

Knoxville Area



Facts & Figures 2011

DEMOGRAPHICS

Population - 2010 (Census)

City of Knoxville	178,874
Knox County (including city)	432,226
MSA*	702,729
Knox County Median Age	37

Education

College Graduates (percent of population)	35
College/University Enrollment 2009-10	
University of Tennessee	27,107
Pellissippi State Technical Community College	10,307
Schools	
Public	88
Private/Parochial	51
Business/Vocational	20

Dwelling Units - 2010 (city/county)

Total Number	194,949
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Building Permits - 2010 (city/county)

Total Number	1,836
Total Value	\$424,175,000

Housing - 2011 Median Sales Price

MSA	\$140,900
U.S.	\$173,300
Apartment Rent (2010)	\$658

*The Knoxville Metropolitan Statistical Area (MSA) refers to Anderson, Blount, Knox, Loudon, and Union counties.



LOCATION AND CLIMATE

Founded in 1791 where the French Broad and Holston Rivers meet to form the Tennessee River, Knoxville is the largest city in East Tennessee, ranking third statewide with a metropolitan population of 702,729. It is located in a broad valley between the Cumberland Mountains to the northwest and the Great Smoky Mountains to the southeast. These two ranges afford an attractive natural setting and provide a moderate, four-season climate, with average monthly temperatures ranging from 38 degrees in January to 78 degrees in July. The City of Knoxville comprises 104± square miles of the 526-square mile total for Knox County. Downtown Knoxville is 936 feet above sea level.

LIVABILITY

Knoxville continually receives high honors for quality of life. According to the American Chamber of Commerce Researchers Association (ACCRA) Cost of Living Index, which measures the relative price levels for consumer goods and services in metropolitan and nonmetropolitan areas, Knoxville ranked as one of the top southeast urban areas with a Cost of Living Index of 89.6 during 3rd quarter, 2010, with the average of all participating cities equaling 100.0.

In October 2010, the U.S. Department of Housing and Urban Development awarded the Knoxville MSA with a \$4.3 million dollar grant to create a plan centered on livability principles that will guide our region over the next 30 years.

EDUCATION

Knox County operates 49 elementary (including primary and intermediate), 14 middle, 14 high schools, and 11 non-traditional/adult education centers. Included are five magnet schools offering enhanced arts and science curriculum and a new Science, Technology, Engineering, and Mathematics (STEM) Academy. In 2010, total public school enrollment was 56,516, while the system employed 4,088 teachers, for an average classroom ratio of one teacher for every 14 students. In addition to public education, there are 51 private and parochial schools offering elementary and secondary instruction in Knox County.

Post-secondary education is available at 10 public and private four-year institutions in Knox County and surrounding area. In 2011, The University of Tennessee, Knoxville, with an average enrollment around 27,000 students, placed 47th among the top 164 public institutions according to U.S. News and World Report. Three community colleges offer two-year, associate degree programs, and several vocational and technical institutions also serve the area.



CIVIC

Charitable Organizations	966
Churches	540±
Golf Courses	
Public - MSA*	23
Public - Knox County	10
Country Clubs	5
Government	
City of Knoxville:	
Mayor; 9 Council members (4-year terms)	
Knox County:	
Mayor; 11 Commissioners (4-year terms)	
Hospital Systems (Knox County)	
General Use	7
Children's Hospital	1
Licensed Beds	2,683
Libraries	
Knox County Public Library	
Size of Collection	1,145,427
Circulating Branches	17
Newspapers	
The Knoxville News-Sentinel	
Daily Circulation	97,844
Sunday Circulation	124,225
Weeklies, Biweeklies, and Monthlies	
Total Number	10
Park Area (approximate public acreage)	
Knox County	6,083
Radio and Television	
Radio Stations	17
Television Stations	9
Theaters	
Movie Screens	93
Performance Theaters	9
Dinner Theaters	1

CIVIC ORGANIZATIONS

The Knoxville Area Chamber Partnership has over 2,100 members who participate in economic development, general commerce, and community affairs. Approximately 280 neighborhood associations and many civic groups are active throughout the city and county. United Way and Community Shares support many youth, family, and social service programs, and organizations such as the Community Action Committee and Child and Family Tennessee also offer local assistance. More than 540 churches, serving many faiths and denominations, meet the religious needs of the community.

ARTS AND CULTURE

The Knoxville Symphony, the Knoxville Opera Company, and the Tennessee Children's Dance Ensemble are among the many exceptional arts organizations in the city. Choral groups, dance companies, and numerous performance venues, including the Tennessee and Bijou Theaters, also promote the arts. Live entertainment includes touring Broadway productions, ice shows, concerts, and circuses. The Knoxville Museum of Art and the Emporium Center for Arts and Culture feature changing exhibits throughout the year, while the area's libraries, historic sites, and museums, such as the Museum of Appalachia and the Beck Cultural Center, celebrate East Tennessee's heritage.

RECREATION AND TOURISM

Knox County has over 6,000 acres of park and recreation space, including 25 recreation centers, six senior citizen centers, three skateparks, 10 public golf courses, and approximately 74 miles of greenway and walking trails. Knoxville's Zoological Gardens and Ijams Nature Center attract visitors both young and old. Nearby is the Great Smoky Mountains National Park, the country's most visited, with over nine million guests annually. Visitors enjoy the natural beauty and leisure activities that can be found there and at the numerous other state parks, lakes, and resorts which dot the area.

For sports fans, Knoxville has much to offer. Nationally-ranked University of Tennessee athletic teams draw thousands of enthusiasts to football, basketball, and many other NCAA events each year. The Tennessee Smokies, affiliate of the Chicago Cubs, provide Double-A minor league baseball in neighboring Sevier County, while the Knoxville Ice Bears bring minor league hockey to local fans. The city is also home to the Women's Basketball Hall of Fame.

Special seasonal events include the Dogwood Arts Festival and Rossini Festival in the spring, Sundown in the City concerts during summer months, Boomsday in the fall, and December's celebration Christmas in the City. Knoxville supports an active tourism and convention trade with a 500,000-square foot convention center located downtown at World's Fair Park. Other local facilities are a large civic coliseum/auditorium, two exhibition halls, and a 25,000-seat arena. Nestled downtown, Knoxville's listener supported radio station WDVX hosts a live radio broadcast weekdays called "The Blue Plate Special" where nationally known artists and locals perform for free.





ECONOMY

Business Establishments - 2010

Knox County	10,816
MSA*	15,677

Cost of Living - 2010 (City of Knoxville)

(U.S. average = 100)	89.6
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Earnings - 2009 MSA*

Average All Industries	
Per Hour	\$18.18
Per Week	\$727
Average Annual Pay	\$37,819

Employment - 2010 MSA*

Labor Force	375,210
Unemployment	7.9%

Hotel/Motel Rooms - 2009

Number	8,737
Average Room Rate	\$70.11
Occupancy Rate	50.1%

Industrial Properties - 2009

Number of Buildings	611
Total Sq. Ft. (millions)	32.8
Vacancy Rate	14.1%

Manufacturing Establishments- 2010

Knox County	418
MSA*	711

Office Properties - 2010

Numbers of Buildings	596
Total Sq. Ft. (millions)	21.7
Vacancy Rate	16.2%
Average Rent (per sq. ft.)	\$14.79

Retail Establishments - 2010

Knox County	1,655
MSA*	2,413

Retail Sales (thousands) - 2009

Knox County	\$7,963,468
Sales Per Capita	\$18,424

Service Establishments - 2010

Knox County	5,317
MSA*	7,555

Shopping Centers - 2008

Number of Centers	182
Total Sq. Ft. (millions)	16.3
Vacancy Rate	9.2%

Wholesale Establishments - 2010

Knox County	898
MSA*	1,134

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COMMERCE AND INDUSTRY

As published in the 2010 Forbes magazine list of best cities for business, Knoxville is 56th out of the 200 largest metro areas in the nation. Rankings are based on cost of living, housing cost, crime rate, education, climate, arts/culture, and diversity. This recognition is characteristic of a diverse market. Commerce and industry vary from the media success of Scripps Television Networks (HGTV, DIY, Food Network, GAC, Cooking, and Travel), to Sysco Corporation's (largest food service marketer and distributor in North America) regional warehouse and distribution center. In addition, many other local companies are recognized as national and global leaders, including Clayton Homes, Brunswick Corporation, Green Mountain Coffee, Bush Brothers, Pilot Corporation, and Ruby Tuesday.

Knox County has seven business parks and a Technology Corridor to meet a wide range of corporate facility needs. In 2010, nearly 1,200 new jobs were created in Knox County and over 2,700 jobs across the metro area.

Four regional malls and 182 shopping centers and factory outlets comprise the retail landscape of the Knoxville area. Overall retail sales in Knox County grew 3.9 percent from 2009 to 2010 with over \$7.9 billion, while the Knoxville MSA gained 4.8 percent and grossed over \$10.9 billion.

INCOME

In 2009, Knox County's per capita personal income (PCPI) was seventh highest in the state at \$35,278, despite a 3.3 percent decrease from 2008. At the MSA level per capita income was \$33,912, a 2.7 percent decrease, while the state decreased 2.4 percent to \$34,277 during the same period. The 1999 to 2009 average annual growth rate of PCPI in Knox County was 2.7 percent.

LABOR FORCE AND EMPLOYMENT

The April 2011 civilian labor force (full and part-time, non-farm wage and salary employees, and self-employed persons) in the Knoxville MSA was 375,210, with an average unemployment rate of 7.9 percent. Knox County reported a total labor force of 239,360 and 7.7 percent unemployment. Local rates were lower than the statewide and national average of 9.6 percent.

A diversified economy is credited for the stability of local employment and wages. Employment by industry (excluding self-employed) for the Knoxville MSA in March 2011:

Knoxville MSA* Employment by Industry, March 2010 (excluding self-employed)

INDUSTRY	EMPLOYMENT	SHARE OF TOTAL %
Government	52,100	15.9
Professional, Business Services	46,300	14.1
Educational, Health Services	45,900	14.0
Retail Trade	41,600	12.7
Leisure and Hospitality	34,400	10.5
Manufacturing	29,100	8.9
Durable goods	21,800	6.7
Nondurable goods	7,300	2.2
Financial Activities	16,500	5.0
Wholesale Trade	15,700	4.8
Natural Resources, Mining, & Construction	15,600	4.8
Other Services	14,300	4.4
Transportation, Utilities	11,000	3.4
Information	5,300	1.6
TOTAL	327,800	

Source: Tennessee Department of Labor and Workforce Development



TRANSPORTATION

Airlines 9
 Air Tran, Allegiant Air, American Eagle, Continental Express, Delta, Frontier, United Express, USAirways Express, Vision
 Daily Flights over 140 per day

Air Services- 2010
 Cargo Services 2
 Freight (tons) 46,698

Air Passengers 1,690,566

Bus Terminals
 Greyhound/Trailways 1

Railroad Lines
 CSX/Seaboard, Norfolk Southern 2
 Miles of Lines 170

Water Transportation - 2010
 Port of Knoxville (tons) 535,943
 Loaded Barges Per Year 323

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TAXES

Under Tennessee Constitutional law, residential property is assessed at 25% of appraised value, and commercial/industrial property is assessed at 40%. The current property tax rate for Knox County residents is \$2.36 per \$100 assessed value. The assessment in the City of Knoxville is \$2.46 per \$100. City residents pay both property taxes.

The state sales tax is 5.5% on food and food ingredients and 7% on all other tangible personal property. The local rate, applicable countywide, is 2.25%, bringing the total sales tax in Knox County to 9.25%. About 60 percent of the local portion goes to the Knox County School system, the remainder dedicated to the general funds of the city and county.

There is no personal income tax in Tennessee, but the state does levy a tax of 6% on stock dividends and bond interest over \$1,250 for single-filers. Called the Hall Income Tax, it applies to both individuals and partnerships.

All businesses in Knox County must have an operating license. Establishments within the City of Knoxville must have both a city and county license. Business taxes are calculated on gross receipts and are assessed within one of four classes. Assessments range from 1/40 of 1% to 3/16 of 1%, depending on type of business. Many professional services and manufacturers are exempt from local business taxes but are responsible for the state's Professional Privilege Tax or Franchise and Excise Taxes. More information can be obtained from the business tax offices of the city at 865-215-2083 and the county at 865-215-2392. State tax information is available from the Department of Revenue, 615-253-0600.

TRANSPORTATION

An extensive transportation network connects Knoxville to the U.S. marketplace. Forty percent of the nation's population is within 600 miles of Knoxville via I-40, I-75, and I-81 which meet in the metro area. The city is directly linked to the Great Lakes by the Interconnected Inland Water System and to the Gulf of Mexico by the Tennessee-Tombigbee Waterway. Barge shipping is facilitated by three local river terminals. Also serving the area are 125 truck lines, two railroads, and nine airlines. Knoxville Area Transit (KAT) provides approximately 25 public bus routes, operating 80 buses and carrying around 3.2 million passengers a year in the city. In the fall of 2010 KAT moved into its new downtown Knoxville Station Transit Center. It serves as the major public transportation hub for metropolitan Knoxville and is the city's first Silver LEED-certified government building.

COMMUNICATIONS

Knoxville businesses and residents have access to leading-edge communications technology. Downtown and other local sites are served by BellSouth's high capacity fiber optic network. Comcast, Knology, Charter, and AT&T U-verse offer digital cable and high speed Internet access. The advanced communications network has helped attract the telemarketing divisions of several large corporations to Knoxville.

UTILITIES

In 2008, Knoxville was selected as one of 12 Solar American Cities designated by the U.S. Department of Energy, receiving \$200,000 to help make solar technology cost-competitive with conventional electricity sources. The Knoxville Utilities Board (KUB) provides natural gas, water, and wastewater services and distributes electric power generated by the Tennessee Valley Authority throughout much of Knox County. Beyond KUB's service area, residents receive electricity from two local power companies, and water is supplied by seven utility districts, six of which also provide wastewater treatment service.

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