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# Nissan Corporate Headquarters Relocation to Cool Springs, Williamson County

## Regional Economic Impacts of Construction and Operations

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# Nissan Summary Impacts

Nissan Summary Economic & Fiscal Impacts		
		\$ million
Construction Job years	#	1,171
Operations Jobs per Year	#	4,461
Regional Annual Output: Operations	\$	\$740
Regional Annual Earnings	\$	\$320
Economic Migrants	#	500
Annual Tax Revenues: Williamson	\$	\$4.3
Annual Tax Revenues: Davidson	\$	\$4.4

Values represent the Total Economic Effects: Direct plus Secondary.

# Nissan Economic Drivers

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## Direct Employment at Nissan

100 Jobs @ \$500,000

National Relocation

100 Jobs @ \$250,000

National Relocation

300 Jobs @ \$100,000

National Relocation

800 Jobs @ \$ 65,000

Local Hire

Total Annual Payroll

\$157 Million (\$120,000 Avg)

425,000 SF Building @

\$70 million

Build out 7/2006 – 7/2008

First Full Year of Operation

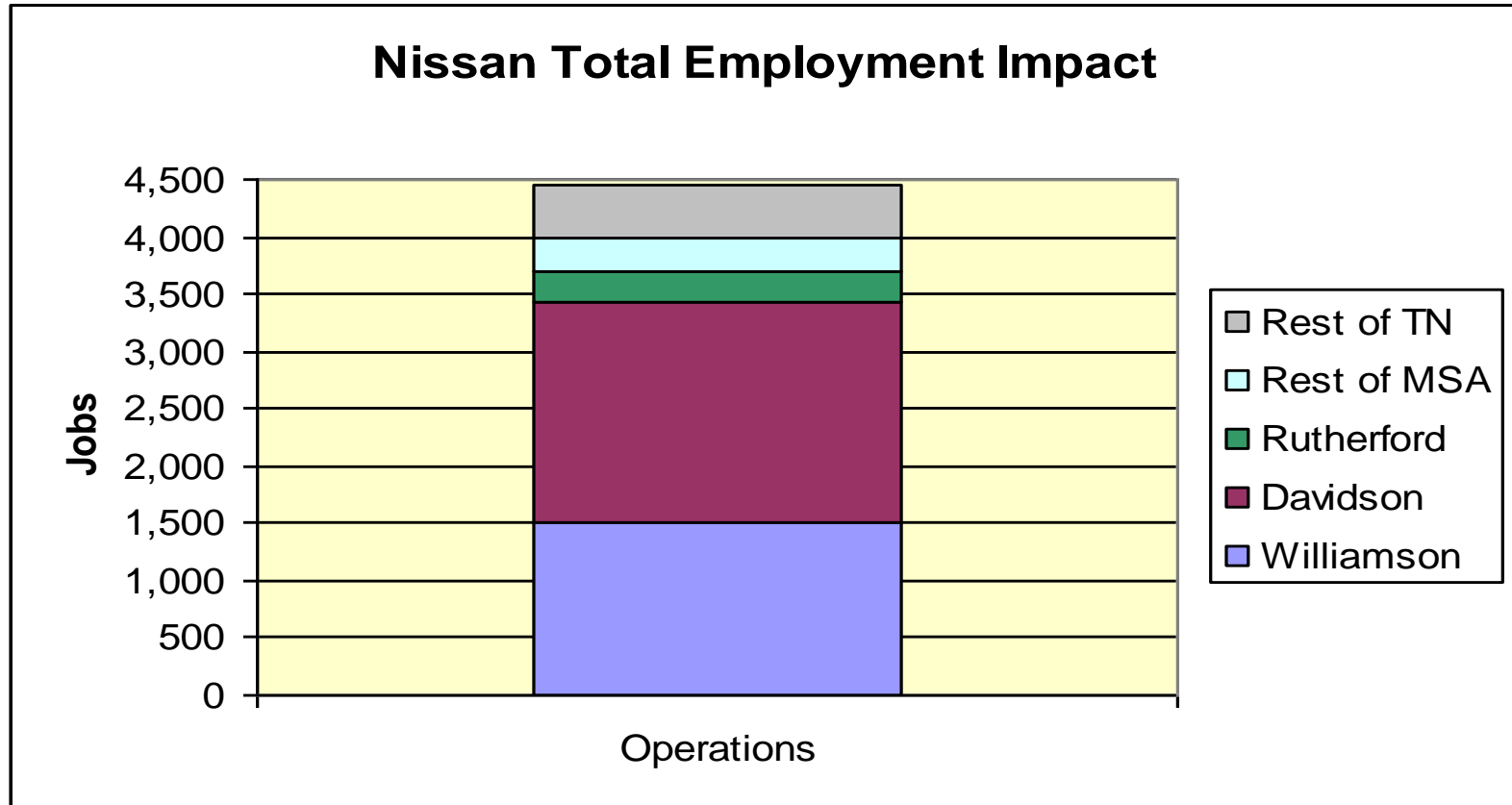
2009

Maintenance/Upkeep

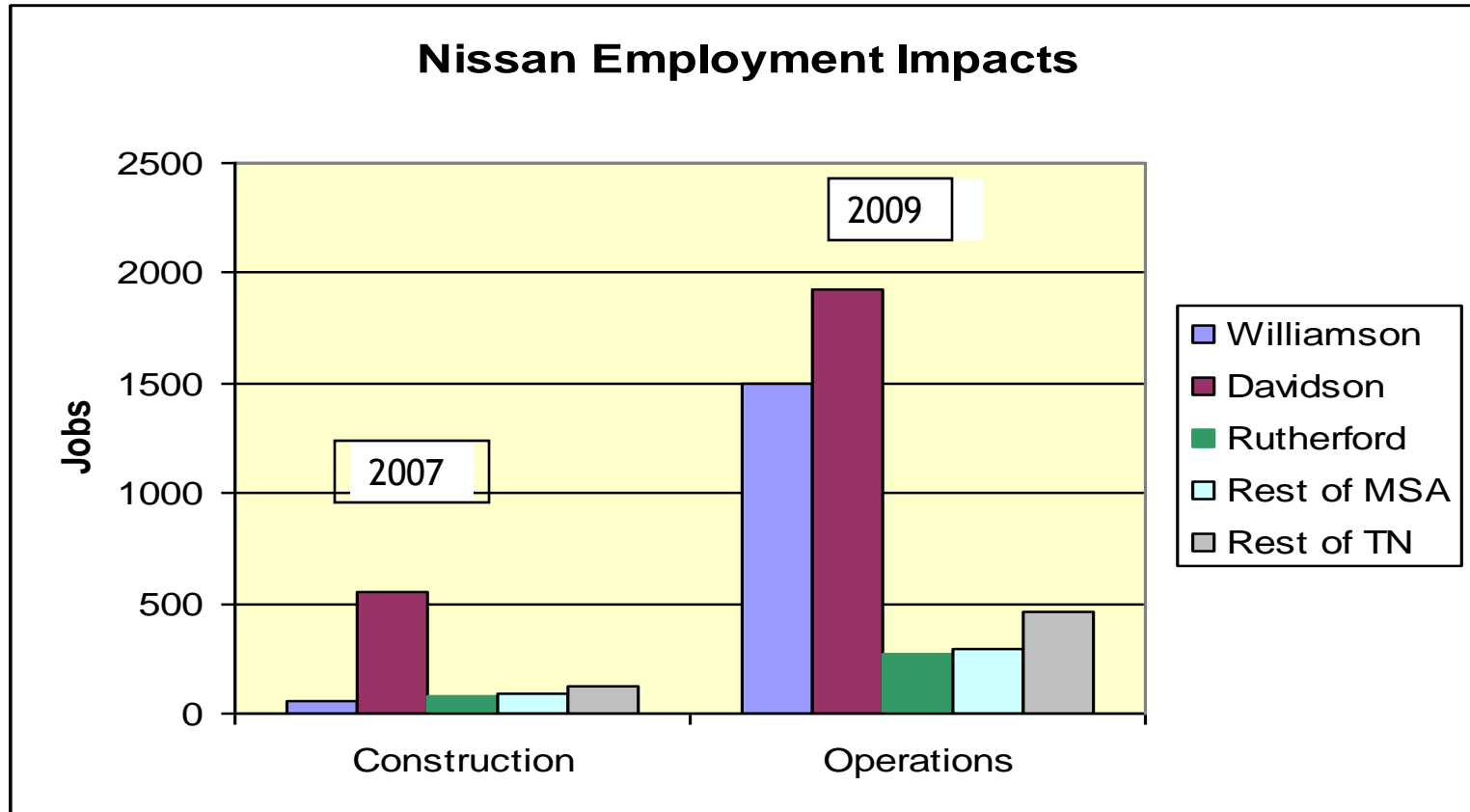
\$3.5 million annually

# Nissan

## Total Jobs Created: Direct plus Secondary



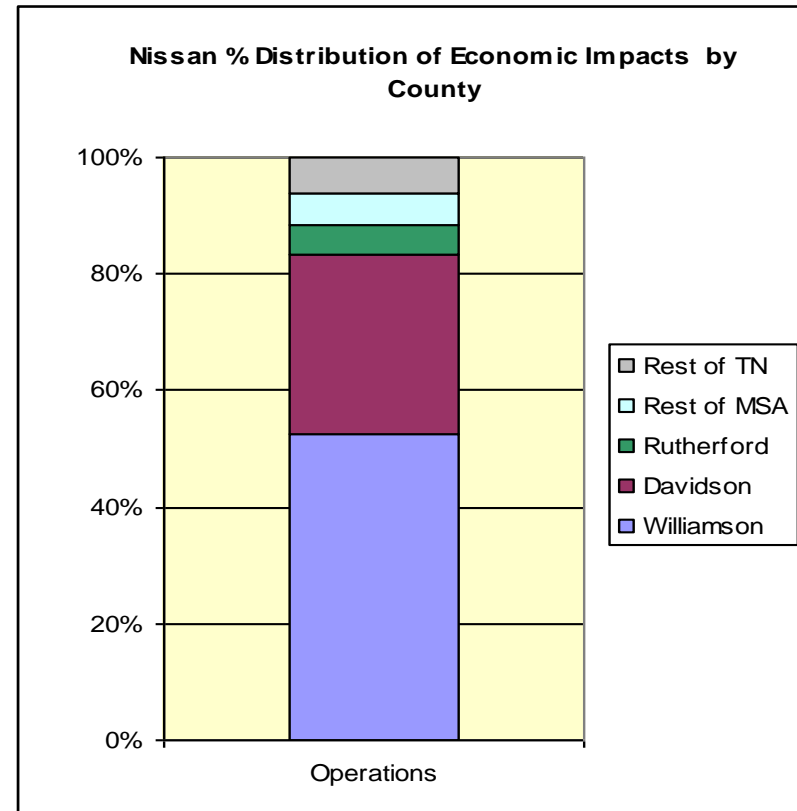
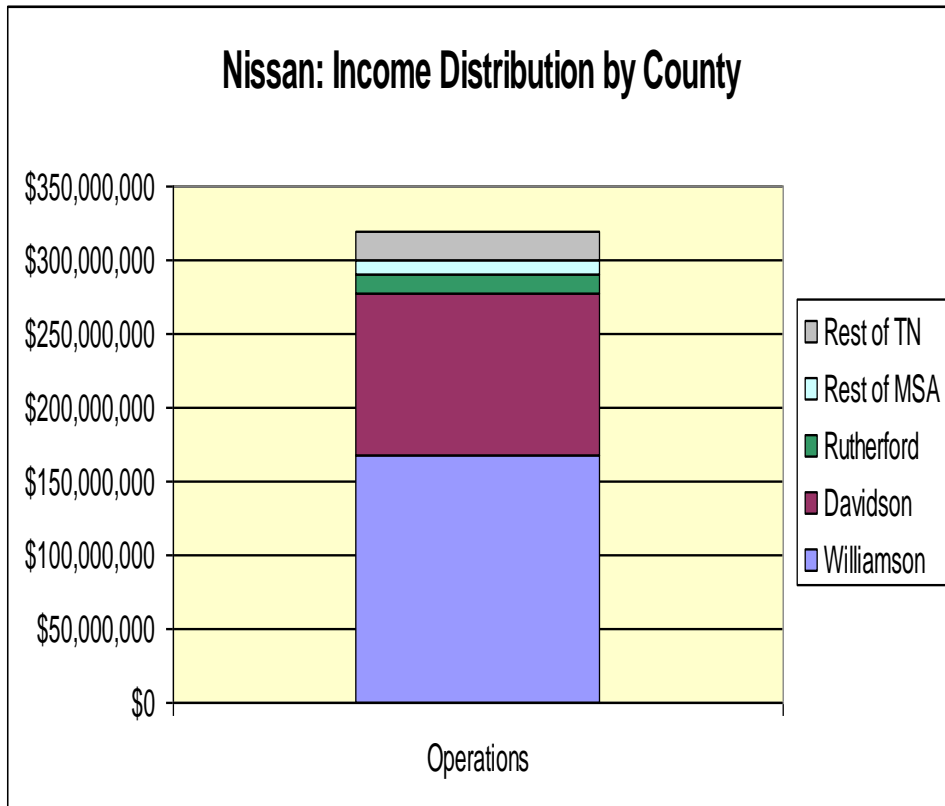
# Nissan Employment Effects by County



**Nissan Construction impacts fall mostly to Davidson County contractors and building product suppliers.**

# Nissan

## Distribution of Earnings by County



# Nissan

## Employment and Income Discussion

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**Davidson gets more jobs. Williamson gets higher income jobs.**

**Williamson gets the high-wage direct jobs, while Davidson picks up intermediate demand and consumer demand.**

**Next slide shows that Davidson gets more of every sector except Nissan's direct management function.**

- **Retail distribution may be a little high for Davidson because base year in the model lags 2008 actual Cool Springs supply capacity.**

# Nissan

## Town Employment Impact by Sector - Region

Nissan Distribution of Operations Employment Impacts 2009					
NAICS	Industry Name	Williamson	Davidson	Rest of MSA	Rest of TN
11	Agriculture, Forestry, Fishing and Hunting	1	1	6	9
21	Mining	1	1	1	1
22	Utilities	1	3	2	2
23	Construction	16	135	56	35
31	Manufacturing	7	106	62	56
42	Wholesale Trade	6	79	24	16
44	Retail Trade	37	236	96	84
48	Transportation and Warehousing	2	44	20	18
51	Information	13	153	22	14
52	Finance and Insurance	25	77	22	21
53	Real Estate and Rental and Leasing	10	109	27	15
54	Professional, Scientific, and Technical Services	31	250	30	24
55	Management of Companies and Enterprises	1,246	-101	-57	-51
56	Administrative and Support and Waste Management and Remediation Services	15	154	64	39
61	Educational Services	4	77	7	8
62	Health Care and Social Assistance	23	202	61	61
71	Arts, Entertainment, and Recreation	11	58	19	9
72	Accommodation and Food Services	27	165	42	41
81	Other Services (except Public Administration)	19	126	51	40
93	Government	5	50	20	26
98	Non-NAICS Industries	0	0	0	0
	<b>Total</b>	<b>1,499</b>	<b>1,923</b>	<b>574</b>	<b>467</b>



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## Displacement Discussion

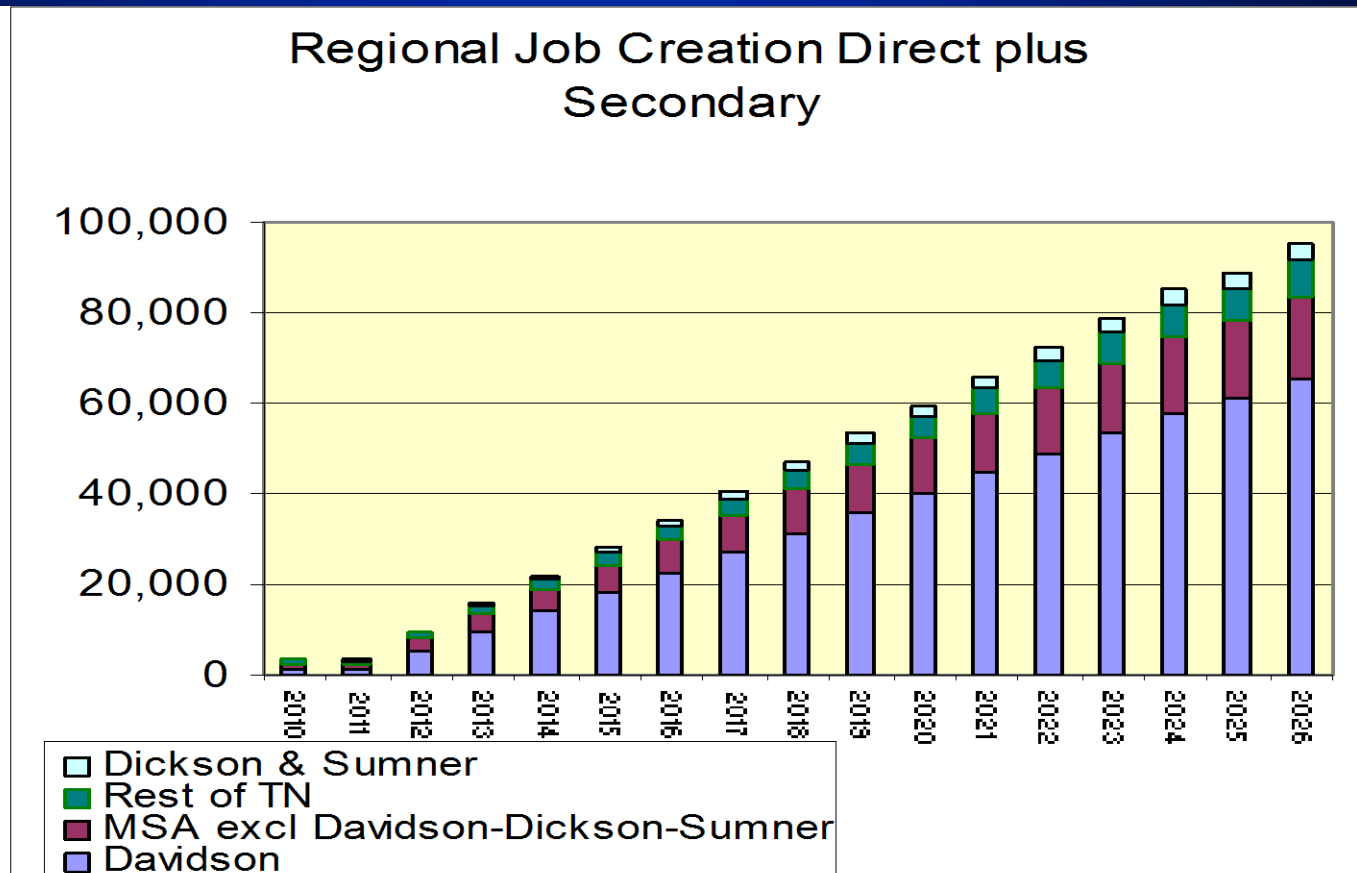
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**REDYN Model reveals loss of jobs in Davidson and rest-of-MSA for NAICS 551, Management of Companies due to displacement caused by that sector's huge expansion in Williamson.**

**800 local hires by Nissan causes local multi-regional displacement of 101 jobs in Davidson, 57 jobs in rest-of-MSA, 51 jobs in rest-of-TN and an implied 54 jobs in Williamson itself.**

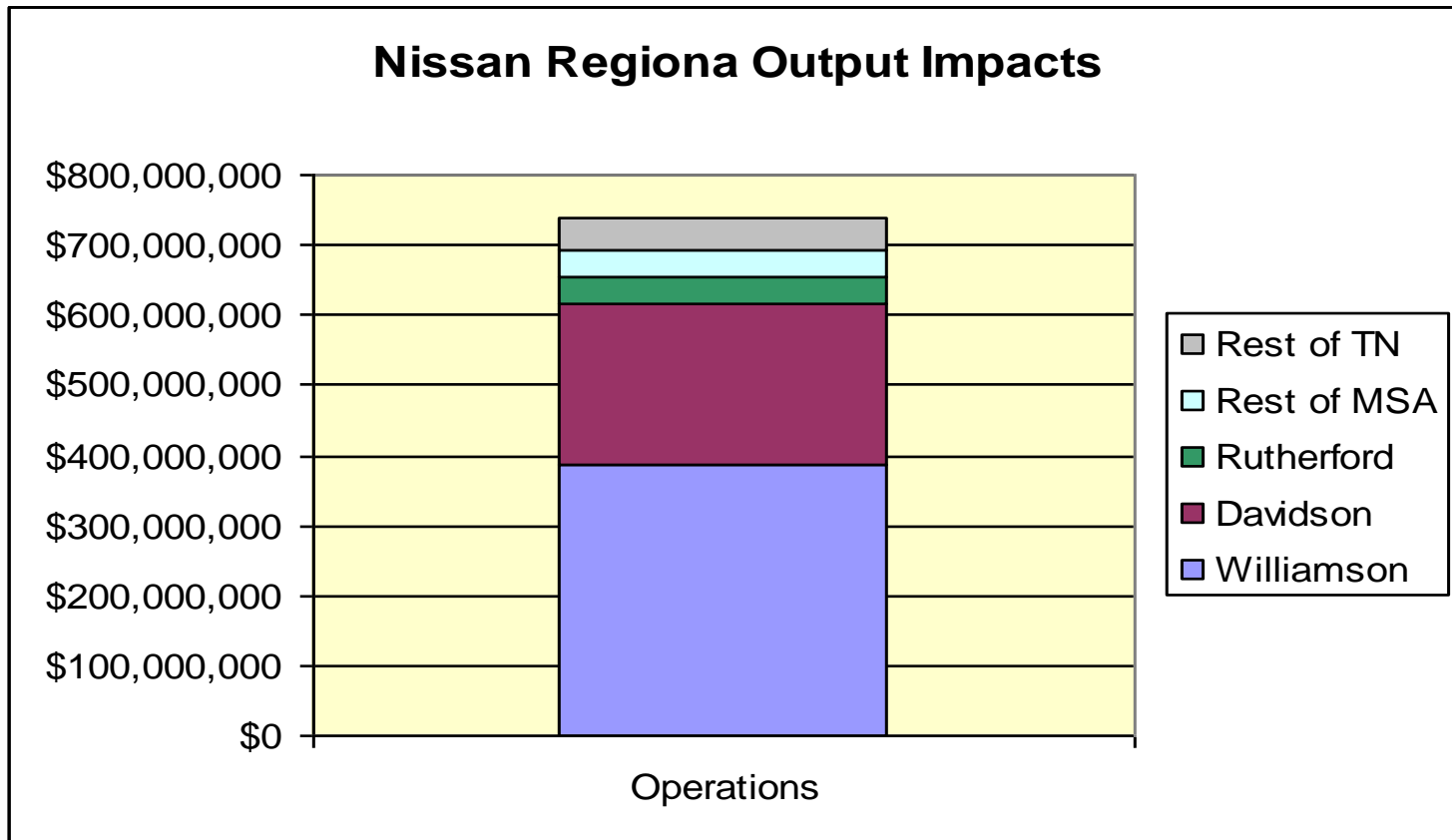
- **500 + 800 - 54 = 1,246 net job gain in Williamson).**

# MTC Total Regional Job Growth: All Drivers plus Multipliers



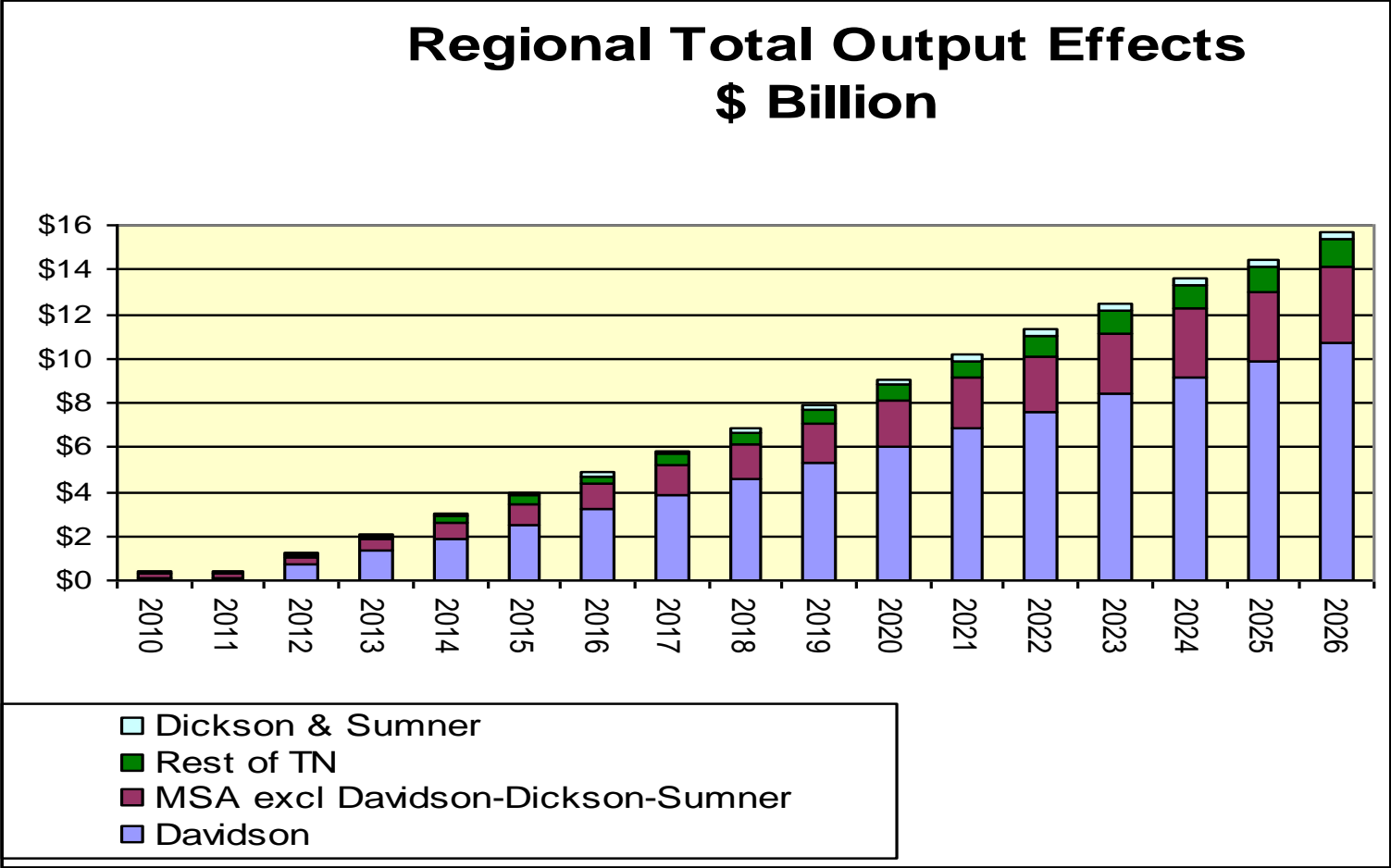
**Adding May Town Center to the Metro Economy  
creates new employment across the region.**

# Nissan Annual Total Regional Output (Sales) Effects: Operations



**Nissan Impacts less than \$1 Billion; May Town Center exceed that in third year of assumed build out.**

# May Town Center Total Regional Output (Sales) Growth



# Nissan

## Property and Local Sales Tax Revenues

Nissan: Major Tax Revenues: 2009			
	Williamson	Davidson	Rest of MSA
Property	\$3,048,321	\$3,087,361	\$1,849,645
Taxable Sales	\$1,248,815	\$1,264,808	\$757,750
Subtotal	\$4,297,136	\$4,352,170	\$2,607,395
Total: MSA			\$11,256,700

Numbers represent annual tax revenues.

# May Town Center Davidson County Total Property & Sales Tax Revenues

<b>May Town Center: Major Tax Revenues: 2012 and 2024 – \$2007</b>							
<b>2012: Full Construction and First Yr Office Occupancy</b>				<b>2024: Office Occupancy and Last Yr Full Construction</b>			
<b>CATEGORY</b>	Davidson	Dickson and Summer	Rest of MSA	<b>CATEGORY</b>	Davidson	Dickson and Summer	Rest of MSA
Property	\$5,909,559	\$1,334,469	\$5,226,989	Property	\$70,791,910	\$13,008,737	\$53,040,610
Taxable Sales	\$2,420,987	\$546,696	\$2,141,356	Taxable Sales	\$29,001,531	\$5,329,328	\$21,729,304
<b>Total</b>	<b>\$8,330,546</b>	<b>\$1,881,165</b>	<b>\$7,368,346</b>	<b>Total</b>	<b>\$99,793,441</b>	<b>\$18,338,065</b>	<b>\$74,769,914</b>

Tax revenues will grow throughout buildout.  
May Town Center creates tax revues across the Region.