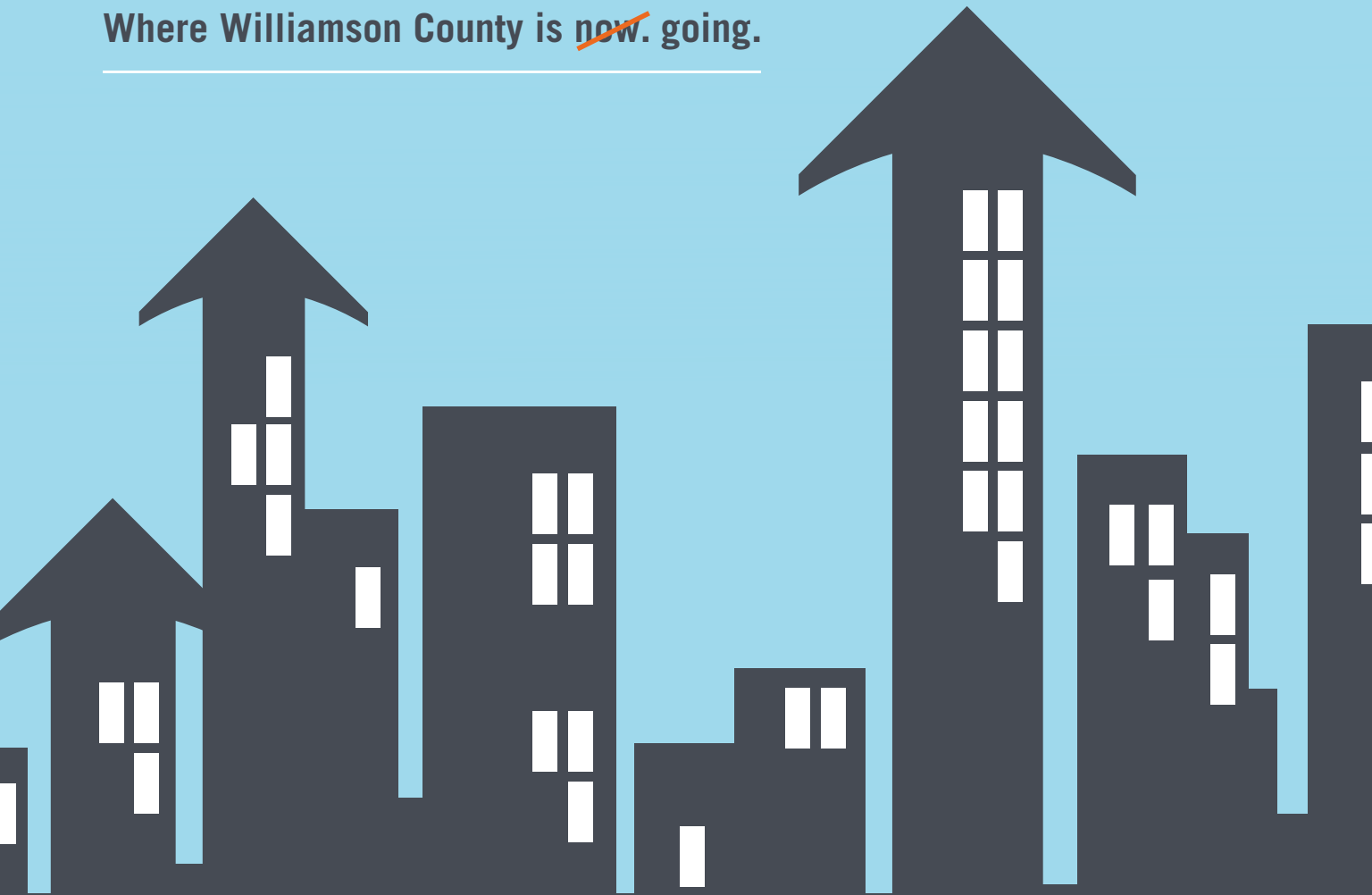


# OUTLOOK WILLIAMSON

## Inaugural Trends Report

Where Williamson County is ~~now.~~ going.



2014

## Where **STRATEGIC** growth is the point.

In Williamson County, your business will benefit from many assets sought after by employers, employees and customers -- excellent public schools, a well-educated workforce, a family-friendly quality of life, competitive business costs, low taxes and access to a variety of higher education programs. These assets have prompted numerous large corporations to locate their headquarters in Williamson County over the last several years, including Nissan North America, Community Health Systems, Tractor Supply Company, Verizon Wireless Tennessee and Mars Petcare. These companies and their employees provide an expanding source of customers for the products and services offered by our local entrepreneurs and small businesses.

In establishing a Williamson County business, you will have joined thousands of people who believe the climate here will help them grow and succeed. Our goal is to help you succeed. We encourage you to review the in-depth economic information provided throughout this report and on the Chamber website, [www.WilliamsonChamber.com](http://www.WilliamsonChamber.com). Please feel free to contact the Economic Development staff if we can assist you or your business in any way.

Whether you're starting a business, moving your business to a new location or have been located here for years, thank you for your investment. We appreciate the contribution you're making to grow the economy of Williamson County.

Welcome to Williamson County's dynamic business and professional community.



Matt Lergen, President & CEO  
Williamson, Inc.



01

## DEMOGRAPHICS

Population  
Migration  
Education  
Housing  
Cost of Living

11

## INDUSTRY

Employment  
Growth  
GRP  
Exports & Imports  
Location Quotients

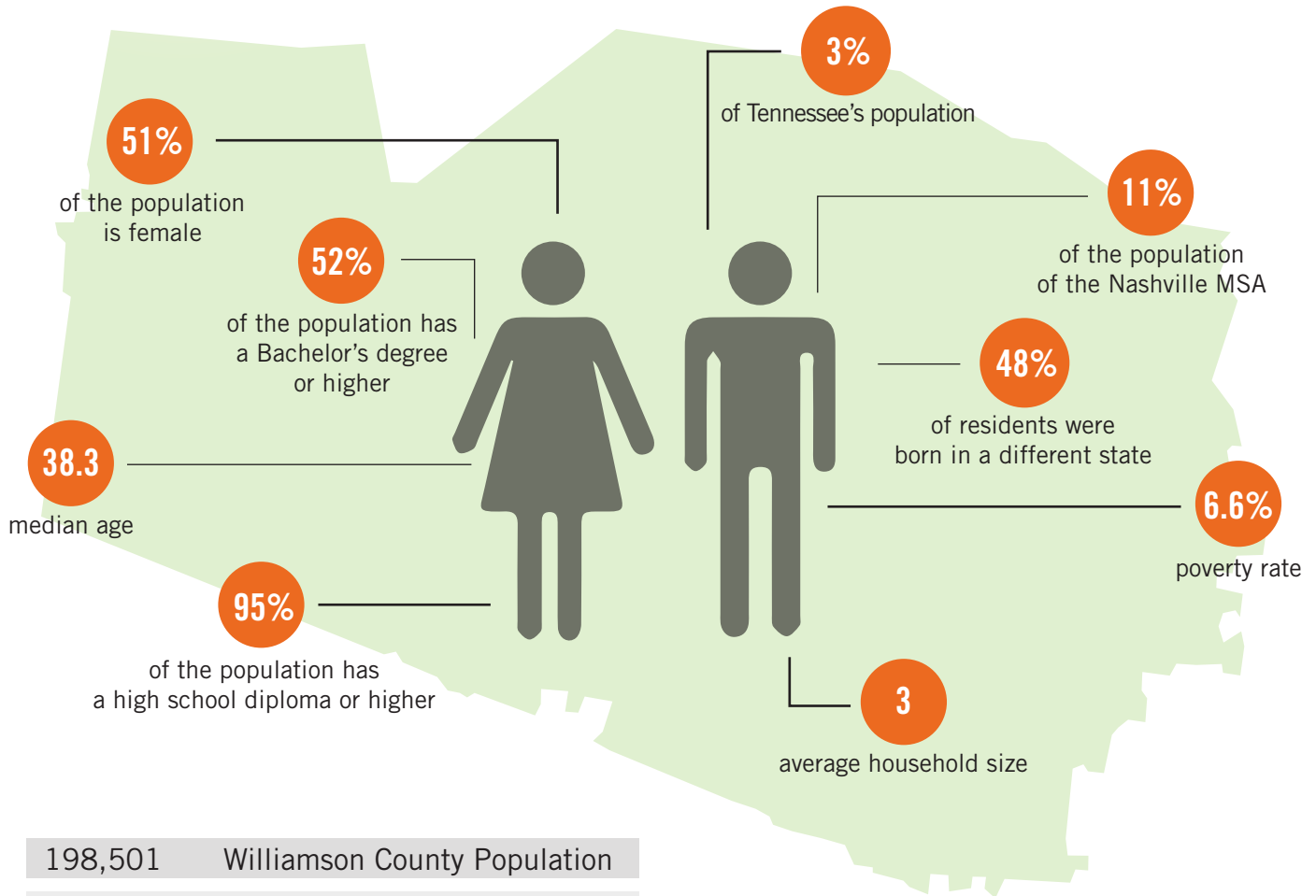
21

## WORKFORCE

Projections  
Labor Force  
Top Growth  
Training Needs  
Top Employers

**TIP:** These green bars show the results of our 2014 Members Survey.

# DEMOGRAPHICS



198,501	Williamson County Population
1,726,693	Population of the Nashville MSA
66,726	Households
70,421	Housing Units
98,800	Labor Force
\$63,200	Average Earnings

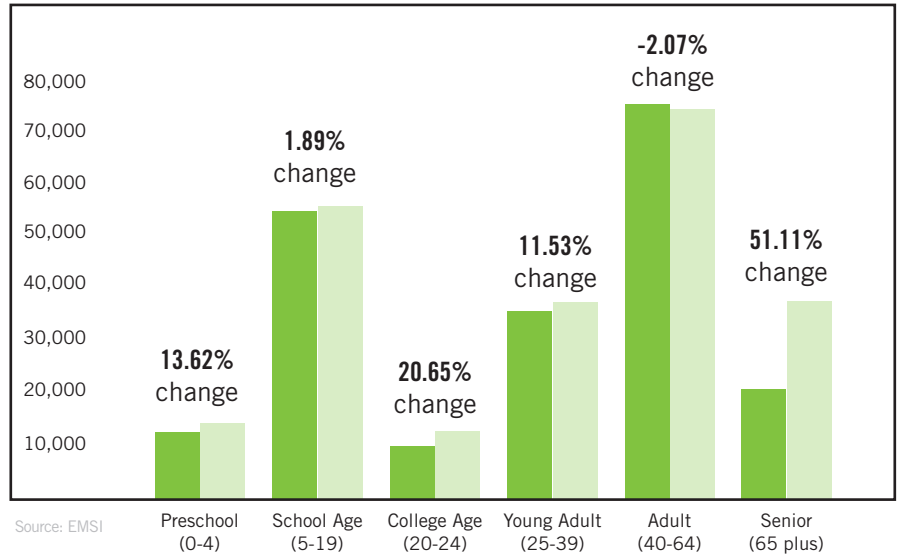
Source: EMSI, STATS Indiana, ACS 2012 Estimates, TN Dept. Labor & Workforce, MLS 2013

**68% of respondents work at companies that actively encourage them to volunteer in the community.**

## Population Change

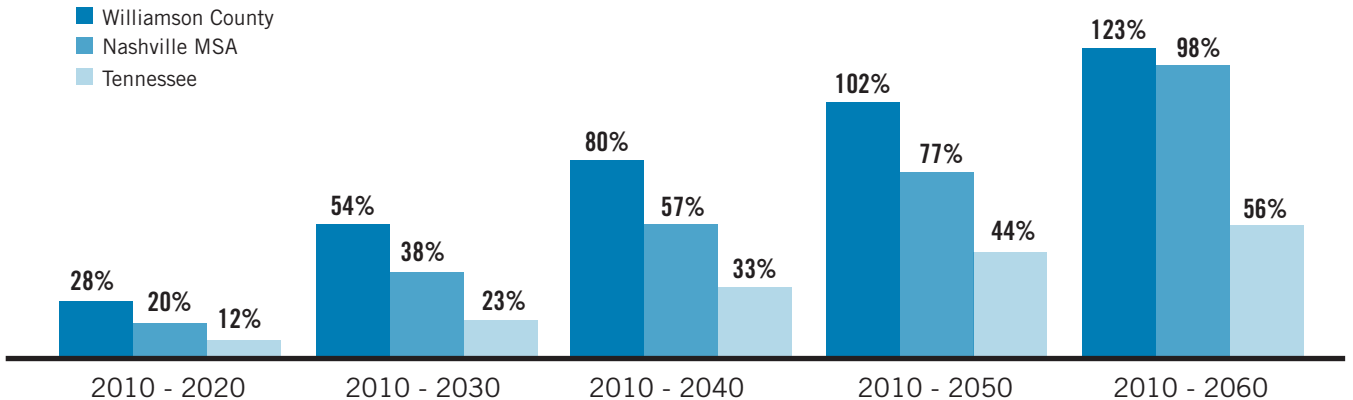
Over the next 10 years, Williamson County is expected to see the greatest growth in the 65 years and older age group, with 51% growth expected by 2023. This is important from a planning and services perspective, as this age group can create greater demand for different housing options, services and retail options than currently exist.

- 2014 Estimated Population
- 2023 Projected Population



## Population Projections

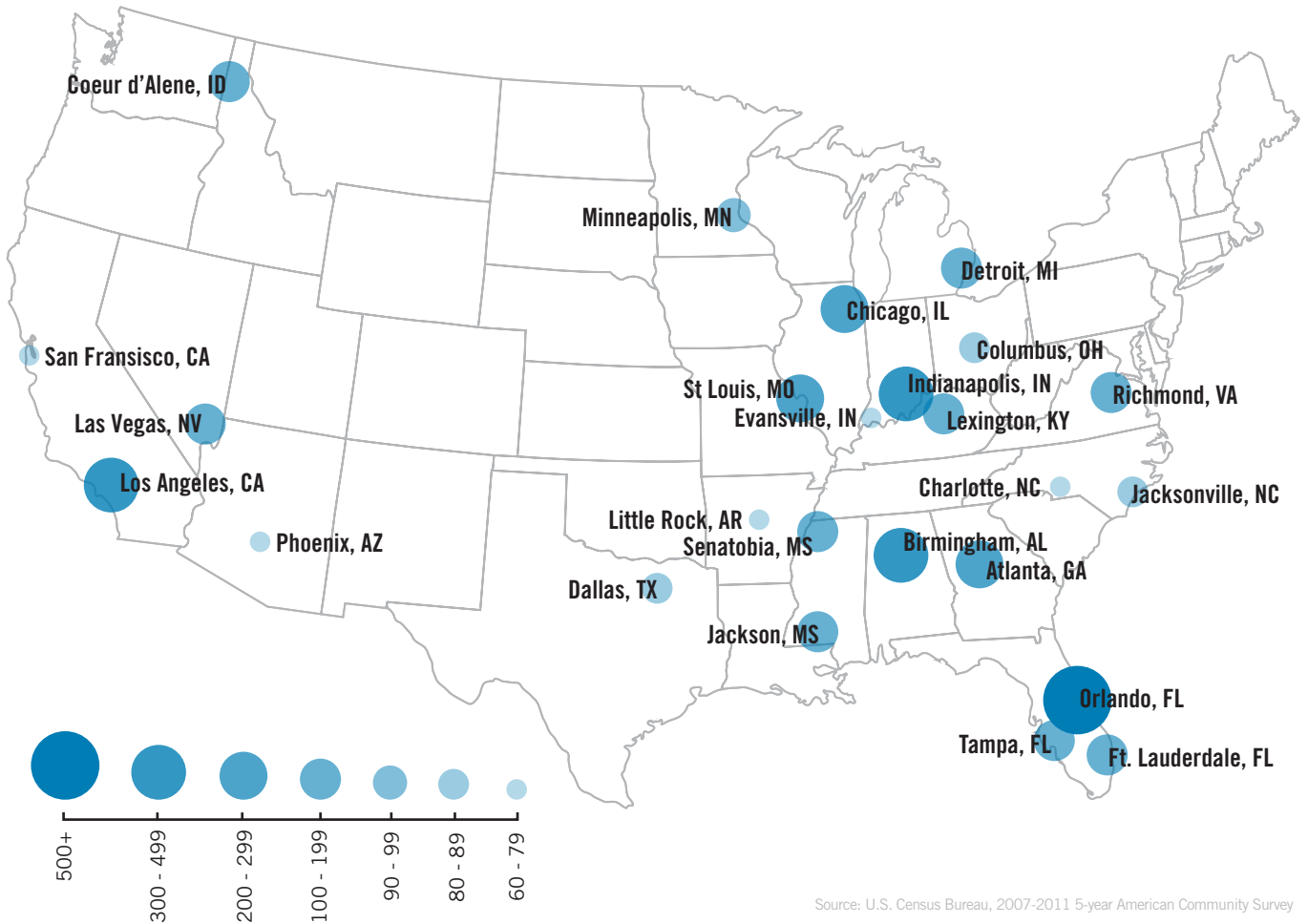
The population growth rate in Williamson County is expected to continue to outpace the Nashville MSA and state. Projections indicate that as the state and region grow, people are expected to choose Williamson County as their home. Implications of this high growth rate will be important to factor into decisions as we continue to discuss transportation, residential development and density throughout the county.



Source: TN State Data Center, Center for Business & Economic Research

# In-migration

Over the past five years, Williamson County has seen the largest number of residents moving into the county from large metropolitan regions across the US, including Orlando, Birmingham, Indianapolis, Los Angeles, Atlanta, Chicago and St. Louis. This shows that Williamson County is home to a population made up of people from regions across the US and more importantly, people from different regions have become comfortable calling Williamson County, Tennessee home. As the county and region grow, it welcomes residents from regions across the US and world, creating a diverse metropolitan area.



Source: U.S. Census Bureau, 2007-2011 5-year American Community Survey

# Wealth Migration

From 1992-2010 Williamson County gained wealth from...

\$953.50 million	Davidson County	TN
\$111.98 million	Shelby County	TN
\$73.96 million	Los Angeles County	CA
\$68.59 million	Orange County	CA
\$55.75 million	Harris County	TX

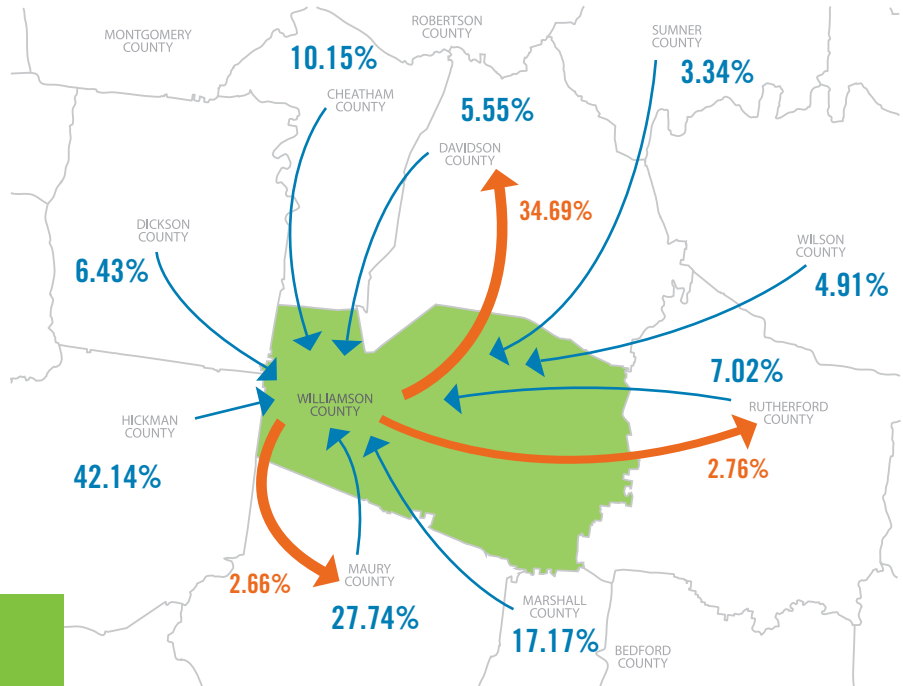
From 1992-2010 Williamson County lost wealth to...

\$118.03 million	Maury County	TN
\$24.76 million	Marshall County	TN
\$23.55 million	Rutherford County	TN
\$14.78 million	Hickman County	TN
\$8.00 million	Dickson County	TN

Source: IRS Division of Statistics, US Census Bureau

# Commuting Patterns

- 54.53% of the labor force live and work in Williamson County
- 28 minutes is the average travel time to work
- 2.66% of the labor force commute outside of the state for work
- 34.69% of the labor force, or 28,910 residents, commute to Davidson County to work

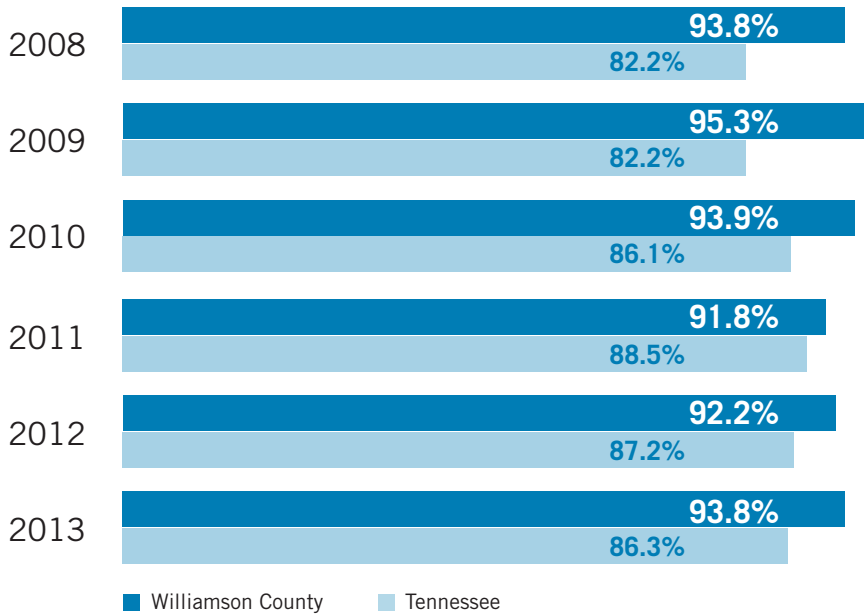


\*Percentage based on place of residence workforce

Source: U.S. Census Bureau, 2006-2010 American Community Survey (retrieved Jan 2014)

**54% of respondents said that less than half of the employees at their company lived in Williamson County.**

## Graduation Rates



Source: TN Dept. of Education, Report Cards

## Top Schools

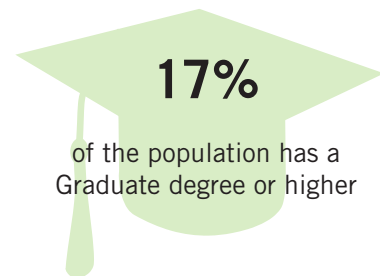
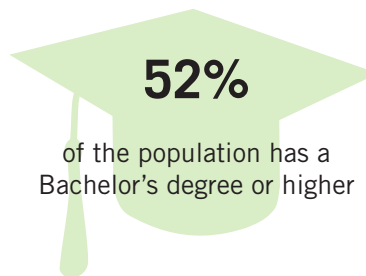
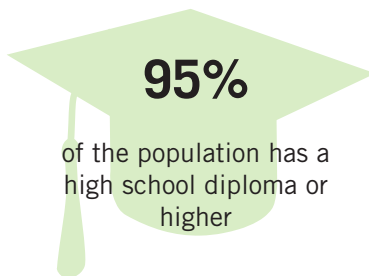
Williamson County prides itself on having some of the highest performing schools in the state and country. Most notably, Brentwood, Ravenwood, Page and Independence ranked as Best High Schools in the US according to US News & World Report. Williamson County schools continue to surpass the state and nation in performance with a median ACT score of 23.4 and high school graduation rate of 93.8%.

US News & World Report, April 2013

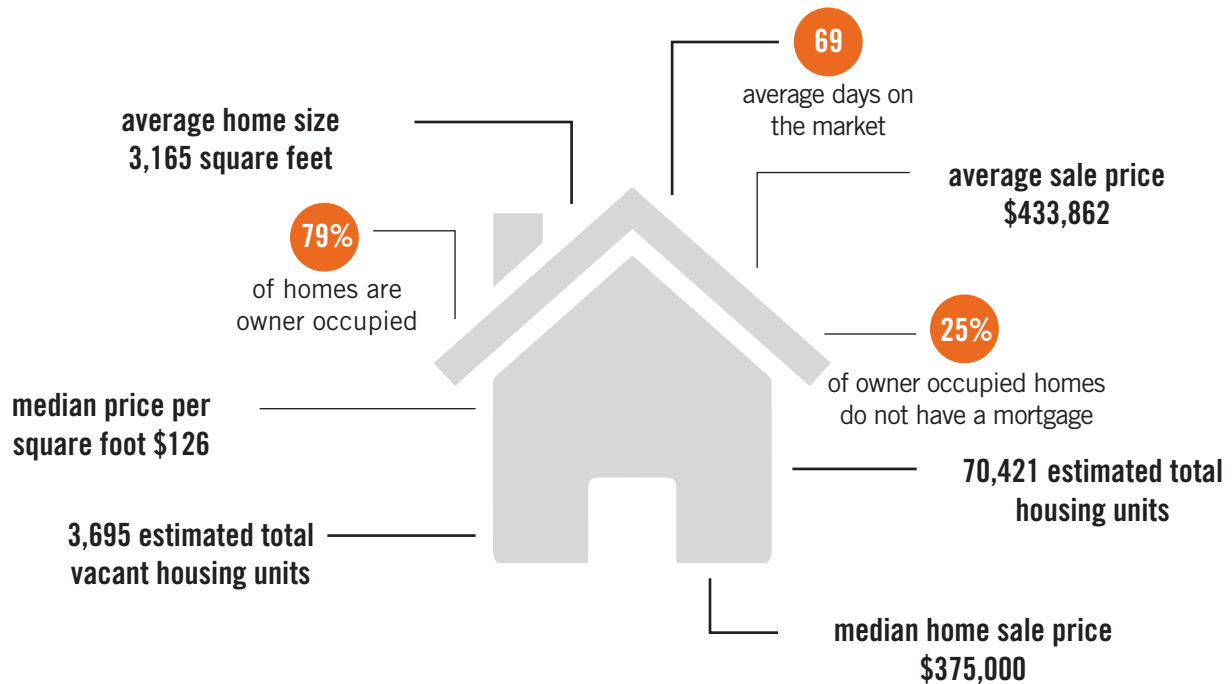
**78% of respondents said their company supports continuing education opportunities for employees.**

## Education

The Williamson County School System currently enrolls 33,357 students and is expected to grow by approximately 1,100 students in the 2014-2015 school year. There were 118,148 students enrolled in higher education in the region in 2012.







## Community Snapshot

City	Median Home Sale Price	Average Days on Market	Current Inventory
Brentwood	\$612,500	73	222
Fairview	\$120,250	82	69
Franklin	\$409,000	73	563
Nolensville	\$333,145	57	114
Spring Hill	\$243,990	58	183
Thompson's Station	\$235,388	60	112

\*Community Snapshot as of December 2013  
 Source: ACS 2012 estimates, WCAR, MLS

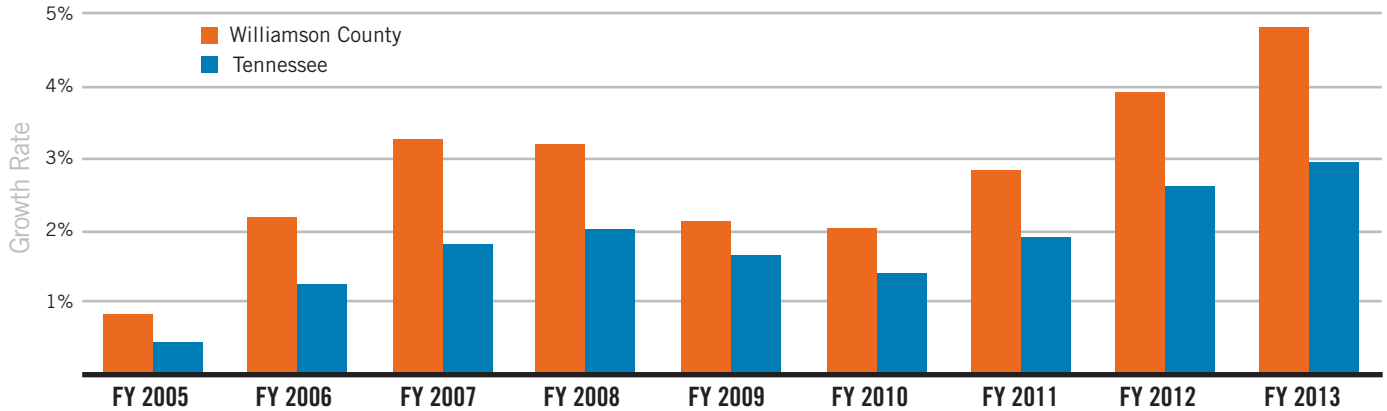
# Consumer Spending

The map below shows how average household spending differs across middle Tennessee counties.  
US Average = 100



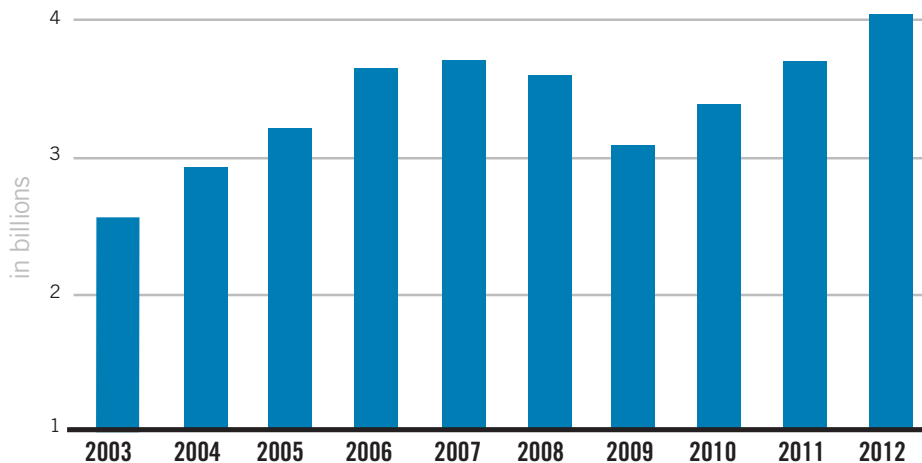
Source: Nashville Chamber

## Local Sales Tax Growth



Source: Tennessee Dept. of Revenue

Local sales tax collections are important as a source of revenue for local government and as a measure of economic growth. Local and state policies to improve a region's business climate and competitiveness can increase economic activity by encouraging businesses to locate and hire there, contributing to future tax revenue growth. The chart above looks at tax collection growth rates compared to 2004. While collections dip during the recession, Williamson County local sales tax collections have recovered and surpassed their pre-recession amounts.



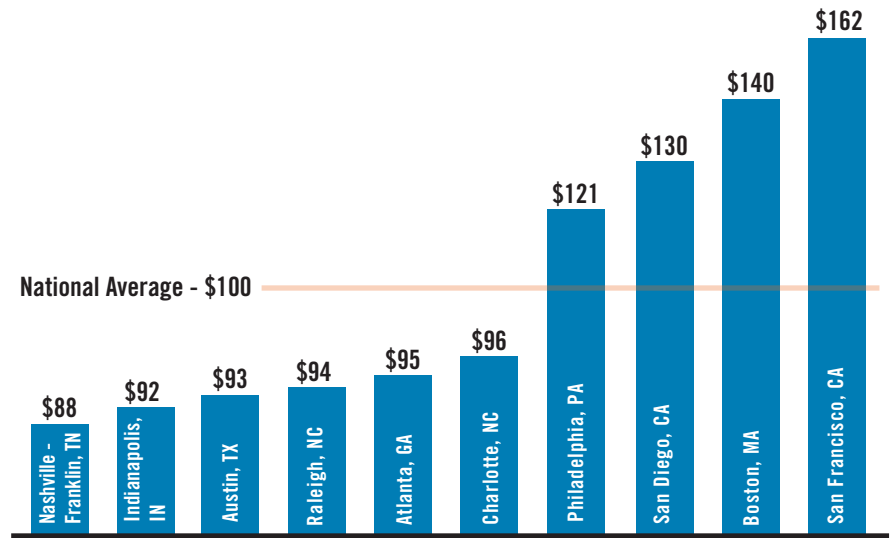
## Annual Retail Sales

Measuring annual retail sales in Williamson County is another way to gauge the health of the local economy. Retail sales increased 58% from 2003-2012, breaking \$4 billion in total annual sales in 2012.

Source: Tennessee Dept. of Revenue

## Cost of Living

Williamson County, as part of the Nashville MSA, maintains one of the lowest costs of living compared to peer regions and other major metro areas. A low cost of living is important to retaining a high quality of life for current residents. It is also important to attract new businesses and residents. Moving into this region from an area with a higher cost of living means that new residents will have more disposable income, increasing their overall quality life while keeping the same level of income.



Source: C2ER 2013 Annual Average

## Average Cost of Groceries

Austin	84.3
Nashville-Franklin	88.1
Indianapolis	85.8
Atlanta	91.4
Charlotte	101.9
Raleigh	102.0
Boston	125.8
Philadelphia	113.1
San Diego	101.9
San Francisco	119.5

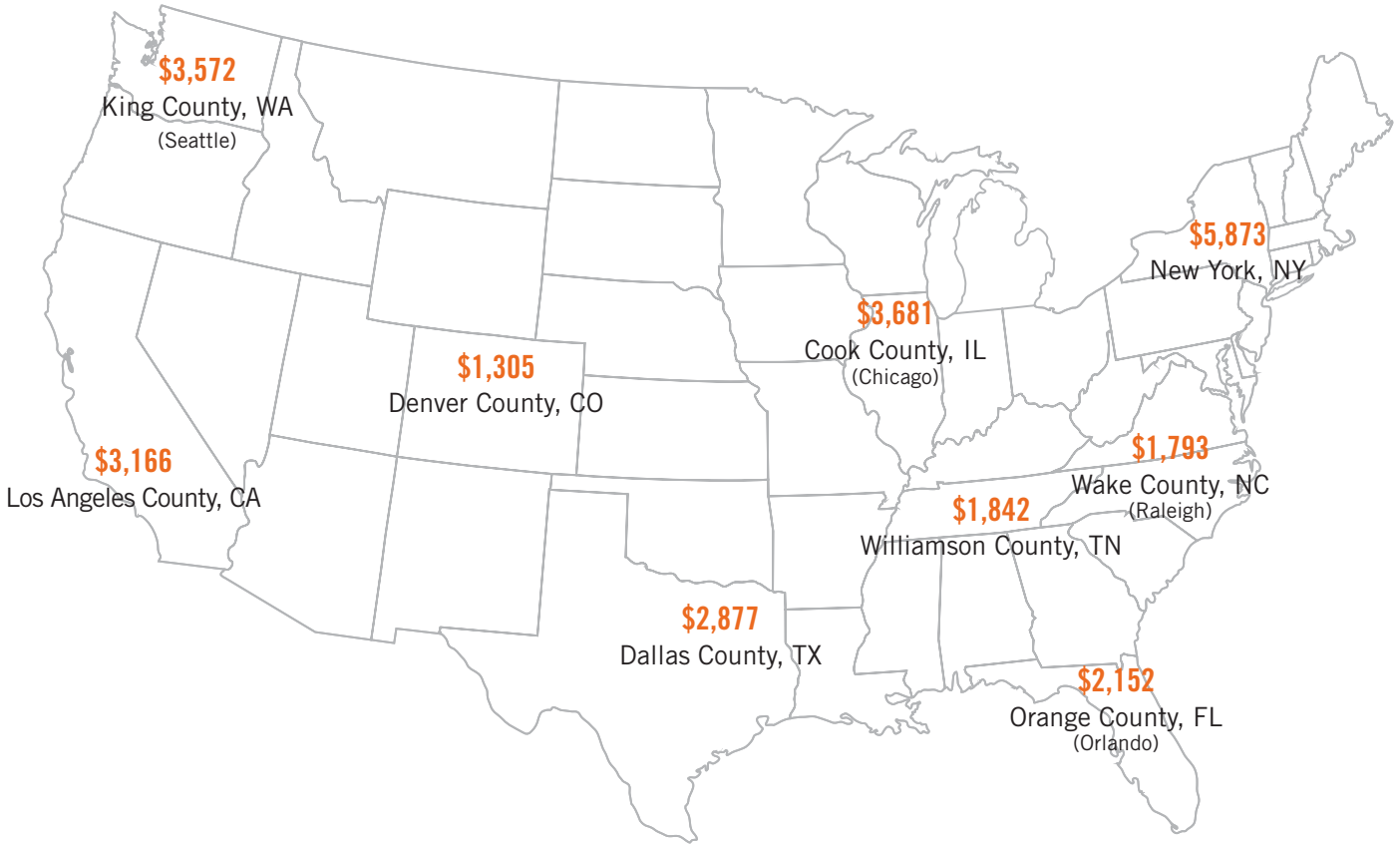
## Average Cost of Housing

Austin	86.6
Nashville-Franklin	74.8
Indianapolis	81.5
Atlanta	87.7
Charlotte	84.3
Raleigh	76.7
Boston	176.5
Philadelphia	142.9
San Diego	200.3
San Francisco	295.6

Source: C2ER 2013 Annual Average

# Median Property Taxes

The map below shows median property tax rates paid by homeowners in various counties across the US.



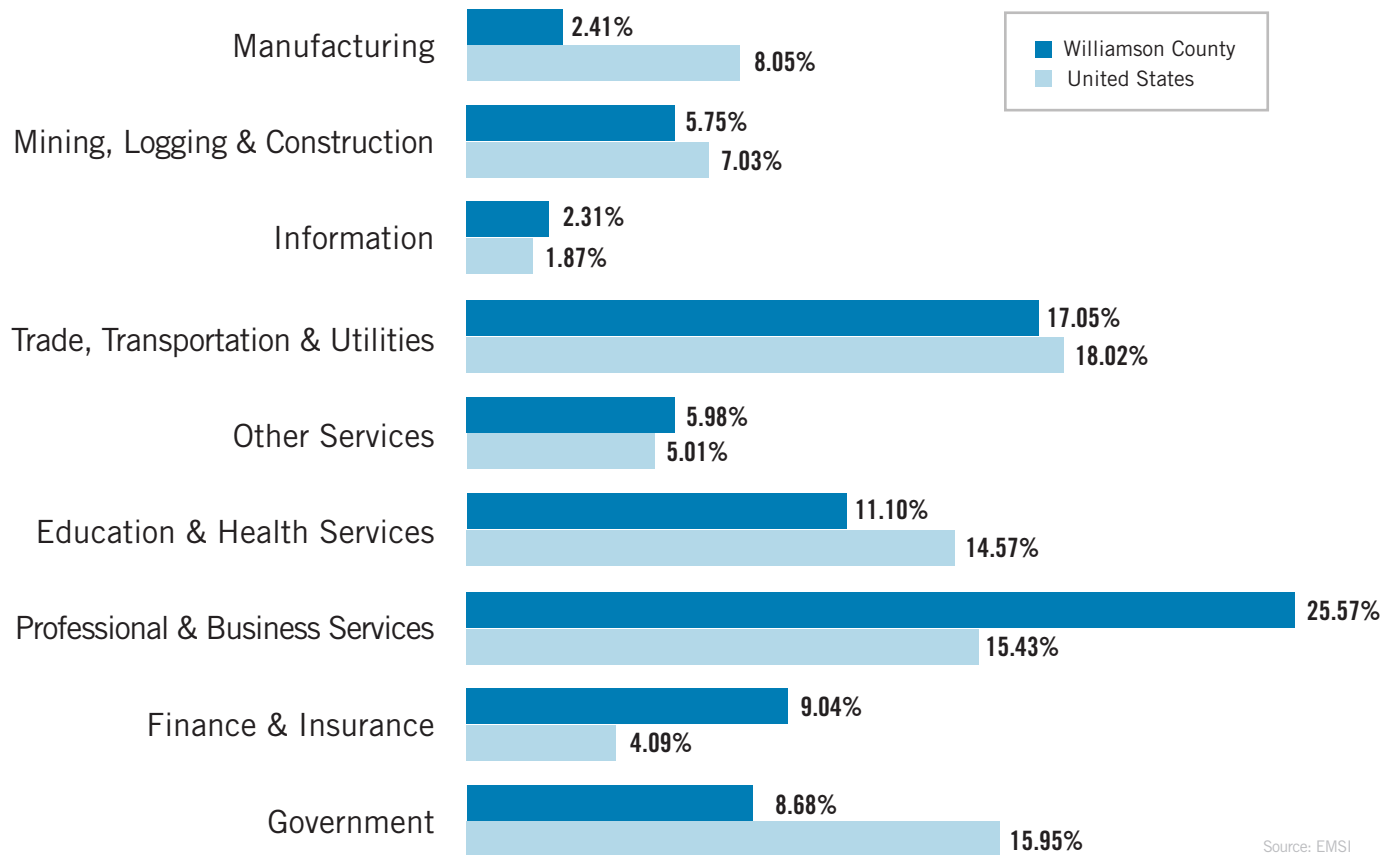
Williamson County has the third lowest property tax rate in the region at \$2.31 per \$100.

Source: [taxfoundation.org](http://taxfoundation.org), 2006-2010 5-year average

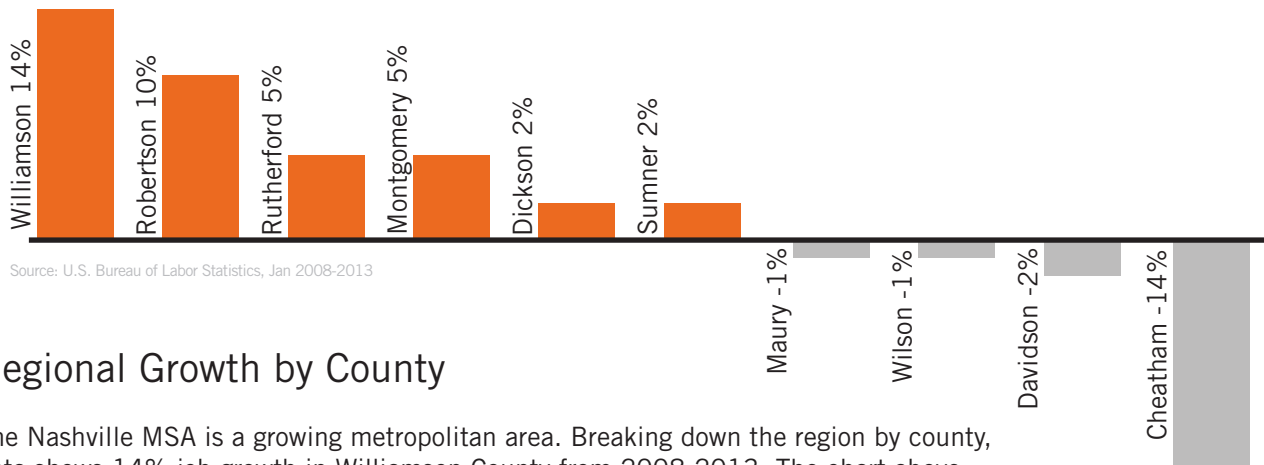
# INDUSTRY

Economic diversity is important to maintaining a strong and stable economy. The chart below compares Williamson County employment by industry with national employment. The employment distribution shows Williamson County is comparable to the nation in most sectors, with a few exceptions. Williamson County has 5.6% less employment than the nation in manufacturing and 10% and 7% higher respective employment in professional & business services and finance & insurance. Comparable employment to the nation across industries implies a diverse and strong local economy. This is important because having a diverse economy minimizes risk for any one employer or business and supports a stable economy.

## Employment By Industry



Source: EMSI



Source: U.S. Bureau of Labor Statistics, Jan 2008-2013

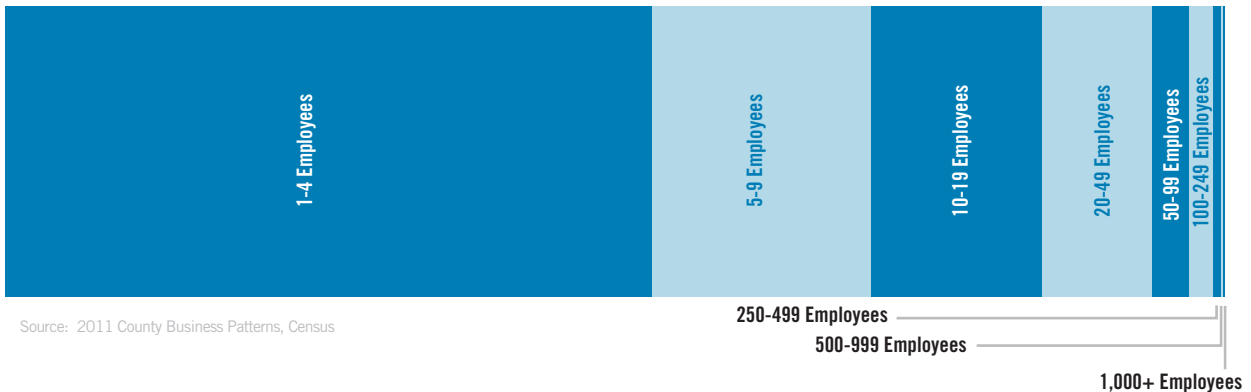
## Regional Growth by County

The Nashville MSA is a growing metropolitan area. Breaking down the region by county, data shows 14% job growth in Williamson County from 2008-2013. The chart above shows Williamson County was a leader in creating jobs in middle Tennessee over the past five years. It also indicates a strong and stable economy, even given slow downs with the recession.

## Establishments by Employment

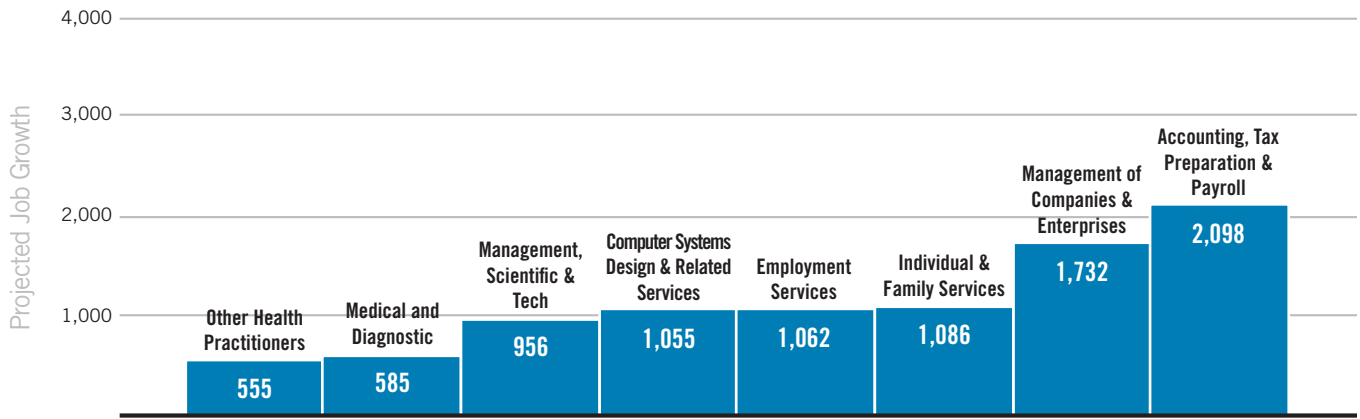
Over half the businesses in Williamson County have less than five employees. These businesses are the entrepreneurs, start-ups and small business owners that make the county a diverse place to do business, shop and live.

100% of respondents rated the Williamson County economy as “Excellent” or “Good.”



Source: 2011 County Business Patterns, Census

# 10-Year Industry Projections



\*2-digit NAICS codes

Source: EMSI

Shown here are 2013-2023 industry projections. The top graph shows expected job growth across all industries. The bottom table takes a closer look at the highest growing industries: education & health services and professional & business services. The top growing sectors from these two industries are broken out below to show where the most job growth is expected.

Top Sector Growth	Projected Job Growth	Percent Change	2013 Average Earnings per Job
Offices of Other Health Practitioners	555	42%	\$61,903
Medical and Diagnostic Laboratories	589	55%	\$74,548
Management, Scientific and Technical Consulting Services	956	34%	\$84,529
Computer Systems Design and Related Services	1,055	40%	\$105,952
Employment Services	1,062	33%	\$55,606
Individual and Family Services	1,086	69%	\$27,533
Management of Companies and Enterprises	1,732	31%	\$170,851
Accounting, Tax Prep, Bookkeeping, Payroll Services	2,098	43%	\$79,162

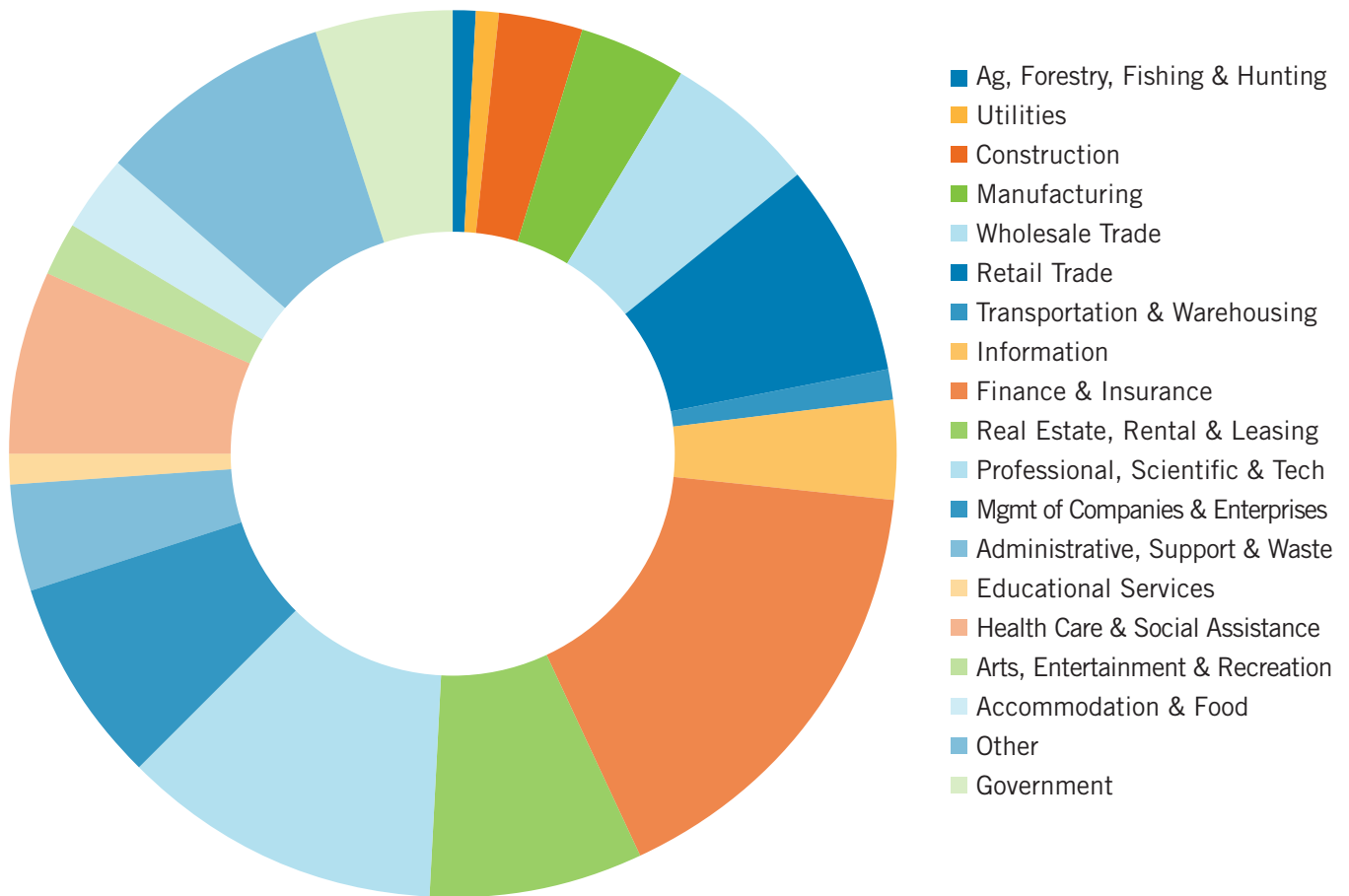
\*4-digit NAICS codes

Source: EMSI



## Gross Regional Product (GRP)

GRP is the market value of all goods and services produced within a given area over a specific period of time, and is a good measure of the size, income and productivity of a regional economy. The Williamson County total GRP was \$11.8 billion in 2011. The Nashville MSA total GRP for 2011 was \$82.4 billion. Williamson County's GRP accounts for nearly 14% of the total region.



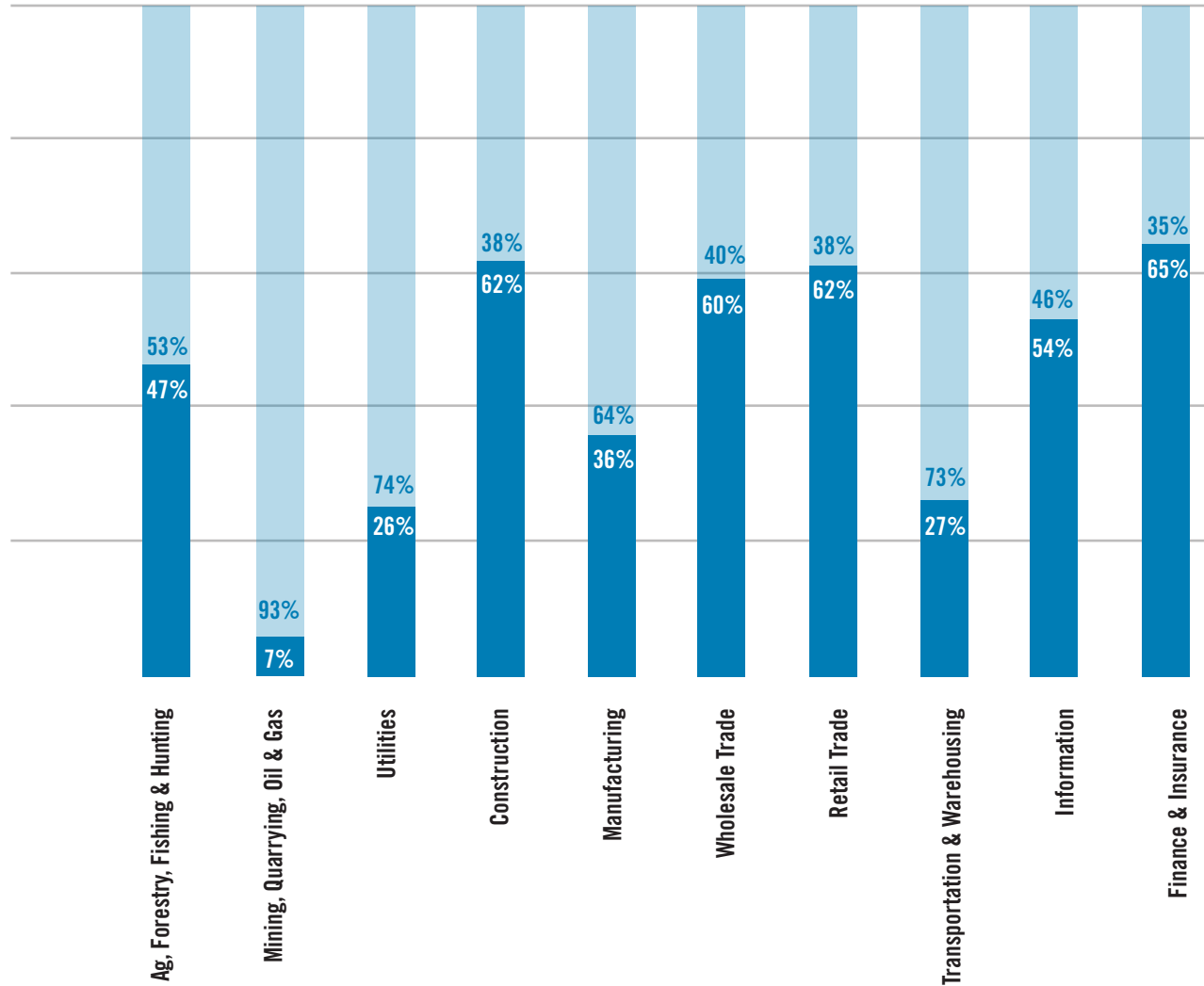
Source: EMSI

# County Exports & Imports

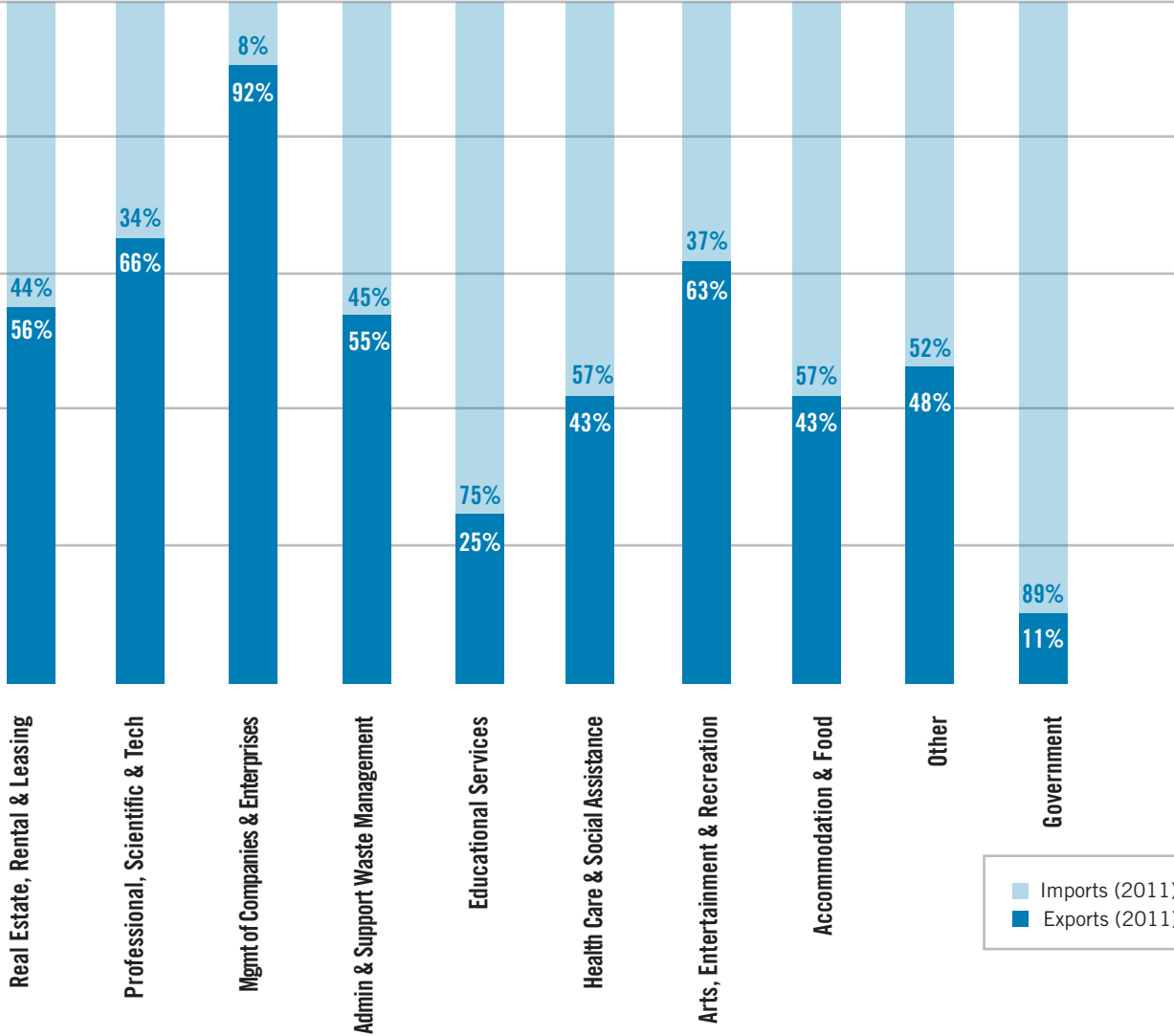
In 2011, Williamson County exported \$13.3 billion, or 70% of supply. Imports reached \$14.3 billion, or 71% of demand. Locally produced and consumed products were \$5.7 billion, or 29% of demand. Measuring exports allows business leaders to see what is being produced and leaving the area, identifying strengths in the economy. Examining imports may present opportunities to develop new business and fill leaks in the local economy.

Source: EMSI

Amount of Industry Imports Versus Exports



31% of respondents said their company was established in Williamson County between 2000 and 2009.



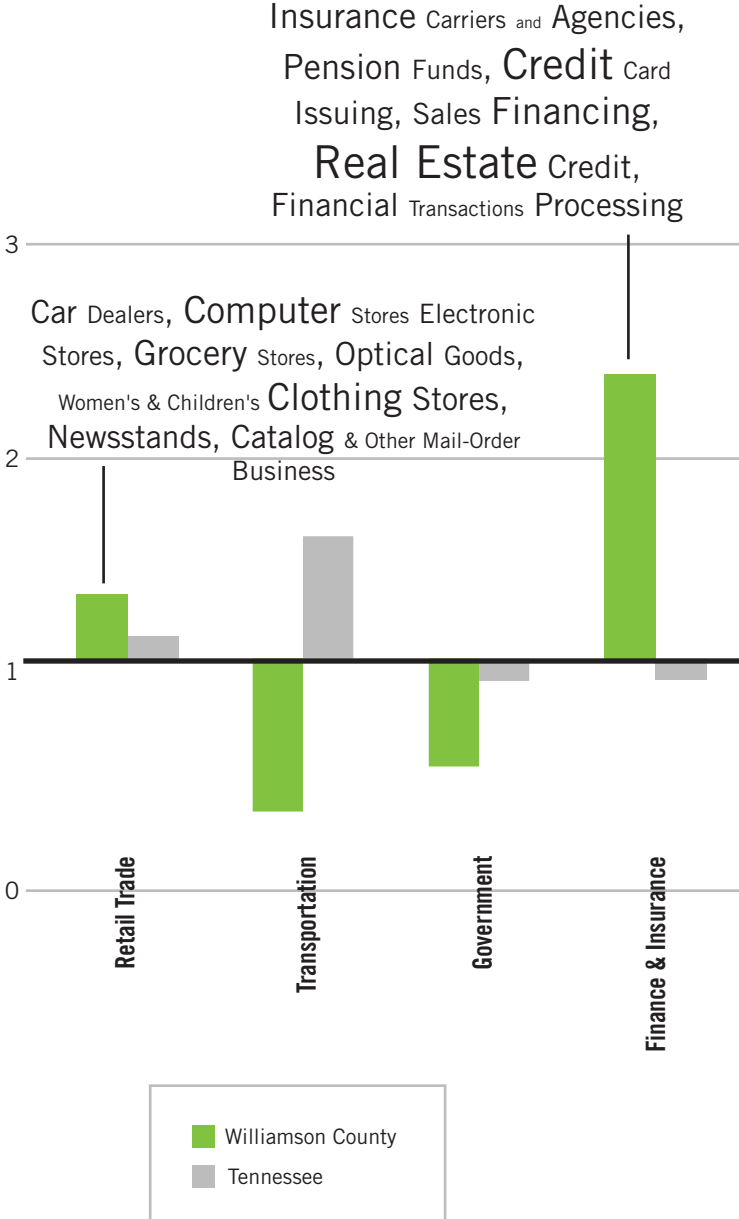
# Location Quotients

Location Quotients (LQ's) are metrics regions can use to see which industries they may have a greater concentration of employment in than another region, indicating a possible advantage for the region in that industry. A LQ above 1.20 or below 0.80 is considered significant; numbers in between are about average with what's considered consistent for the nation.

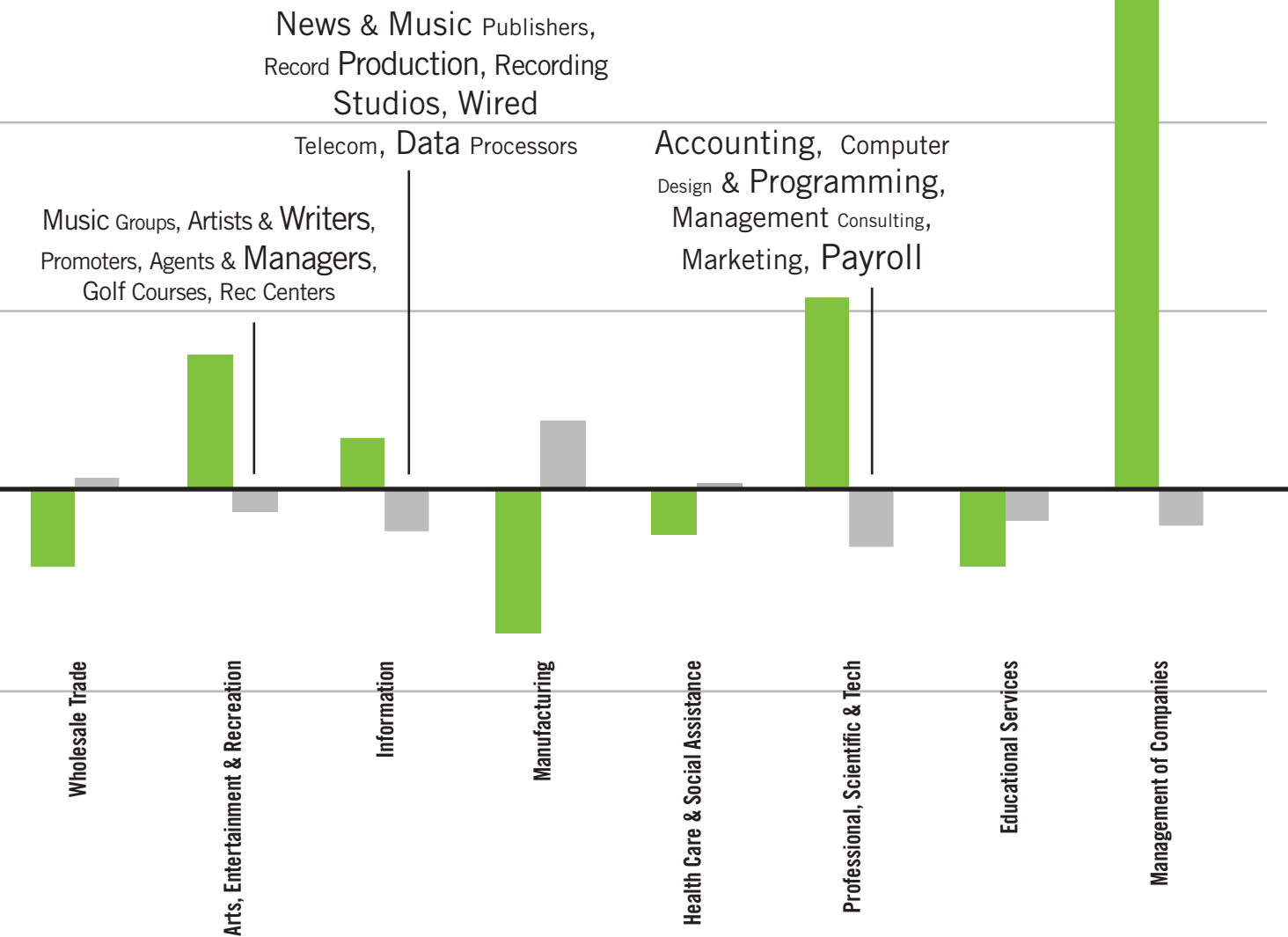
Shown here are significant LQ's for Williamson County and the corresponding Tennessee LQ, using 2-digit NAICS codes with the nation as the baseline. An industry with a LQ above the horizontal line indicates Williamson County and/or Tennessee has proportionally more workers in an industry, which may indicate a competitive advantage for the region. A LQ below the horizontal line shows the region has proportionally less workers than the nation in an industry, and may indicate a weak industry and/or an opportunity to develop more business in that industry locally.

Data indicate that Williamson County has a competitive advantage in management of companies and enterprises; finance & insurance; professional, scientific & technical services; arts, entertainment & recreation; retail trade; and information. The greatest LQ is 3.56 in management of companies and enterprises. This means Williamson County has 3.56 times as many workers in management of companies as the nation, signifying a competitive advantage for the area.

\* The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.



Corporate, Subsidiary,  
and Regional Managing  
Offices



Source: EMSI

# Location Quotient Bubble Chart

This chart shows Williamson County industry competitiveness compared to the nation, depicting change over the last 10 years. Each bubble signifies an industry and its size indicates respective jobs in that industry in Williamson County.

## Top Right Quadrant

Employment is more concentrated in these industries than the rest of the nation, suggesting a competitive advantage for the county. Larger industries can be what the county is known for and pillars in the local economy. Smaller employers have high potential and should continue to be cultivated. These industries are high performing, meaning they likely will have increasing workforce demand.

## Upper Left Quadrant

Industries here have a higher concentration of employment locally than the US, but the concentration has declined over the last 10 years. This decline of concentration could signify the rest of the nation is gaining jobs in these industries. It will be important to continue to bolster these industries, particularly the major employers, to ensure they remain competitive and do not enter into decline.

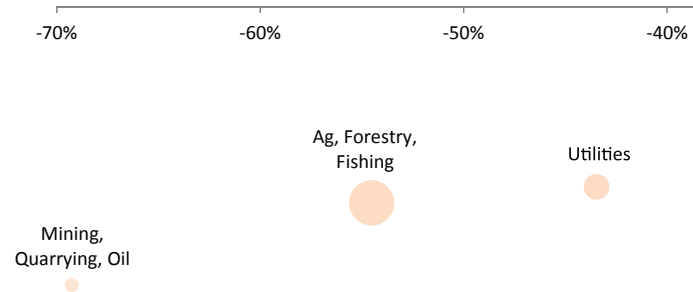
## Bottom Left Quadrant

These industries have less employment concentration than the US and have shown decline over the past decade. The decline in these industries suggests the county does not have an advantage compared to the nation. However, the presence of these industries is important in order to maintain a balanced economy.

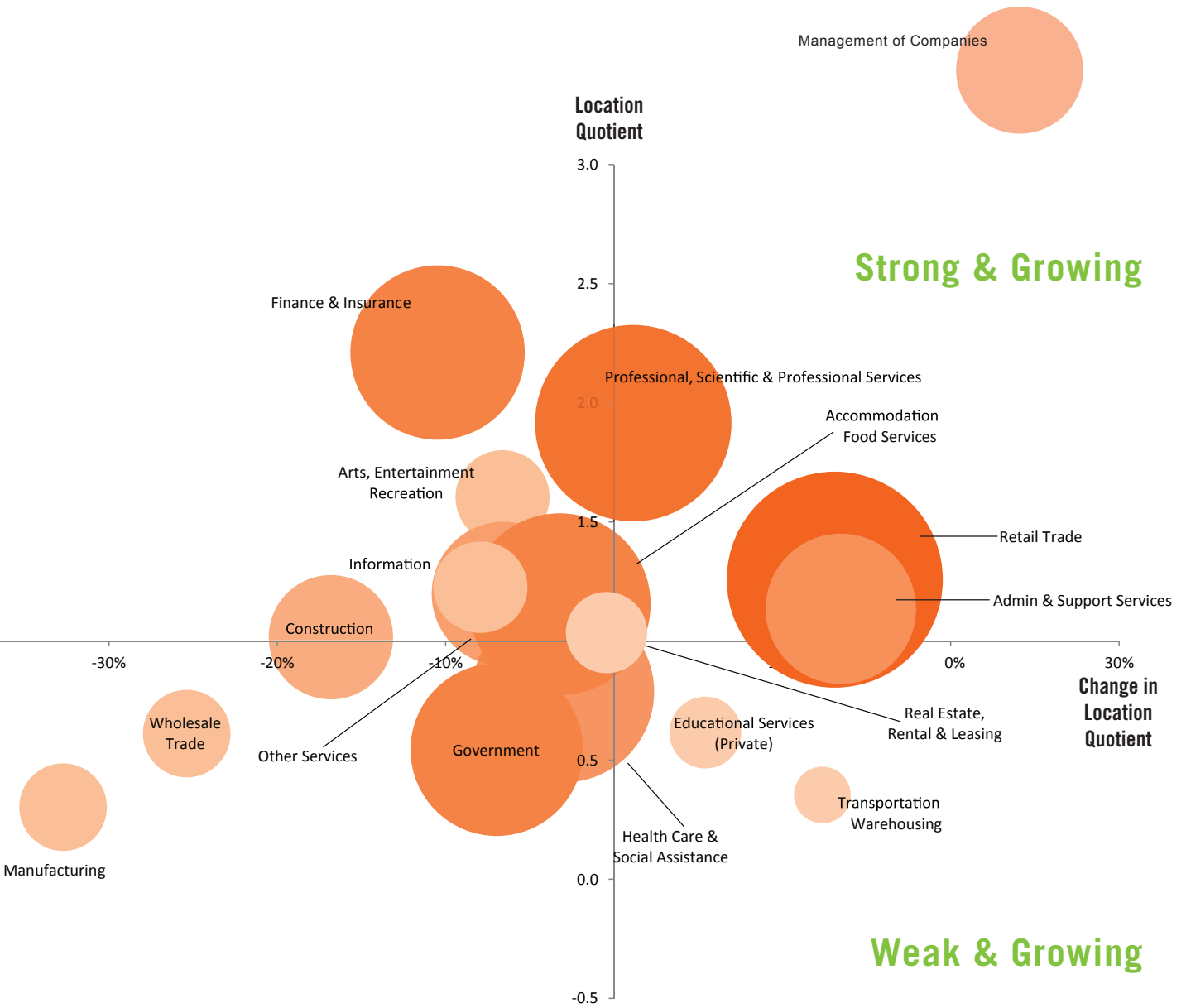
## Bottom Right Quadrant

The county does not currently have a greater concentration in these industries than the rest of the nation, but they have shown increasing concentration. If growth in these industries continues, they can become a competitive advantage for the region. These industries are important because they have the potential to grow the county's economic base.

**Strong & Declining**



**Weak & Declining**

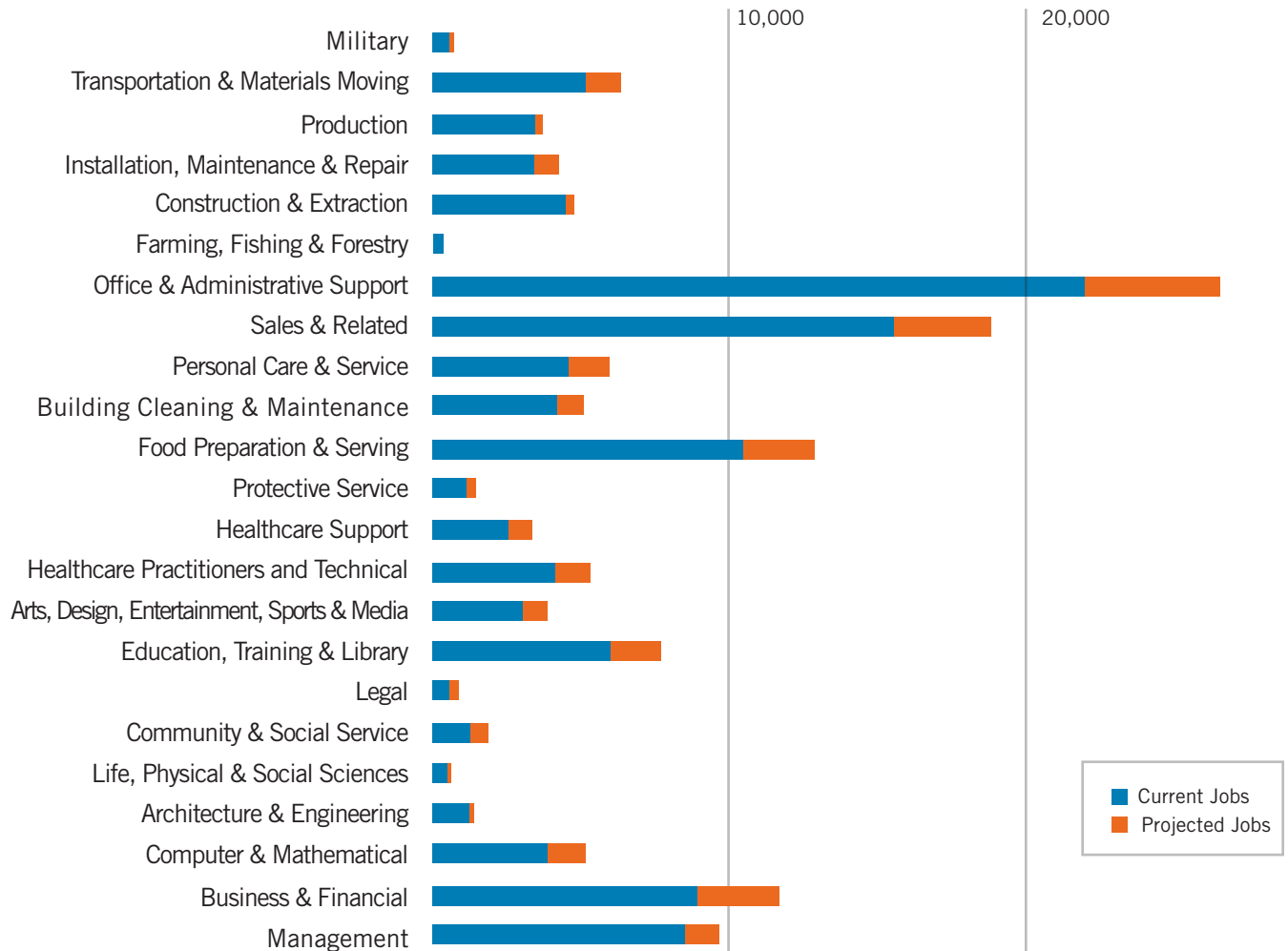


Source: EMSI

# WORKFORCE

The Williamson County economy is projected to grow to 141,226 jobs by 2023. The chart below shows projected 10-year growth across all occupations. Within the 24,623 jobs projected, greatest growth is expected to occur in office and administrative support occupations, followed by sales & related occupations and business & financial occupations.

## Occupation Projections for 2013 - 2023

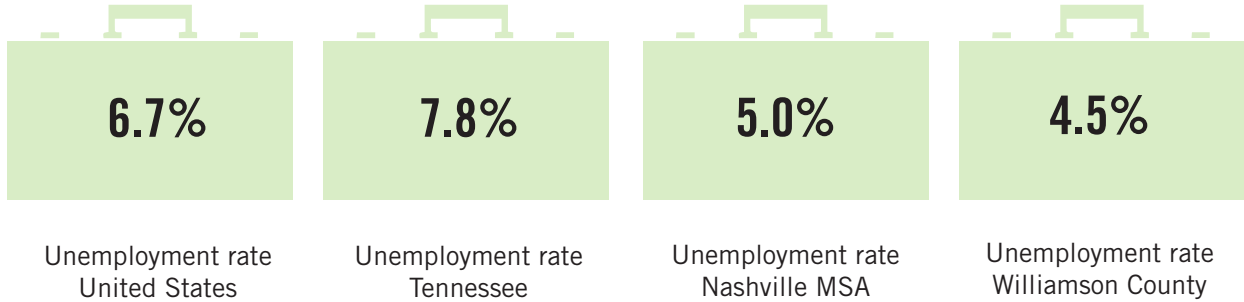


Source: EMSI

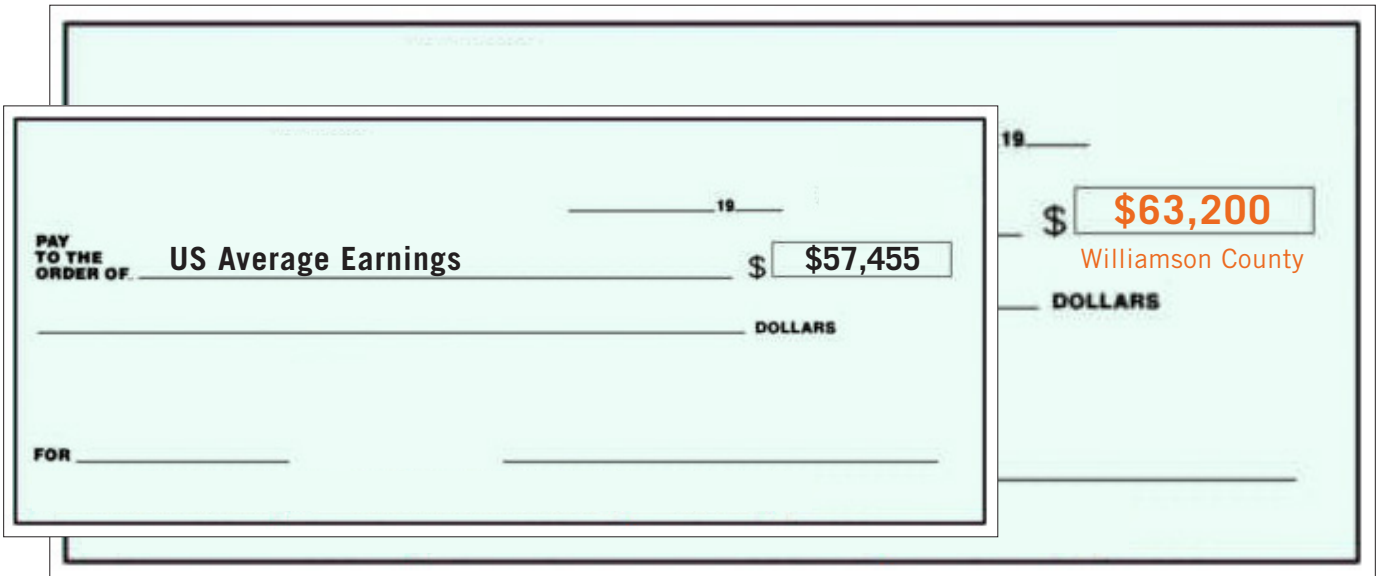


# Labor Force

The Williamson County labor force is 98,800. The county makes up 12% of the Nashville MSA's labor force (841,400) and 3% of Tennessee's labor force (3,042,600). Williamson County had the lowest unemployment rate in the state for 22 months during January 2012 to January 2013.



\*January 2014 rates  
Source: TN Dept. of Labor and Workforce Development



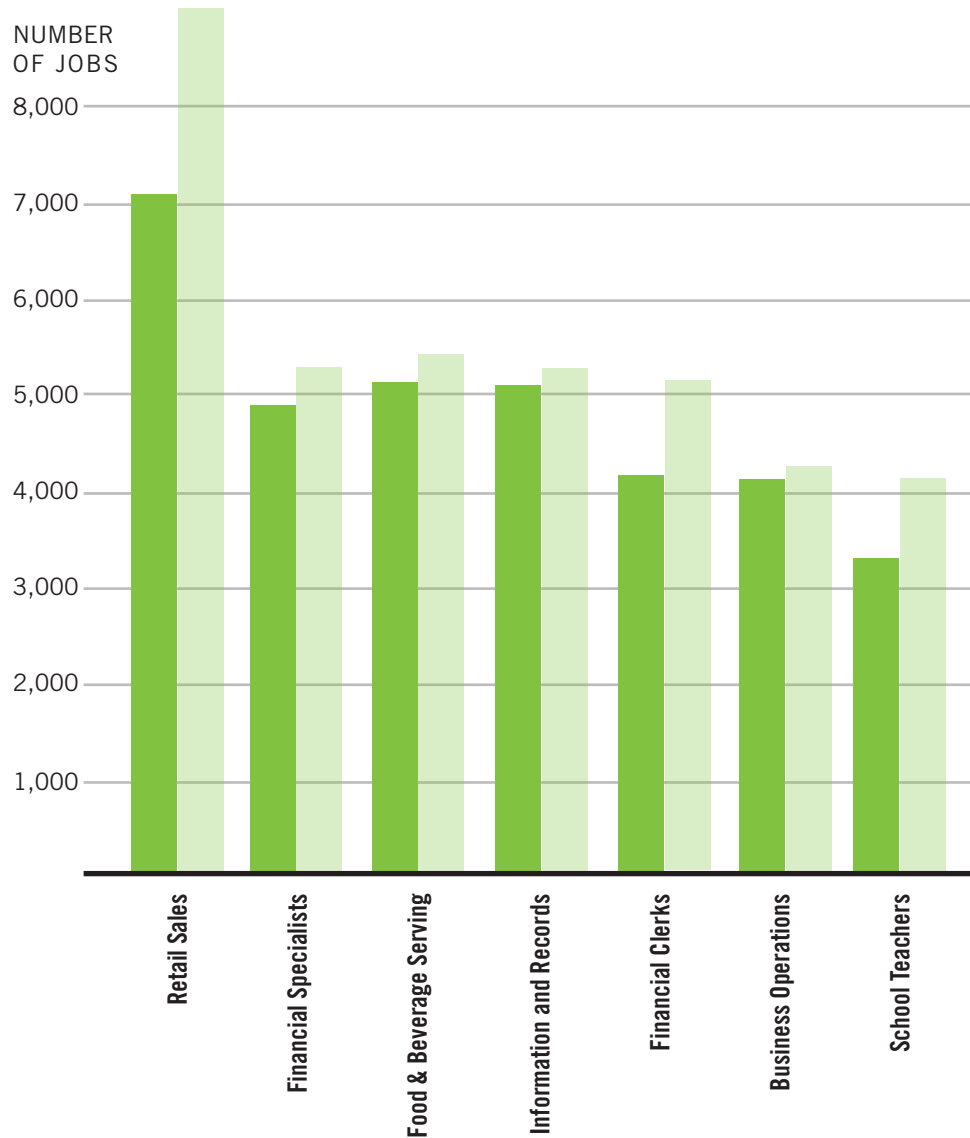
Source: EMSI

# Top Occupational Growth

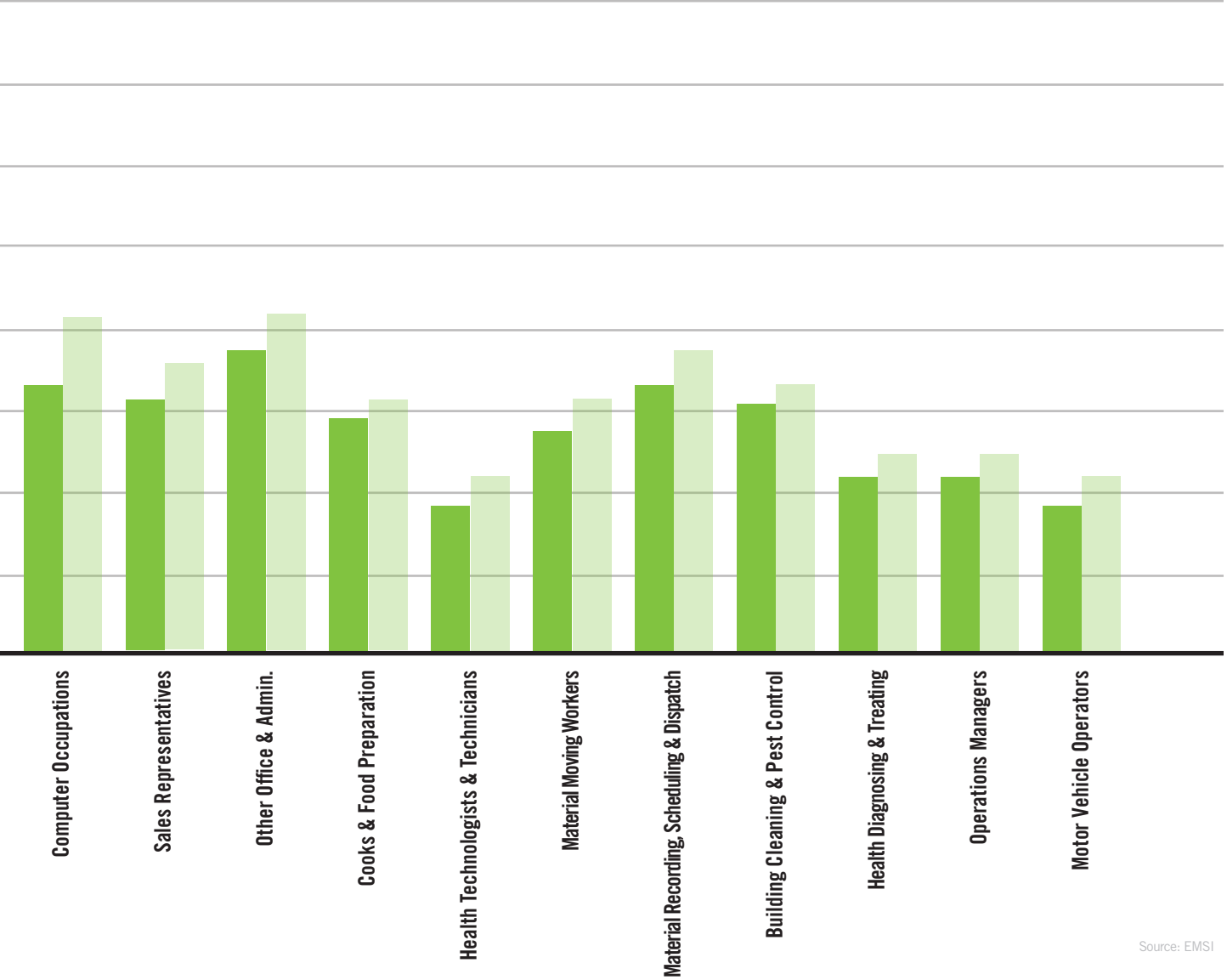
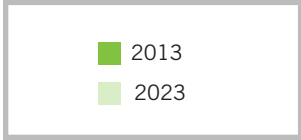
## Five-year Projections

Looking at occupational growth projected over the next five years can help us realize where jobs may be created in the short term. The chart to the right shows the top occupations expected to grow over the next five years using 3-digit SOC codes.

The greatest number of jobs expected to be created are for retail sales workers and financial specialists, each growing by over 1,000 jobs in Williamson County. Food & beverage serving workers and information & record clerks show the next greatest growth in jobs, growing by over 700 jobs each. The growth projected is reflective of direct and indirect job growth. For example, as office jobs grow, a region will see correlated growth in services such as retail and food & beverage as shops and restaurants locate closer to or expand to meet the increased demand added by the initial office job growth.



\*Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.



Source: EMSI

## Corporate Operations

Description	2013	2023	Change	%	Avg. Earnings	Education Level
Accountants and Auditors	2,768	3,891	1,123	41%	\$29.18	Bachelor's degree
Customer Service Representatives	3,031	3,692	661	22%	\$16.67	On-the-job training
Office Clerks, General	2,596	3,199	603	23%	\$16.58	On-the-job training
Bookkeeping, Accounting, and Auditing Clerks	1,943	2,460	517	27%	\$18.73	On-the-job training
Secretaries and Administrative Assistants	1,908	2,260	352	18%	\$16.66	On-the-job training
First-Line Supervisors of Office & Admin. Workers	1,481	1,790	309	21%	\$26.41	Experience in related occupation
Receptionists and Information Clerks	1,064	1,350	286	27%	\$13.43	On-the-job training
General and Operations Managers	2,129	2,405	276	13%	\$54.03	Bachelor's or higher degree
Market Research Analysts and Marketing Specialists	562	794	232	41%	\$30.54	Bachelor's degree
Billing and Posting Clerks	632	863	231	37%	\$17.32	On-the-job training
Management Analysts	960	1,175	215	22%	\$39.53	Bachelor's or higher degree
Executive Secretaries & Executive Admin. Assistants	1,024	1,212	188	18%	\$22.47	Experience in related occupation
Financial Managers	971	1,148	177	18%	\$60.06	Bachelor's or higher degree
Stock Clerks and Order Fillers	2,028	2,202	174	9%	\$11.68	On-the-job training
Bill and Account Collectors	1,250	1,411	161	13%	\$17.37	On-the-job training
Business Operations Specialists, All Other	556	703	147	26%	\$30.61	On-the-job training
Loan Officers	511	643	132	26%	\$34.08	On-the-job training
Financial Analysts	348	468	120	34%	\$43.03	Bachelor's degree
Tellers	553	672	119	22%	\$12.93	On-the-job training
Tax Preparers	237	352	115	49%	\$19.07	On-the-job training
Human Resources Specialists	94	404	110	37%	\$31.26	Bachelor's degree
Insurance Claims and Policy Processing Clerks	375	481	106	28%	\$21.31	On-the-job training

## Technology

Description	2013	2023	Change	%	Avg. Earnings	Education Level
Software Developers, Applications	565	769	204	36%	\$41.72	Bachelor's degree
Computer Systems Analysts	700	876	176	25%	\$36.90	Bachelor's degree
Computer User Support Specialists	531	682	151	28%	\$25.18	Associate's degree
Network and Computer Systems Administrators	423	562	139	33%	\$34.96	Bachelor's degree
Software Developers, Systems Software	260	384	124	48%	\$41.51	Bachelor's degree
Computer Programmers	484	559	75	15%	\$41.14	Bachelor's degree
Computer Network Support Specialists	213	268	55	26%	\$29.07	Associate's degree
Database Administrators	135	185	50	37%	\$39.07	Bachelor's degree
Computer Network Architects	126	167	41	33%	\$42.94	Bachelor's degree
Web Developers	154	191	37	24%	\$27.55	Bachelor's degree
Information Security Analysts	92	118	26	28%	\$39.74	Bachelor's degree
Computer Occupations, All Other	70	92	22	31%	\$33.09	Bachelor's degree
Operations Research Analysts	83	105	22	27%	\$35.98	Bachelor's degree
Actuaries	56	70	14	25%	\$51.15	Bachelor's degree
Statisticians	33	40	7	21%	\$30.23	Master's degree
Computer Hardware Engineers	45	58	13	29%	\$43.02	Bachelor's degree
Computer and Information Research Scientists	25	29	4	16%	\$29.23	Doctoral degree

\*5-digit SOC codes

Source: EMSI

The data on pages 25 - 28 reflect job projections in Williamson County's targeted industry sectors.

**54% of respondents said a Bachelor's degree is required to hold a job at their company.**

## Health Care

Description	2013	2023	Change	%	Avg. Earnings	Education Level
Home Health Aides	646	905	259	40%	\$9.91	On-the-job training
Registered Nurses	716	889	173	24%	\$31.06	Associate's degree
Medical and Clinical Laboratory Technicians	280	383	103	37%	\$17.77	Associate's degree
Medical Assistants	423	516	93	22%	\$14.44	On-the-job training
Nursing Assistants	506	591	85	17%	\$12.20	Postsecondary non-degree
Phlebotomists	191	266	75	39%	\$14.17	On-the-job training
Medical and Clinical Laboratory Technologists	136	203	67	49%	\$29.07	Bachelor's degree
Physical Therapists	150	216	66	44%	\$36.22	First professional degree
Licensed Practical and Licensed Vocational Nurses	390	451	61	16%	\$21.19	Postsecondary non-degree
Veterinary Technologists and Technicians	99	155	56	57%	\$12.88	Associate's degree
Radiologic Technologists	133	186	53	40%	\$25.32	Associate's degree
Pharmacy Technicians	277	329	52	19%	\$15.35	On-the-job training
Dental Assistants	256	304	48	19%	\$16.58	Postsecondary non-degree
Massage Therapists	96	137	41	43%	\$18.50	Postsecondary non-degree
Dental Hygienists	161	201	40	25%	\$33.22	Associate's degree
Emergency Medical Technicians and Paramedics	107	142	35	33%	\$17.28	Postsecondary non-degree
Physicians and Surgeons, All Other	204	239	35	17%	\$101.27	First professional degree
Pharmacists	173	205	32	18%	\$63.53	First professional degree
Physical Therapist Assistants	58	88	30	52%	\$22.56	Associate's degree
Speech-Language Pathologists	54	81	27	50%	\$28.62	Master's degree

\*5-digit SOC codes

Source: EMSI

## Research & Development

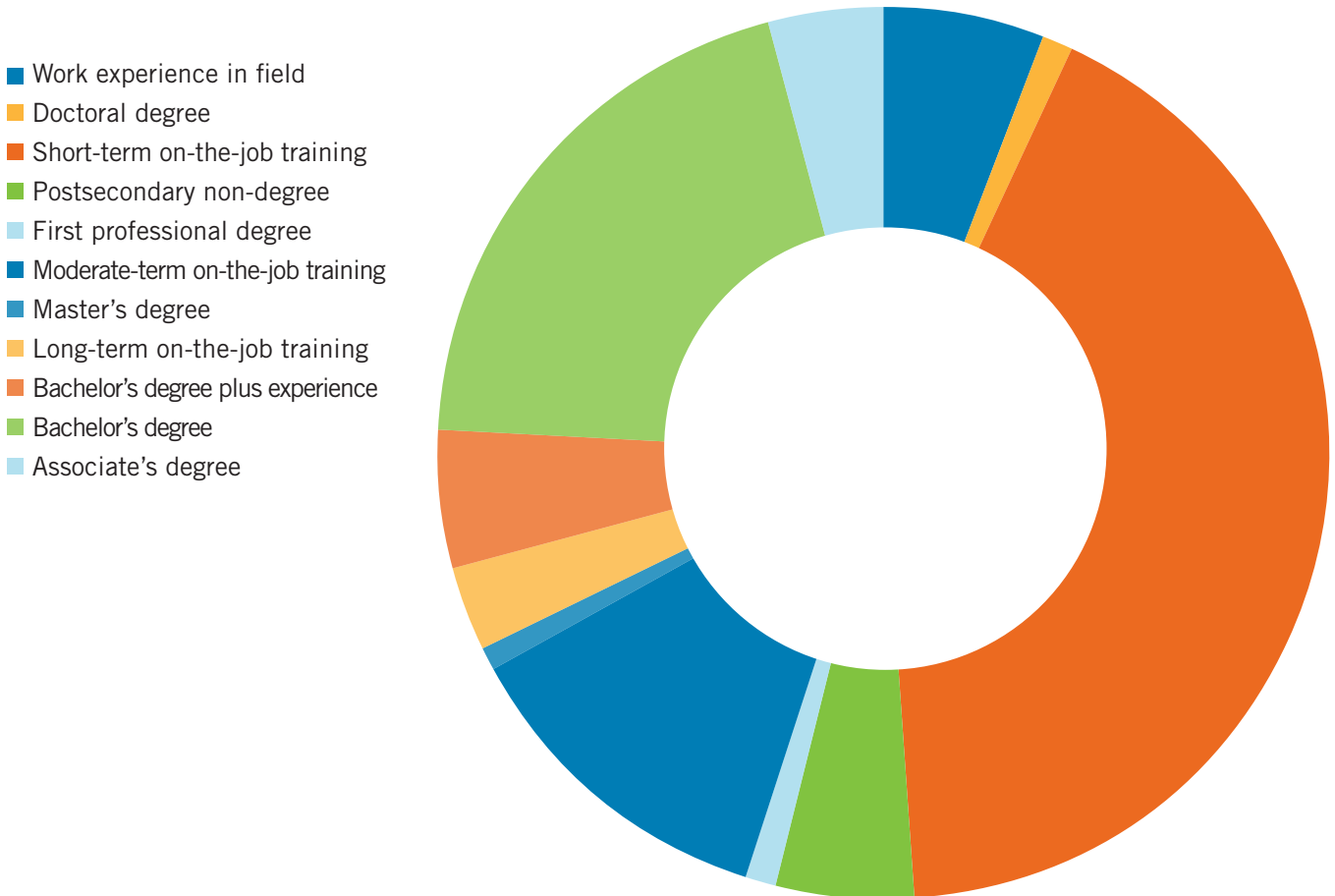
Description	2013	2023	Change	%	Avg. Earnings	Education Level
Civil Engineers	115	140	25	22%	\$42.78	Bachelor's degree
Clinical, Counseling, and School Psychologists	80	100	20	25%	\$38.48	Doctoral degree
Environmental Scientists and Specialists	42	60	18	43%	\$33.11	Bachelor's degree
Environmental Engineers	42	55	13	31%	\$44.08	Bachelor's degree
Industrial Engineers	136	148	12	9%	\$41.08	Bachelor's degree
Mechanical Engineers	80	92	12	15%	\$41.05	Bachelor's degree
Medical Scientists, Except Epidemiologists	12	23	11	92%	\$74.88	Doctoral degree
Engineers, All Other	62	72	10	16%	\$39.83	Bachelor's degree
Environmental Science & Protection Technicians	22	30	8	36%	\$23.00	Associate's degree
Chemists	21	28	7	33%	\$28.02	Bachelor's degree
Survey Researchers	19	26	7	37%	\$25.69	Bachelor's degree
Nuclear Engineers	23	30	7	30%	\$66.24	Bachelor's degree
Environmental Engineering Technicians	34	41	7	21%	\$24.75	Associate's degree
Urban and Regional Planners	14	20	6	43%	\$28.58	Master's degree
Food Scientists and Technologists	13	18	5	38%	\$34.34	Bachelor's degree
Geoscientists, Except Hydrologists and Geographers	17	22	5	29%	\$31.73	Bachelor's degree
Social Science Research Assistants	22	27	5	23%	\$17.96	Associate's degree
Civil Engineering Technicians	23	28	5	22%	\$23.86	Associate's degree
Engineering Technicians, Except Drafters, All Other	17	22	5	29%	\$28.93	Associate's degree
Biochemists and Biophysicists	12	16	4	33%	\$34.33	Doctoral degree

\*5-digit SOC codes

Source: EMSI

## Workforce Training Needs

Throughout the next 10 years, over 24,000 jobs are expected to be added to the local economy. Of those new jobs, 4% will require an Associate's degree, 20% will require a Bachelor's degree and 2% will require a Master's degree. The largest need will require short-term on-the-job training. These occupations are largely made up of retail, customer service representative, office clerk and food preparation positions.



Source: EMSI



## Williamson County Top 20 Employers

Community Health Systems	3821	MedSolutions	700
Nissan North America	1600	Mars Petcare	628
Williamson Medical Center	1449	Franklin American Mortgage	550
UnitedHealth	1166	Ozburn-Hessey Logistics	550
Healthways	1160	Vanderbilt Medical Group	538
Verizon Wireless	1000	AT&T	500
Comdata	875	DaVita	470
Tractor Supply Company	824	LifePoint Hospitals	458
Ford Motor Credit	750	Affinion Group	450
Lee Company	750	Brookdale Senior Living	400

\*2013 numbers self reported by companies

Williamson County, Tennessee is home to 10 of the largest 20 publicly traded companies and over 200 corporate headquarters. The county's top 20 employers are listed in the table above.

**60% of respondents expect their company to hire additional staff over the next year.**



Williamson, Inc. Economic Development produced this publication to provide Williamson County, Tennessee business and community leaders with data, analysis and materials to better understand the local economy and the direction it is heading. Data was compiled from multiple sources to provide a more complete view of the economy. Information used was the most recent available as of January 2014.

Williamson, Inc. Economic Development is the point of contact for the coordination and facilitation of the continued development of the economy of Williamson County and its six municipalities. Economic development in Williamson County is a function of the County Chamber, Williamson, Inc. The purpose of the office is to grow the county's economy and improve the quality of life of its residents by partnering with the public and private sector to encourage job and wealth creation. This is achieved by focusing on six strategic initiatives:

- 1. Promote higher education and workforce development**
- 2. Continue to improve regional cooperation**
- 3. Continue to develop and implement a strong existing business program**
- 4. Recruit targeted business sectors**
- 5. Promote a culture of entrepreneurship**
- 6. Communication and investor relations**

For more information about Williamson, Inc. please visit [www.williamsonchamber.com](http://www.williamsonchamber.com) or call 615.771.1912. Please consider joining us for one of our Signature Events:

# 2014 SIGNATURE EVENTS



## Outlook Williamson

This is a half-day economic forum where business leaders will have the opportunity to learn about economic trends from national experts and hear from local business leaders.



## Golf Classic

Building on last year's success, the Chamber's golf event will take place at Vanderbilt Legends Golf Club. It features food, prizes and exclusive sponsorship opportunities.



## Business Expo

This event is held at The Factory in Franklin and features networking, exposure to local businesses, giveaways and so much more



## Annual Meeting

An event to look forward to all year long. This celebration features our State of the Chamber address, food, live music and a silent auction.

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