



DAVID  
BENTON

BORN 1779 SOUTH CAROLINA  
DIED 1860 BENTON COUNTY TENN  
CITIZEN SOLDIER WAR OF 1812  
MEMBER OF BENTON COUNTY'S  
FIRST QUARTERLY COURT  
FEBRUARY 1856

PATRIOT  
FOR WHOM BENTON COUNTY WAS  
NAMED

RECORDED IN THE  
CLERK'S OFFICE OF THE  
COUNTY OF BENTON TENN  
ON THE 22ND DAY OF JANUARY  
1880 BY J. H. HARRIS

Benton County Opportunity Zone  
Investment Prospectus

The use of the word “prospectus” for the purpose of the work contained herein is not to advertise about, endorse or in any other way to promote or offer specific investment opportunities. The rural investment prospectus is a template designed to help unify local leaders around a plan, to show what might occur in a region and to use as a tool to promote the region and its plans. The prospectus has been prepared for discussion purposes only and not to induce anyone to enter into any agreement or transaction. For the avoidance of any doubt, the distribution of this prospectus does not constitute an offer to sell or a solicitation of an offer to buy any assets or equity securities or any investment of any kind.



# Disclaimer

# Outline for Benton County Opportunity Zone Investment Prospectus

Purpose

Market Context

Population Information

Housing Information

Tax Information

Business Information

Available Real Estate within the Opportunity Zone

Potential Business Ideas

Contact Information

Purpose



01

Help Benton County market its opportunity zone to local, regional, and national investors.

02

Help Benton County organize its assets to have maximum economic and social impact.

03

Help Benton County organize stakeholders around the unified vision of inclusive growth.

# The Rural & Regional Investment Prospectus: Purpose

# Audience for this Prospectus



**Local individuals  
with capital gains**

**Opportunity Fund  
Managers**

**Philanthropies and  
individuals with a  
Benton County  
interest**

# Market Context



## Narrative of Benton County

With a plethora of industries, exciting locations for tourism, and proximity to the Tennessee River, Benton County is an ideal location for new business, investments, and homes. Resource-filled and family oriented, Benton County provides a strong school system, motivated workforce, and countless new opportunities for entrepreneurs and industries.

**Watch Now:**

**[Mastered in Tennessee - Benton County](#)**

# Overview of Benton County

**Population: 16,164**

**Cities: Camden and Big Sandy**

**Access to Tennessee River, Big Sandy River, and  
Pond Branch**

**Gateway to West Tennessee and centrally located  
in automotive corridor of Southern U.S.**

**Interstate 40 passes through southern portion of  
county along with U.S. Highways 70 and 641 and  
numerous state roads**

**CSX rail service**

**Benton County Airport near Benton County  
Industrial Park**

**New Johnsonville port access**







## Opportunity Zone Data

**Population: 2,305**

**Square Miles: 119.2**

**People per square mile: 19.3**

**Below Poverty Line: 21.2%**

**Number of Households: 886**

**Per Capita Income: \$20,641**

**Median Household Income:  
\$37,639**

**Opportunity Zone Designation  
Type: Low-Income Community**

## Market Strengths

**Diversity of industries**

**Continuous decrease of the unemployment rate by 2.7% (2019)**

**Strong school system**

**Market proximity to the Tennessee River**

**Diverse resources**

**Great place for tourism**

**Quality healthcare**



# ThreeStar Certification

ThreeStar is a strategic community development program developed to assist communities in preparing for a better future.

It serves to promote economic and community prosperity through collaboration.

Certification is based on annual documentation of local activity, evaluation, and biennial participation in coordinated local stakeholder goal and activity planning.

Read more at [ThreeStar](#).



# Market Momentum

Continuous decrease in unemployment -2.7% from 2015 to 2019

Large market in the manufacturing, government, and retail trade industries with each holding over 600 employers.

Growing homeownership rate at 75.9% (2019)

Tennessee RiverLine Pilot Community

# Waterways and Roadways

## Bodies of water within and near opportunity zone

- Access from Tennessee River to Birdsong Creek and Eagle Creek
- Kentucky Lake

## Roadways within opportunity zone


- Highway 641 (North/South)
- Interstate 40
- State Highway 191
- State Highway 192
- State Highway 147

**Highway 641** connects Benton County to Alabama, Mississippi, and Kentucky

**State Highway 191** connects the area to Eva, Nathan Bedford Forrest State Park, and Interstate 40

## Water access from major roadways

- Eva
- Bass Bay
- Harmons Creek
- Sulfur Creek
- Lick Creek
- Beaverdam
- Cypress Creek



# Population Information

**80.9% high school graduate or higher, percent of persons age 25+**

**12.6% bachelor's degree or higher, percent of persons age 25+**

**45.6% in civilian labor force, total, percent of population age 16+**

**42.7% in civilian labor force, female, percent of population age 16+**

**23.3 minutes mean travel time to work, workers age 16+**

**\$33,125 median household income (2018 dollars)**

**\$23,141 per capita income past 12 months (2018 dollars)**

### Under 18 Years Old

- Male: 20.0%
- Female: 18.3%
- Total: 19.1%

### 18 - 64 Years Old

- Male: 57.9%
- Female: 56.1%
- Total: 57.0%

### 65 Years and Over

- Male: 22.1%
- Female: 25.6%
- Total: 23.9%

### Median Age

- Male: 45.9
- Female: 48.8
- Total: 47.4

# Workforce

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6,700+ total labor force

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Certified Work Ready Community

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Tennessee Promise and Tennessee Reconnect programs to increase college degrees and certifications

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Recipient of Rural Initiative Funding Opportunity Announcement for \$40k workforce expansion efforts



# Education

94% high school graduation rate

6,800+ students currently enrolled in three regional higher education institutions: Bethel University, TCAT-McKenzie, and TCAT-Paris

Benton County School District composed of six public schools serving approximately 2,100 students with 14:1 student to teacher ratio



# Tourism

Rated second in nation for crappie fishing in Big Sandy area by Crappie Masters

Kentucky Lake marinas and ramps for boating, fishing, hunting, and water sport activities

Tennessee River Folklife Center

Natchez Trace State Park

Tennessee River Freshwater Pearl Farm and Museum

Birdsong Resort and Marina

Magic Valley Golf Club

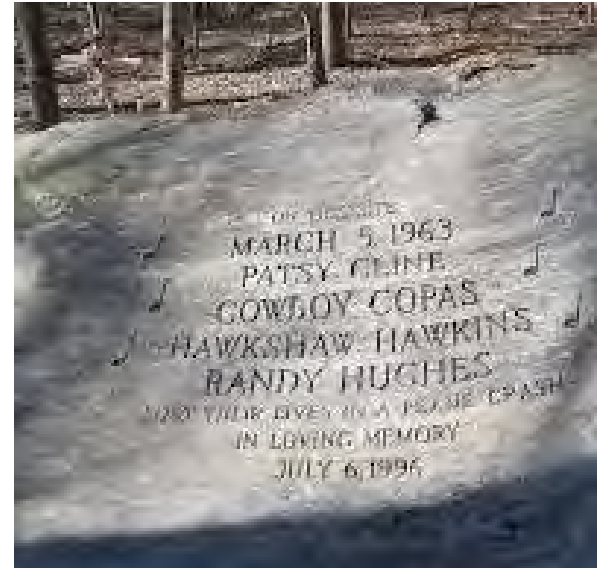
Patsy Cline Memorial

Birdsong Drive-In

Benton-Houston County Ferry

Tennessee RiverLine -

<https://www.tnriverline.org/new/visionvideo>





# Housing Information



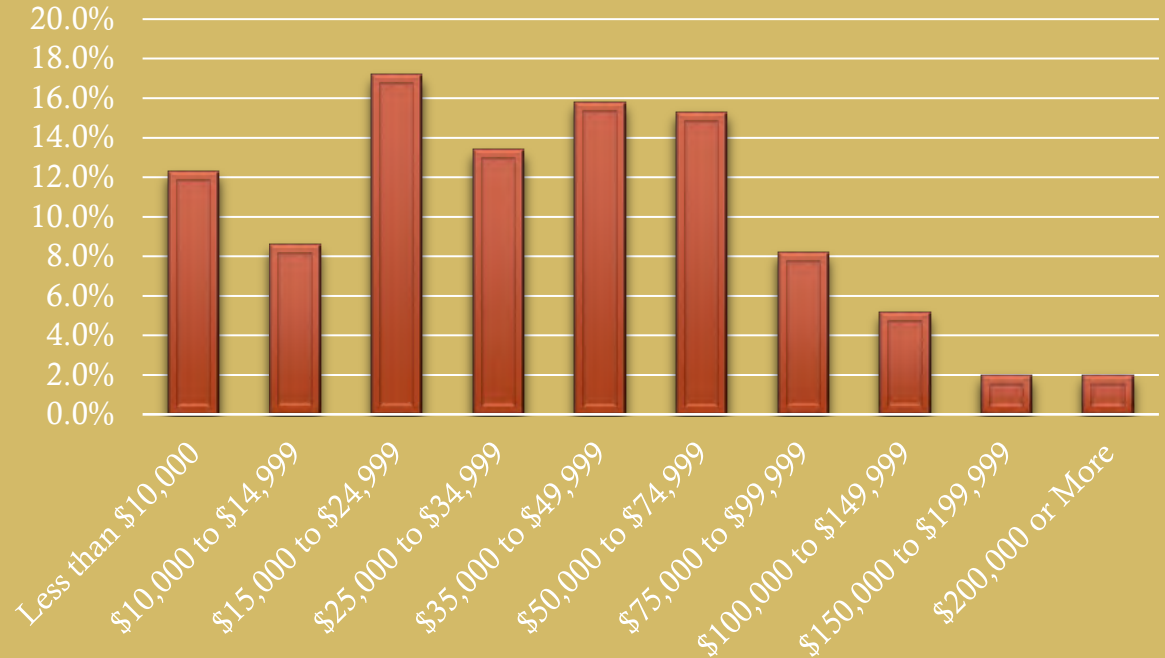
**6,786 households**

**2.35 persons per household**

**74.1% of households have a computer**

**60.1% of households have a broadband Internet subscription**

## Household Income



# Housing Information

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**9,172 housing units, July 2019**

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**75.9% owner-occupied housing unit rate**

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**92.5% living in the same house 1 year ago, percent of persons age 1+**

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**\$33,125 median household income**

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**\$85,800 median value of owner-occupied housing units**

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**\$883 median selected monthly owner costs with mortgage**

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**\$348 median selected monthly owner costs without mortgage**

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**\$633 median gross rent**

(2014-2018)

# Tax Information

## Property Taxes

County Property Tax \$2.73

State Property Tax: None

Assessment Ratios:

Residential Property 25%

Farm Property: 25%

Commercial/ Industrial  
Property 40%

Public Utility Property 55%

Business Personal Property 30%

## State Taxes

State Income Tax on Wages: None

State Income Tax: Interest from  
Bonds and Notes and Dividends  
from Stock: 1% (Hall Income  
Tax is fully repealed after  
January 1, 2021)

State Excise Tax: 6.5% of TN  
taxable income

State Franchise Tax: 0.25% of the  
greater of net worth or real and  
tangible property in Tennessee  
(minimum tax \$100)

State Unemployment Insurance  
Tax: 2.7% of the first \$7,000 in  
wages for new employers

## Sales Taxes

State Sales Tax Rate 7.00%

County Sales Tax Rate 2.75%

Local Sales Tax Collections  
(FY2017) \$3,619,308

Local Sales Tax Collections  
(FY2018) \$3,891,162

Local Sales Tax Collections  
Growth (FY2017-FY2018) 7.5%

# Tax Benefits of an Opportunity Zone

Deferral of capital gains that would otherwise be due on the sale of appreciated stock. The deferral reduces the net present value of the investor's capital gains tax liability.

A future reduction of 10 to 15 percent of the capital gains tax liability if the investment is held by the taxpayer for five to seven years.

Permanent exclusion of capital gains earned on the appreciation of the opportunity zone investment for investments held for at least 10 years.



# Business Information

# Key Industries

## Government

870 employees  
36 establishments  
\$52,294 annual average wages

## Manufacturing

712 employees  
21 establishments  
\$42,473 annual average wages

## Retail Trade

626 employees  
55 establishments  
\$28,665 annual average wages

## Accommodation and Food Services

410 employees  
29 establishments  
\$12,662 annual average wages

## Health Care and Social Assistance

403 employees  
31 establishments  
\$36,112 annual average wages

# Key Employers

## Benton County Board of Education

Estimated 350 individuals in Camden

## Walmart Store #738

Estimated 230 individuals in Camden

## Jones Plastic & Engineering Corporation

Estimated 222 individuals in Camden

World leader in plastic injection molding with 4.5M expansion to meet increasing demand

Located in Benton County to be in automotive corridor of the Southern U.S.

## Carhartt, Inc.

Estimated 143 individuals in Camden

National apparel company with 85,000 sf manufacturing facility

Recent completion of shipping docks to enhance logistics and shipping

## North Forty Truckstop, Inc.

Estimated 135 individuals

\$14 million investment at Exit 126 in 2020

## Dunbarton Door and Entry

Chose Benton County because of its central location and room for expansion

Dunbarton Doors can be found at Suntrust Park and the Apple Complex Buildings



# Business Information

<b>298</b>	<b>Total employer establishments, 2018</b>
<b>3,271</b>	<b>Total employment, 2018</b>
<b>\$96,849</b>	<b>Total annual payroll, 2018 (\$1,000)</b>
<b>-3.3%</b>	<b>Total employment, percent change, 2017-2018</b>
<b>1,031</b>	<b>Total non-employer establishments, 2018</b>



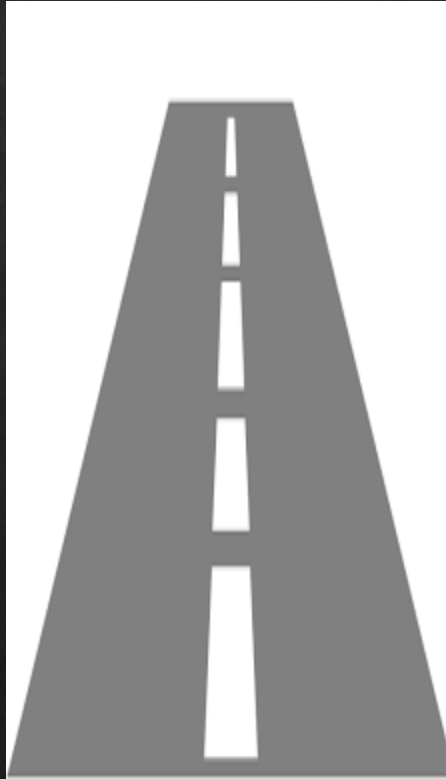
# Camden General Hospital

A subsidiary of West Tennessee Healthcare, Camden General Hospital is a 25-bed community hospital serving primary and acute care patients.

Services include Camden General Medical Clinic, Emergency Medicine, General Medical, General Surgery, Internal Medicine, Laboratory, Pediatrics, Physical Therapy, Radiology, Respiratory Therapy, Sleep Laboratory, Skilled Nursing Facility, and Inpatient Rehabilitation.

# County Development Statistics & Investments

- 50,000 motorists pass I-40 exit at Highway 641 each day
- \$400,000 sewer expansion to begin soon
- \$315,000 sewer treatment plant upgrade to begin soon
- Recently expanded Love's Truck Stop in \$14M project
- \$100M investment in I-40 interstate and exits expansion from mile-marker 124 to marker 133 to begin in 2023
  - Expansion will incorporate enhanced fiber-optics into the roadway



- Recently lowered beer & spirits requirements down to 500 feet from churches/schools situated on state highways
- Currently focused on acquiring roadside frontage lots by our County Industrial Board to promote development and lease-sales to prospective developers
- Recently awarded \$1.4 million Broadband Expansion Grant solely for the south portion of the county at the interstate (another \$4 million in the north and east sides)

Available Real  
Estate Within  
Opportunity  
Zone



14940 Highway 641 S, Holladay, TN 38341

Price upon request

13.52 Acres

Contact: Rita Anderson (615) 754-2442

## Commercial Land A





## Commercial Land B

**0 Birdsong road, Holladay, TN  
38341**

**211 Acres**

**\$169,900**

**Realtor description: “Just 4 miles from I40 this 211 tract is great for hunting or just about anything. 85 acres of clear-cut pine 10 acres of 25 yr. old pine and remainder of select cut hardwood hollows.”**

**Contact: Carl Christman and  
Neighborhood Realtors, (931)  
296-3131**





# Commercial Land C

10715 Highway 192, Holladay, TN 38341

1.24-acre lot

\$99,900

Fully equipped and functional restaurant with 2,796 square feet and 155 capacity. Separate 10x16 smokehouse and 50 vehicle parking.

Contact: Buffy Creekmore, Coldwell Banker  
McKee Realty, (731) 968-7253





# Highway 192

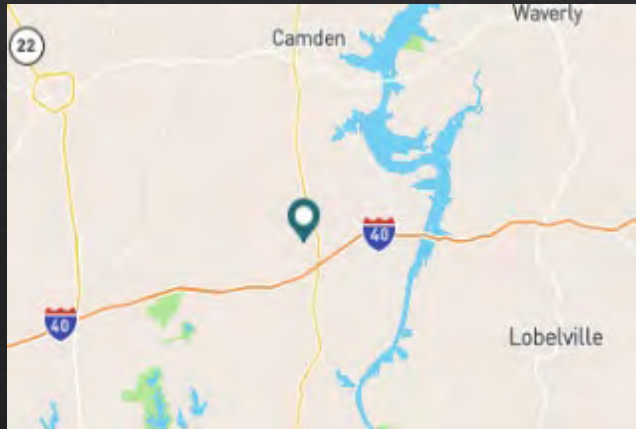
Highway 192, Holladay, TN 38341

904.11 Acres

\$1,356,165

**Realtor description:** "Prime real estate just North of I-40 @ Exit 126. Road frontage on State Highway 192. The farm has been meticulously managed for wildlife for last 25+ yrs & is made up of a unique mix of hardwood and certified pine stands."

**Contact: John McEwen and McEwen Group, (931) 628-1749**






# Other Commercial Property

Several other commercial properties in the opportunity zone are available and ready for development but not currently listed.

For more information, please contact Benton County Mayor at (731) 584-6011 or via email at

[mayor@bentoncountyttn.gov](mailto:mayor@bentoncountyttn.gov)



# Available Real Estate Outside the Opportunity Zone



# 895 Bass Bay Road

Big Sandy, TN

- **220 acres with a 1/2 mile of continuous shoreline on Kentucky Lake**
- **Great location for fishing, hunting, & water sports**
- **Existing marina, 2 chalets, 6 apts, and 1 single-family home**
- **Extremely private and surrounded by TVA land on all sides**
  
- **Price: \$1,300,000**
- **Price per AC: \$52,000**
- **Lot size: 25 AC**
- **Property Subtype: Commercial**

**Contact: Angela Peach,  
Compass RE (615) 403-4076**







# Potential Business Ideas



# Automotive

Benton County is located within the automotive corridor of the Southern United States. Types of this business include:

- Auto stamping
- Industrial machine and electrical equipment
- Motor vehicle parts
- Fabricated metal parts
- Foundries
- Instruments
- Plastics products



# Tennessee River Port

The Tennessee River is the largest tributary of the Ohio River with 652 miles in total

Port at Cates Landing in Lake County has brought immense amount of economic potential to the area - Benton County could follow a similar blueprint.

Areas along Kentucky Lake which have nearby access to state highways and interstate are very conducive to water-port development.

Benton County is actively continuing infrastructure buildup and expansion along I-40 to increase travel, tourism, and sales tax dollars along the Tennessee River





# Water Tourism

**Tennessee River is a major asset for Benton County**

**Potential ideas for a water-tourism business that capitalize on the Tennessee River include kayaking and canoeing rentals**

**The Tennessee RiverLine is a vision for a continuous system of hiking, biking, and on-water experiences along the 652-mile reach of the Tennessee River – watch now:**

**<https://www.tnriverline.org/new/vis ionvideo>**





# Contact Information



Benton County Mayor

[mayor@bentoncountyttn.gov](mailto:mayor@bentoncountyttn.gov)

(731) 584-6011

Benton County/Camden Chamber of  
Commerce

<https://bentoncountycamden.com/contact-us>

(731) 584-8395

## Sources

Tennessee Department of Economic and  
Community Development, [tnecd.com](http://tnecd.com)

Benton County TN, [bentoncountyttn.gov](http://bentoncountyttn.gov)

Benton County Schools,  
[bentoncountyschools.org](http://bentoncountyschools.org)

Benton County Economic Development,  
[bentoncountyeed.com](http://bentoncountyeed.com)

Northwest Tennessee Ready to Work,  
[northwesttn.com](http://northwesttn.com)