



City of Mt. Juliet, Tennessee

Community & Market Overview

With Focus on the Area of Golden Bear Gateway Property (Map 077/Parcel 012.02)

City Overview

Located just 10–15 minutes from Nashville International Airport, Mt. Juliet is one of Tennessee’s fastest-growing cities. Over the past decade, the city has established itself as a hub for commerce, quality of life, and infrastructure development.

Known for its strong community values and modern amenities, Mt. Juliet offers a rare blend of suburban comfort and metropolitan convenience. The city has become a magnet for families, professionals, and businesses seeking a stable, prosperous environment with room to grow.

Key Community Attributes

- **Strategic Location:** Near I-40 and the Music City Star commuter rail line
 - **Low Tax Environment:** Among the lowest municipal tax rates in Tennessee
 - **New Infrastructure:** City incorporated approximately 50 years ago with continual investment in growth
 - **Commercial Hub:** Home to the largest shopping destination between Nashville and Knoxville
 - **Strong Workforce:** Educated, capable, and employment-ready population
 - **Southern Hospitality:** A welcoming and vibrant community spirit
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City Demographics & Economic Indicators

Metric	Value
Population (2024)	40,289
Population Growth (2010–2024)	+16,618 residents
Number of Households	15,171
Average Household Size	2.73
Median Household Income	\$108,066
Per Capita Income	\$52,104
Median Owner-Occupied Home Value	\$423,000
Total Housing Units	16,406

Educational Attainment:

- 96.7% of residents have a high school diploma or higher
- 49.5% hold a bachelor’s degree or higher (well above state and metro averages)

Regional Performance

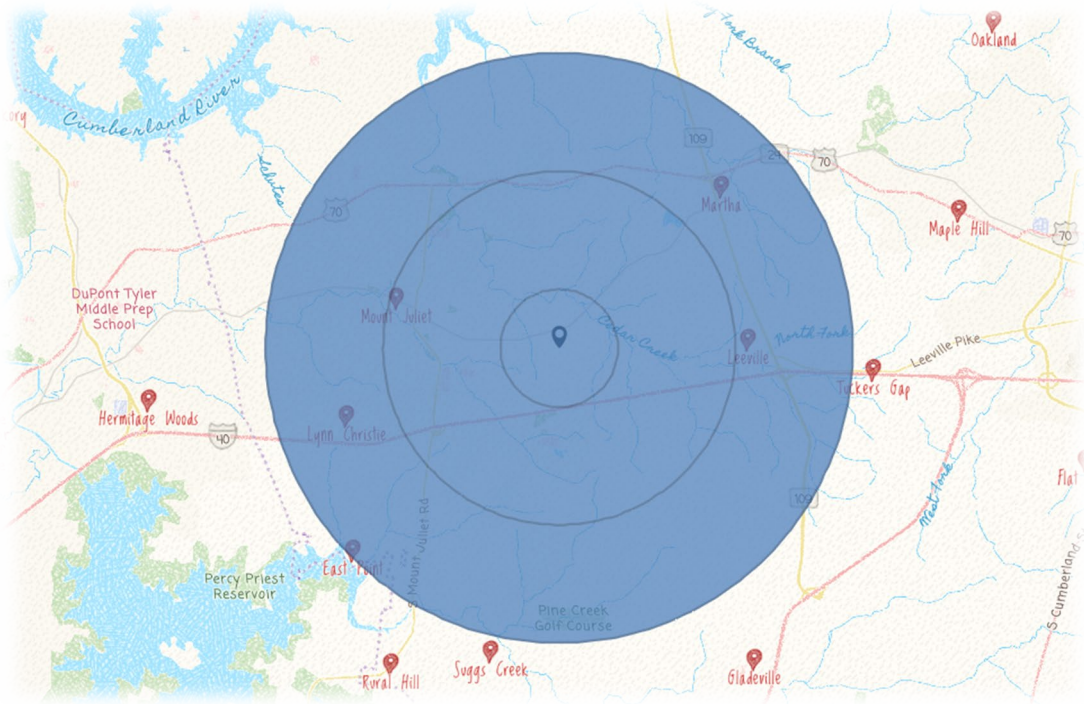
- Ranked **6th fastest-growing city** in Tennessee (U.S. Census 2020)
- Part of **Wilson County**, which ranks:
 - fastest-growing county in the state (U.S. Census 2024)
 - 2nd highest median household income in Tennessee



Subject Property: Golden Bear Gtwy., Mt. Juliet, TN

Detailed demographic projections highlight the strong market potential surrounding city property on Golden Bear Gateway:

Population & Income Growth by Radius



Radius	Year	Avg. Household Income	Total Population
1 Mile	2025	\$96,793	153
	2030	\$105,052	176
3 Miles	2025	\$134,849	28,828
	2030	\$144,156	33,626
5 Miles	2025	\$143,222	61,820
	2030	\$152,799	72,432

Key Observations:

- The area is expected to add **nearly 9,500 people** within a 5-mile radius by 2030.
- Average household income growth is projected to outpace regional and state benchmarks.
- Golden Bear Gateway corridor continues to rapidly expand with commercial, residential and industrial projects.

Development Outlook

With strong demographic momentum and growing consumer spending power, the area surrounding Golden Bear Gateway is well-positioned for strategic development.

Opportunities include:

- **Retail & Dining** – Demand supported by income growth and interstate travel.
- **Healthcare & Services** – Rapid population increases drive local service needs
- **Residential Expansion** – Ongoing need for quality housing options near Nashville
- **Mixed-Use Projects** – Zoning and market conditions support commercial, mixed-use and residential uses along the Golden Bear Gateway corridor.

Summary

Mt. Juliet continues to distinguish itself as a leading city for economic growth and livability in Middle Tennessee. With a highly educated population, rising household incomes, and strong infrastructure, the city is attracting both residents and investment at an accelerated pace.

The York Road corridor, in particular, stands out as a high-opportunity area for forward-looking development. It reflects the broader momentum of the city—dynamic, growing, and full of potential.

For more information about ECD opportunities with the City of Mt. Juliet:



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