

Clarksville, TN

Market Overview

Founded in 1784, Clarksville is the fifth-largest city in Tennessee and county-seat to Montgomery County—part of the Clarksville, TN-KY Metropolitan Statistical Area. One of Clarksville-Montgomery County's greatest strengths in business recruitment is its trained and educated workforce. The community is enhanced by the presence of Fort Campbell Army Post and Austin Peay State University.

Located on the Cumberland River and steeped in history and heritage, Clarksville once stood as a port city for the tobacco trade industry, but in recent years has transitioned to an eclectic and diverse town full of art, restaurants, and parks. Downtown features antebellum-style architecture offering well-preserved houses and commercial buildings, including the Montgomery County Historic Courthouse constructed in the 1800s. In the heart of downtown Clarksville sits the main campus to Austin Peay State University, a four-year public and doctoral-level university.

Clarksville is home to many legendary athletes, including Olympian and NCAA Basketball Coach Pat Head Summitt. Pat coached the University of Tennessee's Lady Vols for 38 seasons, achieving 1,098 wins and eight national championships.

Local attractions include Customs House Museum, Fort Defiance Civil War Park, Smith Trahern Mansion, Dunbar Cave State Park, Historic Collinsville, and Fort Campbell's Don F. Pratt Museum.

Austin Peay State University

Austin Peay State University (APSU) offers two campuses, one in the heart of downtown Clarksville and the second on the Fort Campbell Army Base. Established in 1845, APSU is one of the oldest universities in the state. Initially, the school was named the Montgomery County Male-Academy, but in 1943 the school was renamed after Tennessee governor Austin Peay, who served as governor from 1923 until his passing in 1927. The four-year public and doctoral-level university offers 49 bachelor's degree programs and 19 master's degrees. Providing various programs, the university has become one of the fastest growing in the state and reached a student enrollment of over 10,000 in 2020. APSU holds a high retention rate, with 2,000+ undergraduate students and over 350+ graduate students completing their degree programs in the 2020-2021 school year. The university is also one of the area's top employers, with ±1,500 current employees. APSU is eager to assist in your company's relocation or expansion process.

Student Enrollment (2022-2023): 9,326
Graduation Rate (2022-2023): 43.24%

Fort Campbell Army Base

Located on the Kentucky – Tennessee state border between Hopkinsville and Clarksville, Fort Campbell Army Base is the most extensive army base in the country. The base is home to the 101st Airborne Division, the only air assault division globally, and the 160th Special Operations Aviation Regiment. Fort Campbell supports the fourth largest military population in the army, with a population of 202,890. The base population includes 30,656 active-duty members, 8,040 civilian employees, 51,740 family members, and 112,454 supported population. Fort Campbell occupies 106,700 acres between the two states.

Approximately 400 soldiers separate from the Army each month and over 44% of those soldiers would prefer to stay in the community if quality jobs are available. Over 70% of the soldiers' spouses would prefer to stay in the area provided they can find quality employment. The soldiers and their spouses are educated, many of them with advanced degrees and highly trained.

Demographics (Clarksville City, 2023)

Estimated Population – 176,777
Estimated Daytime Population – 41,041
Households (owner occupied) – 38,935
Average Household Income – \$83,040
Median Home Value – \$220,823
Bachelor's Degree or Higher – 30.3%

Economic Drivers

22 New companies and expansions (2014 – 2022)
7,042 New jobs (2014 – 2022)
\$5.4B in direct capital investment (2014 – 2022)

Accolades

#1 Best place to live in America - MONEY.com
#3 City where millennials are buying homes – REALTOR.com
#5 Tennessee ranked for Business Climate – Site Selection
#7 Tennessee named Best State for Business – Forbes

Top 9 of 399 Metropolitan Statistical Areas for Economic Strength – Area Development
2nd Highest county of all Tennessee Counties for Tourism Growth