.07	19,260	11.23	818,534	17.17	44,913,727	19.83
Master's Degree	584	2.97	7,786	4.54	335,009	7.03	20,080,684	8.87
Professional Degree	111	0.56	1,996	1.16	85,469	1.79	4,856,549	2.14
Doctorate Degree	53	0.27	1,240	0.72	59,000	1.24	3,224,357	1.42
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>								
High School Diploma	236	66.48	1,934	43.84	78,341	35.77	11,315,590	30.87
High School Graduate	24	6.76	1,081	24.51	64,741	29.56	10,315,947	28.15
Some College or Associate's Degree	7	1.97	874	19.81	39,165	17.88	8,940,246	24.39
Bachelor's Degree or Higher	88	24.79	522	11.83	36,792	16.80	6,079,177	16.59
<b>2021 Est. Households by HH Income</b>								
Income < \$15,000	1,549	13.73	14,563	15.12	307,934	11.34	12,159,124	9.67
Income \$15,000 - \$24,999	1,294	11.47	12,021	12.48	270,250	9.95	10,429,416	8.29
Income \$25,000 - \$34,999	1,426	12.64	11,074	11.50	265,318	9.77	10,445,333	8.31
Income \$35,000 - \$49,999	1,630	14.45	14,638	15.20	373,215	13.74	15,034,831	11.96
Income \$50,000 - \$74,999	1,889	16.74	16,068	16.69	483,708	17.81	20,828,606	16.57
Income \$75,000 - \$99,999	1,537	13.62	11,023	11.45	333,613	12.28	15,668,721	12.46
Income \$100,000 - \$124,999	957	8.48	6,610	6.86	234,152	8.62	11,865,810	9.44
Income \$125,000 - \$149,999	361	3.20	3,738	3.88	149,314	5.50	8,347,936	6.64
Income \$150,000 - \$199,999	345	3.06	3,399	3.53	140,534	5.17	8,998,749	7.16
Income \$200,000 - \$249,999	185	1.64	1,409	1.46	62,665	2.31	4,400,430	3.50
Income \$250,000 - \$499,999	86	0.76	1,286	1.34	65,554	2.41	4,819,655	3.83
Income \$500,000+	23	0.20	463	0.48	29,986	1.10	2,734,187	2.17
<b>2021 Est. Average Household Income</b>	--	<b>62,489.00</b>	--	<b>63,764.67</b>	--	<b>79,460.00</b>	--	<b>96,765.00</b>
<b>2021 Est. Median Household Income</b>	--	<b>47,331.75</b>	--	<b>45,388.64</b>	--	<b>56,492.43</b>	--	<b>67,085.79</b>

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>								
White Alone	--	50,250.14	--	49,845.95	--	60,526.75	--	71,602.50
Black or African American Alone	--	29,153.77	--	34,156.38	--	40,535.46	--	45,207.56
American Indian and Alaskan Native Alone	--	42,129.49	--	81,156.93	--	50,416.12	--	47,560.25
Asian Alone	--	31,735.92	--	78,668.81	--	81,103.86	--	95,701.30
Native Hawaiian and Other Pacific Islander Alone	--	62,893.72	--	55,851.33	--	49,140.72	--	66,931.67
Some Other Race Alone	--	25,890.88	--	44,268.30	--	44,578.59	--	52,309.62
Two or More Races	--	36,232.93	--	39,986.55	--	49,110.26	--	63,630.02
Hispanic or Latino	--	22,094.92	--	39,462.63	--	45,639.11	--	55,257.54
Not Hispanic or Latino	--	47,847.46	--	45,510.93	--	57,061.51	--	69,414.29
<b>2021 Est. Families by Poverty Status</b>								
2021 Families at or Above Poverty	6,731	86.16	56,669	85.62	1,625,833	88.70	75,707,102	90.55
2021 Families at or Above Poverty with children	2,789	35.70	21,314	32.20	676,926	36.93	32,806,856	39.24
2021 Families Below Poverty	1,081	13.84	9,521	14.38	207,041	11.30	7,905,192	9.46
2021 Families Below Poverty with children	719	9.20	6,753	10.20	152,671	8.33	5,772,043	6.90
<b>2021 Est. Employed Civilian Population 16+ by Occupation Classification</b>								
White Collar	5,411	47.22	52,557	51.91	1,836,769	57.50	94,647,415	59.99
Blue Collar	4,083	35.63	28,838	28.48	801,229	25.08	33,890,157	21.48
Service and Farming	1,966	17.16	19,850	19.61	556,329	17.42	29,245,671	18.54
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>								
Less than 15 Minutes	3,245	29.69	33,613	34.86	747,299	24.84	37,406,586	25.32
15 - 29 Minutes	3,267	29.89	36,871	38.24	1,192,184	39.63	53,249,653	36.05
30 - 44 Minutes	2,342	21.43	13,284	13.78	624,444	20.76	30,933,451	20.94
45 - 59 Minutes	1,073	9.82	5,328	5.53	244,219	8.12	12,350,789	8.36
60 or more Minutes	1,002	9.17	7,334	7.61	200,321	6.66	13,790,094	9.34
<b>2021 Est. Avg Travel Time to Work in Minutes</b>	<b>--</b>	<b>29.00</b>	<b>--</b>	<b>25.04</b>	<b>--</b>	<b>28.00</b>	<b>--</b>	<b>29.00</b>
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>								
2021 Est. Workers Age 16+ by Transp. to Work	11,387	100.00	100,200	100.00	3,148,006	100.00	155,523,089	100.00
Drove Alone	9,868	86.66	85,290	85.12	2,618,317	83.17	118,794,993	76.38
Carpooled	828	7.27	7,692	7.68	279,542	8.88	13,988,764	8.99
Public Transport	15	0.13	347	0.35	19,896	0.63	7,599,289	4.89
Walked	62	0.55	891	0.89	41,175	1.31	4,072,314	2.62
Bicycle	10	0.09	57	0.06	4,179	0.13	837,283	0.54
Other Means	109	0.96	2,006	2.00	35,182	1.12	2,018,118	1.30
Worked at Home	495	4.35	3,917	3.91	149,715	4.76	8,212,328	5.28

	Henderson County, TN		SWTDD Region		Tennessee		USA	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>								
2021 Est. Civ. Employed Pop 16+ by Class of Worker	11,460	100.00	101,245	100.00	3,194,327	100.00	157,783,243	100.00
For-Profit Private Workers	7,727	67.43	67,883	67.05	2,257,694	70.68	108,580,080	68.82
Non-Profit Private Workers)	740	6.46	6,828	6.74	230,446	7.21	12,606,941	7.99
Local Government Workers	1,309	11.42	9,838	9.72	216,219	6.77	10,466,693	6.63
State Government Workers	569	4.96	5,392	5.33	123,486	3.87	6,974,604	4.42
Federal Government Workers	218	1.90	2,066	2.04	72,623	2.27	3,769,343	2.39
Self-Employed Workers	896	7.82	9,142	9.03	289,018	9.05	15,113,610	9.58
Unpaid Family Workers	1	0.01	96	0.10	4,841	0.15	271,972	0.17
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>								
Architecture/Engineering	156	1.36	1,176	1.16	47,915	1.50	2,943,440	1.87
Arts/Design/Entertainment/Sports/Media	80	0.70	1,515	1.50	57,349	1.79	3,174,026	2.01
Building/Grounds Cleaning/Maintenance	326	2.85	4,657	4.60	119,941	3.75	6,119,871	3.88
Business/Financial Operations	389	3.39	3,240	3.20	150,650	4.72	8,483,123	5.38
Community/Social Services	177	1.54	2,045	2.02	53,247	1.67	2,716,625	1.72
Computer/Mathematical	32	0.28	656	0.65	71,874	2.25	4,928,414	3.12
Construction/Extraction	558	4.87	4,795	4.74	162,589	5.09	8,089,865	5.13
Education/Training/Library	742	6.47	6,120	6.04	179,703	5.63	9,459,425	6.00
Farming/Fishing/Forestry	96	0.84	500	0.49	11,797	0.37	1,087,684	0.69
Food Preparation/Serving Related	631	5.51	5,586	5.52	189,581	5.93	9,067,062	5.75
Healthcare Practitioner/Technician	884	7.71	7,685	7.59	216,423	6.78	9,522,840	6.04
Healthcare Support	547	4.77	3,981	3.93	87,447	2.74	5,134,158	3.25
Installation/Maintenance/Repair	557	4.86	3,873	3.83	102,576	3.21	4,812,398	3.05
Legal	60	0.52	516	0.51	26,652	0.83	1,733,949	1.10
Life/Physical/Social Science	51	0.45	530	0.52	25,074	0.79	1,478,053	0.94
Management	737	6.43	7,917	7.82	296,712	9.29	15,895,008	10.07
Office/Administrative Support	1,151	10.04	11,138	11.00	380,457	11.91	18,124,764	11.49
Production	1,604	14.00	11,102	10.97	250,946	7.86	9,034,256	5.73
Protective Services	226	1.97	2,657	2.62	67,443	2.11	3,357,210	2.13
Sales/Related	952	8.31	10,019	9.90	330,713	10.35	16,187,748	10.26
Personal Care/Service	140	1.22	2,469	2.44	80,120	2.51	4,479,686	2.84
Transportation/Material Moving	1,364	11.90	9,068	8.96	285,118	8.93	11,953,638	7.58
<b>2021 Est. Pop Age 16+ by Employment Status</b>								
In Armed Forces	0	0.00	100	0.05	17,611	0.32	1,033,887	0.39
Civilian - Employed	11,574	50.96	101,061	50.14	3,210,513	57.63	158,714,548	59.64
Civilian - Unemployed	961	4.23	8,375	4.16	183,216	3.29	8,556,855	3.22
Not in Labor Force	10,175	44.80	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 - Henderson County

Henderson County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Totals</b>			
Total retail trade including food and drink (NAICS 44, 45 and 722)	428,254,189	360,130,958	68,123,231
Total retail trade (NAICS 44 and 45)	383,066,116	334,097,773	48,968,343
<b>Motor Vehicle and Parts Dealers</b>			
Motor vehicle and parts dealers (NAICS 441)	91,192,537	44,816,336	46,376,201
Automobile dealers (NAICS 4411)	78,333,444	28,306,581	50,026,863
New car dealers (NAICS 44111)	70,237,406	28,225,233	42,012,173
Used car dealers (NAICS 44112)	8,096,038	81,348	8,014,690
Other motor vehicle dealers (NAICS 4412)	6,312,235	8,000,922	-1,688,687
Recreational vehicle dealers (NAICS 44121)	2,287,368	2,827,110	-539,742
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	4,024,867	5,173,812	-1,148,945
Boat dealers (NAICS 441222)	1,356,814	5,173,812	-3,816,998
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	2,668,053	0	2,668,053
Automotive parts, accessories, and tire stores (NAICS 4413)	6,546,858	8,508,833	-1,961,975
Automotive parts and accessories stores (NAICS 44131)	4,141,083	6,597,742	-2,456,660
Tire dealers (NAICS 44132)	2,405,775	1,911,091	494,684
<b>Furniture and Home Furnishings Stores</b>			
Furniture and home furnishings stores (NAICS 442)	5,802,409	3,724,090	2,078,319
Furniture stores (NAICS 4421)	3,421,579	3,315,249	106,329
Home furnishings stores (NAICS 4422)	2,380,831	408,841	1,971,990
Floor covering stores (NAICS 44221)	536,644	205,586	331,058
Other home furnishings stores (NAICS 44229)	1,844,187	203,255	1,640,931
Window treatment stores (NAICS 442291)	114,656	203,255	-88,599
All other home furnishings stores (NAICS 442299)	1,729,530	0	1,729,530
<b>Electronics and Appliance Stores</b>			
Electronics and appliance stores (NAICS 443)	5,297,925	0	5,297,925
Household appliance stores (NAICS 443141)	1,121,732	0	1,121,732
Electronics stores (NAICS 443142)	4,176,193	0	4,176,193
<b>Building Material and Garden Equipment and Supplies Dealers</b>			
Building material and garden equipment and supplies dealers (NAICS 444)	26,557,556	22,844,226	3,713,330
Building material and supplies dealers (NAICS 4441)	23,503,099	13,892,407	9,610,692
Home centers (NAICS 44411)	12,797,774	0	12,797,774
Paint and wallpaper stores (NAICS 44412)	827,203	0	827,203
Hardware stores (NAICS 44413)	2,062,384	4,735,785	-2,673,401
Other building material dealers (NAICS 44419)	7,815,738	9,156,622	-1,340,884
Lawn and garden equipment and supplies stores (NAICS 4442)	3,054,458	8,951,820	-5,897,362
Outdoor power equipment stores (NAICS 44421)	616,562	0	616,562
Nursery, garden center, and farm supply stores (NAICS 44422)	2,437,895	8,951,820	-6,513,925

Henderson County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Food and Beverage Stores</b>			
Food and beverage stores (NAICS 445)	56,802,915	57,102,488	-299,573
Grocery stores (NAICS 4451)	51,730,095	25,893,278	25,836,818
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	49,500,619	20,145,860	29,354,759
Convenience stores (NAICS 44512)	2,229,477	5,747,418	-3,517,941
Specialty food stores (NAICS 4452)	1,425,609	0	1,425,609
Meat markets (NAICS 44521)	433,578	0	433,578
Fish and seafood markets (NAICS 44522)	169,390	0	169,390
Fruit and vegetable markets (NAICS 44523)	295,584	0	295,584
Other specialty food stores (NAICS 44529)	527,057	0	527,057
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	279,884	0	279,884
All other specialty food stores (NAICS 445299)	247,172	0	247,172
Beer, wine, and liquor stores (NAICS 4453)	3,647,211	31,209,210	-27,561,999
<b>Health and Personal Care Stores</b>			
Health and personal care stores (NAICS 446)	26,013,405	40,739,960	-14,726,554
Pharmacies and drug stores (NAICS 44611)	22,274,894	38,807,456	-16,532,563
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	1,699,650	394,929	1,304,721
Optical goods stores (NAICS 44613)	700,218	399,705	300,513
Other health and personal care stores (NAICS 44619)	1,338,643	1,137,869	200,774
Food (health) supplement stores (NAICS 446191)	468,059	557,919	-89,861
All other health and personal care stores (NAICS 446199)	870,585	579,950	290,635
<b>Gasoline Stations</b>			
Gasoline stations (NAICS 447)	37,738,333	69,813,844	-32,075,511
<b>Clothing and Clothing Accessories Stores</b>			
Clothing and clothing accessories stores (NAICS 448)	12,833,650	4,409,183	8,424,467
Clothing stores (NAICS 4481)	9,081,774	2,906,814	6,174,961
Men's clothing stores (NAICS 44811)	366,447	0	366,447
Women's clothing stores (NAICS 44812)	1,819,371	670,189	1,149,182
Children's and infants' clothing stores (NAICS 44813)	260,883	0	260,883
Family clothing stores (NAICS 44814)	5,523,679	2,236,625	3,287,055
Clothing accessories stores (NAICS 44815)	367,100	0	367,100
Other clothing stores (NAICS 44819)	744,294	0	744,294
Shoe stores (NAICS 4482)	2,057,819	539,903	1,517,917
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,694,056	962,466	731,590
Jewelry stores (NAICS 44831)	1,501,403	962,466	538,937
Luggage and leather goods stores (NAICS 44832)	192,653	0	192,653

Henderson County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	4,242,406	1,739,175	2,503,231
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,851,102	1,739,175	2,111,927
Sporting goods stores (NAICS 45111)	2,501,155	722,332	1,778,823
Hobby, toy, and game stores (NAICS 45112)	799,688	568,493	231,195
Sewing, needlework, and piece goods stores (NAICS 45113)	220,902	0	220,902
Musical instrument and supplies stores (NAICS 45114)	329,357	448,350	-118,992
Book stores and news dealers (NAICS 4512)	391,304	0	391,304
Book stores (NAICS 451211)	367,235	0	367,235
News dealers and newsstands (NAICS 451212)	24,069	0	24,069
<b>General Merchandise Stores</b>			
General merchandise stores (NAICS 452)	50,778,770	78,743,021	-27,964,251
Department stores (NAICS 4522)	3,430,454	0	3,430,454
Other general merchandise stores (NAICS 4523)	47,348,316	78,743,021	-31,394,705
Warehouse clubs and supercenters (NAICS 452311)	42,487,115	0	42,487,115
All other general merchandise stores (NAICS 452319)	4,861,201	78,743,021	-73,881,820
<b>Miscellaneous Store Retailers</b>			
Miscellaneous store retailers (NAICS 453)	7,663,970	6,161,018	1,502,952
Florists (NAICS 4531)	338,212	376,220	-38,008
Office supplies, stationery, and gift stores (NAICS 4532)	1,547,091	442,037	1,105,054
Office supplies and stationery stores (NAICS 45321)	598,529	0	598,529
Gift, novelty, and souvenir stores (NAICS 45322)	948,562	442,037	506,525
Used merchandise stores (NAICS 4533)	1,047,594	710,221	337,374
Other miscellaneous store retailers (NAICS 4539)	4,731,073	4,632,540	98,533
Pet and pet supplies stores (NAICS 45391)	1,318,860	1,023,770	295,090
Art dealers (NAICS 45392)	635,006	0	635,006
Manufactured (mobile) home dealers (NAICS 45393)	434,988	753,217	-318,228
All other miscellaneous store retailers (NAICS 45399)	2,342,219	2,855,554	-513,335
Tobacco stores (NAICS 453991)	926,505	1,828,834	-902,329
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	1,415,714	1,026,720	388,994
<b>Non-store Retailers</b>			
Non-store retailers (NAICS 454)	58,142,240	4,004,434	54,137,806
Electronic shopping and mail-order houses (NAICS 4541)	54,502,258	0	54,502,258
Vending machine operators (NAICS 4542)	495,131	0	495,131
Direct selling establishments (NAICS 4543)	3,144,850	4,004,434	-859,584
Fuel dealers (NAICS 45431)	1,528,262	0	1,528,262
Other direct selling establishments (NAICS 45439)	1,616,588	4,004,434	-2,387,846

## Henderson County, TN

	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)
<b>Food Services and Drinking Places</b>			
Food services and drinking places (NAICS 722)	45,188,073	26,033,185	19,154,888
Special food services (NAICS 7223)	3,137,566	0	3,137,566
Food service contractors (NAICS 72231)	2,469,264	0	2,469,264
Caterers (NAICS 72232)	603,414	0	603,414
Mobile food services (NAICS 72233)	64,888	0	64,888
Drinking places (alcoholic beverages) (NAICS 7224)	1,364,264	0	1,364,264
Restaurants and other eating places (NAICS 7225)	40,686,242	26,033,185	14,653,057
Full-service restaurants (NAICS 722511)	19,585,660	6,037,674	13,547,985
Limited-service restaurants (NAICS 722513)	17,896,107	19,164,970	-1,268,863
Cafeterias, grill buffets, and buffets (NAICS 722514)	455,600	0	455,600
Snack and non-alcoholic beverage bars (NAICS 722515)	2,748,875	830,541	1,918,335

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

30.90

Digital Divide  
Index Score

# 2018 DIGITAL DIVIDE PROFILE

## Henderson, 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.

21.39

### Infrastructure/Adoption Score

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



40.2% (10.9%)

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



24 (25)

median maximum advertised download speed in Mbps



26.7% (20.4%)

of households with no internet access (not subscribing)



2 (3)

median maximum advertised upload speed in Mbps



20.5% (14.8%)

of households without a computing device

52.51

### 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



19.4% (16.1%)

of individuals in poverty



18.8% (13%)

ages 25 and older with less than a high school degree



18.6% (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](http://pcrd.purdue.edu/ddi)



## DELTA REGIONAL AUTHORITY: DELTA BROADBAND TOOLKIT



## #DeltaSpeedTest Communications Toolkit

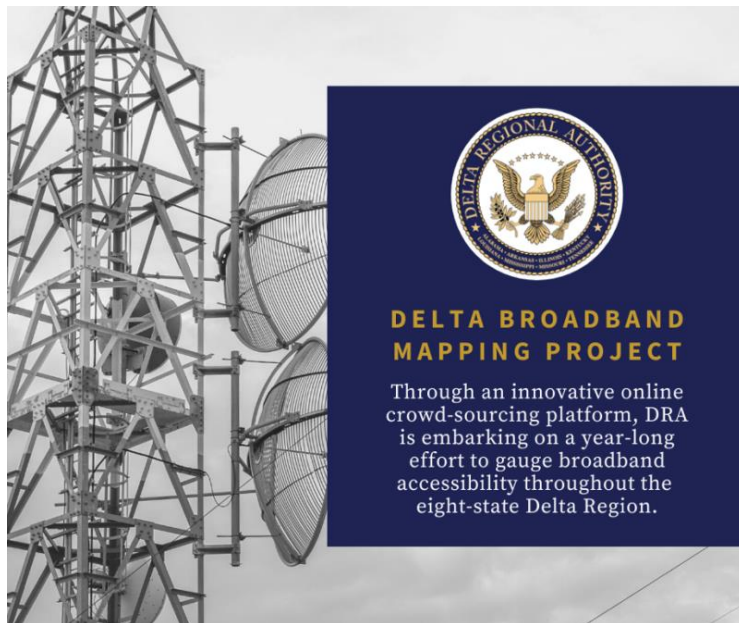
The Delta Regional Authority (DRA) thanks you for your support to help spread the word about the Delta Broadband Mapping Project (#DeltaSpeedTest). The following examples are approved text to be used for distribution via your organization's newsletters, email notifications, social media platforms, and 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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://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](https://dra.gov/speedtest) #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

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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](https://dra.gov/speedtest) #Broadband #RuralBroadband #InvestingInTheDelta #Infrastructure

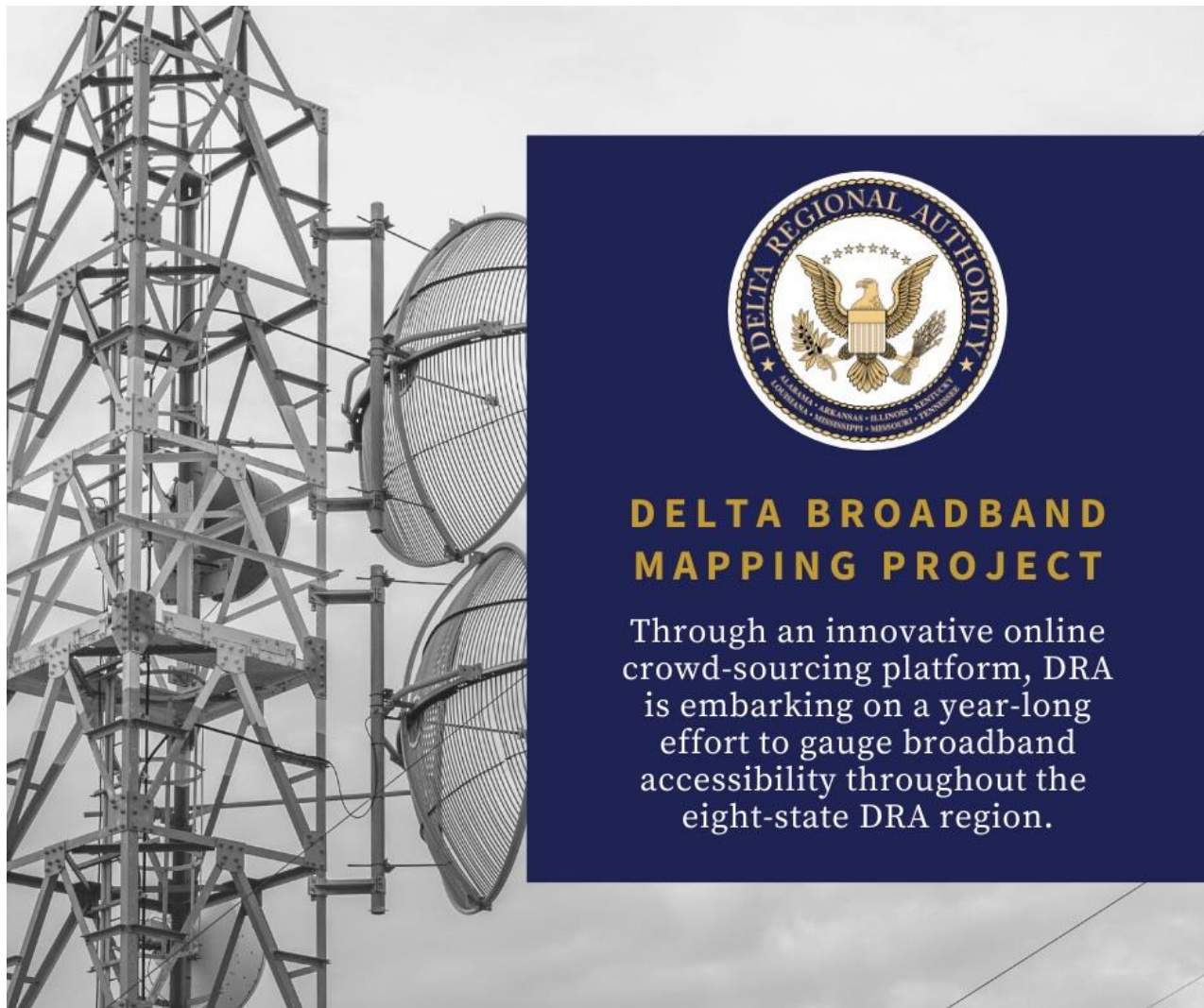
Thousands of students in the Delta region don't have access to broadband internet in their homes. The @delta-regional-authority is working to get more accurate mapping to see where gaps in coverage are. The #DeltaSpeedTest takes less than 30 seconds: [dra.gov/speedtest](https://dra.gov/speedtest) #Broadband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

###



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## 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.







# HENDERSON COUNTY

## TENNESSEE



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

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