

NASHVILLE REGION'S 2018

VitalSigns®

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A photograph of a city skyline at dusk or dawn, with a river in the foreground and a bridge. The text is overlaid in the center.

EVERY CITY. EVERY REGION.
HAS A **LIFE CYCLE.**



SOME ARE **MATURE.**
SOME ARE **GROWING.**
SOME ARE **STRUGGLING.**
SOME ARE **REBUILDING.**

A photograph of a crowded street festival, likely the Kentucky Derby in Louisville, with a teal color overlay. In the foreground, the backs of several people's heads and shoulders are visible as they look towards the street. The middle ground shows a busy street with cars and a large crowd of people. In the background, there are brick buildings, including one with a sign for 'RIBS BAR & GRILL'. A large, modern building with a curved roof is visible on the right. The text 'OURS IS THRIVING.' is centered in white, bold, sans-serif font.

OURS IS THRIVING.

A woman with dark hair and bangs is shown in profile, playing a violin. She is wearing a patterned top and a watch. The background is a blurred sunset or sunrise scene with mountains. The entire image has a semi-transparent blue overlay.

TOGETHER

A study of the region requires a close look at both the thriving **Nashville MSA** and **Clarksville MSA**. Our close proximity and explosive growth creates an opportunity for increased collaboration among local governments and the business community to drive economic development.

2018 VITAL SIGNS REPORT

DECADE PERSPECTIVE





FUTURE

It is important that we reflect on how the region has changed and how current conditions will impact its future.



THE NASHVILLE REGION'S GROWTH



WORKFORCE AND EDUCATION



TRANSPORTATION AND OTHER INFRASTRUCTURE



AFFORDABILITY



HEALTH

A photograph of three women from behind, standing in front of a white brick wall with three vertical stripes of bright blue paint. The woman on the left has blonde hair and is wearing a black long-sleeved shirt. The woman in the middle has long brown hair in a ponytail and is wearing a black short-sleeved shirt. The woman on the right has dark curly hair and is wearing a blue denim jacket. All three women have their right arms raised, reaching towards the top of the frame. The image is framed by white diagonal lines on the left and right sides.

THE NASHVILLE REGION'S GROWTH

**MORE PEOPLE.
MORE OPPORTUNITY.**

A photograph of three women sitting at a wooden table in a cafe or office setting, laughing and talking. The woman on the left has curly hair and is wearing a light-colored blazer. The woman in the middle has blonde hair and glasses, also wearing a light-colored blazer. The woman on the right has curly hair and is wearing a dark blazer. They are all smiling and looking at each other. On the table are two smartphones, a notebook, and a cup of coffee. In the background, there is a bookshelf with books and a bar area with bottles.

ARE WE READY?

Over the next 10 years, the fastest growing occupations for Franklin will include jobs in social services, healthcare, legal occupations, and community occupations.

WORKFORCE AND EDUCATION



LEFT BEHIND.

WORKFORCE AND EDUCATION

RED LIGHT. GREEN LIGHT.

The 2018 Vital Signs Poll was conducted after the transit referendum failed. **Seventy-seven percent** of respondents stated it was important or very important for community leaders to try again to seek voter approval of a transit plan and funding.



TRANSPORTATION AND OTHER INFRASTRUCTURE

AFFORDABILITY GAP WIDENING

The future success of the region depends on whether Middle Tennessee can figure out a way to embrace the new growth while ensuring residents who work within the region can also afford to live within the region.



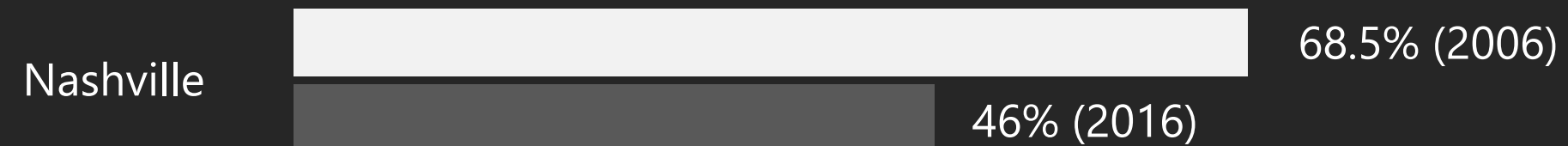
AFFORDABILITY

HEALTH

HEALTH MATTERS

Health care is a critical issue for employers who need a healthy, productive workforce.

PERCENT OF ESTABLISHMENTS THAT OFFER HEALTH INSURANCE



NASHVILLE REGION'S
VitalSigns®

 *Nashville*
AREA CHAMBER of COMMERCE

THE RESEARCH CENTER

 **GN[★]
RC** GREATER NASHVILLE
REGIONAL COUNCIL

