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COUNTY  
TENNESSEE

Lebanon  
Mt. Juliet  
Watertown

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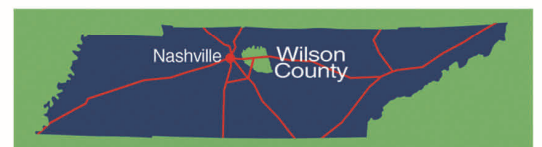


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# W A T E R T O W N

## 2000 CENSUS - POPULATION

|                  | 2000 Census  | 2010 Estimate | 2015 Projection | Special Census June 2008 |
|------------------|--------------|---------------|-----------------|--------------------------|
| Wilson County    | 88,809       | 114,401       | 127,236         |                          |
| Mt. Juliet       | 12,366       | 19,289        | 22,254          | 25,234                   |
| Lebanon          | 20,235       | 25,027        | 27,271          | 24,812                   |
| <b>Watertown</b> | <b>1,358</b> | <b>1,476</b>  | <b>1,546</b>    |                          |

## 2010 ESTIMATE - POPULATION

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| US 70 & Linwood Rd | 2,880   | 5,058   | 21,948   |
| US 70 & Depot St   | 2,614   | 4,630   | 16,970   |
| W Main & Depot St  | 2,633   | 4,729   | 17,306   |
| US 70 & Lynn Ave   | 2,567   | 4,799   | 17,008   |

## 2015 PROJECTION - POPULATION

|                    |       |       |        |
|--------------------|-------|-------|--------|
| US 70 & Linwood Rd | 3,043 | 5,366 | 23,271 |
| US 70 & Depot St   | 2,755 | 4,901 | 17,975 |
| W Main & Depot St  | 2,775 | 5,002 | 18,337 |
| US 70 & Lynn Ave   | 2,708 | 5,056 | 17,992 |

## 2010 ESTIMATE - HOUSEHOLDS

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| US 70 & Linwood Rd | 1,129   | 1,970   | 8,451    |
| US 70 & Depot St   | 1,050   | 1,827   | 6,542    |
| W Main & Depot St  | 1,058   | 1,864   | 6,660    |
| US 70 & Lynn Ave   | 1,045   | 1,912   | 6,553    |

## 2015 PROJECTION - HOUSEHOLDS

|                    |       |       |       |
|--------------------|-------|-------|-------|
| US 70 & Linwood Rd | 1,201 | 2,104 | 9,028 |
| US 70 & Depot St   | 1,115 | 1,947 | 6,973 |
| W Main & Depot St  | 1,123 | 1,985 | 7,100 |
| US 70 & Lynn Ave   | 1,110 | 2,027 | 6,973 |

## 2009 TRAFFIC COUNTS

*Released by TDOT Spring 2010*

|                          |        |
|--------------------------|--------|
| I-40 East of US 70       | 35,933 |
| I-40 East of Linwood Rd  | 34,096 |
| US 70 South of I-40      | 8,731  |
| US 70 West of Linwood Rd | 7,122  |
| 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.

## 2010 ESTIMATE - AVERAGE HOUSEHOLD INCOME

| Radius             | 3 Miles  | 5 Miles  | 10 Miles |
|--------------------|----------|----------|----------|
| US 70 & Linwood Rd | \$54,784 | \$56,154 | \$54,072 |
| US 70 & Depot St   | \$54,401 | \$55,646 | \$56,280 |
| W Main & Depot St  | \$54,373 | \$55,657 | \$56,252 |
| US 70 & Lynn Ave   | \$54,860 | \$54,742 | \$56,219 |

## 2010 ESTIMATE - MEDIAN HOUSEHOLD INCOME

|                    |          |          |          |
|--------------------|----------|----------|----------|
| US 70 & Linwood Rd | \$47,062 | \$48,710 | \$48,794 |
| US 70 & Depot St   | \$46,396 | \$48,215 | \$50,864 |
| W Main & Depot St  | \$46,396 | \$48,356 | \$50,820 |
| US 70 & Lynn Ave   | \$46,888 | \$47,708 | \$50,622 |

## 2010 ESTIMATE - PER CAPITA INCOME

|                    |          |          |          |
|--------------------|----------|----------|----------|
| US 70 & Linwood Rd | \$21,783 | \$22,058 | \$21,012 |
| US 70 & Depot St   | \$21,689 | \$22,019 | \$21,788 |
| W Main & Depot St  | \$21,689 | \$22,031 | \$21,733 |
| US 70 & Lynn Ave   | \$21,855 | \$21,854 | \$21,710 |

## 2010 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| US 70 & Linwood Rd | 87.9%   | 87.3%   | 87.4%    |
| US 70 & Depot St   | 88.0%   | 87.0%   | 87.7%    |
| W Main & Depot St  | 88.0%   | 87.0%   | 87.7%    |
| US 70 & Lynn Ave   | 87.2%   | 86.7%   | 87.6%    |

## 2011 EVENTS

|                       |  |
|-----------------------|--|
| <b>February 12</b>    | Valentine's Day Murder Mystery Excursion Train           |
| <b>April 9</b>        | Spring Mile Long Yard Sale & Excursion Train             |
| <b>April 16</b>       | Easter Bunny Excursion Train                             |
| <b>April 23</b>       | Easter Bunny Excursion Train & Community Easter Egg Hunt |
| <b>May 7</b>          | Big Hill Challenge (century & half-century bicycle ride) |
| <b>May 14</b>         | Train Robbery Excursion Train                            |
| <b>July 4</b>         | Independence Day Parade & Fireworks                      |
| <b>July 9</b>         | Music & Arts Festival & Murder Mystery Excursion Train   |
| <b>October 1</b>      | Fall Mile Long Yard Sale & Excursion Train               |
| <b>October 9</b>      | Chili Cook-Off Benefit                                   |
| <b>October 15</b>     | Train Robbery Excursion Train                            |
| <b>October 31</b>     | Trick or Treat on the Square                             |
| <b>November 13</b>    | Murder Mystery Train                                     |
| <b>November 26</b>    | North Pole Express with Santa Excursion Train            |
| <b>December 3</b>     | Santa on the Square 4-6 p.m.                             |
| <b>December 10</b>    | Santa on the Square 4-6 p.m.                             |
| <b>December 10-11</b> | Christmas Open House                                     |
| <b>December 10-11</b> | Christmas Tour of Homes                                  |

# MT. JULIET

## 2000 CENSUS - POPULATION

|                   | 2000 Census   | 2010 Estimate | 2015 Projection | Special Census June 2008 |
|-------------------|---------------|---------------|-----------------|--------------------------|
| Wilson County     | 88,809        | 114,401       | 127,236         |                          |
| <b>Mt. Juliet</b> | <b>12,366</b> | <b>19,289</b> | <b>22,254</b>   | <b>25,234</b>            |
| Lebanon           | 20,235        | 25,027        | 27,271          | 24,812                   |
| Watertown         | 1,358         | 1,476         | 1,546           |                          |

## 2010 ESTIMATE - POPULATION

| Radius                      | 3 Miles | 5 Miles | 10 Miles |
|-----------------------------|---------|---------|----------|
| US 70 & Benders Ferry       | 12,550  | 41,924  | 190,825  |
| US 70 & N Mt Juliet Rd      | 18,723  | 54,720  | 211,792  |
| US 70 & Grandview Dr        | 38,854  | 93,726  | 292,450  |
| I-40 & Mt Juliet Rd         | 16,768  | 49,488  | 200,619  |
| I-40 & Beckwith Rd          | 10,033  | 26,673  | 137,816  |
| W Division & N Mt Juliet Rd | 24,286  | 67,293  | 205,874  |

## 2015 PROJECTION - POPULATION

|                             |        |         |         |
|-----------------------------|--------|---------|---------|
| US 70 & Benders Ferry       | 14,110 | 47,309  | 210,865 |
| US 70 & N Mt Juliet Rd      | 21,089 | 61,162  | 233,208 |
| US 70 & Grandview Dr        | 42,473 | 102,147 | 315,138 |
| I-40 & Mt Juliet Rd         | 19,731 | 56,725  | 220,970 |
| I-40 & Beckwith Rd          | 11,720 | 30,858  | 152,788 |
| W Division & N Mt Juliet Rd | 27,949 | 75,518  | 224,935 |

## 2009 TRAFFIC COUNTS

*Released by TDOT Spring 2010*

|                             |                           |
|-----------------------------|---------------------------|
| US 70 & Benders Ferry       | 11,980 (E. on Hwy 70)     |
| US 70 & N Mt Juliet Rd      | 18,137 (E. on Hwy 70)     |
| US 70 & Grandview Dr        | 27,726 (W. on Hwy 70)     |
| I-40 & Mt Juliet Rd         | 25,539 (Hwy 171 at I-40)  |
| I-40 & Beckwith Rd          | 60,330 (I-40 at Beckwith) |
| W Division & N Mt Juliet Rd | 19,797 (N. on Hwy 171)    |

## 2010 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

| Radius                      | 3 Miles | 5 Miles | 10 Miles |
|-----------------------------|---------|---------|----------|
| US 70 & Benders Ferry       | 93.2%   | 92.8%   | 91.5%    |
| US 70 & N Mt Juliet Rd      | 93.3%   | 92.7%   | 91.4%    |
| US 70 & Grandview Dr        | 91.9%   | 91.6%   | 90.6%    |
| I-40 & Mt Juliet Rd         | 92.7%   | 92.4%   | 91.6%    |
| I-40 & Beckwith Rd          | 92.7%   | 92.8%   | 91.4%    |
| W Division & N Mt Juliet Rd | 93.1%   | 91.9%   | 91.5%    |

## 2010 ESTIMATE - AVERAGE HOUSEHOLD INCOME

| Radius                      | 3 Miles  | 5 Miles  | 10 Miles |
|-----------------------------|----------|----------|----------|
| US 70 & Benders Ferry       | \$81,959 | \$85,204 | \$78,496 |
| US 70 & N Mt Juliet Rd      | \$82,367 | \$85,334 | \$77,339 |
| US 70 & Grandview Dr        | \$81,337 | \$79,850 | \$71,171 |
| I-40 & Mt Juliet Rd         | \$83,573 | \$83,471 | \$77,615 |
| I-40 & Beckwith Rd          | \$82,954 | \$83,558 | \$77,131 |
| W Division & N Mt Juliet Rd | \$84,550 | \$80,751 | \$77,820 |

## 2010 ESTIMATE - MEDIAN HOUSEHOLD INCOME

|                             |          |          |          |
|-----------------------------|----------|----------|----------|
| US 70 & Benders Ferry       | \$72,254 | \$74,929 | \$66,785 |
| US 70 & N Mt Juliet Rd      | \$72,496 | \$74,401 | \$65,705 |
| US 70 & Grandview Dr        | \$70,079 | \$68,503 | \$60,680 |
| I-40 & Mt Juliet Rd         | \$75,309 | \$73,437 | \$67,335 |
| I-40 & Beckwith Rd          | \$72,797 | \$73,342 | \$66,102 |
| W Division & N Mt Juliet Rd | \$75,666 | \$70,481 | \$66,304 |

## 2010 ESTIMATE - PER CAPITA INCOME

|                             |          |          |          |
|-----------------------------|----------|----------|----------|
| US 70 & Benders Ferry       | \$30,145 | \$31,358 | \$31,195 |
| US 70 & N Mt Juliet Rd      | \$30,262 | \$31,882 | \$31,043 |
| US 70 & Grandview Dr        | \$31,263 | \$31,550 | \$29,232 |
| I-40 & Mt Juliet Rd         | \$30,802 | \$31,765 | \$30,779 |
| I-40 & Beckwith Rd          | \$30,377 | \$30,772 | \$30,373 |
| W Division & N Mt Juliet Rd | \$31,125 | \$31,043 | \$31,339 |

## 2010 ESTIMATE - HOUSEHOLDS

| Radius                      | 3 Miles | 5 Miles | 10 Miles |
|-----------------------------|---------|---------|----------|
| US 70 & Benders Ferry       | 4,617   | 15,349  | 75,451   |
| US 70 & N Mt Juliet Rd      | 6,783   | 20,391  | 84,672   |
| US 70 & Grandview Dr        | 14,735  | 36,902  | 119,626  |
| I-40 & Mt Juliet Rd         | 6,180   | 18,735  | 79,096   |
| I-40 & Beckwith Rd          | 3,723   | 9,747   | 54,293   |
| W Division & N Mt Juliet Rd | 8,943   | 25,738  | 82,644   |

## 2015 PROJECTION - HOUSEHOLDS

|                             |        |        |         |
|-----------------------------|--------|--------|---------|
| US 70 & Benders Ferry       | 5,241  | 17,472 | 83,718  |
| US 70 & N Mt Juliet Rd      | 7,711  | 22,961 | 93,553  |
| US 70 & Grandview Dr        | 16,185 | 40,387 | 129,029 |
| I-40 & Mt Juliet Rd         | 7,332  | 21,598 | 87,258  |
| I-40 & Beckwith Rd          | 4,384  | 11,371 | 60,481  |
| W Division & N Mt Juliet Rd | 10,388 | 29,034 | 90,531  |

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

# LEBANON

## 2000 CENSUS - POPULATION

|                | 2000 Census   | 2010 Estimate | 2015 Projection | Special Census June 2008 |
|----------------|---------------|---------------|-----------------|--------------------------|
| Wilson County  | 88,809        | 114,401       | 127,236         |                          |
| Mt. Juliet     | 12,366        | 19,289        | 22,254          | 25,234                   |
| <b>Lebanon</b> | <b>20,235</b> | <b>25,027</b> | <b>27,271</b>   | <b>24,812</b>            |
| Watertown      | 1,358         | 1,476         | 1,546           |                          |

## 2010 ESTIMATE - POPULATION

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| I-40 & US 70       | 17,427  | 27,934  | 52,582   |
| I-40 & US 231      | 17,989  | 30,900  | 55,706   |
| I-40 & Hartmann Dr | 15,840  | 31,000  | 63,252   |
| I-40 & SR 109      | 4,369   | 20,226  | 99,132   |
| W Main St & Bypass | 21,708  | 34,231  | 64,666   |

## 2015 PROJECTION - POPULATION

|                    |        |        |         |
|--------------------|--------|--------|---------|
| I-40 & US 70       | 18,490 | 30,009 | 57,411  |
| I-40 & US 231      | 19,063 | 33,444 | 61,270  |
| I-40 & Hartmann Dr | 16,819 | 33,725 | 70,135  |
| I-40 & SR 109      | 4,949  | 22,988 | 111,439 |
| W Main St & Bypass | 23,793 | 37,562 | 71,721  |

## 2010 ESTIMATE - HOUSEHOLDS

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| I-40 & US 70       | 7,018   | 11,213  | 20,564   |
| I-40 & US 231      | 7,241   | 12,418  | 21,610   |
| I-40 & Hartmann Dr | 6,194   | 12,417  | 24,440   |
| I-40 & SR 109      | 1,586   | 7,666   | 37,648   |
| W Main St & Bypass | 8,806   | 13,642  | 25,022   |

## 2015 PROJECTION - HOUSEHOLDS

|                    |       |        |        |
|--------------------|-------|--------|--------|
| I-40 & US 70       | 7,531 | 12,169 | 22,649 |
| I-40 & US 231      | 7,763 | 13,576 | 23,969 |
| I-40 & Hartmann Dr | 6,650 | 13,637 | 27,323 |
| I-40 & SR 109      | 1,809 | 8,775  | 42,654 |
| W Main St & Bypass | 9,738 | 15,106 | 27,983 |

## 2010 ESTIMATE - CIVILIAN POPULATION 16+ IN LABOR FORCE (civilian employed)

| Radius             | 3 Miles | 5 Miles | 10 Miles |
|--------------------|---------|---------|----------|
| I-40 & US 70       | 86.8%   | 88.3%   | 89.4%    |
| I-40 & US 231      | 87.3%   | 88.6%   | 89.7%    |
| I-40 & Hartmann Dr | 88.3%   | 88.9%   | 90.1%    |
| I-40 & SR 109      | 92.6%   | 92.1%   | 91.3%    |
| W Main St & Bypass | 89.4%   | 89.2%   | 90.3%    |

## 2009 TRAFFIC COUNTS

Released by TDOT Spring 2010

### I-40 & US 70

|                     |        |
|---------------------|--------|
| I-40 East of US 70  | 35,933 |
| I-40 West of US 70  | 45,228 |
| US 70 North of I-40 | 12,840 |
| US 70 South of I-40 | 8,731  |

### I-40 & US 231

|                     |        |
|---------------------|--------|
| I-40 East of US 231 | 45,228 |
| I-40 West of US 231 | 50,578 |
| US 231 at I-40      | 20,397 |

### I-40 & Hartmann Dr

|                           |        |
|---------------------------|--------|
| I-40 East of Hartmann Dr  | 50,578 |
| I-40 West of Hartmann Dr  | 61,068 |
| Hartmann Dr North of I-40 | 17,654 |

### I-40 & SR 109

|                           |        |
|---------------------------|--------|
| I-40 East of SR 109       | 48,894 |
| I-40 West of SR 109       | 60,330 |
| SR 109 North of I-40      | 19,979 |
| SR 109 S (at interchange) | 21,793 |

### W Main St & Bypass

|                           |        |
|---------------------------|--------|
| W Main East of Bypass     | 19,875 |
| W Main West of Bypass     | 19,177 |
| Bypass North of W Main    | 8,858  |
| Winwood Dr. So. of W Main | 3,249  |

## 2010 ESTIMATE - AVERAGE HOUSEHOLD INCOME

| Radius             | 3 Miles  | 5 Miles  | 10 Miles |
|--------------------|----------|----------|----------|
| I-40 & US 70       | \$51,827 | \$56,206 | \$62,892 |
| I-40 & US 231      | \$53,508 | \$59,760 | \$64,788 |
| I-40 & Hartmann Dr | \$59,118 | \$61,940 | \$67,085 |
| I-40 & SR 109      | \$88,515 | \$80,711 | \$74,890 |
| W Main St & Bypass | \$64,242 | \$63,413 | \$67,954 |

## 2010 ESTIMATE - MEDIAN HOUSEHOLD INCOME

|                    |          |          |          |
|--------------------|----------|----------|----------|
| I-40 & US 70       | \$42,651 | \$47,544 | \$54,279 |
| I-40 & US 231      | \$43,130 | \$50,849 | \$56,339 |
| I-40 & Hartmann Dr | \$48,299 | \$52,174 | \$58,959 |
| I-40 & SR 109      | \$70,298 | \$68,457 | \$65,433 |
| W Main St & Bypass | \$53,514 | \$53,605 | \$59,710 |

## 2010 ESTIMATE - PER CAPITA INCOME

|                    |          |          |          |
|--------------------|----------|----------|----------|
| I-40 & US 70       | \$21,515 | \$22,960 | \$24,861 |
| I-40 & US 231      | \$22,170 | \$24,321 | \$25,487 |
| I-40 & Hartmann Dr | \$23,976 | \$25,209 | \$26,197 |
| I-40 & SR 109      | \$31,761 | \$30,585 | \$28,672 |
| W Main St & Bypass | \$26,481 | \$25,642 | \$26,507 |