



## City of Mt. Juliet, Tennessee

### Community & Market Overview

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

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#### 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.

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#### 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:	
<ul style="list-style-type: none"><li>96.7% of residents have a high school diploma or higher</li><li>49.5% hold a bachelor’s degree or higher (well above state and metro averages)</li></ul>	

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## Regional Performance

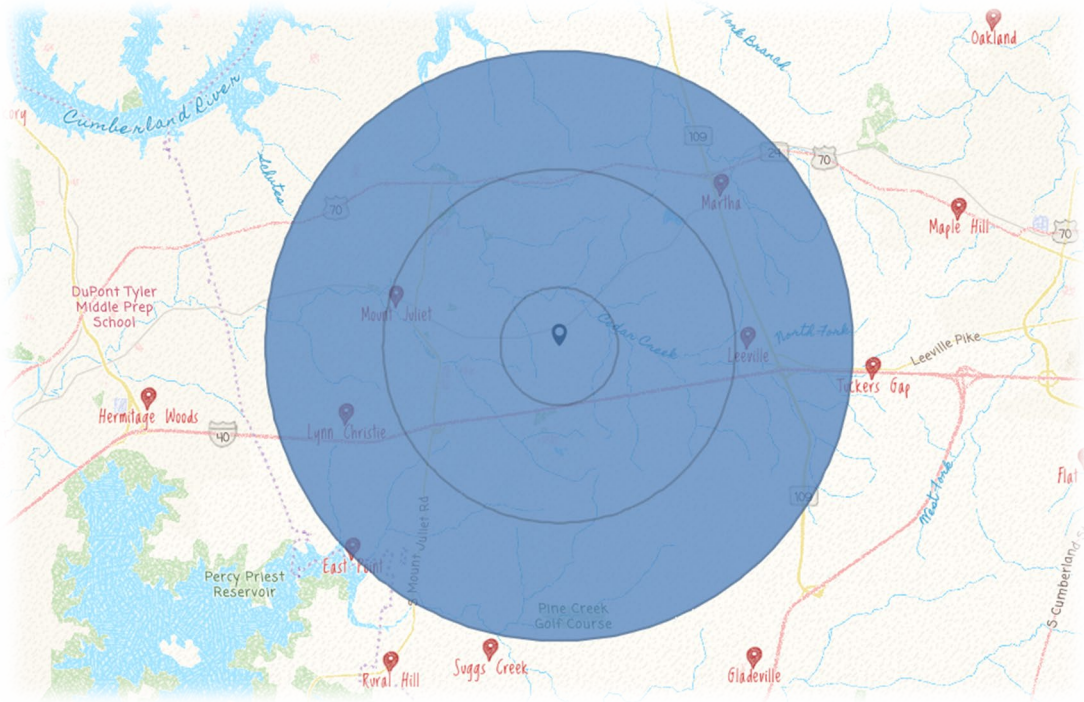
- Ranked **6th fastest-growing city** in Tennessee (U.S. Census 2020)
- Part of **Wilson County**, which ranks:
  - fastest-growing county in the state (U.S. Census 2024)
  - 2nd highest median household income in Tennessee



# 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.

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## 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.

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## 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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