

### Williamson County, Tenn.

(TOP LEFT) This county south of downtown Nashville is one of the fastest growing job markets in the nation, and its population growth is one of the fastest as well. Community Health Systems employs over 3,000 in Williamson County and Nissan North America is headquartered there, along with COMDATA, Tractor Supply and Mars Petcare.

*Estimated 2016 population: 216,717*

### Midtown Atlanta, Ga.

(BOTTOM LEFT) This is one of the hottest markets in the world for large headquarter operations. Midtown Atlanta features more than 20 million square feet of office space, and in the past 15 years, an astonishing 23 new office buildings have been built. Midtown Atlanta features a cluster of fintech companies, with NCR accommodating 5,400 employees at its new campus. Kaiser Permanente also has a large operation in Midtown Atlanta.

*Estimated 2016 population: 40,909*



# 25 Best Places in the South to Relocate Your Headquarters

As part of Southern Business & Development's 25th anniversary, we thought it fitting to publish what we believe are the South's 25 best places to locate your headquarters. Each year the South captures more and more headquarter operations from other parts of the country. Here are our favorite places in the region for headquarter relocations.  
*(Populations are of the cities or counties and not MSAs, except for Tampa Bay.)*

### Plano, Texas

Plano has emerged as the No. 1 place in the South for headquarter operations in a very short period of time. In just the past two years, this Dallas-Fort Worth headquarters hub has captured Toyota's North American headquarters, and regional headquarters for Liberty Mutual Insurance Co. and JPMorgan Chase. Those three projects will create 14,000 jobs in Plano within a year or two.

*Estimated 2016 population: 283,558*



## Sugar Land, Texas

This master-planned community located just southwest of Houston features the award-winning, 32-acre Sugar Land Town Square. The City of Sugar Land is a major employment center with nearly 26 million square feet of commercial space. Sugar Land is home to numerous regional and international companies. Minute Maid operates its headquarters there, as does Houston-Sigma, Healix, HCSS, Nalco Champion and Accredo Packaging. Schlumberger, Fluor and United Healthcare, employing thousands in the City of Sugar Land.

*Estimated 2016 population: 88,117*



## Jacksonville, Fla.

(BELOW) Yes, Jacksonville, somewhat of a forgotten headquarters market in Florida and in the South, is home to several major companies and some that have relocated to JAX from faraway places. Jacksonville has them all — regional, national and global headquarters. Black Knight Financial Services, Adecco Group, Allstate, CSX and Advanced Disposal are some of the top companies headquartered in Jacksonville. Other large employers with headquarters in Northeast Florida include Citi, JPMorgan Chase, PGA Tour Inc., Fidelity National (which relocated its headquarters from California to Jacksonville in 2003) and EverBank. Other than advanced degrees, educational attainment at all levels in the Jacksonville region exceeds the national average. The Jacksonville MSA's population is about 1.5 million.

*Estimated 2016 population: 880,619*

## Charlotte, N.C.

Charlotte is one of the most diverse economies in the entire South, with aerospace, biomedical, defense, motor sports and of course, financial services playing major roles. Home to Bank of America, other companies headquartered in Charlotte include Lowe's, Duke Energy, Sealed Air and steelmaker Nucor. It should be noted that Charlotte's population has seen strong gains in recent years. Today, the MSA's population is about 2.6 million.

*Estimated 2016 population: 842,051*



## Frisco, Texas

Frisco, located north of Dallas, is a relative newcomer to cities in the South that are no-brainer headquarter locations. Home to the \$5 billion mile, where, over the course of one mile, there are four mixed-use developments worth more than \$5 billion in capital investments. At the Star in Frisco, you will find the Dallas Cowboys' \$1.5 billion world corporate headquarters. Other companies with major Frisco operations include AmerisourceBergen, Conifer Health Solutions, Oracle and Fiserv.

*Estimated 2016 population: 165,000*



## New Orleans, La.

(LEFT) New Orleans for your headquarter relocation? You betcha! Since the devastation of Katrina in 2005 and the aftermath that lasted for years, New Orleans found itself emerging from one of the worst natural disasters in U.S. history to the worst year of the Great Recession. The city developed a strong, new energy and today it's one of the most unique, cost-effective headquarter locations in the country. Its tech scene is vibrant, exhibited by a deal turned in the fall quarter. DXC Technology, formed in April 2017 by the merger of CSC and the Enterprise Services Division of Hewlett Packard, cements New Orleans' position as one of the fastest growing software and IT destinations in the U.S. The project will create 2,000 tech-based jobs. The population of metro New Orleans has risen to over 1.2 million.

*Estimated 2016 population: 391,496*





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The Woodlands, Texas

(ABOVE) Located just 27 miles north of Houston, The Woodlands Area includes The Woodlands and the cities of Oak Ridge North and Shenandoah. The Woodlands, a master-planned community of 28,000 acres, has more than 5,000 acres dedicated to commercial development in several distinct areas. The City of Shenandoah has a growing population and an abundance of commercial and retail development. Oak Ridge North features The Oak Ridge North Commerce Park, which is well-suited for industrial and office space. The Woodlands Area has enjoyed unprecedented commercial growth in the last several years. The area's economic base is well-diversified with over 4,000 employers, including all sectors, located in the area. These businesses range from owner-operated establishments to global corporate headquarters. The Woodlands Area offers everything from single-family production homes to custom estates, condominiums, town homes, brownstones, and attractively priced apartments. With 59 percent of the workforce having a Bachelor's Degree or higher, The Woodlands Area offers a lifetime of education from preschool through primary, secondary, college and graduate study. Healthcare is keeping pace with the growth of the community with four Regional Acute Care Hospitals within a five-mile radius. There is always something to do there, from the area's multiple championship golf courses to miles of hiking and bike trails, boating, fishing, and performances in the world-class amphitheatre.

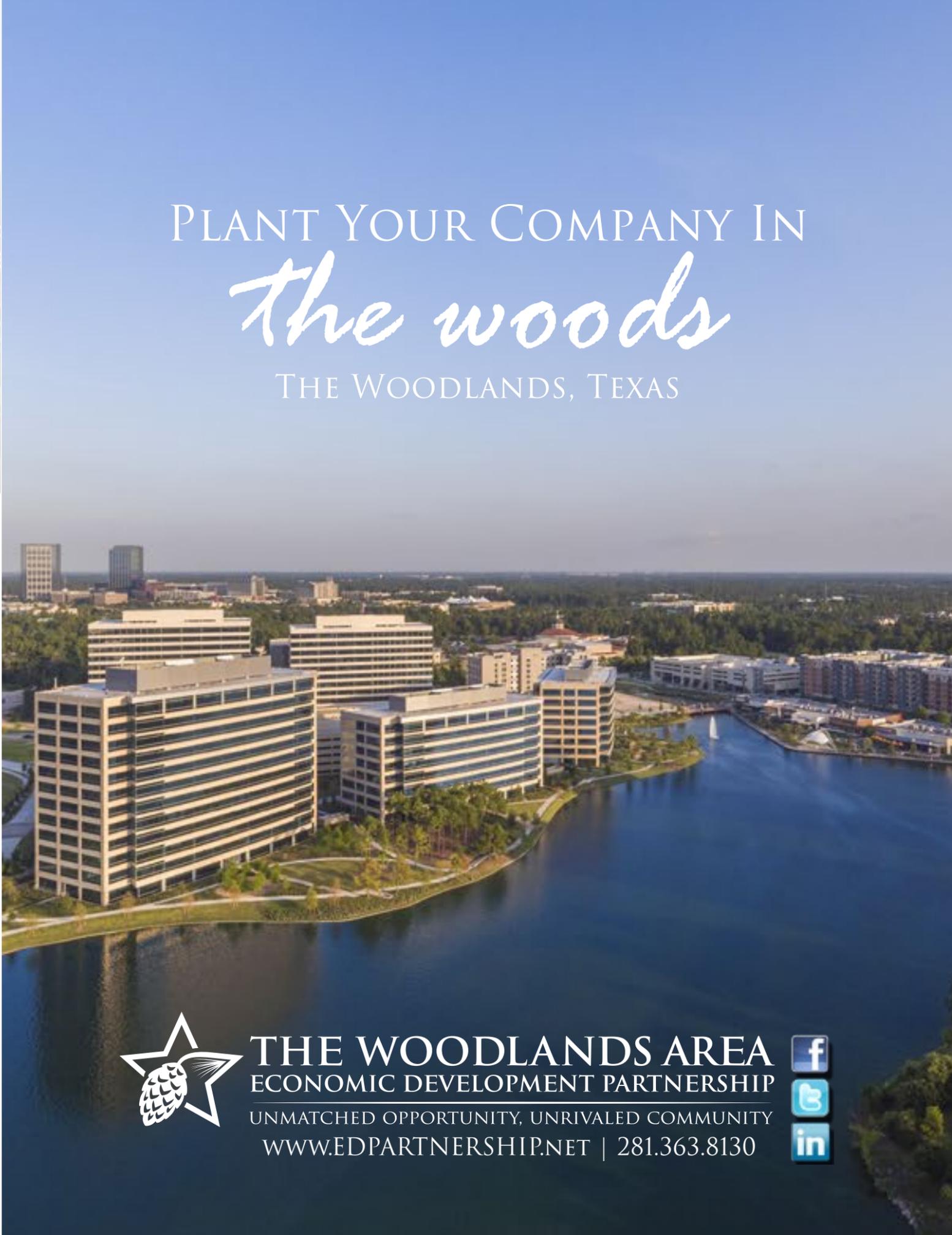
Estimated 2016 population: 130,000



Fort Lauderdale, Fla.

(ABOVE) If paradise is where you want to relocate your headquarters, look no further than Fort Lauderdale. Downtown Fort Lauderdale is a dreamland of canals, gorgeous parks lined with palm trees and multi-million-dollar yachts. Some of the headquarters in Broward County and Fort Lauderdale include Chiquita, American Express (regional), AutoNation, Citrix Systems, Embraer, HEICO, Huizenga Holdings, Microsoft (Latin America HQ), Magic Leap and Spirit Airlines, to name a few.

Estimated 2016 population: 178,752



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**Boca Raton, Fla.**

Up the road from Fort Lauderdale is the beach community of Boca Raton. Some of the most affluent people in Florida live in Boca and it has a surprisingly diverse economy, with major distribution centers, financial service companies and manufacturers. Headquartered there are Office Depot, NCCI, The GEO Group and ADT Corporation.

*Estimated 2016 population: 96,114*



**Alpharetta, Ga.**

Called the "Technology City of the South," Alpharetta, located north of Atlanta, was named the No. 1 city to relocate by *Forbes Magazine*. Alpharetta boasts over 640 technology companies. There is a large fintech cluster in Alpharetta with Fiserv, ADP, LexisNexis, Equifax and UPS.

*Estimated 2016 population: 65,338*



**Sandy Springs, Ga.**

This wealthy suburb north of Atlanta is the proud new home of Mercedes-Benz's North American headquarters. Mercedes relocated its headquarters to Sandy Springs from New Jersey and is currently moving into its beautiful new facility. With a population of about 100,000 residents, Sandy Springs is the second largest city in the metro Atlanta area. More than 5,500 businesses call Sandy Springs home, including UPS, First Data and the Intercontinental Exchange, the parent company of the New York Stock Exchange.

*Estimated 2016 population: 105,703*



**Cary, N.C.**

Cary, which many in North Carolina jokingly call "Containment Area for Relocated Yankees," is the most prestigious address in the Research Triangle. Cary is also a wonderful place to live, with nearly \$500 million spent on transportation infrastructure and parks and recreation. Cary is home to some of the largest national and international employers, including the No. 1 multinational workplace in the world, the SAS Institute. Other major employers include MetLife, Affiliated Computer Services, Siemens Medical, John Deere and ABB.

*Estimated 2016 population: 163,000*



# How can we help transform *your* economy?

Market Street is a premier provider of community, workforce, and economic development strategic planning services throughout the United States. Over the last 20 years, our team has worked in more than 165 communities in 34 states and abroad. While each project is very different from the next, the cornerstone of our work is the belief that economic development is about improving the lives of individuals.



**NASHVILLE, TENNESSEE**

Market Street brought the right people together and asked the right questions. They helped us develop a strategy with consensus, identifying Nashville's unique strengths with the right data and metrics to allow us to measure our progress. They've been our partners in building a bright future.

- Ralph Schulz,  
President and CEO,  
Nashville Area Chamber  
of Commerce



**ROME/FLOYD COUNTY, GEORGIA**

Market Street Services is a highly professional firm that was helpful to our community as we planned our economic future. They have the kind of insight, analytical ability and facilitation skills that we needed to create our own specific plan.

- Al Hodge,  
President,  
Great Rome Chamber  
of Commerce



**SPARTANBURG, SOUTH CAROLINA**

Without data, our work, as community and economic developers, is meaningless. Market Street Services was able to do what's often impossible to do - marry our community's data with community anecdotal feedback. This process helped us develop a plan, but more importantly, it set the stage for community buy-in as we began to act.

- Alen Smith,  
President & CEO,  
Spartanburg Area Chamber  
of Commerce



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### Austin, Texas

Austin is on many innovating companies' site search wish list. Major corporate and regional headquarters in the greater Austin area include Whole Foods, AMD, Dell, Oracle and eBay. Called the "Human Capital," Austin is home to a young, educated and bilingual workforce, a strong economy and a great quality of life. Apple, with 6,000 employees, operates its largest facility outside of California in Austin.

Estimated 2016 population: 947,890

### Morrisville, N.C.

Near Research Triangle Park and the Raleigh-Durham International Airport is Morrisville, one of the fastest-growing areas of the state. Great schools, housing, shopping and civic amenities contribute to Morrisville's popularity with corporate headquarter operations. There, numerous companies in advanced medical technology, life sciences, software, IT and defense technologies flourish. Chinese-owned Lenovo is headquartered in Morrisville, with Credit Suisse, PPD, Oracle, NetApp and Novella having major operations.

Estimated 2016 population: 24,732



### McKinney, Texas

Here is another Dallas-Fort Worth market that is one of the most economically vibrant communities in the country. In fact, *Money Magazine* named McKinney the No. 1 Best Place to Live in America in 2014. The school systems are outstanding in McKinney and students perform in the top 2 percent in Texas in achieving commended performance. Major employers include Raytheon, Emerson Process Management, Tong Yang, and Traxxas. Torchmark is also headquartered in McKinney.

Estimated 2016 population: 172,298



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### Fairfax County, Va.

(LEFT) Fairfax County has attracted more than 400 companies from 45 nations and is home to one of the largest clusters of technology firms in the country. Fortune 500 firms headquartered in the county include Freddie Mac, Northrop Grumman, General Dynamics, Capital One, Volkswagen of America and Booz Allen Hamilton, to name a few.

Estimated 2016 population: 1.142 million

### Richmond, Va.

(BELOW LEFT) If you don't count the D.C. area, Richmond is the first stop for companies wishing to relocate their headquarters to the South from the Northeast. The Richmond area is home to eight Fortune 500 companies and three Fortune 1000 company headquarters. A sampling of those includes Altria Group, CarMax, WestRock, Genworth Financial, Brink's, Dominion Energy and Owens and Minor. Richmond's MSA is approximately 1.3 million people.

Estimated 2016 population: 228,000



### Tampa Bay

(ABOVE) Encompassing the cities of Clearwater, St. Petersburg and Tampa, Tampa Bay remains a corporate headquarters Shangri-La. Jabil Circuit, Bloomin' Brands, Sykes Enterprises, Raymond James Financial and Tech Data are all headquartered in Tampa Bay. And Citigroup, Humana, USAA and JPMorgan Chase also employ about 14,000 people there. The Tampa Bay area is one of the fastest growing areas of the nation.

Estimated 2016 MSA population: 3 million

### Loudoun County, Va.

(LEFT) Loudoun County's economy is highly diversified, with aerospace and defense, aviation, health care, IT and federal government contractors making up its base. Home to Washington-Dulles International Airport, Loudoun County features 10 million square feet of data center space currently operational or under development. In fact, up to 70 percent of the world's internet traffic flows through Loudoun's data centers each day.

Estimated 2016 population: 375,629



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### Nashville, Tenn.

Nashville has maintained the "It City" title in the South for several years now. With a premier location, a cost of doing business that is nearly 10 percent lower than the U.S. average, and a highly educated workforce, the Nashville region offers a variety of competitive advantages to relocating headquarter companies. The Nashville MSA is home to more than 1.8 million people. Companies headquartered in the Nashville region include Nissan North America, HCA Healthcare, Community Health Systems, Asurion, Bridgestone Americas and Cracker Barrel.

Estimated 2016 population: 684,410

### Orlando, Fla.

Orlando was named the No. 1 market in the United States for job growth by the U.S. Department of Labor in 2015 and 2016. Lockheed Martin employs thousands in the Orlando area. Siemens Energy, L-3 Communications, Science Applications, Electronic Arts, Northrop Grumman and Mitsubishi-Hitachi Power Systems employ tens of thousands more. There now are about 2.5 million residents in the Orlando MSA.

Estimated 2016 population: 277,173



### Louisville, Ky.

In 2017, *Forbes* named Louisville the No. 1 city in the U.S. for manufacturing. Ford operates two large automotive assembly plants there. But Louisville's downtown is vibrant and home to many large corporations. UPS operates its WorldPort in the city. Yum Brands!, Humana and Papa John's International are headquartered in Louisville. Other large employers include Clariant Corporation and several bourbon distillers. Zagat also named Louisville as a top foodie destination in the world. The Louisville MSA population is about 1.3 million.

Estimated 2016 population: 597,337



### Raleigh, N.C.

With the Research Triangle Park nearby, Raleigh is one of the most innovative regions in the American South. Cary and Morrisville, both suburbs of Raleigh, are also on this list of the 25 best places to relocate your headquarters in the South. IBM has a huge presence in the Raleigh metro, employing about 10,000. Other large employers include GlaxoSmithKline, Rex Healthcare, Cisco Systems and North Carolina State University. The Raleigh-Durham-Chapel Hill CSA is about 2 million.

Estimated 2016 population: 458,880



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