

NASHVILLE-DAVIDSON-MURFREESBORO, Tennessee

LEARNING TOUR SUMMARY

Objective

To learn best practices from Comparative Communities and consider implementation of some of the best ideas to ensure West Michigan continues to be a top choice for business investment and talent attraction.

Itinerary Mar. 6-8, 2019

Wednesday

TN Department of Economic & Community Development
LaunchTN

Thursday

TCAT Smyrna/Nissan Training Center
Rutherford County Chamber
Oakland High School
JR Nashville

Attended by

Angela Huesman and Amanda Murray,
Lakeshore Advantage

TOP KEY FINDINGS

Bolded are ideas to consider extending to our region

TN Department of Economic & Community Development

- » Major focus on drawing more adult workers into in-demand careers. The state did not see results from the TN Promise they thought they would because rural families didn't see the value.
- » To address the workforce issue the state is currently focusing on TN Reconnect and Complete TN initiatives which focus on connecting people with partial degrees with resources to complete their education.
- » **Governor's Investment in Vocational Education - (GIVE) Initiative** is a "savings account" program aimed at expanding access to vocational and technical training for students by utilizing regional partnerships to develop work-based learning and apprenticeship opportunities.

LaunchTN

- » Supports entrepreneur centers in six major cities. Focuses on talent, commercialization and support. Within talent, they have developed or adopted several programs that support the IT sector and span youth, college and adult populations.
- » **Discover Entrepreneurship class** – is a collaborative initiative with the Board of Education to design curriculum to TN standards so it can be taught as a stand-alone class or part of other units in high school and students receive credit.
- » **LaunchCode** is a program being piloted in Memphis. The program operates with 15 TA's and 200 students who learn coding practical skills and theory.
- » Internship program – places college interns at the LaunchTN Entrepreneur Centers and the startups they work with.

TCAT Smyrna/Nissan Training

- » The 162,000 square-foot technical training center is jointly occupied by the college and Nissan offers high-quality programs to prepare students and Nissan employees for careers in advanced manufacturing and other fields.
- » Showcases the facility to the community by hosting Parent Open Houses, community events, etc. to gain exposure and become a center point of the community.
- » Programming is **hourly based, not credit based**, so students can begin working as their hours are completed instead of waiting for the trimester to end.

Rutherford County Chamber

- » Rutherford Works is a brand of the Chamber focused on partnering businesses with education.
- » A key focus is to increase middle and high school student exposure to in demand careers. They **host a Career Pathway Fair for 8th grade students** in four key industry sectors and have developed a common "**work ethic**" distinction that tells employers about that student's employability skills.



NASHVILLE-DAVIDSON-MURFREESBORO, Tennessee

MSA and Employers

Nashville-Davidson-Murfreesboro MSA

The Nashville MSA includes a 14-county region located in Middle Tennessee. This region is the largest metropolitan area within a five-state region and is the 36th largest MSA in the United States. The following is as reported by the Nashville Area Chamber of Commerce:

- » Community's strengths for business:
 - Low cost of living
 - Cost of doing business is 10 percent lower than the U.S. average
 - 21 accredited four-year and postgraduate institutions with 60% of graduates retained
- » Key targeted industries:
 - **Health Care** – 250+ healthcare companies headquartered in Nashville, region's largest and fastest growing employer
 - **Music and Entertainment** – highest concentration of music industry establishments
 - **Advanced Manufacturing** – Low labor costs and transportation hub
 - **Supply Chain Management** – Central location allowing for businesses to reach domestic and international locations

Regional Employers

Bridgestone/Firestone
 General Mills/Pillsbury
 Ingram Book Company
 Nissan North America
 State Farm
 Verizon

Common Employers

Brilliance Audio
 JR Automation
 Kenco Logistics
 L&W Engineering
 Magna
 Tyson

Where the Region Stands Out

- » Automotive manufacturing, diversity of industry, university presence
- » Cost of living lower than national average
- » Unemployment historically low



Side-by-Side Economic Indicators

Area	Total Population	Total Employment Growth	Average Annual Wage	Median Household Income	Selected Monthly Owner Cost (SMOC)	Selected Monthly Owner Costs As A % of Household Income (SMOCAPI) - Households above 30% "burden"	Population 25+ w/ Associates Degree	Labor Force Participation Rate (16+)	Income fom Self-Employed Workers	High School Graduation Rate	Proportion of Population Under 35	% non-White alone	% adults with less than HS	% Manufacturing Employment	Net Migration
Grand Rapids-Wyoming-Muskegon, MI CSA	1,443,508	12.6%	\$45,589	\$56,563	\$1,177	19.9%	37.5%	65.0%	6.8%	81.3%	47.9%	19.7%	9.4%	21.50%	0.30%
Nashville-Davidson-Murfreesboro, TN CSA	1,988,015	17.0%	\$53,841	\$58,691	\$1,306	23.9%	40.1%	66.9%	19.9%	90.5%	47.8%	26.6%	11.0%	11.10%	0.70%
Ottawa County, MI	282,250	13.9%	\$45,953	\$64,513	\$1,245	15.9%	40.3%	68.2%	6.7%	87.4%	50.0%	15.8%	7.7%	24.90%	1.50%
Allegan County, MI	115,548	6.1%	\$47,025	\$57,846	\$1,238	21.9%	31.5%	64.2%	5.7%	84.2%	44.3%	11.4%	9.1%	26.00%	-0.30%
Rutherford County, TN	308,251	16.1%	\$47,912	\$61,157	\$1,188	19.7%	40.0%	70.4%	11.3%	95.2%	52.0%	28.2%	7.0%	13.70%	0.10%

Numbers highlighted in blue indicate highest score in the dataset.