



Hodges & Pratt Co.

Real Estate Appraisers & Consultants

Executive Summary Updated Housing Study Sevier County Tennessee

Prepared For:

Allen Newton
Sevier County
Economic Development
321 Court Ave
Sevierville, TN 37862

Prepared By:

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Formerly known as
National Council of Affordable
Housing Market Analysts

Effective Date of Conclusions: July 9, 2021

Date of Report: October 6, 2021

Executive Summary Sevier County Housing Study

To: Mr. Allen Newton
From: Nelson C. Pratt, MAI
Date: October 6, 2021
Re: Housing Market Analysis – Update
Sevier County Tennessee

Dear Mr. Newton,

In accordance with your request, I have compiled research for an update to the previous Housing Study for Sevier County. Due to the current strength of the market in terms of rent growth, occupancy, absorption, new attractions, job growth and tourism I have assembled data relative to the local economic trends, analyzed pertinent demographics, and surveyed the competitive multifamily market to include information on rents, occupancies, and absorption activity. The effective date of this analysis is July 9, 2021, corresponding to communication with the comparables and planning departments.

It is my understanding that the intended use of this housing study is to aid the client with planning and development in Sevier County. The objective of this report is to gather, analyze, and present as many market components as reasonably possible. The conclusions contained in this report are based upon the best judgments of the analyst; I make no guarantees or assurances that the projections or conclusions will be realized as stated. It is my intent to provide my best effort in data collection and to express opinions relative to conclusions based on analysis of the data herein.

There appears to be additional demand for new units in this market. Vacancy rates are very low and rent growth is strong in the market. There is believed to be demand for both conventional and affordable housing in the market. This is due to a combination of the increased labor market, net migration to the area, and constriction on the single-family market. The market still reflects a vacancy rate at nearly 1% with strong absorption rates of the newest assets.

I appreciate this opportunity to be of service. If additional information or explanation is necessary, please contact me. I look forward to the opportunity of continuing to serve your real estate consulting needs in the future.

Respectfully submitted,

Nelson C. Pratt, MAI
Tennessee Certified General Appraiser CG-2754

EXECUTIVE SUMMARY

Client	Sevier County Economic Development
Location	Sevier County, TN
Market Areas:	City of Sevierville, Gatlinburg, Pigeon Forge and Sevier County
Job Growth:	Rapidly Increasing
Population Growth:	Historically strong with recent influx
Unemployment Rates:	<u>June 2021:</u> Sevier County: 4.4% Tennessee: 5.6% US: 6.1%
Median Household Income:	Sevier County: \$53,608 (above average for region)
Median Age:	Sevier County: 43.6
Demand:	Historically high due to population/household growth and income levels. Based on vacancy rates, there appears to be pent-up demand present.
Supply:	Increasing in reaction to new demand
Target Population:	Workforce, affordable and market rate housing
Surveyed Occupancy Rates:	LIHTC: 98.6% Market Rate: 98.9%
Rent Growth:	Historically strong and currently increasing
Summary:	<ul style="list-style-type: none"> • The industries within the County are primarily within the accommodation and entertainment sectors, and even with the pandemic in 2020, the local economy has recovered quickly. • Sevier County's in place employment is currently higher than pre-COVID-19 numbers. Income and population levels continue to rise. • There is an increase in multifamily permits being issued. • Occupancy and absorptions rates are very strong in the market. • As of 2018, 46.2% of employed persons in Sevier County commute in from surrounding areas due to the lack of new, quality, affordable housing options within the county. • There appears to be demand for J-1 housing in the area due to the unfilled jobs reported by major local employers. • While there are J-1 units in planning and under construction, the market is simultaneously seeing former J-1 housing units being converted to short term rentals. • The single family market is strong with significant price increases coupled with reduced average days on market. • There are a significant number of jobs planned for the next several years, which will require additional housing options. <p>For the purposes of the update, we have focused on the newer, professionally managed assets in the market as they would be the most competitive with a potential development. The averages below are a combination of new product and increases in rents from existing deals that were present in the 2017 study.</p> <p><u>2017 Average rent of surveyed comparables</u> Market rate: \$630; LIHTC: \$531</p> <p><u>2021 Average rent of surveyed comparables</u> Market rate: \$1,076; LIHTC: \$627</p>

SWOT ANALYSIS

Strengths

- Occupancy rates for conventional and affordable multifamily properties surveyed are currently very high at 98.9% and 98.6%, respectively.
- Rent in the affordable and conventional sectors is increasing while vacancy rates have remained very low.
- Job growth in the Sevier County market has been strong. Employment levels in surrounding markets have also increased, which will lead to additional residents in the market.
- As documented in the report, the overall market is performing historically well.

Weakness

- Land cost in Sevierville, Pigeon Forge and Gatlinburg can be prohibitive to development.
- Availability of housing and housing affordability lead to unfilled positions.

Opportunities

- J-1 Student employees are in need according to major employers.
- Market research demonstrates both pent-up and future demand for a variety of housing needs ranging from affordable to conventional housing.
- A significant portion of employees commute in from other counties. If new, quality, affordable housing became available in Sevier County, it is likely that commuters would prefer to reside in Sevier County. There was a 2.3% increase in Sevier County employees who commute in from surrounding counties from 2014-2018.
- There are numerous planned developments in the area that will require additional housing of employees.
- In-migration: This could be perceived as both an opportunity and/or a threat. It is an opportunity to capture more residents and build more units. It is a potential threat to the local housing issue as the migration is putting pressure on pricing and availability for local residents.

Threats

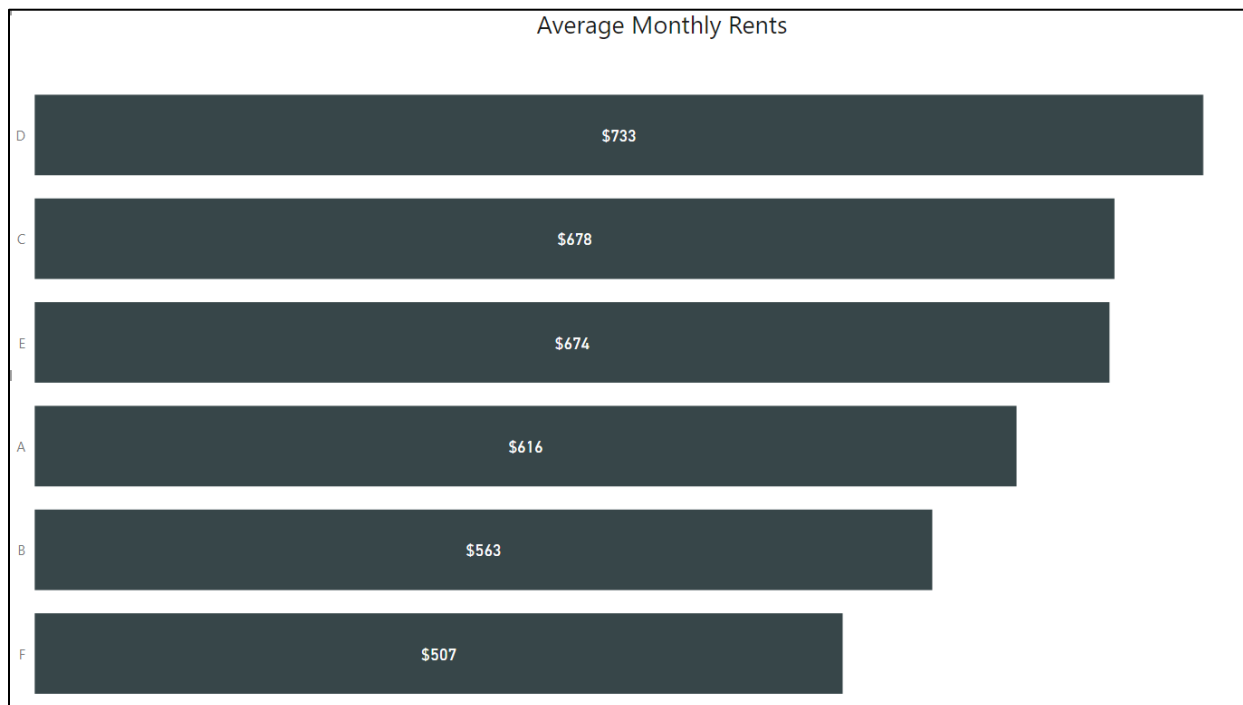
- Pressure on schools or other services due to the high levels of in migration.
- More affordable product being offered in surrounding markets.
- Sevier County's economy is driven by tourism. There is a risk of adverse effects on travel due to the unknown outcome of the COVID-19 pandemic or other economic threats.

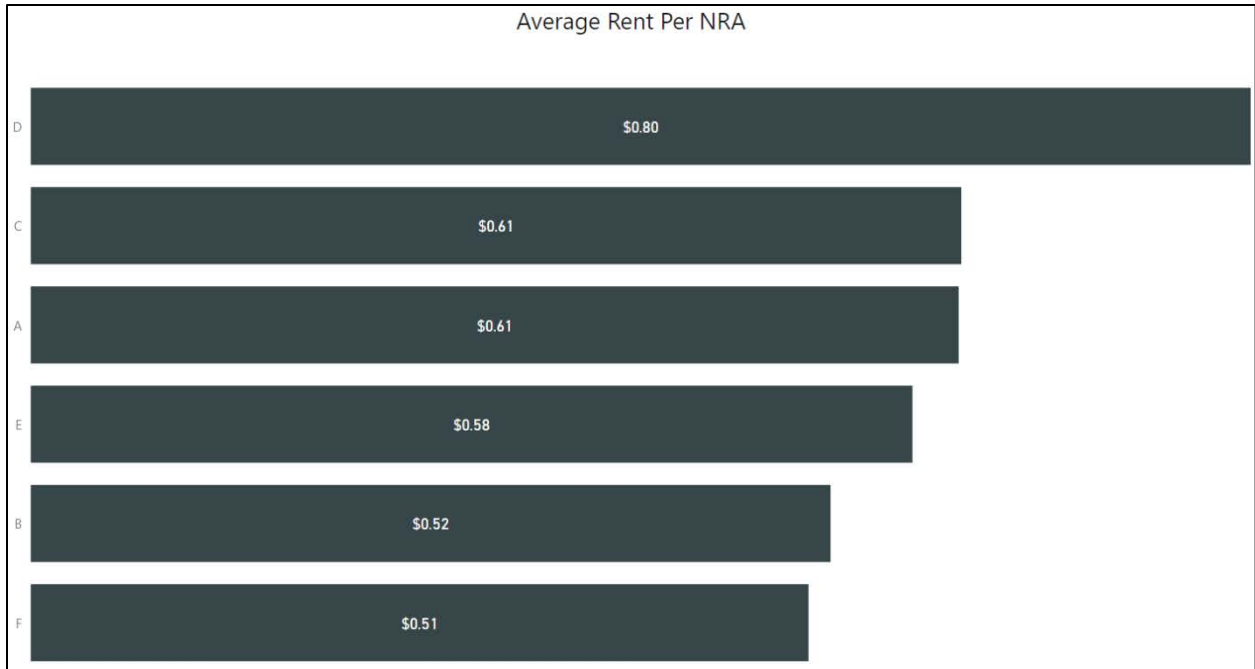
Supply Analysis of the Low Income Housing Tax Credit (LIHTC) Multifamily Market

The Sevier County LIHTC analysis includes the following properties that responded to our updated survey. The survey consists of 382 units that responded to our survey is very strong with an aggregate occupancy rate of 98.67%.

Stable Occupancy Review						
Comparable	Units	City	State	Date Surveyed	Original Year Built	Occupancy Rate
F	96	Sevierville	Tennessee	9/8/2021	2020	100.00%
E	88	Sevierville	Tennessee	7/29/2021	2013	92.00%
C	80	Seymour	Tennessee	8/11/2021	2020	100.00%
A	54	Sevierville	Tennessee	8/13/2021	2012	100.00%
B	48	Sevierville	Tennessee	8/11/2021	2010	100.00%
D	16	Gatlinburg	Tennessee	7/29/2021	2021	100.00%

- The average year built for affordable product in the market is 2016.
- Occupancy ranges from 92% to 100%. Please note that the property with 92% occupancy as of 7/29/21 was occupied at 90% when surveyed 10/30/20 which indicates property and/or management issues. This occupancy is not consistent with the market and should be considered an outlier in the dataset.
- Overall physical occupancy is extremely strong at 98.67%.
- The mean and median rents are \$625 and \$627, respectively.
- The rent per NRA ranges from \$0.51 to \$.80.





Supply Analysis of the Conventional Multifamily Market

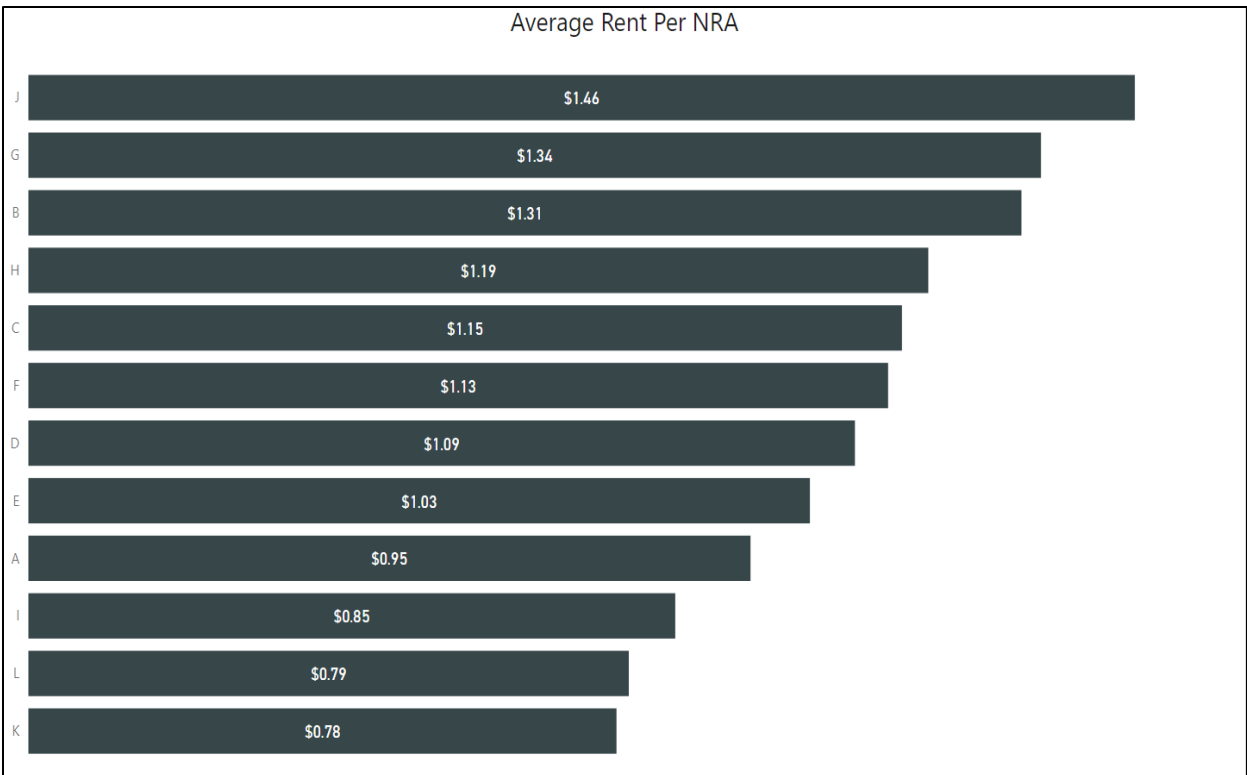
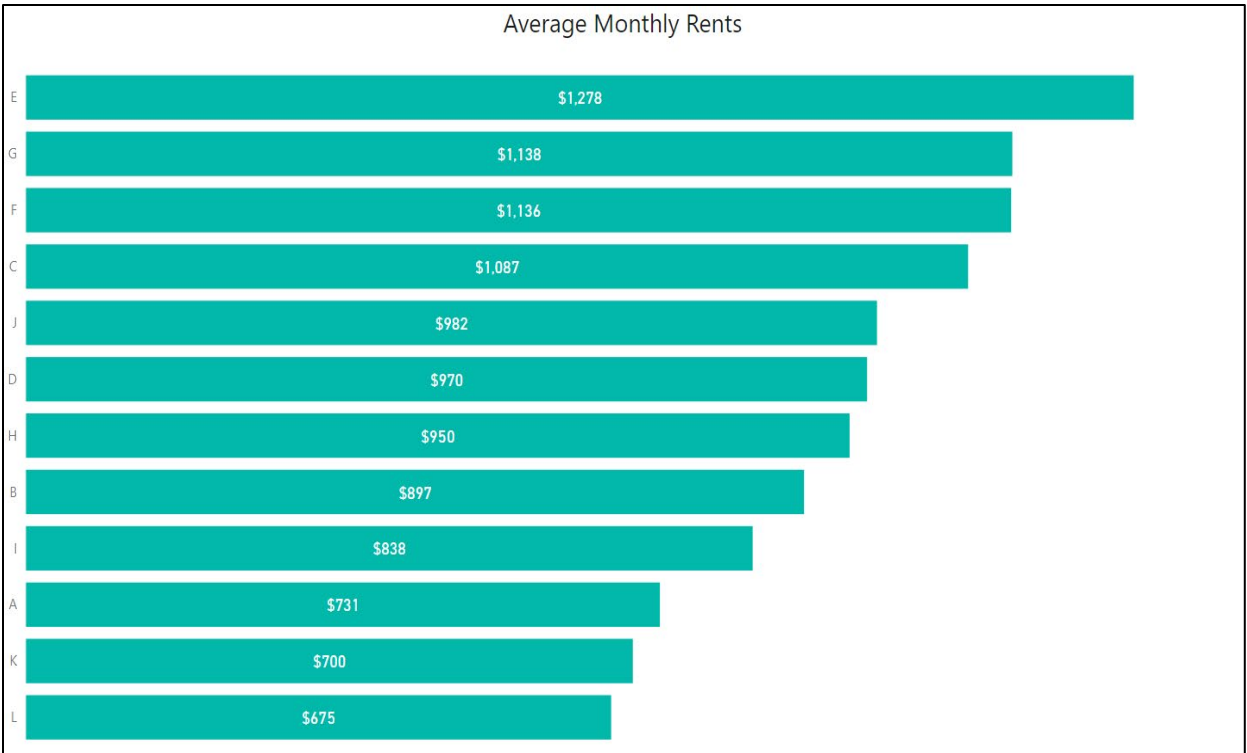
The survey of conventional assets in the Sevier County market includes following properties that responded to our survey. The survey consists of 1,890 units that responded to our survey is very strong with an aggregate occupancy rate of 98.96%. The focus of this study was on larger and/or new complexes in the market that are professionally managed.

Stable Occupancy Review						
Comparable	Units	City	State	Date Surveyed	Original Year Built	Occupancy Rate
E	402	Seymour	Tennessee	7/14/2021	1998	98.01%
C	288	Sevierville	Tennessee	7/14/2021	2012	100.00%
F	268	Kodak	Tennessee	7/16/2021	2020	100.00%
G	192	Kodak	Tennessee	7/16/2021	2020	99.00%
I	176	Sevierville	Tennessee	7/29/2021	1997	100.00%
D	173	Pigeon Forge	Tennessee	7/14/2021	2018	99.42%
J	130	Sevierville	Tennessee	7/29/2021	1959	100.00%
L	128	Sevierville	Tennessee	8/11/2021	1985	100.00%
B	75	Sevierville	Tennessee	8/13/2021	2005	96.10%
H	32	Sevierville	Tennessee	7/29/2021	1996	95.00%
A	16	Sevierville	Tennessee	8/13/2021	2001	100.00%
K	10	Sevierville	Tennessee	8/11/2021	2003	100.00%

- Occupancy ranges from 95.0% to 100%.
- Overall physical occupancy is extremely strong at 98.96%.

Rental Comps Summary								
Comparable	Units	City	State	Date Surveyed	Original Year Built	Avg. Unit NRA	Avg. Monthly Rent	Avg. Rent Per NRA
E	402	Seymour	Tennessee	7/14/2021	1998	1,257	\$1,278	\$1.03
G	192	Kodak	Tennessee	7/16/2021	2020	859	\$1,138	\$1.34
F	268	Kodak	Tennessee	7/16/2021	2020	1,053	\$1,136	\$1.13
C	288	Sevierville	Tennessee	7/14/2021	2012	951	\$1,087	\$1.15
J	130	Sevierville	Tennessee	7/29/2021	1959	711	\$982	\$1.46
D	173	Pigeon Forge	Tennessee	7/14/2021	2018	910	\$970	\$1.09
H	32	Sevierville	Tennessee	7/29/2021	1996	800	\$950	\$1.19
B	75	Sevierville	Tennessee	8/13/2021	2005	695	\$897	\$1.31
I	176	Sevierville	Tennessee	7/29/2021	1997	998	\$838	\$0.85
A	16	Sevierville	Tennessee	8/13/2021	2001	800	\$731	\$0.95
K	10	Sevierville	Tennessee	8/11/2021	2003	900	\$700	\$0.78
L	128	Sevierville	Tennessee	8/11/2021	1985	850	\$675	\$0.79

- The mean and median rents are \$1,060 and \$1,076, respectively.
- The mean rent per square foot is \$1.10.



Absorption

Summary of Recent Absorption Rates						
Identification	City	State	Status	Year Built	No. of Units	Units Per Month
D	Kodak	TN	Stabilized	2020	192	22.8
F	Pigeon Forge	TN	Stabilized	2018	173	24.7
G	Kodak	TN	Stabilized	2020	268	26.8
Mean				2019	211	24.8
Median				2020	192	24.7

- Absorption of the newest conventional assets in the market has been strong historically.
- Mean and median absorption rates of the surveyed comparables are 24.8 and 24.7 units per month which is very strong and indicate there is pent up demand.

Origin of Residents

Per the client's request, we surveyed the local market to see how many of their current tenants are from Sevier County or other markets. A very high percentage of the current tenants were not Sevier County residents as shown below.

Comparable	Migration % of non Sevier County residents	Date of Phone Survey	Notes from Survey
A			Unable to confirm
B			Unable to confirm
C	50%	9/28/2021	Residents coming from "all over"
D	75%	9/27/2021	Various locations, but three-fourths from other markets
E	60%	9/28/2021	Noted there were a lot from Michagan and California
F			Unable to confirm
G	50%	9/28/2021	FL, CA, NY, NJ, SD, ND (South Dakota, pipeline issues- job loss, home values plummeted)
H	40%	9/27/2021	Residents coming from "all over"
I	50%	9/28/2021	California, New York, New Jersey
J	60%	9/28/2021	±60% total. Of the 49 2 BR units: 8 local, 41 were not local so closer to 84% on 2BR's
K	60%	9/28/2021	±60% total. For the 32 2BRs, 12 were not local or 38%
L			Unable to confirm
Mean	56%		
Median	55%		

- Eight complexes responded to our migration survey.
- The percentage of non-Sevier county residents ranges from 40% to 75%.
- The mean and median indication of non-Sevier county residents in the surveyed complexes is 56% and 55%, respectively.
- Migration influx of 50% (or higher) compounds the pressure to the local housing supply.

Pipeline Data – New Supply

Below is a list of pipeline activity that we collected from the local planning departments. Given the conditions of this market, the list is fluid and will change over the coming months/years.

Proposed Supply Pipeline				
In Lease-up (not stabilized)	General Location	Area	Type	Units Remaining
				0
Subtotal of Remaining Units in Leaseup				0
Under Construction				Total Units Under Constr.
Blue Mist	Waldens Creek	Pigeon Forge	Mixed Income	800
Citi Communities	Parkway	Pigeon Forge	Conventional	256
Gateway Ridge	Avery Lane	Sevierville	LITHC	96
Hickory Hill Townhomes	Earnest McMahan	Sevierville	Conventional	44
River Valley Townhomes	River Valley Circle	Sevierville	Conventional	32
Subtotal of Units Under Construction				1,228
Due Diligence Planning Stages				Total Units Planned
Confidential	Chapman Hwy	Seymour	Conventional	264
The Lofts	Marshall Acres	Pigeon Forge	Mixed Income	251
Confidential	Just west of Parkway	Pigeon Forge	Conventional	180
Malka Apartments	Henderson Chapel Road	Pigeon Forge	Conventional	34
Subtotal of Units Proposed				729
TOTAL ALL UNITS				1,957

- **Blue Mist** is a mixed-use development that is currently under construction on Walden’s Creek. The master plan includes a resort, retail and up to **800-units** designated as workforce housing. **This development is located in Pigeon Forge.**
- **Citi Communities** is currently under construction along the Parkway in Pigeon Forge. The development will include **256** multifamily units. **This development is located in Pigeon Forge.**
- **Gateway Ridge** is currently under construction on Avery Lane. The development will include **96 LIHTC** multifamily units. **This development is located in Sevierville.**
- **Hickory Hill Townhomes** is currently under construction on Earnest McMahan. The development will include **44 market** rate multifamily units that will be for rent. **This development is located in Sevierville.**
- **River Valley Townhomes** is currently under construction on River Valley Circle. The development will include **32** market rate multifamily units that will be for rent. **This development is located in Sevierville.**
- **Confidential Project** is currently proposed on Chapman Hwy near Seymour. The developer has planned to include **264** market rate multifamily units. This project is in the preliminary planning stages. **This development is located in Seymour.**
- **The Lofts** is currently proposed on Marshall Acres Street. The developer has planned to include **251** workforce housing multifamily units. This project has multiple phases in planning. **This development is located in Pigeon Forge.**

- **Confidential Project** is currently proposed off New Era Road just west of the Parkway in Pigeon Forge. The developer has planned to include **180** market rate multifamily units. This project is in the financing stage. **This development is located in Pigeon Forge.**
- **Malka Apartments** is currently proposed on Henderson Chapel Road. The developer has planned to include 34 multifamily units. **This development is located in Pigeon Forge.**

Industry Update

Below is a list of pending developments in the market and potential impact in terms of approximate employees.

Sevier County Development				
Project	Address	Completion Date	Approximate Employees	Information
The 407: Gateway to Adventure	200 Acre property along the exit 407 mark of I-40 in Sevierville	First phase to open in 2022	1500-3000	Eastern Band of Cherokee Indians (EBCI). Kituwah, LLC has partnered with the tribe on the development. Developers haven't confirmed any other businesses for the area besides Buc'ees, but said it could include a world-class golf attraction, hotels, an ultimate sports experience, a state-of-the-art indoor go-kart facility, a distillery experience, and unique "retailtainment" attractions that are a combination of both themed attractions and stores.
Buc-ee's "Big Store":	Exit 407 on I-40 in Sevierville	2022-2023	200	First business confirmed to be a part of the new development "The 407" mentioned above. 74,000 square-feet, with more than 120 fueling stations, EV Charging stations, and a 250-foot long car wash.
Dollywood: HeartSong Lodge & Resort	Adjacent to Dollywood's DreamMore Resort and Spa	Plans to open in 2023	175 (hotel) other components (30)	302 Room
Midway Business Park	9395 Thomgove Pike Knoxville, TN 37914, located along Interstate 40 at the Midway Road interchange (exit 402)	Opening Day in 2021 (Under development)	Approximately 2,100 direct jobs and 2,600 indirect jobs	Multi-tenant Industrial and Business complex
Blue Mist Mountain	Wears Valley Road and Waldens Creek Road	TBD	175 (hotel) 30 (other components)	Luxury Resort- 300 hotel rooms. Mountaintop hotel, 200 town homes, 40 vacation homes, restaurants and spas. 800 Units for workforce housing.
KaTom	KaTom Drive	Complete	100	50,000 sf warehouse
Fed EX	I-40 and 407 exit	Complete	170	Fed Ground Facility
Rivercross Sports Facility	Sports Worls Blvd	Expected Completion: 2022	5,000	270 Acre Mixed use sports, amusement, restaurant and Hotel development

The top 10 employers in the County are listed below.

Sevier County - Top Employers		
No.	Name of Firm	No. Employed
1	Dollywood	4,500
2	Sevier County Schools	3,000
3	Tanger Five Oaks	2,500
4	Collier Restaurant Group	770
5	Charles Blalock & Sons, Inc.	700
6	Sevier County Government	650
7	LeConte Medical Center	640
8	Wilderness in the Smokies	530
9	City of Sevierville	520
10	Ole Smoky Distillery	500

Source: East Tennessee Economic Development Agency 2021

As was the case throughout the Country in 2020, total spending declined as shown in the chart below. However, this market has rebounded in 2021 with early indications that spending is back on pace with numbers experienced prior to COVID-19 (2021 data not yet available). It is pertinent to note that the in-place employment in the market is higher than it was in 2019 and employers are noting there are a large number of unfilled positions in the market.

	2020	2019	% CHANGE
SEVIER			
SPENDING (\$ MILLIONS)	\$2,382.23	\$2,753.69	-13.5%
LODGING	\$842.34	\$904.84	-6.9%
FOOD & BEVERAGES	\$528.19	\$585.99	-9.9%
RETAIL	\$325.59	\$370.55	-12.1%
RECREATION	\$339.04	\$483.28	-29.8%
TRANSPORTATION	\$347.07	\$409.03	-15.1%
LABOR INCOME (\$ MILLIONS)	\$754.29	\$788.96	-4.4%
EMPLOYMENT (THOUSANDS)	20.96	23.75	-11.7%
STATE TAXES (\$ MILLIONS)	\$134.13	\$155.74	-13.9%
LOCAL TAXES (\$ MILLIONS)	\$87.65	\$95.16	-7.9%

Below is a snapshot of the 2020 impact on the state's economy.

SEVIER COUNTY TRAVEL SNAPSHOT

Economic Impact of Travel on Tennessee 2020
 Tourism Economics is a new vendor for this report. Economic impacts for all counties for the past 5 years have been adjusted.

2020 ECONOMIC IMPACT

Direct economic impact and percent change over 2019

Direct Visitor Spending (\$millions)	Direct Labor Income (\$millions)	Direct Employment (thousands)	Direct State Taxes (\$millions)	Direct Local Taxes (\$millions)
\$2,382.23	\$754.29	20.96	\$134.13	\$87.65
-13%	-4%	-12%	-14%	-8%

VISITOR SPENDING OVER TIME

Annual visitor spending (\$ millions) and year-over-year percent change

VISITOR SPENDING BY INDUSTRY

Percent of total visitor spending by industry

VISITOR SPENDING BY INDUSTRY OVER TIME

Annual visitor spending (\$ millions) by industry

	2015	2016	2017	2018	2019	2020
Food & Beverages	\$475.77	\$488.78	\$507.37	\$542.36	\$585.99	\$528.19
Recreation	\$363.23	\$400.68	\$413.72	\$442.92	\$483.28	\$339.04
Lodging*	\$635.94	\$676.32	\$733.86	\$819.86	\$904.84	\$842.34
Retail	\$315.13	\$320.01	\$336.36	\$358.49	\$370.55	\$325.59
Transportation**	\$315.04	\$312.03	\$355.60	\$402.95	\$409.03	\$347.07
Total	\$2,105.11	\$2,197.81	\$2,346.91	\$2,566.57	\$2,753.69	\$2,382.23

*Lodging includes 2nd home spending
 **Transportation includes both ground and air transportation

IMPACT PER DAY

On an average day in 2020, visitor spending in Sevier County generated:

- \$6,508,836 in daily expenditures
- \$2,060,893 in daily labor income
- \$366,475 in daily state taxes
- \$239,484 in daily local taxes

IMPACT PER HOUSEHOLD

As a result of taxes generated by tourist activity in Sevier county, each household pays:

- \$5,960 less in state and local taxes
- \$3,605 less in state taxes
- \$2,356 less in local taxes

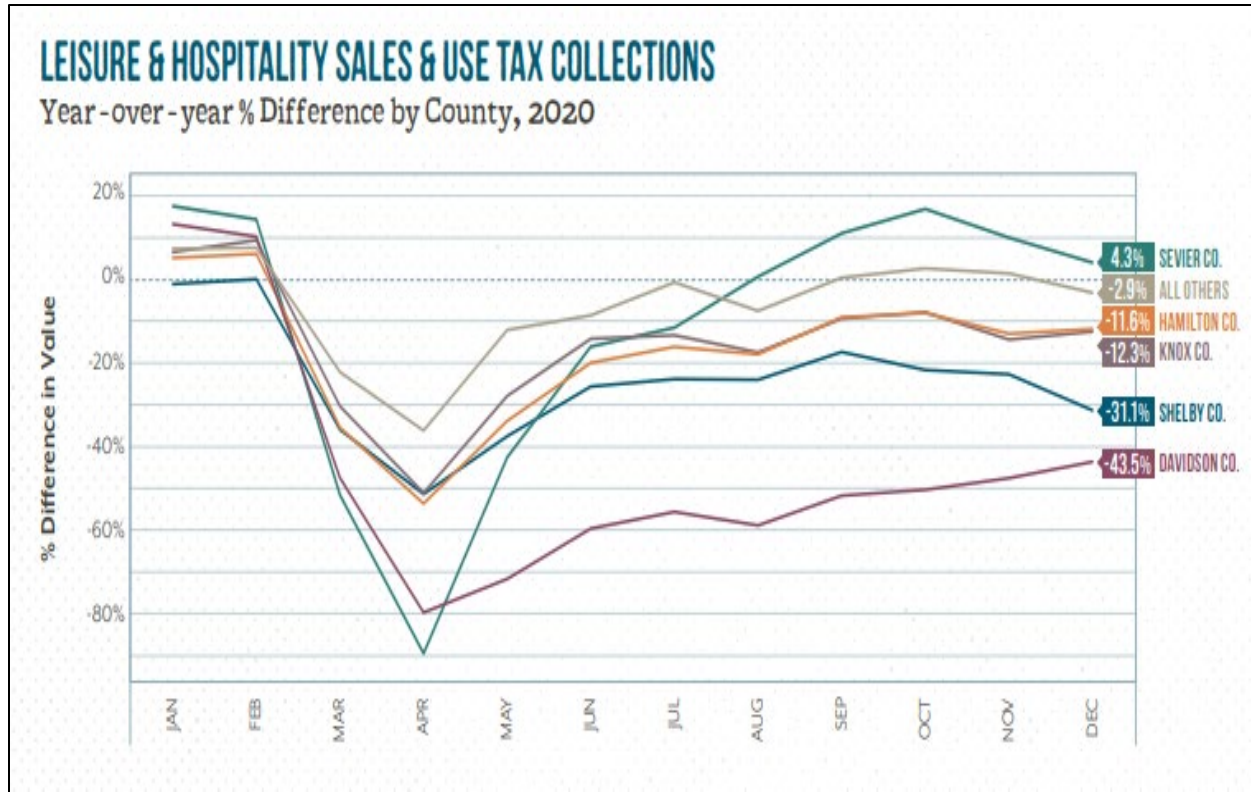
IN OTHER WORDS...

If it were not for state and local taxes generated by tourism, each Sevier County household would pay \$5,960 more in state and local taxes.

RANKING

In 2020, Sevier County ranked **3** of 95 counties in visitor spending, compared to 3 in 2019.

Source: USTA, Tourism Economics, US Census Bureau, County Snapshots by TN Department of Tourist Development, 8/24/21. Values represent the direct impact of spending, labor income, employment, and taxes for both domestic and international travel. In the transition to Tourism Economics, all counties have experienced an adjustment in overall impact and/or ranking. This report should not be compared with previously published documents due to the changes in vendor and model.



Unfilled Positions

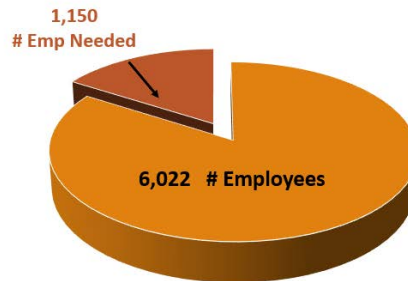
According to the State’s Division of Workforce Services, “As of Monday September 27, 2021, JOBS4TN.GOV displayed 136 job postings for 389 open & available positions from 61 employers for Sevier County. The data reflects internal job orders directly entered into the system by employers and TN Department of Labor staff. These numbers do not reflect external job postings imported from outside sources as many of those records would be duplicates.”

Per the information provided by a survey conducted by Sevier County, this number is much higher.

Employee Workforce

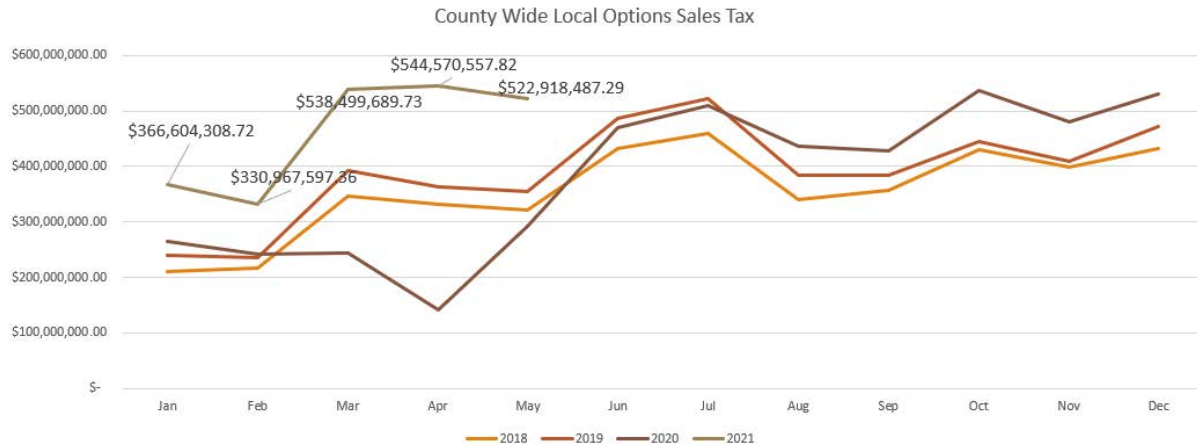


- Wilderness at the Smokies
- The Track
- The Park Vista
- Rocky Top Wine Trail
- Hospitality Solutions
- Anakeesta
- Oaktenn, Inc.
- Johnson Family of Restaurants
- Margaritaville Resort Gatlinburg
- Dollywood
- Ober Gatlinburg
- Collier Restaurant Group
- Greystone Lodge on the River
- Ripley’s Attractions
- Elivras Café
- Storibox Technology
- Buddy’s Bar-B-Q



Sales Tax Comparison

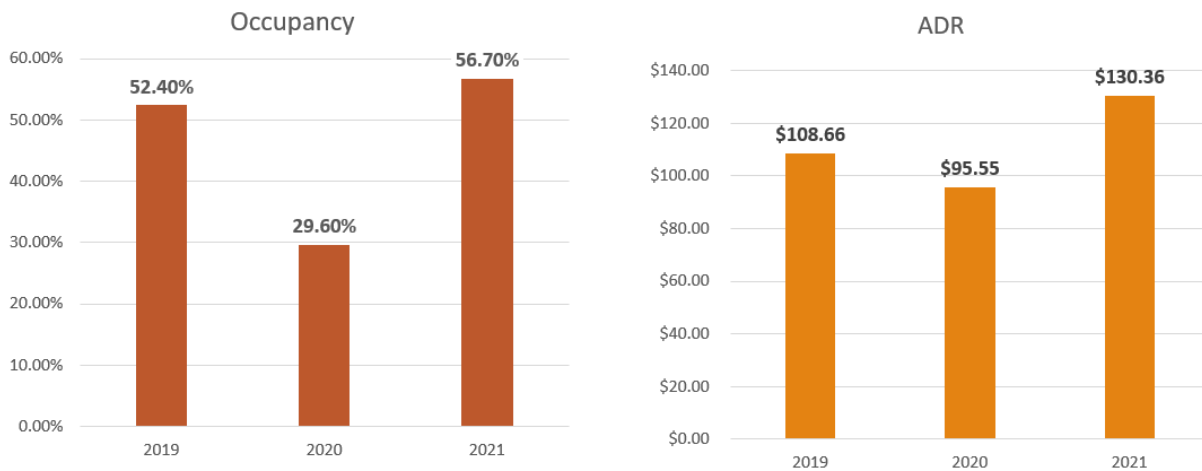
Per the information provided by Sevier County, the County-wide sales tax is higher year-to-date than the preceding three years.



Lodging Rates and Occupancy

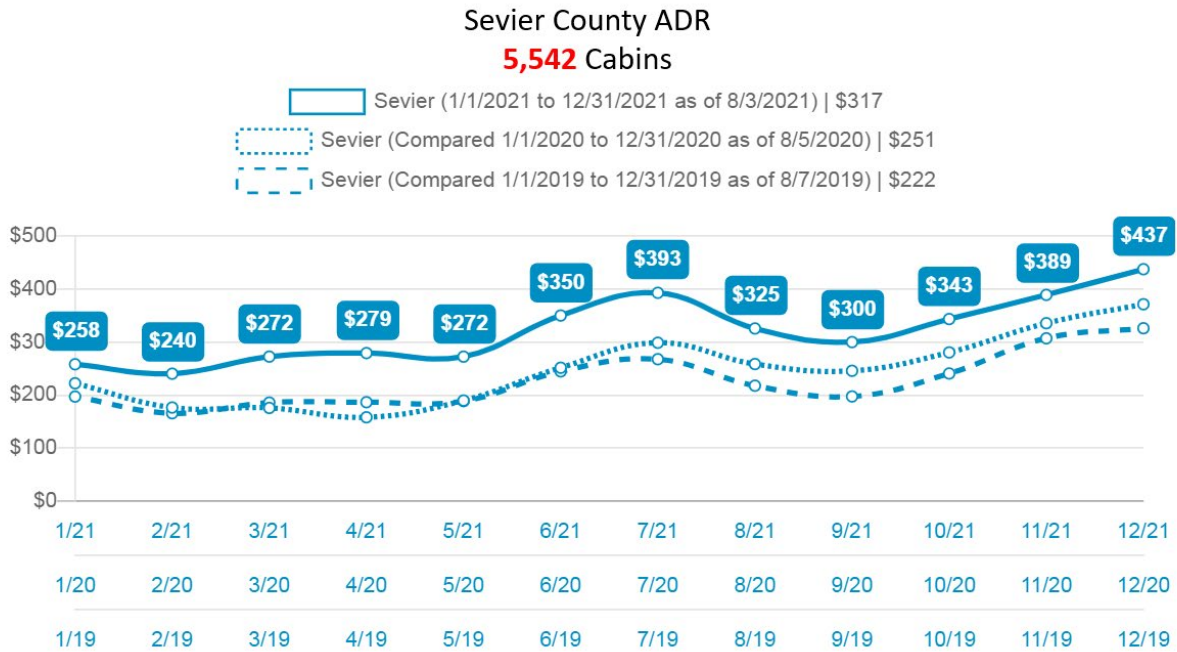
As shown below, the occupancy and ADR of the lodging market is higher in 2021.

SEVIER COUNTY HOTEL LODGING ADR & OCCUPANCY RATES YTD - MAY 2021



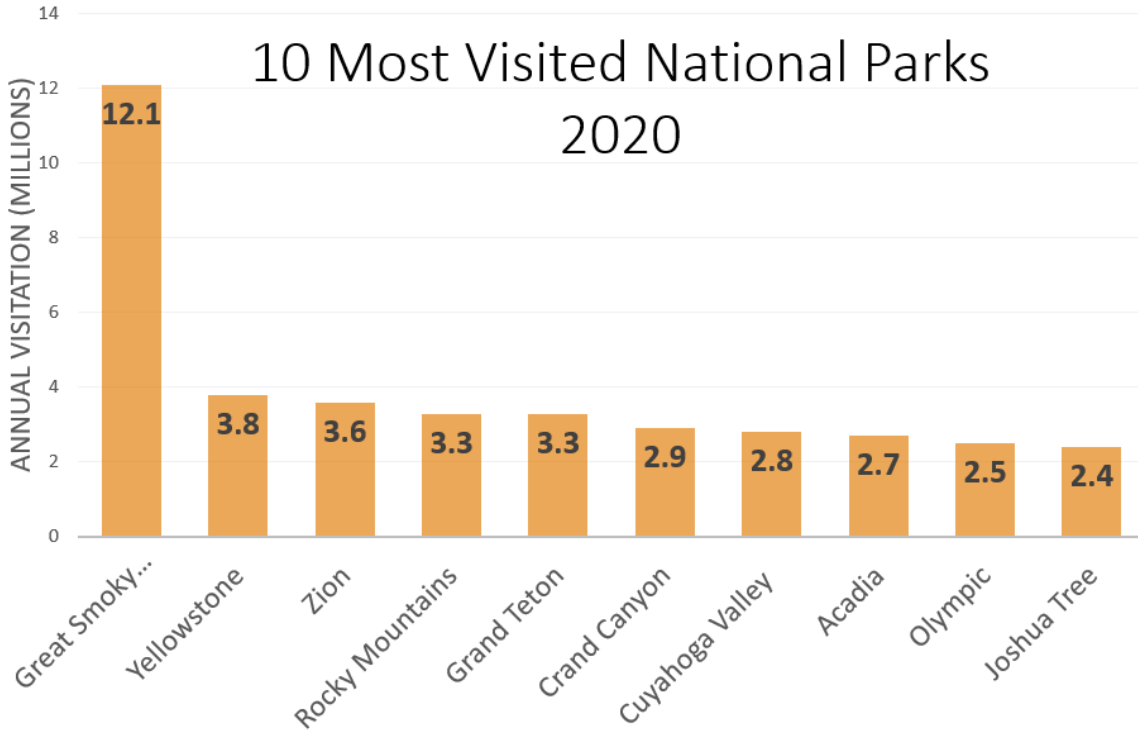
Cabin Rental Market

The following data was provided by the Sevier County Economic Development office. The cabin rental market has increased the average daily rental rates over the past three years. Additionally, pricing for these cabins has increased significantly over the past two years, which has caused higher levels of outside investment.



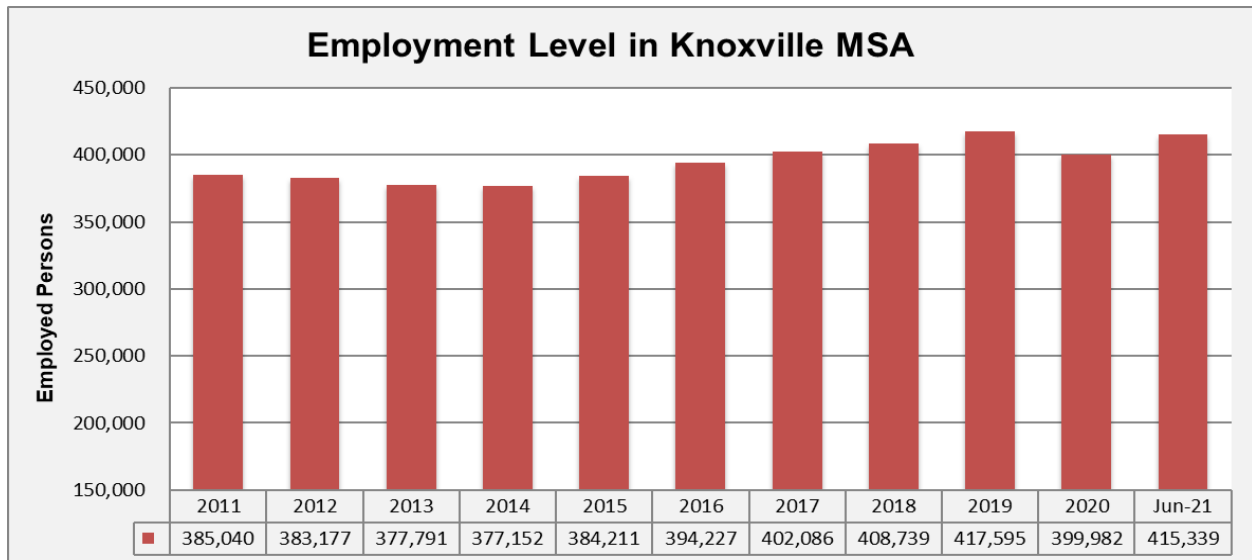
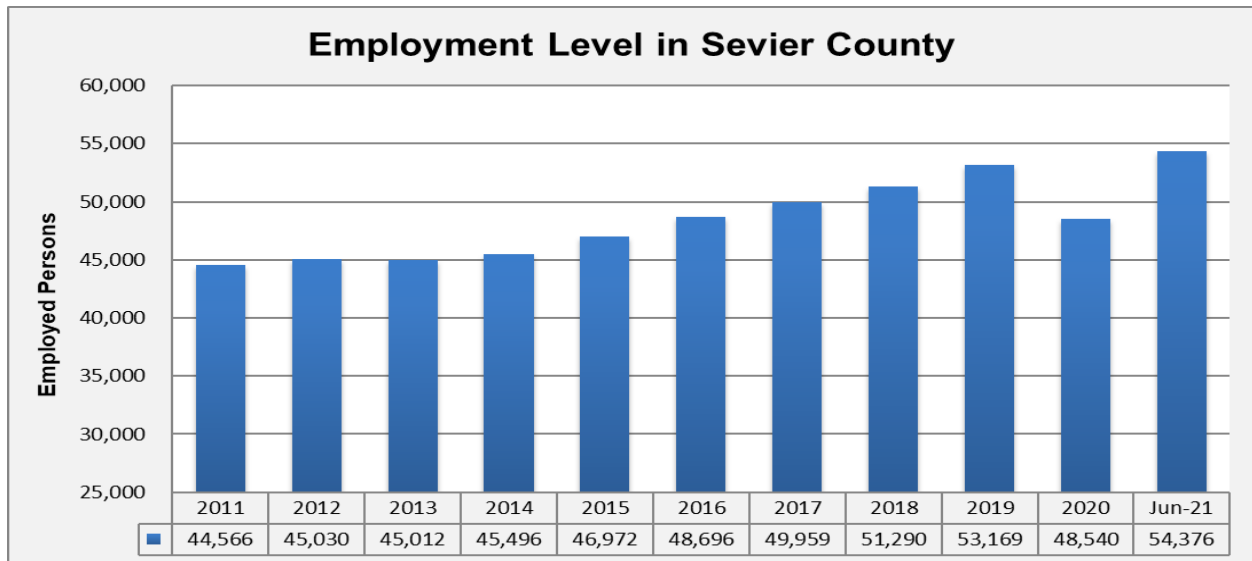
Visitors to the National Park

As shown in the chart below, the Smoky Mountains continues to be the most visited park by a significant amount.

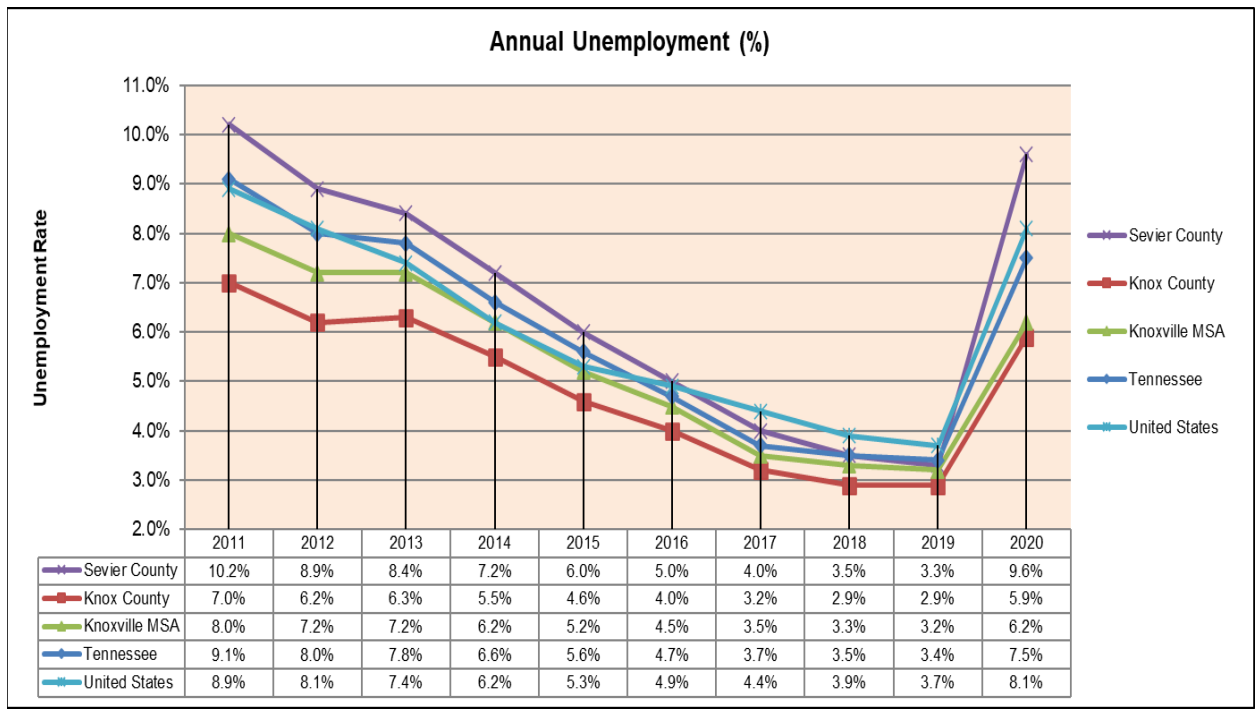
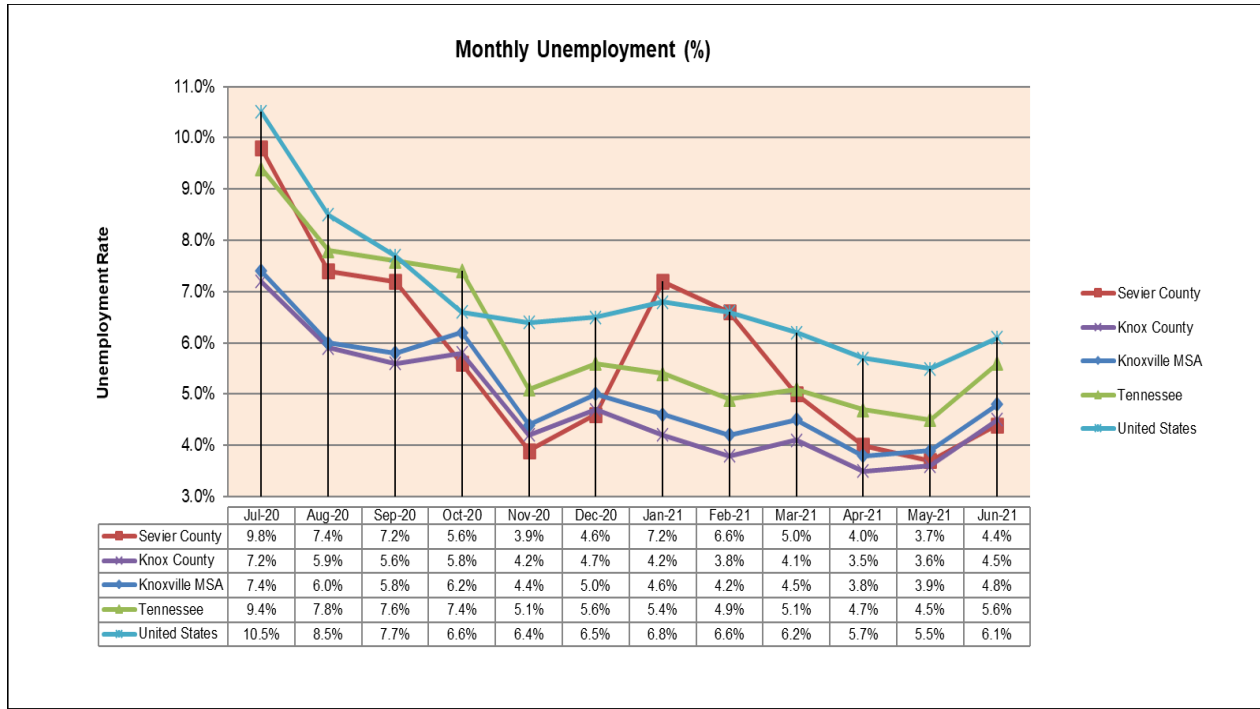


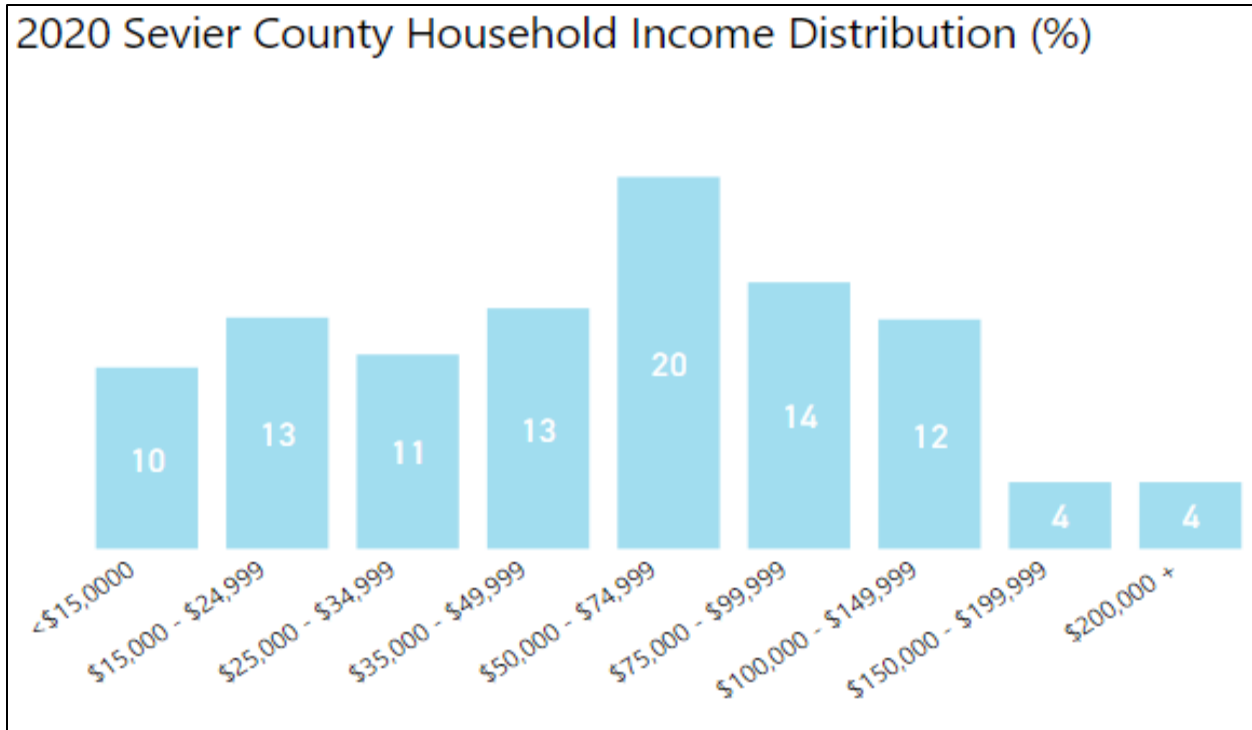
Employment

Employment in Sevier County was 48,540 in 2020 and 54,376 as of June 2021. The MSA has experienced similar growth. The employment level in 2020 for the MSA was 399,982, and the level for June 2021 was 415,339. Please see the graph below for employment numbers for the past ten years.



Over the past twelve months, Sevier County has seen a decrease from 9.8% to 4.4%. Knox County and the Knoxville MSA have followed similar trends. The rise in January of 2021 in unemployment in Sevier County is due to the seasonality of tourism within Sevierville, Pigeon Forge, and Gatlinburg. This is a trend that occurs every year. Currently Sevier County is at 4.4%, Knox County at 4.5%, the MSA at 4.8%, the state at 5.6%, and the nation at 6.1%.





Population

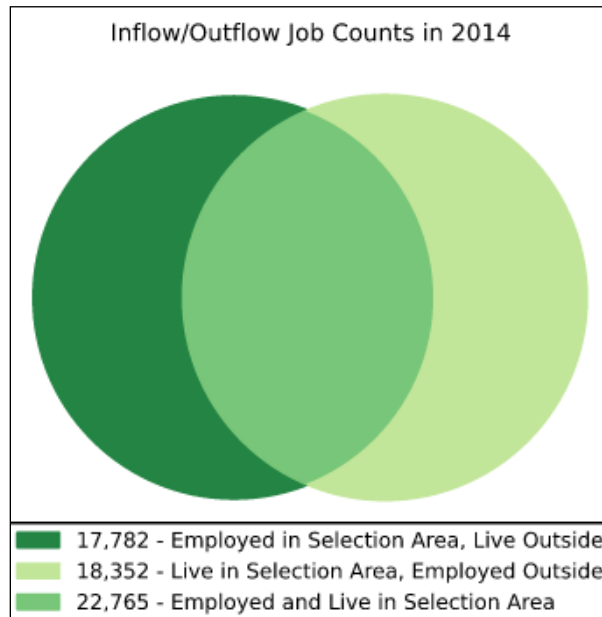
Sevier County population grew at a rate of 0.77% from 2010-2021, Knoxville MSA experienced 0.96% population growth, and the state grew at 1.13% for the same time period. Sevier County's population is projected to increase 0.64% between 2021-2026.

Population Growth								
Area	2000	2010	2021	Proj. 2026	Annual % Change	Annual % Change	Annual % Change	Gross % Change
					2000-2010	2010-2021	2021-2026	2021-2026
Sevier County	71,170	89,889	96,358	99,471	2.34%	0.77%	0.64%	3.13%
Knoxville MSA	727,593	814,914	888,103	922,059	1.13%	0.96%	0.75%	3.68%
Tennessee	5,689,283	6,346,105	7,025,037	7,343,345	1.09%	1.13%	0.89%	4.33%

Source: U.S. Census Bureau/STDB Projections

Commuting Patterns

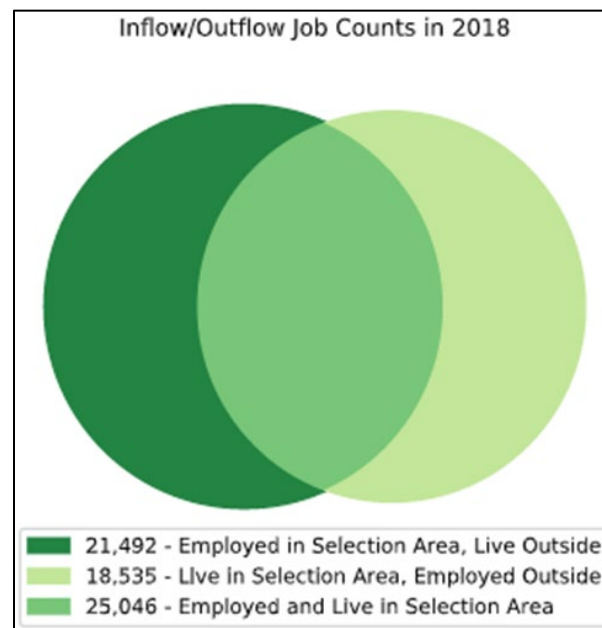
From 2014-2018, Sevier County experienced an increase of 2.3% in employees working in Sevier County but living outside the county. In 2014, the number of commuters working in the County while living in an outside area was 17,782, which is 43.9% of the employed population. A majority of those living in the County are also employed there (55.4%). The following chart illustrates the inflow and outflow of jobs in Sevier County.



Inflow/Outflow Job Counts (All Jobs) 2014

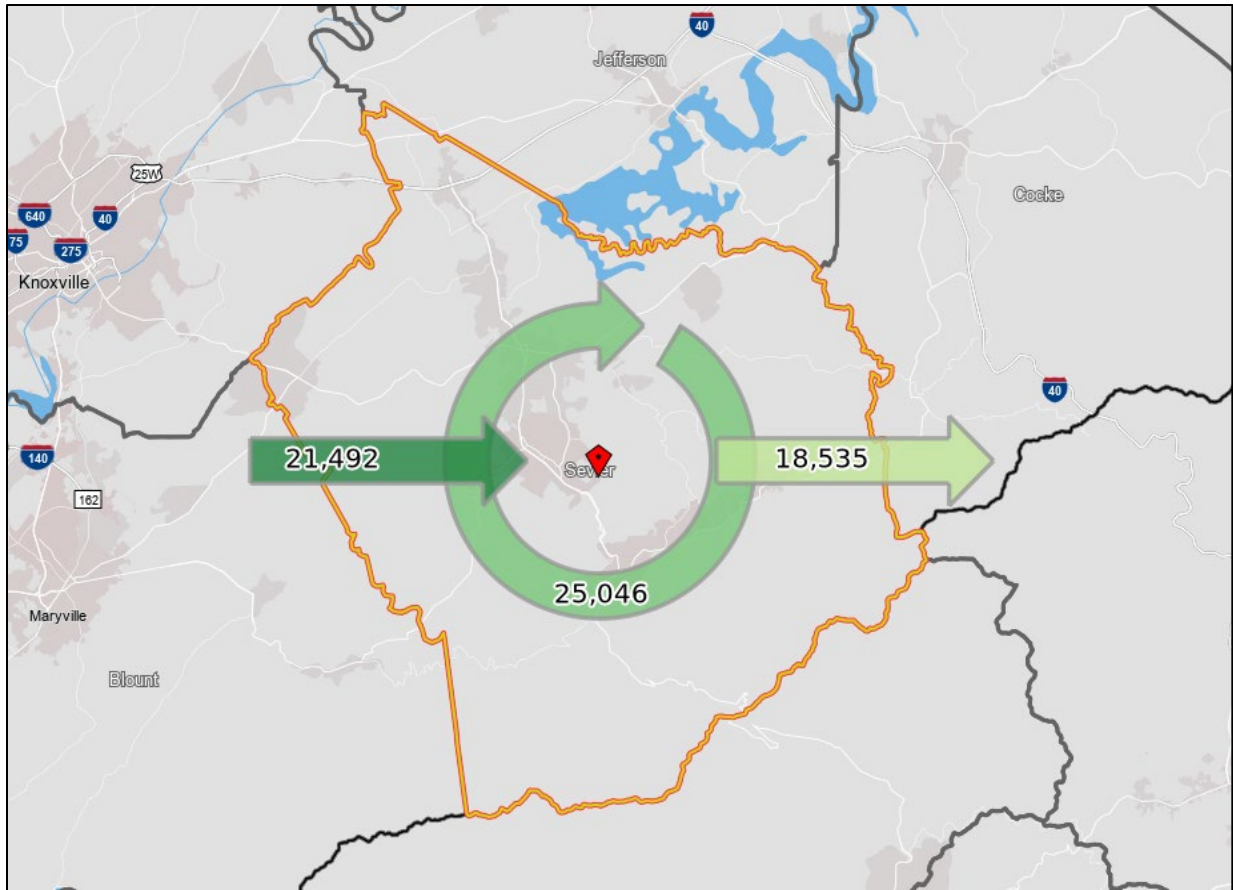
	Count	Share
Employed in the Selection Area	40,547	100.0%
Employed in the Selection Area but Living Outside	17,782	43.9%
Employed and Living in the Selection Area	22,765	56.1%
Living in the Selection Area	41,117	100.0%
Living in the Selection Area but Employed Outside	18,352	44.6%
Living and Employed in the Selection Area	22,765	55.4%

According to the U.S. Census in 2018, 53.8% of Sevier County residents commuted within their home county for employment, while 42.5% commute outside the county for employment. 46.2% of employed persons in Sevier County commute in from surrounding areas. See the charts below:



Inflow/Outflow Job Counts (All Jobs) 2018

	Count	Share
Employed in the Selection Area	46,538	100.0%
Employed in the Selection Area but Living Outside	21,492	46.2%
Employed and Living in the Selection Area	25,046	53.8%
Living in the Selection Area	43,581	100.0%
Living in the Selection Area but Employed Outside	18,535	42.5%
Living and Employed in the Selection Area	25,046	57.5%



Tourism

With more than 11 million visitors annually, Sevier County offers a variety of recreation, entertainment, dining, and shopping opportunities. The 800 miles of hiking trails, horseback riding, whitewater rafting, backcountry camping, and trout fishing in streams in the Great Smoky Mountains National Park provide opportunities for outdoor recreation. From Gatlinburg, the popular mountain resort with an internationally recognized arts and craft colony, to Pigeon Forge, with over 40 major attractions including Dollywood and Splash Country to the relaxed family atmosphere of Sevierville, Sevier County, TN, the gateway to the Great Smoky Mountains National Park, is one of the fastest growing counties in the state.

According to the “2019 Economic Impact of Travel on Tennessee Counties” report Sevier County:

- Generated \$2.624 billion in direct tourism expenditures
- Generated 25,838 jobs
- Produced \$672.02 million in payroll
- Created \$75.24 million in local tax revenue

J-1 Student Data

Under Construction			Total Beds Under Constr.
Dollywood	Dollywood Parks Blvd	J-1	756
Wilderness	Wilderness Drive	J-1	500
Subtotal of Beds Under Construction			1,256

- Currently there are 1,256 J-1 housing units under construction. Employers of major Sevier County attractions report unfilled positions over 1,500 for student employees. Positions cannot be filled until there is guaranteed housing for the J-1 student employee. Therefore, there is an immediate need for 375 units containing 4 beds per unit.
- A former J-1 housing development will be converting to an Airbnb style resort resulting in the loss of 300-400 J-1 beds.

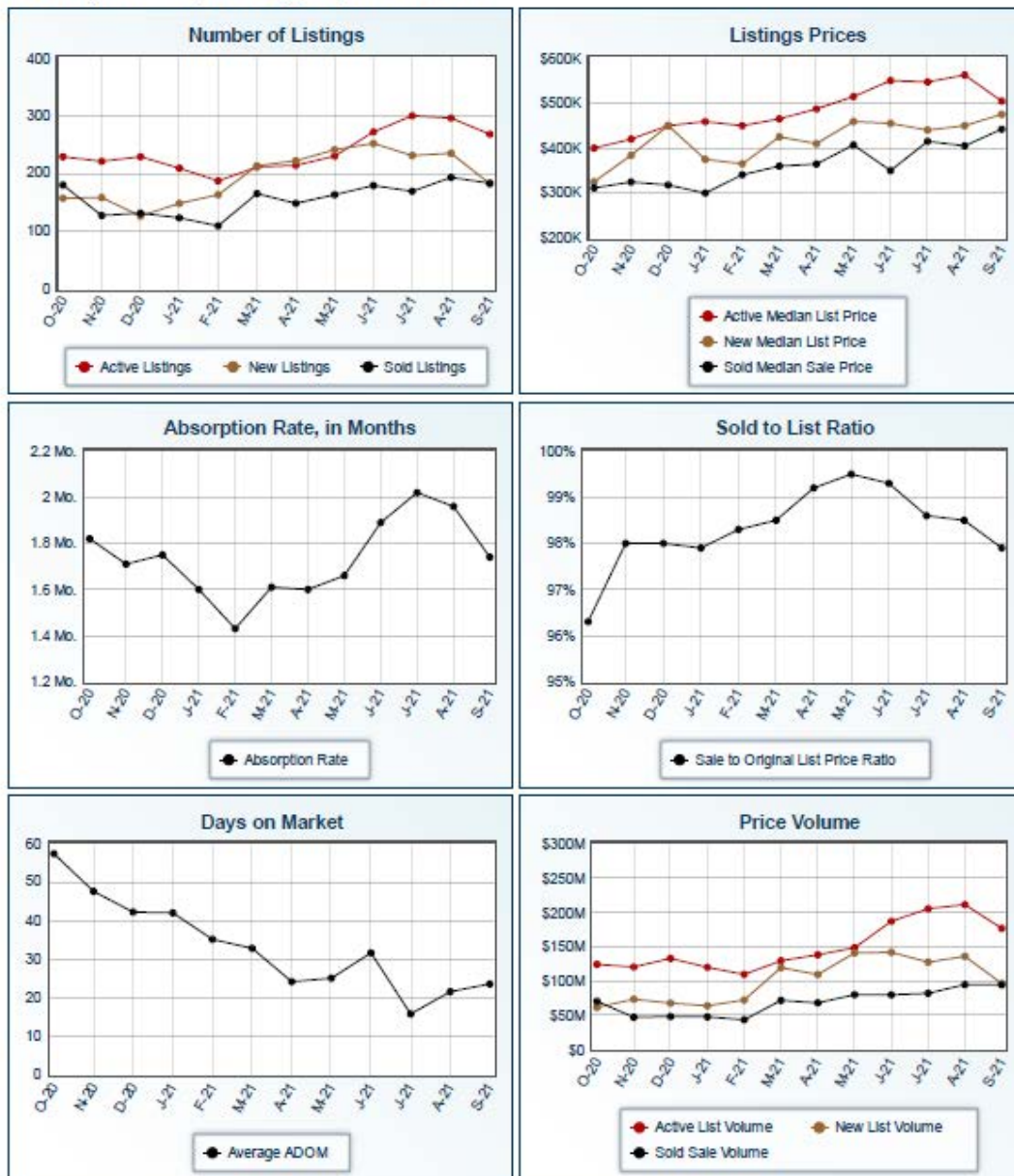
Single Family Statistics

Per the client's request, we have taken a look at some statistics from the single family market. The data herein was taken from the Knoxville MLS. As such, it does not include all of the sales activity in the market, but the trends are distinct.

As is the case in many markets, the single family sector is very tight. In migration of new residents has added pressure to the market. Over the past 12 months, there has been a significant increase in pricing. Coupled with a reduction in average days on market (DOM), it is difficult to find a home.

Market Summary

Sevier County - 27 Single Family, September 2021



Below is a summary of the statistics for the month of September and the preceding 12 months.

- The average list price and sale price has increased significantly.
- The median DOM has decreased dramatically as well.
- These are signs of a strong single family market.

Summary Statistics						
	Sep-21	Sep-20	% Chg	2021 YTD	2020 YTD	% Chg
Absorption Rate	1.74	2.23	-21.97	1.72	3.17	-45.74
Average List Price	\$660,060	\$543,183	21.52	\$538,334	\$391,673	37.44
Median List Price	\$504,500	\$405,000	24.57	\$429,000	\$310,000	38.39
Average Sale Price	\$515,275	\$347,340	48.35	\$461,291	\$311,196	48.23
Median Sale Price	\$442,000	\$303,900	45.44	\$385,000	\$266,900	44.25
Average ADOM	23	61	-62.30	27	56	-51.79
Median ADOM	9	21	-57.14	6	22	-72.73

Yearly Statistics Report			
Tennessee Flex MLS			
Time Frame,			
September Trailing 12	2021	2020	2019
Residential			
SOLD			
Total Sold Listings	1432	1132	1062
Pending Listings	1635	1264	1132
Median Sale Price	\$ 385,000	\$ 266,900	\$ 228,000
Avg. Sell Price	\$ 461,291	\$ 311,196	\$ 259,889
Median List Price	\$ 429,000	\$ 310,000	\$ 259,000
Avg. List Price	\$ 538,334	\$ 391,673	\$ 332,705
Avg. Day on Market	27	56	63

