



La Vergne, Tennessee PROFILE

Produced by the Rutherford County Chamber of Commerce

www.rutherfordchamber.org

La Vergne's Great Location Fuels Rapid Growth

La Vergne is one of the fastest growing communities in the state as well as the country. From 1990-2000, the City—which shares a border with Nashville—grew from 7,499 to 18,687—a 149% increase! With the largest industrial park and the largest subdivision in the state, La Vergne is home to four of the county's top ten employers and business is booming.

Rutherford County's retail trade base is made up of over 331,000 people. It has developed into a retail center attracting shoppers from a 10-county region. Part of the reason for this phenomenal growth is the close location to major interstates—Interstate 24 runs directly through La Vergne and Interstates 65 and 40 are within 15 miles—as well as the availability of major city resources in nearby Nashville, Smyrna and Murfreesboro. The northernmost city in Rutherford County, La Vergne is proud to be the home to international companies such as Bridgestone, Ingram Books, Ingram Entertainment, Waldenbooks, Hollywood Video, and more.

But, in recent years, the industrial boom in the city has multiplied numerous times, adding such well-respected companies as Nokian Tires, United Stationers, Day Runner, Inc., Quality Industries, Thompson Machinery, Square D, Whirlpool Corporation and DK Publishing.

The numerous employment opportunities, combined with a low city property tax (50 cents per \$100 assessed value), has caused La Vergne to experience in-migration at over twice the national average. Residents have easy access to Percy Priest Lake and are just a few miles from pro football and pro hockey, Nashville International Airport and two miles from the Smyrna Airport. These are just some of the advantages of living in La Vergne.

New and previously owned housing is available in the city which offers the amenities of grocery and convenience stores, restaurants and other shopping outlets. In addition, three elementary and one high school provide quality education for all students.

In addition, a number of local colleges are located within 20 miles of La Vergne, including Middle Tennessee State University, Vanderbilt University, Motlow State Community College and David Lipscomb University.

All of this combined makes La Vergne one of the best places in America to live. Why not see for yourself?

We welcome your interest in La Vergne and hope that you will not only make a cyber-visit (<http://www.lavergne.org/>) but also visit our city in person if given the opportunity.



There are over 200,000 people in Rutherford County and over a million people within a 25 miles radius of La Vergne.

La Vergne, Tennessee

Population

2003	21,561
2006 Projection	24,796
% Change 1990-2000	149%

Median Household Income

2003	\$55,121
2008 Projectection	\$62,130
% Change 1990-2000	61.2%

Households

2003	7,716
2008 Projection	10,916
% Change 1990-2000	130.1%

Rutherford County, Tennessee

Population

2003	200,669
2008 Projection	229,356
% Change 1990-2000	53.5%

Median Household Income

2003	\$49,566
2008 Projectection	\$55,496
% Change 1990-2000	49.4%

Households

2003	78,467
2008 Projection	90,764
% Change 1990-2000	54.3%

Retail Sales

2002	\$2,066,830,732
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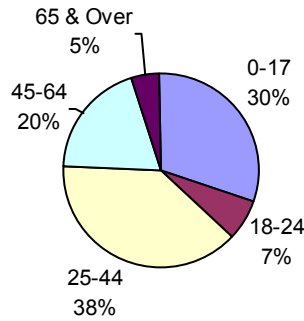
LARGEST EMPLOYERS

	# of Employees
Ingram Book Group, Inc.	2,010
Bridgestone/Firestone	1,859
Whirlpool Corp.	1,500
Borders Group	950
Quality Industries	390
Hennessy Industries Inc.	365
Allegheny Products	340
Ammco Tools	326
Cardinal Health Inc.	300
Hollywood Video	300
Ingram Entertainment Holdings	300
Venture Express Inc.	300
Metal Working Products	275
Parthenon Metal Works	260
Perfect Equipment Corp	250

HIGHER EDUCATION

	Enrollment
Middle TN State University	21,471
Motlow State Com. Coll.	692
Tennessee Technology Center	189

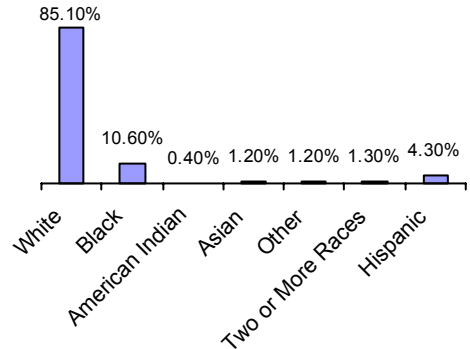
POPULATION BY AGE



CLIMATE

Annual Avg. Temperature: 51.7
 Monthly Avg. High Temp: July-78.8
 Monthly Avg. Low Temp: .. January-36.4
 Annual Avg. Precipitation: 53.75"
 Annual Avg. Snowfall: 6"
 Elevation: 619 above sea level
 Prevailing Winds: Southerly
 Freeze Free Period (Days): 180

RACE/ETHNICITY



MAJOR RETAILERS

Grocery: Food Lion, BI-LO, Smith's Neighborhood Supermarket

Restaurants: Arby's, Burger King, Hardee's, Krystal, McDonalds, Pizza Hut, Sir Pizza, Subway, Sonic, and Waffle House, local restaurants

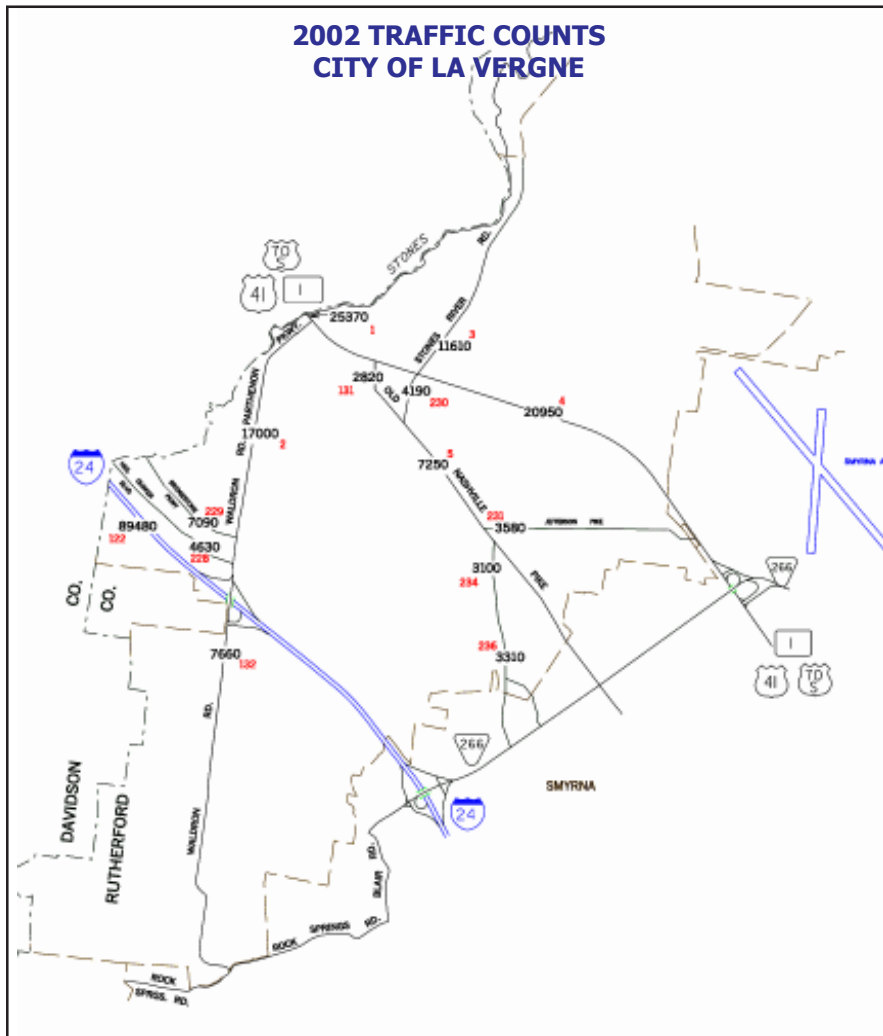
Drug Stores: Walgreen's, CVS

NEWSPAPERS

Daily News Journal
 Circulation (M-F) 19,000
 Sunday 22,000
The Tennessean
 Circulation 15,073

TELEVISION STATIONS

WKRN	Channel 2	ABC
WSMV	Channel 4	NBC
WTVF	Channel 5	CBS
WDCN	Channel 8	PBS
WZTV	Channel 17	FOX
WUXP	Channel 30	UPN
WHTN	Channel 39	Christian TV
WPGT	Channel 50	Trinity
WNAB	Channel 58	WB
WJFB	Channel 66	Independent



For More Information Contact:

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