

Northeast Economic Activity Zone



Northeast Economic Activity Zone (NEAZ):

Overview

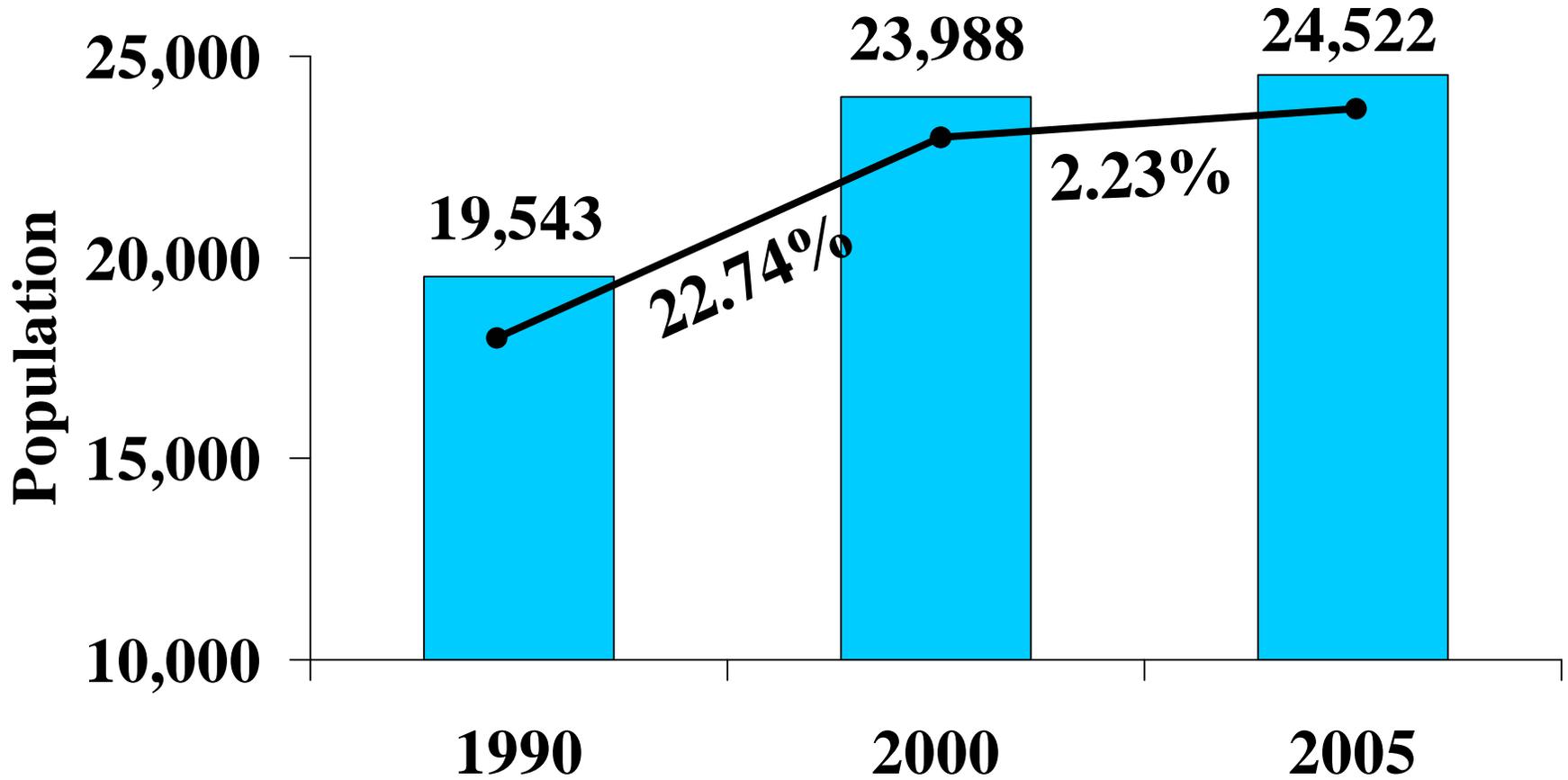
- 
- Population
 - Migration
 - Education
 - Infrastructure
 - Income
 - Retail Sales
 - Labor Force
 - Employment
 - Unemployment
 - Culture & Recreation
 - Tourism
 - Hunting & Fishing
 - Health Care
 - Financial Institutions

Dr. Mark Hearn, College of Commerce & Business Administration



NEAZ : Population Trends

Cherokee County 1990, 2000, 2005

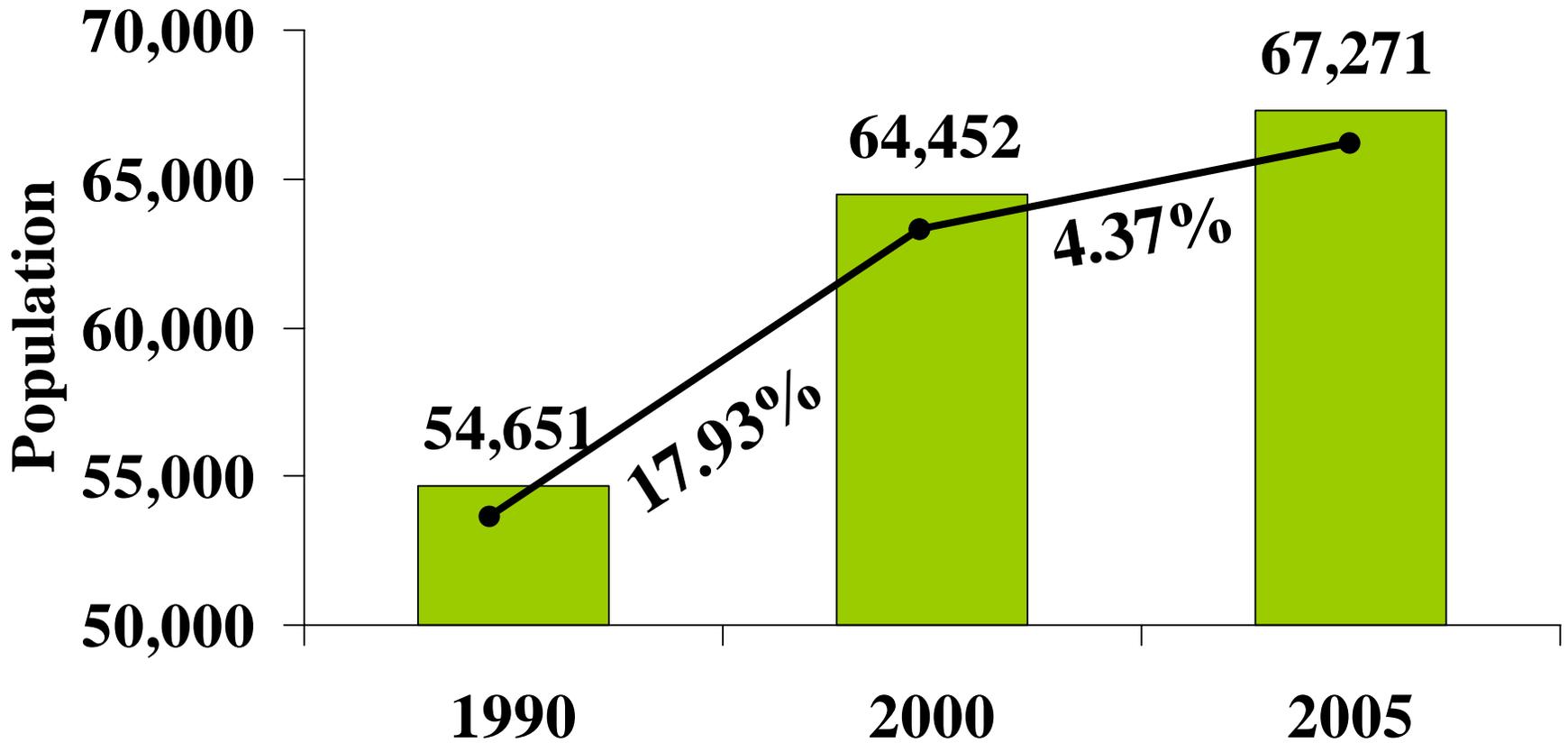


Source: U.S. Census Bureau, 2005 Population Estimates, Census 2000, 1990 Census



NEAZ : Population Trends

DeKalb County 1990, 2000, 2005

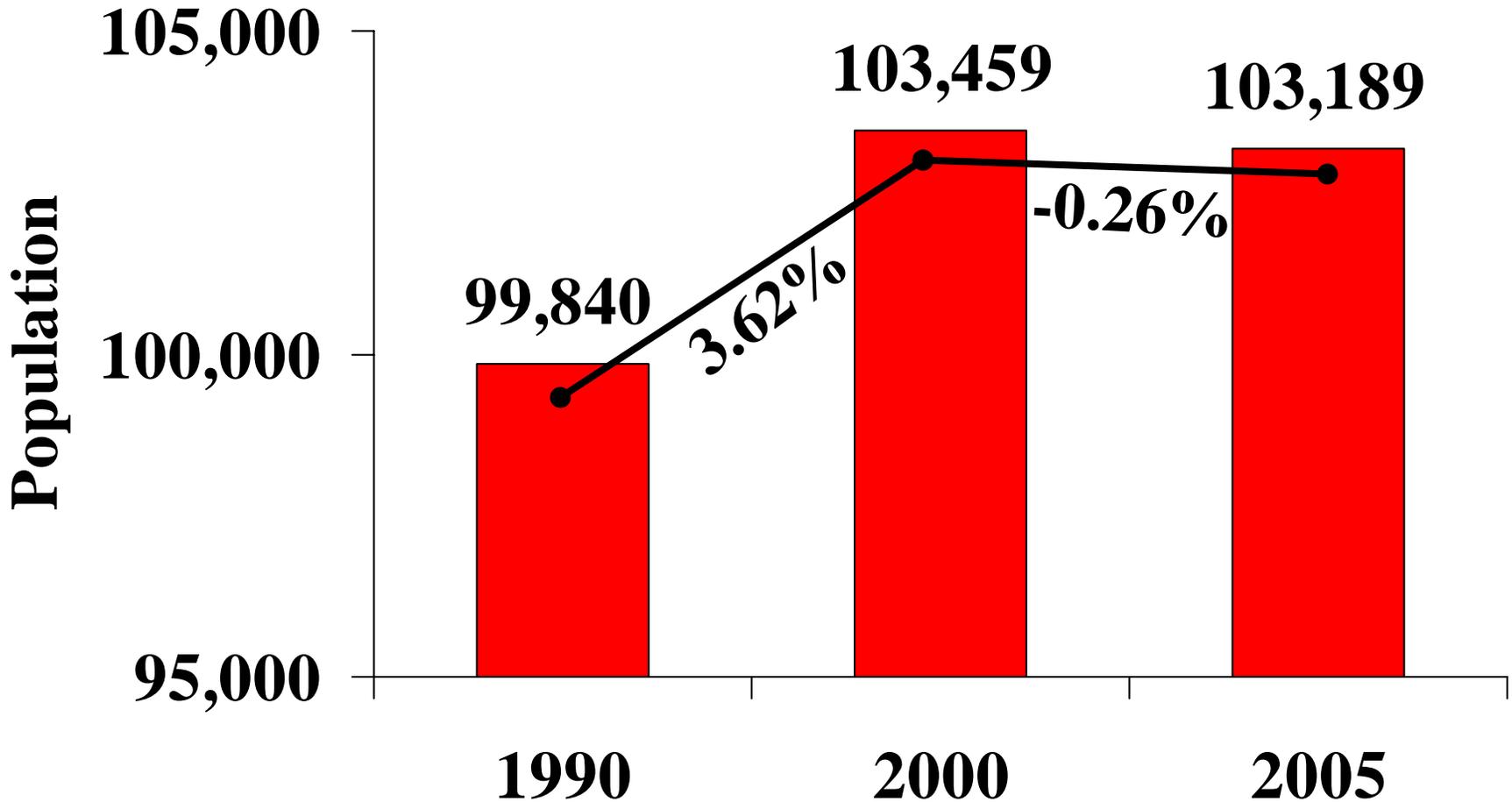


Source: U.S. Census Bureau, 2005 Population Estimates, Census 2000, 1990 Census



NEAZ : Population Trends

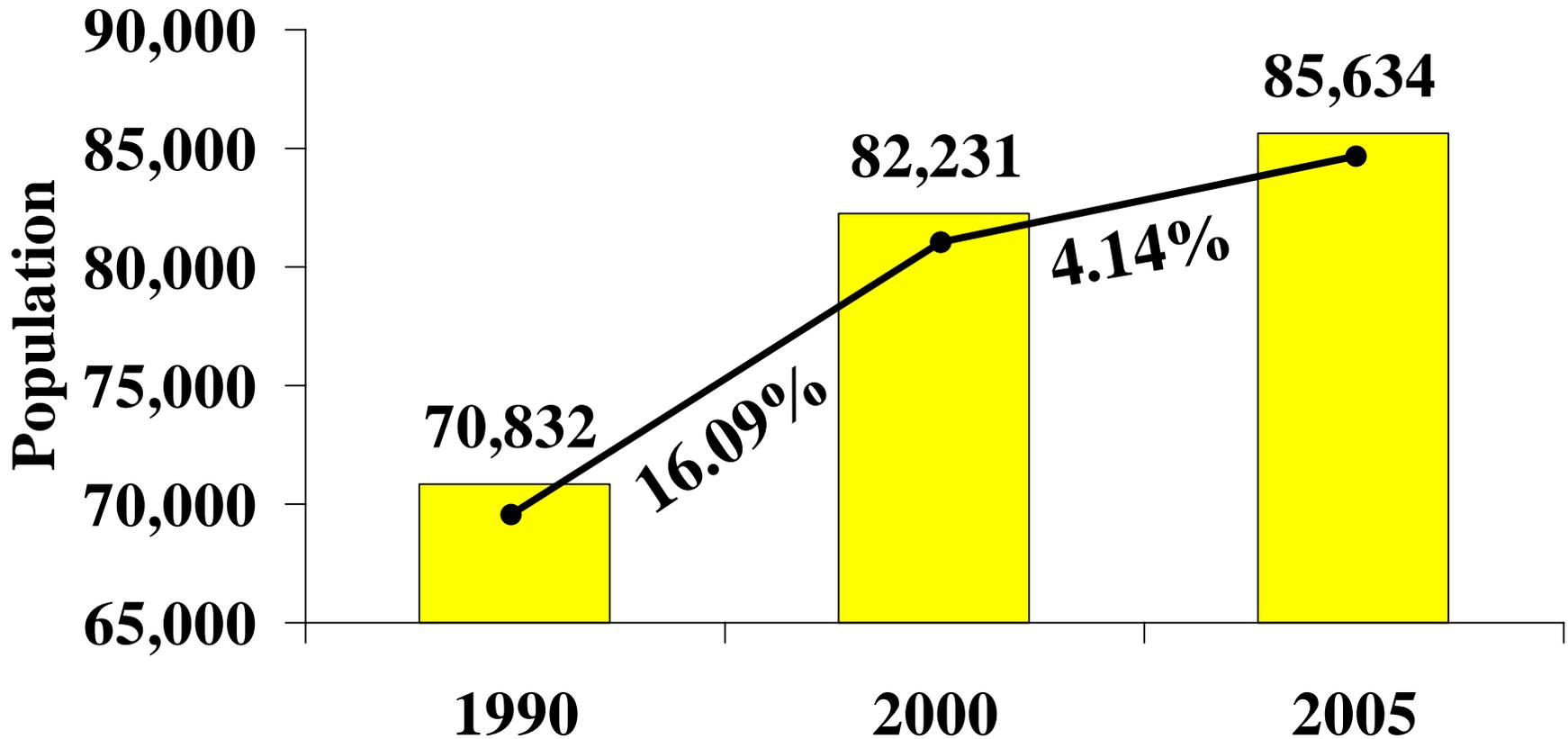
Etowah County 1990, 2000, 2005





NEAZ : Population Trends

Marshall County 1990, 2000, 2005

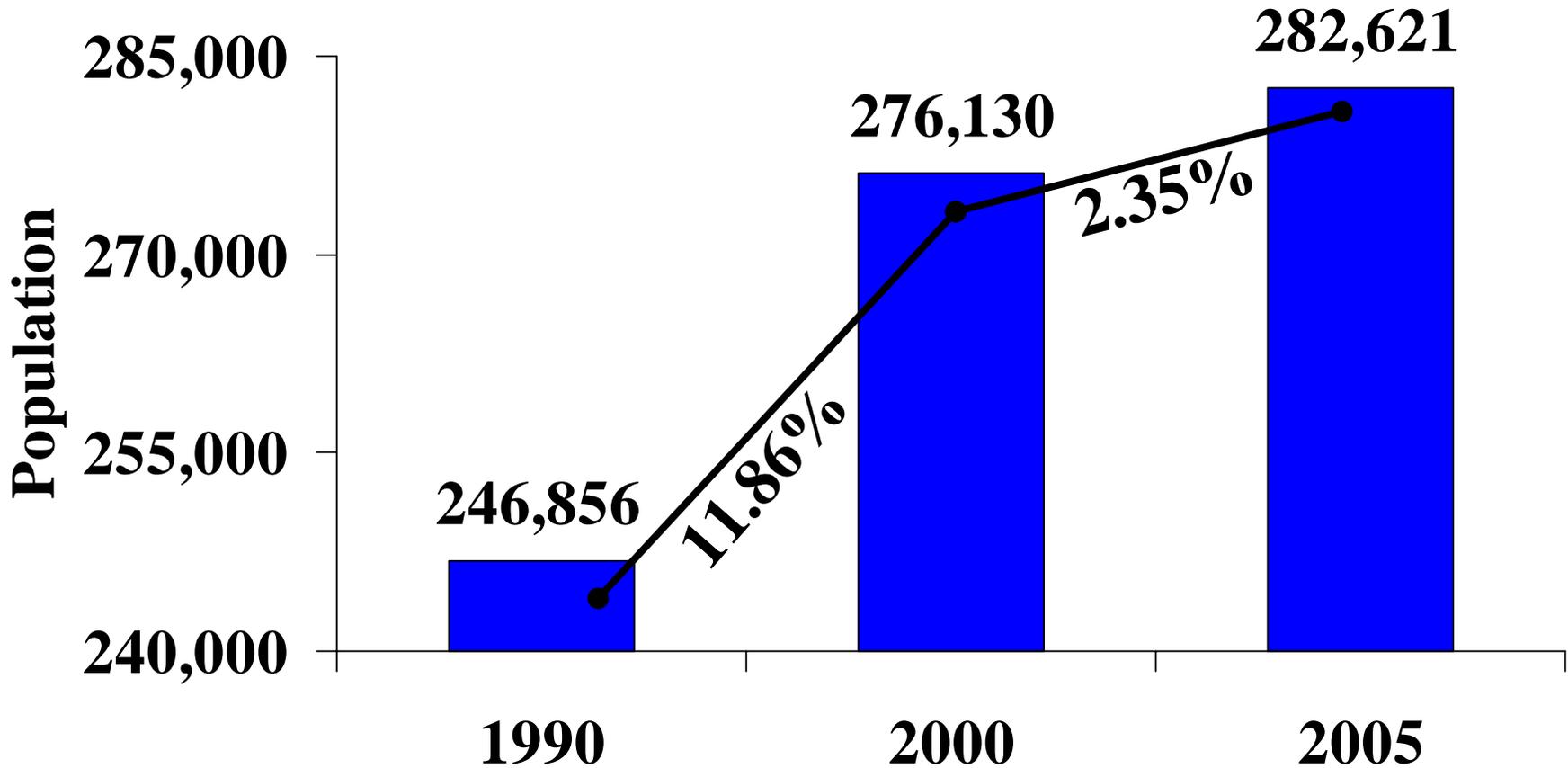




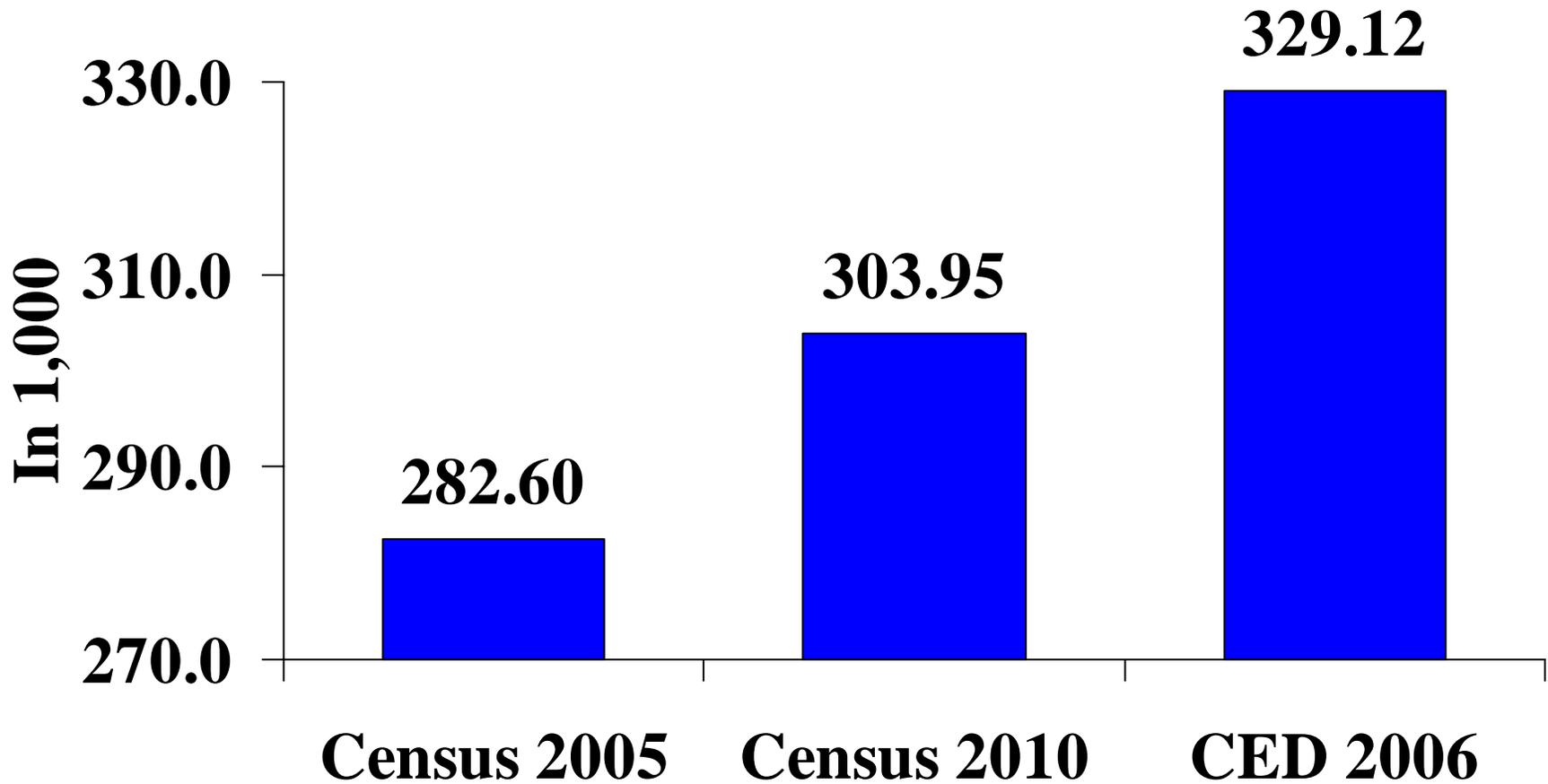
NEAZ : Population Trends



Zone Total 1990, 2000, 2005

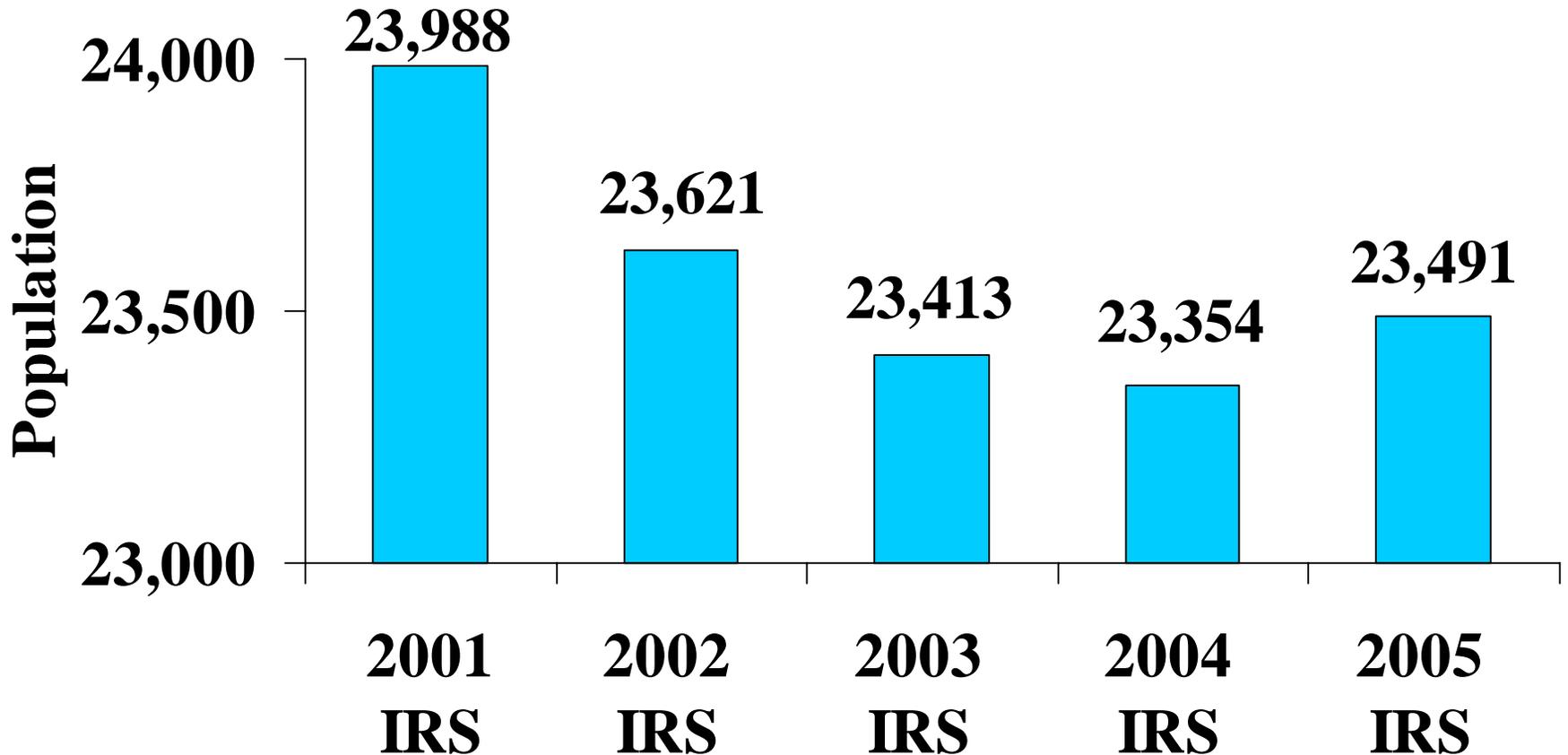
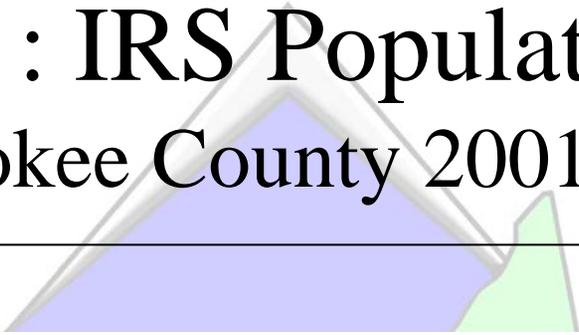


NEAZ: Pop Est by Electric Metered Customers vs Census



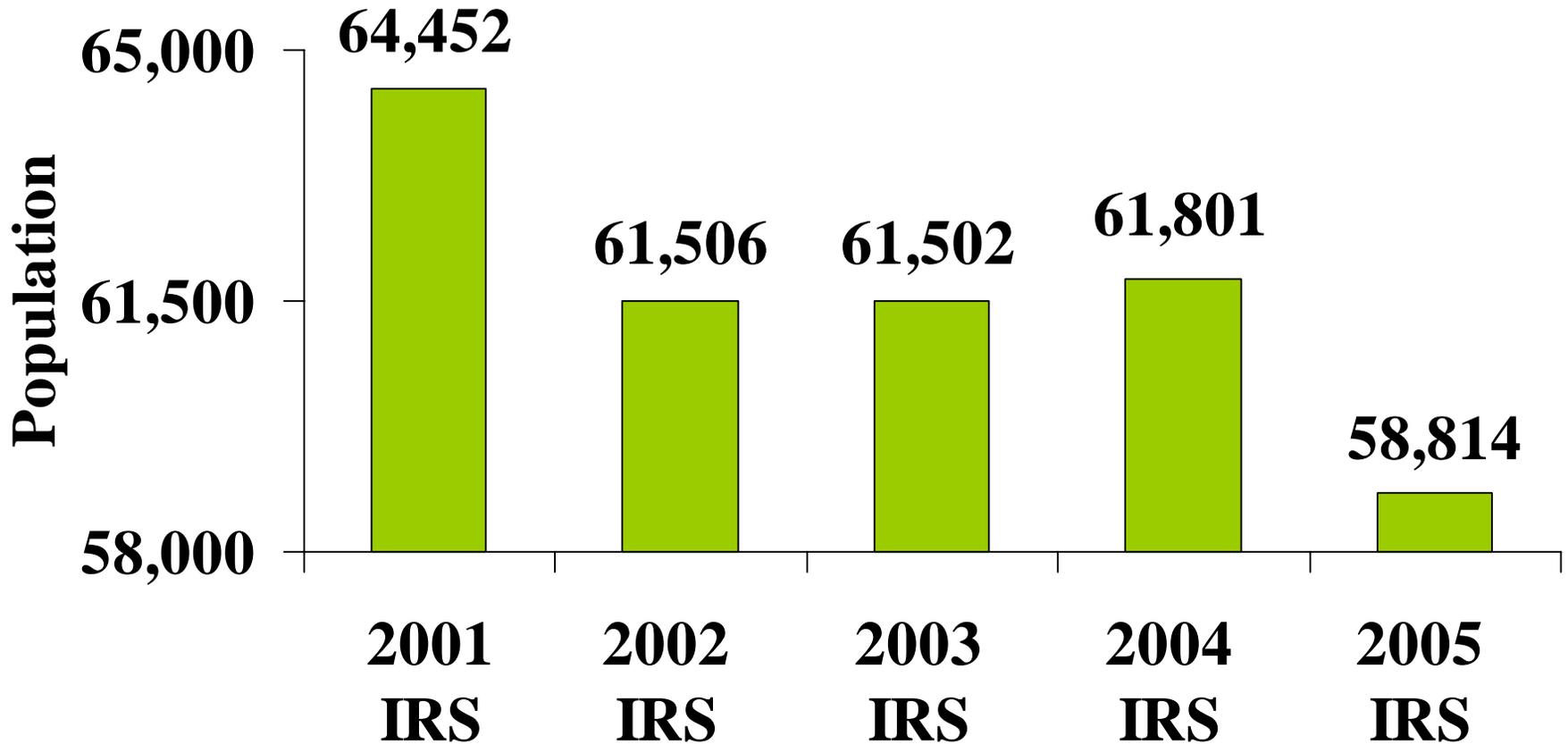
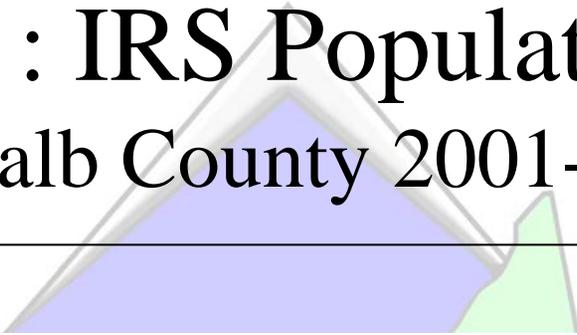


NEAZ : IRS Population Est Cherokee County 2001-2005



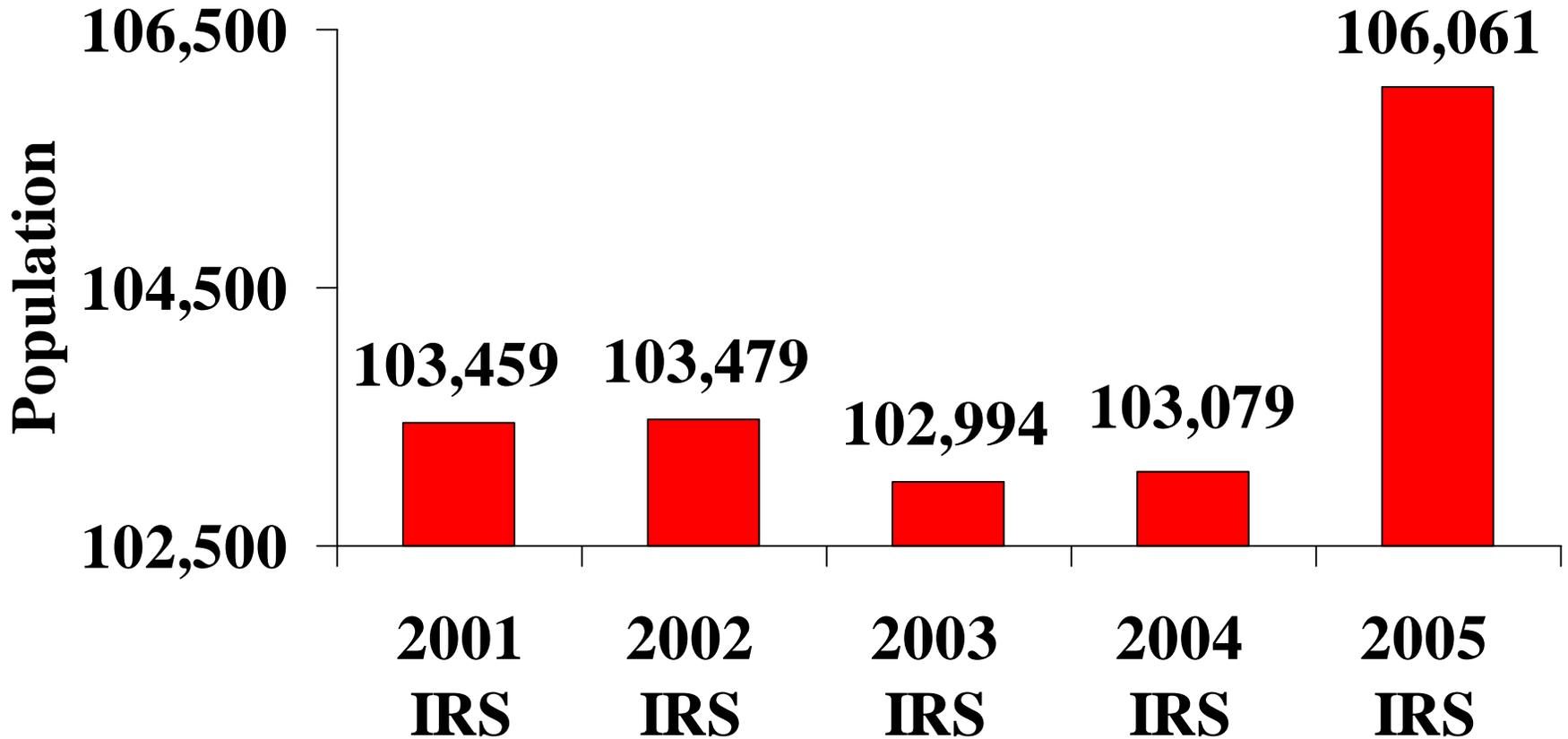


NEAZ : IRS Population Est DeKalb County 2001-2005



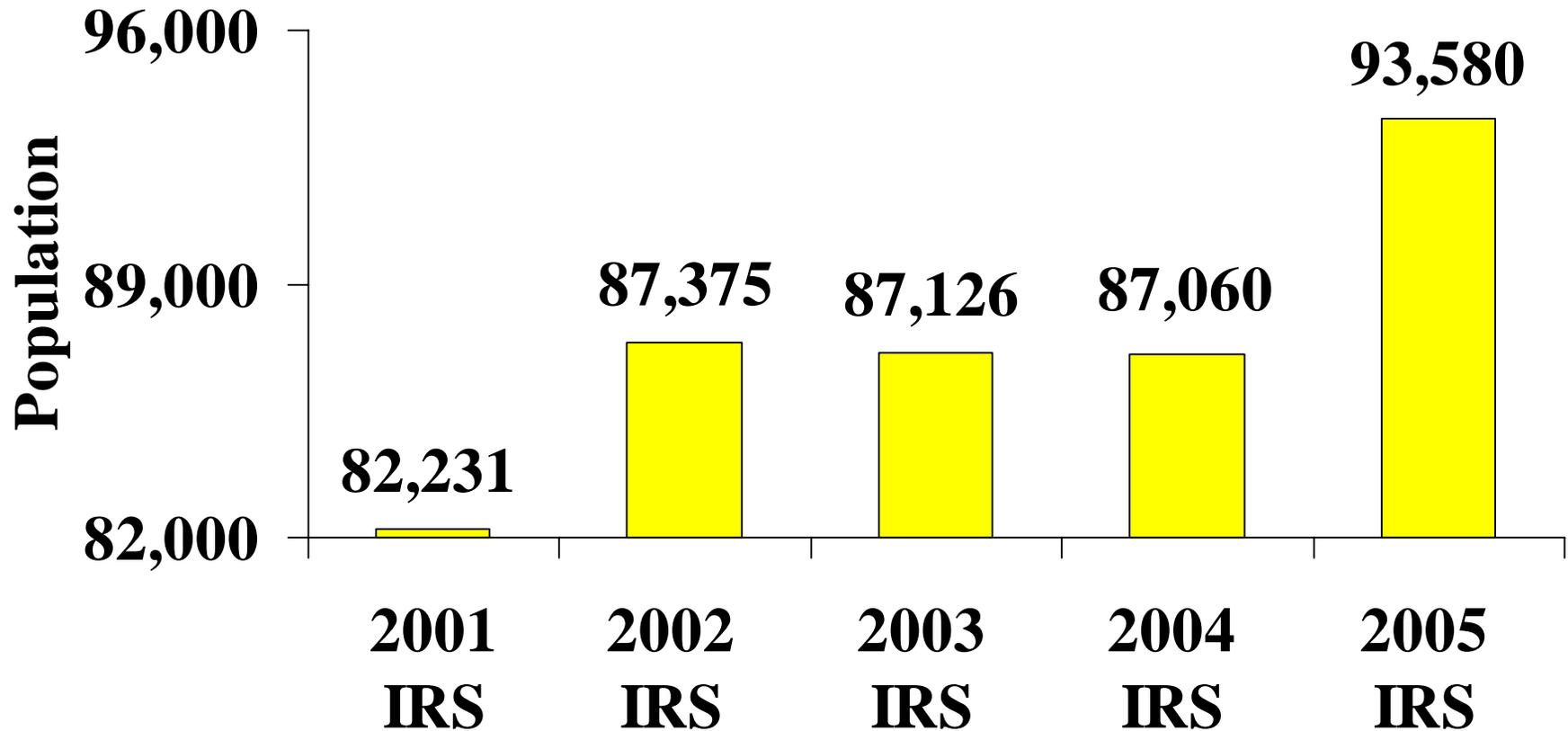


NEAZ : IRS Population Est Etowah County 2001-2005



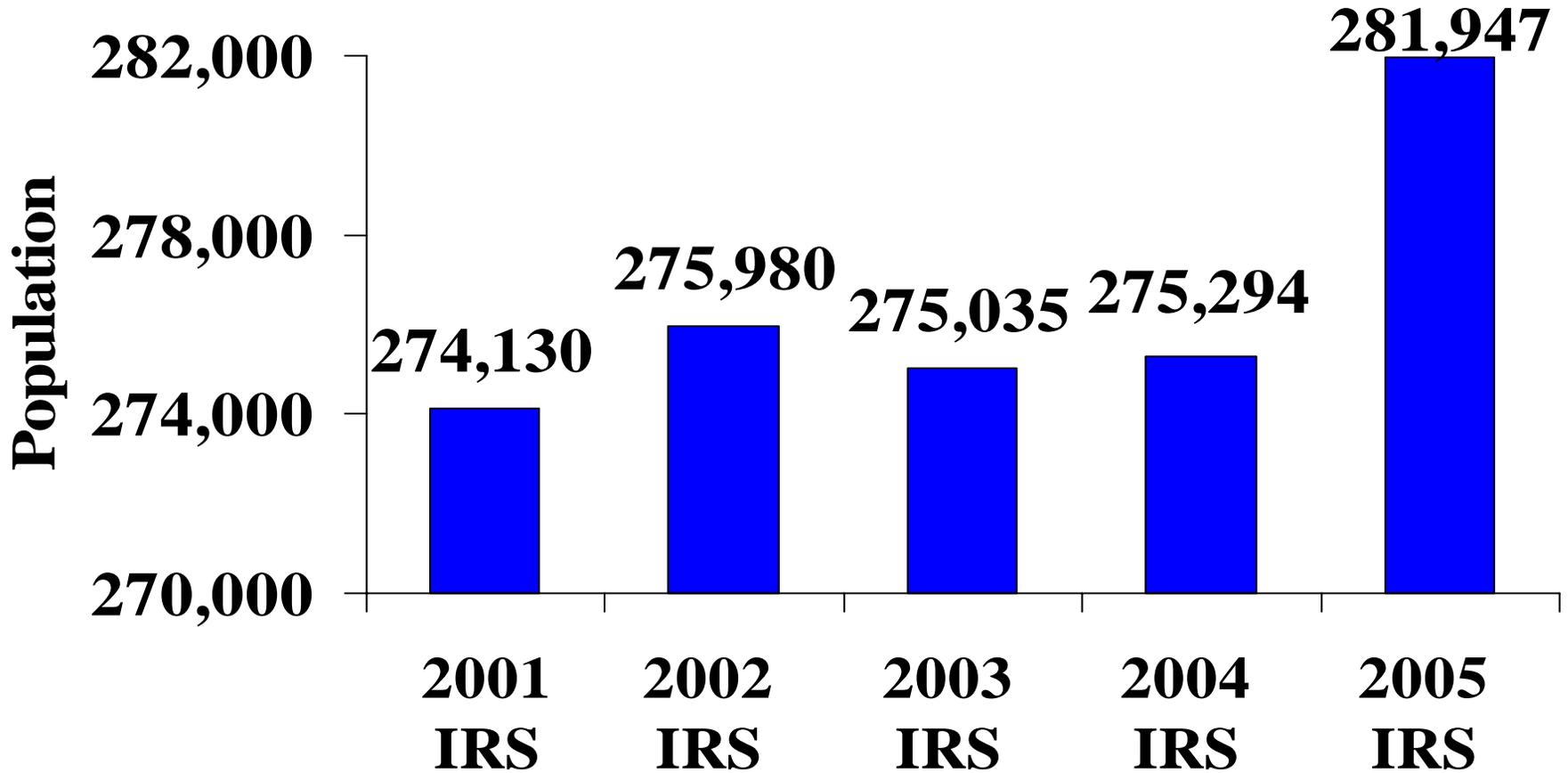


NEAZ : IRS Population Est Marshall County 2001-2005

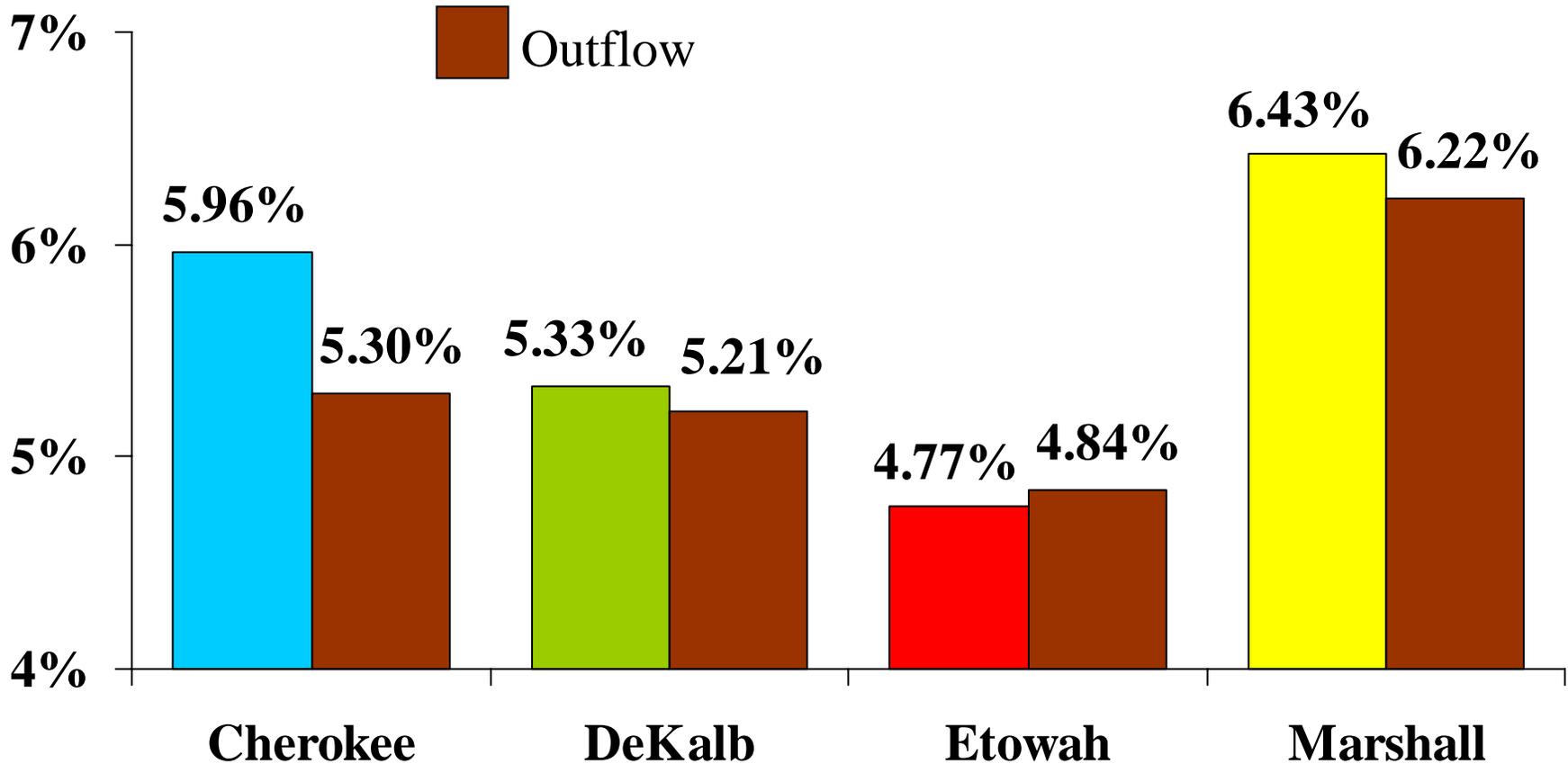




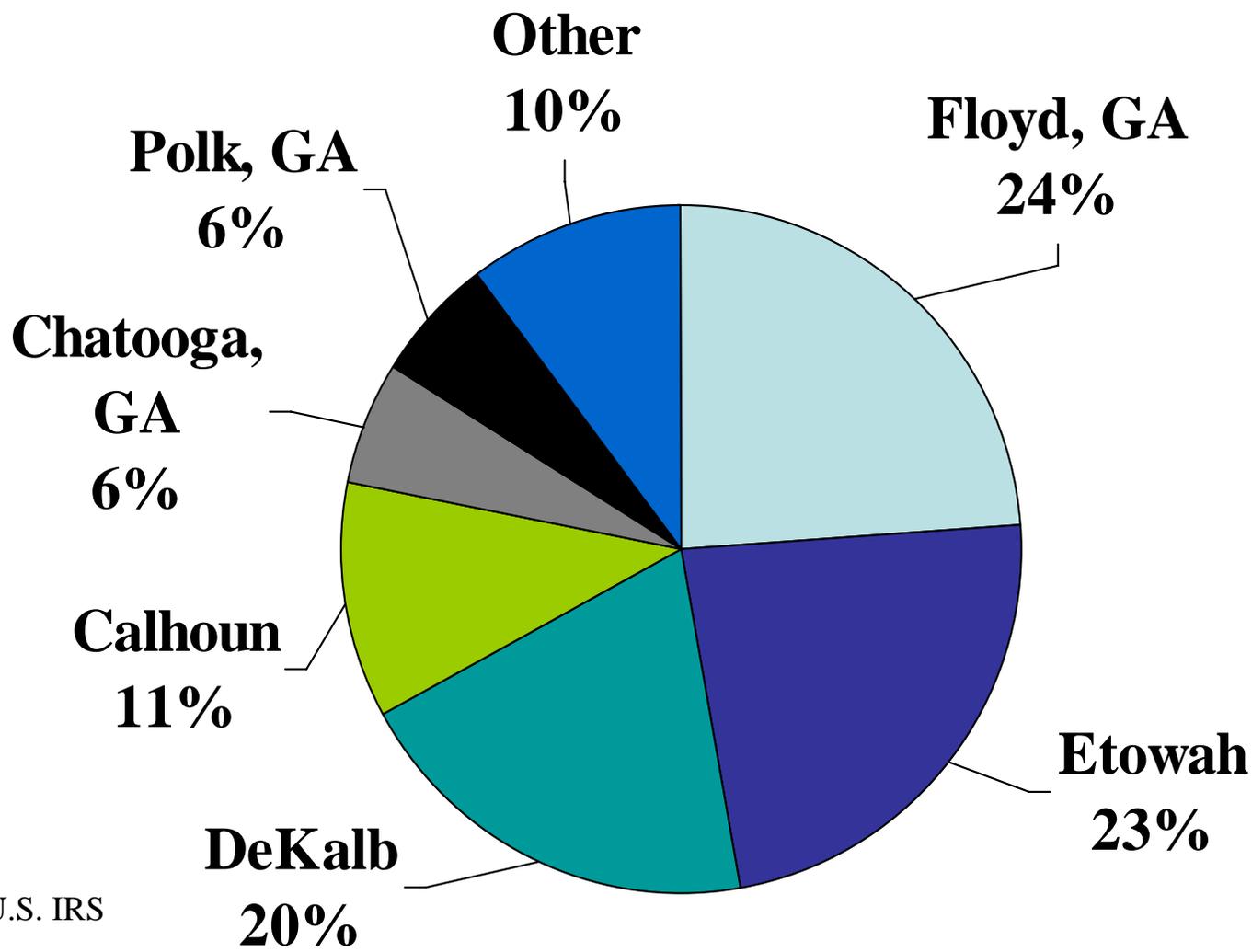
NEAZ : IRS Population Est 2001-2005



Migration Percentage In-Out for NEAZ 2000 - 2005



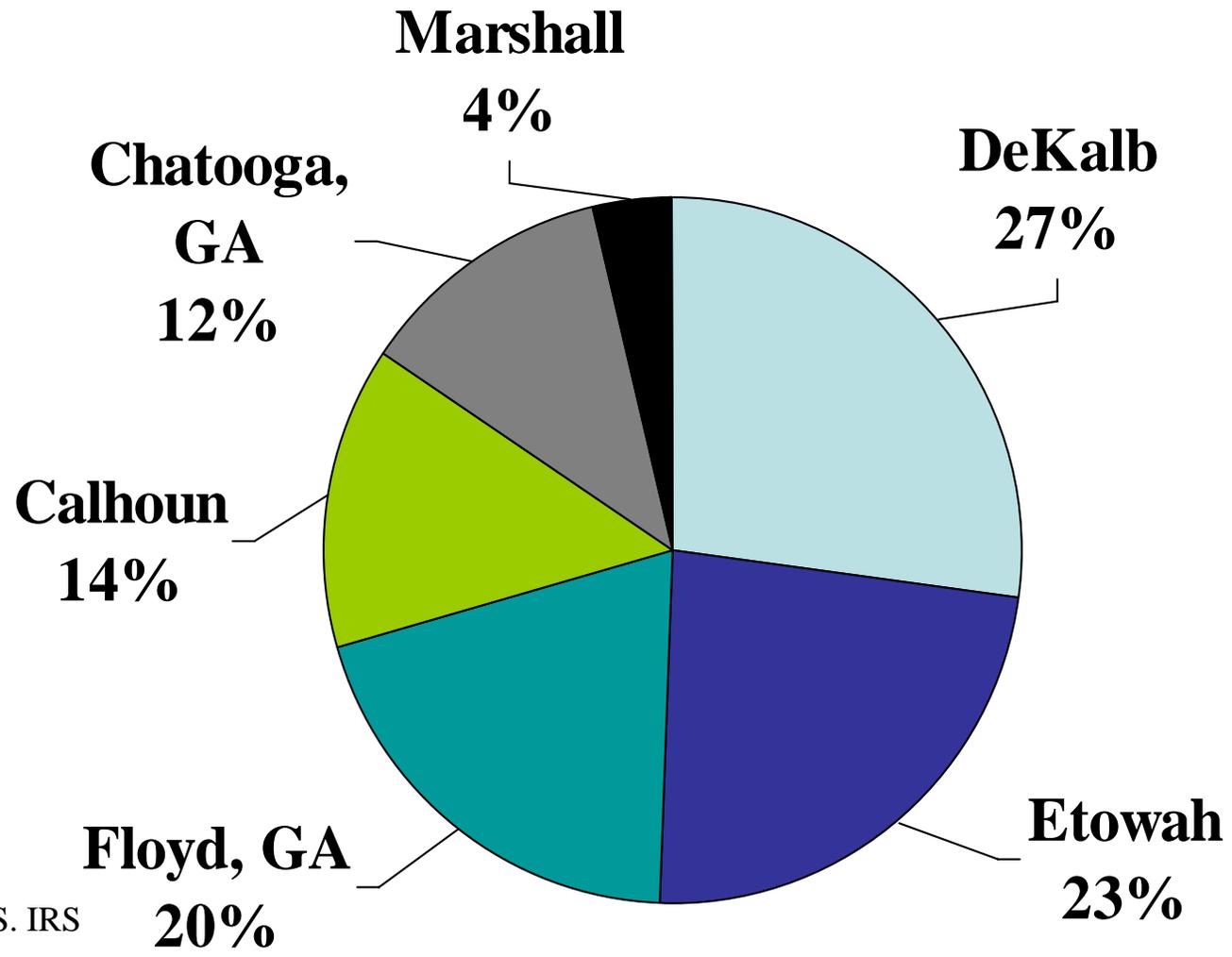
Migration In Cherokee County 2004 – 2005 Top 7 Migration Source Locations



Migration Out

Cherokee County 2004 – 2005

Top 6 Migration Source Locations

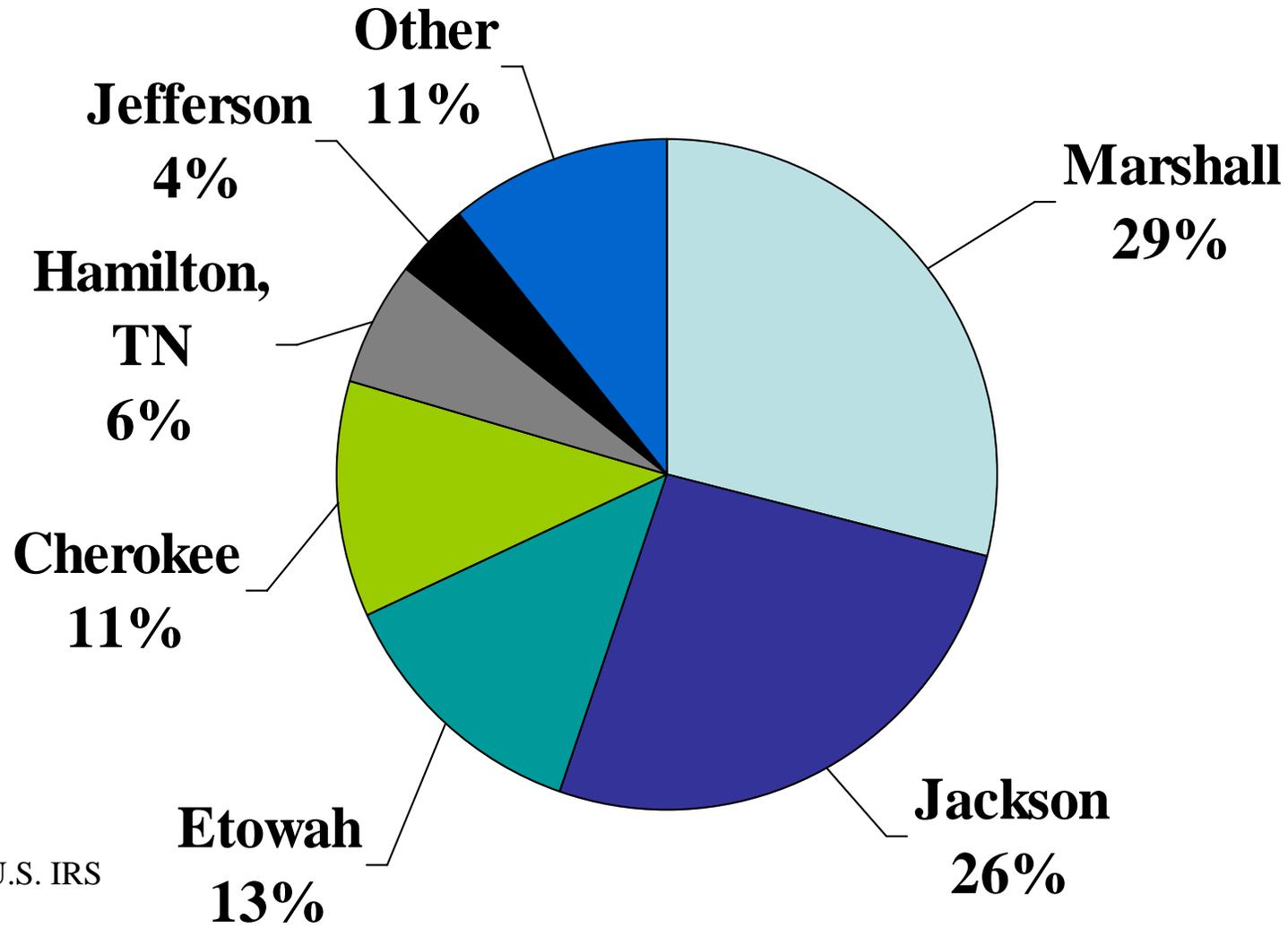


Source: U.S. IRS

Migration In

DeKalb County 2004 – 2005

Top 7 Migration Source Locations

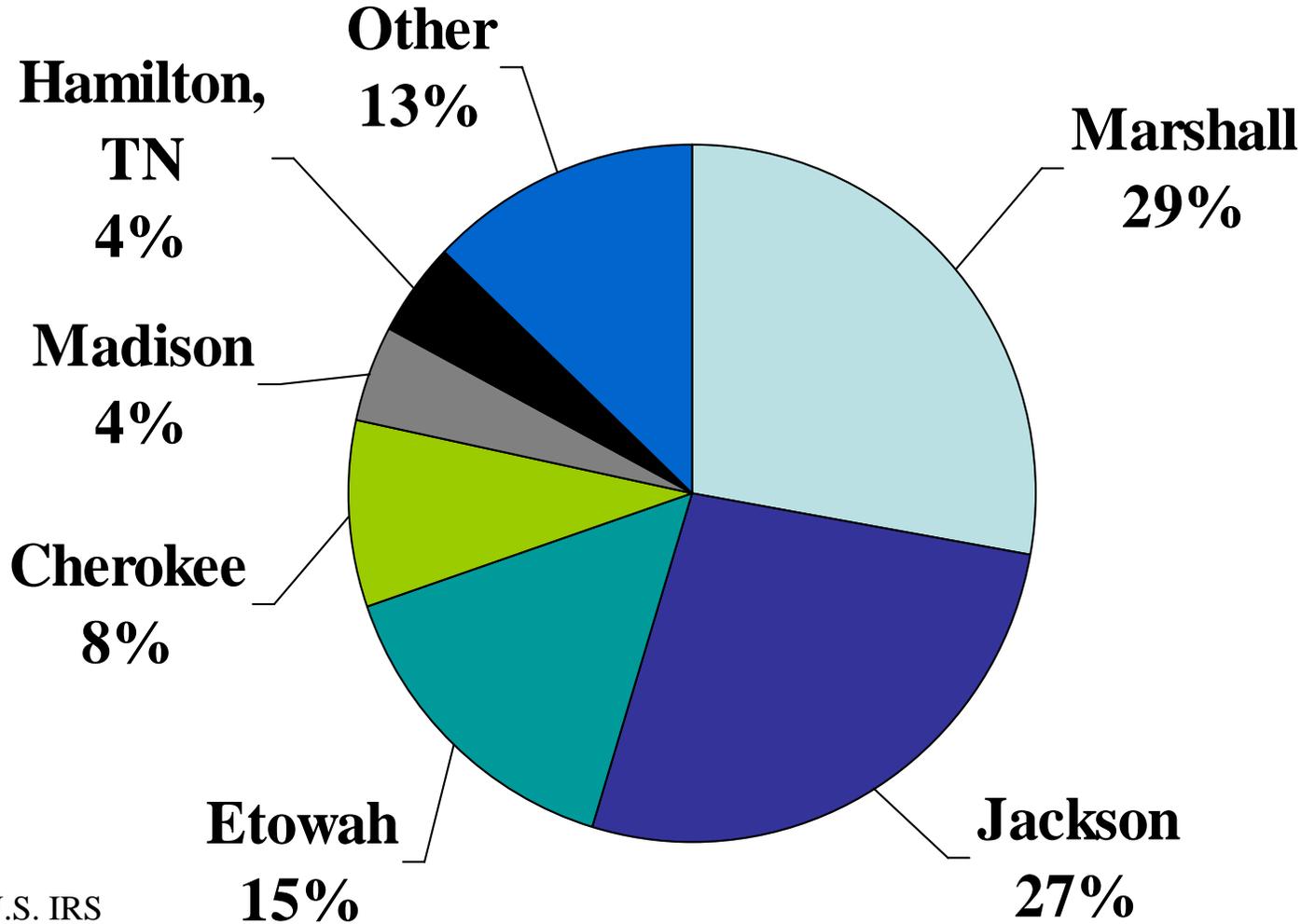


Source: U.S. IRS

Migration Out

DeKalb County 2004 – 2005

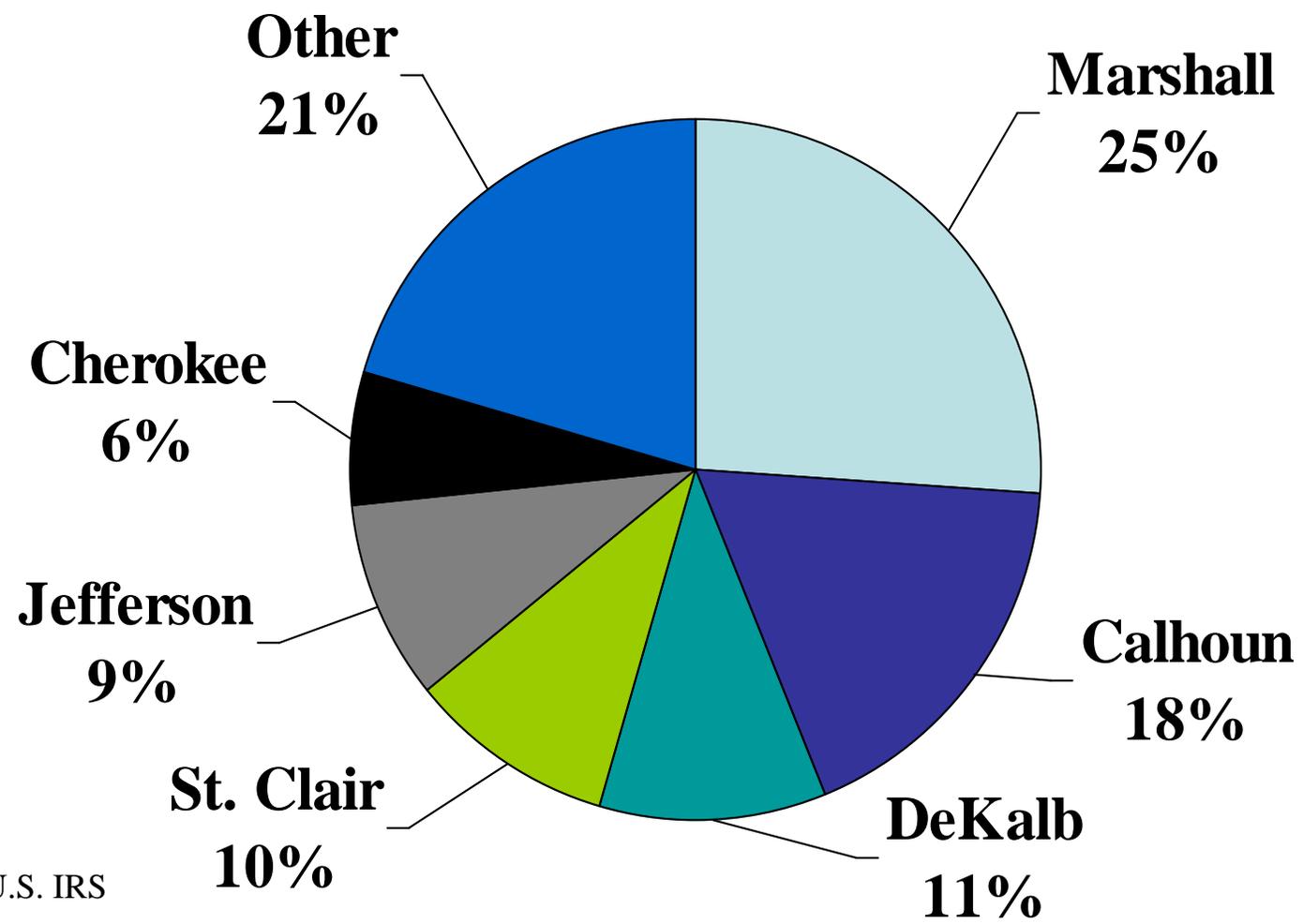
Top 7 Migration Destination Locations



Migration In

Etowah County 2004 – 2005

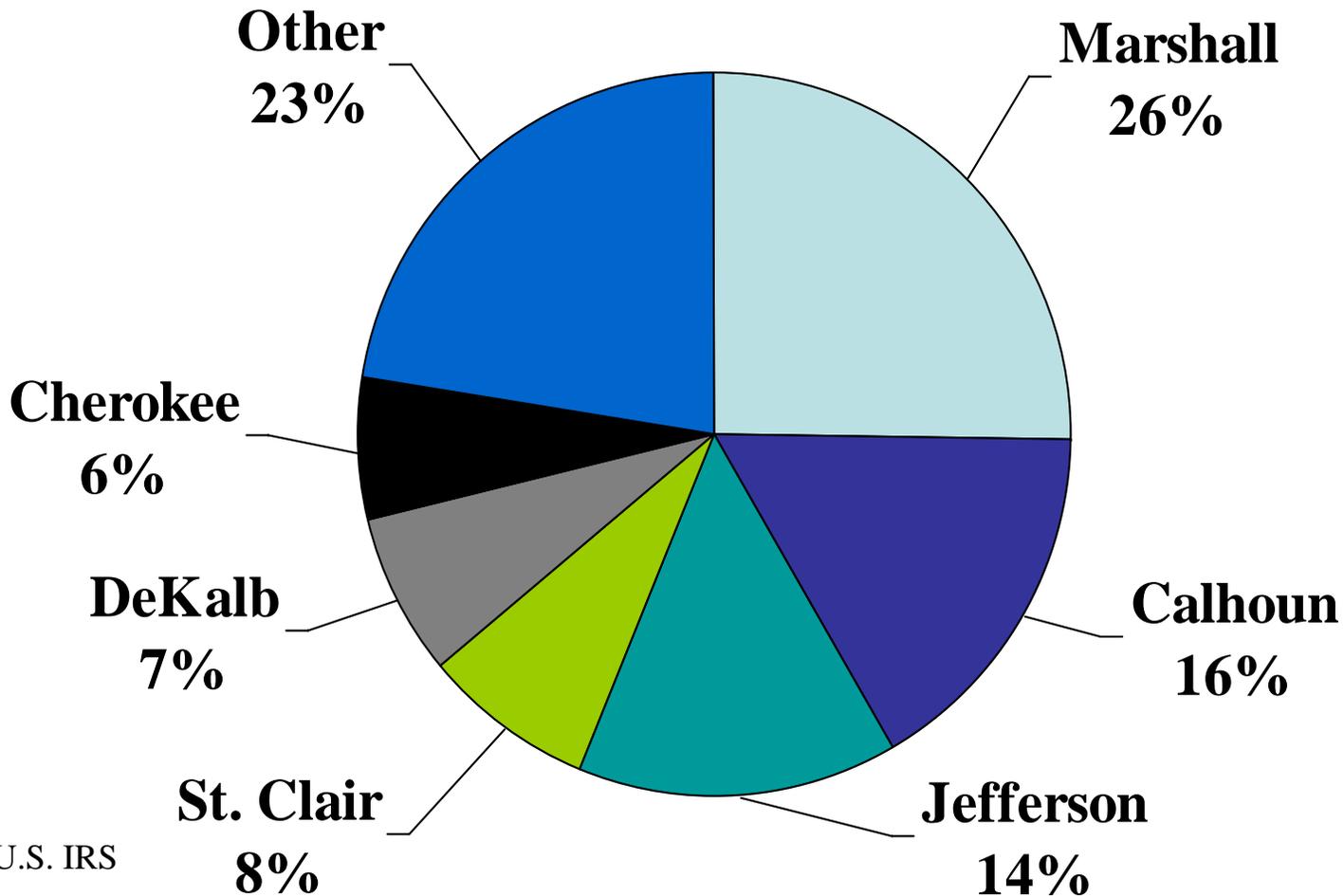
Top 7 Migration Source Locations



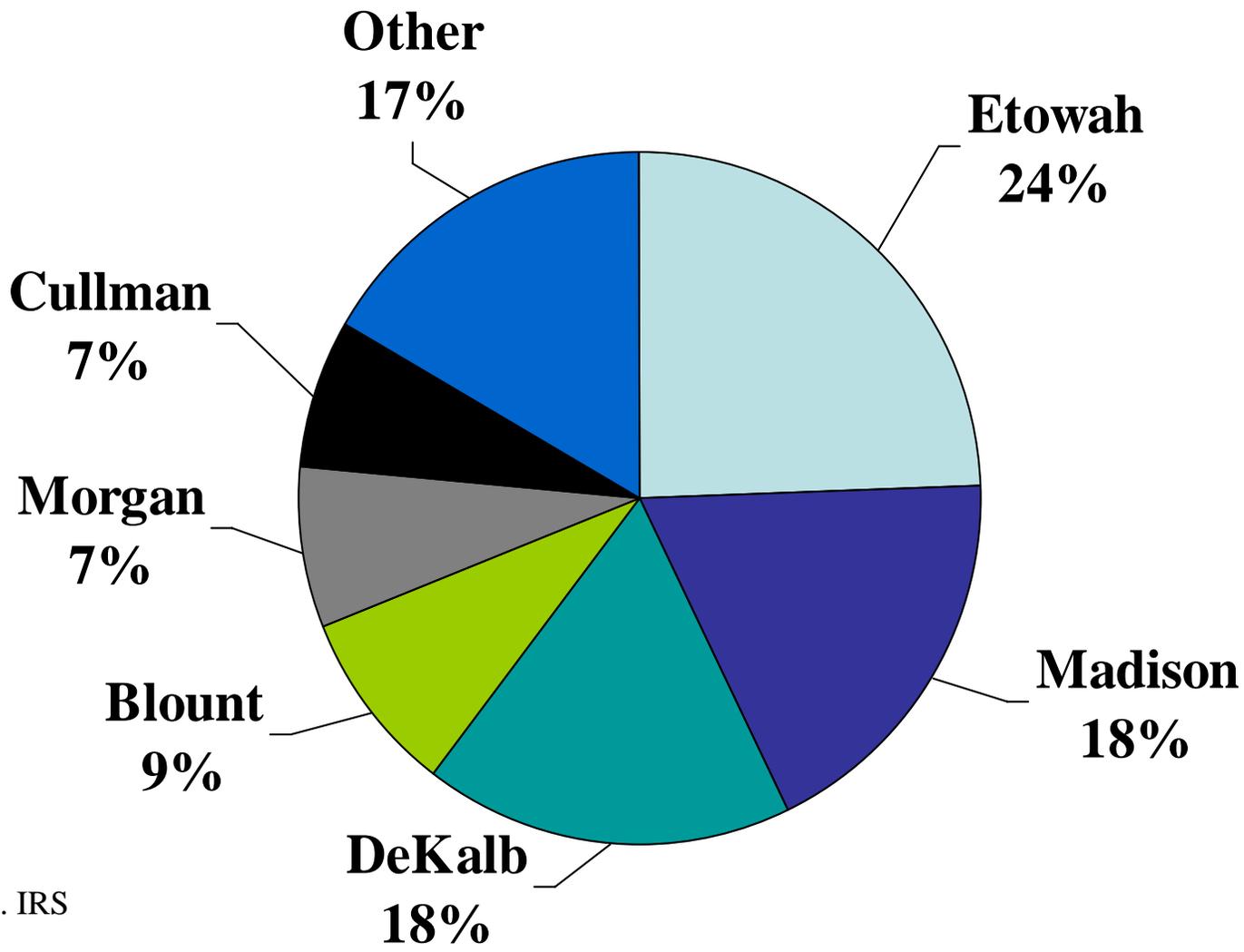
Migration Out

Etowah County 2004 – 2005

Top 7 Migration Destination Locations



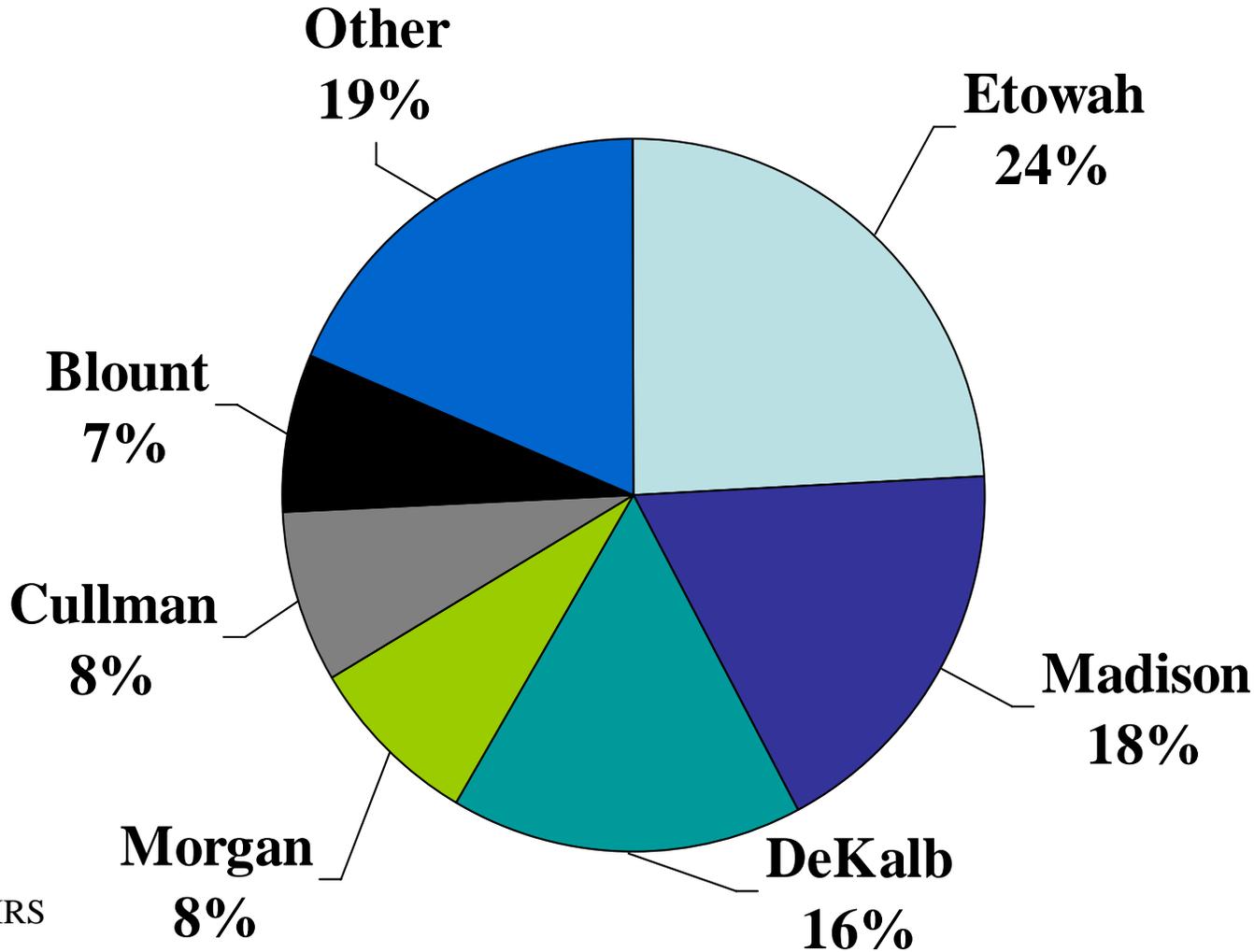
Migration In Marshall County 2004 – 2005 Top 7 Migration Source Locations



Migration Out

Marshall County 2004 – 2005

Top 7 Migration Destination Locations

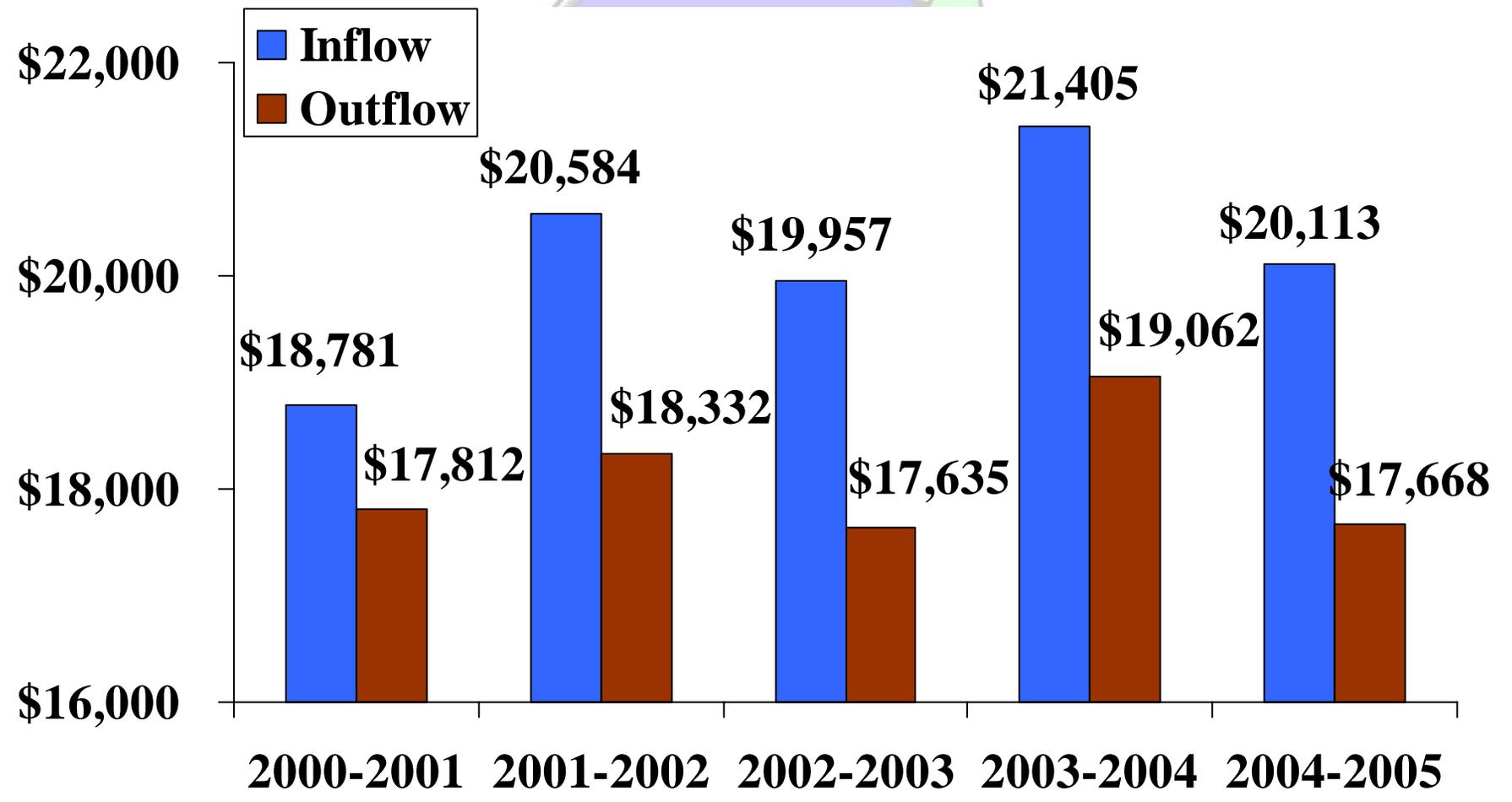




Migration In & Out

Cherokee County 2000 – 2005

Median Adjusted Gross Income



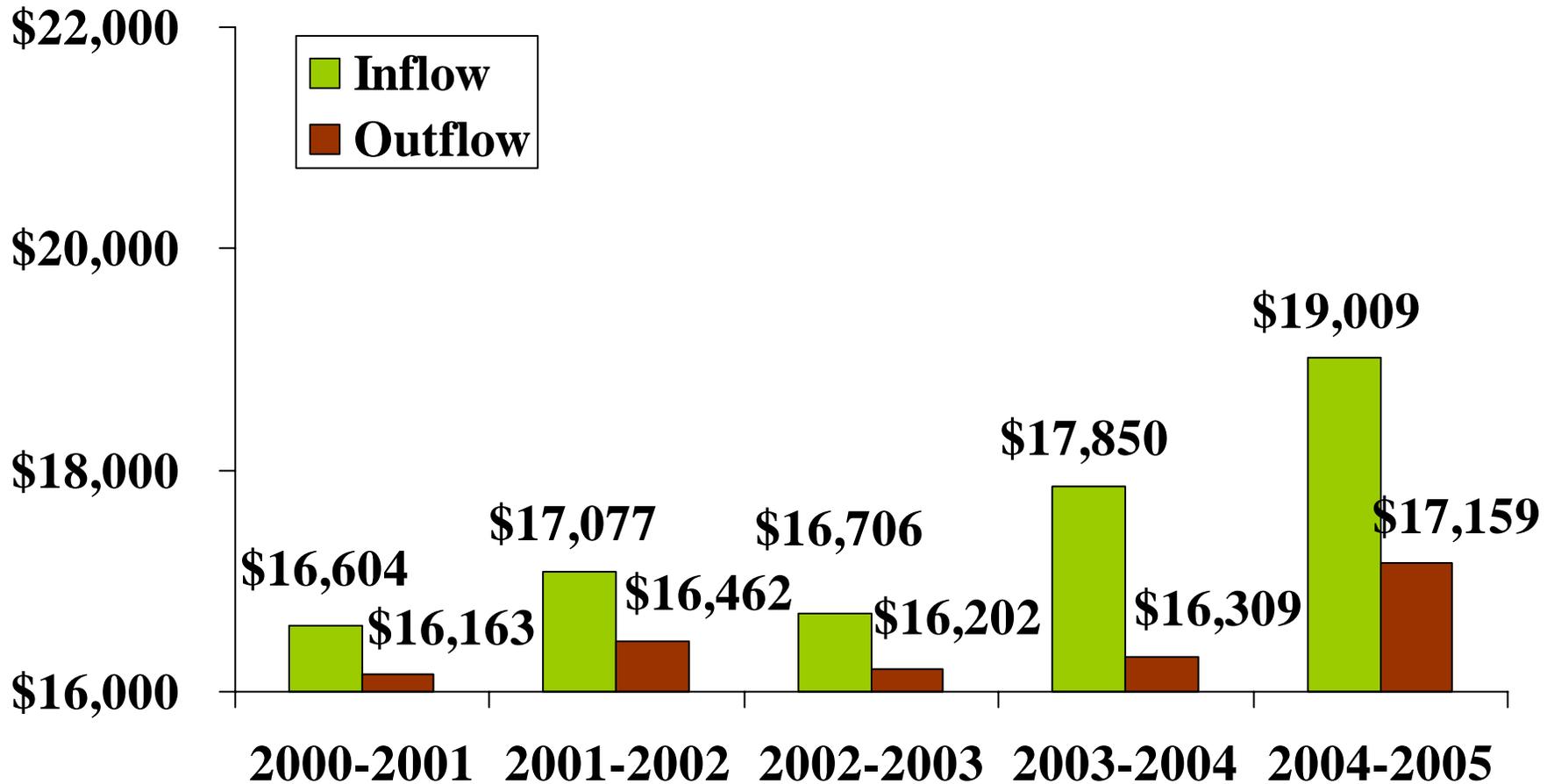
Source: U.S. IRS



Migration In & Out

DeKalb County 2000 – 2005

Median Adjusted Gross Income

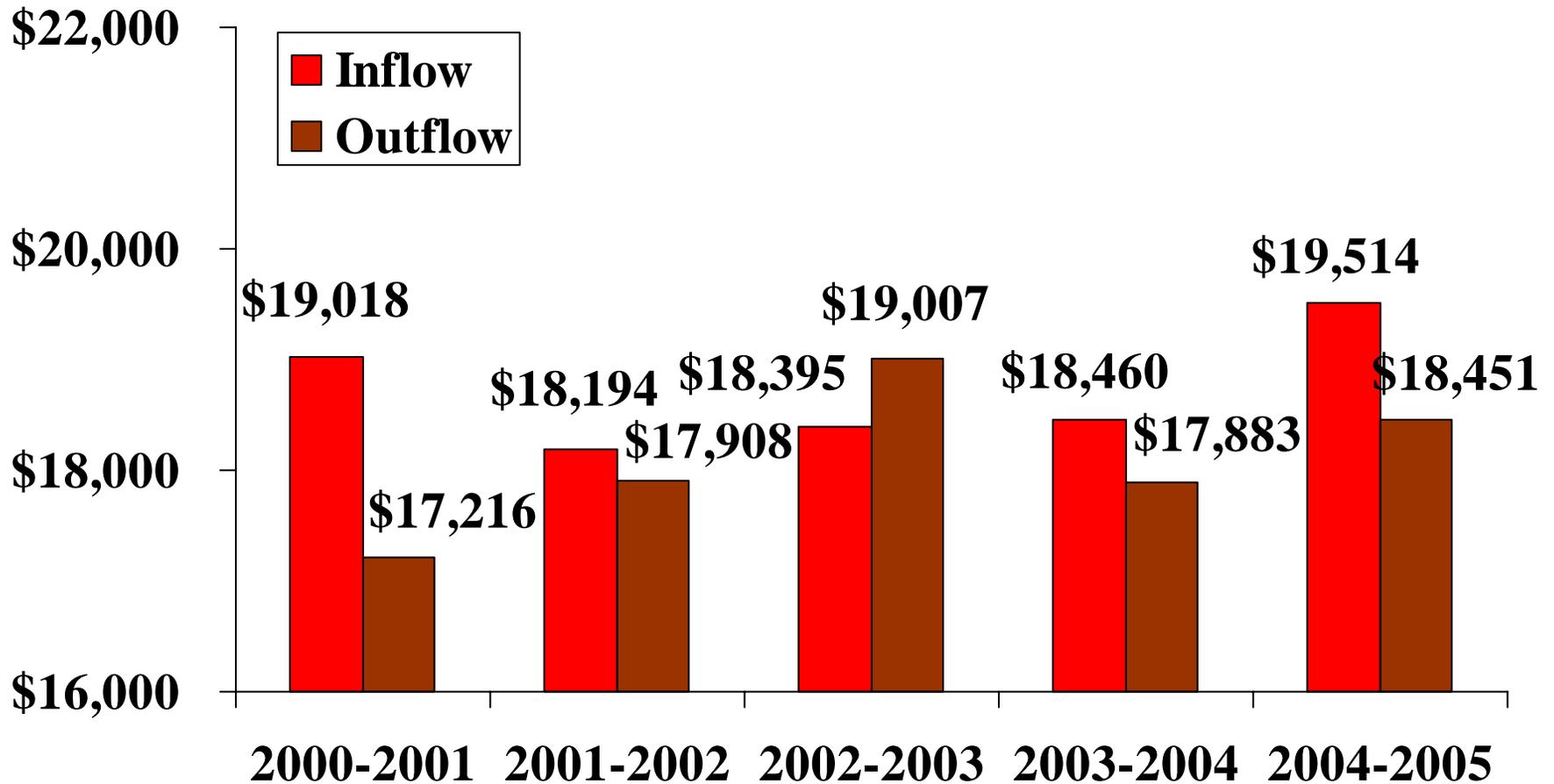




Migration In & Out

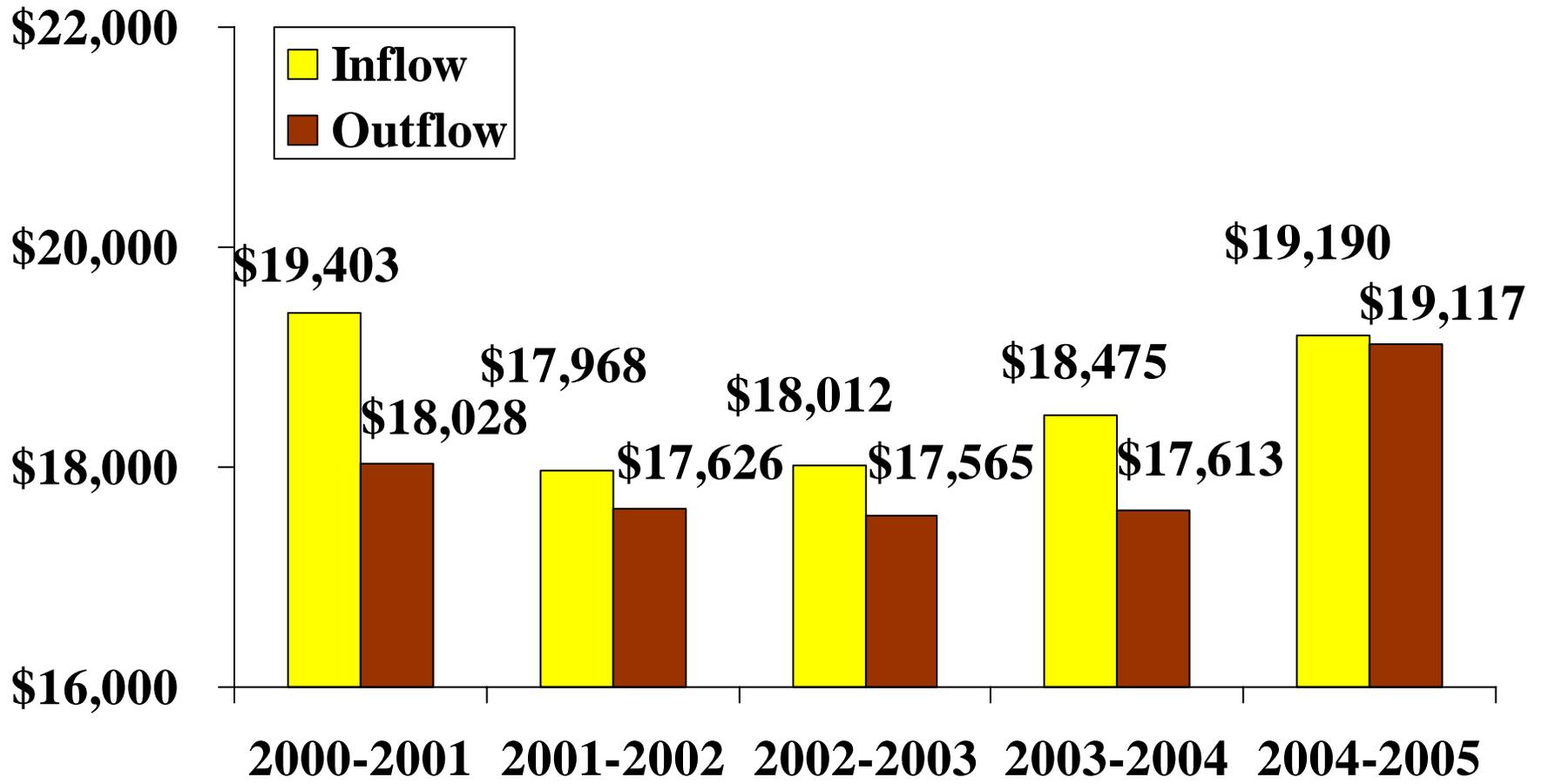
Etowah County 2000 – 2005

Median Adjusted Gross Income





Migration In & Out Marshall County 2000 – 2005 Median Adjusted Gross Income



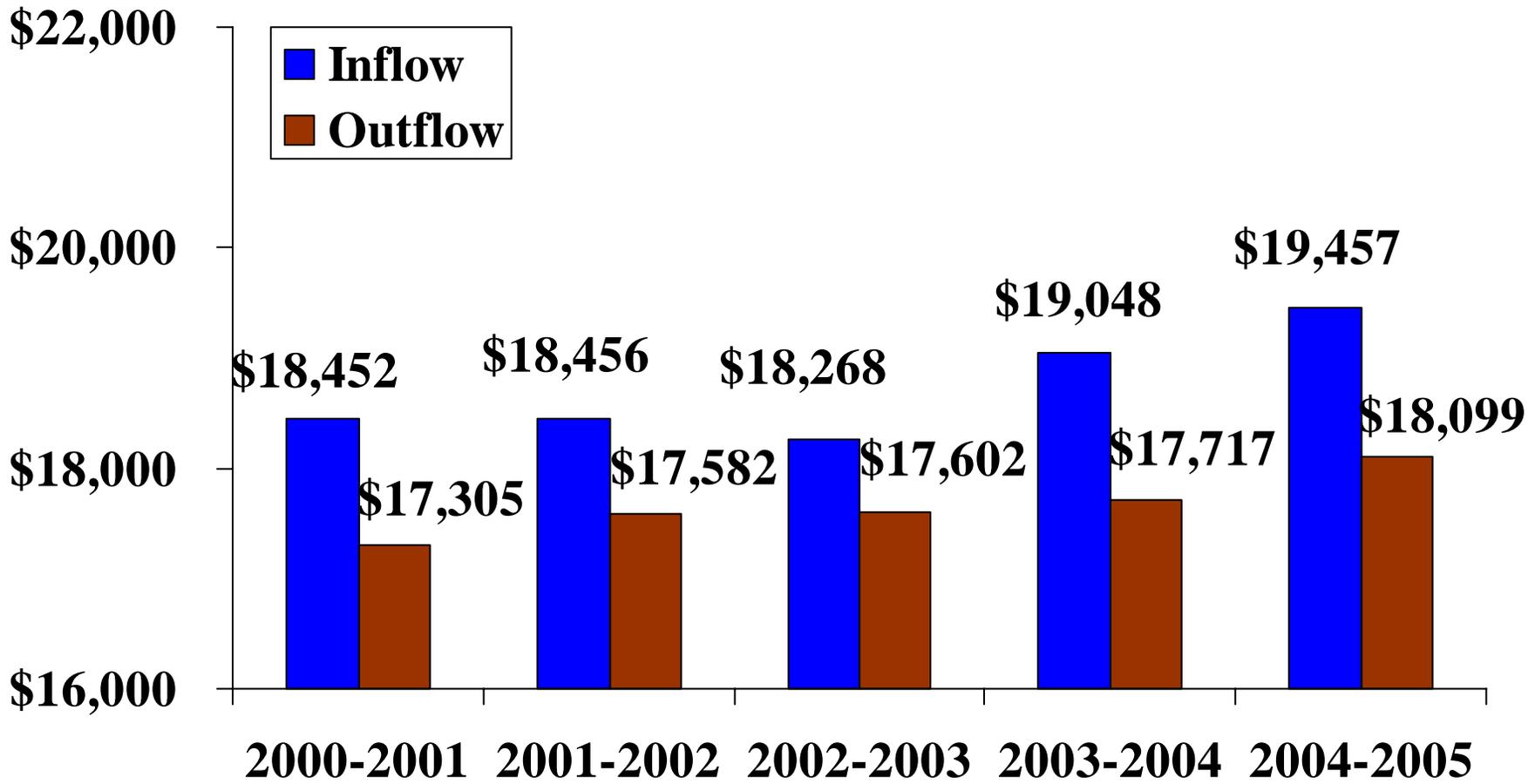
Source: U.S. IRS



Migration In & Out

NEAZ County 2000 – 2005

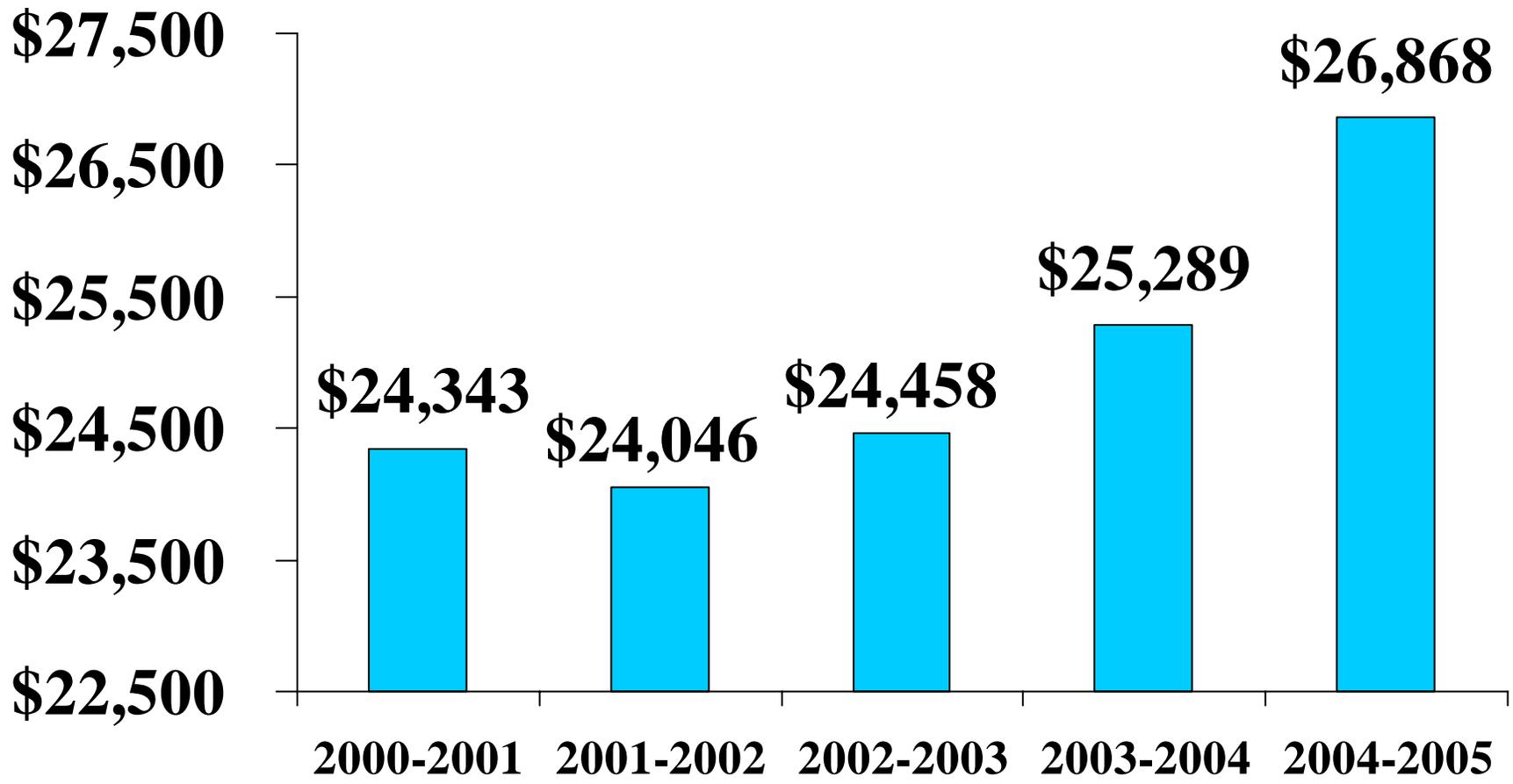
Median Adjusted Gross Income



Source: U.S. IRS



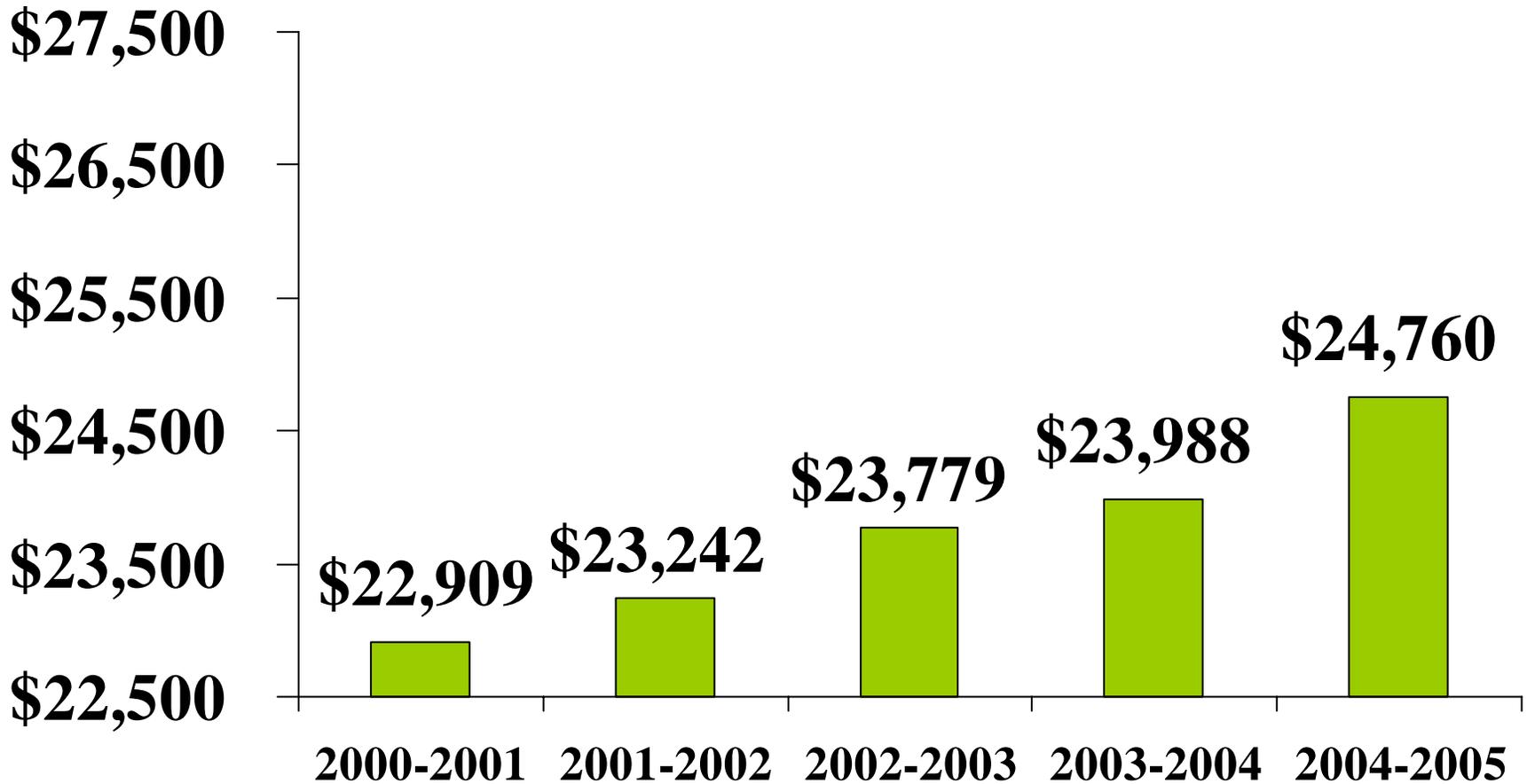
Median Adjusted Gross Income Cherokee County 2000 – 2005



Source: U.S. IRS



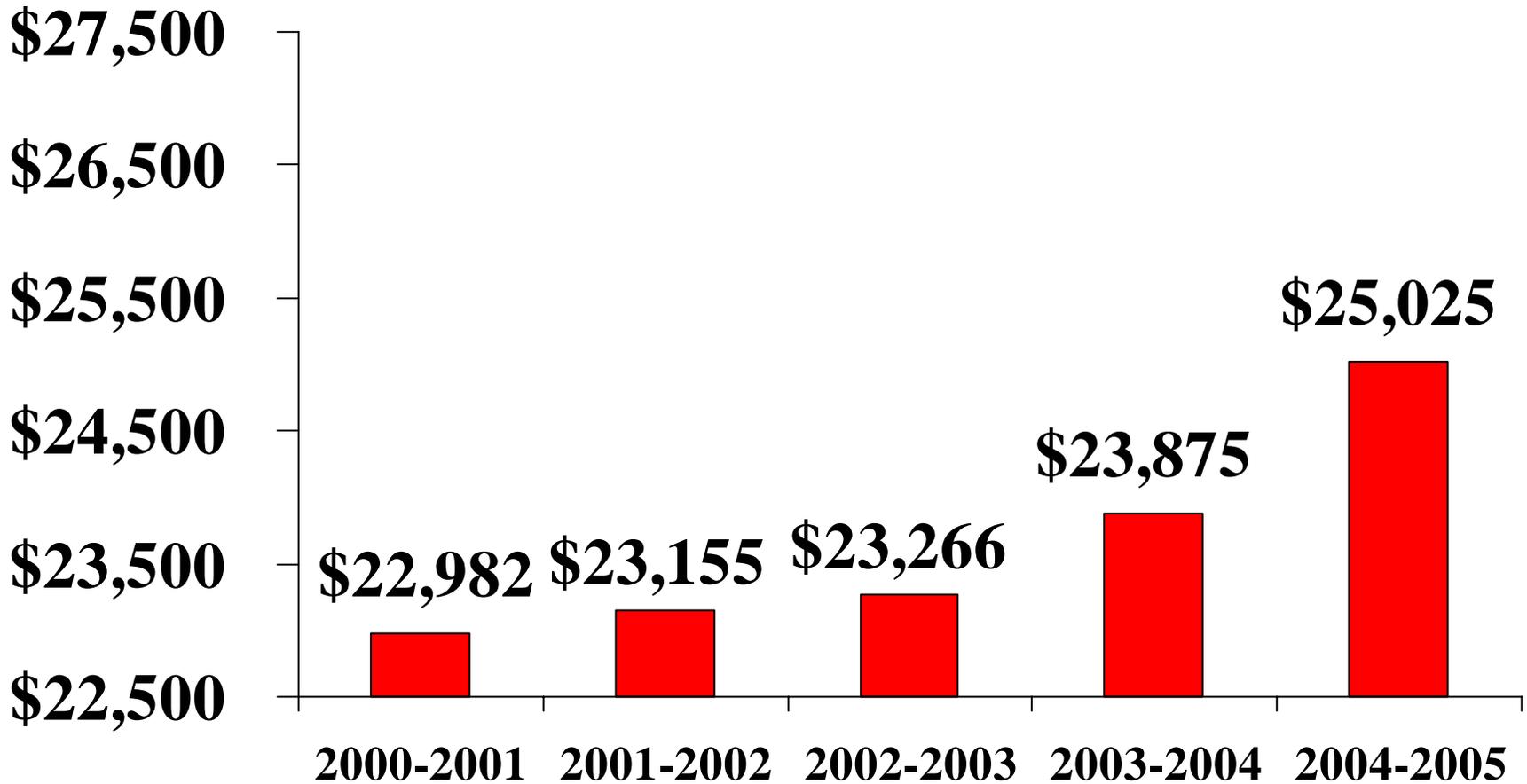
Median Adjusted Gross Income DeKalb County 2000 – 2005



Source: U.S. IRS



Median Adjusted Gross Income Etowah County 2000 – 2005

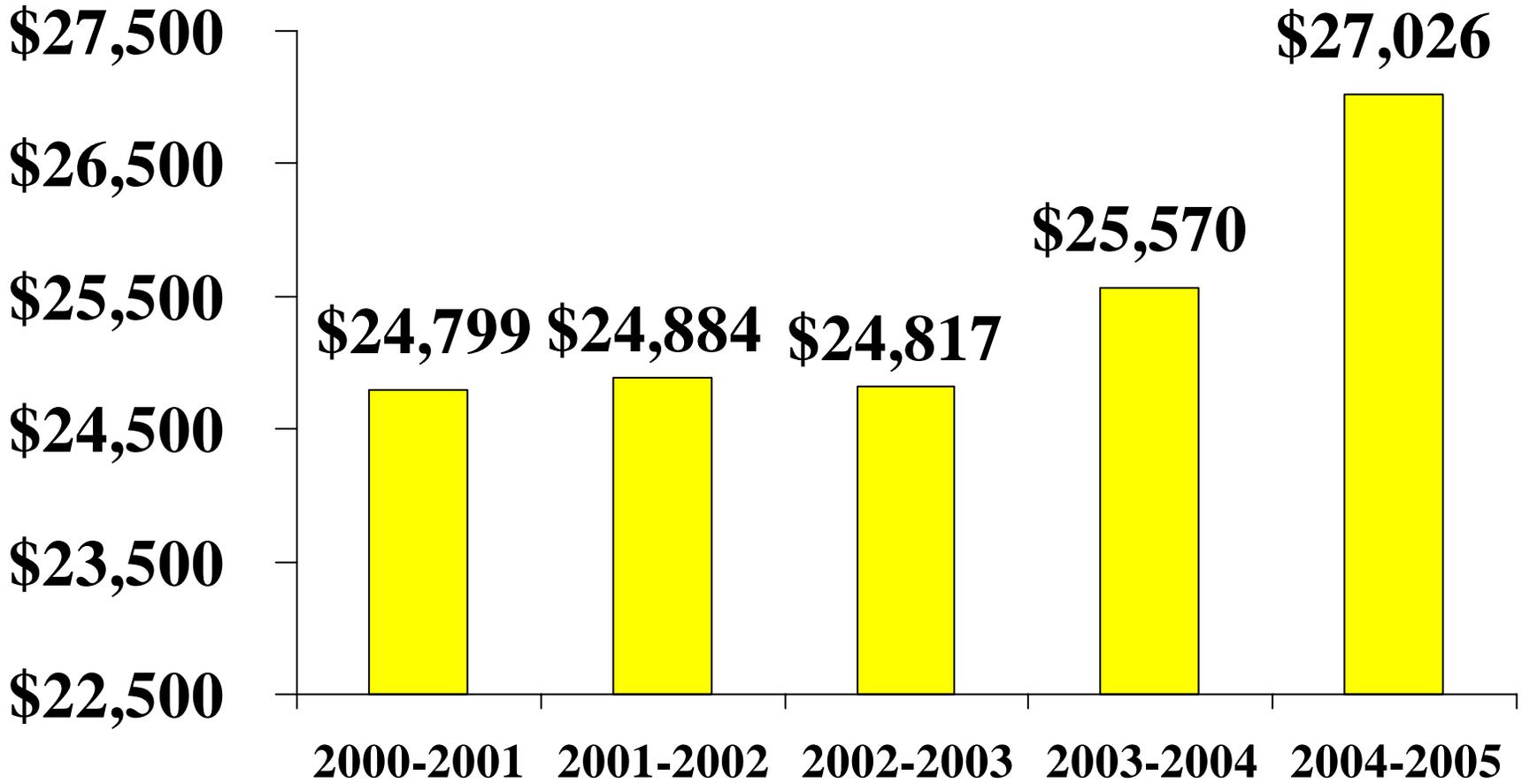


Source: U.S. IRS





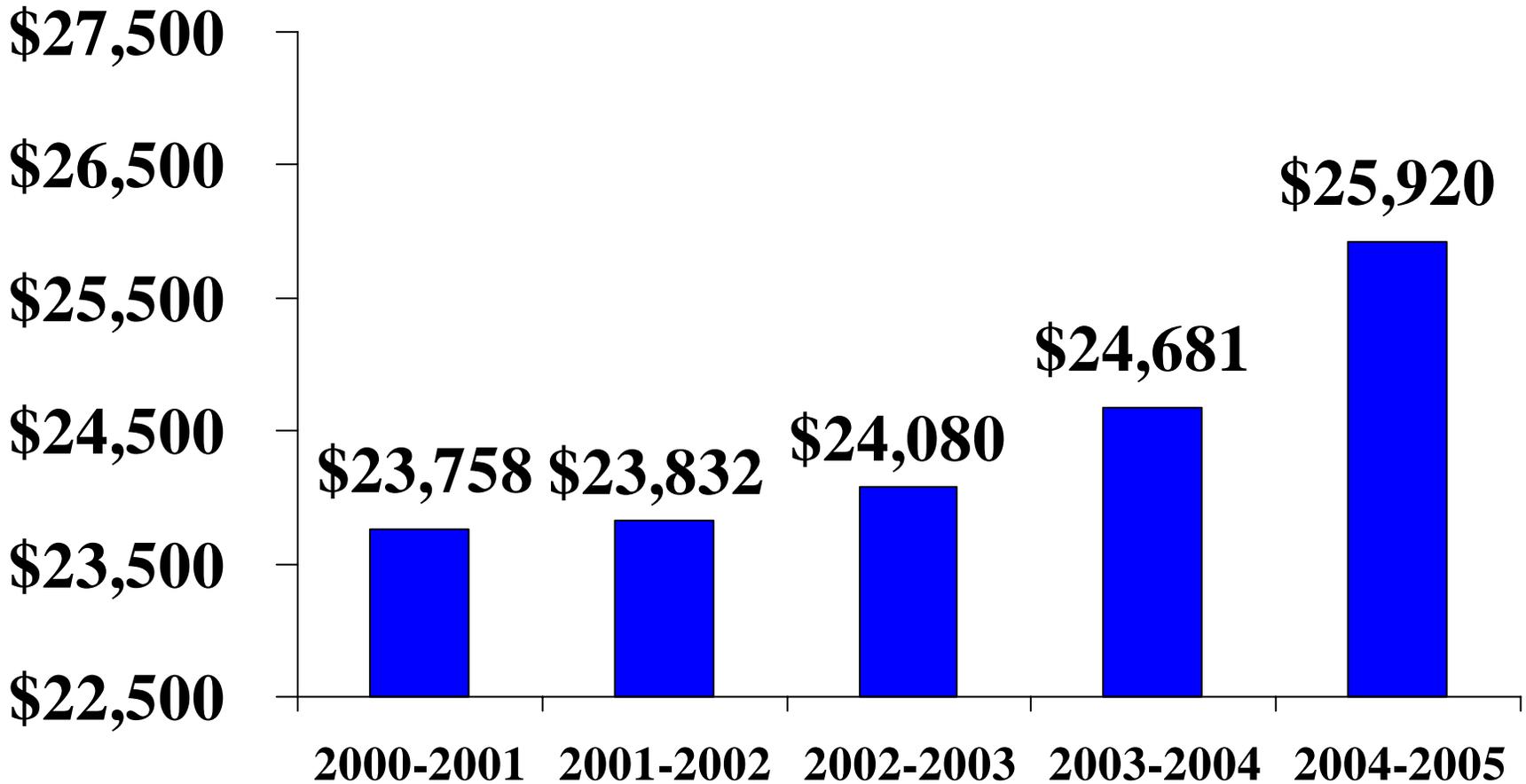
Median Adjusted Gross Income Marshall County 2000 – 2005



Source: U.S. IRS



Median Adjusted Gross Income NEAZ County 2000 – 2005



Source: U.S. IRS

NEAZ: Population Trends Summary

- Growing population base
- Women outnumber men
- Ethnic mix is generally steady
- Population density is on upswing
- Area becoming more urban in nature
- Income levels on the rise
- Commuting levels vary but are considerable



NEAZ: Airports



County	Airport Name	Runway Length	Services
Cherokee	Centre Municipal	3401	Unattended
DeKalb	Isball Field – Fort Payne	5000	Day Service, Fuel
Etowah	Northeast Alabama Regional	6802	Day Service, Fuel
Marshall	Albertville Regional	6100	Day Service, Fuel
Marshall	Guntersville Municipal	3368	Day Service, Fuel



NEAZ: Water Usage & Inventory



	Residential Households Served 1,000s	Residential Persons Served 1,000s	Water Usage (GPD) 1,000,000s	Treatment Capacity (GPD) 1,000,000s	Supply Capability (GPD) 1,000,000s
Etowah	41.8	126.4	20.1	35.7	38.1
Cherokee	6.6	18.9	1.8	2.3	4.3
DeKalb	24.4	73.0	11.5	17.7	15.3
Marshall	39.5	111.3	25.7	48.2	37.5
Total	112.3	329.6	59.2	103.9	95.3



Zone: Sewer Systems Inventory

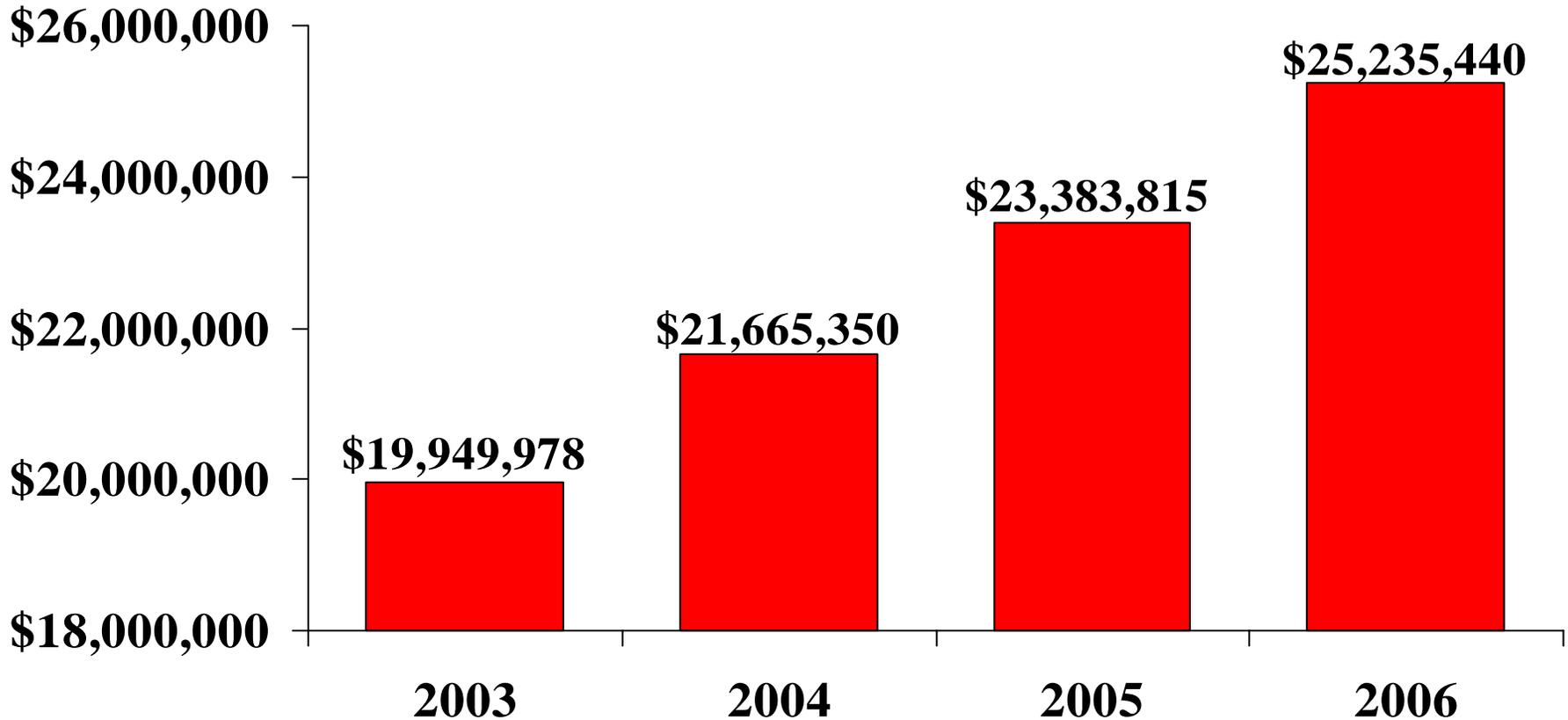


County	Residence Customers Served 1,000s	Residential Persons Served 1,000s	Wastewater Treatment GPD 1,000,000s	Wastewater Treatment Capacity GPD 1,000,000s	Surplus/Deficit Capacity GPD 1,000,000s
Etowah	19.8	48.2	13.3	20.2	6.9
Cherokee	1.8	4.8	.7	1.4	.7
DeKalb	6.6	15.4	3.1	8.0	4.8
Marshall	24.2	75.3	14.2	24.2	10.0
Totals	52.5	144.0	31.4	53.8	22.4



NEAZ: Retail Sales Tax 2003-2006: Select Cities

Gadsden

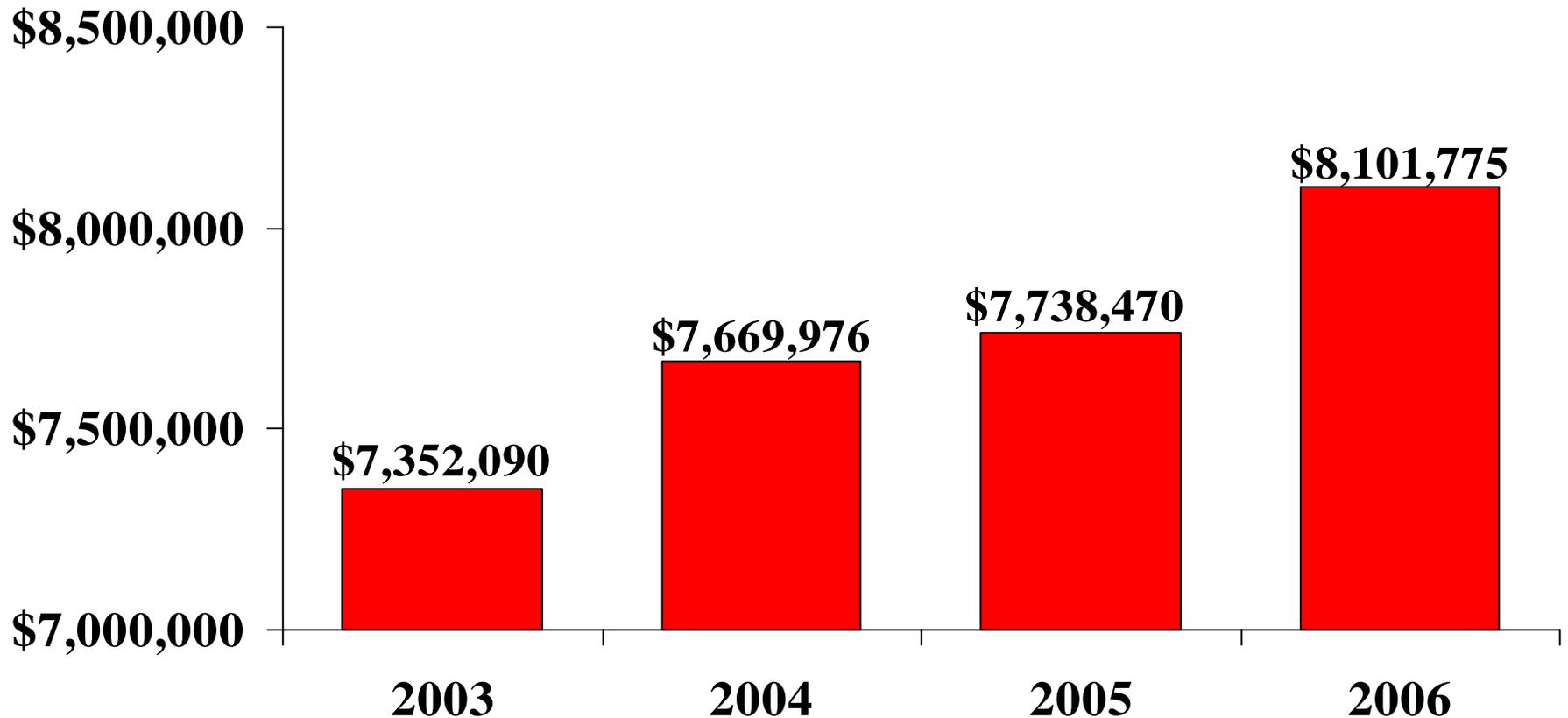




NEAZ: Retail Sales Tax 2003-2006: Select Cities



Ft Payne

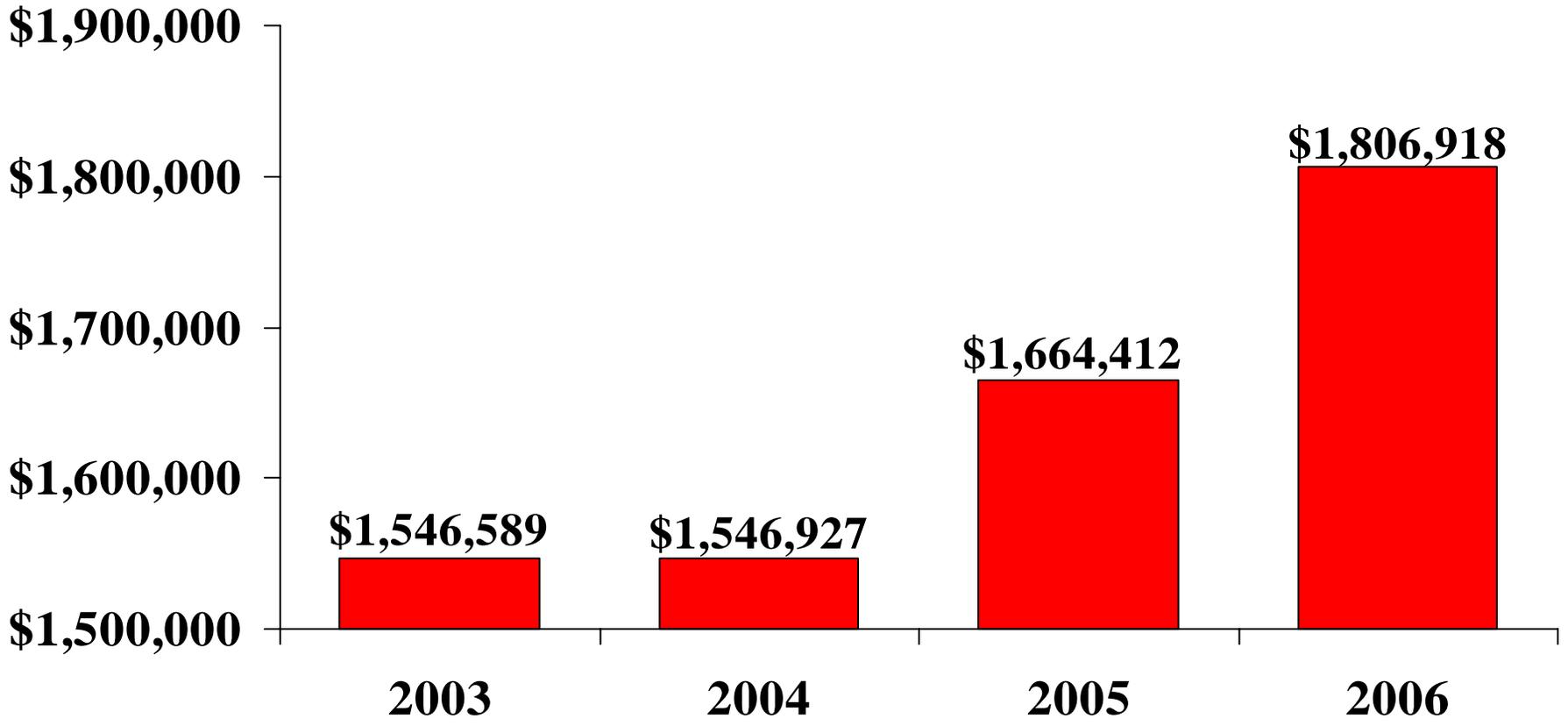




NEAZ: Retail Sales Tax 2003-2006: Select Cities

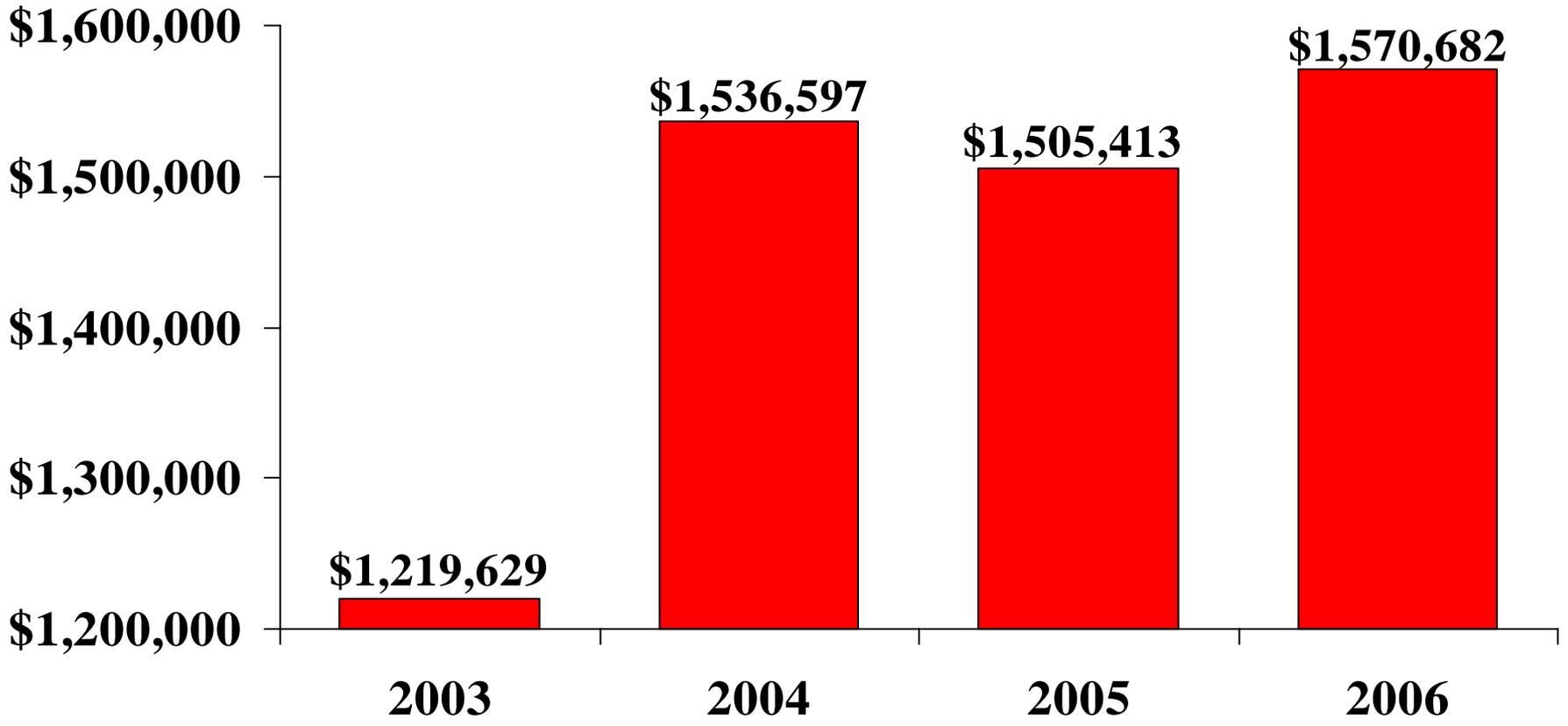


Rainsville





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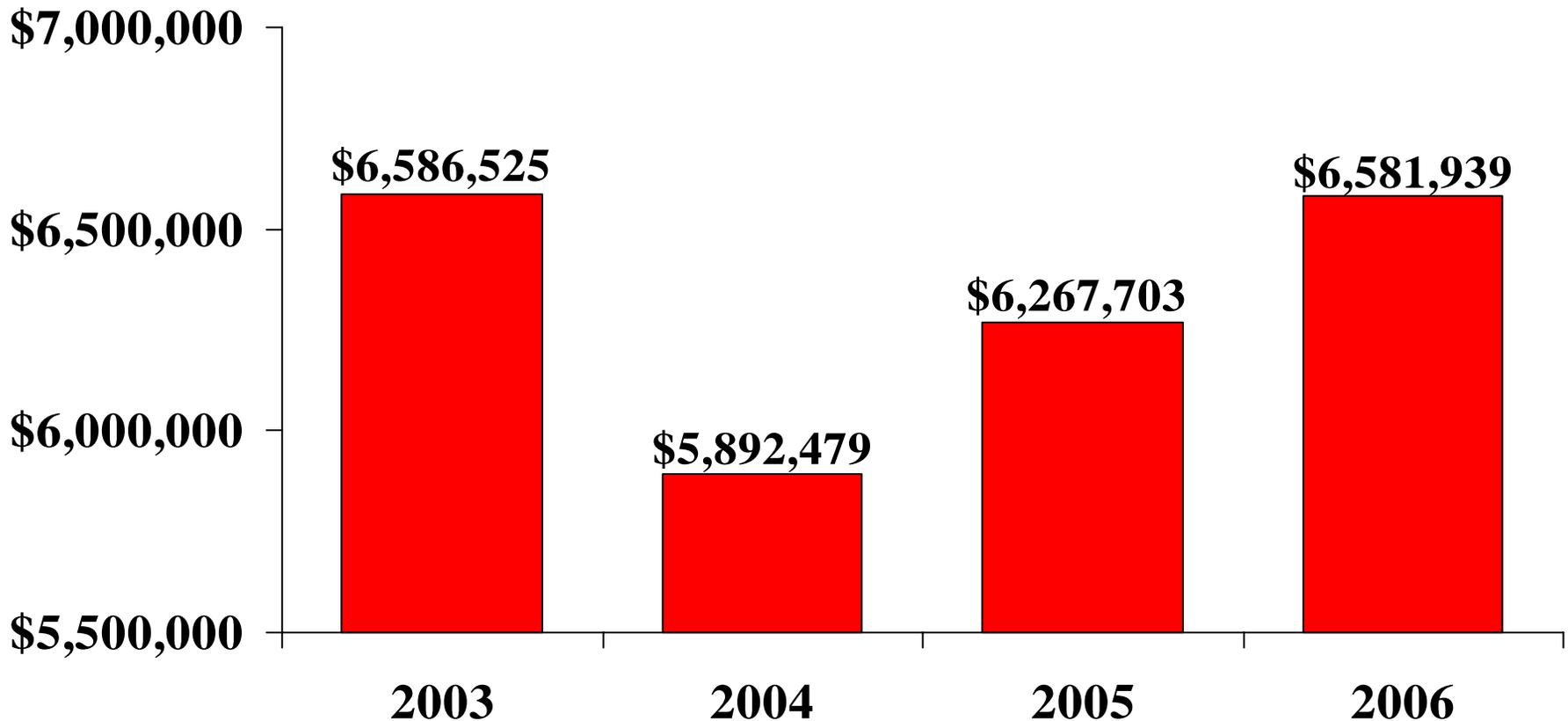




NEAZ: Retail Sales Tax

2003-2006: Select Cities

Guntersville

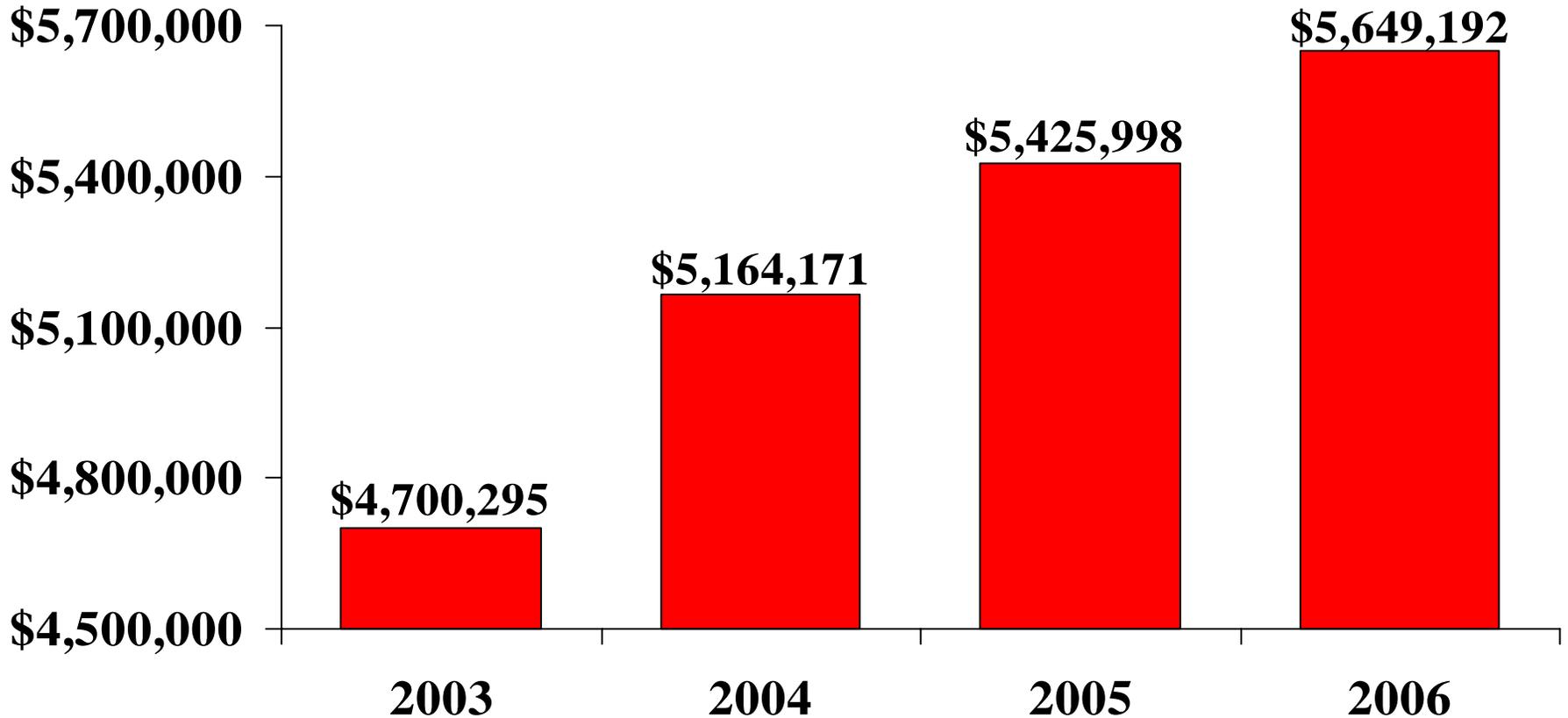




NEAZ: Retail Sales Tax 2003-2006: Select Cities



Arab

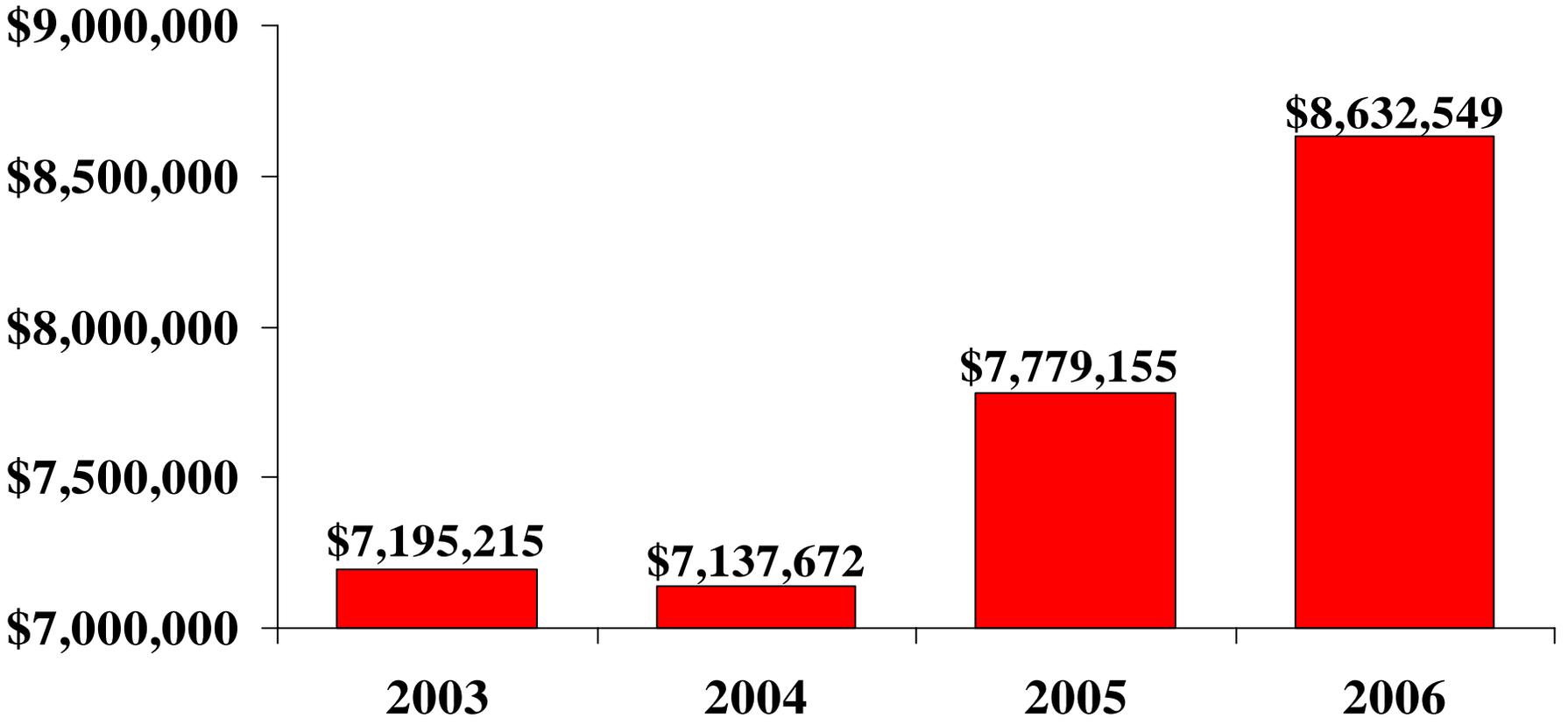




NEAZ: Retail Sales Tax 2003-2006: Select Cities

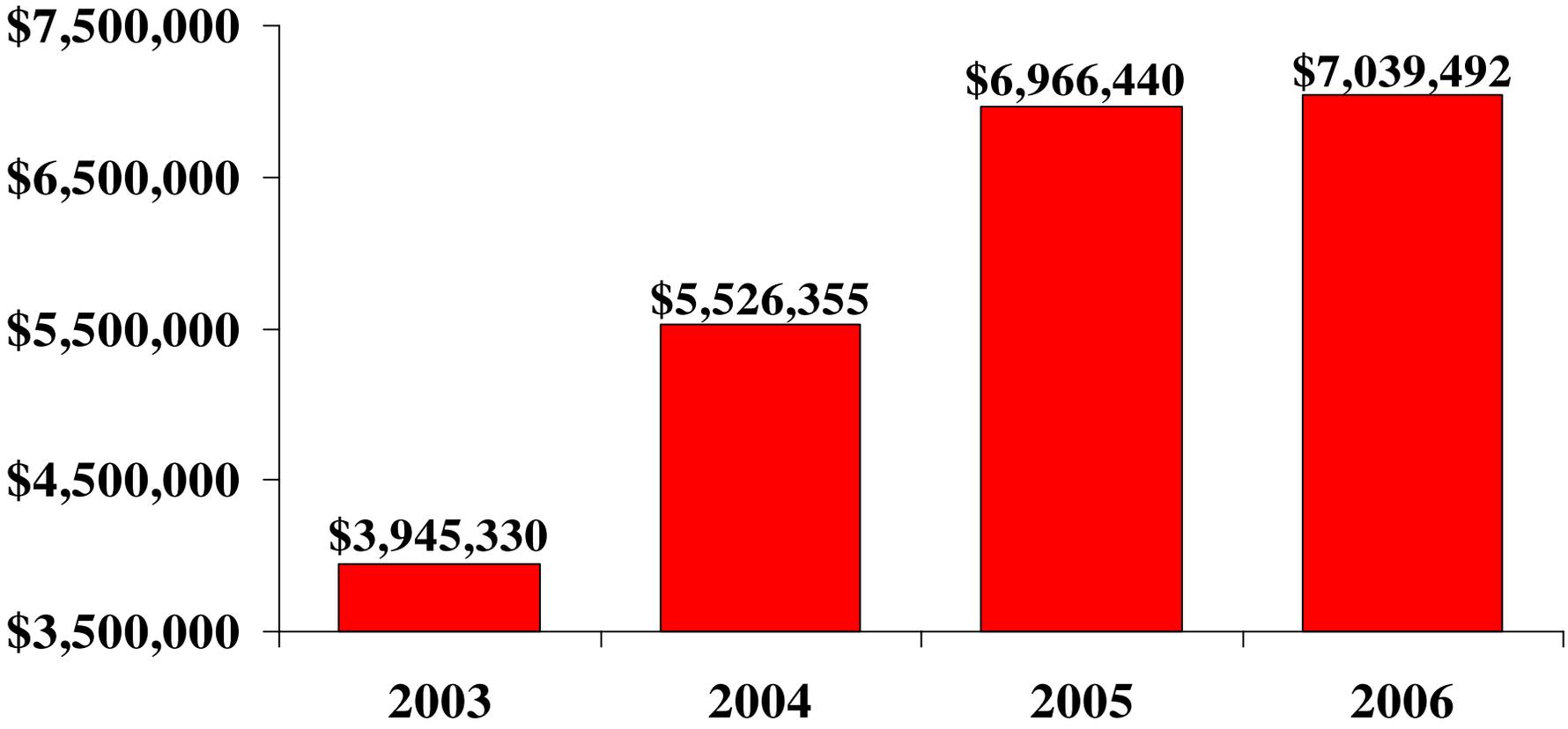


Albertville





NEAZ: Retail Sales Tax 2003-2006: Select Cities

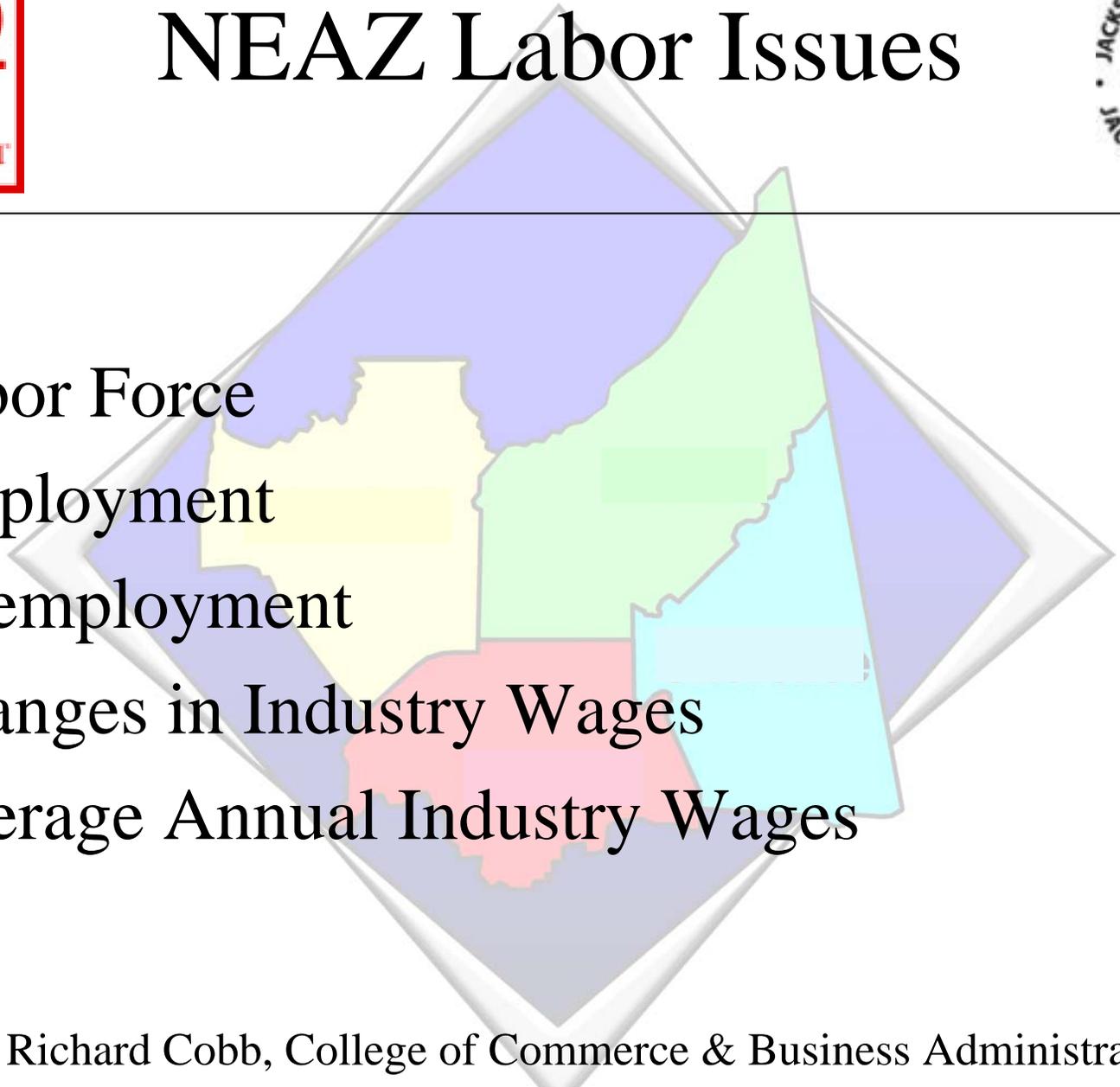


NEAZ General Education and Infrastructure

Summary

- Education numbers are improving
- Surplus education capacity is available
- Regional/private airport access is available
- EPA designated attainment area
- Water quality and capacity excellent
- Sewerage facilities and capacity surplus
- Retail sales tax figures positive

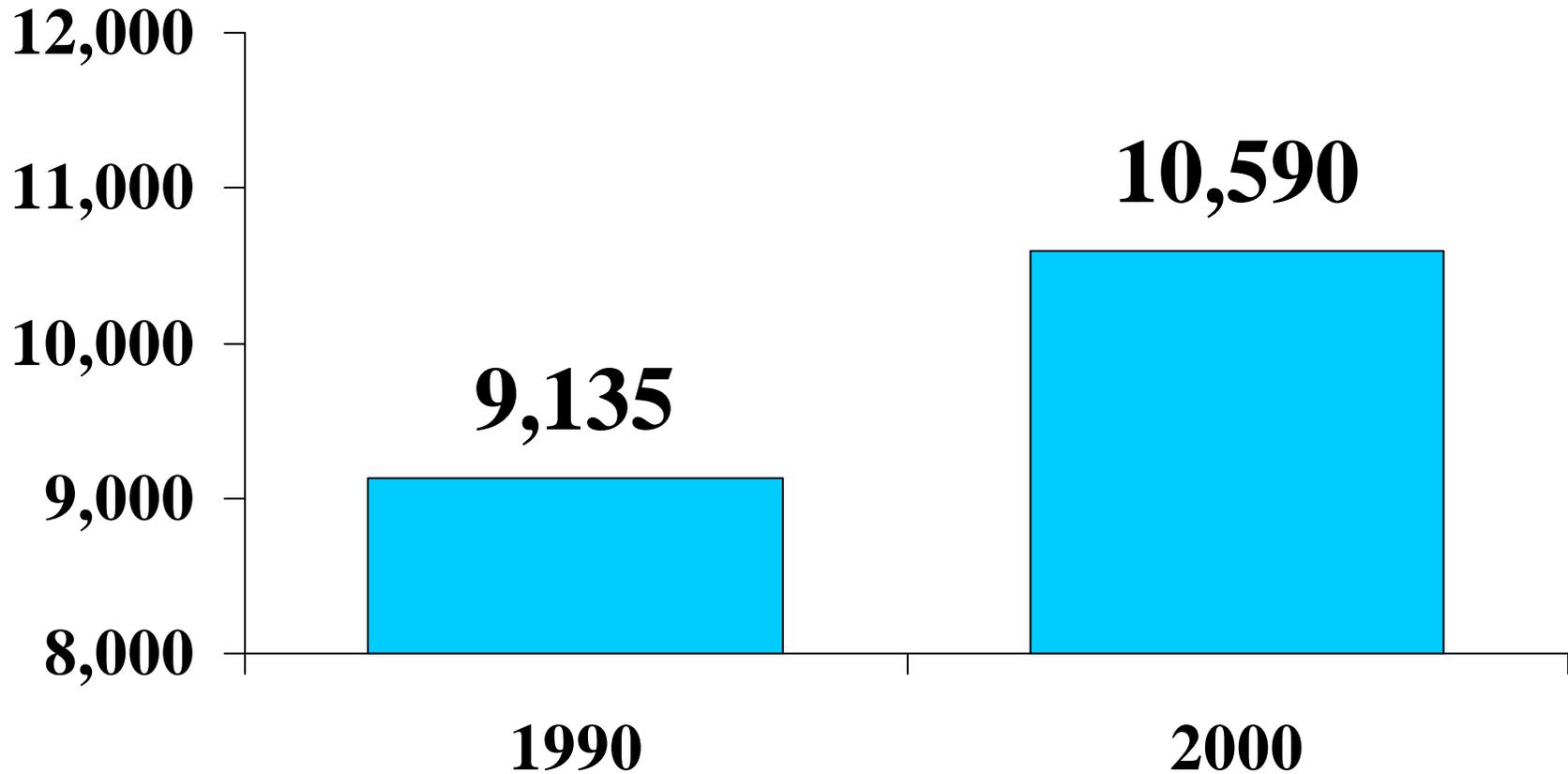
NEAZ Labor Issues

- 
- Labor Force
 - Employment
 - Unemployment
 - Changes in Industry Wages
 - Average Annual Industry Wages

Dr. Richard Cobb, College of Commerce & Business Administration

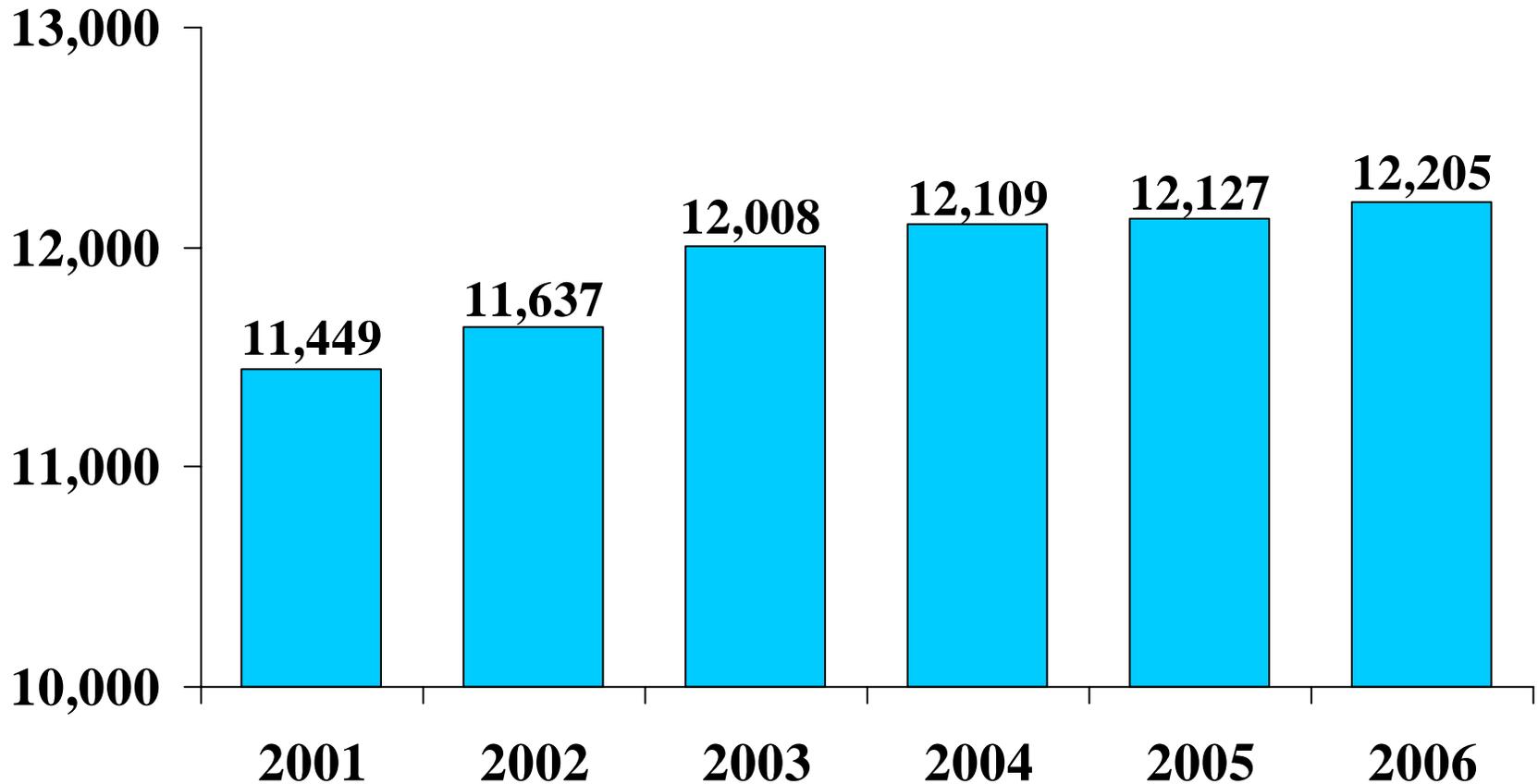


Labor Force Cherokee County: 1990 - 2000





Labor Force Cherokee County: 2001 - 2006

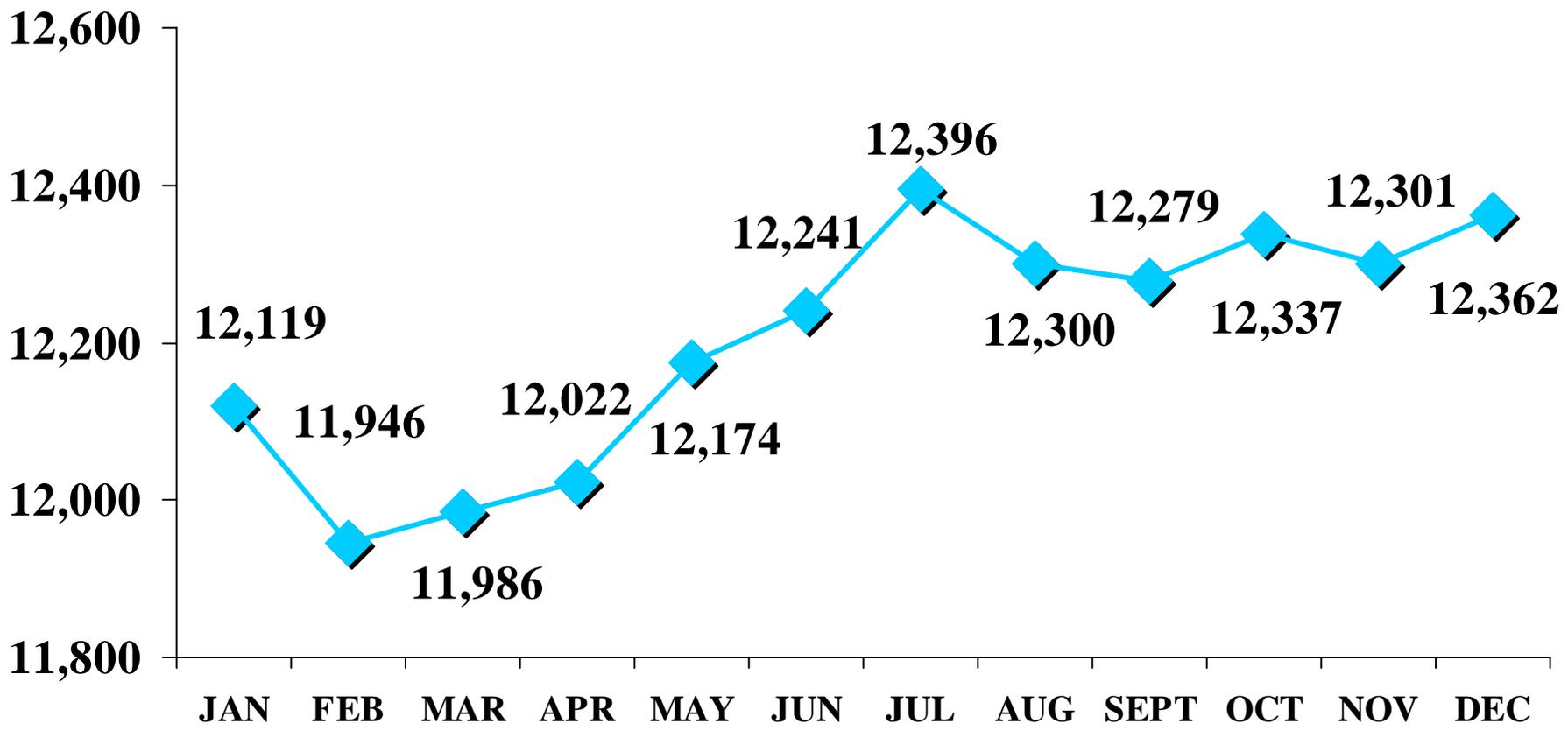


Source: AL Dept of Industrial Relations





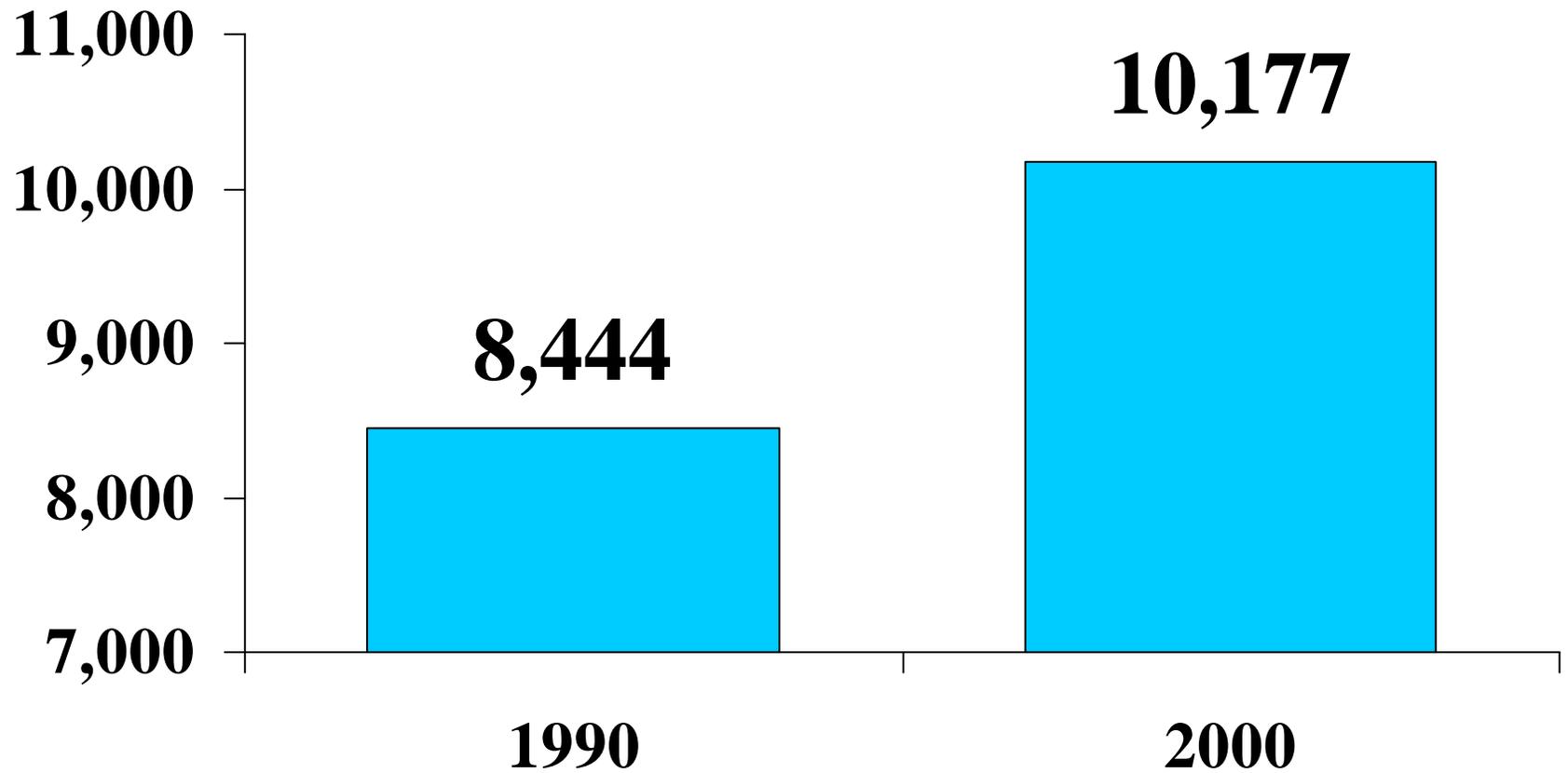
Labor Force Cherokee County: 2006 Monthly



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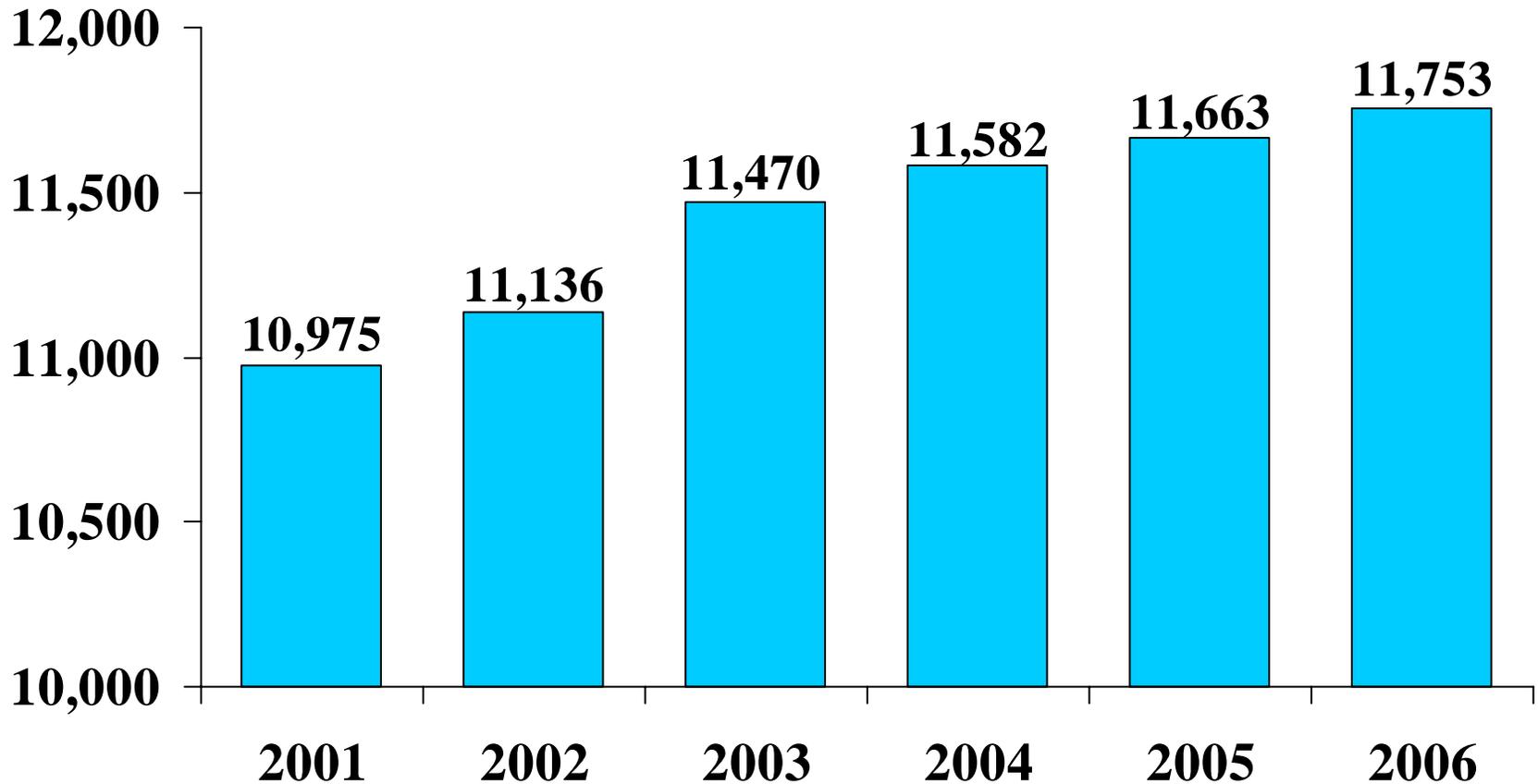


Employment for Cherokee County: 1990 - 2000



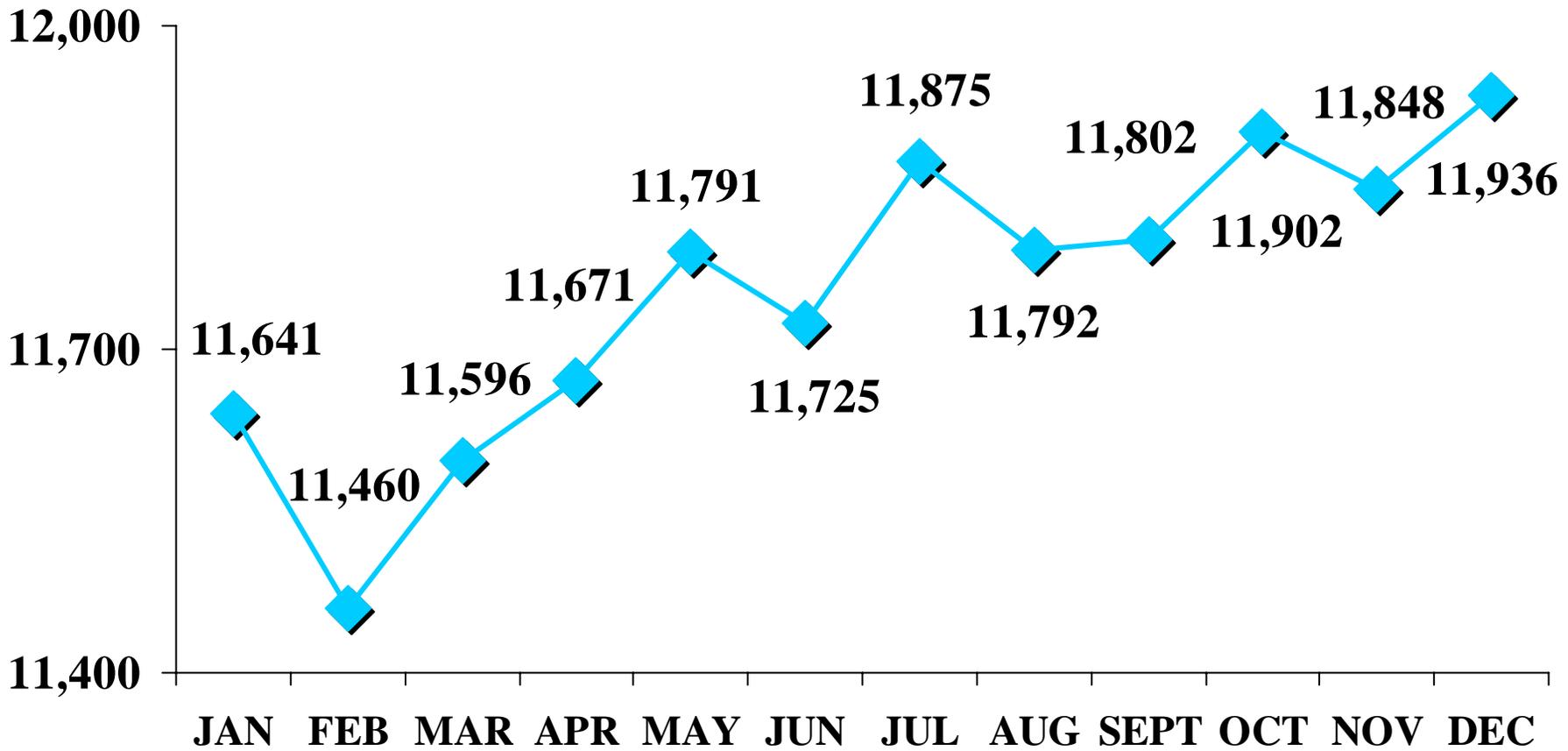


Employment for Cherokee County: 2001 - 2006





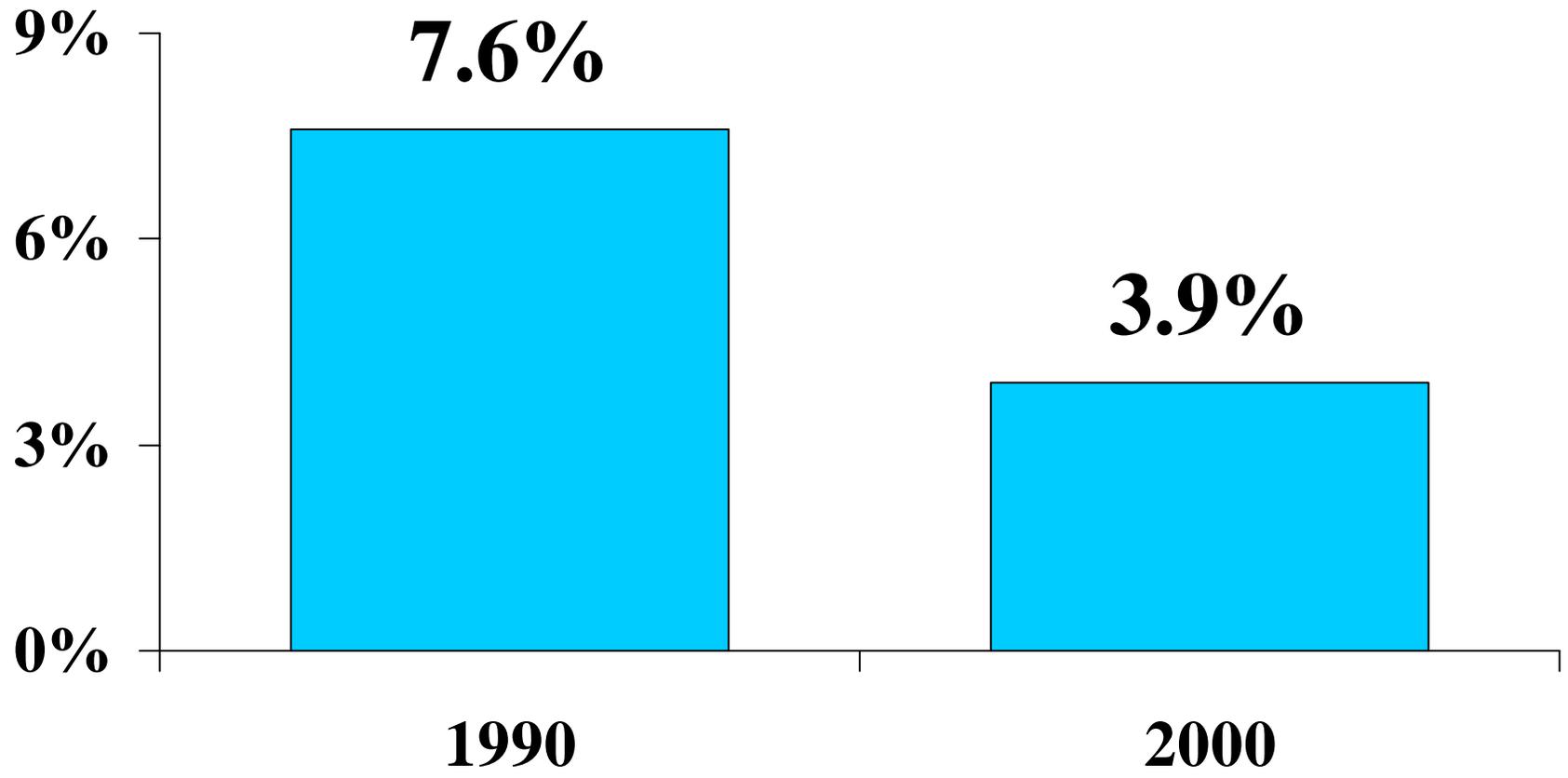
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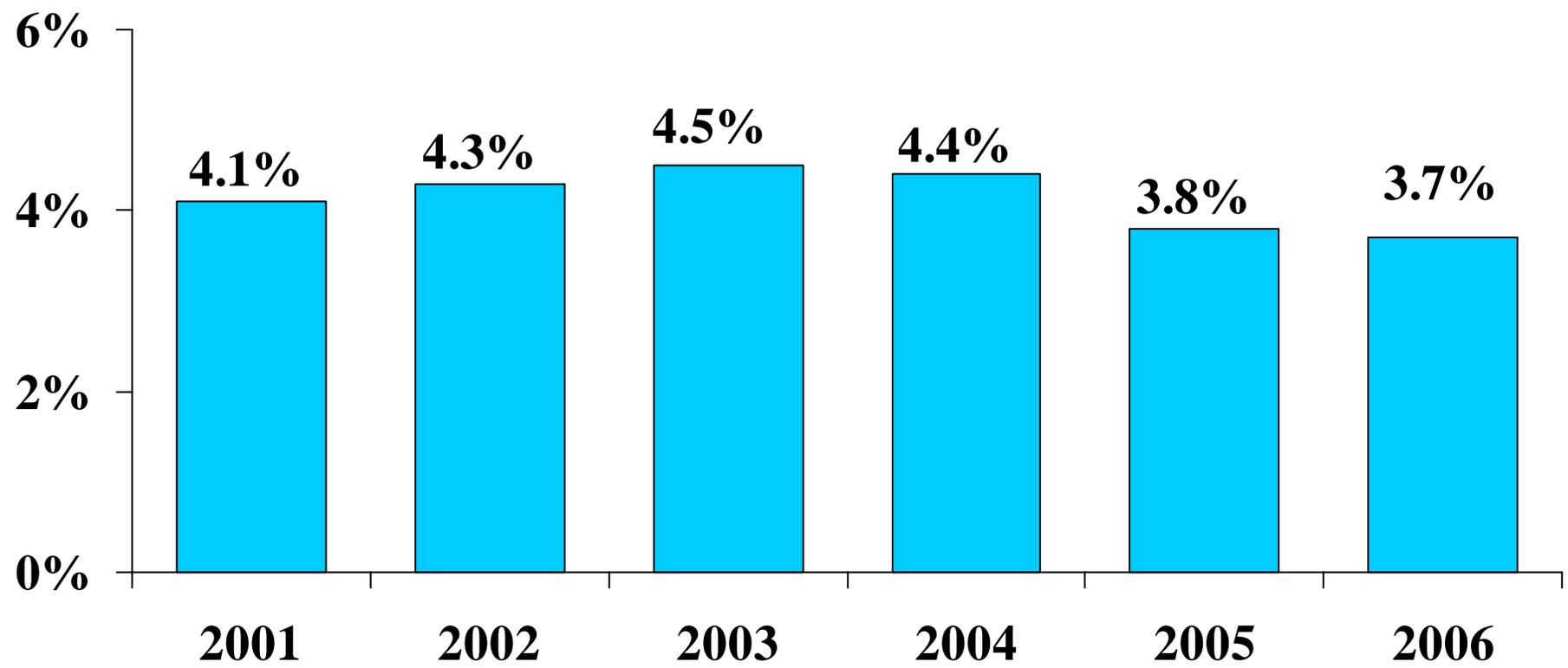


Unemployment Rate for Cherokee County: 1990-2000





Unemployment Rate for Cherokee County 2001-2006



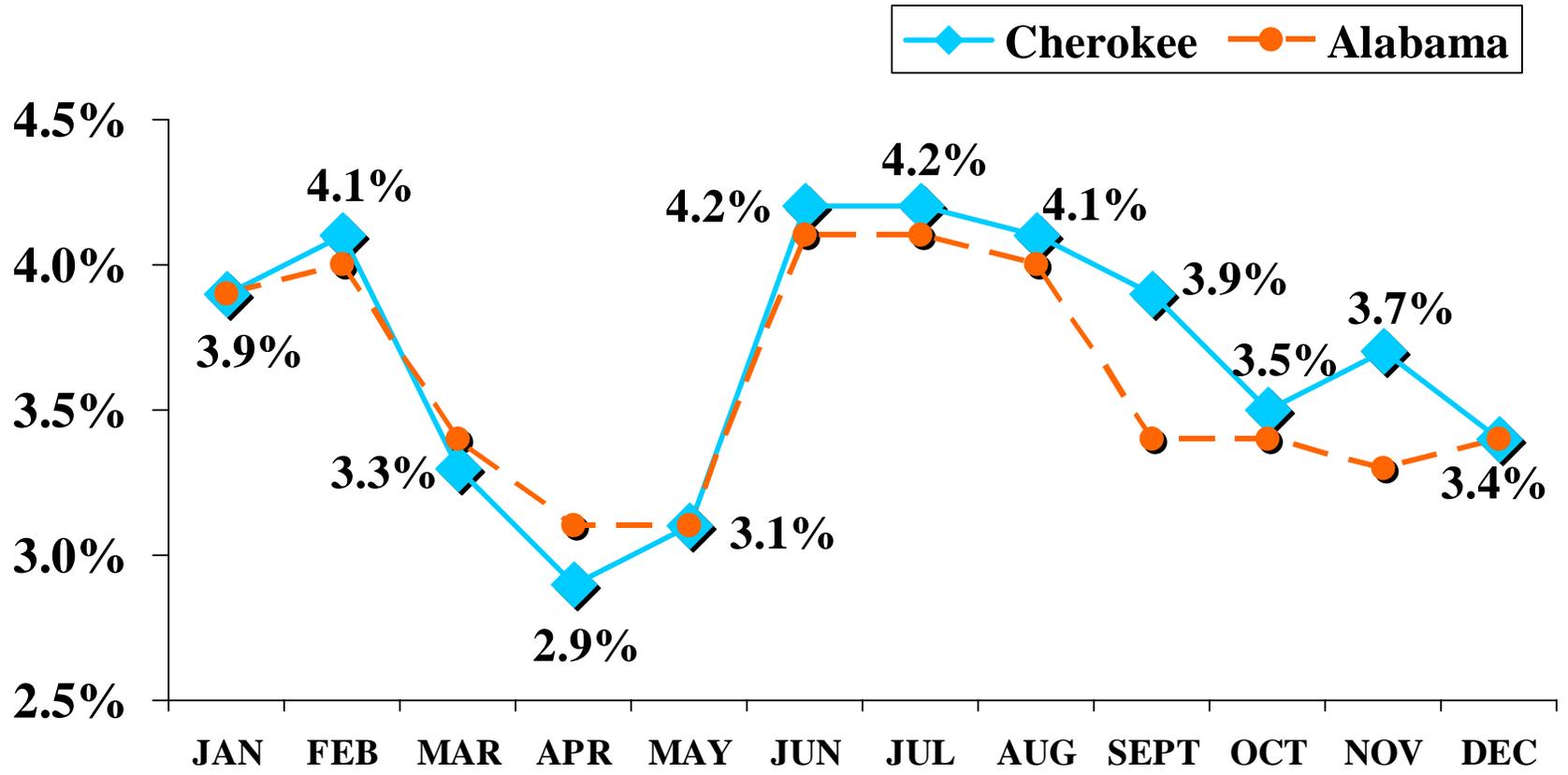
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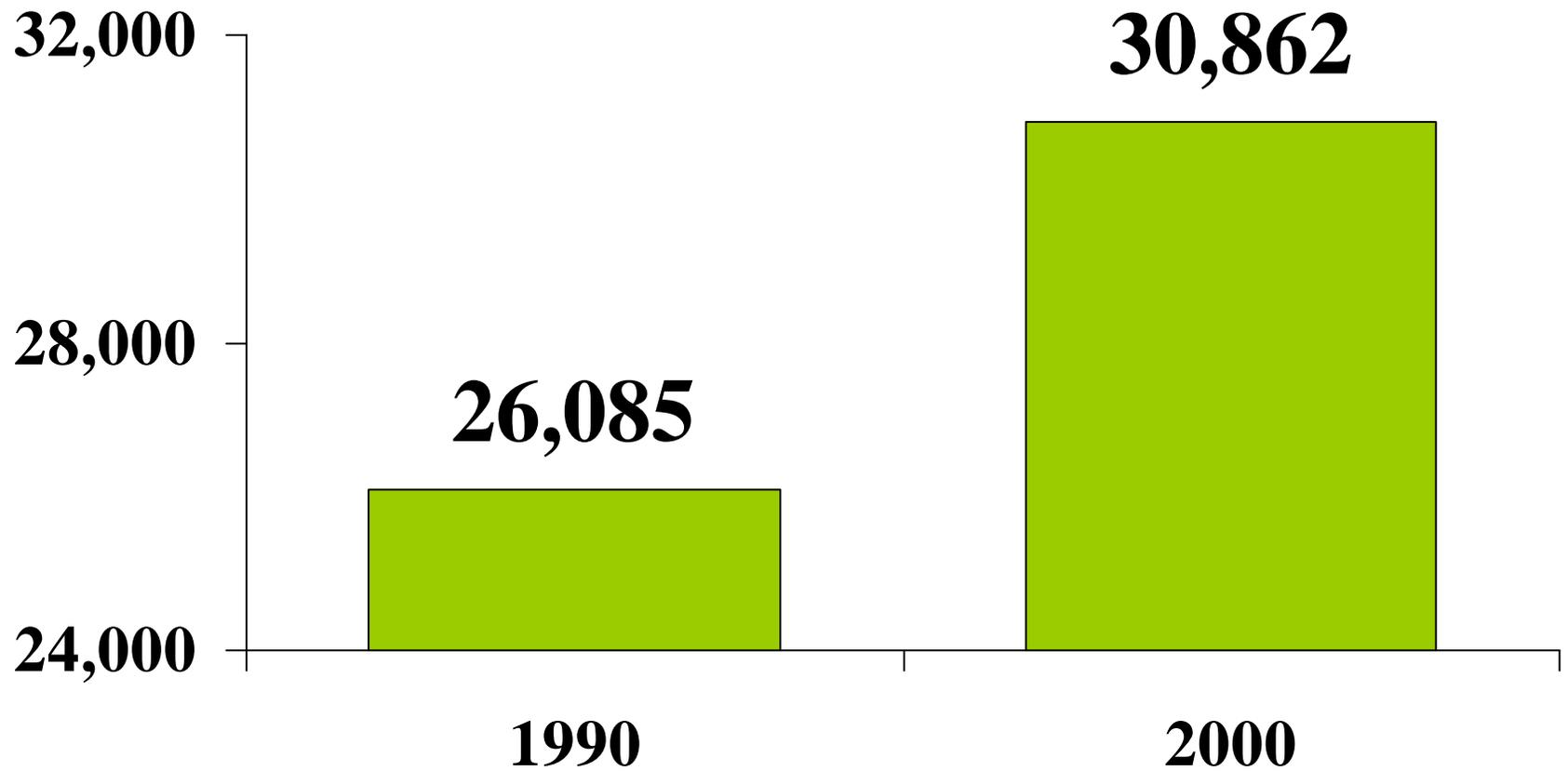
Unemployment Rate for Cherokee County

2006 Monthly



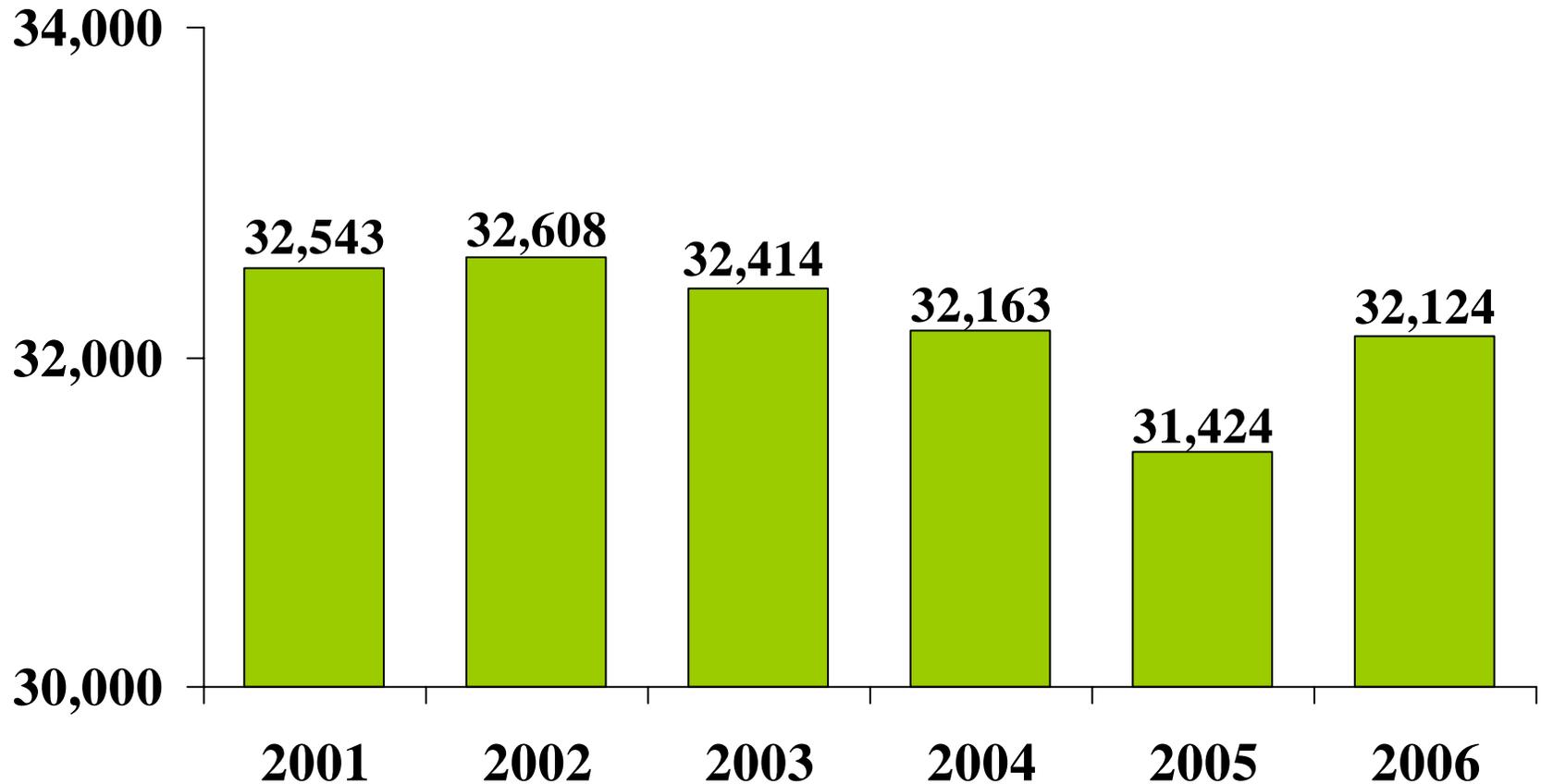


Labor Force DeKalb County: 1990 - 2000





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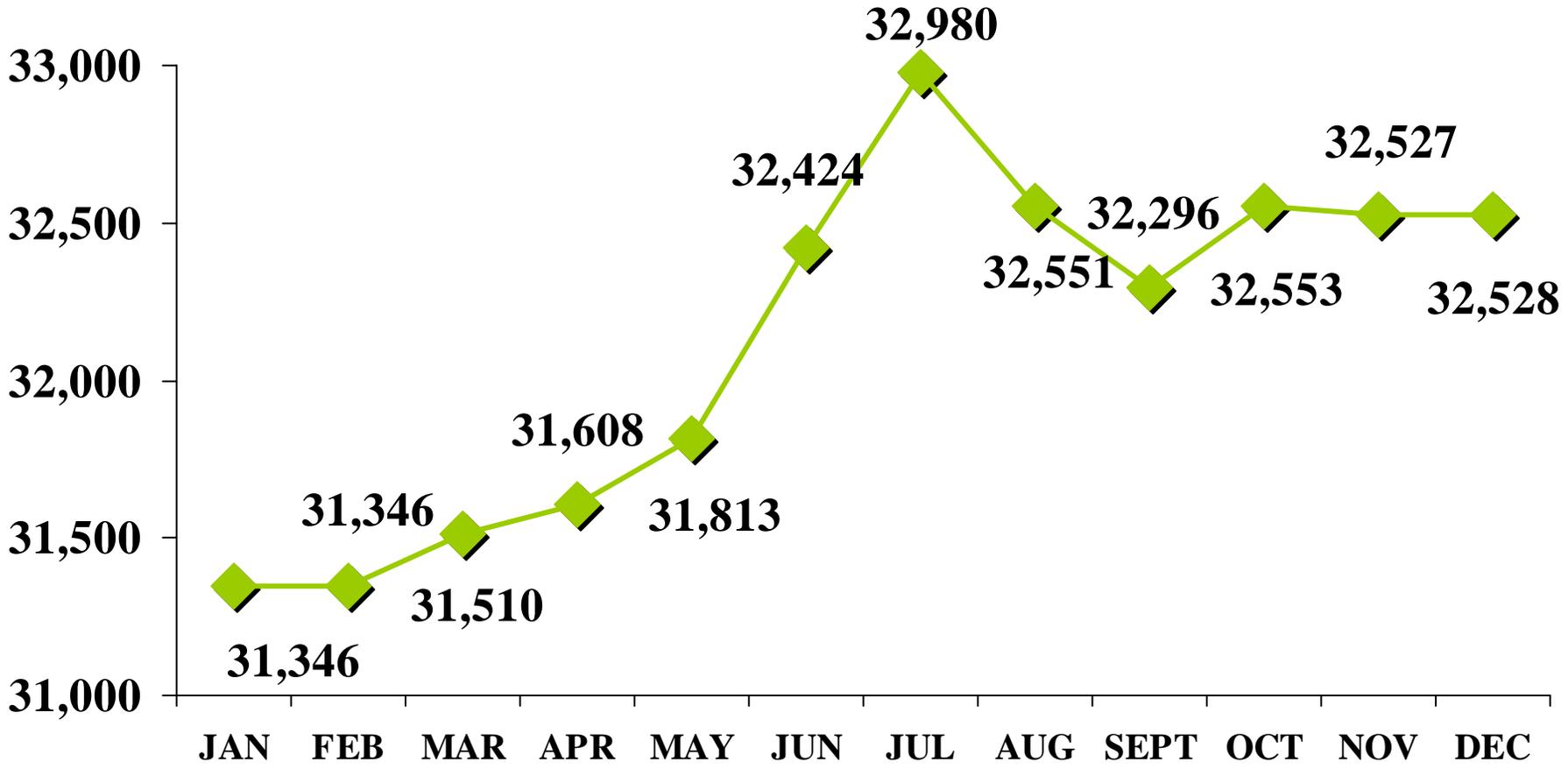


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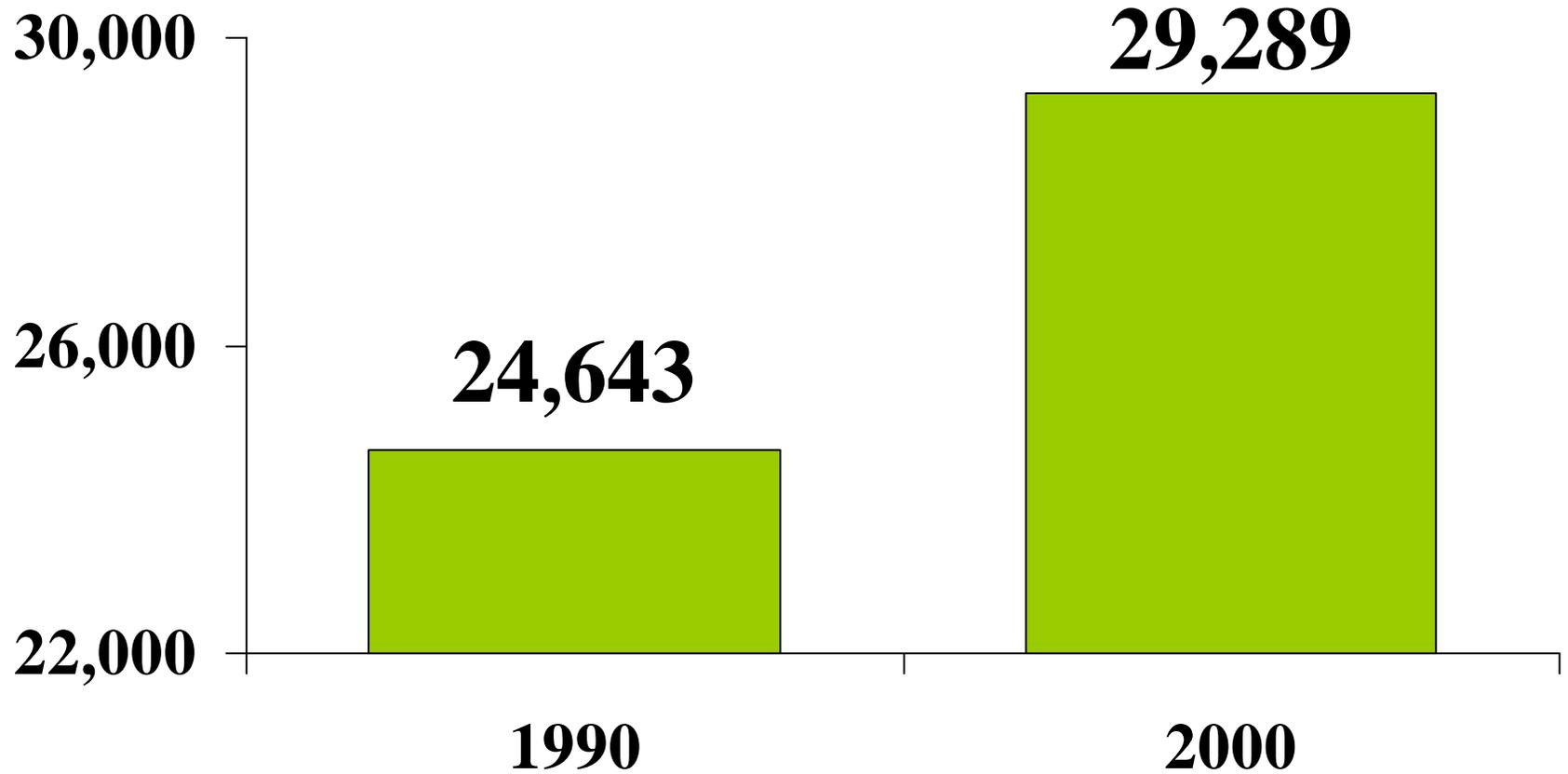
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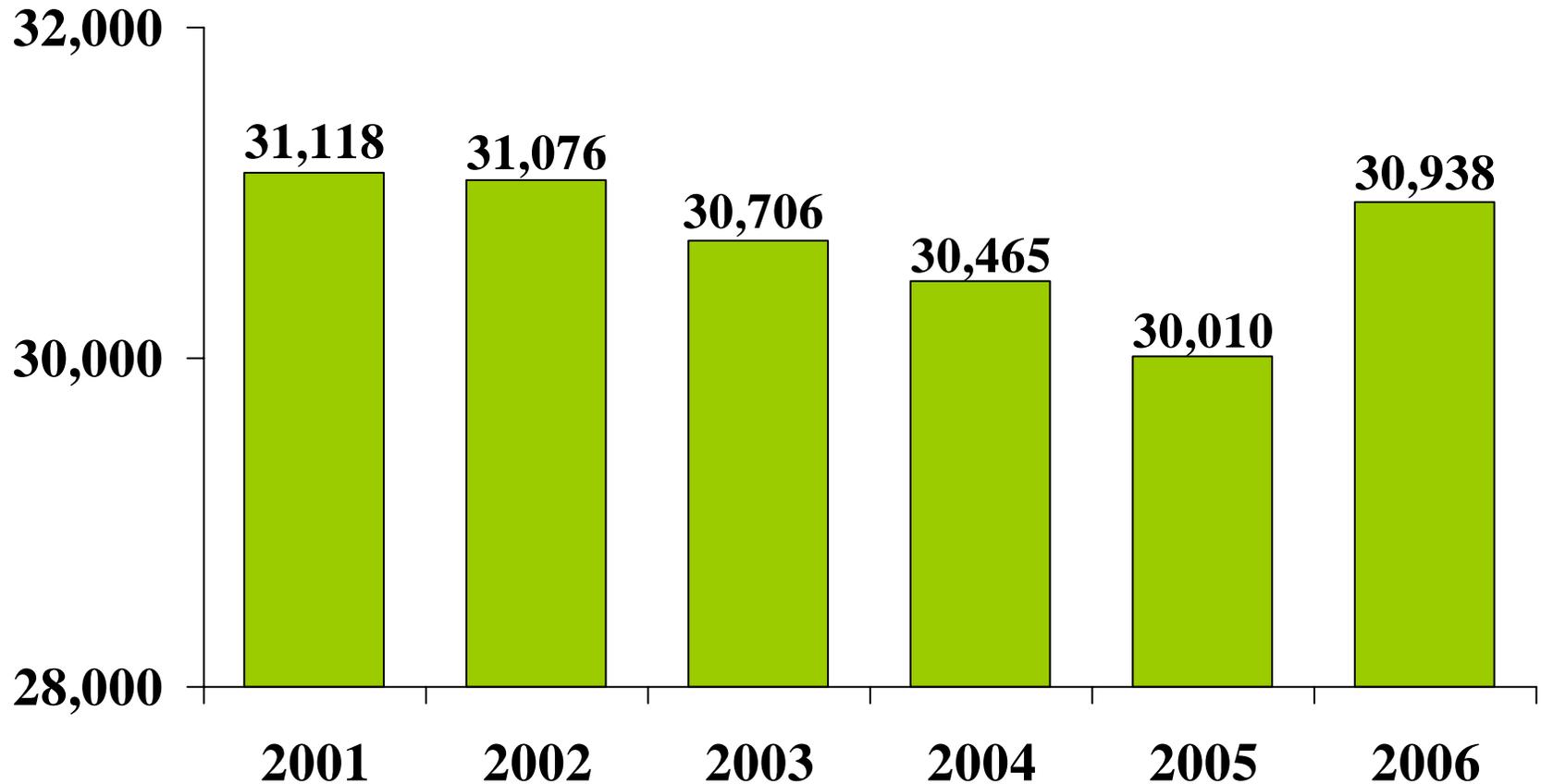


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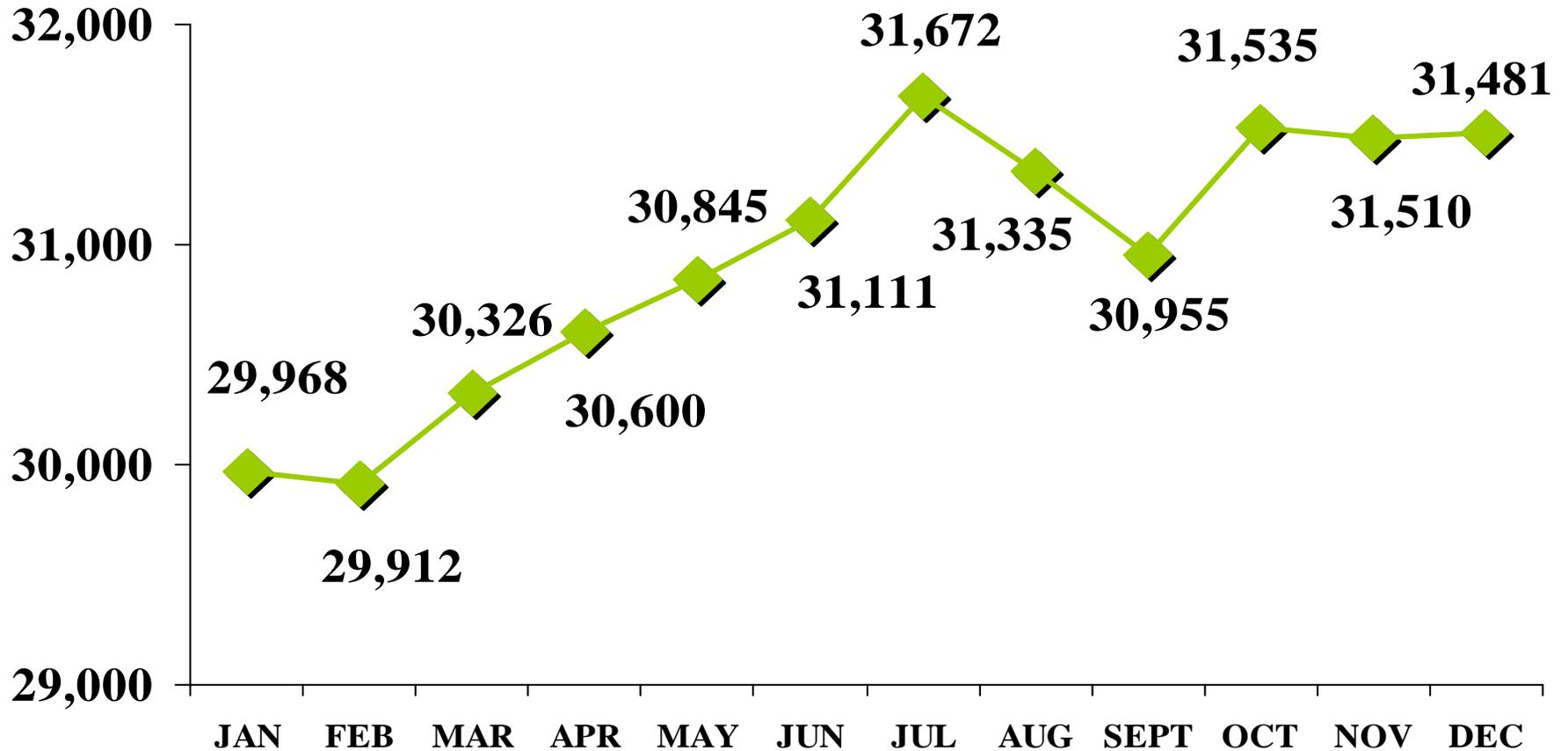


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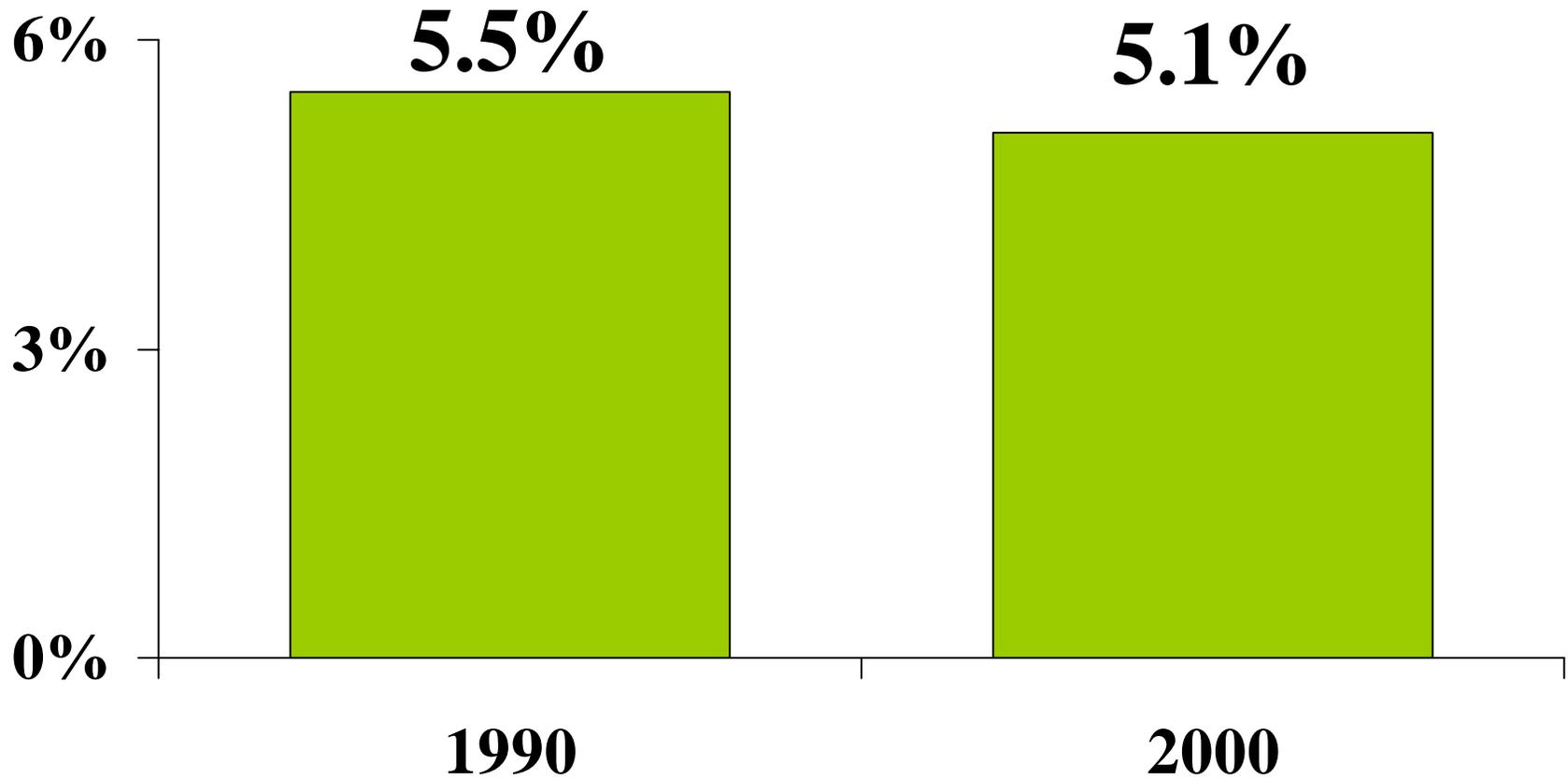


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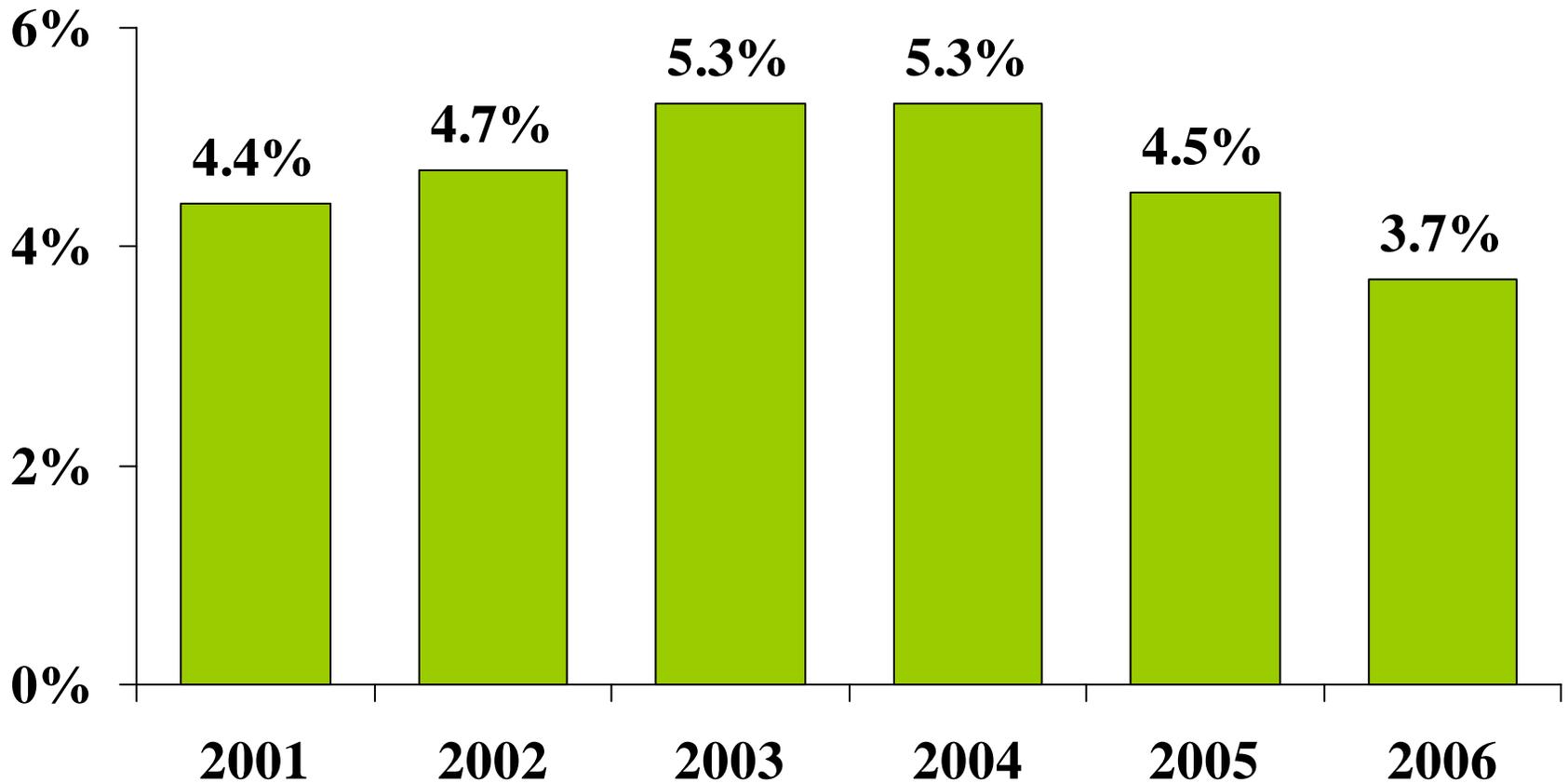


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Unemployment Rate for DeKalb County 2001-2006

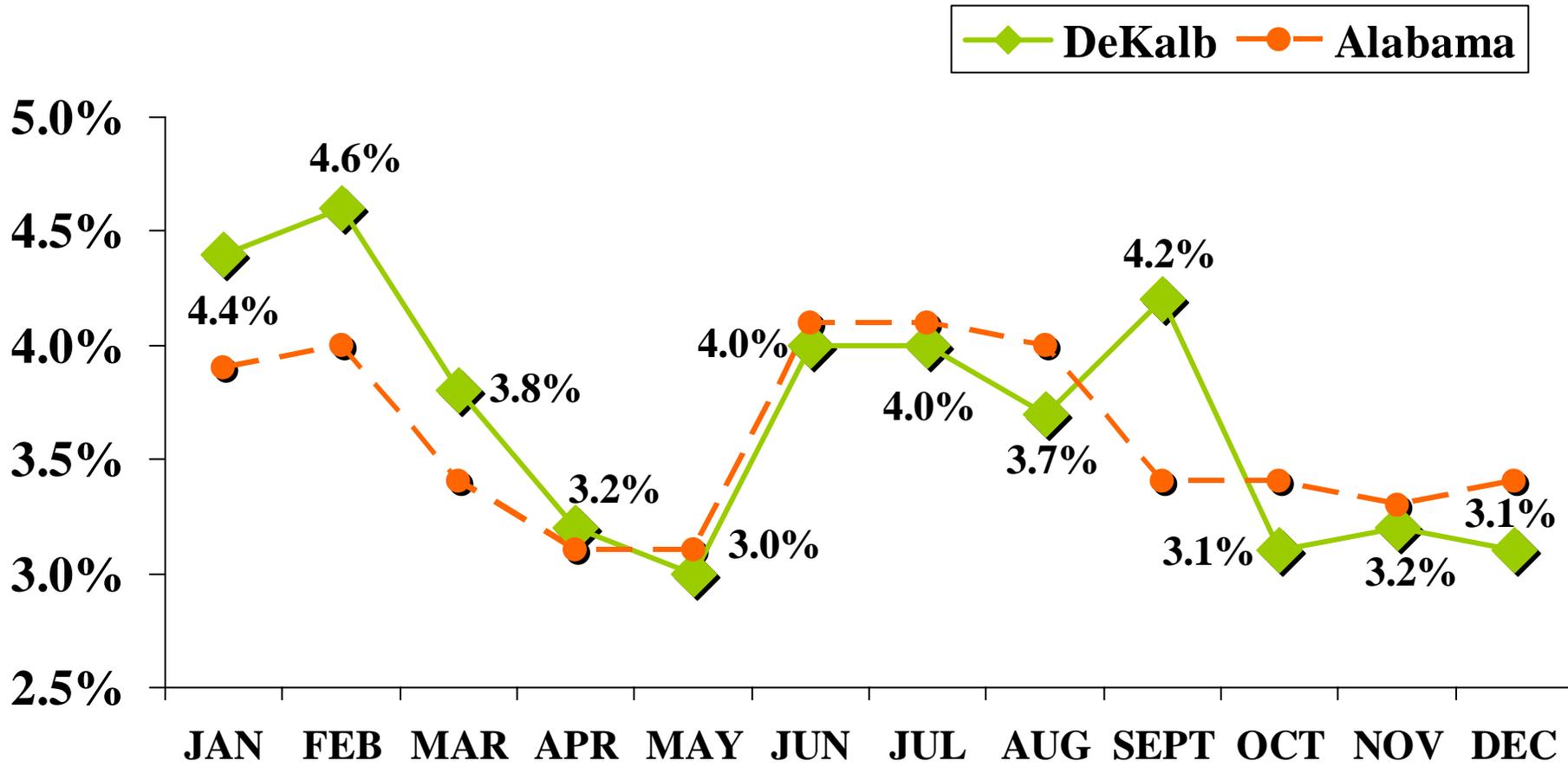


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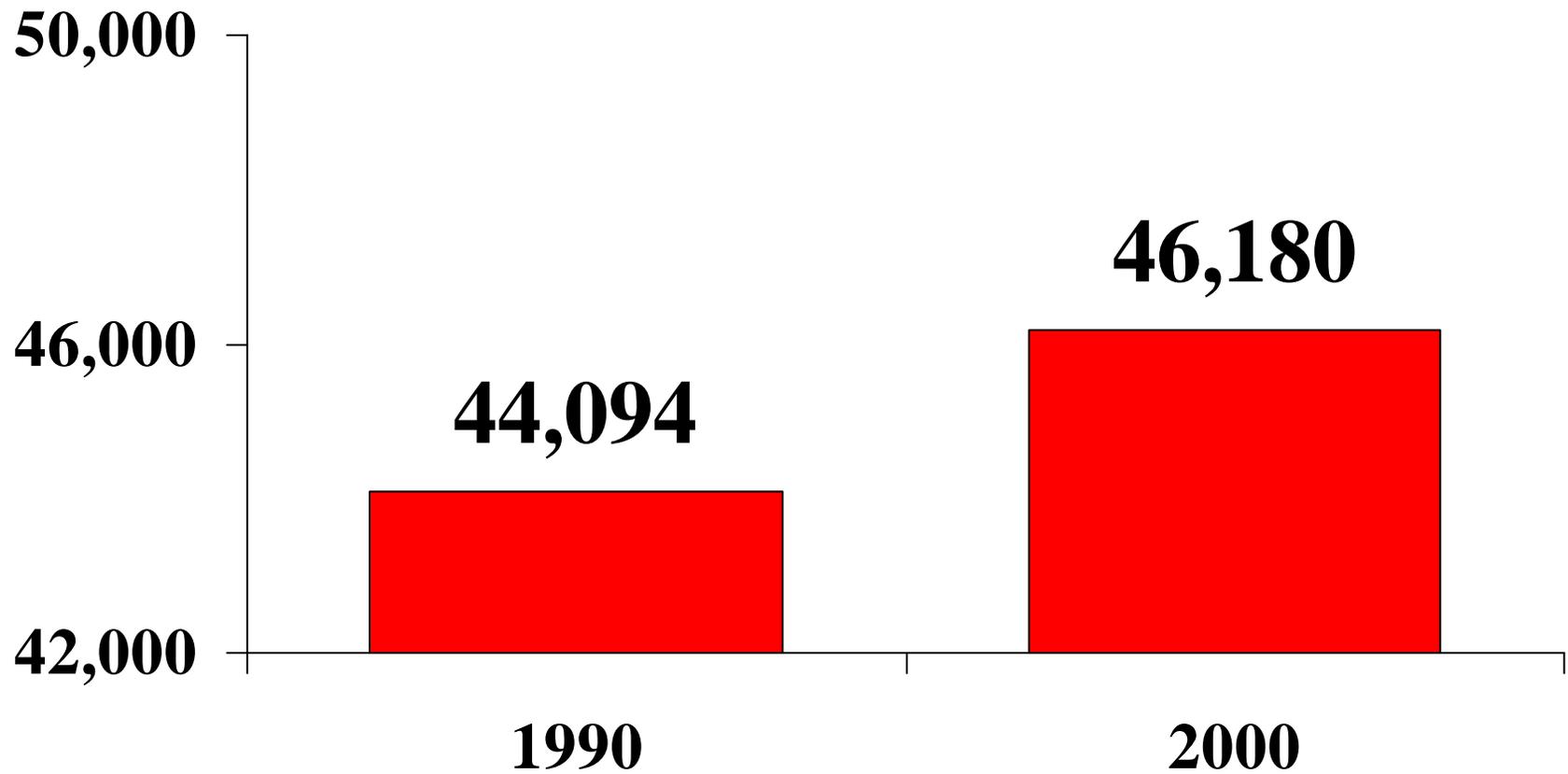
Unemployment Rate for DeKalb County 2006 Monthly



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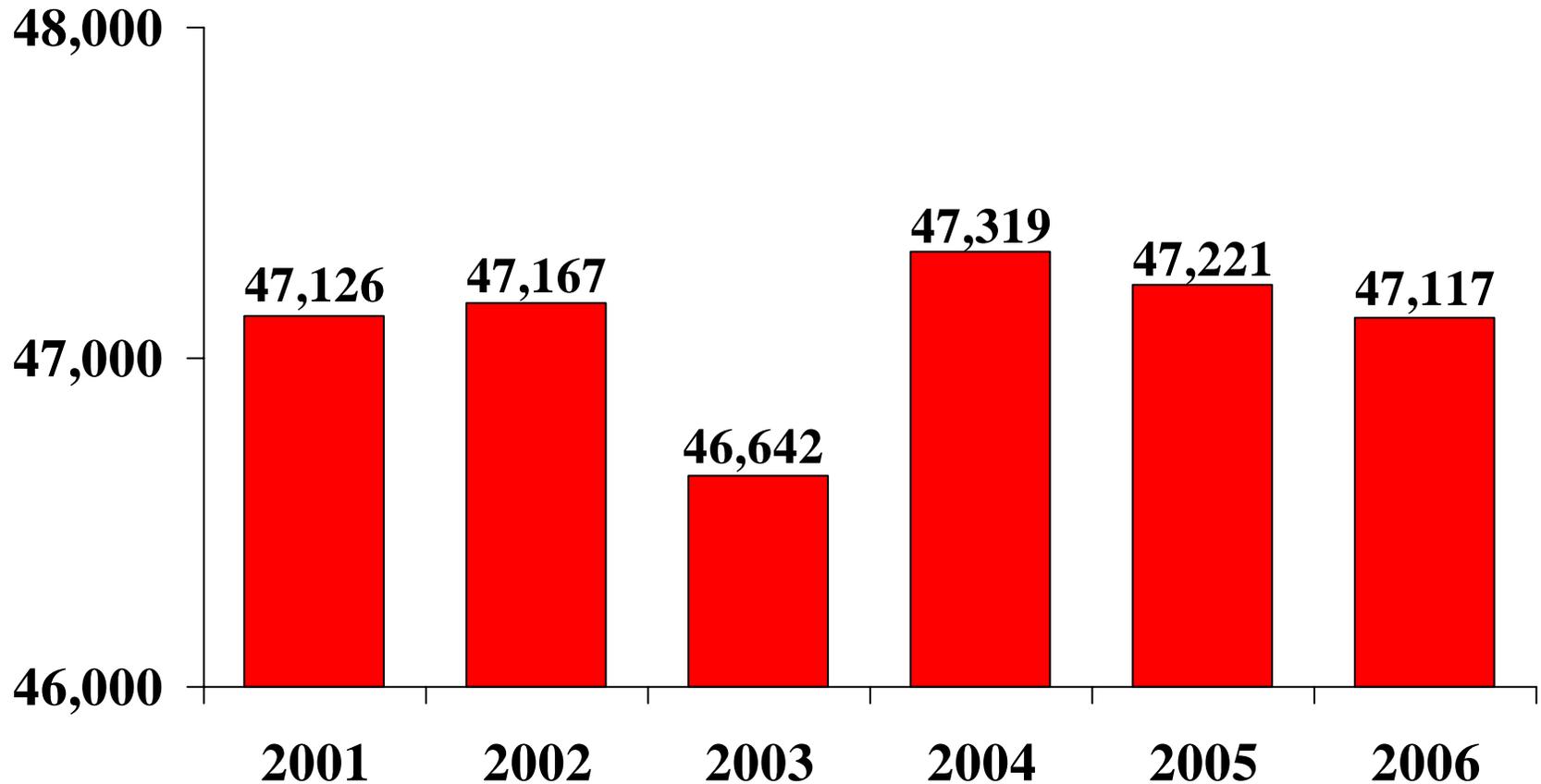


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Labor Force Etowah County: 2001 - 2006

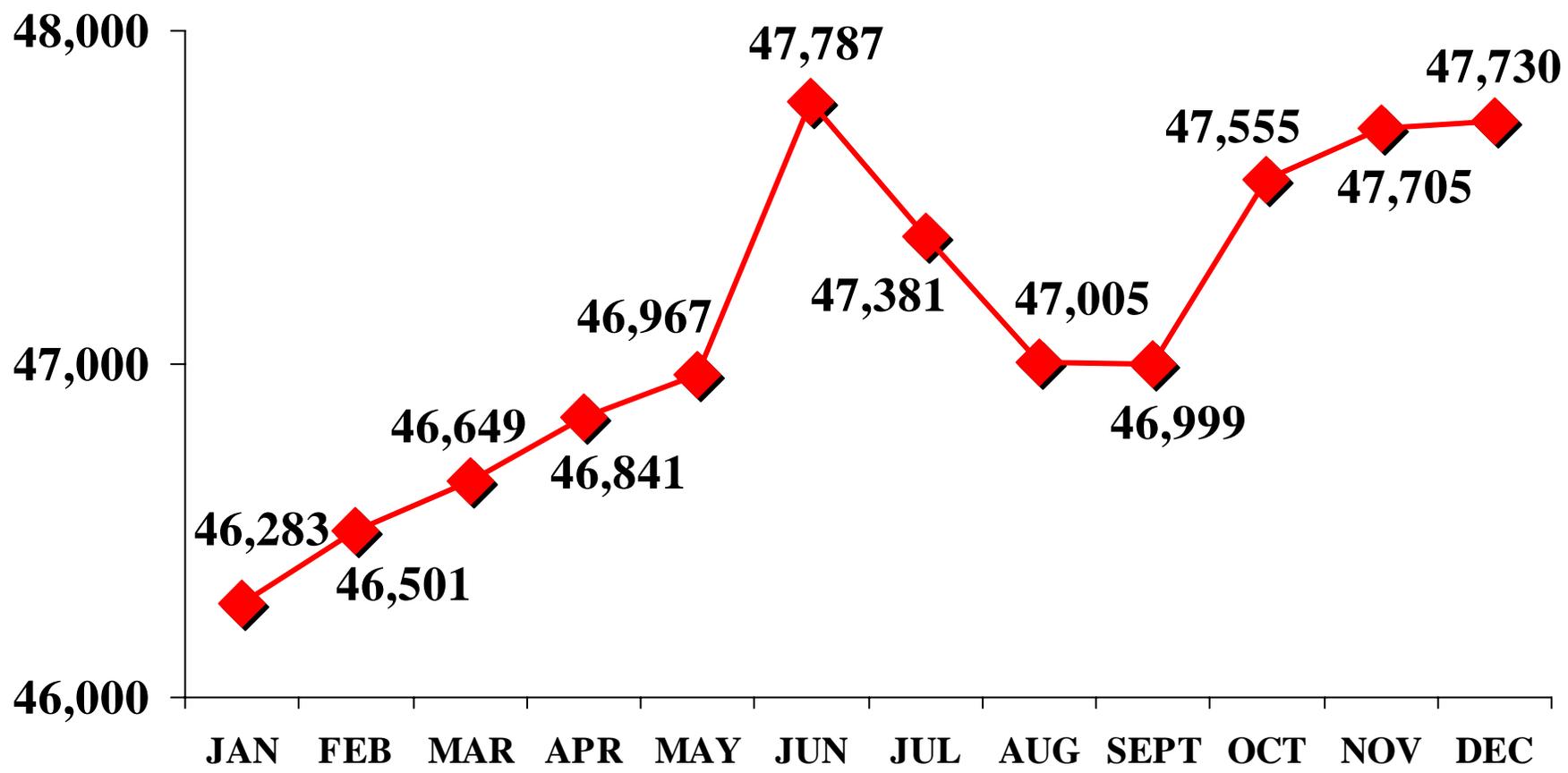


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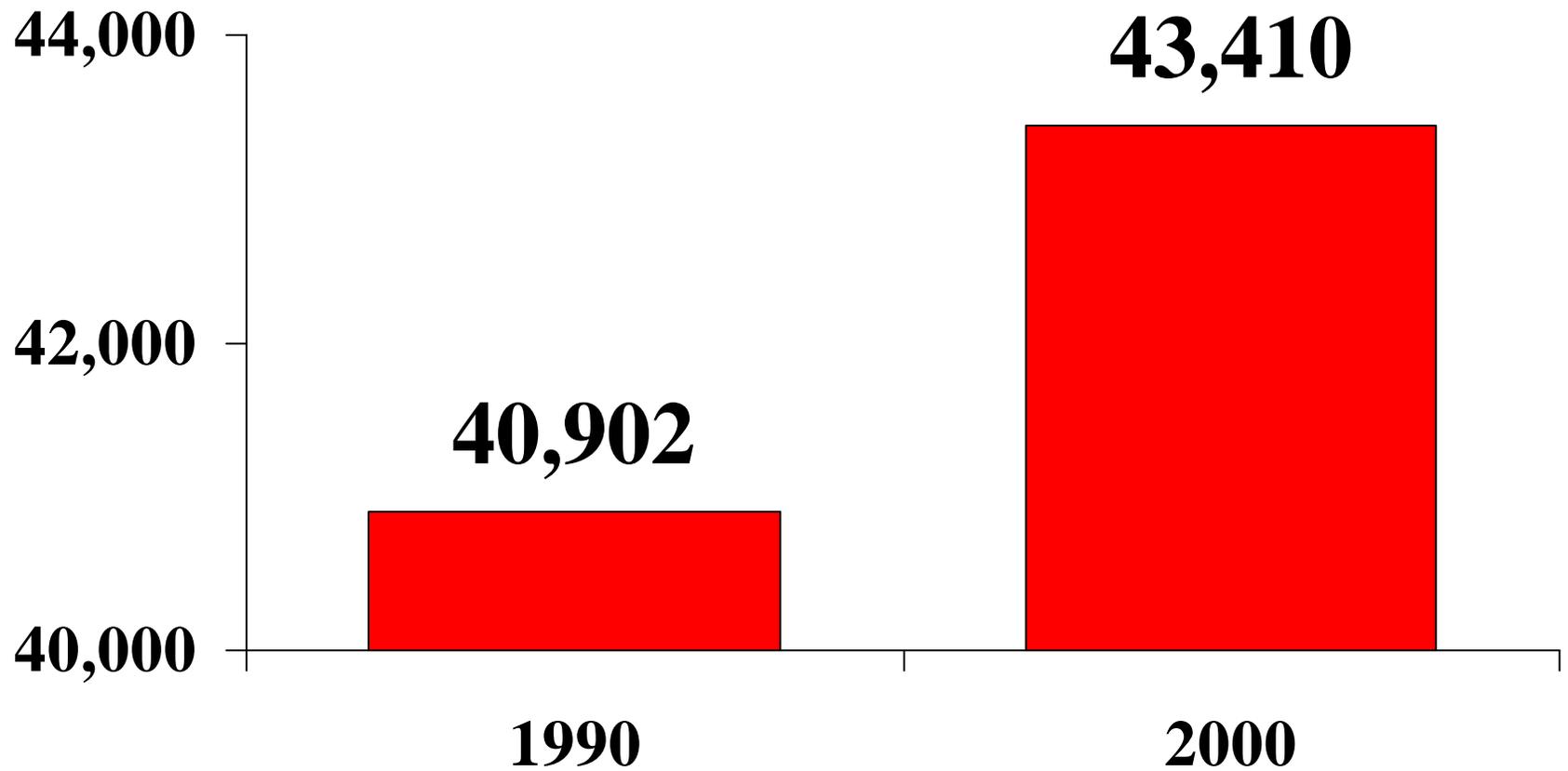
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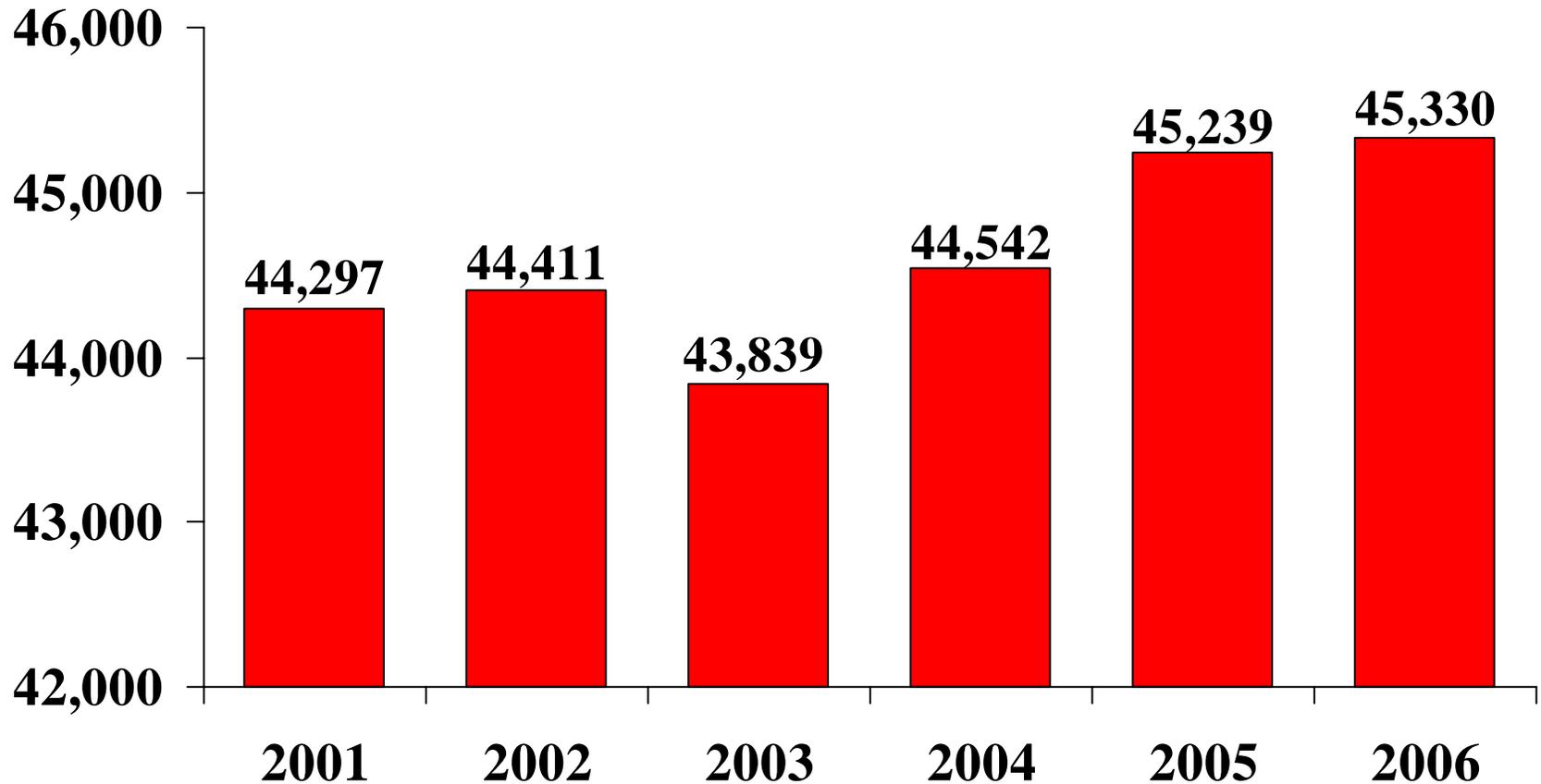


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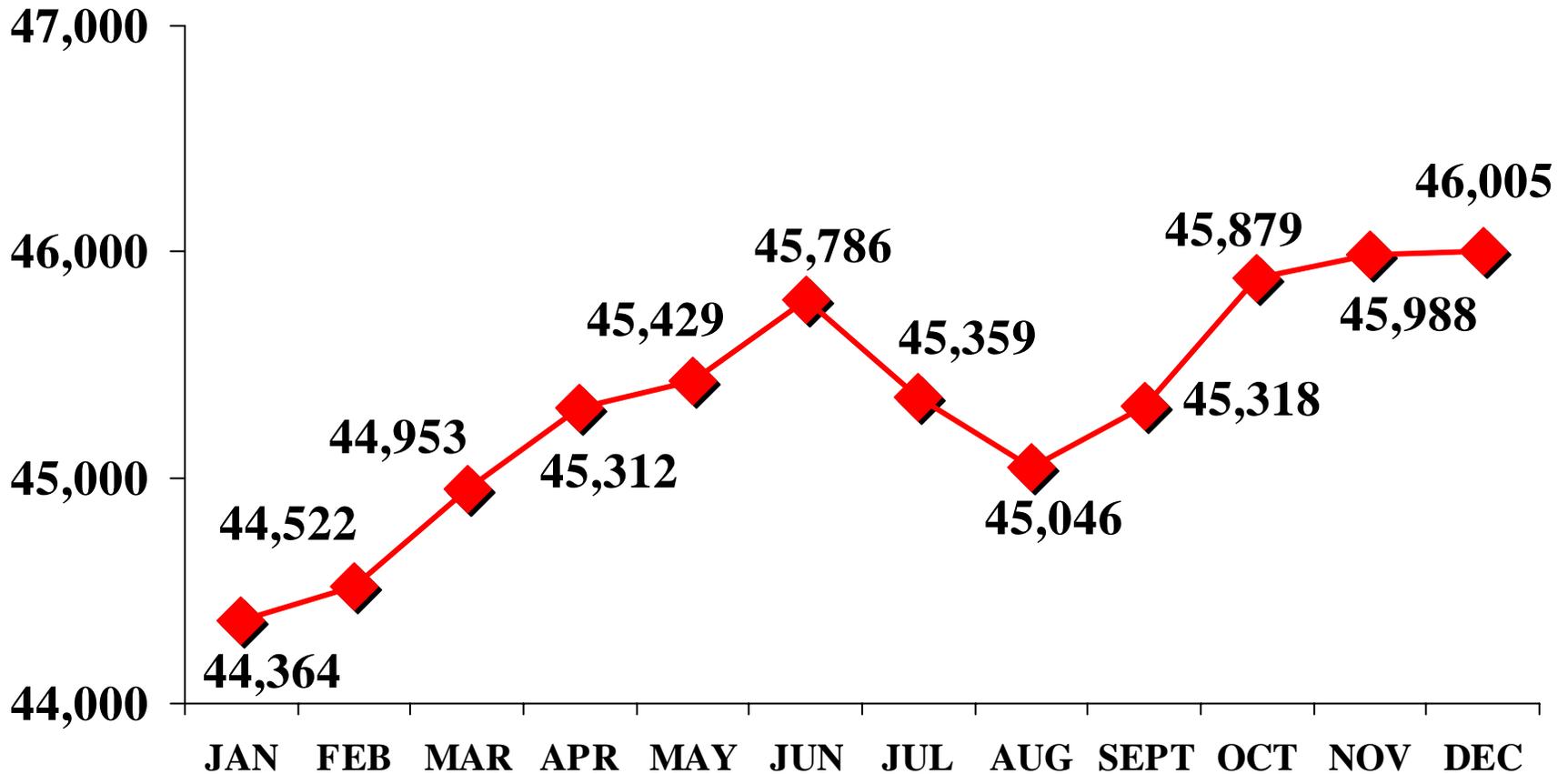


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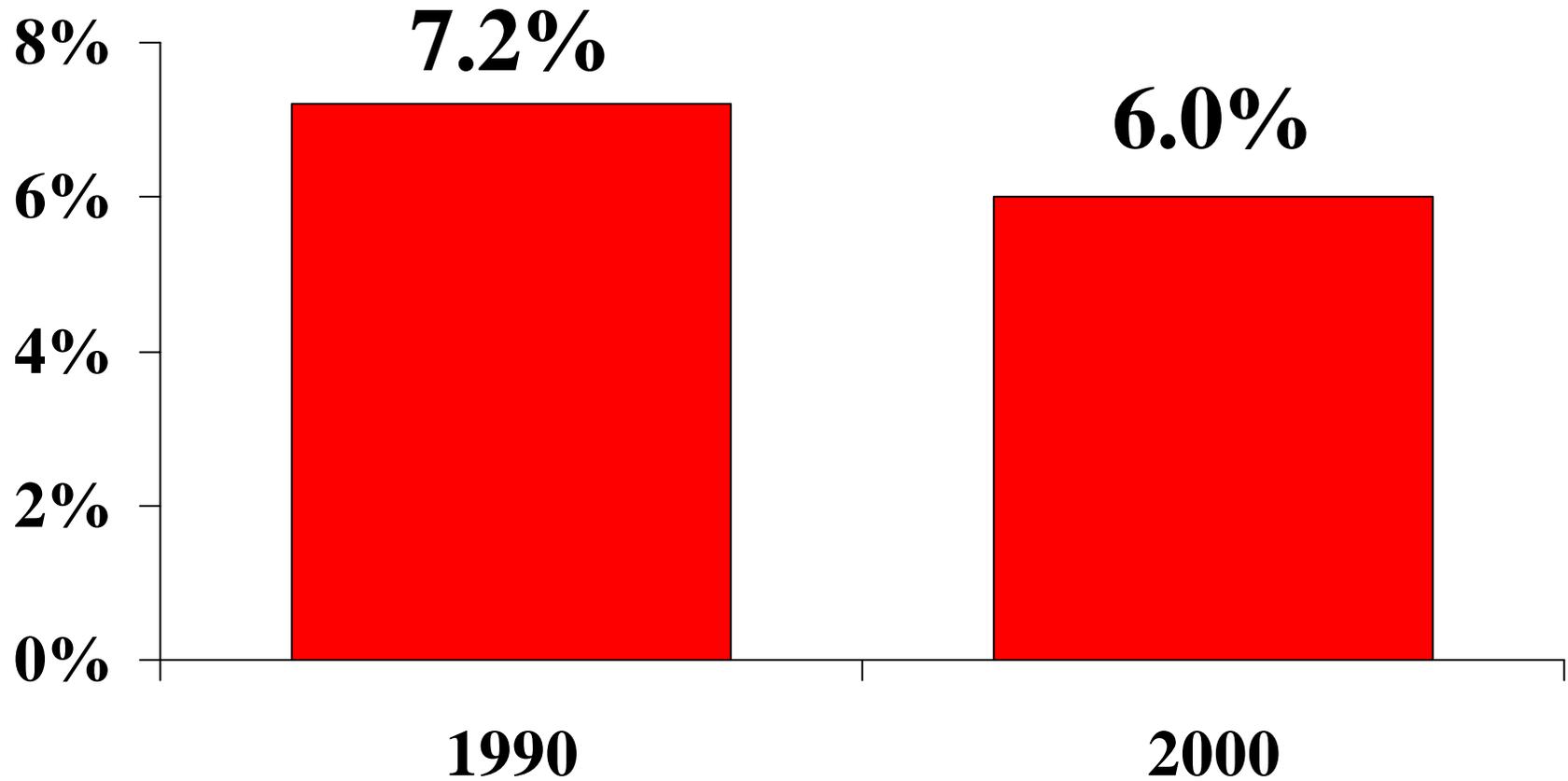
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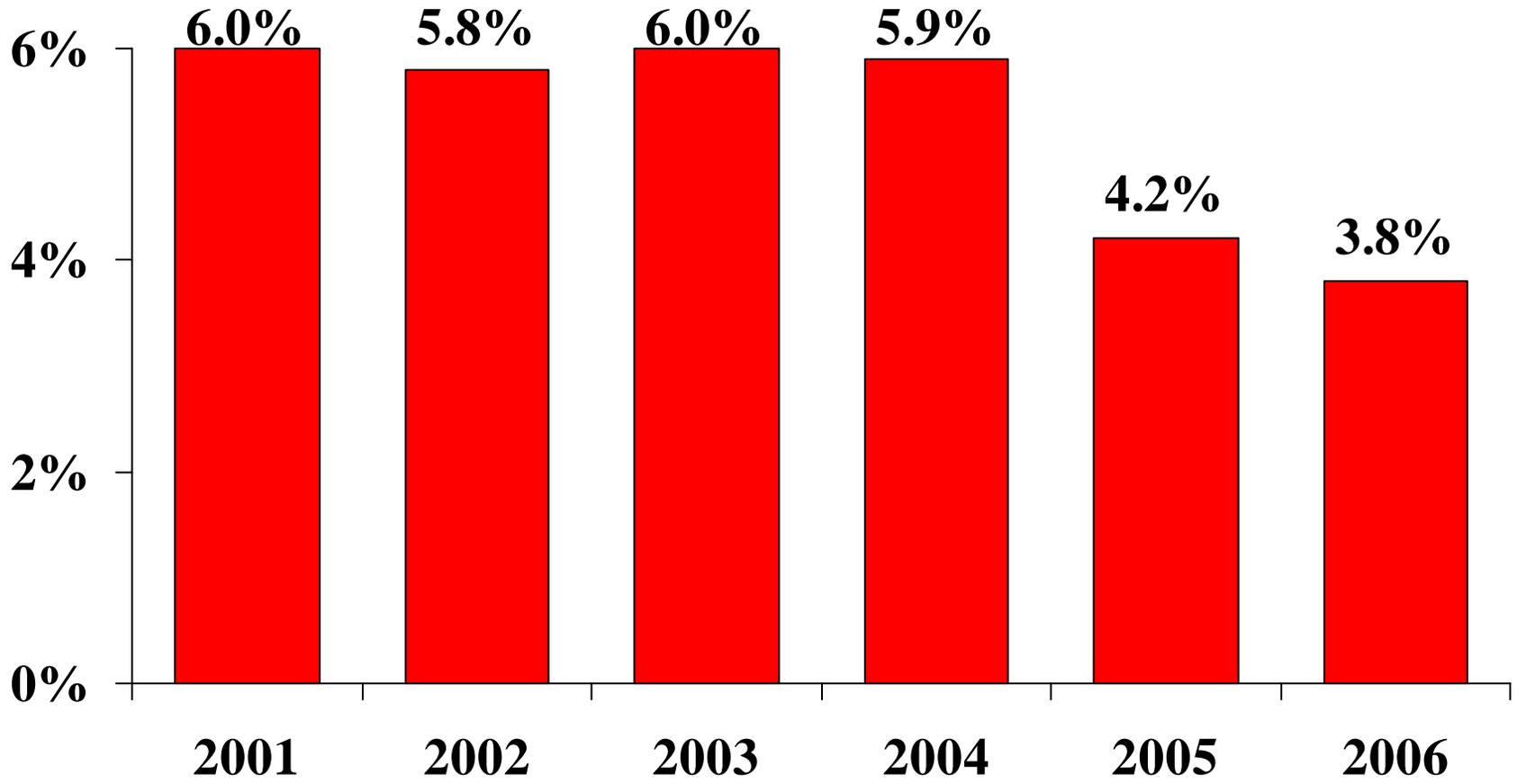


Unemployment Rate for Etowah County 1990 - 2000





Unemployment Rate for Etowah County 2001-2006

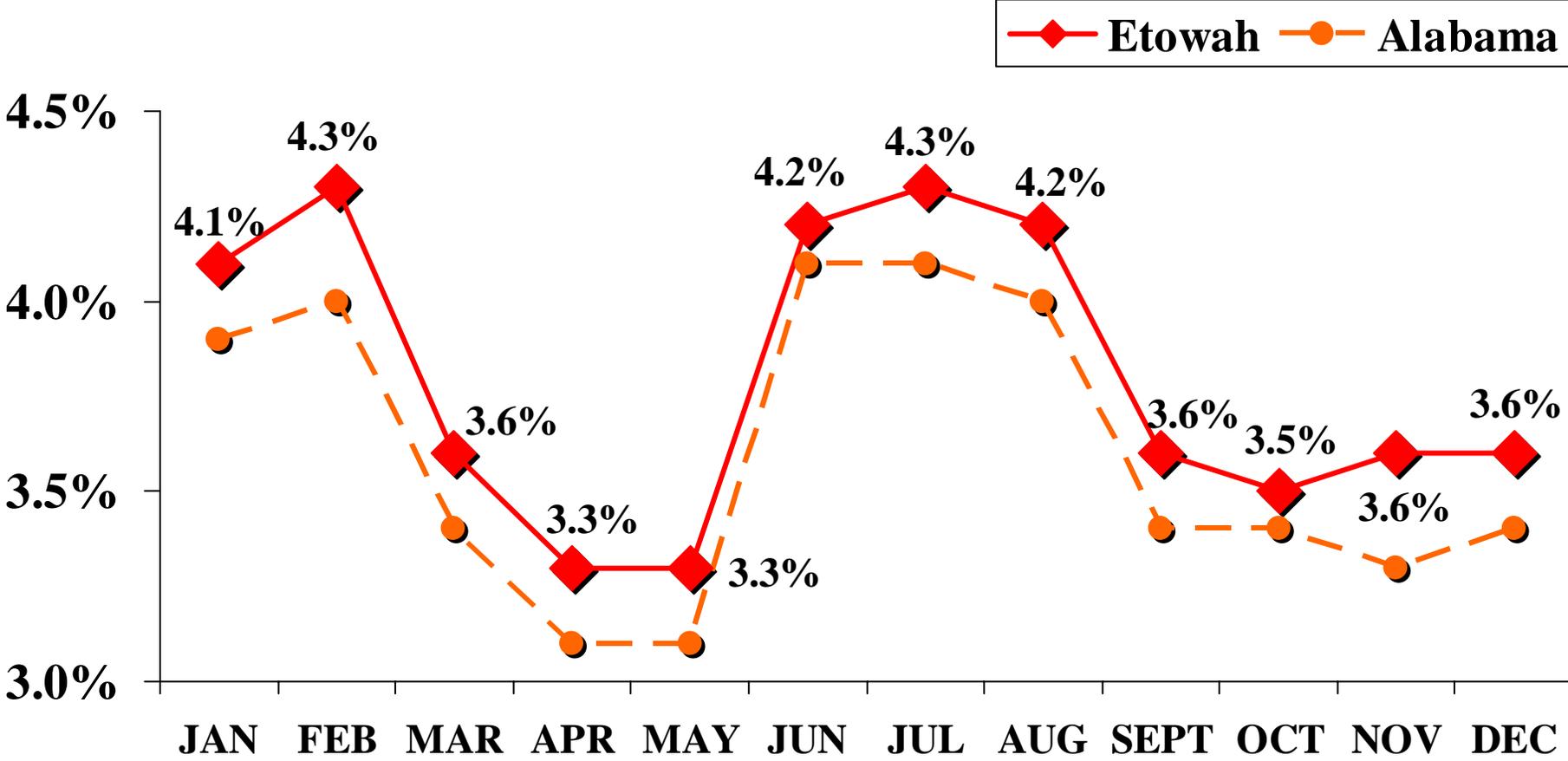


Source: AL Dept of Industrial Relations





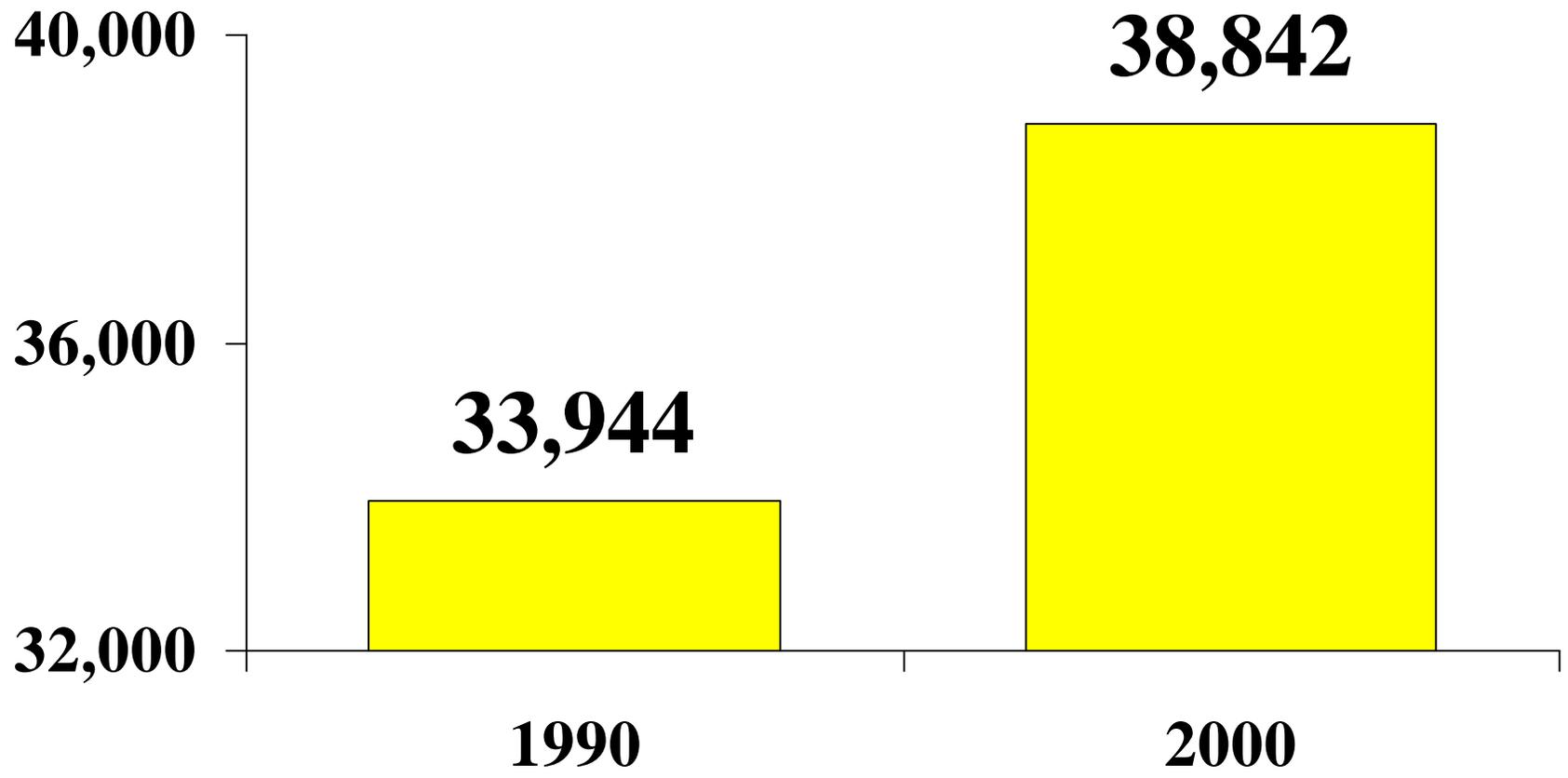
Unemployment Rate for Etowah County 2006 Monthly



Source: AL Dept of Industrial Relations



Labor Force Marshall County: 1990 - 2000

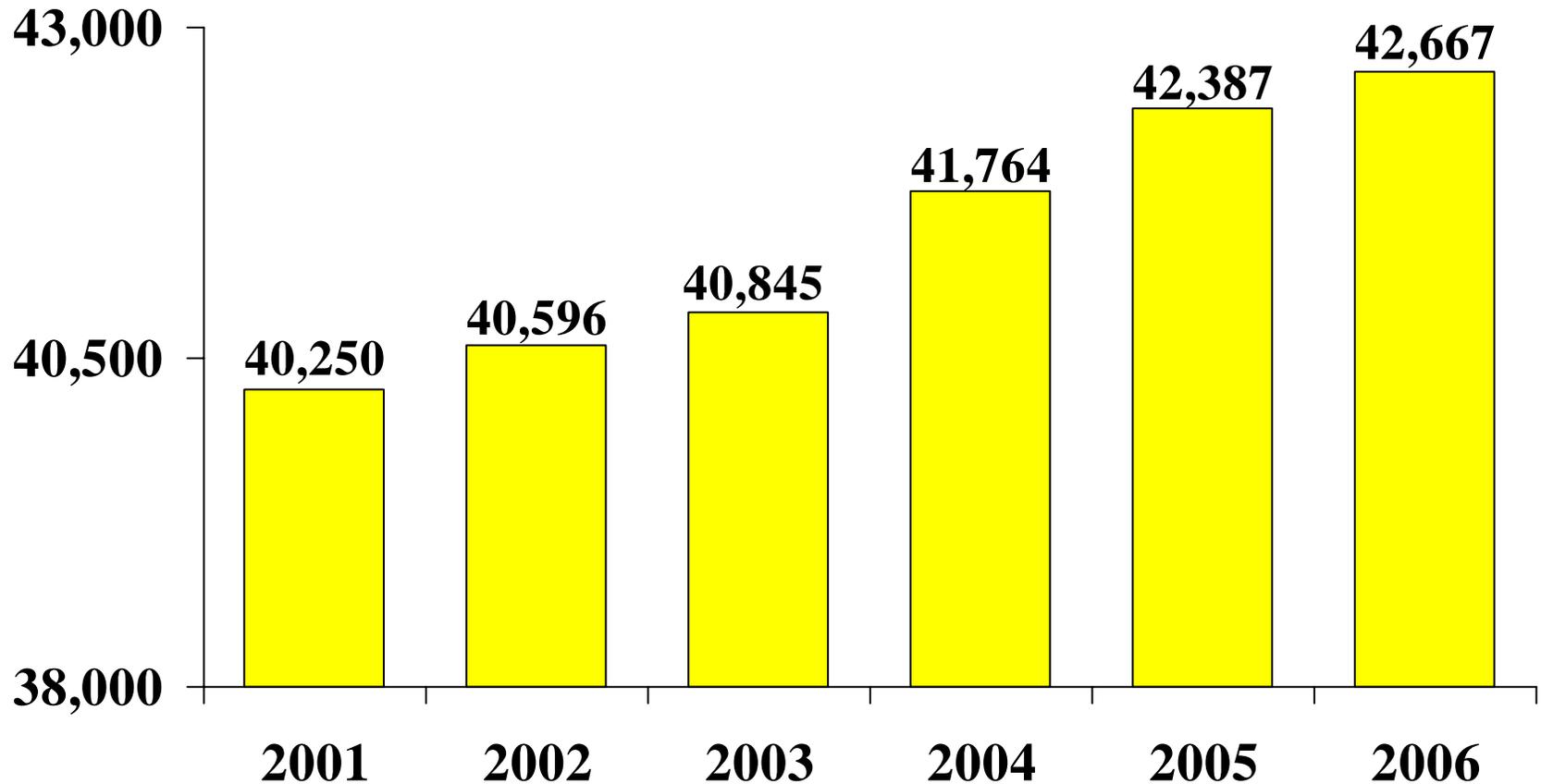


Source: AL Dept of Industrial Relations





Labor Force Marshall County: 2001 - 2006

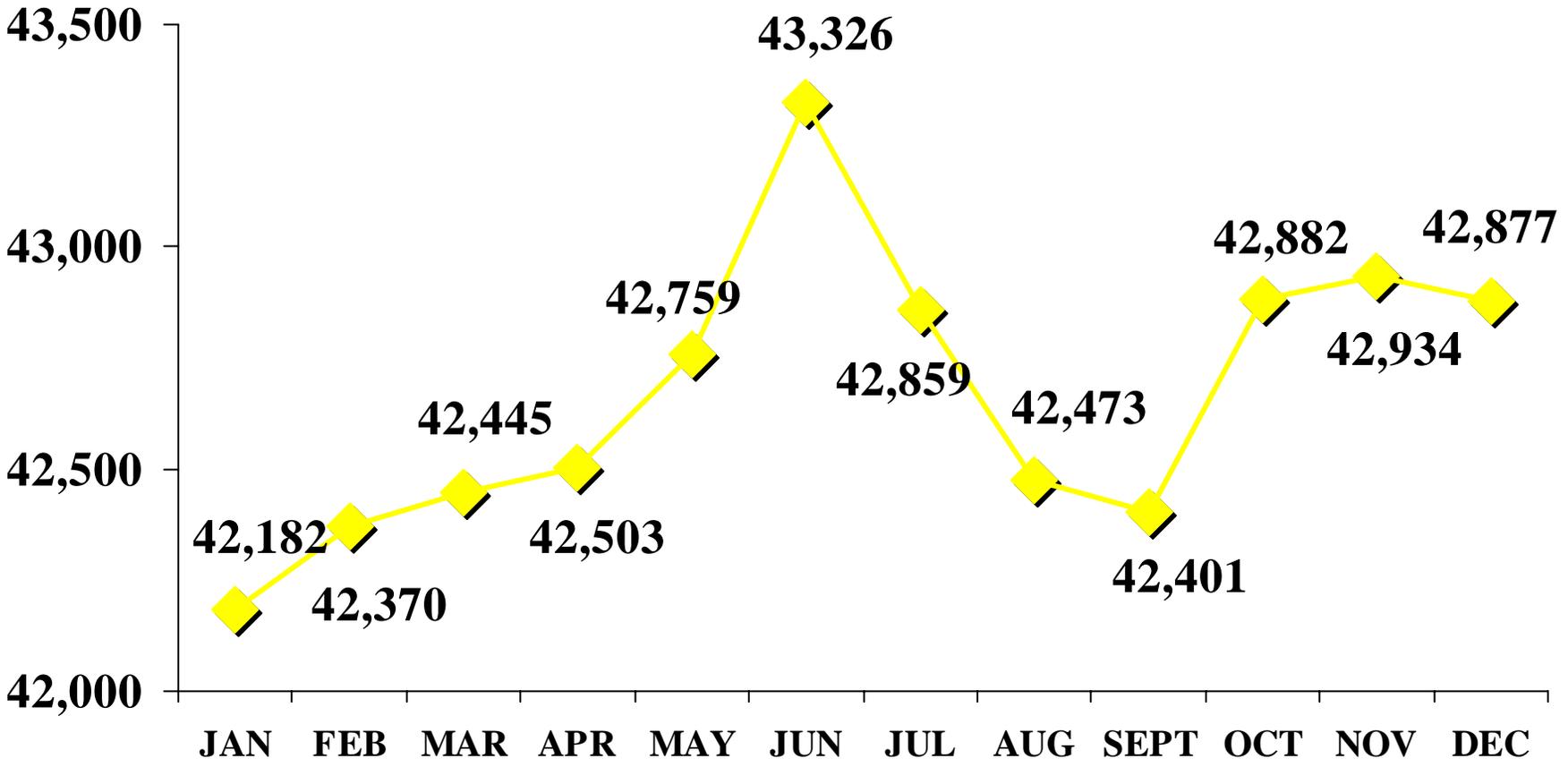


Source: AL Dept of Industrial Relations





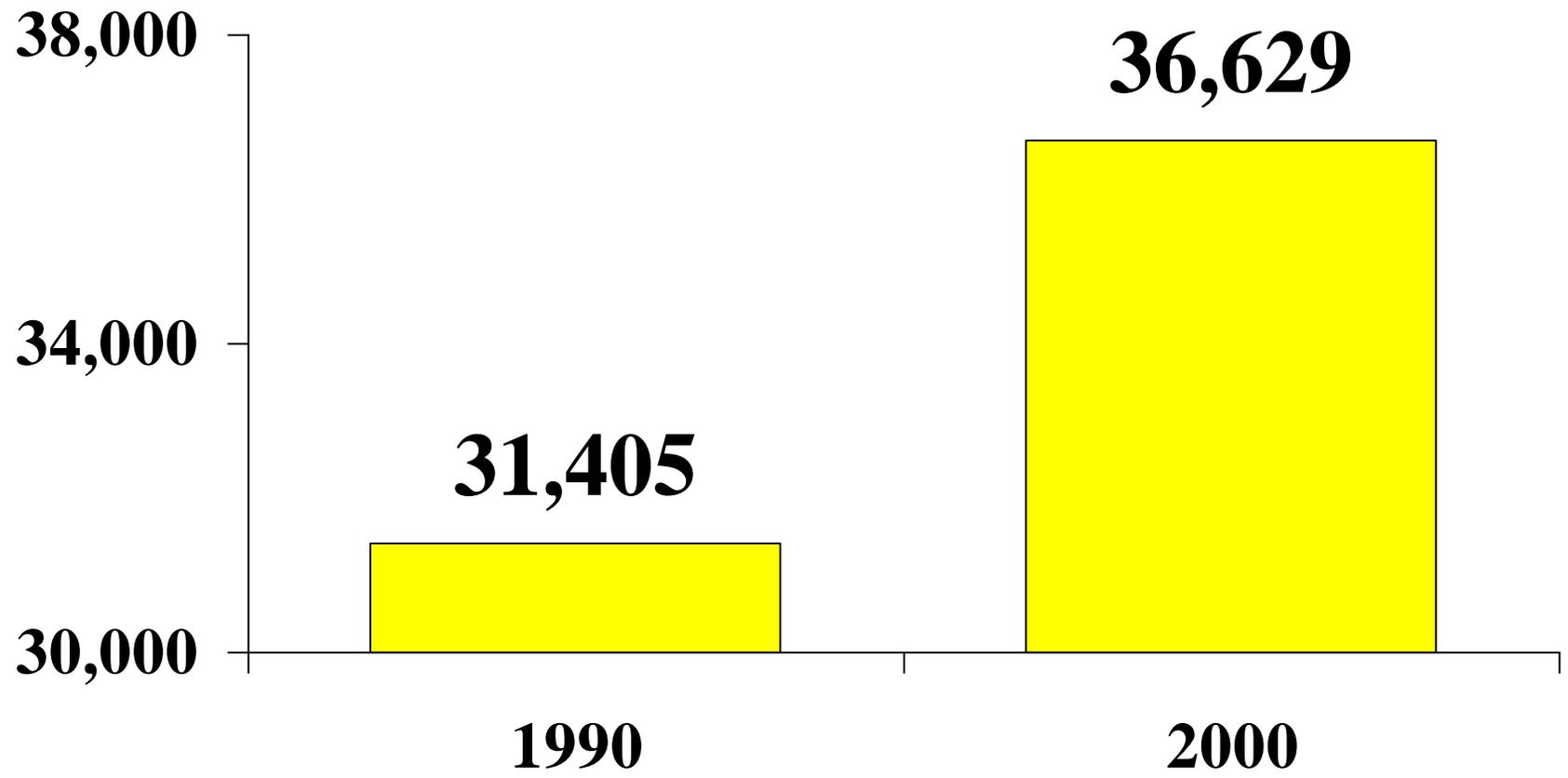
Labor Force Marshall County: 2006 Monthly



Source: AL Dept of Industrial Relations

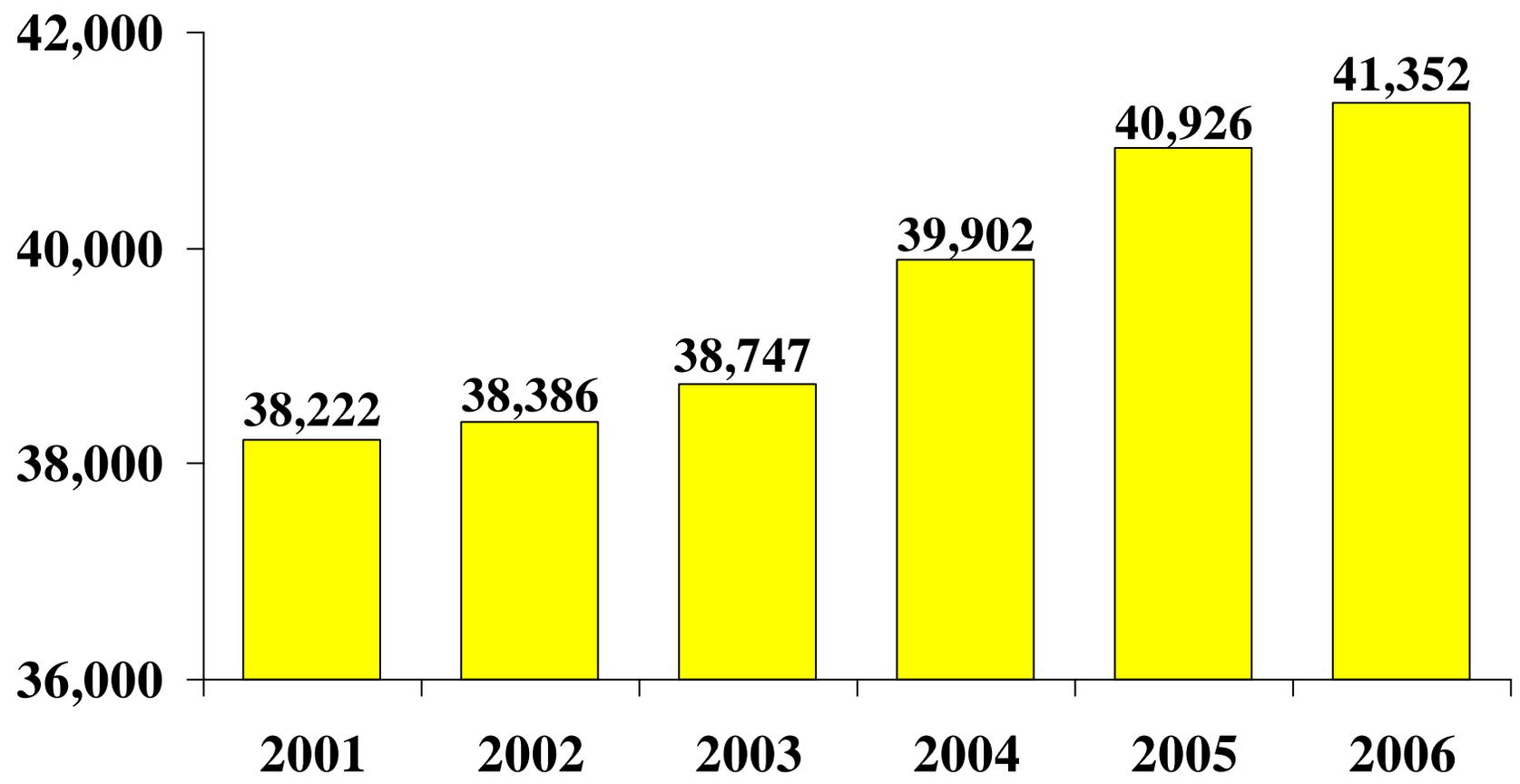


Employment for Marshall County: 1990 - 2000





Employment for Marshall County: 2001 - 2006

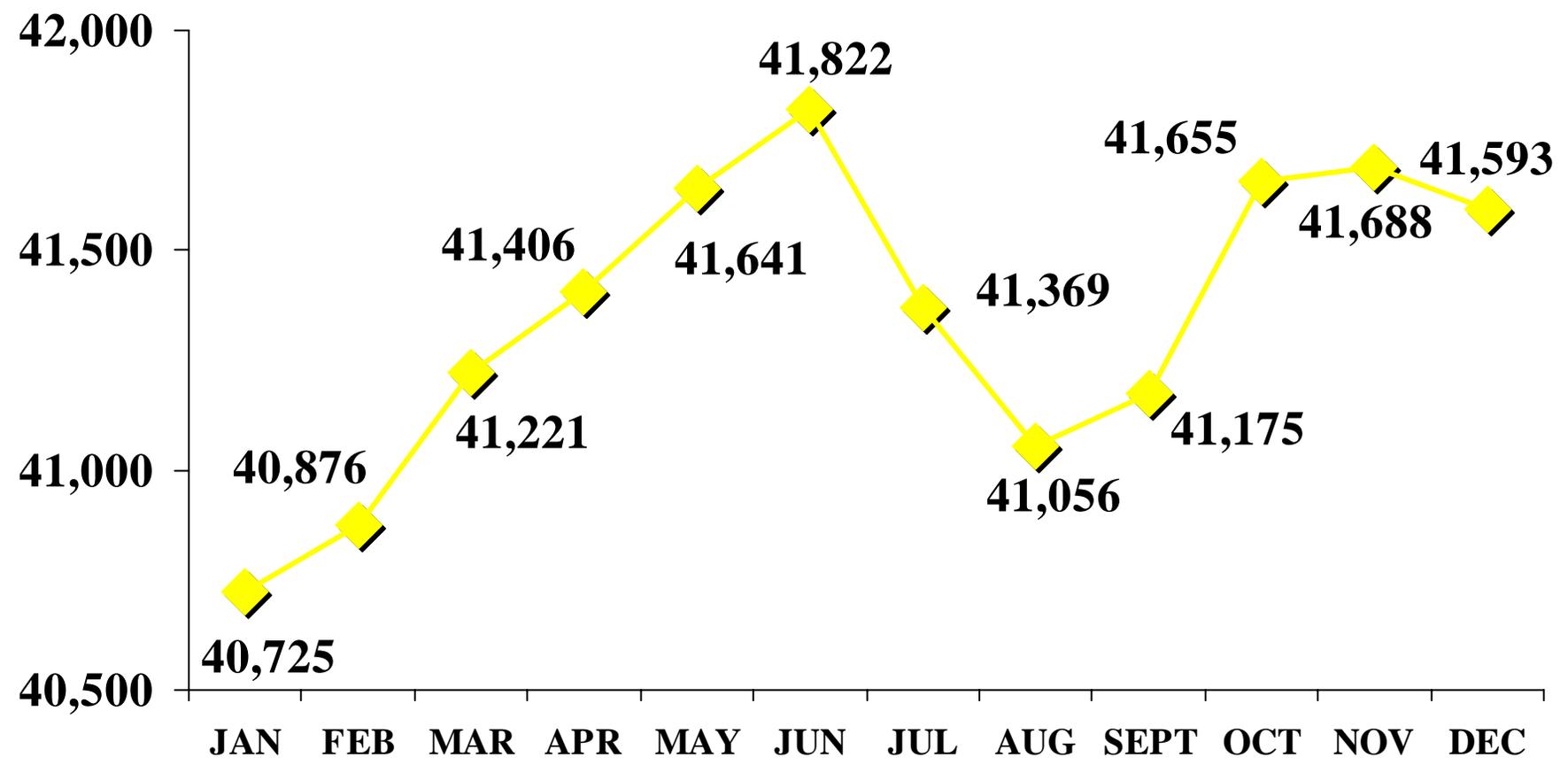
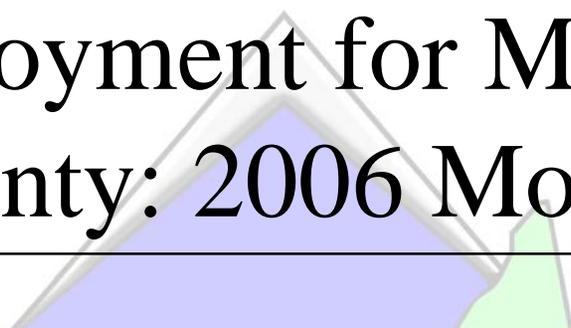


Source: AL Dept of Industrial Relations





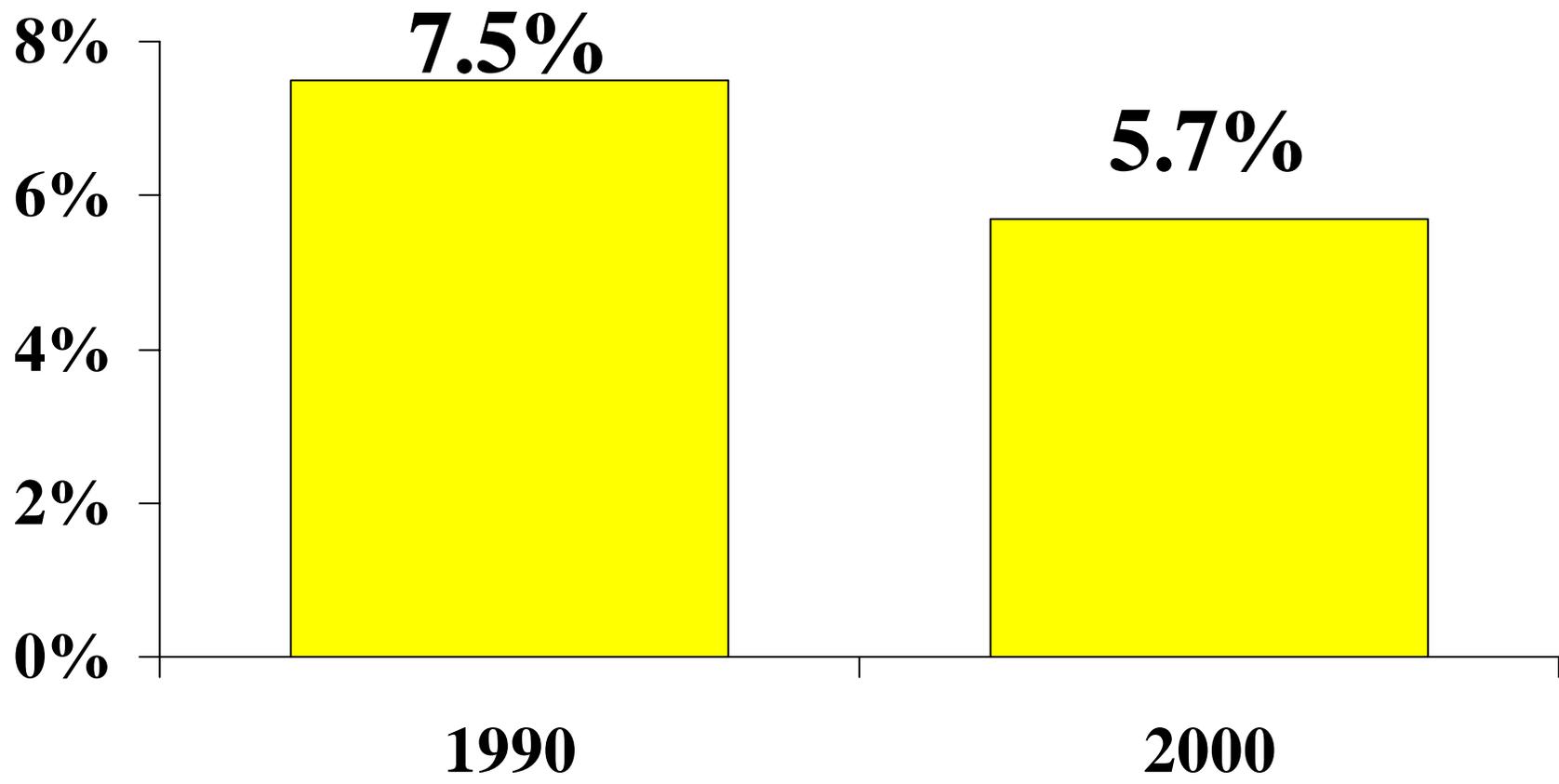
Employment for Marshall County: 2006 Monthly



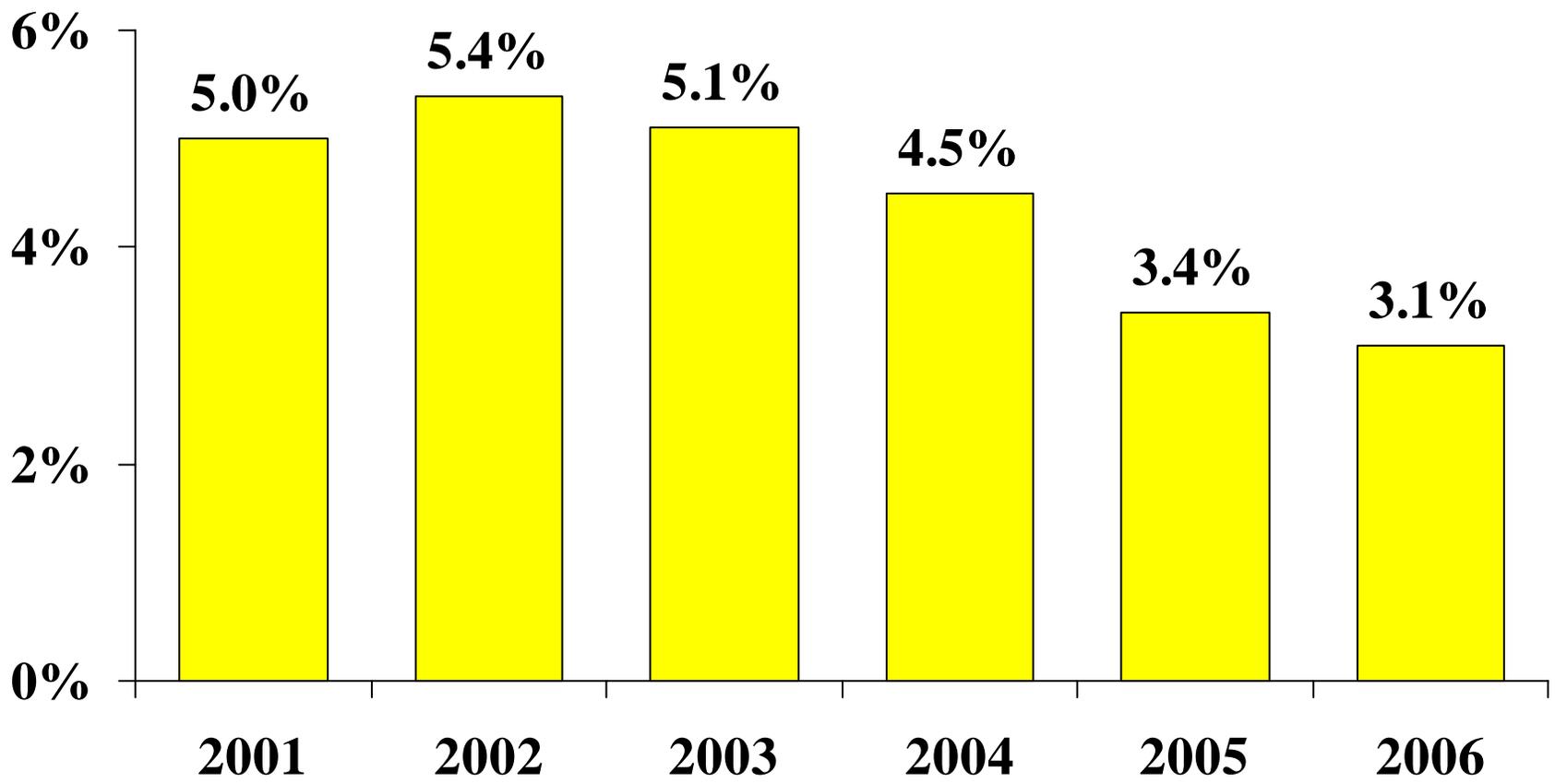
Source: AL Dept of Industrial Relations



Unemployment Rate for Marshall County 1990-2000

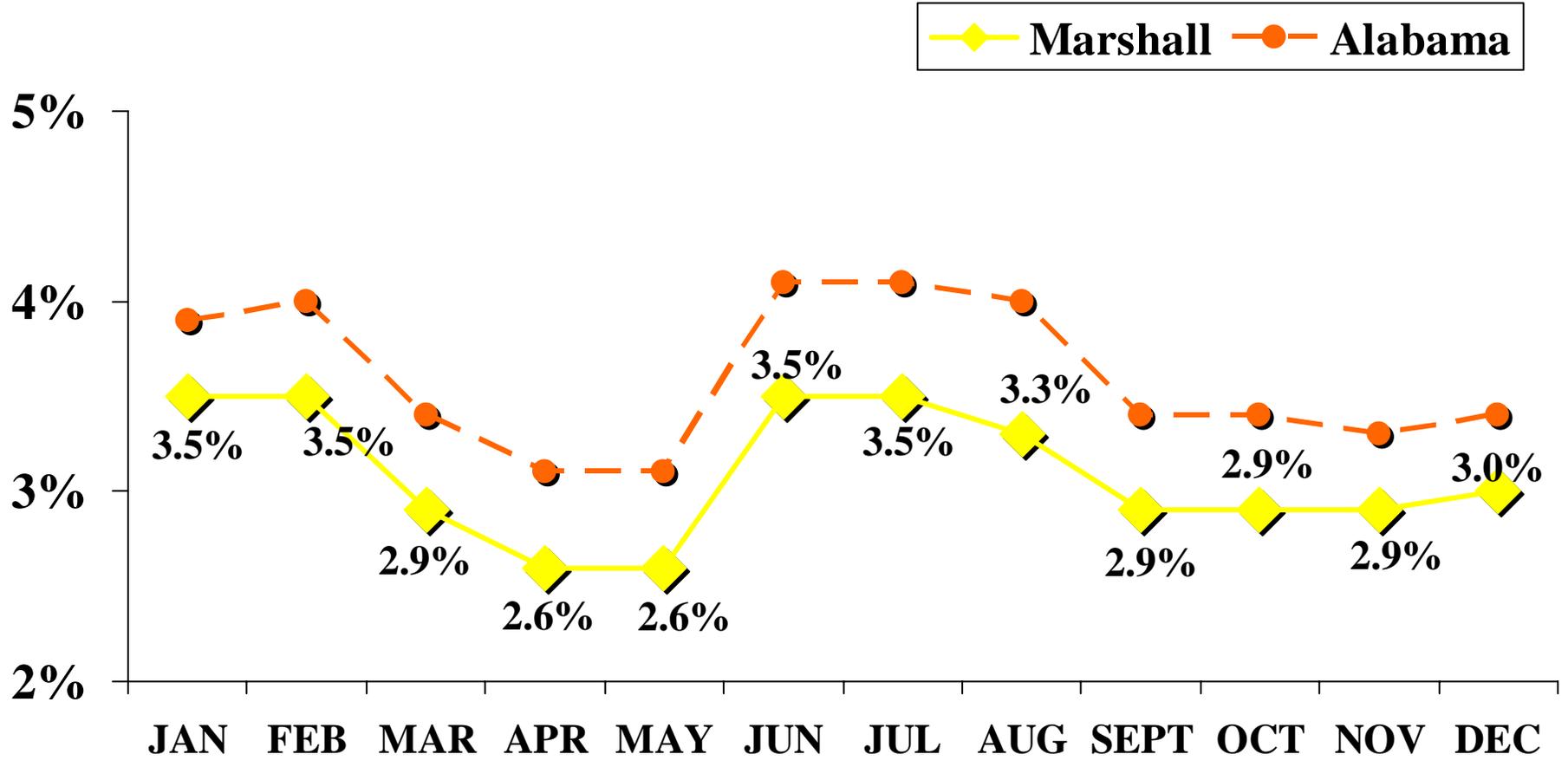


Unemployment Rate for Marshall County 2001-2006



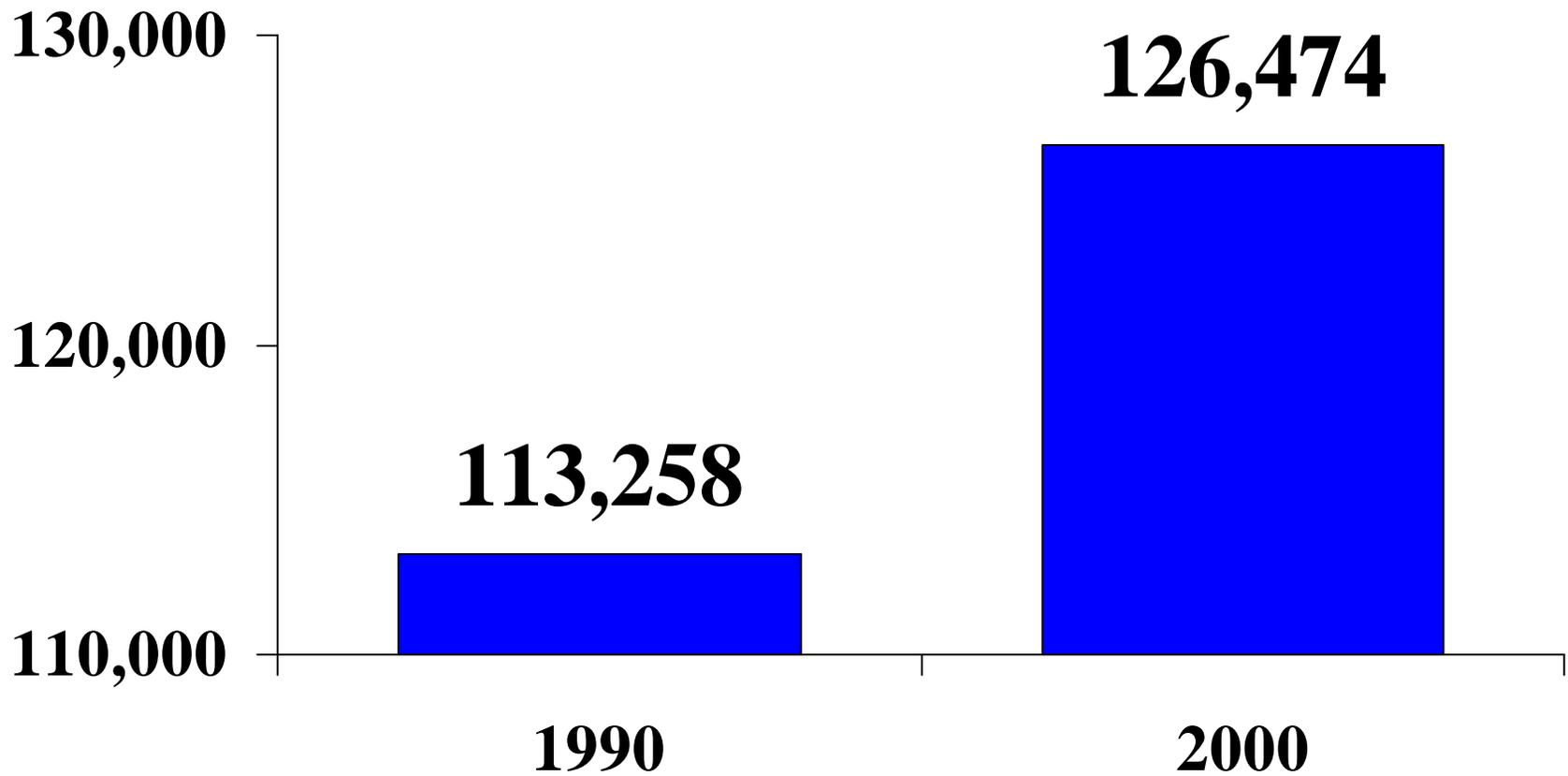


Unemployment Rate for Marshall County 2006 Monthly

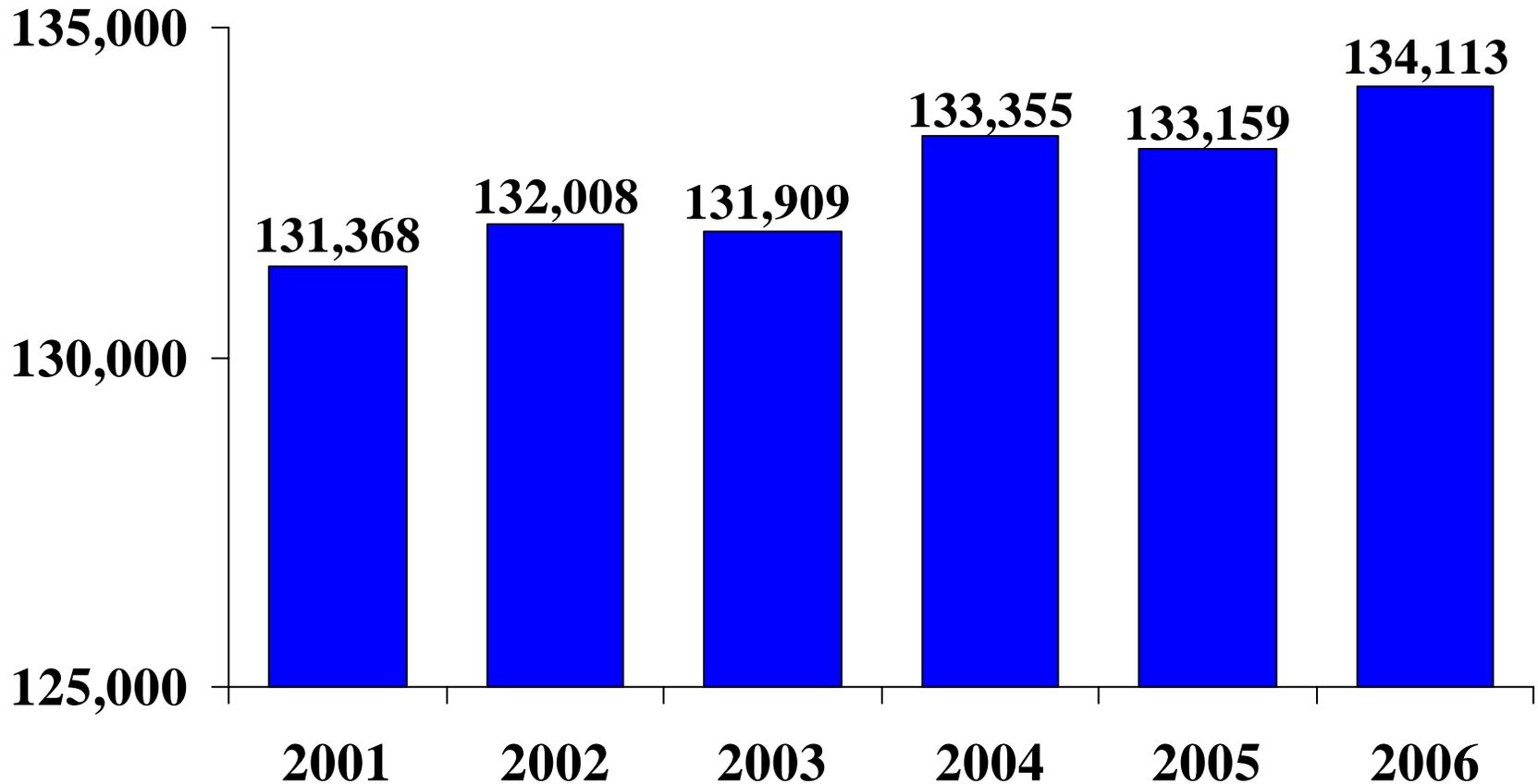


Source: AL Dept of Industrial Relations

Labor Force NEAZ 1990 - 2000

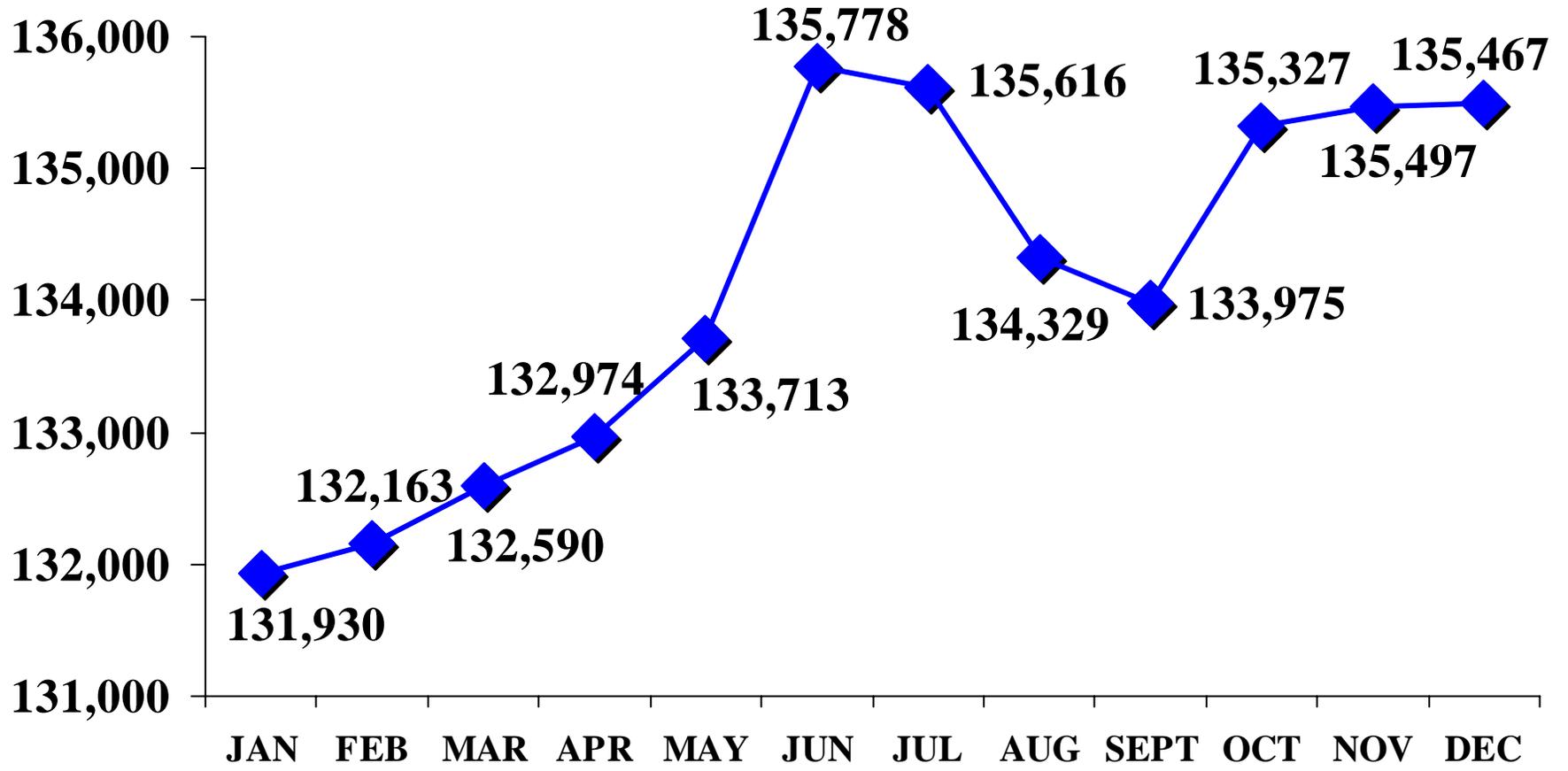


Labor Force NEAZ 2001 - 2006





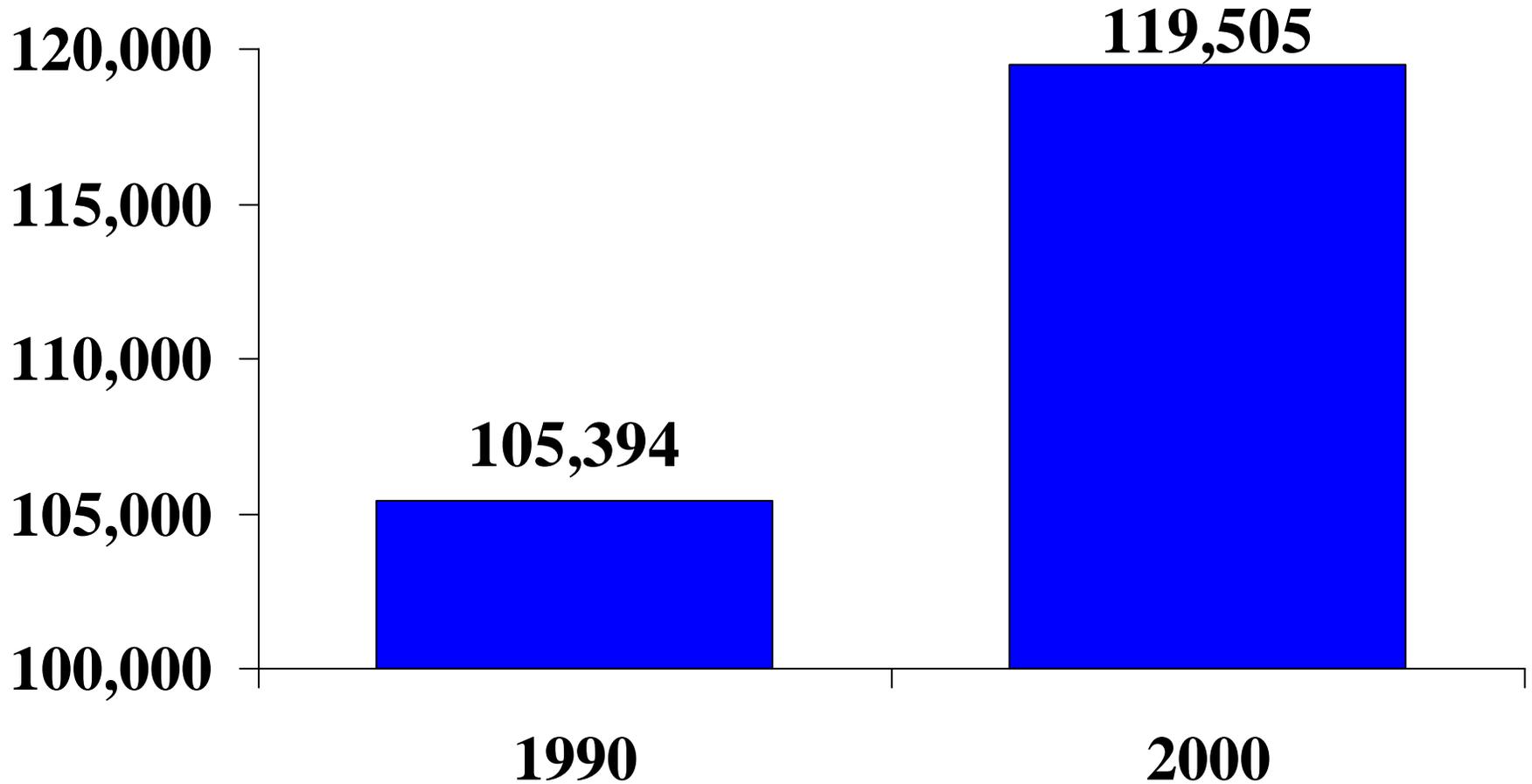
Labor Force NEAZ 2006 Monthly



Source: AL Dept of Industrial Relations

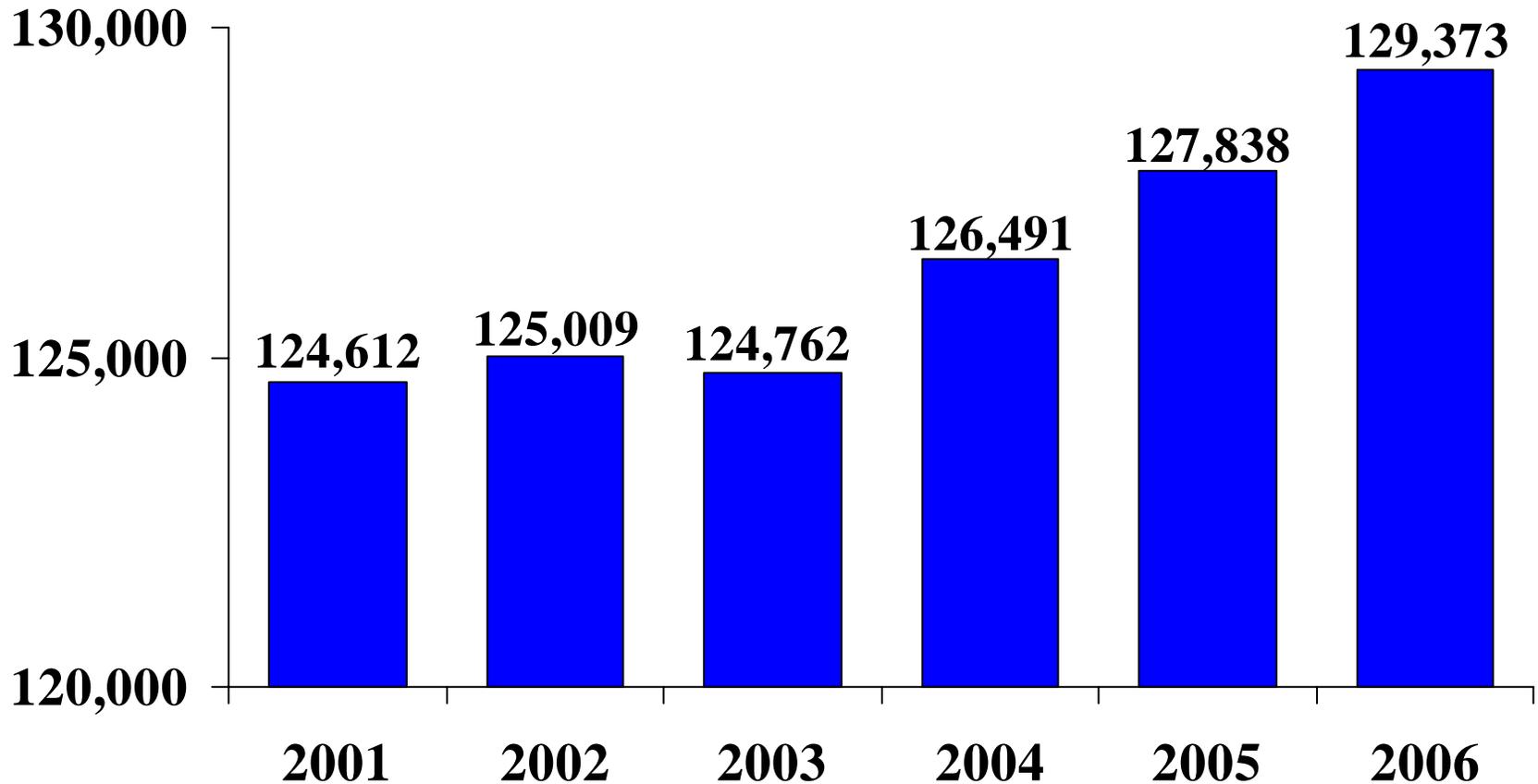


Employment for NEAZ 1990 - 2000





Employment for NEAZ 2001 - 2006

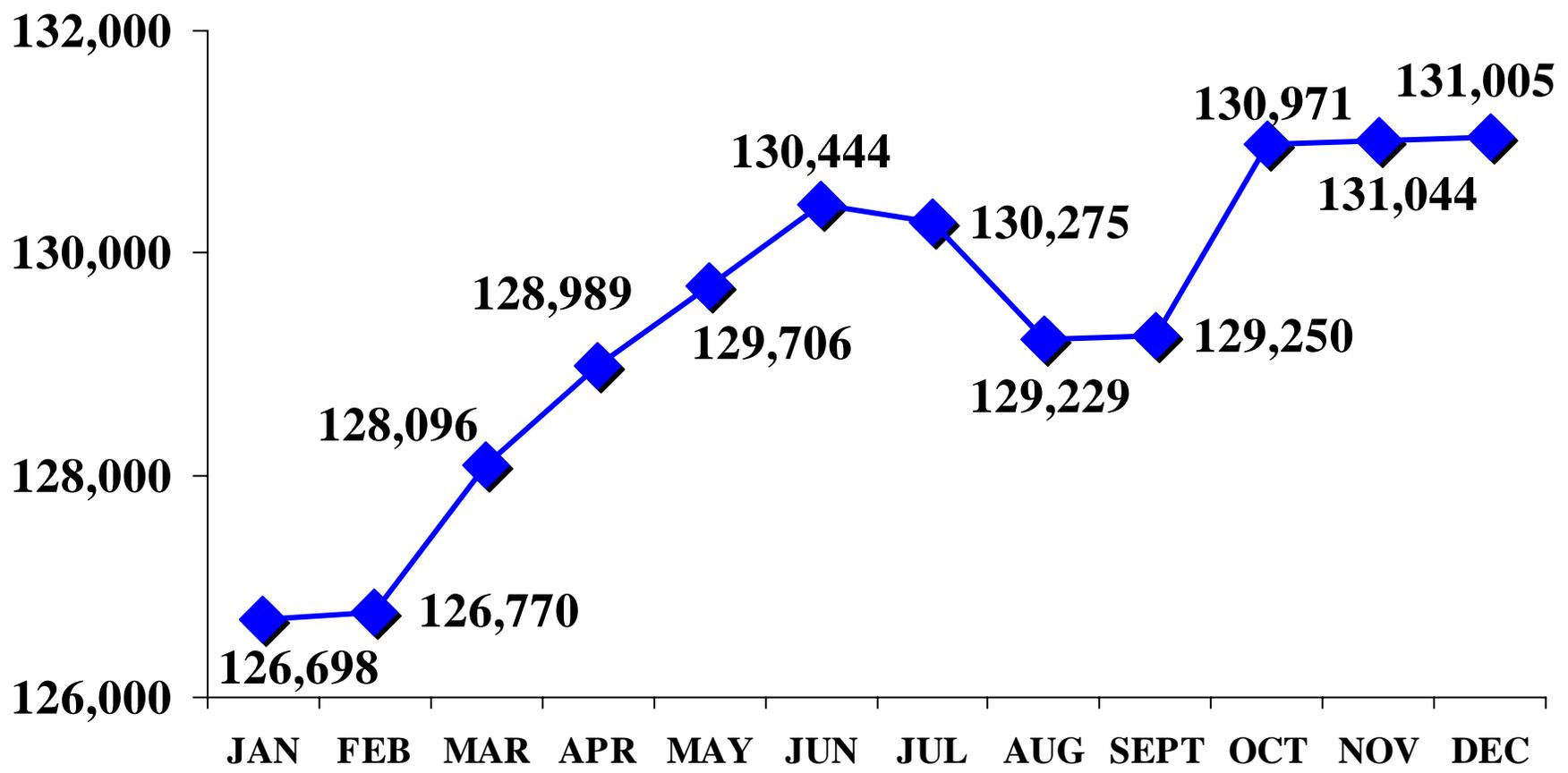


Source: AL Dept of Industrial Relations



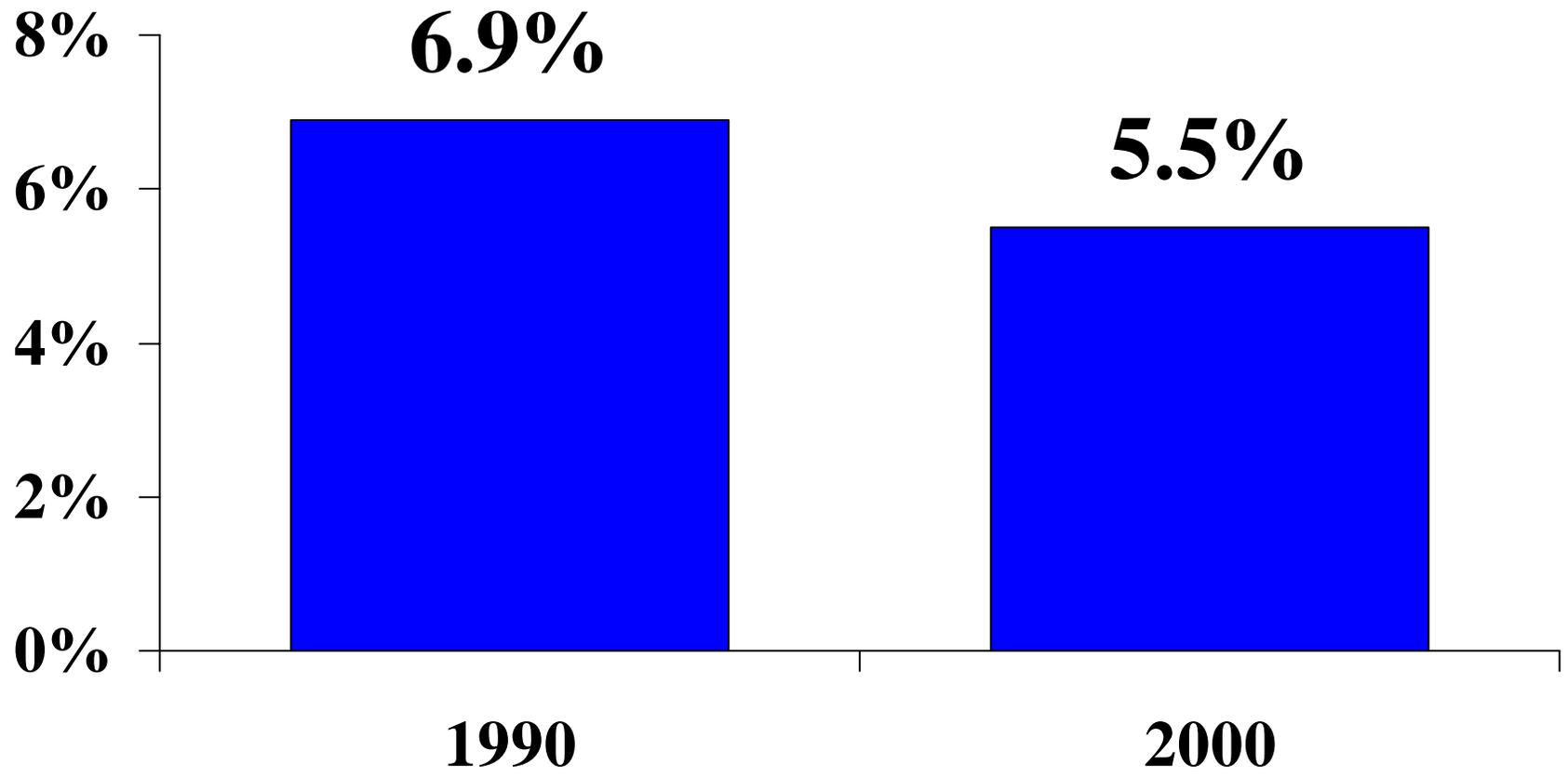


Employment for NEAZ 2006 Monthly

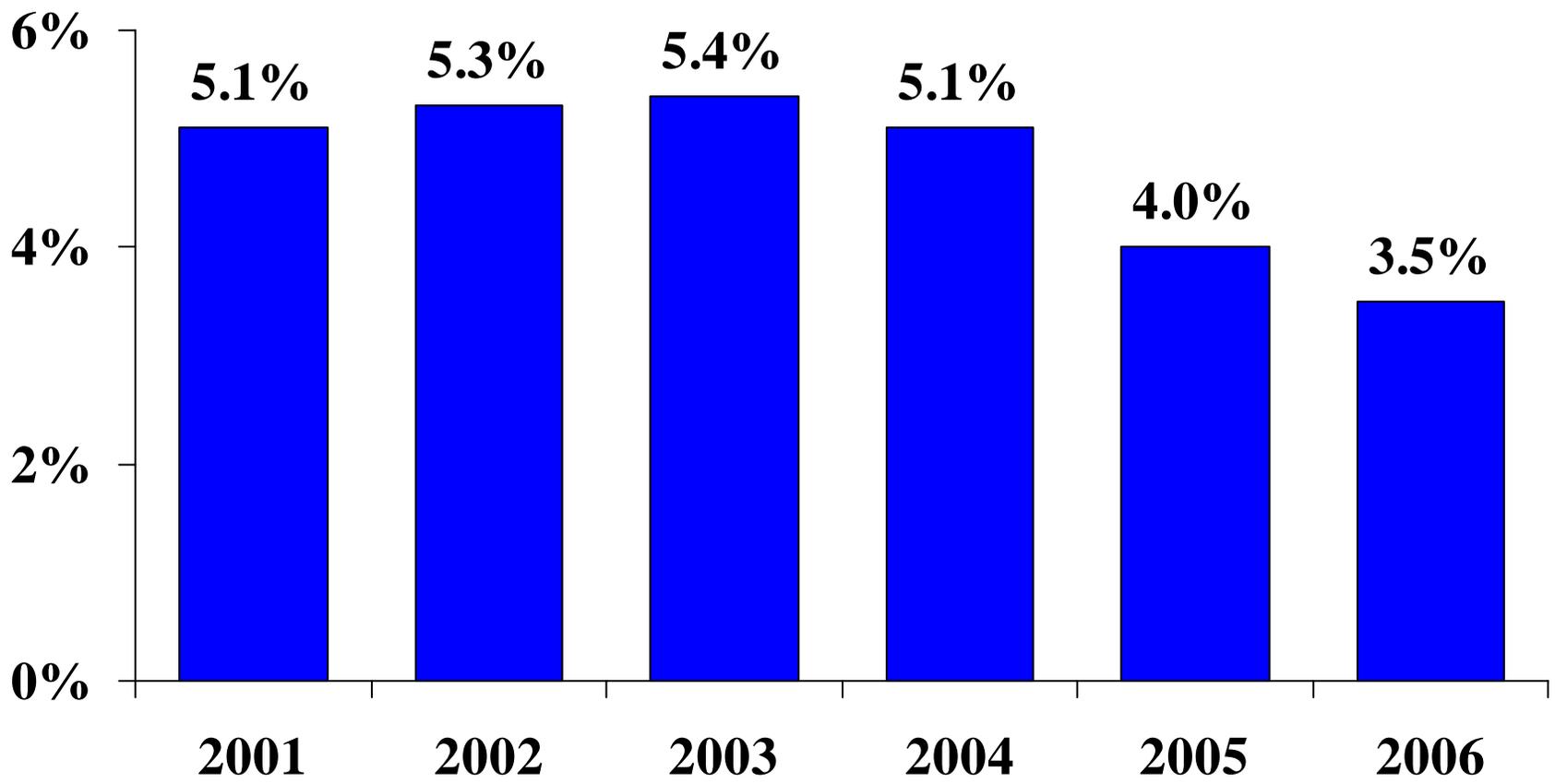


Source: AL Dept of Industrial Relations

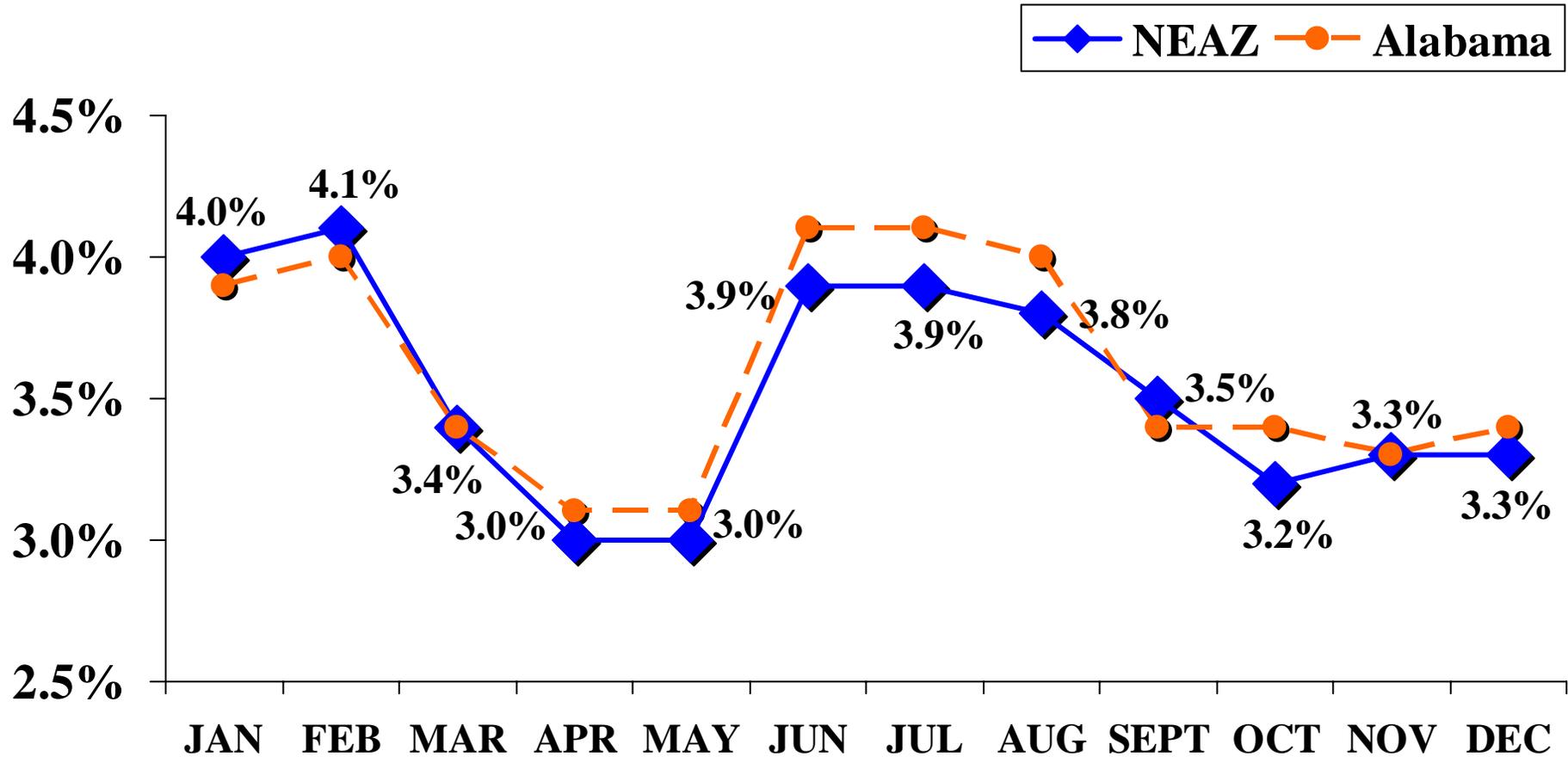
Unemployment Rate for NEAZ 1990 - 2000



Unemployment Rate for NEAZ 2001 - 2006



Unemployment Rate for NEAZ 2006 Monthly





Cherokee County Employment (Gain/Loss) by Industry: 2001-2006



INDUSTRY	# of Jobs	% of Total
GAIN: Limited-service restaurants	+75 new jobs	52.4%
LOSS: Greenhouse and nursery	(-60 jobs lost)	45.9%



DeKalb County Employment (Gain/Loss) by Industry: 2001-2006



INDUSTRY	# of Jobs	% of Total
GAIN:		
Limited-service restaurants	+308 new jobs	19.4%
Building material dealers	+108 new jobs	6.3%
Building contractors	+107 new jobs	6.3%
Full-service restaurants	+99 new jobs	6.1%
General freight trucking	+95 new jobs	5.6%
LOSS:		
Electronics Sales	(-118 jobs lost)	24.3%
Grocery Stores	(-106 jobs lost)	21.5%



Etowah County Employment (Gain/Loss) by Industry: 2001-2006



INDUSTRY	# of Jobs	% of Total
GAIN:		
General merchandise	+681 new jobs	23.4%
Health Care offices	+194 new jobs	6.5%
Limited-service restaurants	+188 new jobs	6.4%
Home health care service	+181 new jobs	6.2%
LOSS:		
Department Stores	(-556 jobs lost)	21.2%
Employment Services	(-487 jobs lost)	18.2%
Warehousing and storage	(-341 jobs lost)	13.0%



Marshall County Employment (Gain/Loss) by Industry: 2001-2006



INDUSTRY	# of Jobs	% of Total
GAIN:		
Animal slaughtering/processing	+2790 new jobs	47.2%
LOSS:		
Wired telecom carriers	(-161 jobs lost)	10.2%
Grocery Stores	(-159 jobs lost)	10.0%
Wireless telecom carriers	(-145 jobs lost)	9.0%
Building Equipment Contractors	(-117 jobs lost)	7.4%



Alabama

Unemployment Rates

January 2007

Preliminary State Rate (Seasonally Adjusted)

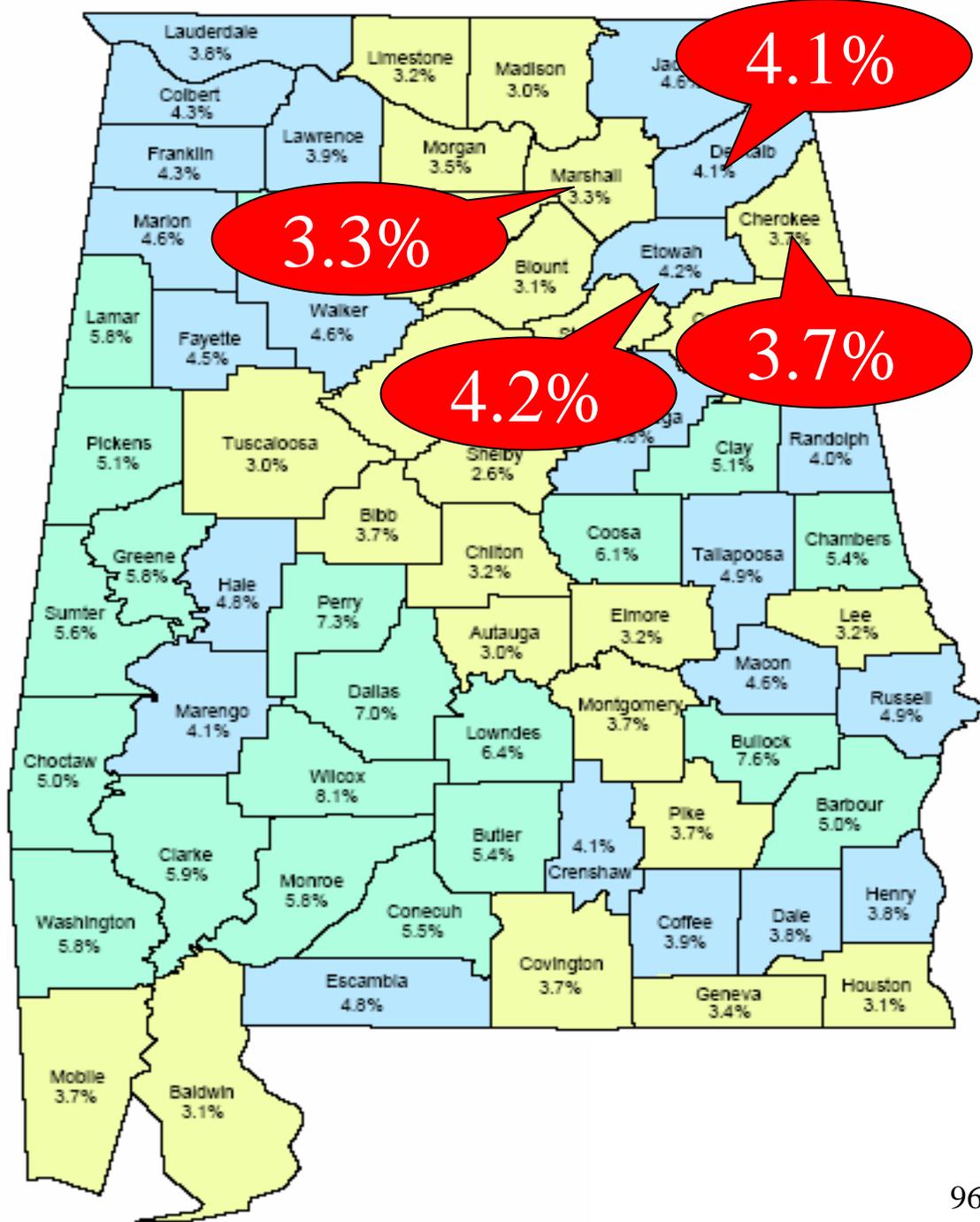
State Ave – 3.3%

Unemployment Rate

3.6% and Below

3.7% - 4.7%

4.8% and Above





Alabama

Unemployment Rates

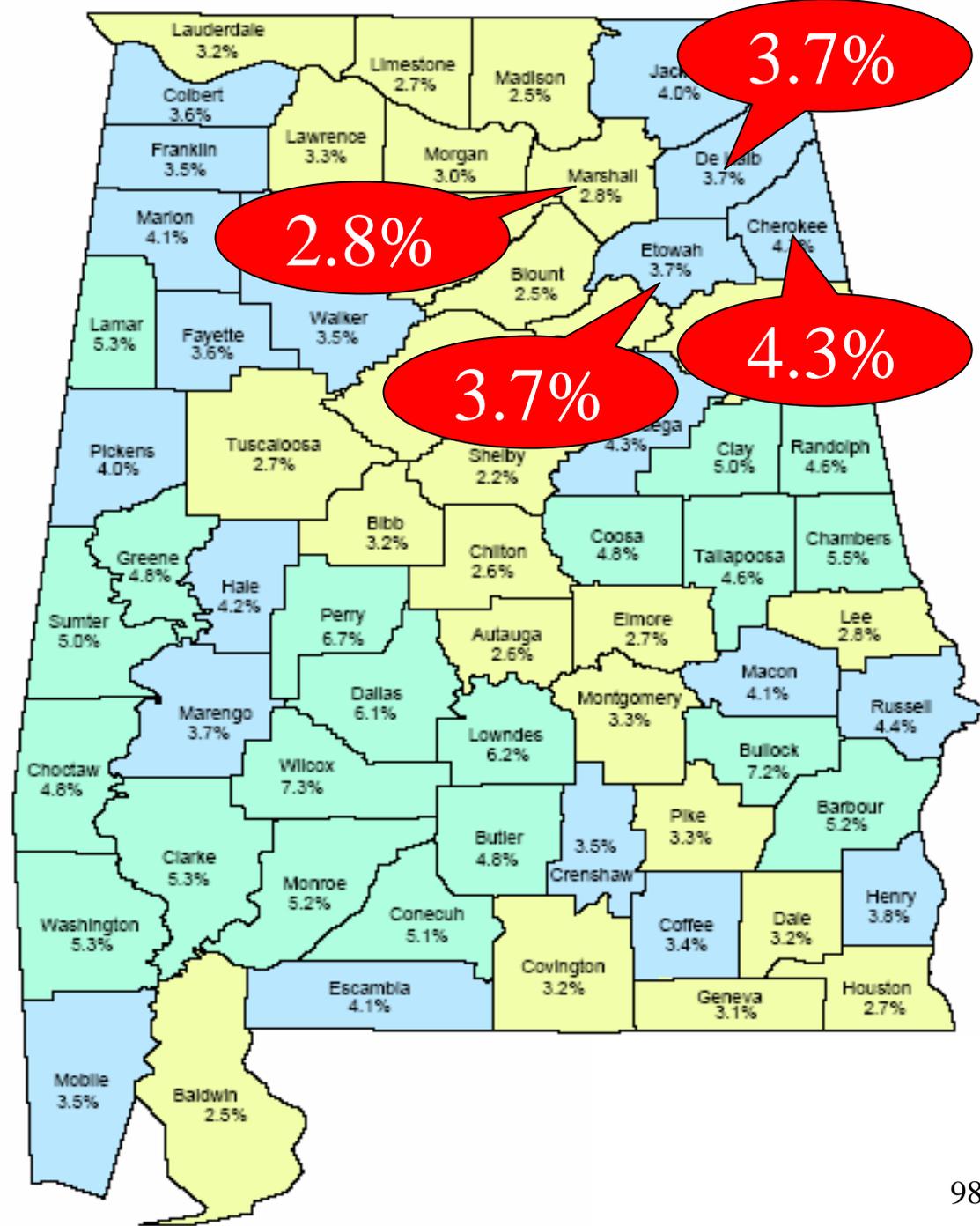
March 2007

Preliminary State Rate (Seasonally Adjusted)

State Ave – 3.4%

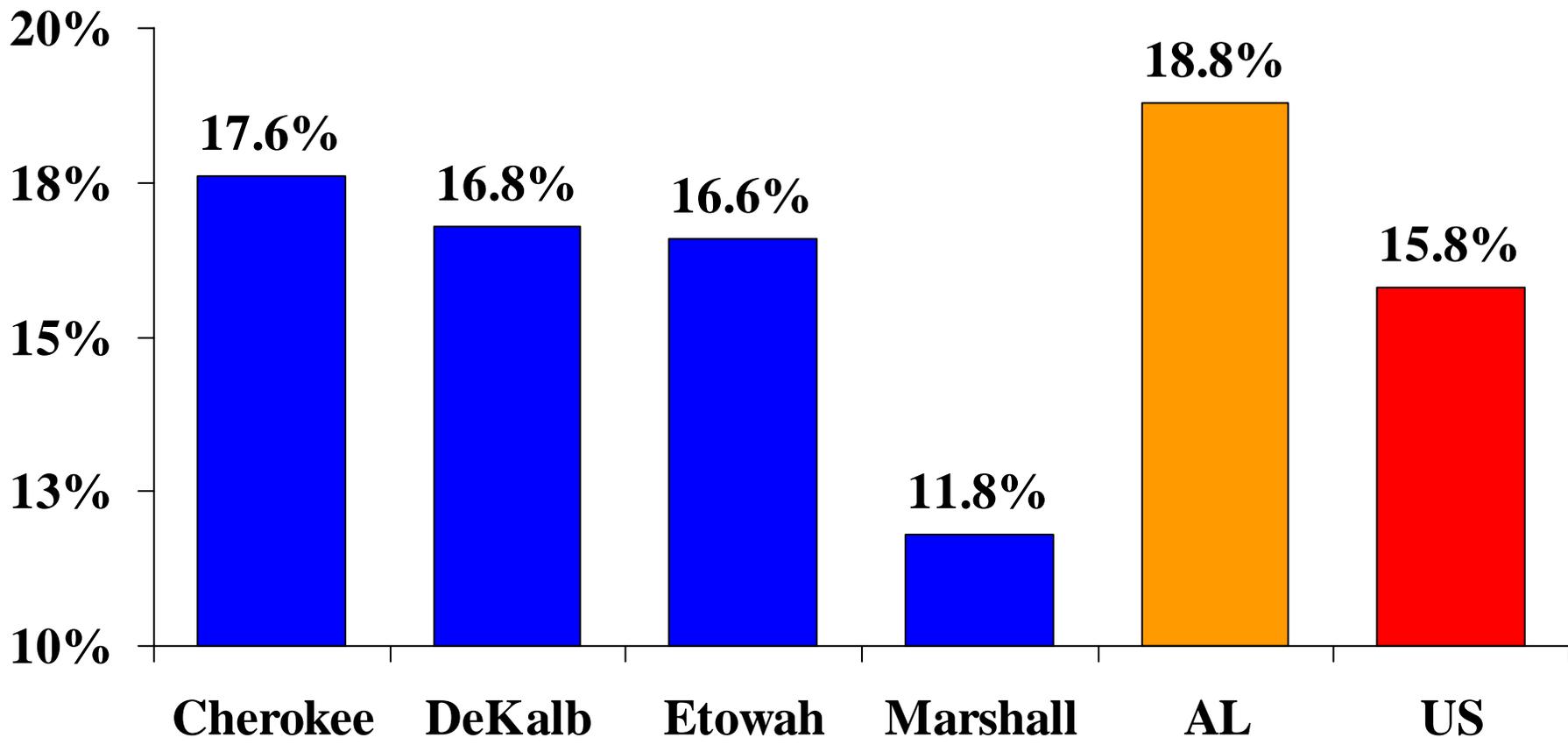
Unemployment Rate

- 3.3% and Below
- 3.4% - 4.4%
- 4.5% and Above



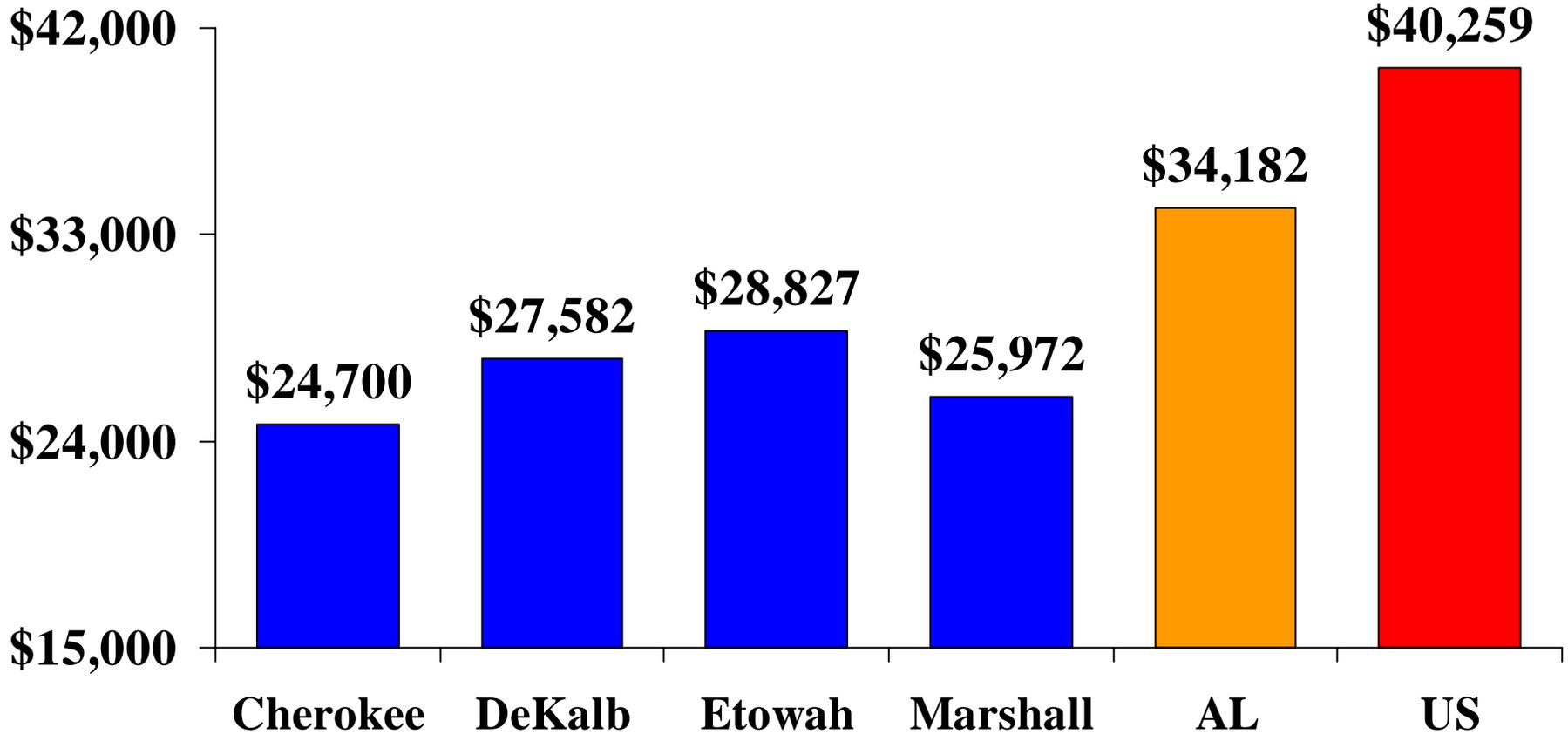
Source: AL Dept of Industrial Relations

NEAZ Changes in Industry Wages 2001 - 2006





NEAZ Average Annual Industry Wages 2006



Source: Bureau of Labor Statistics

NEAZ Labor Issues Summary

- Labor Force
- Employment
- Unemployment
- Changes in Industry Wages
- Average Annual Industry Wages
- Top Employment Gainers and Losers



Estimated Annual Visitors NEAZ Attractions:

Total Visitors:

3,608,000

Total Visitors From Outside

Zone:

1,309,000

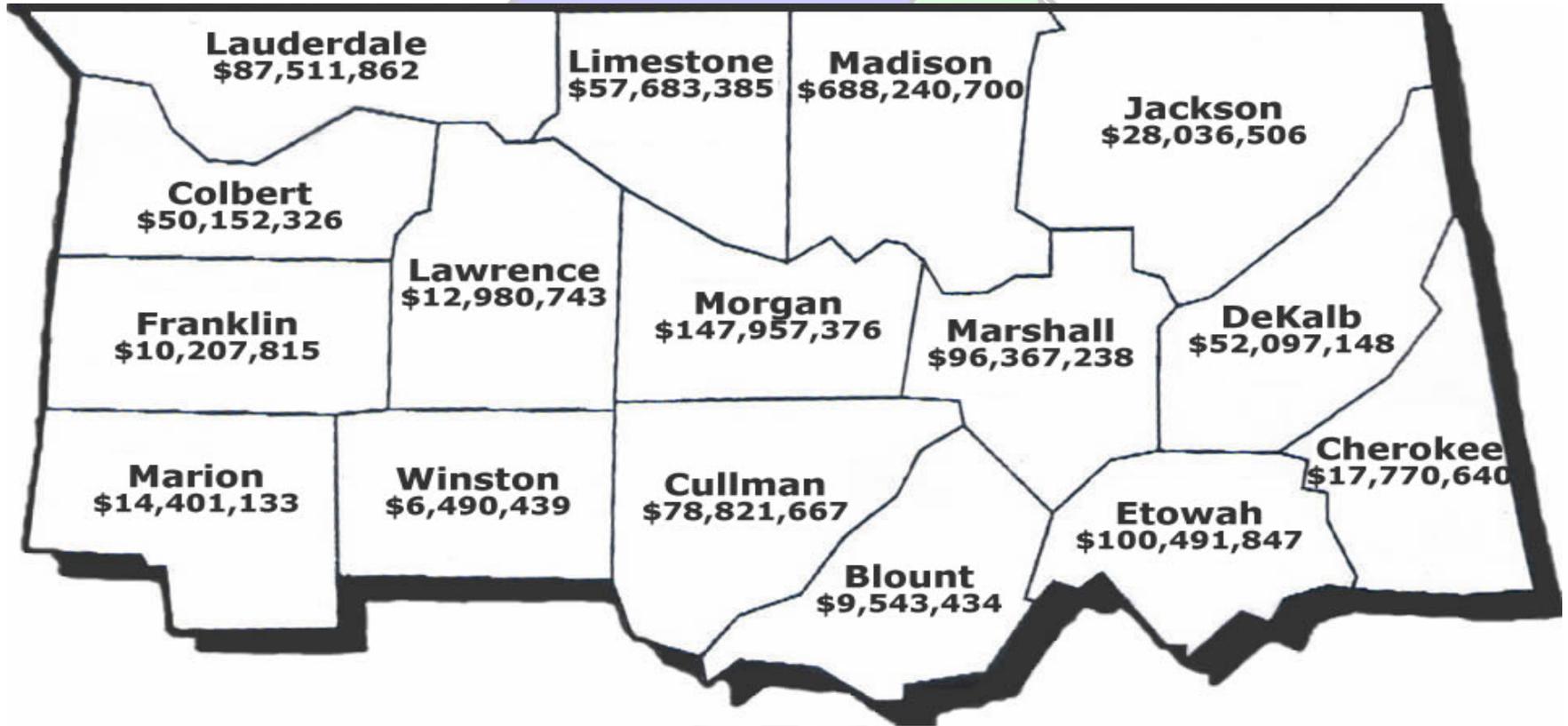


Tourism Expenditures NEAZ 2004-2005



COUNTY	2005	PERCENT GROWTH (2004-2005)
Cherokee	\$17,770,640	11%
DeKalb	\$52,097,148	8%
Etowah	\$100,491,847	6%
Marshall	\$96,367,238	14%
TOTAL	\$266,726,873	9.5%

Tourism Expenditures 16 County Region 2005



Source: 2006 Annual Report, Alabama Mountain Lakes Tourist Association, Economic Impact 2006, Alabama Bureau of Tourism and Travel

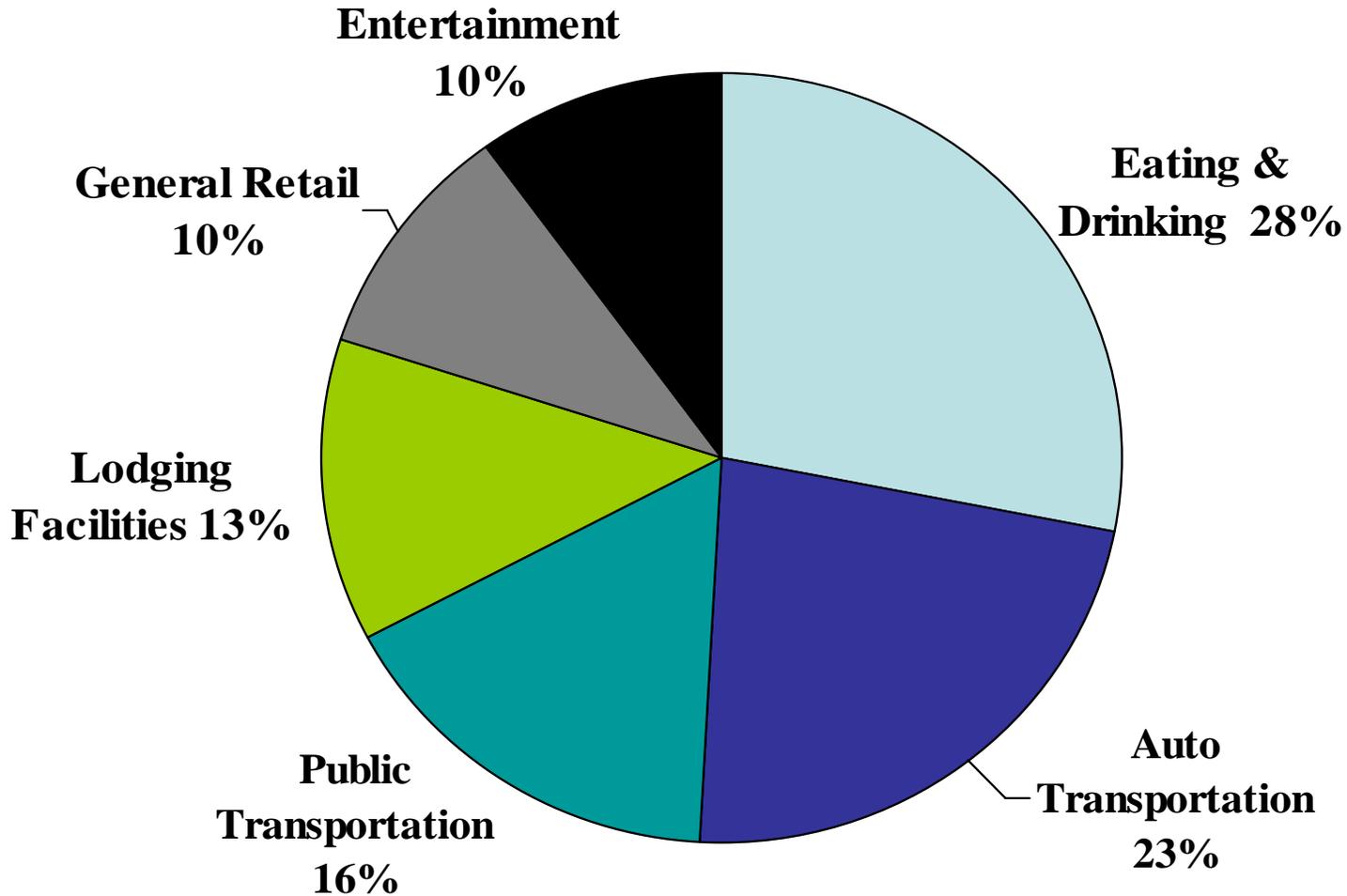


Comparison of Tourism Expenditures 2004-2005

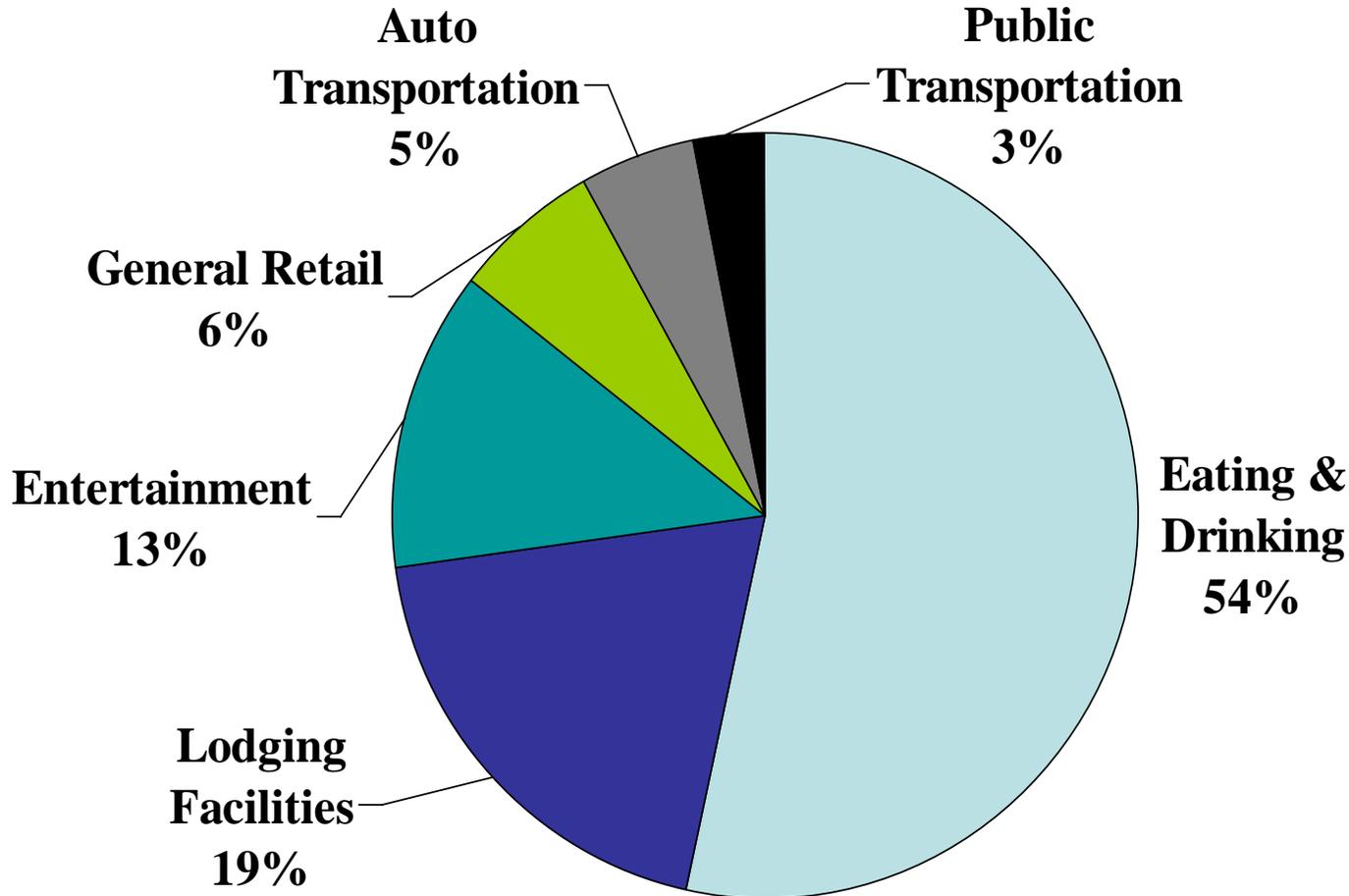


	2005	PERCENT GROWTH (2004-2005)
NEAZ	\$266,726,873	9.5%
AMLA Area 16 Counties	\$1,450,455,102	7.2%
State of Alabama	\$7,595,763,553	3.3%

Tourism Expenditures By Category: Alabama 2005



Tourism-Related Employment: Alabama 2005





NEAZ Annual Lodging Tax 2004-2005



COUNTY	2005	PERCENT GROWTH (2004-2005)
Cherokee	\$46,040	10%
DeKalb	\$266,235	8%
Etowah	\$502,976	6%
Marshall	\$444,050	9%
TOTAL	\$1,259,301	7.5%



Summary of Economic Impact of Tourism on NEAZ for 2005



Tourist Expenditures.....	\$266.7 million
Total Visitors from Outside Zone.....	1.3 million
Total Full-Time Jobs Created.....	8,000 jobs
Total Income Generated.....	\$533.4 million
Total Government Revenue Generated.....	\$30.5 million



Fishing, Hunting, and Wildlife: Cherokee County



	Payroll Employment	Expenditures
Cherokee	5,156	\$130,532,280
Fishing/Other	11,216	\$35,541,280
% of Total	11.04%	27%



Cherokee County Total Economic Impacts of Fishing, Hunting, Wildlife

Sales/Income Impact	\$35.5 million
Tax Benefits	\$1.9 million
Jobs Benefit	540 jobs

NEAZ Selected Medical Care Statistics

Physicians	387
Registered Nurses	2,387
LPN's	727



NEAZ Physicians with Active Clinical Practice



County	Population	Physicians with Active Clinical Practice	
		Number	Per 10,000 Population
Cherokee	23,988	14	6.1
DeKalb	64,452	55	8.6
Etowah	103,459	214	20.7
Marshall	82,231	104	12.7
NEAZ		387	9.21



NEAZ Medical Care Payroll



	Payroll Employment	Annual Payroll	Number of Establishments
NEAZ	101,564	\$2,744,245,159	3,746
Health Care	11,216	\$311,608,000	563
% of Total	11.04%	11.35%	13.1%



NEAZ Total Economic Impacts of Medical Care

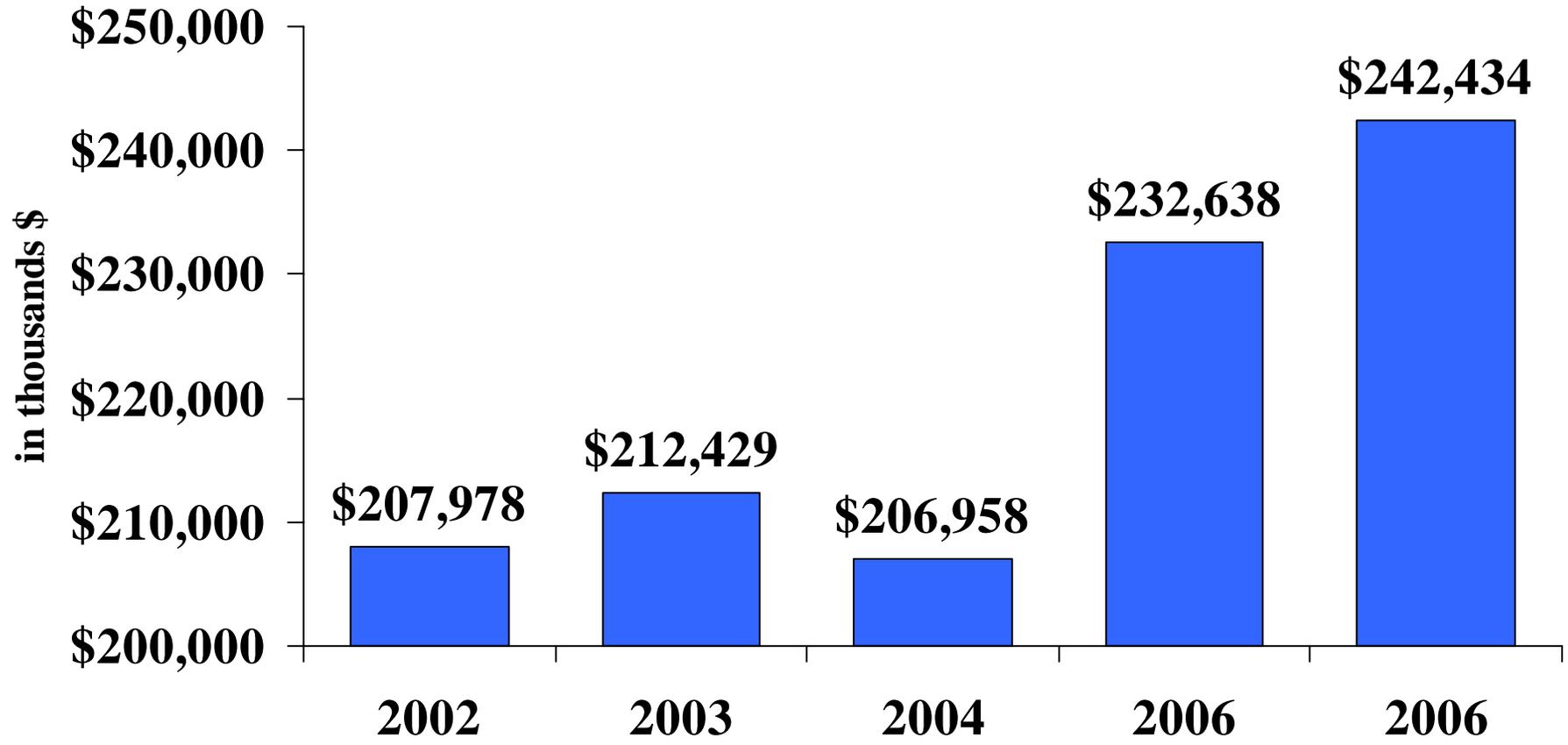


Industry

Sales/Income Impact	\$1,045 million
Tax Benefits	\$57.5 million
Jobs Benefit	15,675 jobs

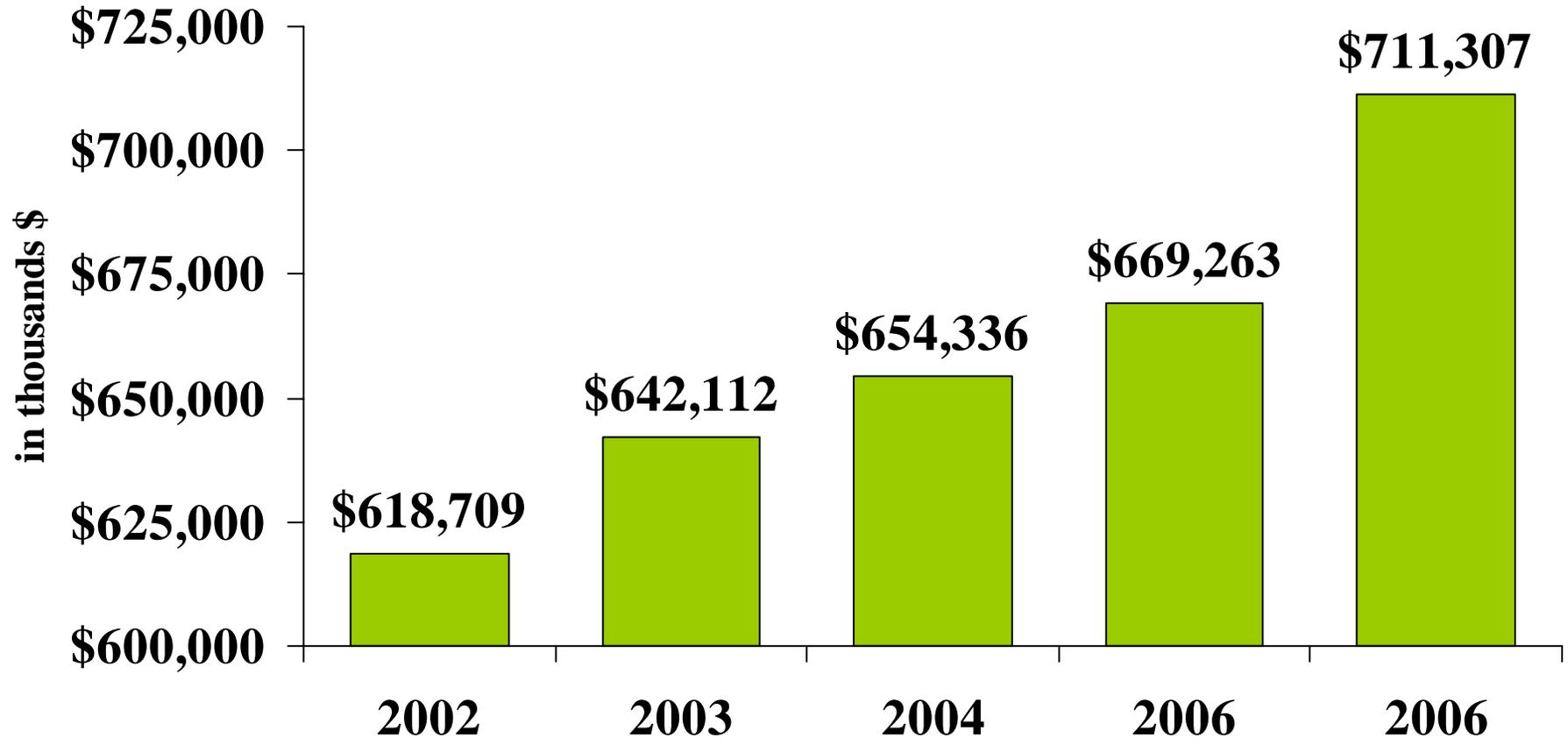


Cherokee Bank Deposits 2002-2006 in Thousands \$



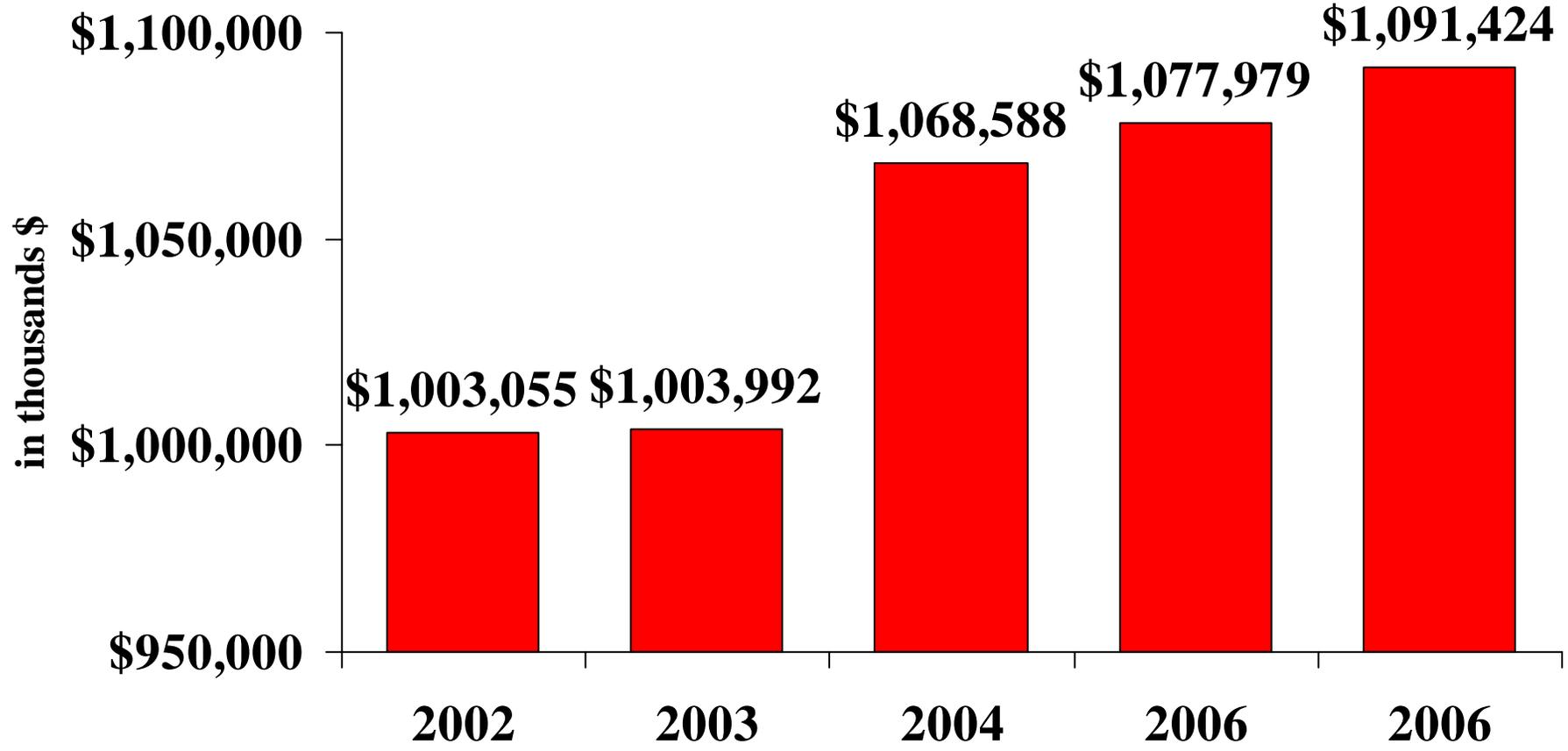


DeKalb Bank Deposits 2002-2006 in Thousands \$



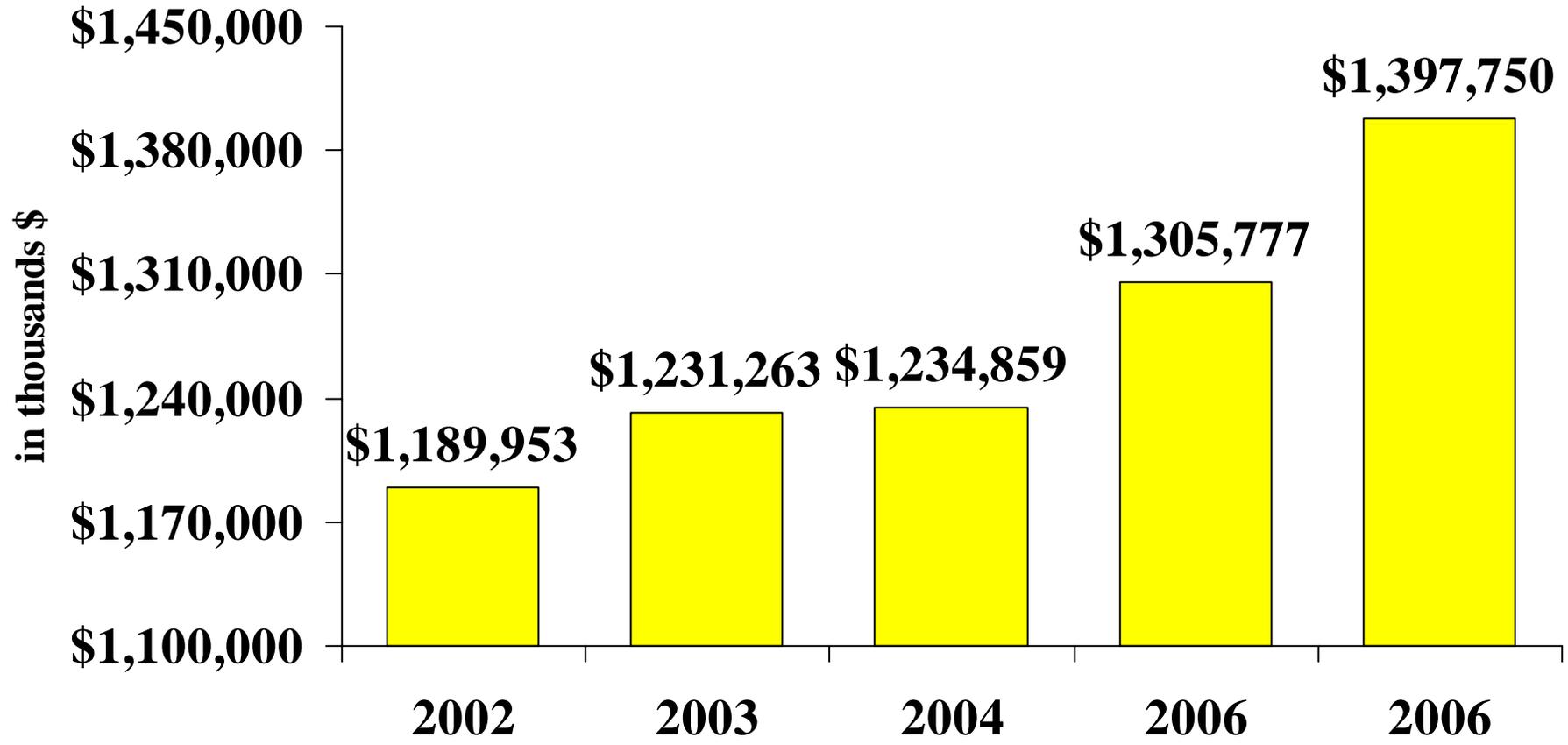


Etowah Bank Deposits 2002-2006 in Thousands \$



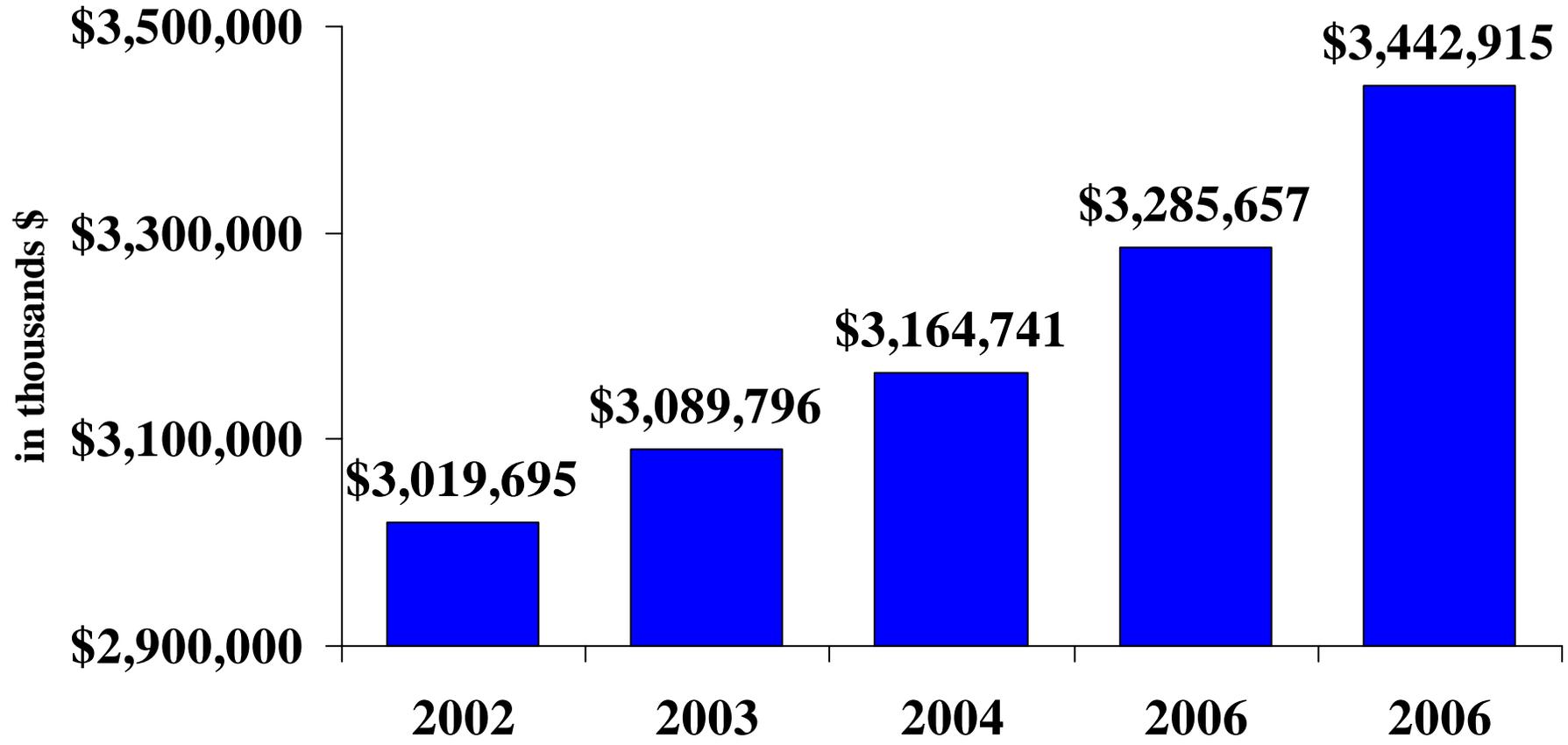


Marshall Bank Deposits 2002-2006 in Thousands \$



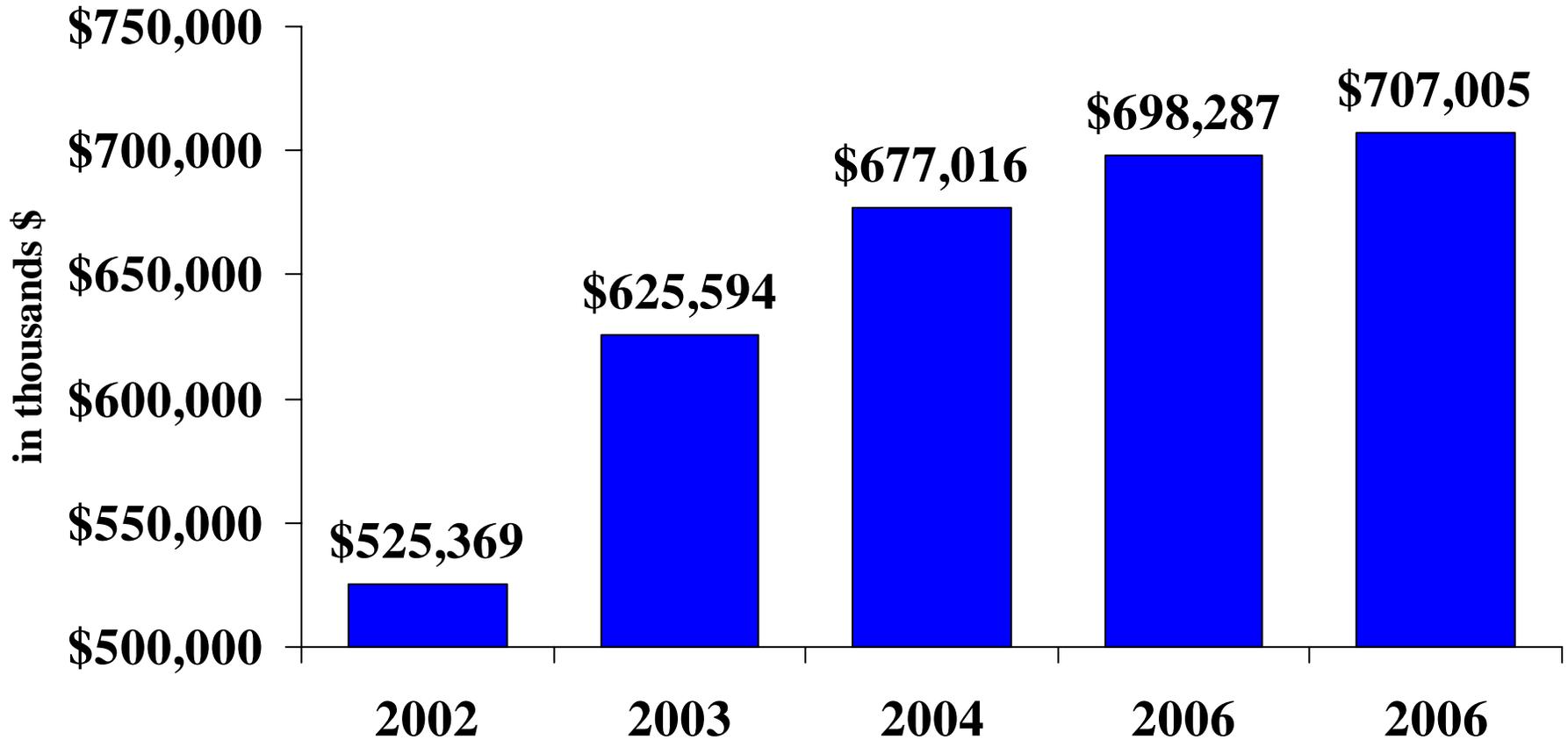


NEAZ Bank Deposits 2002-2006 in Thousands \$

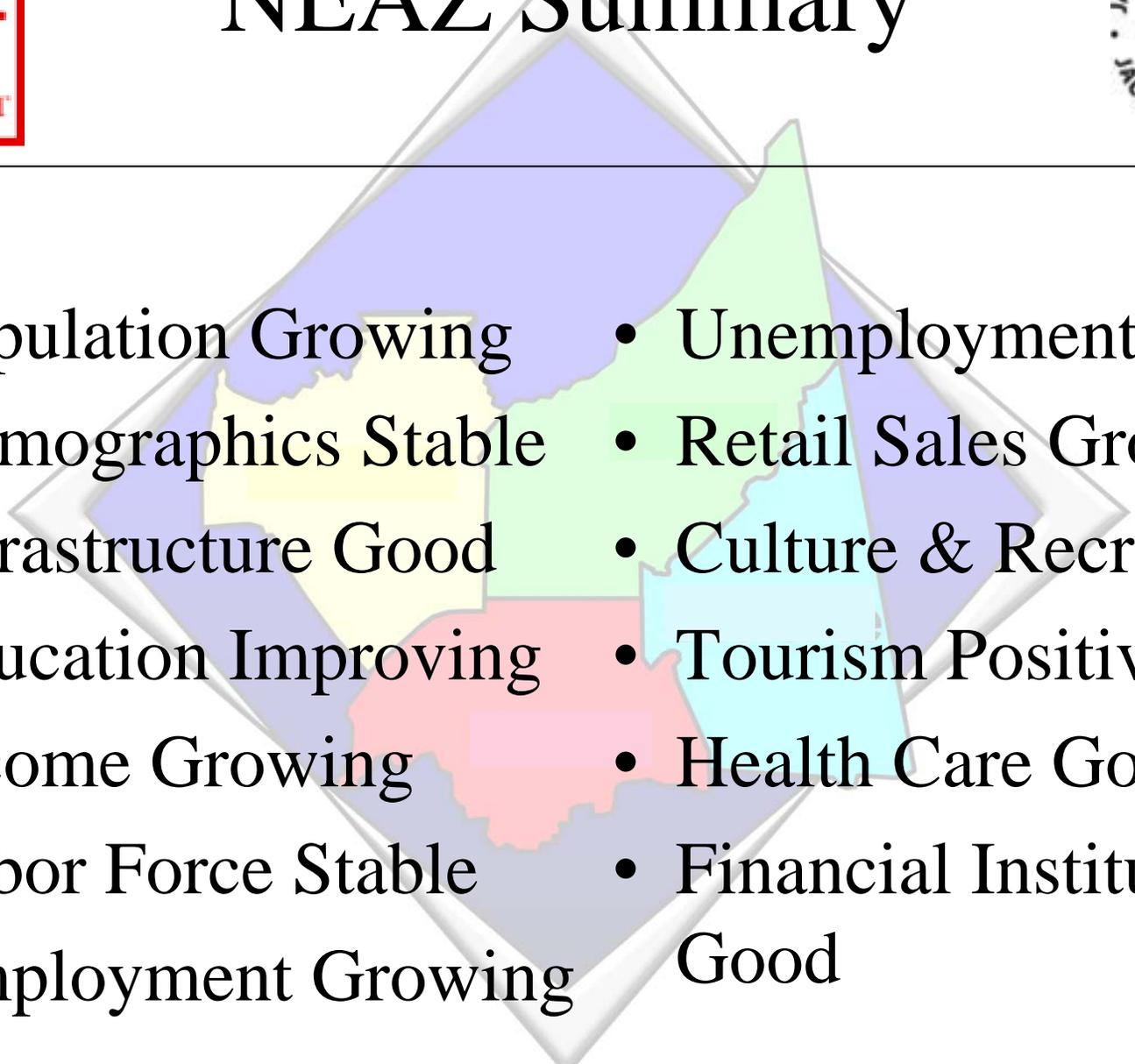




NEAZ Credit Union Deposits 2002-2006 in Thousands \$



NEAZ Summary

- 
- A map of the NEAZ region is shown in the background, divided into several colored areas: purple, yellow, green, cyan, and red. The map is overlaid with a large, light-colored diamond shape.
- Population Growing
 - Demographics Stable
 - Infrastructure Good
 - Education Improving
 - Income Growing
 - Labor Force Stable
 - Employment Growing
 - Unemployment Low
 - Retail Sales Growing
 - Culture & Recreation
 - Tourism Positive
 - Health Care Good
 - Financial Institutions Good