

# Rutherford County, TN Community Profile

## Rutherford County in the News

99.6

Cost of Living Index vs.  
National Average of 100

Source: 1st Quarter 2018 ACCRA

Cost of  
Living Index

Top 3

Murfreesboro and Smyrna  
Ranked #2 and #3 Fastest  
Growing Cities in  
Tennessee

July 1, 2016 - July 1, 2017

Source: U.S. Census Bureau

6th

Rutherford County ranked  
6th for the largest  
employment increase in the  
nation

December 2016 - 2017

Source: U.S. Bureau of Labor Statistics

1,523

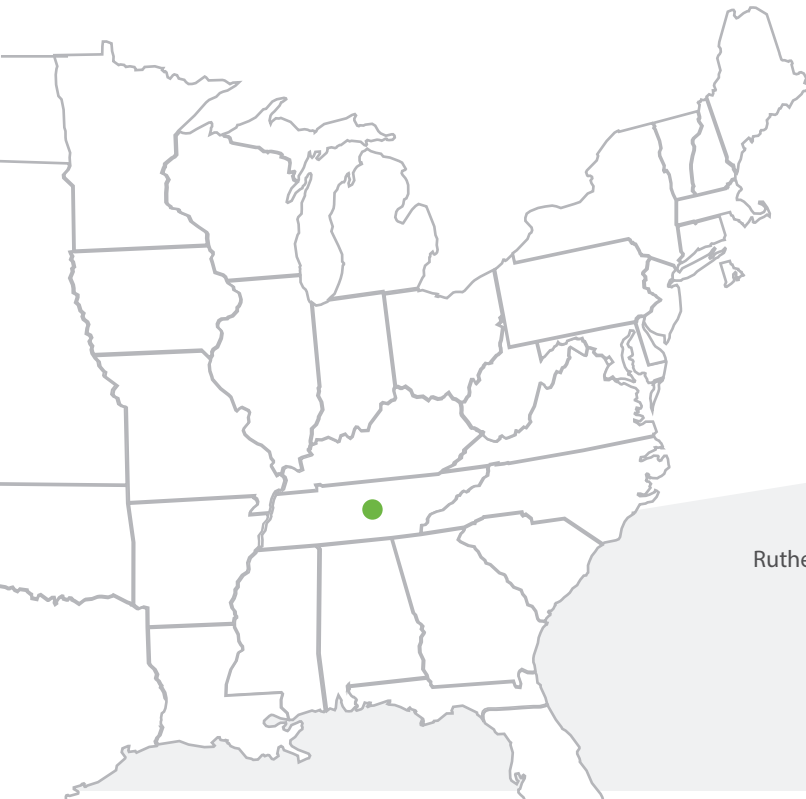
New Jobs were created  
in 2017 and \$389 Million  
in Capital Investments were  
made from 7 relocations  
and 15 existing company  
expansions.

## Destination Rutherford

Destination Rutherford is an economic development organization intended to serve all investors as a mechanism that pulls together the collective leadership of the Rutherford County public and private sectors in order to stimulate strategic economic growth.

## Top 10 Private Sector Employers

Company	Employees
Nissan North America, Inc.	8,500
Ingram Content Group	1,807
State Farm Insurance Co.	1,650
Amazon Fulfillment Center	1,400
St. Thomas Rutherford Hospital	1,315
Asurion	1,250
Verizon Wireless	1,068
General Mills	1,050
Bridgestone Americas, Inc.	1,007
Adient	1,000



Rutherford County Chamber of Commerce  
3050 Medical Center Pkwy  
Murfreesboro, Tennessee 37129

P: (615) 893-6565 | F: (615) 278-2013

rutherford  
works

## Quick Facts

### Rutherford County

2018 Population: 321,230  
 2023 Projection: 349,860  
 2010 Census: 262,604  
 Households: 117,744  
 Avg. HH Income: \$81,875.00  
 Med. HH Income: \$64,982.05

### City of Murfreesboro

2018 Population: 136,595  
 2023 Projection: 148,135  
 2010 Census: 108,755  
 Households: 52,271  
 Avg. HH Income: \$79,509.00  
 Med. HH Income: \$59,266.71

### Town of Smyrna

2018 Population: 50,183  
 2023 Projection: 54,807  
 2010 Census: 39,974  
 Households: 18,890  
 Avg. HH Income: \$75,976.00  
 Med. HH Income: \$61,494.68

### City of La Vergne

2018 Population: 39,114  
 2023 Projections: 42,746  
 2010 Census: 32,588  
 Households: 12,804  
 Avg. HH Income: \$78,492.00  
 Med. HH Income: \$65,722.02

### City of Eagleville

2018 Population: 702  
 2023 Projection: 761  
 2010 Census: 604  
 Households: 271  
 Avg. HH Income: \$79,076.00  
 Med. HH Income: \$63,912.33

#### Sources:

2018 Claritas Estimate  
 2010 Census Data

Patrick Cammack  
 Senior VP, Economic Development  
 pcammack@rutherfordchamber.org

Erin Hutchens  
 Director, Economic Development  
 ehutchens@rutherfordchamber.org

Beth Duffield  
 Senior VP, Workforce Development  
 bduffield@rutherfordchamber.org

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## Recent Announcements



### i3 Verticals

i3 Verticals, a company that provides technology-enabled payment processing and software solutions, will open an operations center in a new class A office district in Murfreesboro. The move will create approximately 50 high-paying jobs for the community.



### Topre America

Tier one automotive supplier to Nissan, Topre America, announced plans to expand their existing facility in Smyrna, TN, representing a \$37.8 million capital investment and the creation of 50 jobs.



### NFI

NFI officials announce plans to invest approximately \$7.2 million to establish a distribution facility in Smyrna. One of North America's largest logistic providers, NFI will create nearly 170 new jobs over the next five years in Rutherford County.

## Education

Middle Tennessee State University  
 Murfreesboro  
 Fall 2017 Enrollment: 21,913

Motlow Community College  
 Smyrna Campus  
 Spring 2017 Enrollment: 2,309

TN College of Applied Technology  
 Murfreesboro  
 2017 Enrollment: 714

Rutherford County Schools  
 2016-2017 Enrollment: 43,683

Murfreesboro City Schools  
 Enrollment: 8,437

Rutherford County Private Schools  
 Enrollment: 2,546

### Rutherford Ranked

#3

2017 Total County Retail Sales  
**\$8 Billion**  
 Source: TN Dept. of Revenue

MSA in the United States for  
 Job Growth  
 Source: May, 2018 Forbes

#4

In the State of Tennessee  
 for Retail Sales  
 Source: TN Dept. of  
 Revenue

#9

2017 Travel Related Expenditures  
**\$351 Million**  
 Source: U.S. Travel Association

In the State of Tennessee for Tourism  
 Related Expenditures  
 Source: U.S. Travel Association

## Labor Force At-A-Glance

	Tennessee	Nashville MSA	County
Labor Force	3,240,300	1,027,020	172,570
Unemployment Rate	3.8%	3.1%	3.1%
Available Labor Pool	123,900	31,610	5,310

TN Dept. of Labor August 2018 Report