

3 REASONS TO LOVE YOUR REGION

REGION 4

Alabama, Florida, Georgia, Kentucky, Mississippi,
North Carolina, South Carolina, Tennessee



FUN FACT!

Region 4 has one of the most active recreational coastlines—the southern Atlantic and the Gulf of Mexico—plus the nation's most visited national park, the Great Smoky Mountains. It has the most recreational rental businesses of any region.



ECONOMIC GROWTH

Region 4 was responsible for 16% of America's net new jobs in 2014. Over half (54%) of those jobs were created by small firms (with less than 500 employees).



DIVERSITY HUB

Region 4 is a center of minority-owned businesses. 23% of all minority-owned businesses are located in Region 4, making it the second in the nation. This includes over 35% of all African American-owned businesses, the highest compared to any other region.

Sources: U.S. Census Bureau (1) 2014 Statistics of U.S. Business; (2) 2014 Business Dynamics Statistics; (3) 2012 Survey of Business Owners.

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