

Tennessee Veteran Ready Business Recognition Program/Economic Impact



Winning the War on Talent: Building a Veteran Ready Workplace

TN

Department of

Veterans Services

A Message from TN Governor Bill Lee



What You Need to Know

Businesses are eligible for the Veteran Ready Business Recognition (VRBR) if:

- **They have a physical presence in TN**
As long as a regional, national, or international business has a physical location in TN they can apply
- **They have a desire to hire Veterans**
Must have a good faith effort to hire Veterans as they scale their business
- **They have an EIN & Business Logo**
Logo will be listed on the Tennessee Department of Veteran Services website as a committed Veteran Ready Employer

Going From Veteran **FRIENDLY** To Veteran **READY!**

*This three-tier program offers **Bronze, Silver, and Gold Levels** that indicate an escalating commitment and support to service members, Veterans, and their families.*



6 Valuable Benefits

- * Elevated digital visibility with listing on the TDVS website
- * Enhanced recruitment of quality employees
- * Demonstrates community commitment
- * Gain diverse leaders with valuable experience
- * Community network that strengthens SMVF Ecosystem
- * Public recognition of your business's commitment

Join us in recognizing Tennessee businesses that Recruit, Hire, and Retain our service members, Veterans, and their families (SMVF)

Call: (615) 741-2345 or
Visit: tn.gov/veteran



Silver Level



Objective: To highlight businesses that meet Bronze-level criteria and empower SMVF through career development opportunities.

In addition to the Window Cling, Digital Badge, and Website listing Silver level awardees receive:

- **Regional Recognition**

These items will be presented regionally by a Commissioner designee.

- **Certificate and Award Plaque**

An award plaque and a certificate from the State of Tennessee, certifying that your business is "Veteran Ready" and a preferred employer supporting Service Members, Veterans, and their Families.

Gold Level



Objective: To commend businesses that meet the Bronze-Level and Silver-Level criteria and have an extensive impact on the lives of SMVF both within and outside the workplace.

In addition to the Window Cling, Digital Badge, and Website listing Gold level awardees receive:

- **State Recognition**
Presented by the Commissioner, Deputy Commissioner, or Commissioner's designee.
- **Certificate and Crystal Trophy**
Highest recognition, which includes a top-level award and certificate certifying the business' readiness and commitment to support Service Members, Veterans, and their families.

Key Takeaways



No cost to apply



For all businesses, not just Veteran-owned businesses



Marginal time investment—Bronze application can take as little as 30 minutes



TDVS team can mentor you through the process and has template documents for most questions



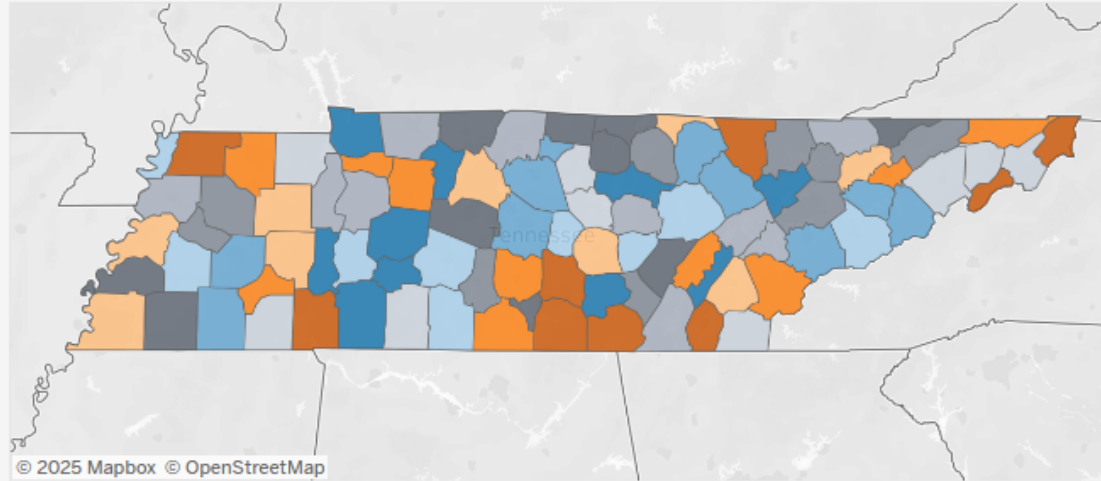
tn.gov/veteran website has detailed information about program; download the application questions & guidelines to help prepare

Economic Impact of Tennessee Veterans

tn.gov/veteran

Click on a County to filter the map and results.

Economic Impact of Veterans In Tennessee



Total Veteran Impact
\$32,969,246,671

Workforce Participation
69.0%

Est. Veteran Owned Businesses
17,780

Median Income



Total VA Expenditures

\$7,155,947,203

TriCare Expenditures

\$667,491,314

VA Home Loans FY23

\$4,240,819,490

Makeup of VA Expenditures

| | |
|---------------------------------|-----------------|
| Veteran Population | 440,791 |
| Comp. & Pen. | \$4,012,869,228 |
| Education & Vocational Rehabi.. | \$264,115,224 |
| Medical Care | \$2,775,831,947 |
| Insurance and Indemnities | \$12,097,296 |
| Construction Exp | \$2,796,963 |
| General Operating Exp | \$88,236,545 |

Veteran Demographics

DATA SOURCES

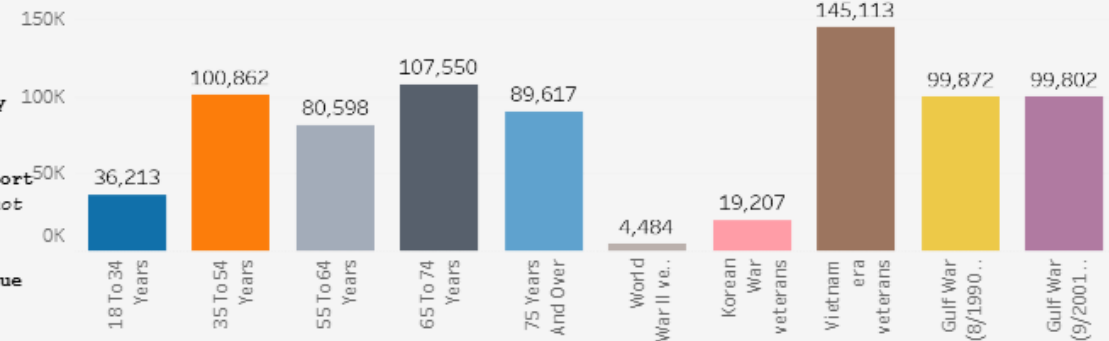
U.S. Census Bureau's American Community Survey (ACS) Five-Year Estimates

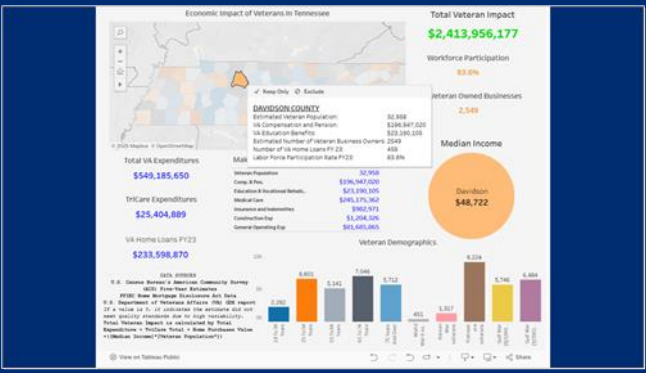
FFIEC Home Mortgage Disclosure Act Data

U.S. Department of Veterans Affairs (VA) GDX report

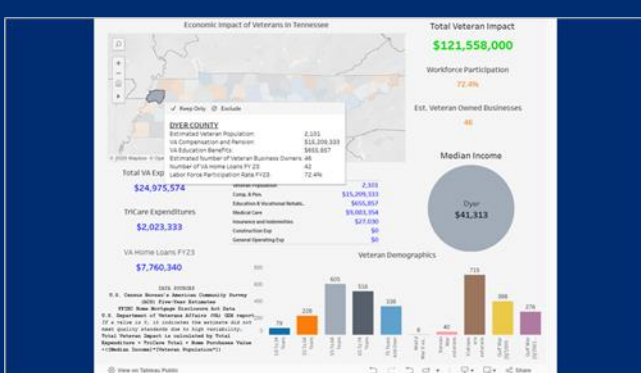
If a value is 0, it indicates the estimate did not meet quality standards due to high variability.

Total Veteran Impact is calculated by Total Expenditure + TriCare Total + Home Purchases Value + ([Median Income]*[Veteran Population*])

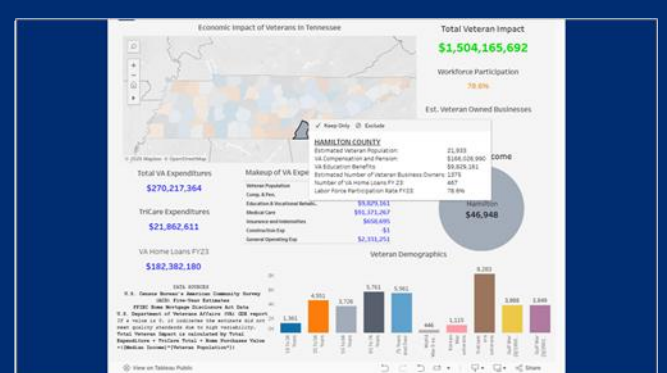




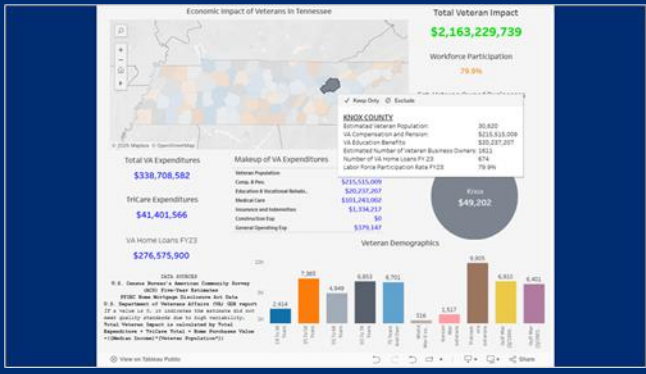
Davidson County



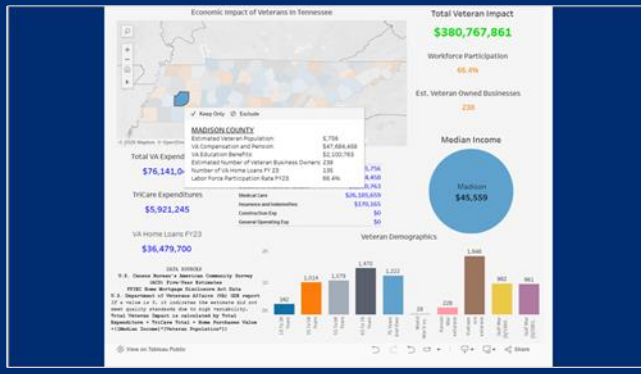
Dyer County



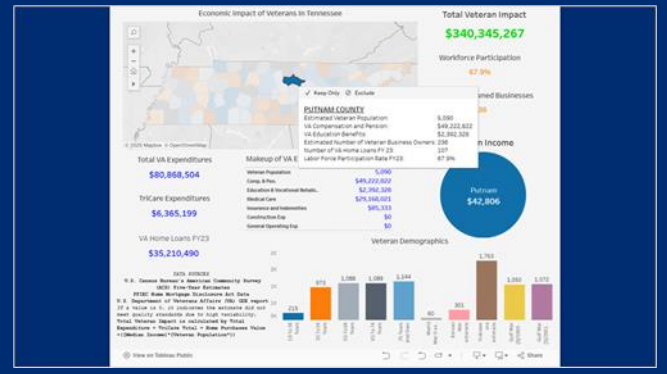
Hamilton County



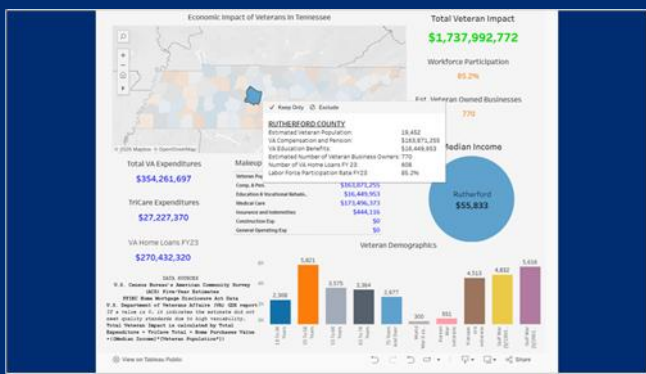
Knox County



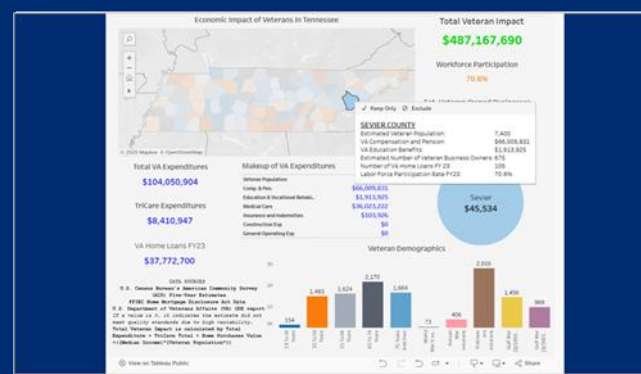
Madison County



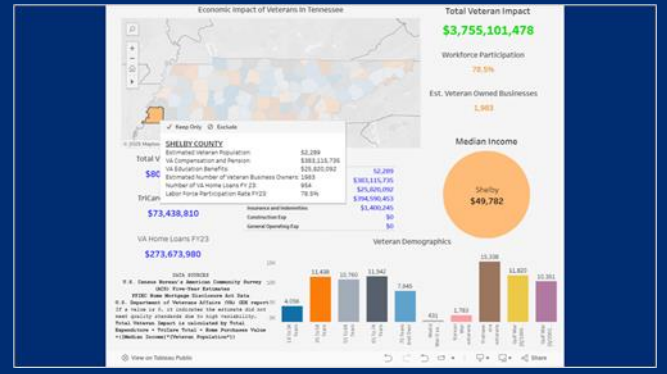
Putnam County



Rutherford County



Sevier County



Shelby County

DOSO Team Contacts

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Veteran Outreach Coordinators



1-615-741-2345



tdvs.doso@tn.gov



tn.gov/veteran

If you find a potential business for the VRBR please have them call or email us and the DOSO team will be happy to assist them in applying.