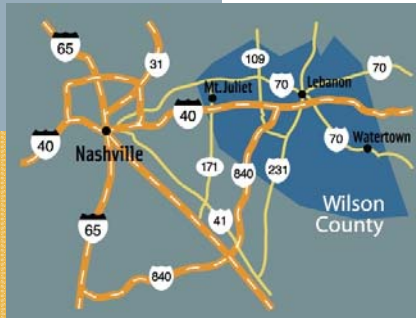


# ACCESS . . . Wilson County



LEBANON

MOUNT JULIET

WATERTOWN



JOINT ECONOMIC & COMMUNITY DEVELOPMENT

**JECDB** BOARD of  
WILSON COUNTY  
**Tennessee**

115 N Castle Heights Ave

Suite 102

Lebanon, TN 37087

Phone: 615.443.1210

[www.doingbiz.org](http://www.doingbiz.org)

**WILSON COUNTY**  
4th Fastest Growing County in Tennessee  
**23.6%**  
April 2000 - July 2008  
(US Census Bureau)

**Nashville SuperSpeedway**  
Activities year round  
Races include:  
2 Busch  
1 Craftsman Truck

**VISITORS**  
County Fair (2008)  
466,119  
Cedars of Lebanon State Park (2007-08)  
930,050

**INCOME**  
Median Household  
2nd Highest in the State  
Per Capita  
4th Highest in the State

**WILSON COUNTY**  
**RETAIL SALES**  
**2008**  
**\$1,323,786,540**  
(TN Dept. of Revenue)

# LEBANON

## 2000 CENSUS - POPULATION

	2000 Census	2009 Estimate	2014 Projection	Special Census June 2008
Wilson County	88,809	110,485	123,207	
Mt. Juliet	12,366	16,946	19,458	25,234
<b>Lebanon</b>	<b>20,235</b>	<b>24,669</b>	<b>27,324</b>	<b>24,812</b>
Watertown	1,358	1,402	1,452	

## 2009 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	17,831	28,532	52,963
I-40 & US 231	18,519	30,734	54,920
I-40 & Hartmann Dr	16,418	31,278	59,825
I-40 & SR 109	4,250	18,567	95,678
W Main St & Bypass	22,020	33,637	64,030

## 2014 PROJECTION - POPULATION

I-40 & US 70	19,330	31,296	58,553
I-40 & US 231	20,104	33,842	60,911
I-40 & Hartmann Dr	17,944	34,544	66,527
I-40 & SR 109	4,793	20,967	107,505
W Main St & Bypass	24,600	37,376	71,553

## 2009 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	7,116	11,430	20,713
I-40 & US 231	7,428	12,291	21,401
I-40 & Hartmann Dr	6,515	12,500	23,226
I-40 & SR 109	1,558	7,024	36,361
W Main St & Bypass	8,931	13,396	24,781

## 2014 PROJECTION - HOUSEHOLDS

I-40 & US 70	7,793	12,669	23,131
I-40 & US 231	8,140	13,676	23,981
I-40 & Hartmann Dr	7,180	13,948	26,097
I-40 & SR 109	1,776	8,015	41,253
W Main St & Bypass	10,074	15,038	27,976

## 2009 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	60.02%	62.54%	64.84%
I-40 & US 231	60.12%	63.06%	65.65%
I-40 & Hartmann Dr	62.09%	63.24%	66.58%
I-40 & SR 109	70.48%	70.32%	69.83%
W Main St & Bypass	63.70%	63.78%	67.06%

## 2008 TRAFFIC COUNTS

Released by TDOT Spring 2009

### I-40 & US 70

I-40 East of US 70	36,842
I-40 West of US 70	47,094
US 70 North of I-40	13,891
US 70 South of I-40	9,388

### I-40 & US 231

I-40 East of US 231	47,094
I-40 West of US 231	51,939
US 231 at I-40	19,900

### I-40 & Hartmann Dr

I-40 East of Hartmann Dr	51,939
I-40 West of Hartmann Dr	62,362
Hartmann Dr North of I-40	17,436

### I-40 & SR 109

I-40 East of SR 109	50,044
I-40 West of SR 109	60,953
SR 109 North of I-40	19,640
SR 109 S (at interchange)	21,007

### W Main St & Bypass

W Main East of Bypass	21,472
W Main West of Bypass	18,618
Bypass North of W Main	9,302
Winwood Dr South of W Main	3,394

## 2009 ESTIMATE - AVERAGE HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
I-40 & US 70	\$48,367	\$53,015	\$63,157
I-40 & US 231	\$49,590	\$56,613	\$64,849
I-40 & Hartmann Dr	\$54,797	\$58,846	\$66,710
I-40 & SR 109	\$91,564	\$81,184	\$73,103
W Main St & Bypass	\$60,336	\$60,908	\$67,841

## 2009 ESTIMATE - MEDIAN HOUSEHOLD INCOME

I-40 & US 70	\$37,861	\$42,219	\$51,345
I-40 & US 231	\$38,254	\$44,335	\$53,048
I-40 & Hartmann Dr	\$41,805	\$45,315	\$54,796
I-40 & SR 109	\$72,098	\$66,279	\$61,835
W Main St & Bypass	\$44,991	\$46,686	\$55,833

## 2009 ESTIMATE - PER CAPITA INCOME

I-40 & US 70	\$20,210	\$21,845	\$25,036
I-40 & US 231	\$20,670	\$23,200	\$25,594
I-40 & Hartmann Dr	\$22,171	\$24,064	\$26,197
I-40 & SR 109	\$33,573	\$30,720	\$28,005
W Main St & Bypass	\$25,084	\$24,766	\$26,547

# MOUNT JULIET

## 2000 CENSUS - POPULATION

	2000 Census	2009 Estimate	2014 Projection	Special Census June 2008
Wilson County	88,809	110,485	123,207	
<b>Mt. Juliet</b>	<b>12,366</b>	<b>16,946</b>	<b>19,458</b>	<b>25,234</b>
Lebanon	20,235	24,669	27,324	24,812
Watertown	1,358	1,402	1,452	

## 2009 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	12,751	40,503	186,301
US 70 & N Mt Juliet Rd	19,808	53,761	206,230
US 70 & Grandview Dr	39,173	93,151	281,527
I-40 & Mt Juliet Rd	13,588	49,538	202,186
I-40 & Beckwith Rd	7,772	23,947	136,126
W Division & N Mt Juliet Rd	22,438	64,299	203,870

## 2014 PROJECTION - POPULATION

US 70 & Benders Ferry	14,616	45,870	205,929
US 70 & N Mt Juliet Rd	22,674	60,370	226,641
US 70 & Grandview Dr	43,476	102,641	302,619
I-40 & Mt Juliet Rd	15,467	56,365	222,916
I-40 & Beckwith Rd	8,771	27,265	151,552
W Division & N Mt Juliet Rd	25,912	72,128	222,812

## 2008 TRAFFIC COUNTS

*Released by TDOT Spring 2009*

US 70 & Benders Ferry	11,582 (E. on Hwy 70)
US 70 & N Mt Juliet Rd	18,137 (E. on Hwy 70)
US 70 & Grandview Dr	27,426 (W. on Hwy 70)
I-40 & Mt Juliet Rd	25,345 (Hwy 171 at I-40)
I-40 & Beckwith Rd	60,953 (I-40)
W Division & N Mt Juliet Rd	20,133 (N. on Hwy 171)

## 2009 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	74.02%	73.87%	70.19%
US 70 & N Mt Juliet Rd	73.84%	73.35%	70.08%
US 70 & Grandview Dr	70.68%	71.44%	68.84%
I-40 & Mt Juliet Rd	74.71%	74.23%	72.27%
I-40 & Beckwith Rd	74.17%	73.65%	70.95%
W Division & N Mt Juliet Rd	73.77%	73.02%	70.59%

## 2009 ESTIMATE - AVERAGE HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	\$79,977	\$83,932	\$72,866
US 70 & N Mt Juliet Rd	\$79,864	\$82,273	\$71,435
US 70 & Grandview Dr	\$76,218	\$74,150	\$64,400
I-40 & Mt Juliet Rd	\$83,555	\$78,201	\$71,469
I-40 & Beckwith Rd	\$85,400	\$84,709	\$73,184
W Division & N Mt Juliet Rd	\$81,914	\$76,462	\$71,872

## 2009 ESTIMATE - MEDIAN HOUSEHOLD INCOME

US 70 & Benders Ferry	\$69,682	\$71,982	\$60,392
US 70 & N Mt Juliet Rd	\$69,880	\$70,002	\$58,887
US 70 & Grandview Dr	\$64,369	\$62,521	\$52,227
I-40 & Mt Juliet Rd	\$73,281	\$67,693	\$60,536
I-40 & Beckwith Rd	\$71,767	\$72,226	\$61,105
W Division & N Mt Juliet Rd	\$72,841	\$65,540	\$59,687

## 2009 ESTIMATE - PER CAPITA INCOME

US 70 & Benders Ferry	\$29,561	\$30,877	\$29,164
US 70 & N Mt Juliet Rd	\$29,392	\$30,733	\$28,837
US 70 & Grandview Dr	\$29,144	\$29,300	\$26,639
I-40 & Mt Juliet Rd	\$30,740	\$29,916	\$28,489
I-40 & Beckwith Rd	\$31,249	\$31,231	\$28,920
W Division & N Mt Juliet Rd	\$30,160	\$29,361	\$29,113

## 2009 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
US 70 & Benders Ferry	4,692	14,856	74,215
US 70 & N Mt Juliet Rd	7,258	20,031	82,817
US 70 & Grandview Dr	14,878	36,653	115,843
I-40 & Mt Juliet Rd	4,991	18,869	80,306
I-40 & Beckwith Rd	2,843	8,811	53,446
W Division & N Mt Juliet Rd	8,222	24,574	82,223

## 2014 PROJECTION - HOUSEHOLDS

US 70 & Benders Ferry	5,439	17,011	82,638
US 70 & N Mt Juliet Rd	8,399	22,710	91,610
US 70 & Grandview Dr	16,617	40,660	125,011
I-40 & Mt Juliet Rd	5,744	21,611	88,844
I-40 & Beckwith Rd	3,244	10,144	59,941
W Division & N Mt Juliet Rd	9,600	27,749	90,376

*The city of Mt. Juliet was ranked 3rd in the "Most Business-Friendly City" in Tennessee for 2008 by the Tennessee Center for Policy Research.*

# W A T E R T O W N

## 2000 CENSUS - POPULATION

	2000 Census	2009 Estimate	2014 Projection	Special Census June 2008
Wilson County	88,809	110,485	123,207	
Mt. Juliet	12,366	16,946	19,458	25,234
Lebanon	20,235	24,669	27,324	24,812
<b>Watertown</b>	<b>1,358</b>	<b>1,402</b>	<b>1,452</b>	

## 2009 ESTIMATE - POPULATION

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	2,702	4,813	21,839
US 70 & Depot St	2,518	4,415	17,124
W Main & Depot St	2,505	4,476	17,366
US 70 & Lynn Ave	2,468	4,752	16,622

## 2014 PROJECTION - POPULATION

US 70 & Linwood Rd	2,831	5,101	23,434
US 70 & Depot St	2,632	4,659	18,374
W Main & Depot St	2,616	4,725	18,639
US 70 & Lynn Ave	2,579	5,001	17,807

## 2009 ESTIMATE - HOUSEHOLDS

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	1,080	1,900	8,412
US 70 & Depot St	1,011	1,756	6,634
W Main & Depot St	1,006	1,779	6,724
US 70 & Lynn Ave	991	1,896	6,435

## 2014 PROJECTION - HOUSEHOLDS

US 70 & Linwood Rd	1,142	2,033	9,100
US 70 & Depot St	1,066	1,869	7,172
W Main & Depot St	1,060	1,895	7,272
US 70 & Lynn Ave	1,045	2,012	6,944

## 2008 TRAFFIC COUNTS

Released by TDOT Spring 2009

I-40 East of US 70	36,842
I-40 East of Linwood Rd	37,631
US 70 South of I-40	9,388
US 70 West of Linwood Rd	7,660
US 70 East of Watertown	5,304

*In 1885 the Watertown Depot was the unloading place for surrounding towns for passengers riding the Nashville & Knoxville Railroad. Today, Watertown is the destination of the excursion trains from Nashville for numerous events.*

## 2009 ESTIMATE - AVERAGE HOUSEHOLD INCOME

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	\$62,296	\$62,442	\$58,081
US 70 & Depot St	\$62,333	\$62,277	\$60,848
W Main & Depot St	\$62,239	\$62,237	\$60,806
US 70 & Lynn Ave	\$62,303	\$61,433	\$60,883

## 2009 ESTIMATE - MEDIAN HOUSEHOLD INCOME

US 70 & Linwood Rd	\$51,674	\$53,104	\$50,625
US 70 & Depot St	\$51,457	\$52,431	\$53,991
W Main & Depot St	\$51,408	\$52,420	\$53,994
US 70 & Lynn Ave	\$51,534	\$51,769	\$53,783

## 2009 ESTIMATE - PER CAPITA INCOME

US 70 & Linwood Rd	\$24,896	\$24,650	\$22,510
US 70 & Depot St	\$25,026	\$24,764	\$23,617
W Main & Depot St	\$24,997	\$24,737	\$23,586
US 70 & Lynn Ave	\$25,023	\$24,518	\$23,616

## 2009 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

Radius	3 Miles	5 Miles	10 Miles
US 70 & Linwood Rd	62.37%	63.39%	63.43%
US 70 & Depot St	61.28%	62.16%	64.64%
W Main & Depot St	61.37%	62.16%	64.67%
US 70 & Lynn Ave	61.12%	61.72%	64.35%

## 2009 EVENTS

<b>February 7</b> Valentine's Day Murder Mystery Excursion Train	<b>July 4</b> Independence Day Parade
<b>February 14</b> Valentine's Day Murder Mystery Excursion Train II	<b>July 11</b> Jazz Festival & Murder Mystery Excursion Train
<b>April 4</b> Easter Bunny Excursion Train	<b>September 26</b> Train Robbery Excursion Train
<b>April 11</b> Easter Bunny Excursion Train II	<b>October 3</b> Fall Mile Long Yard Sale & Excursion Train
<b>April 18</b> Spring Mile Long Yard Sale	<b>November 14</b> Murder Mystery Excursion Train
<b>May 9</b> Big Hill Challenge (century & half-century bicycle ride)	<b>November 28</b> Christmas in the Country & Polar Express Train
<b>May 16</b> Train Robbery Excursion Train	<b>TBA</b> Holiday Excursion Train & Tour of Homes