

JACKSONVILLE STATE UNIVERSITY
CENTER FOR ECONOMIC DEVELOPMENT
AND BUSINESS RESEARCH |
ECONOMIC UPDATE



2022
ANNUAL
REPORT



CENTER FOR ECONOMIC DEVELOPMENT
AND BUSINESS RESEARCH
JACKSONVILLE STATE UNIVERSITY



CONTACT INFORMATION:

Dr. Benjamin B. Boozer, Jr.
Professor of Finance
Editor
College of Business and Industry
Email: bboozer@jsu.edu

Mr. Jeffrey G. Hooie
Research Analyst
Assistant Editor
Center for Economic Development and Business Research
Email: jhooie@jsu.edu

Mr. Camaron Harry
Graduate Research Assistant
Center for Economic Development and Business Research
Email: charry@stu.jsu.edu

Mr. Jose Mendez
Graduate Research Assistant
Center for Economic Development and Business Research
Email: jmendez1@stu.jsu.edu

Ms. Jennifer Green
Director
Center for Economic Development and Business Research
Email: jngreen@jsu.edu

Ms. Judy Porter
Bookkeeper
Center for Economic Development and Business Research
Email: jporter@jsu.edu

Dr. Brent Cunningham
Dean
College of Business and Industry
Email: brentc@jsu.edu

[JSU Center for Economic Development and Business Research](#)

Merrill Hall Suite 150
700 Pelham Rd. North, Jacksonville, AL 36265
Phone: (256) 782-5324
www.jsu.edu/ced

CONTENTS

TOPIC(S)	PAGE(S)
REGIONAL COVERAGE OVERVIEW	4-6
2021-2022 TAX PROFILE: SALES, USE, LODGING, SIMPLIFIED SELLERS USE TAX(SSUT) (COUNTIES, CITIES, AND REGION)	7-35
2021-2022 DEMOGRAPHIC AND LABOR FORCE PROFILE (COUNTIES AND REGION)	36-67
REGIONAL MSA PERFORMANCE (JSU CEDBR METROPOLITAN STATISTICAL AREAS (MSAs))	68-69
MARKETING & NOTES (CBI AND CEDBR)	71-76



CENTER FOR ECONOMIC DEVELOPMENT
AND BUSINESS RESEARCH
JACKSONVILLE STATE UNIVERSITY

Regional Coverage Overview

Welcome to the Jacksonville State University Economic Update. This edition is an annual report of selected economic indicators for 2021 and 2022. The analysis considers sales, use, lodging, and Simplified Sellers Use Tax (SSUT) in examining tax revenue effects as a measure of economic activity by county and selected municipal areas. Demographic and labor force data are accessed and evaluated in reviewing changes in household economic indicators relative to labor force characteristics for those counties and regions. In addition, regional economic performance is analyzed within each metropolitan statistical area (MSA) within the coverage area – Anniston, Oxford, Jacksonville MSA and Gadsden MSA.

With this edition we are excited to announce the addition of four counties within our Center for Economic Development and Business Research (CEDBR) footprint to better reflect the coverage area that we serve within Alabama. There are a total of 15 counties and 26 municipal entities analyzed within this report. The Alabama counties added are Chambers, Coosa, Jackson, and Tallapoosa. The counties examined, including selected municipal entities in reporting tax collections, are: Blount (Oneonta); Calhoun (Anniston, Jacksonville, Oxford, and Piedmont); Chambers (LaFayette); Cherokee (Centre); Clay (Ashland and Lineville); Cleburne (Heflin); Coosa (Rockford); DeKalb (Fort Payne and Mentone); Etowah (Attalla, Gadsden, and Rainbow City); Jackson



(Scottsboro); Marshall (Albertville and Guntersville); Randolph (Roanoke and Wedowee); St. Clair (Moody and Pell City); Talladega (Talladega and Sylacauga); and Tallapoosa (Alexander City and Dadeville). The grand total for each county includes values for the county and selected municipality within that county but does not necessarily include all municipal entities within the county. The region is comprised of a summation within each county.

According to the Alabama Department of Revenue (ALDOR), sales tax is a privilege tax imposed on the retail sale of tangible personal property sold in Alabama by businesses located in Alabama that is collected by the seller from the customer and remitted directly to the State. Municipalities and other entities collect and remit local sales taxes in addition to those collected by the State of Alabama. Consumers use tax is imposed on tangible personal property brought into Alabama for storage, use, or consumption in the state when the seller did not collect seller's use tax on the

sale of the property. Lodging taxes are assigned based on use of lodging facilities and, like sales tax, are often seasonal. SSUT allows eligible sellers to participate in a program to collect, report, and remit a flat eight percent (8%) of sellers use tax on all sales made in Alabama. An eligible seller is one that sells tangible personal property or a service into the State of Alabama from an inventory or location outside the state but does not have a physical presence in the State of Alabama.

Changes in SSUT collection mirror online sales trends in the economy. Recent increases in collection originate, in part, from a January 2019 requirement of marketplace facilitators to collect and remit the tax but are also a larger reflection of burgeoning online sales beginning in a pandemic environment and continuing as COVID cases subside and economic conditions improve. Collection comparisons are expected to plateau as traditional commerce increases. SSUT is allocated pro rata by county and municipal locality. ALDOR is required by law to distribute each locality's portion of the taxes quarterly to all municipalities and counties based on population. Dollar amount allocations will differ between locality; however, percentage allocation and change will be equal. For each county locality, including summation for each selected municipal entity, this report identifies SSUT dollar distribution received for 2022. Demographic profile includes population and household data in measuring household size and changes in the number of individuals residing in each county. Individualized demographic characteristics include home values, income levels and education levels. Housing data include rental and

homeownership availability in depicting variations in housing structures and vacancies as indicators of housing market dynamics.

Demographic profiles include population and household data in measuring household size and changes in the number of individuals residing in each county. Individualized demographic characteristics include home values, income levels, and education levels. Housing data include rental and homeownership availability in depicting variations in housing structures and vacancies as indicators of housing market dynamics.

Considering an overview of labor force by county, values for top industries and top occupations are gathered and reported by levels of employment for the two years analyzed, 2021-2022. Wages are disaggregated by top occupation with one-year projections in levels of employment and wage rates included for those industries. Occupations that are in high demand are tallied with one year employment projections and the requisite level of education needed in producing those goods or services considered. Overall unemployment rate and the number of unemployment claims for each county during December 2021 and 2022 are reported and analyzed.

Finally, regional data includes an aggregation of demographic and labor force profile data for all 15 counties as well as regional metropolitan statistical area (MSA) performance for the two MSA regions. Performance includes measures of gross domestic product (GDP), export values and categories, labor force, household, and employment characteristics in the aggregate.

JSU CEDBR Regional Key Findings

Data for JSU's 15-County CEDBR Region is quite positive with a small population increase from 2021 to 2022 as well as slight increases in the number of households, median house value, median household income, and per capita income. More jobs in the region now require additional education with solid increases in those requiring postgraduate degrees and bachelor's degrees. Homeowner vacancies declined and rental vacancies increased, suggesting continued strength of the housing market.

In terms of employment growth, educational services expanded as the top industry for the region, although manufacturing was the biggest overall industry. Food preparation and serving-related occupations grew as did sales and related occupations, and 2023 projections indicate additional growth, not only in these areas but in each of the top industries within the region. Wages expanded in each of the top occupations with food preparation and serving-related occupations experiencing the largest wage increase, while solid gains also occurred in transportation and material moving occupations; sales and related occupations; and office and administrative support occupations. Wage projections for 2023 indicate modest increases across the region while the strength of the labor market rests on declines in unemployment.

THE JSU CEDBR FOOTPRINT IS VIABLE AND THE OUTLOOK FOR THE FUTURE IS BRIGHT.



**CENTER FOR ECONOMIC DEVELOPMENT
AND BUSINESS RESEARCH**
JACKSONVILLE STATE UNIVERSITY

2021-2022 Tax Profile: Sales, Use, Lodging, Simplified Sellers Use Tax (SSUT)



BLOUNT County

Use tax and SSUT were robust from 2021 to 2022 for Blount County and Oneonta, with each category increasing by double digits. Lodging tax collection for Oneonta expanded by 12% but was relatively flat for the county during the period. Sales tax collection increased by 7% in the county and 4% for Oneonta. Overall, for the period, use tax surged by 20% and SSUT by 19%, as a total for each locality. Pro-rata SSUT distribution was \$1.46 million for 2022. See *Table 1: Sales, Use, Lodging, & Simplified Sellers Use Tax (Blount County - Oneonta)*

Table 1: Sales, Use, Lodging, & Simplified Sellers Use Tax (Blount County - Oneonta)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Blount County												
October	\$894,511	\$950,707	6%	\$130,470	\$153,273	17%	\$3,919	\$2,837	-28%	\$89,536	\$106,383	19%
November	\$846,059	\$942,618	11%	\$139,978	\$172,769	23%	\$1,856	\$2,920	57%	\$89,486	\$101,058	13%
December	\$803,951	\$956,122	19%	\$174,626	\$167,452	-4%	\$2,496	\$2,768	11%	\$92,507	\$106,382	15%
January	\$896,080	\$1,024,008	14%	\$97,096	\$171,922	77%	\$1,166	\$1,250	7%	\$107,403	\$142,595	33%
February	\$910,078	\$796,318	-13%	\$114,819	\$101,184	-12%	\$2,057	\$1,866	-9%	\$128,652	\$155,575	21%
March	\$725,558	\$930,045	28%	\$114,989	\$164,259	43%	\$1,663	\$1,400	-16%	\$98,177	\$114,218	16%
April	\$1,004,988	\$979,865	-2%	\$154,014	\$174,994	14%	\$2,740	\$2,690	-2%	\$87,970	\$108,733	24%
May	\$973,603	\$859,902	-12%	\$104,786	\$126,877	21%	\$4,435	\$4,258	-4%	\$118,969	\$127,813	7%
June	\$961,760	\$1,077,259	12%	\$156,535	\$149,005	-5%	\$3,004	\$3,076	2%	\$107,787	\$121,140	12%
July	\$964,029	\$1,106,734	15%	\$121,695	\$165,662	36%	\$2,454	\$2,378	-3%	\$105,102	\$124,758	19%
August	\$947,989	\$1,011,349	7%	\$111,422	\$197,417	77%	\$2,927	\$4,642	59%	\$108,842	\$122,525	13%
September	\$934,591	\$1,017,919	9%	\$135,613	\$179,143	32%	\$3,791	\$3,462	-9%	\$98,371	\$132,600	35%
Total	\$10,863,197	\$11,652,846	7%	\$1,556,043	\$1,923,958	24%	\$32,508	\$33,547	3%	\$1,232,802	\$1,463,780	19%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
October	\$459,770	\$475,393	3%	\$57,403	\$72,832	27%	\$3,723	\$1,811	-51%	\$25,457	\$30,247	19%
November	\$453,356	\$504,444	11%	\$62,009	\$71,167	15%	\$1,566	\$3,459	121%	\$25,442	\$28,952	14%
December	\$444,887	\$529,952	19%	\$52,407	\$69,173	32%	\$2,284	\$2,345	3%	\$26,301	\$30,477	16%
January	\$508,147	\$546,993	8%	\$73,097	\$78,321	7%	\$1,094	\$2,215	102%	\$30,537	\$40,851	34%
February	\$499,133	\$435,574	-13%	\$54,167	\$64,524	19%	\$1,531	\$1,042	-32%	\$36,578	\$44,570	22%
March	\$388,310	\$476,109	23%	\$93,599	\$66,581	-29%	\$1,516	\$2,293	51%	\$27,913	\$32,722	17%
April	\$539,898	\$507,039	-6%	\$59,809	\$91,012	52%	\$2,331	\$2,144	-8%	\$25,012	\$31,150	25%
May	\$542,084	\$449,634	-17%	\$60,193	\$59,670	-1%	\$4,084	\$2,729	-33%	\$33,825	\$36,617	8%
June	\$533,204	\$569,279	7%	\$63,471	\$67,406	6%	\$2,679	\$2,745	2%	\$30,646	\$34,705	13%
July	\$501,826	\$548,132	9%	\$57,682	\$70,358	22%	\$1,945	\$1,937	0%	\$29,882	\$35,741	20%
August	\$483,436	\$493,777	2%	\$56,785	\$68,202	20%	\$2,576	\$4,273	66%	\$30,846	\$35,102	14%
September	\$502,348	\$531,026	6%	\$63,969	\$77,078	20%	\$1,502	\$3,134	109%	\$27,969	\$37,988	36%
Total	\$5,856,399	\$6,067,352	4%	\$754,591	\$856,323	13%	\$26,831	\$30,126	12%	\$350,408	\$419,121	20%
Grand Total	\$16,719,596	\$17,720,199	6%	\$2,310,634	\$2,780,281	20%	\$59,339	\$63,674	7%	\$1,583,210	\$1,882,900	19%

Source: Avenu Insights, ALDOR

CALHOUN County

For Calhoun County, all categories of tax collection analyzed – Sales, Use, Lodging, and SSUT – increased from 2021 to 2022 except for a decline in sales tax collected for Anniston and no change in Calhoun County. Referring to *Table 2: Sales, Use, Lodging, & Simplified Sellers Use Tax (Calhoun County - Anniston, Jacksonville, Oxford, and Piedmont)*, the total values for use, lodging, and SSUT increased by 16%, 18%, and 14%, respectively. Use tax collection surged for Calhoun County and Oxford, with each increasing by 64% and 26%, respectively, over the period. SSUT collection expanded by 29% in Jacksonville. Calhoun County received a pro-rata SSUT distribution of \$6.70 million for 2022, a 14% increase from 2021.



Table 2: Sales, Use, Lodging, & Simplified Sellers Use Tax (Calhoun County - Anniston, Jacksonville, Oxford, and Piedmont)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Calhoun County												
October	\$1,745,802	\$1,831,410	5%	\$87,678	\$142,793	63%	\$19,254	\$22,803	18%	\$185,208	\$220,056	19%
November	\$1,598,262	\$1,848,309	16%	\$63,395	\$150,171	137%	\$21,714	\$31,959	47%	\$185,104	\$198,995	8%
December	\$1,540,456	\$1,786,341	16%	\$100,142	\$145,234	45%	\$19,125	\$21,866	14%	\$191,353	\$209,477	9%
January	\$1,993,114	\$1,869,833	-6%	\$94,702	\$174,768	85%	\$13,772	\$18,449	34%	\$222,167	\$280,783	26%
February	\$1,620,989	\$1,507,428	-7%	\$78,500	\$110,909	41%	\$16,300	\$17,358	6%	\$266,122	\$306,343	15%
March	\$1,649,989	\$1,886,372	14%	\$87,872	\$174,344	98%	\$15,602	\$21,523	38%	\$203,082	\$224,907	11%
April	\$1,957,701	\$2,077,808	6%	\$83,127	\$134,960	62%	\$23,745	\$27,278	15%	\$181,970	\$214,107	18%
May	\$1,852,047	\$1,821,250	-2%	\$99,261	\$124,116	25%	\$23,788	\$27,507	16%	\$246,091	\$251,677	2%
June	\$2,007,431	\$2,044,894	2%	\$75,515	\$142,752	89%	\$30,398	\$36,571	20%	\$222,960	\$238,537	7%
July	\$1,884,705	\$1,290,469	-32%	\$89,392	\$150,419	68%	\$25,686	\$22,946	-11%	\$217,407	\$245,662	13%
August	\$1,762,439	\$1,948,120	11%	\$114,306	\$142,896	25%	\$25,785	\$22,303	-14%	\$225,143	\$241,264	7%
September	\$1,796,543	\$1,571,596	-13%	\$92,550	\$153,460	66%	\$22,522	\$24,044	7%	\$203,485	\$261,103	28%
Total	\$21,409,478	\$21,483,830	0%	\$1,066,440	\$1,746,821	64%	\$257,691	\$294,606	14%	\$2,550,091	\$2,892,911	13%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Anniston												
October	\$1,799,572	\$1,609,077	-11%	\$306,448	\$266,068	-13%	\$9,849	\$10,421	6%	\$89,571	\$106,425	19%
November	\$1,654,023	\$1,982,749	20%	\$280,807	\$334,826	19%	\$16,159	\$9,871	-39%	\$89,521	\$89,985	1%
December	\$1,643,038	\$1,643,039	0%	\$340,884	\$338,028	-1%	\$10,838	\$11,380	5%	\$92,543	\$94,725	2%
January	\$1,982,748	\$1,654,024	-17%	\$352,475	\$298,985	-15%	\$9,105	\$13,726	51%	\$107,445	\$126,970	18%
February	\$1,609,076	\$1,799,573	12%	\$302,206	\$294,006	-3%	\$9,986	\$11,224	12%	\$128,703	\$138,527	8%
March	\$1,626,942	\$1,682,008	3%	\$301,040	\$310,457	3%	\$11,779	\$10,073	-14%	\$98,215	\$101,702	4%
April	\$2,002,914	\$1,664,481	-17%	\$324,082	\$283,296	-13%	\$7,967	\$12,450	56%	\$88,005	\$96,819	10%
May	\$1,980,682	\$1,807,775	-9%	\$433,978	\$274,446	-37%	\$7,326	\$10,508	43%	\$119,016	\$113,808	-4%
June	\$1,864,222	\$1,789,240	-4%	\$373,084	\$265,948	-29%	\$8,262	\$8,262	0%	\$107,829	\$107,866	0%
July	\$1,819,463	\$1,862,934	2%	\$340,696	\$413,272	21%	\$10,508	\$14,270	36%	\$105,143	\$111,088	6%
August	\$1,784,395	\$1,769,217	-1%	\$358,343	\$415,761	16%	\$12,450	\$13,052	5%	\$108,885	\$109,099	0%
September	\$1,731,049	\$1,791,452	3%	\$330,016	\$601,567	82%	\$12,599	\$12,572	0%	\$98,410	\$118,070	20%
Total	\$21,498,124	\$21,055,567	-2%	\$4,044,059	\$4,096,658	1%	\$126,828	\$137,808	9%	\$1,233,287	\$1,315,083	7%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Jacksonville												
October	\$726,773	\$802,526	10%	\$8,648	\$9,091	5%	\$12,435	\$15,996	29%	\$48,342	\$57,795	20%
November	\$727,080	\$792,430	9%	\$9,873	\$8,223	-17%	\$11,585	\$11,997	4%	\$48,615	\$60,027	23%
December	\$778,203	\$809,786	4%	\$11,092	\$10,088	-9%	\$8,020	\$10,659	33%	\$50,256	\$63,190	26%
January	\$731,450	\$889,552	22%	\$10,569	\$9,291	-12%	\$9,473	\$10,058	6%	\$58,349	\$84,699	45%
February	\$683,372	\$857,223	25%	\$10,050	\$10,757	7%	\$9,135	\$11,792	29%	\$69,893	\$92,409	32%
March	\$821,466	\$987,554	20%	\$12,617	\$15,319	21%	\$13,038	\$13,859	6%	\$53,337	\$67,844	27%
April	\$805,976	\$905,654	12%	\$8,645	\$13,476	56%	\$16,231	\$16,398	1%	\$47,792	\$64,586	35%
May	\$771,062	\$849,325	10%	\$5,689	\$8,273	45%	\$16,284	\$16,756	3%	\$64,632	\$75,919	17%
June	\$707,231	\$868,663	23%	\$13,606	\$9,861	-28%	\$14,778	\$14,581	-1%	\$58,557	\$71,956	23%
July	\$717,192	\$905,326	26%	\$10,858	\$12,032	11%	\$12,945	\$9,667	-25%	\$57,099	\$74,105	30%
August	\$815,521	\$832,800	2%	\$11,451	\$11,718	2%	\$12,865	\$14,175	10%	\$59,131	\$72,778	23%
September	\$836,083	\$1,026,589	23%	\$9,783	\$16,892	73%	\$12,630	\$17,682	40%	\$53,442	\$78,763	47%
Total	\$9,121,409	\$10,527,429	15%	\$122,881	\$135,020	10%	\$149,419	\$163,621	10%	\$669,445	\$864,072	29%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Oxford												
October	\$2,682,897	\$3,158,034	18%	\$63,681	\$63,068	-1%	\$146,864	\$213,475	45%	\$82,756	\$98,327	19%
November	\$2,949,145	\$3,321,723	13%	\$55,076	\$77,732	41%	\$123,288	\$145,187	18%	\$82,709	\$92,092	11%
December	\$3,696,987	\$4,031,799	9%	\$68,717	\$109,451	59%	\$137,218	\$125,063	-9%	\$85,501	\$96,943	13%
January	\$2,739,015	\$2,727,252	0%	\$68,872	\$109,310	59%	\$104,196	\$130,375	25%	\$99,270	\$129,943	31%
February	\$2,536,032	\$2,891,631	14%	\$120,230	\$123,960	3%	\$100,196	\$132,359	32%	\$118,910	\$141,772	19%
March	\$3,491,342	\$3,416,897	-2%	\$63,336	\$87,395	38%	\$100,416	\$184,027	83%	\$90,742	\$104,084	15%
April	\$3,272,176	\$3,323,733	2%	\$56,443	\$73,768	31%	\$153,415	\$205,028	34%	\$81,309	\$99,086	22%
May	\$3,172,034	\$3,375,954	6%	\$58,452	\$64,646	11%	\$182,218	\$232,300	27%	\$109,960	\$116,473	6%
June	\$3,234,261	\$3,586,822	11%	\$73,161	\$67,405	-8%	\$199,388	\$195,636	-2%	\$99,625	\$110,392	11%
July	\$3,137,140	\$3,101,992	-1%	\$56,246	\$70,779	26%	\$175,293	\$167,606	-4%	\$97,143	\$113,689	17%
August	\$2,938,365	\$3,199,476	9%	\$59,241	\$74,902	26%	\$168,105	\$163,898	-3%	\$100,600	\$111,654	11%
September	\$3,027,511	\$3,290,848	9%	\$64,626	\$92,574	43%	\$144,926	\$187,042	29%	\$90,922	\$120,835	33%
Total	\$36,876,905	\$39,426,160	7%	\$808,080	\$1,014,988	26%	\$1,735,523	\$2,081,996	20%	\$1,139,447	\$1,335,291	17%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Piedmont*												
October	-	-	-	-	-	-	-	-	-	\$18,919	\$22,468	19%
November	-	-	-	-	-	-	-	-	-	\$19,899	\$19,976	0%
December	-	-	-	-	-	-	-	-	-	\$19,537	\$21,028	8%
January	-	-	-	-	-	-	-	-	-	\$22,683	\$28,186	24%
February	-	-	-	-	-	-	-	-	-	\$27,170	\$30,752	13%
March	-	-	-	-	-	-	-	-	-	\$20,734	\$22,577	9%
April	-	-	-	-	-	-	-	-	-	\$18,579	\$21,493	16%
May	-	-	-	-	-	-	-	-	-	\$25,125	\$25,264	1%
June	-	-	-	-	-	-	-	-	-	\$22,764	\$23,945	5%
July	-	-	-	-	-	-	-	-	-	\$22,197	\$24,660	11%
August	-	-	-	-	-	-	-	-	-	\$22,987	\$24,219	5%
September	-	-	-	-	-	-	-	-	-	\$20,775	\$26,210	26%
Total	\$2,146,929	\$2,400,483	12%	\$310,471	\$385,210	24%	\$8,339	\$9,752	17%	\$261,369	\$290,778	11%
Grand Total	\$91,052,845	\$94,893,469	4%	\$6,351,932	\$7,378,697	16%	\$2,277,800	\$2,687,784	18%	\$5,853,639	\$6,698,134	14%

Source: Avenu Insights, ALDOR, HdL Companies, City of Piedmont

*Tax data for Piedmont available only as annual total; monthly data are not available.

CHAMBERS County

In Chambers County, each category of tax collection increased from 2021-2022, with a 17% increase reported in SSUT for county and 26% increase reported in use tax for LaFayette, the two leading categories. Referring to *Table 3: Sales, Use, Lodging, & Simplified Sellers Use Tax (Chambers County - LaFayette)*, sales tax collection for Chambers County slightly expanded by 1%, while sales tax collection surged by 21% in LaFayette. Chambers County received a pro-rata SSUT distribution of \$1.03 million for 2022, a 14% increase from 2021.



Table 3: Sales, Use, Lodging, & Simplified Sellers Use Tax (Chambers County - LaFayette)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Chambers County												
October	\$310,258	\$322,870	4%	\$169,552	\$176,747	4%	\$16,558	\$17,636	7%	\$53,443	\$63,499	19%
November	\$327,885	\$335,050	2%	\$130,554	\$134,103	3%	\$15,885	\$16,484	4%	\$53,413	\$59,424	11%
December	\$328,662	\$323,360	-2%	\$176,558	\$172,787	-2%	\$12,665	\$16,018	26%	\$55,217	\$62,555	13%
January	\$345,885	\$357,638	3%	\$130,228	\$135,145	4%	\$15,324	\$14,214	-7%	\$64,108	\$83,849	31%
February	\$226,995	\$244,750	8%	\$71,425	\$76,445	7%	\$13,665	\$12,671	-7%	\$76,792	\$91,481	19%
March	\$322,254	\$335,241	4%	\$154,230	\$155,973	1%	\$14,552	\$15,393	6%	\$58,601	\$67,162	15%
April	\$337,886	\$334,176	-1%	\$160,332	\$156,743	-2%	\$15,663	\$14,955	-5%	\$52,509	\$63,937	22%
May	\$284,330	\$296,268	4%	\$118,552	\$125,037	5%	\$13,558	\$15,448	14%	\$71,012	\$75,157	6%
June	\$205,778	\$199,369	-3%	\$40,223	\$35,257	-12%	\$10,225	\$6,316	-38%	\$64,337	\$71,233	11%
July	\$247,885	\$244,719	-1%	\$55,332	\$52,830	-5%	\$18,556	\$24,545	32%	\$62,735	\$73,360	17%
August	\$389,660	\$379,208	-3%	\$151,445	\$154,324	2%	\$15,442	\$13,002	-16%	\$64,967	\$72,047	11%
September	\$198,220	\$200,778	1%	\$32,585	\$38,893	19%	\$12,558	\$14,257	14%	\$58,717	\$77,971	33%
Total	\$3,525,698	\$3,573,427	1%	\$1,391,016	\$1,414,284	2%	\$174,651	\$180,939	4%	\$735,851	\$861,676	17%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
LaFayette												
October	\$91,031	\$89,468	-2%	\$6,025	\$8,981	49%	N/A	N/A	N/A	\$11,641	\$13,832	19%
November	\$93,071	\$100,173	8%	\$11,217	\$12,289	10%	N/A	N/A	N/A	\$11,635	\$11,200	-4%
December	\$111,744	\$115,466	3%	\$4,913	\$6,445	31%	N/A	N/A	N/A	\$12,027	\$11,790	-2%
January	\$85,619	\$101,868	19%	\$8,078	\$6,901	-15%	N/A	N/A	N/A	\$13,964	\$15,803	13%
February	\$89,758	\$116,350	30%	\$6,152	\$5,976	-3%	N/A	N/A	N/A	\$16,727	\$17,242	3%
March	\$114,250	\$112,612	-1%	\$7,370	\$6,686	-9%	N/A	N/A	N/A	\$12,765	\$12,659	-1%
April	\$100,851	\$113,695	13%	\$7,528	\$7,702	2%	N/A	N/A	N/A	\$11,438	\$12,051	5%
May	\$90,928	\$118,880	31%	\$6,356	\$6,340	0%	N/A	N/A	N/A	\$15,468	\$14,165	-8%
June	\$96,032	\$138,398	44%	\$4,218	\$7,554	79%	N/A	N/A	N/A	\$14,014	\$13,426	-4%
July	\$92,391	\$133,113	44%	\$7,472	\$10,209	37%	N/A	N/A	N/A	\$13,665	\$13,827	1%
August	\$94,309	\$133,060	41%	\$4,351	\$11,904	174%	N/A	N/A	N/A	\$14,151	\$13,579	-4%
September	\$102,059	\$128,644	26%	\$6,165	\$9,879	60%	N/A	N/A	N/A	\$12,790	\$14,696	15%
Total	\$1,162,043	\$1,401,727	21%	\$79,845	\$100,866	26%	N/A	N/A	N/A	\$160,286	\$164,269	2%

Grand Total	\$4,687,741	\$4,975,154	6%	\$1,470,861	\$1,515,150	3%	\$174,651	\$180,939	4%	\$896,137	\$1,025,945	14%
-------------	-------------	-------------	----	-------------	-------------	----	-----------	-----------	----	-----------	-------------	-----

Source: Avenu Insights, ALDOR

CHEROKEE County

Tax revenue collection was robust for Cherokee County in 2021-2022. Double digit increases in collection for each tax category – Use, Lodging, and SSUT – were reported. Overall increases in tax collection for county and selected locality were 32%, 17%, and 13%, respectively, for these categories. Use and lodging tax collection were especially strong for Centre, with increases of 37% and 46%, respectively, reported for the period. When considering these increases by month, each category increased by more than 100% from February 2021 to February 2022 for Centre. During 2022, \$838,552 was distributed pro-rata to Cherokee County for SSUT, a 13% increase over 2021 values. See *Table 4: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cherokee County - Centre)*.



Table 4: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cherokee County - Centre)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Cherokee County												
October	\$604,500	\$615,506	2%	\$85,666	\$96,685	13%	\$9,525	\$10,331	8%	\$40,594	\$48,233	19%
November	\$562,979	\$658,477	17%	\$89,473	\$125,267	40%	\$7,814	\$14,190	82%	\$40,571	\$42,675	5%
December	\$523,468	\$605,992	16%	\$68,955	\$103,643	50%	\$7,621	\$9,319	22%	\$41,941	\$44,923	7%
January	\$592,573	\$677,911	14%	\$126,056	\$128,208	2%	\$5,203	\$7,330	41%	\$48,695	\$60,215	24%
February	\$547,225	\$484,835	-11%	\$82,509	\$69,172	-16%	\$3,498	\$3,941	13%	\$58,329	\$65,696	13%
March	\$537,773	\$615,297	14%	\$84,621	\$177,181	109%	\$4,301	\$7,203	67%	\$44,512	\$48,232	8%
April	\$676,761	\$669,961	-1%	\$106,602	\$175,151	64%	\$11,091	\$12,964	17%	\$39,884	\$45,916	15%
May	\$645,827	\$661,186	2%	\$68,791	\$112,622	64%	\$12,302	\$15,419	25%	\$53,939	\$53,973	0%
June	\$716,537	\$720,202	1%	\$99,776	\$119,463	20%	\$14,385	\$20,202	40%	\$48,869	\$51,155	5%
July	\$673,172	\$754,894	12%	\$86,767	\$123,049	42%	\$29,347	\$31,889	9%	\$47,651	\$52,683	11%
August	\$696,242	\$703,597	1%	\$129,646	\$116,048	-10%	\$33,531	\$31,693	-5%	\$49,347	\$51,740	5%
September	\$633,769	\$670,960	6%	\$95,444	\$109,351	15%	\$21,070	\$17,045	-19%	\$44,600	\$55,994	26%
Total	\$7,410,826	\$7,838,816	6%	\$1,124,306	\$1,455,841	29%	\$159,688	\$181,527	14%	\$558,932	\$621,432	11%

Locality Centre	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
October	\$298,118	\$293,432	-2%	\$36,177	\$37,329	3%	\$966	\$1,206	25%	\$13,525	\$16,070	19%
November	\$273,277	\$320,736	17%	\$39,187	\$35,693	-9%	\$1,116	\$2,928	162%	\$13,517	\$14,968	11%
December	\$268,030	\$301,485	12%	\$26,717	\$35,788	34%	\$903	\$1,380	53%	\$13,973	\$15,757	13%
January	\$312,399	\$340,602	9%	\$47,298	\$51,298	8%	\$710	\$1,117	57%	\$16,224	\$21,120	30%
February	\$306,790	\$238,546	-22%	\$17,870	\$40,141	125%	\$538	\$1,369	154%	\$19,434	\$23,043	19%
March	\$237,662	\$301,915	27%	\$50,852	\$58,164	14%	\$756	\$1,241	64%	\$14,830	\$16,917	14%
April	\$341,569	\$324,985	-5%	\$31,668	\$77,843	146%	\$1,727	\$3,353	94%	\$13,288	\$16,105	21%
May	\$320,173	\$298,330	-7%	\$33,360	\$62,019	86%	\$1,982	\$3,308	67%	\$17,971	\$18,931	5%
June	\$359,884	\$345,480	-4%	\$34,334	\$49,767	45%	\$1,698	\$2,610	54%	\$16,282	\$17,943	10%
July	\$315,518	\$363,324	15%	\$35,373	\$41,883	18%	\$2,202	\$1,920	-13%	\$15,876	\$18,479	16%
August	\$332,237	\$323,433	-3%	\$37,554	\$44,575	19%	\$2,246	\$1,978	-12%	\$16,441	\$18,148	10%
September	\$308,613	\$314,021	2%	\$35,406	\$49,338	39%	\$1,912	\$1,972	3%	\$14,859	\$19,640	32%
Total	\$3,674,270	\$3,766,289	3%	\$425,796	\$583,837	37%	\$16,756	\$24,383	46%	\$186,220	\$217,121	17%

Grand Total	\$11,085,096	\$11,605,105	5%	\$1,550,102	\$2,039,678	32%	\$176,444	\$205,910	17%	\$745,152	\$838,552	13%
-------------	--------------	--------------	----	-------------	-------------	-----	-----------	-----------	-----	-----------	-----------	-----

Source: Avenu Insights, ALDOR

CLAY County

Clay County tax collection increased for 2021-2022 by county and each locality. SSUT had the largest increase overall with an increase of 16%, while use tax was second in collection with an increase of 13%. Pro-rata SSUT distribution for Clay County was \$623,762 in 2022 Sales tax collection was stronger in Ashland with reported collection increasing by 14%, with collection by county and in Lineville in the single digits. Use tax collection in Lineville was very robust, with double digit increases each month. Lodging tax is not assessed in Clay County. See *Table 5: Sales, Use, Lodging, & Simplified Sellers Use Tax (Clay County - Ashland and Lineville)*.



Table 5: Sales, Use, Lodging, & Simplified Sellers Use Tax (Clay County - Ashland and Lineville)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Clay County												
October	\$124,729	\$116,861	-6%	\$14,338	\$17,480.90	22%	N/A	N/A	N/A	\$21,761	\$25,856	19%
November	\$115,649	\$116,955	1%	\$16,362	\$14,256.08	-13%	N/A	N/A	N/A	\$21,749	\$24,329	12%
December	\$107,372	\$113,454	6%	\$12,754	\$14,398.31	13%	N/A	N/A	N/A	\$22,483	\$25,611	14%
January	\$121,106	\$119,231	-2%	\$17,771	\$17,892.65	1%	N/A	N/A	N/A	\$26,104	\$34,328	32%
February	\$126,942	\$95,484	-25%	\$12,452	\$15,201.09	22%	N/A	N/A	N/A	\$31,268	\$37,453	20%
March	\$79,381	\$115,959	46%	\$18,207	\$17,548.96	-4%	N/A	N/A	N/A	\$23,861	\$27,497	15%
April	\$135,398	\$127,960	-5%	\$16,587	\$15,697.31	-5%	N/A	N/A	N/A	\$21,381	\$26,177	22%
May	\$113,202	\$112,162	-1%	\$7,227	\$10,593.37	47%	N/A	N/A	N/A	\$28,915	\$30,770	6%
June	\$125,092	\$122,625	-2%	\$17,865	\$13,505.02	-24%	N/A	N/A	N/A	\$26,197	\$29,163	11%
July	\$113,814	\$136,317	20%	\$16,595	\$14,326.85	-14%	N/A	N/A	N/A	\$25,544	\$30,034	18%
August	\$127,736	\$141,334	11%	\$15,385	\$18,163.35	18%	N/A	N/A	N/A	\$26,453	\$29,497	12%
September	\$109,055	\$131,592	21%	\$14,494	\$17,848.20	23%	N/A	N/A	N/A	\$23,909	\$31,922	34%
Total	\$1,399,476	\$1,449,935	4%	\$180,037	\$186,912	4%	N/A	N/A	N/A	\$299,625	\$352,638	18%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Ashland												
October	\$76,284	\$84,497	11%	\$32,032	\$36,578	14%	N/A	N/A	N/A	\$7,896	\$9,382	19%
November	\$65,951	\$84,493	28%	\$27,150	\$34,530	27%	N/A	N/A	N/A	\$7,892	\$8,279	5%
December	\$96,492	\$80,897	-16%	\$27,052	\$25,739	-5%	N/A	N/A	N/A	\$8,458	\$8,715	3%
January	\$68,434	\$73,338	7%	\$41,882	\$36,939	-12%	N/A	N/A	N/A	\$9,472	\$11,682	23%
February	\$61,270	\$77,750	27%	\$22,714	\$28,595	26%	N/A	N/A	N/A	\$11,346	\$12,745	12%
March	\$77,916	\$90,679	16%	\$34,925	\$36,698	5%	N/A	N/A	N/A	\$8,658	\$9,357	8%
April	\$77,532	\$85,513	10%	\$19,256	\$18,299	-5%	N/A	N/A	N/A	\$7,758	\$8,908	15%
May	\$76,741	\$86,382	13%	\$31,187	\$26,140	-16%	N/A	N/A	N/A	\$10,492	\$10,471	0%
June	\$75,920	\$92,650	22%	\$22,558	\$23,032	2%	N/A	N/A	N/A	\$9,506	\$9,924	4%
July	\$74,134	\$87,104	17%	\$24,466	\$25,728	5%	N/A	N/A	N/A	\$9,269	\$10,221	10%
August	\$66,348	\$83,652	26%	\$22,800	\$29,500	29%	N/A	N/A	N/A	\$9,599	\$10,038	5%
September	\$76,834	\$90,081	17%	\$24,818	\$24,740	0%	N/A	N/A	N/A	\$8,675	\$10,863	25%
Total	\$893,859	\$1,017,035	14%	\$330,840	\$346,517	5%	N/A	N/A	N/A	\$109,021	\$120,585	11%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Lineville												
October	\$72,768	\$68,848	-5%	\$14,338	\$19,904	39%	N/A	N/A	N/A	\$9,284	\$11,031	19%
November	\$61,693	\$64,255	4%	\$16,362	\$18,649	14%	N/A	N/A	N/A	\$9,279	\$10,386	12%
December	\$67,008	\$68,136	2%	\$12,754	\$18,185	43%	N/A	N/A	N/A	\$9,592	\$10,934	14%
January	\$74,883	\$72,808	-3%	\$17,771	\$24,329	37%	N/A	N/A	N/A	\$11,136	\$14,655	32%
February	\$70,467	\$63,567	-10%	\$12,452	\$20,567	65%	N/A	N/A	N/A	\$13,340	\$15,989	20%
March	\$47,128	\$56,294	19%	\$18,207	\$22,249	22%	N/A	N/A	N/A	\$10,180	\$11,739	15%
April	\$81,630	\$79,564	-3%	\$16,587	\$19,625	18%	N/A	N/A	N/A	\$9,121	\$11,175	23%
May	\$71,136	\$64,592	-9%	\$17,227	\$20,498	19%	N/A	N/A	N/A	\$12,336	\$13,136	6%
June	\$65,154	\$69,914	7%	\$17,865	\$23,354	31%	N/A	N/A	N/A	\$11,176	\$12,450	11%
July	\$68,247	\$81,094	19%	\$16,595	\$23,840	44%	N/A	N/A	N/A	\$10,898	\$12,822	18%
August	\$68,210	\$76,788	13%	\$15,385	\$21,793	42%	N/A	N/A	N/A	\$11,286	\$12,593	12%
September	\$63,121	\$74,721	18%	\$14,494	\$26,241	81%	N/A	N/A	N/A	\$10,200	\$13,628	34%
Total	\$811,445	\$840,580	4%	\$190,037	\$259,235	36%	N/A	N/A	N/A	\$127,828	\$150,539	18%

Grand Total	\$3,104,780	\$3,307,550	7%	\$700,914	\$792,664	13%	N/A	N/A	N/A	\$536,474	\$623,762	16%
-------------	-------------	-------------	----	-----------	-----------	-----	-----	-----	-----	-----------	-----------	-----

Source: Avenu Insights, ALDOR

CLEBURNE County

Tax collection for each category analyzed surged by 9% or higher in Cleburne County for 2021-2022. Sales tax and use tax collection increased overall by 20% and 11%, respectively, for county and municipal locality. SSUT increased by 12% and lodging tax by 9% during the reporting period. The range of changes varied throughout the period. For sales tax, the largest increase was 62% in February and the largest decrease was a 16% decline in May in Heflin. Similar variance was observed in use and lodging tax. Positive change was reported each month for SSUT, and \$581,726 was distributed to Cleburne County as pro-rata SSUT in 2022. Analysis is reported in *Table 6: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cleburne County - Heflin)*.



Table 6: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cleburne County - Heflin)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Cleburne County												
October	\$151,212	\$173,911	15%	\$25,331	\$29,970	18%	\$5,771	\$6,932	20%	\$23,386	\$27,786	19%
November	\$149,062	\$164,990	11%	\$42,755	\$45,140	6%	\$10,208	\$13,289	30%	\$23,372	\$25,730	10%
December	\$150,704	\$152,634	1%	\$23,821	\$29,069	22%	\$6,184	\$9,245	50%	\$24,162	\$27,086	12%
January	\$160,911	\$162,672	1%	\$37,703	\$48,156	28%	\$4,257	\$5,970	40%	\$28,052	\$36,306	29%
February	\$154,301	\$174,632	13%	\$25,224	\$30,686	22%	\$6,998	\$5,176	-26%	\$33,602	\$39,611	18%
March	\$128,766	\$177,199	38%	\$50,483	\$55,528	10%	\$5,457	\$5,790	6%	\$25,643	\$29,081	13%
April	\$164,139	\$205,358	25%	\$32,963	\$37,991	15%	\$10,326	\$10,836	5%	\$22,977	\$27,684	20%
May	\$154,334	\$145,104	-6%	\$36,434	\$38,954	7%	\$7,369	\$10,100	37%	\$31,073	\$32,542	5%
June	\$182,057	\$227,789	25%	\$67,446	\$66,213	-2%	\$8,862	\$10,410	17%	\$28,153	\$30,843	10%
July	\$183,844	\$217,684	18%	\$31,578	\$37,182	18%	\$13,008	\$9,604	-26%	\$27,451	\$31,764	16%
August	\$192,835	\$221,496	15%	\$77,785	\$76,461	-2%	\$11,294	\$8,963	-21%	\$28,428	\$31,196	10%
September	\$171,845	\$195,791	14%	\$72,108	\$69,026	-4%	\$8,789	\$8,296	-6%	\$25,693	\$33,761	31%
Total	\$1,944,010	\$2,219,261	14%	\$523,631	\$564,378	8%	\$98,523	\$104,611	6%	\$321,992	\$373,391	16%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
October	\$123,458	\$171,200	39%	\$23,455	\$27,149	16%	\$1,623	\$2,896	78%	\$13,490	\$16,029	19%
November	\$126,075	\$168,013	33%	\$27,124	\$33,511	24%	\$1,237	\$1,576	27%	\$13,482	\$14,317	6%
December	\$116,064	\$134,962	16%	\$23,161	\$24,977	8%	\$876	\$866	-1%	\$13,937	\$15,071	8%
January	\$130,872	\$132,172	1%	\$29,545	\$32,157	9%	\$580	\$938	62%	\$16,182	\$20,202	25%
February	\$107,010	\$173,569	62%	\$16,869	\$25,931	54%	\$865	\$1,233	43%	\$19,383	\$22,041	14%
March	\$123,266	\$165,043	34%	\$37,677	\$43,230	15%	\$887	\$1,197	35%	\$14,792	\$16,182	9%
April	\$141,728	\$200,672	42%	\$38,793	\$51,365	32%	\$1,493	\$1,474	-1%	\$13,254	\$15,405	16%
May	\$132,634	\$111,478	-16%	\$31,525	\$38,702	23%	\$1,354	\$1,275	-6%	\$17,924	\$18,108	1%
June	\$161,315	\$223,187	38%	\$58,997	\$52,104	-12%	\$1,249	\$1,344	8%	\$16,240	\$17,162	6%
July	\$149,282	\$197,068	32%	\$29,245	\$21,980	-25%	\$1,253	\$1,498	20%	\$15,835	\$17,675	12%
August	\$145,078	\$173,963	20%	\$33,930	\$52,554	55%	\$1,056	\$1,339	27%	\$16,399	\$17,359	6%
September	\$158,794	\$197,463	24%	\$18,782	\$22,015	17%	\$1,258	\$1,628	29%	\$14,821	\$18,786	27%
Total	\$1,615,576	\$2,048,790	27%	\$369,103	\$425,675	15%	\$13,731	\$17,265	26%	\$185,739	\$208,336	12%
Grand Total	\$3,559,586	\$4,268,051	20%	\$892,734	\$990,053	11%	\$112,254	\$121,876	9%	\$507,731	\$581,726	15%

Source: Avenu Insights, ALDOR

COOSA County

Lodging tax collection increased by 34% for Coosa County, which also represents the overall total since Rockford does not collect lodging tax. Use tax collection expanded overall by 17% with the largest increases in collection reported in March and May, respectively, for county and Rockford. Sales tax collection varied within the reporting period. Coosa County and Rockford each reported a 7% increase in sales tax collection. Declines of between 12% and 21% were reported in April-May and March-April for county and municipality. SSUT declined by 15% during the period for Rockford and slightly increased for the county. Overall, the pro-rata SSUT distributions totaled \$273,626 for Coosa County in 2022, a 3% increase from 2021 to 2022. See *Table 7: Sales, Use, Lodging, & Simplified Sellers Use Tax (Coosa County - Rockford)*.



Table 7: Sales, Use, Lodging, & Simplified Sellers Use Tax (Coosa County - Rockford)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Coosa County												
October	\$76,329	\$84,927	11%	\$18,733	\$23,770	27%	\$1,068	\$1,482	39%	\$18,024	\$21,415	19%
November	\$63,772	\$71,232	12%	\$16,339	\$22,140	36%	\$1,172	\$1,726	47%	\$18,014	\$17,751	-1%
December	\$76,407	\$82,756	8%	\$11,017	\$14,544	32%	\$2,254	\$2,957	31%	\$18,622	\$18,686	0%
January	\$84,726	\$117,483	39%	\$18,628	\$20,918	12%	\$2,783	\$3,916	41%	\$21,620	\$25,047	16%
February	\$59,533	\$57,144	-4%	\$11,107	\$14,662	32%	\$1,979	\$1,842	-7%	\$25,898	\$27,327	6%
March	\$81,151	\$96,962	19%	\$14,500	\$21,721	50%	\$4,267	\$5,452	28%	\$19,763	\$20,063	2%
April	\$104,619	\$88,529	-15%	\$21,897	\$20,570	-6%	\$3,699	\$5,564	50%	\$17,709	\$19,099	8%
May	\$83,682	\$66,454	-21%	\$17,796	\$15,707	-12%	\$1,707	\$1,805	6%	\$23,949	\$22,451	-6%
June	\$77,392	\$85,347	10%	\$15,051	\$19,817	32%	\$1,837	\$1,686	-8%	\$21,698	\$21,278	-2%
July	\$85,270	\$88,137	3%	\$16,357	\$18,705	14%	\$2,617	\$3,435	31%	\$21,157	\$21,914	4%
August	\$76,079	\$91,278	20%	\$16,222	\$19,009	17%	\$1,778	\$3,399	91%	\$21,910	\$21,522	-2%
September	\$79,076	\$87,774	11%	\$21,130	\$21,559	2%	\$1,603	\$2,582	61%	\$19,802	\$23,291	18%
Total	\$948,036	\$1,018,022	7%	\$198,777	\$233,121	17%	\$26,763	\$35,846	34%	\$248,166	\$259,844	5%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Rockford												
October	\$29,515	\$27,528	-7%	\$237	\$236	-1%	N/A	N/A	N/A	\$1,849	\$2,197	19%
November	\$28,839	\$28,995	1%	\$237	\$207	-13%	N/A	N/A	N/A	\$1,848	\$1,456	-21%
December	\$33,814	\$29,972	-11%	\$331	\$269	-19%	N/A	N/A	N/A	\$1,910	\$1,533	-20%
January	\$28,740	\$27,842	-3%	\$237	\$262	11%	N/A	N/A	N/A	\$2,218	\$2,055	-7%
February	\$22,744	\$25,508	12%	\$247	\$293	19%	N/A	N/A	N/A	\$2,657	\$2,242	-16%
March	\$35,044	\$30,756	-12%	\$270	\$350	30%	N/A	N/A	N/A	\$2,028	\$1,646	-19%
April	\$33,785	\$27,545	-18%	\$350	\$380	9%	N/A	N/A	N/A	\$1,817	\$1,567	-14%
May	\$31,895	\$39,942	25%	\$245	\$371	51%	N/A	N/A	N/A	\$2,457	\$1,842	-25%
June	\$33,801	\$54,198	60%	\$326	\$303	-7%	N/A	N/A	N/A	\$2,226	\$1,746	-22%
July	\$36,805	\$39,161	6%	\$285	\$344	21%	N/A	N/A	N/A	\$2,171	\$1,798	-17%
August	\$34,778	\$40,935	18%	\$341	\$377	11%	N/A	N/A	N/A	\$2,248	\$1,766	-21%
September	\$36,539	\$39,498	8%	\$297	\$349	18%	N/A	N/A	N/A	\$2,032	\$1,911	-6%
Total	\$386,298	\$411,879	7%	\$3,404	\$3,742	10%	N/A	N/A	N/A	\$25,460	\$21,758	-15%
Grand Total	\$1,334,334	\$1,429,901	7%	\$202,182	\$236,863	17%	\$26,763	\$35,846	34%	\$273,626	\$281,603	3%

Source: Avenu Insights, ALDOR

DEKALB County

Sales and use tax collection increased by 22% and 9% overall for DeKalb County and selected municipalities from 2021 to 2022. The largest increase for these tax categories was in Fort Payne, with collection surging by 30% and 9%, respectively. Sales tax collection increased by 11% in DeKalb County and sales and use tax by 9% and 7%, respectively, in Mentone. DeKalb County does not collect use tax independently. Sales and Use Tax are collected and reported as one sum. Variances in lodging tax collection were observed across the reporting period with the overall trend upward by 56%. Increases in lodging tax for Fort Payne were more than 100% in consecutive months on March, April, and May. Pro-rata SSUT distributions totaled \$917,929 for DeKalb County in 2022. *Table 8: Sales, Use, Lodging, & Simplified Sellers Use Tax (DeKalb County - Fort Payne and Mentone)* summarizes these tax collections.



Table 8: Sales, Use, Lodging, & Simplified Sellers Use Tax (DeKalb County - Fort Payne and Mentone)

Locality	Sales Tax			Use Tax*			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
DeKalb County												
October	\$638,991	\$686,392	7%	N/A	N/A	N/A	\$4,740	\$6,536	38%	\$111,071	\$131,970	19%
November	\$599,203	\$699,484	17%	N/A	N/A	N/A	\$4,664	\$6,125	31%	\$111,009	\$122,376	10%
December	\$594,834	\$680,983	14%	N/A	N/A	N/A	\$5,560	\$7,811	40%	\$114,756	\$128,823	12%
January	\$787,921	\$829,104	5%	N/A	N/A	N/A	\$4,968	\$6,511	31%	\$133,235	\$172,674	30%
February	\$538,727	\$609,278	13%	N/A	N/A	N/A	\$4,536	\$5,622	24%	\$159,596	\$188,392	18%
March	\$594,465	\$652,725	10%	N/A	N/A	N/A	\$4,162	\$4,596	10%	\$121,790	\$138,311	14%
April	\$676,823	\$797,775	18%	N/A	N/A	N/A	\$4,102	\$5,143	25%	\$109,129	\$131,670	21%
May	\$767,144	\$810,879	6%	N/A	N/A	N/A	\$5,956	\$7,038	18%	\$147,583	\$154,774	5%
June	\$775,731	\$815,107	5%	N/A	N/A	N/A	\$6,144	\$5,844	-5%	\$133,711	\$146,694	10%
July	\$695,905	\$865,001	24%	N/A	N/A	N/A	\$6,393	\$8,810	38%	\$130,281	\$151,075	16%
August	\$724,770	\$749,613	3%	N/A	N/A	N/A	\$8,176	\$8,133	-1%	\$135,020	\$148,371	10%
September	\$674,159	\$737,552	9%	N/A	N/A	N/A	\$7,864	\$7,923	1%	\$122,032	\$160,571	32%
Total	\$8,068,673	\$8,933,894	11%	N/A	N/A	N/A	\$67,265	\$80,093	19%	\$1,529,213	\$1,775,702	16%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Fort Payne												
October	\$1,040,755	\$1,375,498	32%	\$129,674	\$156,105	20%	\$58,285	\$69,682	20%	\$54,318	\$64,538	19%
November	\$1,102,523	\$1,413,540	28%	\$139,314	\$143,307	3%	\$42,987	\$59,444	38%	\$54,287	\$62,081	14%
December	\$1,177,829	\$1,553,065	32%	\$174,412	\$132,676	-24%	\$34,066	\$40,667	19%	\$56,160	\$65,351	16%
January	\$931,378	\$1,182,731	27%	\$149,526	\$133,282	-11%	\$30,602	\$39,380	29%	\$65,157	\$87,596	34%
February	\$964,423	\$1,230,707	28%	\$113,827	\$144,663	27%	\$23,062	\$44,228	92%	\$78,048	\$95,570	22%
March	\$1,100,644	\$1,498,842	36%	\$143,231	\$137,339	-4%	\$30,500	\$64,529	112%	\$59,560	\$70,164	18%
April	\$1,072,129	\$1,461,922	36%	\$95,221	\$137,525	44%	\$18,134	\$45,980	154%	\$53,368	\$66,795	25%
May	\$1,238,421	\$1,534,234	24%	\$116,072	\$144,510	25%	\$32,278	\$85,458	165%	\$72,173	\$78,516	9%
June	\$1,238,666	\$1,567,442	27%	\$124,845	\$145,903	17%	\$42,340	\$71,639	69%	\$65,390	\$74,417	14%
July	\$1,137,551	\$1,432,650	26%	\$133,591	\$147,228	10%	\$44,327	\$66,993	51%	\$63,761	\$76,639	20%
August	\$1,073,895	\$1,443,039	34%	\$122,986	\$151,681	23%	\$42,561	\$60,179	41%	\$66,030	\$75,267	14%
September	\$1,131,861	\$1,451,718	28%	\$143,990	\$154,335	7%	\$39,685	\$55,947	41%	\$59,678	\$81,457	36%
Total	\$13,210,075	\$17,145,387	30%	\$1,586,688	\$1,728,559	9%	\$438,827	\$704,125	60%	\$747,930	\$898,391	20%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Mentone												
October	\$16,659	\$17,634	6%	\$4,694	\$7,634	63%	\$3,576	\$3,193	-11%	\$1,395	\$1,658	19%
November	\$12,187	\$15,243	25%	\$7,855	\$5,243	-33%	\$4,650	\$5,524	19%	\$1,394	\$1,331	-5%
December	\$12,103	\$17,700	46%	\$3,659	\$7,700	110%	\$4,069	\$3,861	-5%	\$1,441	\$1,401	-3%
January	\$12,184	\$17,888	47%	\$8,054	\$7,888	-2%	\$3,243	\$3,199	-1%	\$1,674	\$1,878	12%
February	\$16,968	\$17,284	2%	\$2,889	\$5,284	83%	\$2,169	\$2,178	0%	\$2,005	\$2,049	2%
March	\$8,505	\$9,126	7%	\$6,681	\$6,126	-8%	\$2,620	\$2,729	4%	\$1,530	\$1,505	-2%
April	\$14,240	\$16,704	17%	\$6,073	\$6,704	10%	\$3,496	\$3,533	1%	\$1,371	\$1,432	4%
May	\$15,809	\$15,574	-1%	\$6,204	\$5,574	-10%	\$2,368	\$2,434	3%	\$1,854	\$1,684	-9%
June	\$16,909	\$15,604	-8%	\$9,731	\$7,604	-22%	\$3,047	\$4,362	43%	\$1,680	\$1,596	-5%
July	\$28,818	\$27,600	-4%	\$6,372	\$7,600	19%	\$4,097	\$3,505	-14%	\$1,638	\$1,643	0%
August	\$28,672	\$26,601	-7%	\$7,387	\$6,601	-11%	\$4,037	\$5,746	42%	\$1,696	\$1,614	-5%
September	\$11,896	\$15,618	31%	\$4,866	\$5,618	15%	\$2,509	\$2,603	4%	\$1,533	\$1,747	14%
Total	\$194,950	\$212,574	9%	\$74,465	\$79,574	7%	\$39,881	\$42,868	7%	\$19,211	\$19,538	2%
Grand Total	\$21,473,698	\$26,291,855	22%	\$1,661,153	\$1,808,134	9%	\$478,708	\$746,993	56%	\$767,141	\$917,929	20%

Source: Avenu Insights, ALDOR, DeKalb County

*Sales and Use Tax for DeKalb County are not collected separately.

ETOWAH County



Referring to *Table 9: Sales, Use, Lodging, & Simplified Sellers Use Tax (Etowah County – Attalla, Gadsden, and Rainbow City)*, overall sales and use tax collection increased by 5% and 8%, respectively, for the 2021-2022 period. Lodging tax increased by 7% and SSUT by 11%. By locality, collection for each tax category expanded except for use tax in Rainbow City. For the localities that report lodging tax (Rainbow City does not have lodging tax collections to report.) overall collection increased by 10% in Attalla and 11% for the county. SSUT pro-rata distribution increased from \$5.05 million to \$5.61 million in 2022 for Etowah County.

Table 9: Sales, Use, Lodging, & Simplified Sellers Use Tax (Etowah County - Attalla, Gadsden, and Rainbow City)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Etowah County												
October	\$959,433	\$963,753	0%	\$134,641	\$160,773	19%	\$25,523	\$29,620	16%	\$163,118	\$193,810	19%
November	\$889,137	\$947,318	7%	\$141,439	\$143,547	1%	\$27,926	\$38,618	38%	\$163,026	\$176,769	8%
December	\$837,598	\$965,666	15%	\$113,956	\$152,526	34%	\$23,655	\$30,092	27%	\$168,530	\$186,081	10%
January	\$1,116,698	\$1,146,438	3%	\$185,715	\$182,973	-1%	\$17,908	\$22,558	26%	\$195,668	\$249,423	27%
February	\$1,073,221	\$905,292	-16%	\$118,699	\$117,885	-1%	\$18,164	\$20,225	11%	\$234,381	\$272,128	16%
March	\$632,516	\$956,263	51%	\$130,986	\$196,369	50%	\$19,482	\$27,660	42%	\$178,860	\$199,787	12%
April	\$1,109,681	\$998,789	-10%	\$156,447	\$155,985	0%	\$30,104	\$32,022	6%	\$160,266	\$190,194	19%
May	\$981,784	\$973,380	-1%	\$111,025	\$111,701	1%	\$36,948	\$37,885	3%	\$216,739	\$223,568	3%
June	\$1,086,355	\$1,081,660	0%	\$164,803	\$165,610	0%	\$38,242	\$39,615	4%	\$196,368	\$211,895	8%
July	\$1,014,278	\$1,128,202	11%	\$141,414	\$155,720	10%	\$40,290	\$42,115	5%	\$191,476	\$218,224	14%
August	\$928,288	\$1,008,927	9%	\$250,132	\$252,819	1%	\$38,577	\$37,152	-4%	\$198,290	\$214,318	8%
September	\$973,390	\$1,020,853	5%	\$137,026	\$151,612	11%	\$34,024	\$31,247	-8%	\$179,215	\$231,941	29%
Total	\$11,602,379	\$12,096,542	4%	\$1,786,283	\$1,947,520	9%	\$350,843	\$388,809	11%	\$2,245,937	\$2,568,141	14%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Attalla												
October	\$551,693	\$555,949	1%	\$32,349	\$37,520	16%	\$3,994	\$5,699	43%	\$23,445	\$27,857	19%
November	\$535,392	\$574,293	7%	\$56,010	\$54,010	-4%	\$4,476	\$7,553	69%	\$23,432	\$24,316	4%
December	\$548,531	\$611,062	11%	\$25,906	\$36,323	40%	\$3,652	\$5,241	44%	\$24,233	\$25,596	6%
January	\$668,400	\$640,767	-4%	\$63,945	\$51,569	-19%	\$3,714	\$4,052	9%	\$28,123	\$34,310	22%
February	\$560,727	\$519,219	-7%	\$23,146	\$21,879	-5%	\$3,759	\$3,672	-2%	\$33,688	\$37,433	11%
March	\$460,941	\$538,714	17%	\$46,996	\$46,246	-2%	\$4,432	\$5,392	22%	\$25,707	\$27,482	7%
April	\$647,656	\$553,064	-15%	\$43,299	\$52,121	20%	\$5,951	\$5,315	-11%	\$23,035	\$26,162	14%
May	\$587,728	\$591,101	1%	\$23,908	\$41,342	73%	\$7,434	\$6,049	-19%	\$31,152	\$30,753	-1%
June	\$600,050	\$622,774	4%	\$49,735	\$49,201	-1%	\$7,092	\$6,991	-1%	\$28,224	\$29,147	3%
July	\$550,217	\$621,247	13%	\$48,067	\$47,264	-2%	\$7,597	\$8,196	8%	\$27,521	\$30,018	9%
August	\$556,096	\$609,850	10%	\$38,451	\$43,368	13%	\$7,173	\$7,609	6%	\$28,500	\$29,481	3%
September	\$587,416	\$601,694	2%	\$33,167	\$40,714	23%	\$6,547	\$6,567	0%	\$25,758	\$31,905	24%
Total	\$6,854,847	\$7,039,735	3%	\$484,979	\$521,555	8%	\$65,821	\$72,336	10%	\$322,818	\$354,459	10%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Gadsden												
October	\$2,701,757	\$2,798,593	4%	\$588,673	\$674,561	15%	\$59,194	\$68,033.58	15%	\$142,873	\$169,756	19%
November	\$2,513,375	\$2,658,435	6%	\$595,690	\$571,174	-4%	\$64,991	\$87,330.28	34%	\$142,793	\$141,650	-1%
December	\$2,351,794	\$2,780,343	18%	\$518,917	\$598,066	15%	\$55,294	\$69,638.30	26%	\$147,613	\$149,112	1%
January	\$3,342,560	\$3,556,857	6%	\$683,596	\$756,169	11%	\$40,919	\$52,131.30	27%	\$171,384	\$199,869	17%
February	\$2,605,039	\$2,182,117	-16%	\$383,244	\$580,902	52%	\$41,549	\$54,716.84	32%	\$205,291	\$218,063	6%
March	\$2,232,820	\$2,668,770	20%	\$789,642	\$764,376	-3%	\$45,018	\$60,430.87	34%	\$156,661	\$160,095	2%
April	\$3,232,577	\$2,989,926	-8%	\$624,924	\$640,893	3%	\$68,975	\$74,667.03	8%	\$140,375	\$152,407	9%
May	\$2,758,621	\$2,687,124	-3%	\$571,216	\$501,890	-12%	\$84,570	\$59,526.47	-30%	\$189,839	\$179,151	-6%
June	\$3,119,369	\$3,009,674	-4%	\$642,251	\$738,467	15%	\$87,268	\$93,338.30	7%	\$171,966	\$169,797	-1%
July	\$2,950,685	\$3,151,488	7%	\$607,231	\$658,564	8%	\$91,355	\$100,569.80	10%	\$167,712	\$174,869	4%
August	\$2,606,925	\$2,845,306	9%	\$573,783	\$650,373	13%	\$87,833	\$61,740.19	-30%	\$173,679	\$171,738	-1%
September	\$2,711,752	\$2,829,347	4%	\$573,355	\$664,108	16%	\$77,704	\$68,285.45	-12%	\$156,972	\$185,860	18%
Total	\$33,127,274	\$34,157,980	3%	\$7,152,522	\$7,799,542	9%	\$804,670	\$850,408	6%	\$1,967,158	\$2,072,367	5%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Rainbow City												
October	\$470,091	\$563,816	20%	\$45,026	\$47,780	6%	N/A	N/A	N/A	\$37,222	\$44,226	19%
November	\$456,281	\$563,054	23%	\$53,628	\$58,090	8%	N/A	N/A	N/A	\$37,201	\$42,526	14%
December	\$533,929	\$680,152	27%	\$61,003	\$60,978	0%	N/A	N/A	N/A	\$38,457	\$44,766	16%
January	\$475,033	\$526,856	11%	\$45,772	\$38,336	-16%	N/A	N/A	N/A	\$44,650	\$60,005	34%
February	\$438,946	\$524,091	19%	\$45,521	\$40,262	-12%	N/A	N/A	N/A	\$53,484	\$65,467	22%
March	\$541,220	\$580,479	7%	\$57,691	\$52,567	-9%	N/A	N/A	N/A	\$40,814	\$48,064	18%
April	\$571,673	\$614,007	7%	\$53,523	\$57,908	8%	N/A	N/A	N/A	\$36,571	\$45,756	25%
May	\$522,491	\$603,318	15%	\$46,264	\$49,537	7%	N/A	N/A	N/A	\$49,458	\$53,785	9%
June	\$524,772	\$738,827	41%	\$52,027	\$51,318	-1%	N/A	N/A	N/A	\$44,809	\$50,977	14%
July	\$541,659	\$484,574	-11%	\$51,969	\$45,792	-12%	N/A	N/A	N/A	\$43,693	\$52,499	20%
August	\$483,535	\$598,164	24%	\$53,094	\$55,148	4%	N/A	N/A	N/A	\$45,248	\$51,559	14%
September	\$495,030	\$594,790	20%	\$67,641	\$65,658	-3%	N/A	N/A	N/A	\$40,895	\$55,799	36%
Total	\$6,054,660	\$7,072,128	17%	\$633,160	\$623,374	-2%	N/A	N/A	N/A	\$512,502	\$615,430	20%

Grand Total	\$57,639,160	\$60,366,384	5%	\$10,056,944	\$10,891,991	8%	\$1,221,334	\$1,311,553	7%	\$5,048,415	\$5,610,396	11%
--------------------	--------------	--------------	----	--------------	--------------	----	-------------	-------------	----	-------------	-------------	-----

Source: Avenu Insights, ALDOR

JACKSON County

Tax collection in Jackson County increased for each category from 2021 to 2022. The largest percent change was for SSUT with use tax and lodging tax collection the next two largest percent change categories. Sales tax collection experienced the smallest percent change increase but dominates in dollar value of taxes collected. The largest collection variances were with lodging taxes, where increases of 79% and 87% were also paired with declines of 25% and 26% within the same category. SSUT pro-rata distribution increased from \$1.93 million to \$2.25 million in 2022 for Jackson County. This analysis is expressed in *Table 10: Sales, Use, Lodging, & Simplified Sellers Use Tax (Jackson County - Scottsboro)*.



Table 10: Sales, Use, Lodging, & Simplified Sellers Use Tax (Jackson County - Scottsboro)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Jackson County												
October	\$828,932	\$805,777	-3%	\$113,499	\$205,796	81%	\$12,383	\$9,122	-26%	\$83,140	\$98,783	19%
November	\$765,967	\$859,761	12%	\$173,584	\$174,753	1%	\$15,020	\$17,699	18%	\$83,093	\$89,856	8%
December	\$669,004	\$774,308	16%	\$103,411	\$124,990	21%	\$7,976	\$13,155	65%	\$85,898	\$94,590	10%
January	\$872,516	\$967,278	11%	\$252,720	\$203,485	-19%	\$4,749	\$8,883	87%	\$99,731	\$126,788	27%
February	\$788,926	\$671,732	-15%	\$107,418	\$109,725	2%	\$8,700	\$8,025	-8%	\$119,462	\$138,329	16%
March	\$636,849	\$858,484	35%	\$139,353	\$138,373	-1%	\$8,575	\$15,339	79%	\$91,164	\$101,557	11%
April	\$895,891	\$898,947	0%	\$185,119	\$167,419	-10%	\$16,908	\$12,647	-25%	\$81,686	\$96,680	18%
May	\$897,633	\$871,225	-3%	\$94,745	\$163,111	72%	\$13,856	\$13,558	-2%	\$110,470	\$113,645	3%
June	\$864,125	\$954,930	11%	\$192,938	\$209,856	9%	\$12,014	\$12,361	3%	\$100,087	\$107,711	8%
July	\$818,917	\$962,866	18%	\$239,907	\$235,686	-2%	\$11,953	\$12,448	4%	\$97,594	\$110,929	14%
August	\$752,951	\$880,297	17%	\$311,961	\$353,646	13%	\$18,518	\$18,973	2%	\$101,067	\$108,943	8%
September	\$828,879	\$889,305	7%	\$484,598	\$387,081	-20%	\$11,205	\$16,799	50%	\$91,344	\$117,901	29%
Total	\$9,620,590	\$10,394,910	8%	\$2,399,252	\$2,473,921	3%	\$141,854	\$159,009	12%	\$1,144,737	\$1,305,712	14%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Scottsboro												
October	\$883,453	\$852,734	-3%	\$128,698	\$160,154	24%	\$35,825	\$39,740	11%	\$57,256	\$68,030	19%
November	\$821,536	\$894,319	9%	\$135,984	\$158,023	16%	\$46,118	\$49,216	7%	\$57,224	\$65,006	14%
December	\$702,798	\$823,605	17%	\$117,922	\$175,285	49%	\$23,553	\$41,671	77%	\$59,156	\$68,430	16%
January	\$957,764	\$1,079,543	13%	\$166,537	\$189,999	14%	\$18,570	\$30,440	64%	\$68,682	\$91,724	34%
February	\$775,322	\$689,061	-11%	\$160,034	\$161,741	1%	\$21,197	\$27,153	28%	\$82,270	\$100,073	22%
March	\$701,126	\$909,382	30%	\$211,932	\$193,736	-9%	\$29,556	\$50,547	71%	\$62,782	\$73,470	17%
April	\$949,290	\$943,065	-1%	\$150,094	\$163,521	9%	\$53,952	\$40,388	-25%	\$56,255	\$69,943	24%
May	\$971,401	\$948,460	-2%	\$145,275	\$177,144	22%	\$52,153	\$49,490	-5%	\$76,078	\$82,216	8%
June	\$929,746	\$1,015,274	9%	\$165,022	\$193,871	17%	\$46,026	\$46,454	1%	\$68,927	\$77,923	13%
July	\$888,952	\$1,017,249	14%	\$139,167	\$190,101	37%	\$52,883	\$49,588	-6%	\$67,211	\$80,251	19%
August	\$785,282	\$961,050	22%	\$143,981	\$240,741	67%	\$46,346	\$47,059	2%	\$69,602	\$78,814	13%
September	\$904,053	\$954,249	6%	\$155,842	\$184,099	18%	\$40,696	\$39,078	-4%	\$62,907	\$85,295	36%
Total	\$10,270,723	\$11,087,991	8%	\$1,820,488	\$2,188,415	20%	\$466,874	\$510,825	9%	\$788,351	\$941,173	19%

Grand Total	\$19,891,313	\$21,482,902	8%	\$4,219,740	\$4,662,336	10%	\$608,729	\$669,834	10%	\$1,933,088	\$2,246,886	16%
-------------	--------------	--------------	----	-------------	-------------	-----	-----------	-----------	-----	-------------	-------------	-----

Source: Avenu Insights, ALDOR

MARSHALL County



Increases in use tax and SSUT were both robust for Marshall County with each increasing by 20%, overall. The lowest percent increase for use tax collected was in the county and highest was Albertville. Sales tax collection expanded by 47% for the county, by 10% in Albertville, and 6% in Guntersville. Lodging tax collection was positive for each month in the period for Marshall County but mixed in Albertville and Guntersville. Overall, lodging tax collection was 10% higher from 2021 to 2022. Pro-rata SSUT distributions totaled \$4.28 million for Marshall County in 2022, an increase from \$3.57 million in 2021. See *Table 11: Sales, Use, Lodging, & Simplified Sellers Use Tax (Marshall County - Albertville and Guntersville)*.

Table 11: Sales, Use, Lodging, & Simplified Sellers Use Tax (Marshall County - Albertville and Guntersville)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Marshall County												
October	\$111,897	\$164,662	47%	\$31,067	\$37,943	22%	\$16,979	\$19,211	13%	\$145,294	\$172,633	19%
November	\$103,300	\$173,980	68%	\$36,858	\$39,588	7%	\$11,902	\$15,851	33%	\$145,213	\$166,816	15%
December	\$113,997	\$188,988	66%	\$35,711	\$37,257	4%	\$8,504	\$11,714	38%	\$150,115	\$175,604	17%
January	\$105,319	\$141,785	35%	\$29,217	\$23,946	-18%	\$10,020	\$10,539	5%	\$174,288	\$235,380	35%
February	\$97,212	\$154,841	59%	\$27,032	\$27,002	0%	\$11,265	\$14,745	31%	\$208,770	\$256,806	23%
March	\$139,415	\$204,136	46%	\$35,358	\$37,372	6%	\$19,710	\$19,668	0%	\$159,316	\$188,538	18%
April	\$140,014	\$182,962	31%	\$35,575	\$36,983	4%	\$20,162	\$20,141	0%	\$142,754	\$179,485	26%
May	\$141,174	\$189,714	34%	\$37,227	\$39,652	7%	\$20,662	\$24,621	19%	\$193,056	\$210,980	9%
June	\$143,376	\$207,504	45%	\$28,100	\$26,090	-7%	\$23,013	\$24,422	6%	\$174,911	\$199,964	14%
July	\$126,781	\$179,915	42%	\$32,232	\$35,374	10%	\$23,069	\$25,761	12%	\$170,554	\$205,937	21%
August	\$130,484	\$203,039	56%	\$45,151	\$42,790	-5%	\$17,562	\$20,172	15%	\$176,623	\$202,251	15%
September	\$131,320	\$194,650	48%	\$31,548	\$33,382	6%	\$16,083	\$20,340	26%	\$159,632	\$218,882	37%
Total	\$1,484,288	\$2,186,177	47%	\$405,076	\$417,379	3%	\$198,931	\$227,184	14%	\$2,000,526	\$2,413,276	21%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Albertville												
October	\$1,394,126	\$1,456,155	4%	\$227,352	\$308,957	36%	\$11,897	\$9,250	-22%	\$82,027	\$97,461	19%
November	\$1,322,841	\$1,439,884	9%	\$232,766	\$310,812	34%	\$11,787	\$12,161	3%	\$81,981	\$93,415	14%
December	\$1,277,491	\$1,487,680	16%	\$220,917	\$309,333	40%	\$10,681	\$11,352	6%	\$84,749	\$98,336	16%
January	\$1,496,845	\$1,800,177	20%	\$306,813	\$362,008	18%	\$8,921	\$9,665	8%	\$98,396	\$131,810	34%
February	\$1,334,322	\$1,142,098	-14%	\$236,349	\$211,355	-11%	\$9,108	\$8,774	-4%	\$117,863	\$143,808	22%
March	\$1,160,390	\$1,666,863	44%	\$267,225	\$421,314	58%	\$9,522	\$9,322	-2%	\$89,943	\$105,579	17%
April	\$1,558,977	\$1,588,961	2%	\$290,973	\$368,245	27%	\$14,583	\$13,651	-6%	\$80,593	\$100,509	25%
May	\$1,557,627	\$1,538,857	-1%	\$238,923	\$289,822	21%	\$15,913	\$16,552	4%	\$108,992	\$118,146	8%
June	\$1,665,234	\$1,698,845	2%	\$378,285	\$405,882	7%	\$14,620	\$14,429	-1%	\$98,747	\$111,977	13%
July	\$1,515,103	\$1,826,765	21%	\$341,066	\$431,474	27%	\$14,187	\$16,552	17%	\$96,288	\$115,322	20%
August	\$1,489,892	\$1,706,206	15%	\$306,516	\$312,255	2%	\$14,895	\$13,558	-9%	\$99,714	\$113,258	14%
September	\$1,519,791	\$1,629,504	7%	\$298,029	\$439,336	47%	\$8,675	\$9,887	14%	\$90,122	\$122,571	36%
Total	\$17,292,639	\$18,981,994	10%	\$3,345,214	\$4,170,794	25%	\$144,789	\$145,153	0%	\$1,129,415	\$1,352,192	20%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Guntersville												
October	\$1,627,378	\$1,652,100	2%	\$228,681	\$231,758	1%	\$55,827	\$44,786	-20%	\$31,775	\$37,755	19%
November	\$1,540,885	\$1,656,427	7%	\$192,954	\$176,449	-9%	\$69,451	\$88,696	28%	\$31,758	\$35,691	12%
December	\$1,440,652	\$1,654,958	15%	\$198,603	\$198,661	0%	\$39,536	\$66,017	67%	\$32,830	\$37,571	14%
January	\$1,637,988	\$1,831,293	12%	\$246,038	\$295,032	20%	\$14,452	\$20,243	40%	\$38,116	\$50,360	32%
February	\$1,508,486	\$1,342,793	-11%	\$113,254	\$150,040	32%	\$35,487	\$30,537	-14%	\$45,658	\$54,945	20%
March	\$1,361,608	\$1,618,464	19%	\$230,627	\$336,776	46%	\$33,184	\$53,370	61%	\$34,842	\$40,338	16%
April	\$1,801,094	\$1,794,272	0%	\$199,000	\$226,840	14%	\$63,147	\$69,859	11%	\$31,220	\$38,402	23%
May	\$1,795,507	\$1,582,930	-12%	\$219,148	\$172,344	-21%	\$66,186	\$51,832	-22%	\$42,221	\$45,140	7%
June	\$1,802,715	\$2,095,098	16%	\$205,048	\$225,065	10%	\$85,423	\$106,214	24%	\$38,253	\$42,783	12%
July	\$1,791,871	\$2,006,000	12%	\$171,630	\$219,273	28%	\$68,979	\$84,812	23%	\$37,300	\$44,061	18%
August	\$1,732,376	\$1,846,383	7%	\$201,210	\$253,045	26%	\$83,413	\$88,427	6%	\$38,627	\$43,272	12%
September	\$1,639,661	\$1,761,782	7%	\$168,286	\$255,758	52%	\$77,867	\$65,094	-16%	\$34,911	\$46,831	34%
Total	\$19,680,221	\$20,842,499	6%	\$2,374,479	\$2,741,043	15%	\$692,952	\$769,887	11%	\$437,511	\$517,149	18%
Grand Total	\$38,457,148	\$42,010,669	9%	\$6,124,769	\$7,329,216	20%	\$1,036,672	\$1,142,224	10%	\$3,567,452	\$4,282,617	20%

Source: Avenu Insights, ALDOR

RANDOLPH County

Sales, use, and SSUT tax collection increased in Randolph County from 2021 to 2022. Overall increases were 1%, 21%, and 7%, respectively. Changes in collection for each of the tax categories were relatively flat by locality for sales and lodging. Use tax collection increased by 29% for Randolph County and 17% in Roanoke. Lodging tax declined by 8% in Randolph County, the only locality within the county that collects lodging tax. The percentage change for lodging tax collection was positive within three months and negative for nine months during the period. During 2022, pro-rata SSUT distributions received by Randolph County summed to \$917,524. See *Table 12: Sales, Use, Lodging, & Simplified Sellers Use Tax (Randolph County - Roanoke and Wedowee)*.



Table 12: Sales, Use, Lodging, & Simplified Sellers Use Tax (Randolph County - Roanoke and Wedowee)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Randolph County												
October	\$396,346	\$406,700	3%	\$59,651	\$87,821	47%	\$3,910	\$2,727	-30%	\$35,789	\$42,524	19%
November	\$404,027	\$434,653	8%	\$61,727	\$54,752	-11%	\$2,920	\$3,416	17%	\$35,769	\$37,541	5%
December	\$453,502	\$427,578	-6%	\$67,733	\$81,462	20%	\$3,079	\$2,127	-31%	\$36,977	\$39,519	7%
January	\$441,949	\$479,882	9%	\$60,391	\$88,834	47%	\$2,941	\$2,604	-11%	\$42,931	\$52,971	23%
February	\$385,618	\$368,044	-5%	\$55,546	\$60,475	9%	\$2,820	\$2,581	-8%	\$51,425	\$57,793	12%
March	\$518,903	\$477,142	-8%	\$79,427	\$80,265	1%	\$4,869	\$3,977	-18%	\$39,243	\$42,429	8%
April	\$455,879	\$498,601	9%	\$62,339	\$76,186	22%	\$3,269	\$2,074	-37%	\$35,164	\$40,392	15%
May	\$570,156	\$457,449	-20%	\$51,223	\$93,586	83%	\$4,178	\$3,785	-9%	\$47,554	\$47,480	0%
June	\$525,664	\$546,211	4%	\$41,559	\$68,269	64%	\$3,821	\$4,280	12%	\$43,085	\$45,001	4%
July	\$537,996	\$502,102	-7%	\$54,887	\$54,070	-1%	\$6,138	\$5,767	-6%	\$42,011	\$46,345	10%
August	\$498,220	\$477,526	-4%	\$56,764	\$79,819	41%	\$3,978	\$5,206	31%	\$43,085	\$45,515	6%
September	\$427,513	\$484,054	13%	\$49,660	\$81,818	65%	\$4,277	\$3,769	-12%	\$39,321	\$49,258	25%
Total	\$5,615,773	\$5,559,940	-1%	\$700,907	\$907,359	29%	\$46,199	\$42,314	-8%	\$492,354	\$546,767	11%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Roanoke												
October	\$277,564	\$285,104	3%	\$50,675	\$70,619.91	39%	N/A	N/A	N/A	\$23,546	\$27,976	19%
November	\$263,579	\$289,570	10%	\$57,388	\$73,230.78	28%	N/A	N/A	N/A	\$23,532	\$22,162	-6%
December	\$272,391	\$302,854	11%	\$47,712	\$65,765.22	38%	N/A	N/A	N/A	\$24,327	\$23,330	-4%
January	\$327,655	\$332,332	1%	\$61,558	\$96,064.56	56%	N/A	N/A	N/A	\$28,244	\$31,271	11%
February	\$311,340	\$268,740	-14%	\$60,813	\$64,910.03	7%	N/A	N/A	N/A	\$33,832	\$34,118	1%
March	\$228,634	\$296,512	30%	\$88,127	\$61,494.53	-30%	N/A	N/A	N/A	\$25,818	\$25,048	-3%
April	\$421,703	\$333,969	-21%	\$59,720	\$55,460.67	-7%	N/A	N/A	N/A	\$23,134	\$23,846	3%
May	\$269,698	\$292,699	9%	\$59,933	\$81,248.02	36%	N/A	N/A	N/A	\$31,286	\$28,030	-10%
June	\$324,555	\$333,754	3%	\$62,337	\$59,197.64	-5%	N/A	N/A	N/A	\$28,345	\$26,566	-6%
July	\$302,207	\$329,825	9%	\$61,783	\$81,717.24	32%	N/A	N/A	N/A	\$27,639	\$27,360	-1%
August	\$303,640	\$305,796	1%	\$64,280	\$97,347.06	51%	N/A	N/A	N/A	\$28,623	\$26,870	-6%
September	\$300,638	\$305,813	2%	\$82,917	\$77,455.48	-7%	N/A	N/A	N/A	\$25,869	\$29,080	12%
Total	\$3,603,604	\$3,676,968	2%	\$757,243	\$884,511	17%	N/A	N/A	N/A	\$324,195	\$325,657	0%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
October	\$109,330	\$107,890	-1%	\$11,122	\$10,120	-9%	N/A	N/A	N/A	\$3,190	\$3,791	19%
November	\$90,297	\$98,144	9%	\$11,180	\$10,573	-5%	N/A	N/A	N/A	\$3,188	\$3,075	-4%
December	\$91,250	\$98,812	8%	\$12,177	\$12,365	2%	N/A	N/A	N/A	\$3,296	\$3,237	-2%
January	\$102,235	\$107,713	5%	\$18,601	\$15,959	-14%	N/A	N/A	N/A	\$3,827	\$4,339	13%
February	\$91,328	\$97,121	6%	\$12,971	\$13,971	8%	N/A	N/A	N/A	\$4,584	\$4,735	3%
March	\$92,435	\$97,658	6%	\$15,148	\$13,014	-14%	N/A	N/A	N/A	\$3,498	\$3,476	-1%
April	\$123,492	\$114,124	-8%	\$12,472	\$12,006	-4%	N/A	N/A	N/A	\$3,134	\$3,309	6%
May	\$113,681	\$91,060	-20%	\$10,477	\$10,535	1%	N/A	N/A	N/A	\$4,239	\$3,890	-8%
June	\$124,147	\$139,469	12%	\$12,438	\$13,519	9%	N/A	N/A	N/A	\$3,840	\$3,687	-4%
July	\$114,924	\$131,386	14%	\$10,602	\$17,110	61%	N/A	N/A	N/A	\$3,745	\$3,797	1%
August	\$109,711	\$113,510	3%	\$12,938	\$11,573	-11%	N/A	N/A	N/A	\$3,878	\$3,729	-4%
September	\$100,438	\$115,281	15%	\$9,863	\$12,021	22%	N/A	N/A	N/A	\$3,505	\$4,035	15%
Total	\$1,263,268	\$1,312,167	4%	\$149,989	\$152,766	2%	N/A	N/A	N/A	\$43,924	\$45,099	3%
Grand Total	\$10,482,645	\$10,549,075	1%	\$1,608,139	\$1,944,635	21%	\$46,199	\$42,314	-8%	\$860,473	\$917,524	7%

Source: Avenu Insights, ALDOR

ST. CLAIR County

Tax collection in St. Clair County is positive for each category. Overall, SSUT experienced the largest percent change with collection increasing by 23% from 2021 to 2022. Disaggregating collection by locality, sales tax, and lodging tax collection both increased by more than 30% in the period within the City of Moody, while use tax, lodging tax, and SSUT increased by more than 20% for St. Clair County. Several wide variations in collection occurred during the period that indicate both the seasonal nature and volatility of most tax collection. Examples are the large variances in use tax collection for St. Clair County and Pell City and lodging taxes for the City of Moody and Pell City. Due to reporting procedures, on five occasions during the period, lodging tax collection more than doubled in the City of Moody, and was more than four times higher in three of those months. St Clair County received its pro-rata share of SSUT distributions in 2022 totaling \$3.82 million. The results are summarized in *Table 13: Sales, Use, Lodging, & Simplified Sellers Use Tax (St. Clair County - Moody and Pell City)*.



Table 13: Sales, Use, Lodging, & Simplified Sellers Use Tax (St. Clair County - Moody and Pell City)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
October	\$1,266,650	\$1,374,469	9%	\$171,034	\$200,802	17%	\$8,441	\$12,206	45%	\$130,571	\$155,139	19%
November	\$1,259,958	\$1,334,659	6%	\$166,365	\$314,081	89%	\$12,044	\$15,060	25%	\$130,498	\$155,693	19%
December	\$1,155,436	\$1,538,671	33%	\$148,467	\$338,925	128%	\$7,481	\$10,316	38%	\$134,903	\$163,894	21%
January	\$1,234,575	\$1,232,055	0%	\$282,721	\$214,670	-24%	\$7,162	\$14,021	96%	\$156,626	\$219,684	40%
February	\$1,220,378	\$1,229,925	1%	\$173,846	\$240,398	38%	\$10,399	\$14,106	36%	\$187,615	\$239,682	28%
March	\$1,125,303	\$1,550,029	38%	\$187,445	\$289,018	54%	\$11,749	\$19,000	62%	\$143,172	\$175,966	23%
April	\$1,447,346	\$1,582,716	9%	\$225,212	\$245,233	9%	\$14,603	\$21,035	44%	\$128,288	\$167,517	31%
May	\$1,476,598	\$1,523,559	3%	\$201,238	\$242,270	20%	\$20,023	\$19,324	-3%	\$173,493	\$196,911	13%
June	\$1,398,956	\$1,580,963	13%	\$188,087	\$287,538	53%	\$15,547	\$19,383	25%	\$157,186	\$186,630	19%
July	\$1,380,479	\$1,465,004	6%	\$233,145	\$220,871	-5%	\$19,433	\$19,635	1%	\$153,271	\$192,205	25%
August	\$1,405,533	\$1,449,254	3%	\$400,618	\$217,434	-46%	\$21,041	\$14,620	-31%	\$158,725	\$188,764	19%
September	\$1,306,088	\$1,503,074	15%	\$198,445	\$292,691	47%	\$15,179	\$17,909	18%	\$143,456	\$204,286	42%
Total	\$15,677,300	\$17,364,378	11%	\$2,576,623	\$3,103,930	20%	\$163,102	\$196,615	21%	\$1,797,804	\$2,246,371	25%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Moody												
October	\$401,920	\$517,700	29%	\$84,898	\$85,679	1%	\$5,226	\$24,737	373%	\$45,456	\$54,009	19%
November	\$374,343	\$495,966	32%	\$92,786	\$99,979	8%	\$6,447	\$28,643	344%	\$45,430	\$54,957	21%
December	\$406,617	\$537,544	32%	\$110,244	\$122,017	11%	\$20,255	\$17,598	-13%	\$46,964	\$57,852	23%
January	\$395,121	\$516,594	31%	\$102,127	\$99,838	-2%	\$9,375	\$18,583	98%	\$54,527	\$77,545	42%
February	\$349,638	\$488,445	40%	\$95,836	\$93,814	-2%	\$1,910	\$4,887	156%	\$65,315	\$84,604	30%
March	\$432,191	\$559,801	30%	\$95,948	\$111,229	16%	\$8,013	\$32,612	307%	\$49,843	\$62,114	25%
April	\$449,749	\$578,884	29%	\$111,401	\$113,948	2%	\$14,789	\$20,540	39%	\$44,661	\$59,131	32%
May	\$415,055	\$589,548	42%	\$78,704	\$75,973	-3%	\$52,625	\$8,747	-83%	\$60,398	\$69,507	15%
June	\$422,316	\$675,265	60%	\$105,115	\$104,632	0%	\$22,823	\$57,373	151%	\$54,721	\$65,878	20%
July	\$435,469	\$459,342	5%	\$109,077	\$112,588	3%	\$32,238	\$26,192	-19%	\$53,358	\$67,846	27%
August	\$389,974	\$552,036	42%	\$99,917	\$95,460	-4%	\$22,929	\$21,585	-6%	\$55,257	\$66,631	21%
September	\$404,168	\$555,142	37%	\$96,081	\$101,867	6%	\$21,398	\$32,800	53%	\$49,941	\$72,110	44%
Total	\$4,876,562	\$6,526,266	34%	\$1,182,135	\$1,217,024	3%	\$218,029	\$294,297	35%	\$625,871	\$792,185	27%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Pell City												
October	\$1,569,881	\$1,694,589	8%	\$169,190	\$137,248	-19%	\$26,167	\$19,442	-26%	\$49,212	\$58,472	19%
November	\$1,656,109	\$1,783,951	8%	\$160,734	\$147,080	-8%	\$27,859	\$38,130	37%	\$49,184	\$53,993	10%
December	\$1,925,798	\$2,010,456	4%	\$232,554	\$309,450	33%	\$29,955	\$43,309	45%	\$50,845	\$56,838	12%
January	\$1,238,754	\$1,209,340	-2%	\$187,882	\$114,943	-39%	\$28,063	\$29,530	5%	\$59,033	\$76,185	29%
February	\$1,806,142	\$1,864,032	3%	\$172,851	\$250,864	45%	\$36,409	\$26,646	-27%	\$70,712	\$83,120	18%
March	\$1,589,621	\$1,524,784	-4%	\$169,328	\$194,527	15%	\$32,491	\$33,303	2%	\$53,961	\$61,024	13%
April	\$2,164,268	\$2,091,244	-3%	\$216,292	\$183,960	-15%	\$37,589	\$40,723	8%	\$48,352	\$58,094	20%
May	\$1,867,097	\$1,913,720	2%	\$167,141	\$197,391	18%	\$27,356	\$40,478	48%	\$65,390	\$68,288	4%
June	\$1,753,053	\$1,774,213	1%	\$192,800	\$214,963	11%	\$39,929	\$38,942	-2%	\$59,243	\$64,722	9%
July	\$1,748,510	\$1,883,853	8%	\$188,844	\$173,395	-8%	\$41,091	\$35,006	-15%	\$57,768	\$66,656	15%
August	\$1,695,620	\$1,679,263	-1%	\$196,998	\$180,765	-8%	\$32,082	\$30,520	-5%	\$59,823	\$65,462	9%
September	\$1,623,696	\$1,770,849	9%	\$183,634	\$206,188	12%	\$31,955	\$40,408	26%	\$54,069	\$70,845	31%
Total	\$20,638,549	\$21,200,294	3%	\$2,238,248	\$2,310,779	3%	\$390,946	\$416,437	7%	\$677,592	\$783,701	16%

Grand Total	\$41,192,411	\$45,090,938	9%	\$5,997,006	\$6,631,733	11%	\$772,077	\$907,349	18%	\$3,101,267	\$3,822,257	23%
-------------	--------------	--------------	----	-------------	-------------	-----	-----------	-----------	-----	-------------	-------------	-----

Source: Avenu Insights, ALDOR, St. Clair County, City of Moody, City of Pell City

TALLADEGA County



In Talladega County, sales, use, and lodging tax collection increased overall by 15%, 10%, and 13%, respectively, for the 2021-2022 reporting period. When considered by locality the largest increase in sales tax was a 25% increase in Talladega County, while a 25% increase in use tax collection in Talladega represents the largest increase in that tax category of county localities. Lodging tax collection of 17% in Talladega was the largest percent change for that tax collection by locality, while collection increased by 15% for Talladega County. In 2022 the pro-rata SSUT distributions received by Talladega County summed to \$3.76 million, representing a 14% increase over the reported value of \$3.29 million reported for 2021. See *Table 14: Sales, Use, Lodging, & Simplified Sellers Use Tax (Talladega County - Talladega and Sylacauga)*.

Table 14: Sales, Use, Lodging, & Simplified Sellers Use Tax (Talladega County - Talladega and Sylacauga)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Talladega County												
October	\$840,555	\$1,291,953	54%	\$159,523	\$169,568	6%	\$21,555	\$33,178	54%	\$128,537	\$152,723	19%
November	\$788,596	\$972,712	23%	\$192,224	\$193,954	1%	\$19,750	\$25,118	27%	\$128,465	\$140,390	9%
December	\$873,965	\$1,090,520	25%	\$236,729	\$236,561	0%	\$15,826	\$20,919	32%	\$132,802	\$147,786	11%
January	\$783,886	\$925,969	18%	\$258,534	\$274,482	6%	\$15,113	\$17,655	17%	\$154,187	\$198,092	28%
February	\$806,194	\$949,891	18%	\$219,915	\$244,497	11%	\$15,046	\$21,699	44%	\$184,692	\$216,125	17%
March	\$1,016,122	\$1,093,245	8%	\$329,459	\$347,678	6%	\$25,751	\$30,524	19%	\$140,942	\$158,671	13%
April	\$1,115,305	\$1,464,585	31%	\$294,575	\$317,191	8%	\$27,246	\$34,974	28%	\$126,290	\$151,052	20%
May	\$897,406	\$1,079,973	20%	\$295,019	\$360,974	22%	\$27,272	\$29,195	7%	\$170,791	\$177,558	4%
June	\$925,058	\$1,168,265	26%	\$216,467	\$259,597	20%	\$20,980	\$26,575	27%	\$154,738	\$168,287	9%
July	\$922,654	\$1,047,089	13%	\$215,345	\$232,062	8%	\$30,637	\$28,229	-8%	\$150,884	\$173,314	15%
August	\$856,697	\$1,081,809	26%	\$197,856	\$212,307	7%	\$23,582	\$23,196	-2%	\$156,252	\$170,212	9%
September	\$816,296	\$1,122,881	38%	\$196,376	\$220,974	13%	\$26,814	\$18,810	-30%	\$141,222	\$184,208	30%
Total	\$10,642,735	\$13,288,891	25%	\$2,812,023	\$3,069,846	9%	\$269,572	\$310,074	15%	\$1,769,802	\$2,038,419	15%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Talladega												
October	\$636,998	\$683,334	7%	\$49,558	\$55,049	11%	\$22,546	\$23,772	5%	\$60,768	\$72,202	19%
November	\$632,557	\$667,851	6%	\$52,669	\$64,033	22%	\$14,598	\$15,738	8%	\$60,734	\$66,187	9%
December	\$715,669	\$754,841	5%	\$81,257	\$110,751	36%	\$13,668	\$12,284	-10%	\$62,784	\$69,673	11%
January	\$612,447	\$609,973	0%	\$53,558	\$58,287	9%	\$12,665	\$11,036	-13%	\$72,894	\$93,390	28%
February	\$591,430	\$627,904	6%	\$58,403	\$58,898	1%	\$11,447	\$13,796	21%	\$87,316	\$101,891	17%
March	\$745,812	\$739,281	-1%	\$63,114	\$72,400	15%	\$15,965	\$19,285	21%	\$66,633	\$74,805	12%
April	\$698,023	\$732,225	5%	\$52,845	\$50,758	-4%	\$17,452	\$23,341	34%	\$59,706	\$71,213	19%
May	\$800,445	\$721,875	-10%	\$63,287	\$77,890	23%	\$18,564	\$22,520	21%	\$80,744	\$83,709	4%
June	\$725,643	\$823,341	13%	\$48,112	\$73,800	53%	\$14,445	\$21,117	46%	\$73,155	\$79,339	8%
July	\$701,485	\$680,915	-3%	\$63,548	\$87,458	38%	\$13,587	\$18,182	34%	\$71,333	\$81,708	15%
August	\$621,998	\$696,827	12%	\$54,890	\$70,904	29%	\$14,523	\$14,645	1%	\$73,871	\$80,246	9%
September	\$635,810	\$719,719	13%	\$48,230	\$79,326	64%	\$13,501	\$18,968	40%	\$66,765	\$86,844	30%
Total	\$8,118,317	\$8,458,086	4%	\$689,471	\$859,552	25%	\$182,961	\$214,682	17%	\$836,703	\$961,208	15%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Sylacauga												
October	\$599,034	\$721,809	20%	\$68,014	\$70,020	3%	\$22,538	\$30,865	37%	\$49,421	\$58,721	19%
November	\$637,379	\$735,101	15%	\$50,880	\$58,019	14%	\$23,759	\$25,580	8%	\$49,394	\$52,487	6%
December	\$732,247	\$845,100	15%	\$63,954	\$71,447	12%	\$19,534	\$21,272	9%	\$51,061	\$55,252	8%
January	\$635,544	\$642,159	1%	\$57,850	\$57,303	-1%	\$20,077	\$20,345	1%	\$59,284	\$74,060	25%
February	\$574,213	\$675,388	18%	\$51,165	\$56,514	10%	\$19,576	\$25,136	28%	\$71,013	\$80,801	14%
March	\$751,817	\$785,590	4%	\$58,499	\$54,896	-6%	\$30,738	\$28,518	-7%	\$54,191	\$59,322	9%
April	\$746,369	\$805,064	8%	\$76,344	\$72,656	-5%	\$30,110	\$31,960	6%	\$48,557	\$56,473	16%
May	\$692,912	\$760,602	10%	\$60,644	\$61,562	2%	\$27,220	\$30,265	11%	\$65,668	\$66,383	1%
June	\$664,982	\$837,417	26%	\$58,495	\$55,023	-6%	\$28,669	\$31,096	8%	\$59,495	\$62,917	6%
July	\$697,252	\$756,537	9%	\$67,438	\$67,170	0%	\$25,279	\$28,158	11%	\$58,014	\$64,796	12%
August	\$630,021	\$755,541	20%	\$69,247	\$69,319	0%	\$25,611	\$24,594	-4%	\$60,078	\$63,636	6%
September	\$618,775	\$799,021	29%	\$56,102	\$50,896	-9%	\$27,829	\$27,434	-1%	\$54,299	\$68,869	27%
Total	\$7,980,546	\$9,119,327	14%	\$738,633	\$744,824	1%	\$300,939	\$325,224	8%	\$680,475	\$763,715	12%
Grand Total	\$26,741,598	\$30,866,304	15%	\$4,240,126	\$4,674,222	10%	\$753,472	\$849,980	13%	\$3,286,980	\$3,763,343	14%

Source: Avenu Insights, ALDOR, City of Talladega

TALLAPOOSA County

In Tallapoosa County, overall tax collection increased between 5% and 6% for sales, use, and lodging tax collection. This pattern follows for each locality except for a 29% increase in lodging tax collection in Dadeville, where volatility is reflected in consecutive declines of 34% in February and March and an increase of 148% in June. Use tax collection was unchanged for Dadeville, with declines each month from December to June when compared to 2021 and strong increases in July, August, and September of 42%, 56%, and 72%. In 2022, the pro-rata SSUT distributions received by Tallapoosa County were \$2.11 million, representing a 14% increase over the reported value of \$1.86 million reported for 2021. See *Table 15: Sales, Use, Lodging, & Simplified Sellers Use Tax (Tallapoosa County - Alexander City and Dadeville)*.



Table 15: Sales, Use, Lodging, & Simplified Sellers Use Tax (Tallapoosa County - Alexander City and Dadeville)

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Tallapoosa County												
October	\$728,278	\$701,810	-4%	\$13,297	\$12,274	-8%	N/A	N/A	N/A	\$65,004	\$77,235	19%
November	\$678,442	\$715,210	5%	\$22,652	\$15,758	-30%	N/A	N/A	N/A	\$64,967	\$70,599	9%
December	\$548,569	\$688,584	26%	\$23,995	\$12,440	-48%	N/A	N/A	N/A	\$67,160	\$74,318	11%
January	\$740,500	\$756,387	2%	\$17,715	\$16,284	-8%	N/A	N/A	N/A	\$77,975	\$99,617	28%
February	\$656,093	\$592,505	-10%	\$14,782	\$14,546	-2%	N/A	N/A	N/A	\$93,402	\$108,685	16%
March	\$581,771	\$806,351	39%	\$14,030	\$21,261	52%	N/A	N/A	N/A	\$71,277	\$79,792	12%
April	\$801,420	\$834,896	4%	\$17,466	\$23,424	34%	N/A	N/A	N/A	\$63,867	\$75,961	19%
May	\$766,783	\$759,937	-1%	\$17,403	\$17,012	-2%	N/A	N/A	N/A	\$86,372	\$89,290	3%
June	\$872,521	\$894,069	2%	\$17,446	\$22,611	30%	N/A	N/A	N/A	\$78,254	\$84,628	8%
July	\$787,905	\$910,470	16%	\$17,415	\$31,637	82%	N/A	N/A	N/A	\$76,305	\$87,156	14%
August	\$723,491	\$857,815	19%	\$15,407	\$17,578	14%	N/A	N/A	N/A	\$79,020	\$85,596	8%
September	\$777,977	\$793,871	2%	\$16,994	\$28,650	69%	N/A	N/A	N/A	\$71,418	\$92,634	30%
Total	\$8,663,749	\$9,311,905	7%	\$208,600	\$233,474	12%	N/A	N/A	N/A	\$895,022	\$1,025,511	15%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Alexander City												
October	\$979,556	\$989,387	1%	\$28,036	\$29,043	4%	\$48,443	\$48,443	0%	\$57,663	\$68,513	19%
November	\$997,880	\$1,008,809	1%	\$17,845	\$18,127	2%	\$58,430	\$68,975	18%	\$57,631	\$61,939	7%
December	\$1,025,698	\$1,128,945	10%	\$22,558	\$24,380	8%	\$45,425	\$54,087	19%	\$59,577	\$65,201	9%
January	\$905,547	\$889,145	-2%	\$18,654	\$17,306	-7%	\$33,508	\$35,364	6%	\$69,170	\$87,396	26%
February	\$920,336	\$940,629	2%	\$16,554	\$16,219	-2%	\$32,900	\$26,375	-20%	\$82,855	\$95,352	15%
March	\$1,022,514	\$1,104,643	8%	\$23,875	\$24,514	3%	\$37,761	\$44,858	19%	\$63,228	\$70,004	11%
April	\$1,095,541	\$1,106,714	1%	\$17,995	\$18,959	5%	\$66,577	\$64,422	-3%	\$56,655	\$66,643	18%
May	\$1,203,325	\$1,196,288	-1%	\$22,335	\$21,018	-6%	\$63,802	\$66,688	5%	\$76,619	\$78,337	2%
June	\$1,102,254	\$1,172,817	6%	\$24,523	\$25,592	4%	\$63,146	\$68,811	9%	\$69,417	\$74,246	7%
July	\$1,002,584	\$1,106,127	10%	\$37,556	\$38,039	1%	\$81,618	\$76,299	-7%	\$67,688	\$76,464	13%
August	\$1,138,774	\$1,058,641	-7%	\$31,558	\$30,768	-3%	\$66,902	\$69,802	4%	\$70,097	\$75,095	7%
September	\$1,006,589	\$1,072,515	7%	\$30,114	\$30,913	3%	\$55,368	\$62,319	13%	\$63,354	\$81,270	28%
Total	\$12,400,598	\$12,774,660	3%	\$291,603	\$294,878	1%	\$653,879	\$686,443	5%	\$793,956	\$900,460	13%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change	FY 21	FY 22	% Change
Dadeville												
October	\$155,624	\$177,502	14%	\$3,149	\$3,092	-2%	\$616	\$820	33%	\$12,521	\$14,877	19%
November	\$150,519	\$167,539	11%	\$1,787	\$2,081	16%	\$563	\$997	77%	\$12,514	\$12,869	3%
December	\$160,234	\$164,468	3%	\$4,177	\$3,741	-10%	\$883	\$1,001	13%	\$12,937	\$13,547	5%
January	\$157,735	\$172,515	9%	\$2,320	\$2,224	-4%	\$792	\$856	8%	\$15,020	\$18,159	21%
February	\$163,407	\$158,475	-3%	\$4,859	\$3,411	-30%	\$1,840	\$1,214	-34%	\$17,991	\$19,812	10%
March	\$179,577	\$189,700	6%	\$5,472	\$6,021	10%	\$1,792	\$1,178	-34%	\$13,730	\$14,545	6%
April	\$182,755	\$178,607	-2%	\$3,599	\$3,340	-7%	\$1,251	\$1,347	8%	\$12,302	\$13,847	13%
May	\$184,034	\$192,637	5%	\$4,026	\$2,496	-38%	\$2,026	\$2,334	15%	\$16,637	\$16,276	-2%
June	\$183,838	\$192,770	5%	\$2,910	\$3,391	17%	\$1,731	\$4,284	148%	\$15,073	\$15,427	2%
July	\$189,351	\$182,107	-4%	\$1,855	\$2,636	42%	\$2,817	\$4,223	50%	\$14,698	\$15,887	8%
August	\$180,487	\$184,666	2%	\$1,169	\$1,822	56%	\$1,425	\$2,315	62%	\$15,221	\$15,603	3%
September	\$150,414	\$189,021	26%	\$1,494	\$2,570	72%	\$1,799	\$2,119	18%	\$13,757	\$16,886	23%
Total	\$2,037,975	\$2,150,008	5%	\$36,817	\$36,824	0%	\$17,534	\$22,687	29%	\$172,402	\$187,735	9%
Grand Total	\$23,102,321	\$24,236,574	5%	\$537,021	\$565,176	5%	\$671,414	\$709,130	6%	\$1,861,380	\$2,113,707	14%

Source: Avenu Insights, ALDOR, City of Alexander City

2021-2022 Demographic and Labor Force Profile

This section of the annual report summarizes selected demographic and labor force data for each county and CEDBR 15-County Region for 2021 and 2022.



BLOUNT County

The demographic profile for Blount County indicates an increase of 5.87% in median house value, a slight decline in median household income, and a 2.87% increase in per capita income during the reporting period. Employment levels in most of the top industries by number of workers increased, with office and administrative support occupations and food preparation and serving related occupations the only exceptions.

Wage increases were solid. Food preparation and serving-related occupations as well as educational instruction and library occupations experienced the largest increase in wages during the reporting period, with levels rising by 17.10% and 10.71%, respectively. Sales and related occupations and management occupations experienced the largest percent increase in employment for top occupations, while food preparation and serving related occupations and sales and related occupations, which are high demand occupations, are projected to grow by double digits from 2022 to 2023. Wages for top occupations are projected to increase by low single digits with the largest projected increase of 3.06% for sales and related occupations.

The county unemployment rate from Dec 2021 to Dec 2022 was unchanged at 1.8% with the number of unemployment claims increasing from 454 to 467, a 2.86% increase. See *Table 16: Blount County Demographic and Labor Force Profile*.

Table 16: Blount County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Blount County	2021	2022	% Change
Population	59,085	59,512	0.72%
Households	24,323	24,404	0.33%
Median House Value	\$127,800	\$135,300	5.87%
Median Household Income	\$49,358	\$48,922	-0.88%
Per Capita Income	\$24,747	\$25,457	2.87%
Education:			
No High School Diploma	4,991	4,494	-9.96%
High School Graduate	9,457	9,757	3.17%
Some College, No Degree	6,720	6,679	-0.61%
Associate degree	4,269	4,344	1.76%
Bachelor's Degree	2,833	2,938	3.71%
Postgraduate Degree	1,195	1,220	2.09%
Housing:			
Homeowner Vacancy	117	88	-24.79%
Rental Vacancy	404	393	-2.72%
Renter-Occupied Housing Units	4,424	5,073	14.67%
Occupied Housing Units with No Vehicle Available	860	1,077	25.23%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	1,365	1,374	0.66%
Educational Services	1,265	1,353	6.96%
Retail Trade	1,211	1,272	5.04%
Construction	1,054	1,172	11.20%
Health Care and Social Assistance	1,043	1,064	2.01%
Other Services (except Public Administration)	763	713	-6.55%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	1,088	1,108	1.84%	\$30,500	\$33,200	8.85%	1,129	1.90%	\$34,000	2.41%
Sales and Related Occupations	1,042	1,096	5.18%	\$34,500	\$36,000	4.35%	1,233	12.50%	\$37,100	3.06%
Office and Administrative Support Occupations	1,062	1,053	-0.85%	\$33,800	\$36,400	7.69%	1,163	10.45%	\$36,900	1.37%
Educational Instruction and Library Occupations	897	911	1.56%	\$39,200	\$43,400	10.71%	989	8.56%	\$44,300	2.07%
Management Occupations	866	902	4.16%	\$83,600	\$87,300	4.43%	983	8.98%	\$88,900	1.83%
Food Preparation and Serving Related Occupations	859	829	-3.49%	\$19,300	\$22,600	17.10%	960	15.80%	\$23,100	2.21%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Food Preparation and Serving Related Occupations	829	960	15.80%
Sales and Related Occupations	1,096	1,233	12.50%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	1.8%	1.8%	0.00%
Unemployment Claims	454	467	2.86%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

CALHOUN County

Median household income increased by 6.08% in Calhoun County during 2021-2022. Per capita income increased by 3.52% and median house value by 3.05%. Homeowner vacancies plunged by 21.84%, but rental housing vacancies increased by 9.79%. The top industries with the largest changes in employment were accommodation and food services with a 7.25% increase and public administration with a 6.20% decrease. For employment in top occupations, the number of jobs increased by 6.58% for transportation and material moving occupations, an increase much higher than the next two categories – healthcare practitioners and technical occupations and sales and related occupations. Production occupations employment declined by 3.31% during the period.

Wage expansion for top occupations was solid with a 13.62% increase for food preparation and serving occupations and 10.91% increase for sales and related occupations. In fact, the former is also considered as a high demand occupation with employment expected to increase by 14.71% from 2022 to 2023. Calhoun County experienced drastic decreases in both the unemployment rate and the number of unemployment claims. From December 2021 to December 2022, the unemployment rate declined by 25.00%, from 3.2% to 2.4%, as the number of unemployment claims plummeted from 1,460 to 1,116, a 23.56% decrease. See *Table 17: Calhoun County Demographic and Labor Force Profile*.

Table 17: Calhoun County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Calhoun County	2021	2022	% Change
Population	115,677	115,788	0.10%
Households	53,631	53,722	0.17%
Median House Value	\$118,000	\$121,600	3.05%
Median Household Income	\$47,255	\$50,128	6.08%
Per Capita Income	\$25,345	\$26,238	3.52%
Education:			
No High School Diploma	8,445	8,041	-4.78%
High School Graduate	18,649	19,761	5.96%
Some College, No Degree	15,987	15,178	-5.06%
Associate degree	5,415	5,068	-6.41%
Bachelor's Degree	6,379	6,214	-2.59%
Postgraduate Degree	4,495	4,550	1.22%
Housing:			
Homeowner Vacancy	664	519	-21.84%
Rental Vacancy	817	897	9.79%
Renter-Occupied Housing Units	13,351	13,202	-1.12%
Occupied Housing Units with No Vehicle Available	2,659	2,270	-14.63%



Labor Force Overview			
Industry Snapshot			
Top Industries	Employment		% Change
	2021	2022	
Manufacturing	6,628	6,627	-0.02%
Retail Trade	6,180	6,325	2.35%
Health Care and Social Assistance	6,179	6,189	0.16%
Public Administration	5,689	5,336	-6.20%
Accommodation and Food Services	4,466	4,790	7.25%
Educational Services	3,919	3,914	-0.13%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Office and Administrative Support Occupations	5,213	5,074	-2.67%	\$35,500	\$37,600	5.92%	5,574	9.85%	\$38,100	1.33%
Production Occupations	5,169	4,998	-3.31%	\$39,600	\$42,100	6.31%	5,398	8.00%	\$43,200	2.61%
Sales and Related Occupations	4,894	4,933	0.80%	\$33,000	\$36,600	10.91%	5,544	12.39%	\$37,200	1.64%
Food Preparation and Serving Related Occupations	4,494	4,465	-0.65%	\$21,300	\$24,200	13.62%	5,122	14.71%	\$25,100	3.72%
Transportation and Material Moving Occupations	4,177	4,452	6.58%	\$33,600	\$36,300	8.04%	5,101	14.58%	\$37,100	2.20%
Healthcare Practitioners and Technical Occupations	3,105	3,175	2.25%	\$73,600	\$77,700	5.57%	3,360	5.83%	\$78,600	1.16%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Food Preparation and Serving Related Occupations	4,465	5,122	14.71%
Transportation and Material Moving Occupations	4,452	5,101	14.58%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	3.2%	2.4%	-25.00%
Unemployment Claims	1,460	1,116	-23.56%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

CHAMBERS County

Demographic and labor force values are overall positive for Chambers County in comparing 2022 to 2021. Median house values are 6.35% higher and median household income grew by 4.19% during the period. Rental home vacancies increased by 15.84% from 341 to 395 units, while homeowner vacancies increased by 6.84%. Renter occupied housing units, however, declined by 3.74%.

Retail trade is identified as the top industry within the county with the largest percent increase in employment, which grew by 11.05%. Sales and related occupations are the top occupations, where employment increased by 5.13%. Food preparation and serving related occupations and transportation and material moving occupations are high demand occupations with a projected increase in employment from 2022 to 2023 of 14.92% and 17.68%, respectively.

Wage increases for each of the top occupations were positive from 2021 to 2022, with the range of increases between 2% and 8%. One-year projections into 2023 for these top occupations continues to be positive, with food preparation and serving occupations, healthcare practitioners and technical occupations, and office and administrative support occupations projected to grow at a higher rate in the succeeding year than over the past year. Declines in both unemployment rate and unemployment claims from December 2021 to December 2022 of 11.54% and 10.17%, respectively, are positive. See *Table 18: Chambers County Demographic and Labor Force Profile*.

Table 18: Chambers County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Calhoun County	2021	2022	% Change
Population	34,446	34,088	-1.04%
Households	16,852	16,985	0.79%
Median House Value	\$97,600	\$103,800	6.35%
Median Household Income	\$42,112	\$43,875	4.19%
Per Capita Income	\$23,500	\$24,088	2.50%
Education:			
No High School Diploma	2,416	2,309	-4.43%
High School Graduate	6,258	6,489	3.69%
Some College, No Degree	4,100	4,122	0.54%
Associate degree	1,802	1,870	3.77%
Bachelor's Degree	1,785	1,883	5.49%
Postgraduate Degree	560	568	1.43%
Housing:			
Homeowner Vacancy	190	203	6.84%
Rental Vacancy	341	395	15.84%
Renter-Occupied Housing Units	4,622	4,449	-3.74%
Occupied Housing Units with No Vehicle Available	952	1,000	5.04%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	2,185	2,237	2.38%
Health Care and Social Assistance	1,284	1,297	1.01%
Retail Trade	1,023	1,136	11.05%
Accommodation and Food Services	880	896	1.82%
Administrative and Support and Waste Management	680	653	-3.97%
Public Administration	540	560	3.70%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Productions Occupations	1,452	1,513	4.20%	\$37,200	\$38,600	3.76%	1,745	15.33%	\$39,500	2.33%
Transportation and Material Moving Occupations	989	1,018	2.93%	\$30,800	\$33,200	7.79%	1,198	17.68%	\$35,200	6.02%
Office and Administrative Support Occupations	945	937	-0.85%	\$35,600	\$36,700	3.09%	1,022	9.07%	\$38,100	3.81%
Sales and Related Occupations	800	841	5.13%	\$33,500	\$34,800	3.88%	949	12.84%	\$36,000	3.45%
Food Preparation and Serving Related Occupations	800	831	3.88%	\$21,800	\$23,300	6.88%	955	14.92%	\$25,400	9.01%
Healthcare Practitioners and Technical Occupations	566	555	-1.94%	\$66,500	\$68,100	2.41%	588	5.95%	\$71,500	4.99%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Transportation and Material Moving Occupations	1,018	1,198	17.68%
Food Preparation and Serving Related Occupations	831	955	14.92%

	Dec 2021*	Dec 2022	% Change
Unemployment			
Unemployment Rate	2.6%	2.3%	-11.54%
Unemployment Claims	403	362	-10.17%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

CHEROKEE County

Population values for Cherokee County are positive in comparing 2021 to 2022. All income and household categories measured increased during the period, with median house values increasing by 12.24% and per capita income by 7.94%. Education categories were mixed with a 39.38% increase in jobs requiring an associate degree and 10.64% for jobs with a postgraduate degree. Housing vacancies were overall much less for both homeowner and rental units, with the former declining by 29.76% and the latter by 21.96%.

Within the labor force for top industries educational services employment expanded by 5.29% from 2021 to 2022, while manufacturing declined by 3.54%. Employment growth of 18.14% and 14.06%, respectively, for transportation and material moving occupations and production occupations represent the largest percent increase in employment over the past year for top occupations, while those same occupations are expected to grow by double digits but at rates not as robust.

With an exception for a decline in management occupations, wages within the top occupations expanded modestly within the last year, with increases ranging from 3.84% to 11.82%. Projections to 2023 show the largest percent increase change in wages for transportation and material moving occupations and food preparation and serving related occupations. Both unemployment rates and unemployment claims increased from December 2021 to December 2022. The unemployment rate increased from 2.0% to 2.1% and unemployment claims expanded from 230 to 243, indicating a weakening of labor market conditions. See *Table 19: Cherokee County Demographic and Labor Force Profile*.

Table 19: Cherokee County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Cherokee County	2021	2022	% Change
Population	25,026	25,302	1.10%
Households	16,579	16,631	0.31%
Median House Value	\$123,400	\$138,500	12.24%
Median Household Income	\$41,919	\$42,509	1.41%
Per Capita Income	\$24,301	\$26,231	7.94%
Education:			
No High School Diploma	2,138	2,137	-0.05%
High School Graduate	5,052	4,776	-5.46%
Some College, No Degree	2,463	2,602	5.64%
Associate degree	1,252	1,745	39.38%
Bachelor's Degree	956	916	-4.18%
Postgraduate Degree	902	998	10.64%
Housing:			
Homeowner Vacancy	289	203	-29.76%
Rental Vacancy	387	302	-21.96%
Renter-Occupied Housing Units	2,433	2,359	-3.04%
Occupied Housing Units with No Vehicle Available	480	343	-28.54%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Retail Trade	971	994	2.37%
Manufacturing	960	926	-3.54%
Health Care and Social Assistance	832	823	-1.08%
Educational Services	567	597	5.29%
Accommodation and Food Services	489	504	3.07%
Agriculture, Forestry, Fishing and Hunting	407	419	2.95%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Sales and Related Occupations	765	738	-3.53%	\$29,900	\$33,000	10.37%	839	13.69%	\$34,500	4.55%
Production Occupations	640	730	14.06%	\$36,500	\$37,900	3.84%	806	10.41%	\$38,900	2.64%
Office and Administrative Support Occupations	526	552	4.94%	\$34,400	\$36,300	5.52%	602	9.06%	\$37,200	2.48%
Food Preparation and Serving Related Occupations	515	522	1.36%	\$20,300	\$22,700	11.82%	625	19.73%	\$23,800	4.85%
Transportation and Material Moving Occupations	430	508	18.14%	\$30,600	\$32,500	6.21%	590	16.14%	\$34,200	5.23%
Management Occupations	437	419	-4.12%	\$83,400	\$81,300	-2.52%	457	9.07%	\$82,400	1.35%

High Demand Occupations	1-Year Employment Projection		
	Current	2023	% Change
Food Preparation and Serving Related Occupations	522	625	19.73%
Transportation and Material Moving Occupations	508	590	16.14%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	2.0%	2.1%	5.00%
Unemployment Claims	230	243	5.65%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

CLAY County

In Clay County, median house value expanded 7.70% to \$116,100 and per capita income by 7.73% to \$25,337. The remaining population categories – households and median household income – increased from 2021 to 2022. The number of jobs requiring a bachelor’s degree surged by 39.28%, while those not requiring a high school diploma dropped by 21.52%. Homeowner and rental vacancies were in flux for the period. Homeowner vacancies plunged by 43.75%, while rental vacancies surged by 88.73%, suggesting an unsettled housing market.

Employment trends were mixed for top occupations. The largest percent increase in employment was 3.56% for management occupations, while the biggest decrease was 2.69% for office and administrative support occupations. These two occupations, however, are expected to swell in number by 9.06% and 11.91%, respectively, from 2022 to 2023. The two categories projected to be in highest demand over the next year are transportation and material moving occupations and sales and related occupations.

Wages expanded by double digits in five of the six top occupations, with a wage increase of 21.65% for sales and related occupations, an occupation that is projected to continue growing by 3.26% in 2023. Each of the top occupations is projected to experience wage growth ranging from a low of 2.15% to a high of 3.77%. Both unemployment rates and unemployment claims increased from December 2021 to December 2022. The former increased by 10.53% to an unemployment rate of 2.1%, while the number of unemployment claims increased from 116 to 135, a 16.38% increase. See *Table 20: Clay County Demographic and Labor Force Profile*

Table 20: Clay County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Clay County	2021	2022	% Change
Population	14,190	14,198	0.06%
Households	6,799	6,832	0.49%
Median House Value	\$107,800	\$116,100	7.70%
Median Household Income	\$40,845	\$42,678	4.49%
Per Capita Income	\$23,519	\$25,337	7.73%
Education:			
No High School Diploma	1,580	1,240	-21.52%
High School Graduate	2,469	2,523	2.19%
Some College, No Degree	1,261	1,219	-3.33%
Associate degree	740	848	14.59%
Bachelor's Degree	387	539	39.28%
Postgraduate Degree	324	296	-8.64%
Housing:			
Homeowner Vacancy	80	45	-43.75%
Rental Vacancy	71	134	88.73%
Renter-Occupied Housing Units	1,276	1,206	-5.49%
Occupied Housing Units with No Vehicle Available	249	287	15.26%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	2,341	2,355	0.60%
Health Care and Social Assistance	640	659	2.97%
Retail Trade	315	296	-6.03%
Agriculture, Forestry, Fishing and Hunting	225	233	3.56%
Public Administration	227	216	-4.85%
Educational Services	184	200	8.70%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	1,578	1,590	0.76%	\$30,100	\$33,500	11.30%	1,745	9.75%	\$34,600	3.28%
Office and Administrative Support Occupations	483	470	-2.69%	\$30,200	\$34,500	14.24%	526	11.91%	\$35,800	3.77%
Transportation and Material Moving Occupations	366	361	-1.37%	\$27,400	\$31,900	16.42%	421	16.62%	\$32,800	2.82%
Healthcare Practitioners and Technical Occupations	327	332	1.53%	\$56,600	\$64,600	14.13%	353	6.33%	\$66,000	2.17%
Management Occupations	309	320	3.56%	\$75,600	\$79,200	4.76%	349	9.06%	\$80,900	2.15%
Sales and Related Occupations	284	283	-0.35%	\$32,800	\$39,900	21.65%	325	14.84%	\$41,200	3.26%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Transportation and Material Moving Occupations	361	421	16.62%
Sales and Related Occupations	283	325	14.84%

	Dec 2021*	Dec 2022	% Change
Unemployment			
Unemployment Rate	1.9%	2.1%	10.53%
Unemployment Claims	116	135	16.38%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

CLEBURNE County

Median household income, per capita income, and median house value increased from 2021 to 2022 in Cleburne County, gaining 3.53%, 6.83%, and 1.89%, respectively. Job positions requiring an associate degree increased by 13.72%, while jobs not requiring a high school diploma or high school graduation declined by 11.95% and 13.50%, respectively. The demographic profile includes a large decrease of 10.87% in vacancies for rental units, while homeowner vacancies increased by 6.25%.

Employment growth in top industries was very robust, with the range of increases from 9.45% to 21.48%. Within top occupations, construction and extraction occupations employment expanded by 18.18% with projections for 9.85% growth in 2023. Production occupations and office and administrative support occupations are projected to be in high demand in 2023, with demand for employment increasing by 14.09% and 11.07%, respectively.

Wage levels for top occupations increased for sales and related occupations by 12.27% and production occupations by 12.06%, with continued growth in low single digits projected for 2023. The unemployment rate for the county was unchanged at 1.9% from December 2021 to December 2022; unemployment claims increased by 2.63% from 114 to 117 during that reporting period. See *Table 21: Cleburne County Demographic and Labor Force Profile*.

Table 21: Cleburne County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Cleburne County	2021	2022	% Change
Population	15,148	15,346	1.31%
Households	6,844	6,895	0.75%
Median House Value	\$116,500	\$118,700	1.89%
Median Household Income	\$44,741	\$46,320	3.53%
Per Capita Income	\$23,142	\$24,723	6.83%
Education:			
No High School Diploma	1,331	1,172	-11.95%
High School Graduate	2,866	2,479	-13.50%
Some College, No Degree	1,668	1,723	3.30%
Associate degree	452	514	13.72%
Bachelor's Degree	828	894	7.97%
Postgraduate Degree	437	412	-5.72%
Housing:			
Homeowner Vacancy	32	34	6.25%
Rental Vacancy	92	82	-10.87%
Renter-Occupied Housing Units	1,356	1,320	-2.65%
Occupied Housing Units with No Vehicle Available	282	354	25.53%



Labor Force Overview			
Industry Snapshot			
Top Industries	Employment		% Change
	2021	2022	
Construction	405	492	21.48%
Retail Trade	350	405	15.71%
Educational Services	307	336	9.45%
Manufacturing	299	335	12.04%
Public Administration	255	297	16.47%
Health Care and Social Assistance	251	296	17.93%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Construction and Extraction Occupations	275	325	18.18%	\$39,900	\$43,400	8.77%	357	9.85%	\$45,400	4.61%
Sales and Related Occupations	247	275	11.34%	\$32,600	\$36,600	12.27%	296	7.64%	\$38,100	4.10%
Office and Administrative Support Occupations	268	271	1.12%	\$36,000	\$39,600	10.00%	301	11.07%	\$41,200	4.04%
Management Occupations	232	249	7.33%	\$83,000	\$85,700	3.25%	271	8.84%	\$87,100	1.63%
Educational Instruction and Library Occupations	211	221	4.74%	\$44,000	\$48,500	10.23%	239	8.14%	\$49,300	1.65%
Production Occupations	212	220	3.77%	\$37,300	\$41,800	12.06%	251	14.09%	\$42,900	2.63%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Production Occupations	220	251	14.09%
Office and Administrative Support Occupations	271	301	11.07%

Unemployment	Dec 2021*	Dec 2022	% Change
Unemployment Rate	1.9%	1.9%	0.00%
Unemployment Claims	114	117	2.63%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

COOSA County

The demographic profile for Coosa County from 2021 to 2022 is overall positive. Even with the decline in population, the number of households expanded, and median house values increased. Median household income and per capita income both improved, with respective increases of 2.32% and 4.03% reported. Education levels within the county indicate increases in the number of jobs requiring some college to a bachelor’s degree. Within the housing market, homeowner vacancy levels increased by 9.68%; rental vacancy declined by 6.45%.

The top industry in the labor force in terms of employment growth was agriculture, forestry, fishing, and hunting with an increase of 13.41%, although jobs expanded for public administration and health care and social assistance by comparable levels of 11.35% and 11.01%, respectively. For top occupations, both construction and extraction occupations and sales and related occupations exhibited robust employment growth of approximately 12%. For 2023 transportation and material moving occupations and sales and related occupations are expected to be in high demand.

Wages increased for each of the top occupations, with transportation and material moving reporting the largest percent change of 8.19% during the period and projected to increase by another 6.91% in 2023. Other areas of projected wage increases are in office and administrative support occupations, sales and related occupations, construction and extraction occupations, and production occupations; projected wage increases for each of these occupations ranges from 4.21% to 6.52%. No change was reported in the unemployment rate for December 2021 to December 2022. The number of unemployment claims increased, however, by 6.45% from 93 to 99. See *Table 22: Coosa County Demographic and Labor Force Profile*.

Table 22: Coosa County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Clay County	2021	2022	% Change
Population	10,366	10,166	-1.93%
Households	6,600	6,615	0.23%
Median House Value	\$87,550	\$89,200	1.88%
Median Household Income	\$42,584	\$43,571	2.32%
Per Capita Income	\$24,112	\$25,083	4.03%
Education:			
No High School Diploma	900	931	3.44%
High School Graduate	2,450	2,427	-0.94%
Some College, No Degree	1,299	1,352	4.08%
Associate degree	433	448	3.46%
Bachelor's Degree	411	421	2.43%
Postgraduate Degree	210	203	-3.33%
Housing:			
Homeowner Vacancy	93	102	9.68%
Rental Vacancy	31	29	-6.45%
Renter-Occupied Housing Units	775	760	-1.94%
Occupied Housing Units with No Vehicle Available	82	90	9.76%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	502	537	6.97%
Public Administration	141	157	11.35%
Retail Trade	115	125	8.70%
Health Care and Social Assistance	109	121	11.01%
Educational Services	106	115	8.49%
Agriculture, Forestry, Fishing, and Hunting	82	93	13.41%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	344	355	3.20%	\$33,500	\$34,900	4.18%	390	9.86%	\$36,500	4.58%
Office and Administrative Support Occupations	175	171	-2.29%	\$33,200	\$35,300	6.33%	186	8.77%	\$37,600	6.52%
Transportation and Material Moving Occupations	125	137	9.60%	\$28,100	\$30,400	8.19%	155	13.14%	\$32,500	6.91%
Management Occupations	130	123	-5.38%	\$77,100	\$79,300	2.85%	135	9.76%	\$81,400	2.65%
Sales and Related Occupations	110	123	11.82%	\$37,100	\$38,000	2.43%	138	12.20%	\$39,600	4.21%
Construction and Extraction Occupations	81	91	12.35%	\$36,500	\$38,000	4.11%	100	9.89%	\$39,800	4.74%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Transportation and Material Moving Occupations	137	155	13.14%
Sales and Related Occupations	123	138	12.20%

	Dec 2021*	Dec 2022	% Change
Unemployment			
Unemployment Rate	2.2%	2.2%	0.00%
Unemployment Claims	93	99	6.45%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

DEKALB County

In DeKalb County from 2021 to 2022, population values increased slightly overall. Median house value, median household income, and per capita income each increased by 7.07%, 4.52%, and 2.76%, respectively. Solid increases were observed for those jobs within the county requiring some college education, including an associate and bachelor’s degree. The housing market indicates an increase in rental vacancies and a decrease in homeowner vacancies.

Health care and social assistance and educational services are the top industries by employment growth. For top occupations, employment expanded by 6.08% for transportation and material moving occupations and is projected to be an occupation in top demand with an additional increase in jobs of 19.69% in 2023. Employment in management occupations increased by 5.12% from 2021 to 2022, with an additional increase of 18.98% projected for 2023.

Wage levels were constant or positive for each of the top occupations. Wage increases of 14.49% and 12.14% for food preparation and serving related occupations and sales and related occupations, respectively, represent the largest increases. Wage projections for each top occupation are positive with projected increases ranging from 1.30% to 3.83% for 2023. The unemployment rate was unchanged from December 2021 to December 2022. Unemployment claims increased from 594 to 608, a 2.36% increase. See *Table 23: DeKalb County Demographic and Labor Force Profile*.

Table 23: DeKalb County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
DeKalb County	2021	2022	% Change
Population	71,829	71,998	0.24%
Households	31,309	31,424	0.37%
Median House Value	\$106,100	\$113,600	7.07%
Median Household Income	\$40,440	\$42,267	4.52%
Per Capita Income	\$21,907	\$22,511	2.76%
Education:			
No High School Diploma	8,529	7,352	-13.80%
High School Graduate	11,942	11,275	-5.59%
Some College, No Degree	7,103	7,959	12.05%
Associate degree	3,805	4,288	12.69%
Bachelor's Degree	2,905	3,358	15.59%
Postgraduate Degree	1,823	1,770	-2.91%
Housing:			
Homeowner Vacancy	364	329	-9.62%
Rental Vacancy	436	458	5.05%
Renter-Occupied Housing Units	7,413	7,090	-4.36%
Occupied Housing Units with No Vehicle Available	1,344	1,306	-2.83%



Labor Force Overview			
Industry Snapshot			
Top Industries	Employment		% Change
	2021	2022	
Manufacturing	6,335	6,224	-1.75%
Retail Trade	2,717	2,815	3.61%
Health Care and Social Assistance	2,465	2,591	5.11%
Educational Services	1,955	2,049	4.81%
Accommodation and Food Services	1,780	1,820	2.25%
Transportation and Warehousing	1,599	1,568	-1.94%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	4,479	4,335	-3.22%	\$36,000	\$38,000	5.56%	4,950	14.19%	\$39,100	2.89%
Transportation and Material Moving Occupations	2,878	3,053	6.08%	\$30,900	\$33,900	9.71%	3,654	19.69%	\$35,200	3.83%
Office and Administrative Support Occupations	2,502	2,484	-0.72%	\$34,700	\$37,400	7.78%	2,741	10.35%	\$38,500	2.94%
Sales and Related Occupations	2,222	2,290	3.06%	\$34,600	\$38,800	12.14%	2,565	12.01%	\$39,600	2.06%
Management Occupations	1,719	1,807	5.12%	\$84,900	\$84,900	0.00%	2,150	18.98%	\$86,000	1.30%
Food Preparation and Serving Related Occupations	1,756	1,696	-3.42%	\$20,700	\$23,700	14.49%	1,952	15.09%	\$24,600	3.80%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Transportation and Material Moving Occupations	3,053	3,654	19.69%
Management Occupations	1,807	2,150	18.98%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	1.9%	1.9%	0.00%
Unemployment Claims	594	608	2.36%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

ETOWAH County

In Etowah County for 2021 to 2022 median house value, per capita income, and median household income all increased. The 9.41% increase in median house values raises that value to \$124,400 for 2022. The number of jobs requiring higher levels of education declined overall, with a positive change, however, for those positions requiring an associate degree. Homeowner vacancies surged by 30.87% in the period, but rental vacancies declined by 2.86%. The number of occupied housing units with no vehicle available declined by 5.62%

Employment levels were mixed for top industries; administrative and support waste management and remediation services declined by 14.76%, and educational services increased by 9.21%. For top occupations transportation and material moving occupations added the most jobs by percent change, with employment expanding by 4.02%. However, employment levels declined for food preparation and serving related occupations, production occupations, and office and administrative support occupations. Food preparation and serving related occupations and transportation and materials moving occupations are projected to be in high demand for 2023 with changes in the level of employment to increase by 22.72% and 16.64%, respectively.

Wage gains were robust for healthcare practitioners and technical occupations and food preparation and serving occupations, with wages increasing by more than 10% for each category. The latter is projected to have the largest increase in wages for 2023 with an additional 6.90% increase in wages. Encouraging changes in unemployment rate and unemployment claims occurred during the December 2021 to December 2022 period. The unemployment rate declined from 2.8% to 2.4%, a 14.29% decrease; unemployment claims shrunk from 1,077 to 924 during the period, a decrease of 14.21%. See *Table 24: Etowah County Demographic and Labor Force Profile*.

Table 24: Etowah County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality	2021	2022	% Change
Etowah County			
Population	103,139	103,088	-0.05%
Households	47,704	47,805	0.21%
Median House Value	\$113,700	\$124,400	9.41%
Median Household Income	\$44,637	\$44,934	0.67%
Per Capita Income	\$24,883	\$25,094	0.85%
Education:			
No High School Diploma	7,476	7,138	-4.52%
High School Graduate	16,969	17,309	2.00%
Some College, No Degree	13,630	13,524	-0.78%
Associate degree	5,161	5,351	3.68%
Bachelor's Degree	6,216	6,090	-2.03%
Postgraduate Degree	3,323	3,238	-2.56%
Housing:			
Homeowner Vacancy	379	496	30.87%
Rental Vacancy	1,013	984	-2.86%
Renter-Occupied Housing Units	10,675	10,840	1.55%
Occupied Housing Units with No Vehicle Available	2,367	2,234	-5.62%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Health Care and Social Assistance	6,850	6,840	-0.15%
Retail Trade	4,838	4,999	3.33%
Manufacturing	4,503	4,436	-1.49%
Accommodation and Food Services	3,348	3,465	3.49%
Educational Services	2,605	2,845	9.21%
Administrative and Support and Waste Management and Remediation Services	2,507	2,137	-14.76%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Office and Administrative Support Occupations	4,099	4,010	-2.17%	\$35,000	\$36,600	4.57%	4,410	9.98%	\$37,200	1.64%
Sales and Related Occupations	3,839	3,896	1.48%	\$31,800	\$34,100	7.23%	4,205	7.93%	\$35,000	2.64%
Production Occupations	3,802	3,711	-2.39%	\$31,600	\$32,600	3.16%	4,066	9.57%	\$33,400	2.45%
Food Preparation and Serving Related Occupations	3,459	3,341	-3.41%	\$21,000	\$23,200	10.48%	4,100	22.72%	\$24,800	6.90%
Transportation and Material Moving Occupations	3,206	3,335	4.02%	\$33,700	\$35,300	4.75%	3,890	16.64%	\$36,100	2.27%
Healthcare Practitioners and Technical Occupations	2,944	3,016	2.45%	\$69,300	\$78,000	12.55%	3,216	6.63%	\$79,200	1.54%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Food Preparation and Serving Related Occupations	3,341	4,100	22.72%
Transportation and Material Moving Occupations	3,335	3,890	16.64%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	2.8%	2.4%	-14.29%
Unemployment Claims	1,077	924	-14.21%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

JACKSON County

In Jackson County, median house value expanded 5.89% to \$107,900 and per capita income by 5.20% to \$23,844. The remaining population categories – households and median household income – increased from 2021 to 2022. The number of jobs requiring an associate degree increased by 4.91% while those requiring a bachelor’s degree declined by 3.97%. Rental vacancies increased by 8.00% with 12 more units vacant over the period. Renter occupied housing units declined by 5.31%.

Employment trends were strong for top occupations. The largest percentage increases in employment were 13.35% for accommodation and food services and 10.54% for retail trade. Sales and related occupations employment grew by 13.70% as a top occupation, with food preparation and servicing related occupations projected to grow by 19.44%, the occupations in highest demand, in 2023.

Wage levels increased for each of the top occupations. Wages in food preparation and servicing occupations experienced the largest percent increase, with an additional increase of 6.96% projected for 2023. The unemployment rate was unchanged at 2.1% from December 2021 to December 2022. The number of unemployment claims decreased from 488 to 481 during the period, a decline of 1.43%. See *Table 25: Jackson County Demographic and Labor Force Profile*.

Table 25: Jackson County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality	2021	2022	% Change
Etowah County			
Population	52,694	52,891	0.37%
Households	24,985	25,135	0.60%
Median House Value	\$101,900	\$107,900	5.89%
Median Household Income	\$41,963	\$42,578	1.47%
Per Capita Income	\$22,665	\$23,844	5.20%
Education:			
No High School Diploma	4,025	3,938	-2.16%
High School Graduate	10,136	10,023	-1.11%
Some College, No Degree	5,141	5,337	3.81%
Associate degree	2,544	2,669	4.91%
Bachelor’s Degree	3,299	3,168	-3.97%
Postgraduate Degree	1,588	1,611	1.45%
Housing:			
Homeowner Vacancy	201	189	-5.97%
Rental Vacancy	150	162	8.00%
Renter-Occupied Housing Units	4,896	4,636	-5.31%
Occupied Housing Units with No Vehicle Available	709	758	6.91%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	5,103	5,208	2.06%
Retail Trade	2,259	2,497	10.54%
Health Care and Social Assistance	1,655	1,789	8.10%
Educational Services	1,145	1,250	9.17%
Accommodation and Food Services	966	1,095	13.35%
Construction	884	907	2.60%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	3,255	3,341	2.64%	\$37,100	\$38,300	3.23%	3,674	9.97%	\$39,600	3.39%
Sales and Related Occupations	1,744	1,983	13.70%	\$32,800	\$34,600	5.49%	2,201	10.99%	\$36,500	5.49%
Office and Administrative Support Occupations	1,544	1,622	5.05%	\$34,900	\$36,300	4.01%	1,755	8.20%	\$38,200	5.23%
Transportation and Material Moving Occupations	1,420	1,540	8.45%	\$32,500	\$34,000	4.62%	1,749	13.57%	\$35,800	5.29%
Management Occupations	1,210	1,157	-4.38%	\$82,500	\$84,200	2.06%	1,256	8.56%	\$85,100	1.07%
Food Preparation and Servicing Related Occupations	955	1,034	8.27%	\$21,800	\$23,000	5.50%	1,235	19.44%	\$24,600	6.96%

High Demand Occupations	1-Year Employment Projection		
	Current	2023	% Change
Food Preparation and Servicing Related Occupations	1,034	1,235	19.44%
Transportation and Material Moving Occupations	1,540	1,749	13.57%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	2.1%	2.1%	0.00%
Unemployment Claims	488	481	-1.43%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

MARSHALL County

The Marshall County demographic profile shows solid income and housing values for the reporting period. Median house values increased by 9.70% to \$141,300; median household income increased by 9.21% to \$50,126. Large improvements were observed for jobs requiring more education – a 15.08% increase in those requiring a postgraduate degree and 9.41% increase for a bachelor's degree complement. There was a 13.58% decrease in jobs where a high school diploma is not required. Homeowner vacancy levels fell by 35.61% as fewer vacant homes were available, and rental vacancies increased by 3.38%.

Modest growth in employment in retail trade and educational services occurred in top industries. Management occupations increased by the largest percent change in employment from 2021 to 2022 and are projected to grow by 12.27% in 2023, the largest projected increase in employment of top occupations.

Wage increases during the period are positive for five of the six occupations considered, with an increase of 13.68% for food preparation and serving related occupations the largest percent change that is projected to increase by an additional 7.05% in 2023. Improvement occurred for both the unemployment rate and in unemployment claims from December 2021 to December 2022, with the former dropping by 5.56% to 1.7% and the latter by 3.14% based on the number of claims. See *Table 26: Marshall County Demographic and Labor Force Profile*.

Table 26: Marshall County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Marshall County	2021	2022	% Change
Population	98,316	99,423	1.13%
Households	40,597	40,661	0.16%
Median House Value	\$128,800	\$141,300	9.70%
Median Household Income	\$45,983	\$50,216	9.21%
Per Capita Income	\$24,453	\$25,861	5.76%
Education:			
No High School Diploma	8,952	7,736	-13.58%
High School Graduate	14,115	14,030	-0.60%
Some College, No Degree	11,268	11,191	-0.68%
Associate degree	4,533	4,874	7.52%
Bachelor's Degree	6,289	6,881	9.41%
Postgraduate Degree	2,705	3,113	15.08%
Housing:			
Homeowner Vacancy	542	349	-35.61%
Rental Vacancy	414	428	3.38%
Renter-Occupied Housing Units	10,403	9,517	-8.52%
Occupied Housing Units with No Vehicle Available	1,611	1,756	9.00%



Labor Force Overview			
Industry Snapshot			
Top Industries	Employment		% Change
	2021	2022	
Manufacturing	12,493	12,407	-0.69%
Retail Trade	5,221	5,519	5.71%
Health Care and Social Assistance	4,164	4,232	1.63%
Accommodation and Food Services	3,478	3,466	-0.35%
Educational Services	2,332	2,463	5.62%
Administrative and Support and Waste Management and Remediation Services	2,298	2,323	1.09%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	8,738	8,898	1.83%	\$32,500	\$34,400	5.85%	9,655	8.51%	\$35,400	2.91%
Transportation and Material Moving Occupations	4,578	4,758	3.93%	\$31,700	\$34,600	9.15%	5,230	9.92%	\$35,900	3.76%
Sales and Related Occupations	4,090	4,199	2.67%	\$33,800	\$37,300	10.36%	4,652	10.79%	\$38,900	4.29%
Office and Administrative Support Occupations	3,957	3,949	-0.20%	\$35,400	\$38,000	7.34%	4,325	9.52%	\$39,200	3.16%
Food Preparation and Serving Related Occupations	3,455	3,228	-6.57%	\$21,200	\$24,100	13.68%	3,566	10.47%	\$25,800	7.05%
Management Occupations	2,128	2,266	6.48%	\$91,600	\$90,500	-1.20%	2,544	12.27%	\$92,100	1.77%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Management Occupations	2,266	2,544	12.27%
Sales and Related Occupations	4,199	4,652	10.79%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	1.8%	1.7%	-5.56%
Unemployment Claims	797	772	-3.14%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

RANDOLPH County

For Randolph County in the 2021 to 2022 period, demographic data are positive for each variable. Median house value indicates an upward push on price as value increased 24.35% from \$96,100 to \$119,500. Strong increases in the number of jobs requiring an associate degree and postgraduate education are encouraging. Large increases in homeowner vacancies and rental vacancies – 20.78% and 43.39%, respectively – suggest that higher median home values may have an impact on clearing home inventory.

Manufacturing, construction, and accommodations and food services industries experienced large increases in employment, ranging between 12.18% and 14.62%. Production occupations employment expanded by 12.09% for 2022 and is expected to increase by 10.91% in 2023. Food preparation and serving related occupations grew by 11.44% in 2022 and are classified as high demand occupations in 2023 with a projected employment increase of 18.08%.

Wage growth is solid across each of the top occupations – wages for sales and related occupations expanded by 13.77% for 2022, and food preparation and serving occupations are projected to experience the largest wage increase, by 9.13%, for 2023. The unemployment rate from December 2021 to December 2022 was unchanged, although unemployment claims increased slightly from 196 to 203, a 3.57% increase. See *Table 27: Randolph County Demographic and Labor Force Profile*.

Table 27: Randolph County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Randolph County	2021	2022	% Change
Population	22,199	22,479	1.26%
Households	12,097	12,147	0.41%
Median House Value	\$96,100	\$119,500	24.35%
Median Household Income	\$43,395	\$45,151	4.05%
Per Capita Income	\$24,721	\$24,744	0.09%
Education:			
No High School Diploma	2,067	1,919	-7.16%
High School Graduate	3,818	3,830	0.31%
Some College, No Degree	2,306	2,153	-6.63%
Associate degree	1,075	1,382	28.56%
Bachelor's Degree	1,141	1,186	3.94%
Postgraduate Degree	747	841	12.58%
Housing:			
Homeowner Vacancy	77	93	20.78%
Rental Vacancy	189	271	43.39%
Renter-Occupied Housing Units	2,032	1,799	-11.47%
Occupied Housing Units with No Vehicle Available	565	406	-28.14%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	1,040	1,192	14.62%
Retail Trade	782	776	-0.77%
Educational Services	661	680	2.87%
Health Care and Social Assistance	567	567	0.00%
Accommodation and Food Services	394	442	12.18%
Construction	297	335	12.79%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	736	825	12.09%	\$34,100	\$35,900	5.28%	915	10.91%	\$37,100	3.34%
Sales and Related Occupations	582	569	-2.23%	\$30,500	\$34,700	13.77%	658	15.64%	\$35,900	3.46%
Office and Administrative Support Occupations	566	559	-1.24%	\$34,000	\$37,000	8.82%	621	11.09%	\$38,500	4.05%
Transportation and Material Moving Occupations	483	525	8.70%	\$32,600	\$35,200	7.98%	598	13.90%	\$37,400	6.25%
Food Preparation and Serving Related Occupations	402	448	11.44%	\$21,100	\$23,000	9.00%	529	18.08%	\$25,100	9.13%
Educational Instruction and Library Occupations	442	443	0.23%	\$43,900	\$48,900	11.39%	482	8.80%	\$50,100	2.45%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Food Preparation and Serving Related Occupations	448	529	18.08%
Sales and Related Occupations	569	658	15.64%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	2.1%	2.1%	0.00%
Unemployment Claims	196	203	3.57%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

ST. CLAIR County

St. Clair County's demographic profile shows that median household income, per capita income, and median house value all increased, pushing median household income to \$62,531; per capita income to \$27,941; and median house value to \$165,900. More jobs require a bachelor's degree and a postgraduate degree, while jobs not requiring a high school diploma or being a high school graduate decreased. Homeowner and rental vacancy levels both declined, with the latter contracting by 47.04% from 2021 to 2022.

Construction represents the top industry in terms of employment growth, with a 6.71% increase from last year. Transportation and material moving occupations increased by 10.84% and are projected to grow by 18.27% in 2023, while food preparation and serving occupations are expected to grow by 20.53%, the largest percent increase in the succeeding year.

Wage growth is robust for 2022 as are projections for 2023 for each of the top occupations. Food preparation and serving related occupations experienced solid wage growth of 18.50% for 2022 with an additional 11.81% projected for 2023. Encouraging changes in unemployment were observed as the unemployment rate declined by 10.00% from 2.0% to 1.8% from December 2021 to December 2022 and unemployment claims declined by 7.36%. See *Table 28: St. Clair County Demographic and Labor Force Profile*.

Table 28: St. Clair County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
St. Clair County	2021	2022	% Change
Population	92,903	93,932	1.11%
Households	36,714	36,982	0.73%
Median House Value	\$154,900	\$165,900	7.10%
Median Household Income	\$58,308	\$62,531	7.24%
Per Capita Income	\$26,409	\$27,941	5.80%
Education:			
No High School Diploma	6,638	5,960	-10.21%
High School Graduate	16,485	16,253	-1.41%
Some College, No Degree	10,818	11,417	5.54%
Associate degree	5,163	5,102	-1.18%
Bachelor's Degree	5,287	5,811	9.91%
Postgraduate Degree	2,716	2,884	6.19%
Housing:			
Homeowner Vacancy	353	342	-3.12%
Rental Vacancy	355	188	-47.04%
Renter-Occupied Housing Units	6,441	6,410	-0.48%
Occupied Housing Units with No Vehicle Available	1,024	1,079	5.37%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Retail Trade	3,604	3,725	3.36%
Manufacturing	3,378	3,545	4.94%
Construction	2,250	2,401	6.71%
Accommodation and Food Services	2,151	2,128	-1.07%
Health Care and Social Assistance	1,976	1,987	0.56%
Educational Services	1,547	1,607	3.88%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Sales and Related Occupations	2,905	2,967	2.13%	\$34,300	\$36,200	5.54%	3,450	16.28%	\$38,200	5.52%
Production Occupations	2,451	2,485	1.39%	\$34,500	\$39,000	13.04%	2,785	12.07%	\$41,200	5.64%
Office and Administrative Support Occupations	2,310	2,269	-1.77%	\$35,100	\$38,000	8.26%	2,569	13.22%	\$39,600	4.21%
Transportation and Material Moving Occupations	1,975	2,189	10.84%	\$32,100	\$34,800	8.41%	2,589	18.27%	\$36,800	5.75%
Food Preparation and Serving Related Occupations	2,181	2,021	-7.34%	\$20,000	\$23,700	18.50%	2,436	20.53%	\$26,500	11.81%
Construction and Extraction Occupations	1,727	1,826	5.73%	\$39,800	\$43,200	8.54%	2,028	11.06%	\$45,900	6.25%

1-Year Employment Projection			
High Demand Occupations	Current	2023	% Change
Food Preparation and Serving Related Occupations	2,021	2,436	20.53%
Transportation and Material Moving Occupations	2,967	3,450	16.28%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	2.0%	1.8%	-10.00%
Unemployment Claims	815	755	-7.36%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

TALLADEGA County

Talladega County's demographic profile for 2021-2022 indicates modest increases. Median house value increased by 6.65%; median household income by 5.74%; and per capita income by 4.03%. The number of jobs requiring a postgraduate degree increased by 14.18% while jobs requiring some college expanded by 5.58%. Fewer jobs are available where the skill level is no high school diploma. Homeowner vacancy levels declined by 20.62% and rental vacancy levels increased by 27.41%.

Employment in top industries expanded modestly. The number of jobs in educational services increased by 6.20% and by 5.60% in transportation and warehousing. Educational instruction and library occupations employment increased by 7.45%, while transportation and material moving are projected to increase by 15.09% in 2023, the largest percent increase of top occupations.

Wage growth was solid, with a 13.89% increase in food preparation and serving related occupations and 11.01% increase in sales and related occupations. Wage projections into 2023 are similar for each top occupation, with production occupations wages expected to climb by 6.25%, the highest percent increase of each occupation. Improvements in unemployment occurred from December 2021 to December 2022 as both the unemployment rate and number of unemployment claims declined by approximately 20%. See *Table 29: Talladega County Demographic and Labor Force Profile*.

Table 29: Talladega County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Talladega County	2021	2022	% Change
Population	80,483	80,704	0.27%
Households	37,861	38,021	0.42%
Median House Value	\$105,300	\$112,300	6.65%
Median Household Income	\$41,325	\$43,696	5.74%
Per Capita Income	\$23,305	\$24,244	4.03%
Education:			
No High School Diploma	7,331	6,960	-5.06%
High School Graduate	13,584	13,335	-1.83%
Some College, No Degree	10,559	11,148	5.58%
Associate degree	4,006	4,030	0.60%
Bachelor's Degree	4,317	3,895	-9.78%
Postgraduate Degree	2,144	2,448	14.18%
Housing:			
Homeowner Vacancy	742	589	-20.62%
Rental Vacancy	467	595	27.41%
Renter-Occupied Housing Units	9,013	9,049	0.40%
Occupied Housing Units with No Vehicle Available	2,437	2,418	-0.78%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	9,893	10,037	1.46%
Educational Services	2,902	3,082	6.20%
Health Care and Social Assistance	2,814	2,819	0.18%
Retail Trade	2,681	2,719	1.42%
Accommodation and Food Services	1,975	2,030	2.78%
Transportation and Warehousing	1,802	1,903	5.60%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	7,246	7,338	1.27%	\$40,900	\$43,200	5.62%	8,122	10.68%	\$45,900	6.25%
Transportation and Material Moving Occupations	3,234	3,446	6.56%	\$33,600	\$36,500	8.63%	3,966	15.09%	\$38,600	5.75%
Office and Administrative Support Occupations	2,892	2,834	-2.01%	\$36,000	\$38,700	7.50%	3,100	9.39%	\$39,900	3.10%
Sales and Related Occupations	2,351	2,388	1.57%	\$34,500	\$38,300	11.01%	2,712	13.57%	\$40,200	4.96%
Educational Instruction and Library Occupations	1,853	1,991	7.45%	\$49,500	\$50,500	2.02%	2,155	8.24%	\$52,400	3.76%
Food Preparation and Serving Related Occupations	2,061	1,975	-4.17%	\$21,600	\$24,600	13.89%	2,268	14.84%	\$25,900	5.28%

High Demand Occupations	1-Year Employment Projection		
	Current	2023	% Change
Transportation and Material Moving Occupations	3,446	3,966	15.09%
Food Preparation and Serving Related Occupations	1,975	2,268	14.84%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	3.4%	2.7%	-20.59%
Unemployment Claims	1,216	979	-19.49%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

TALLAPOOSA County

From 2021 to 2022, Tallapoosa County's income and house values expanded. Median household income climbed by 5.09% and per capita income by 1.68%, while median house value expanded by 3.29%. Fewer jobs required an associate degree or postgraduate education, as well as not having a high school diploma. A 5.69% increase in jobs requiring a bachelor's degree and 4.69% increase for some colleges is encouraging. The housing market supply increased as homeowner vacancies and rental vacancies expanded by 21.27% and 15.86%, respectively.

Employment level changes for top industries show an 8.69% increase in accommodation and food services employment, but a 9.20% decrease in administrative and support and waste management occupations. For top occupations employment, values increased by 10.41% for food preparation and serving related occupations and declined by 6.84% for transportation and material moving occupations. Projections for 2023 are very encouraging, with changes in employment levels projected to grow by double digits for each of the top occupations.

Wages increased for each of the top occupations, with similar increases between 3.02% and 8.72%. Food preparation and serving related occupations are projected to expand wages by 11.39% in 2023, almost twice the level of wage increase compared to other top occupations. A decline in unemployment rate from December 2021 to December 2022 is encouraging as the unemployment rate declined from 3.0% to 2.4%. Fewer unemployment claims suggest that more jobs are filled, a positive development for the county. See *Table 30: Tallapoosa County Demographic and Labor Force Profile*.

Table 30: Tallapoosa County Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
Tallapoosa County	2021	2022	% Change
Population	41,132	40,977	-0.38%
Households	22,421	22,565	0.64%
Median House Value	\$109,300	\$112,900	3.29%
Median Household Income	\$45,828	\$48,160	5.09%
Per Capita Income	\$25,217	\$25,640	1.68%
Education:			
No High School Diploma	3,930	3,683	-6.28%
High School Graduate	6,183	6,450	4.32%
Some College, No Degree	4,349	4,553	4.69%
Associate degree	2,070	1,764	-14.78%
Bachelor's Degree	2,355	2,489	5.69%
Postgraduate Degree	1,275	1,208	-5.25%
Housing:			
Homeowner Vacancy	362	439	21.27%
Rental Vacancy	473	548	15.86%
Renter-Occupied Housing Units	4,074	4,111	0.91%
Occupied Housing Units with No Vehicle Available	1,281	1,296	1.17%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	2,252	2,351	4.40%
Health Care and Social Assistance	2,102	2,225	5.85%
Retail Trade	1,589	1,664	4.72%
Administrative and Support and Waste Management Accommodation and Food Services	1,544	1,402	-9.20%
Public Administration	946	975	3.07%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	1,998	1,907	-4.55%	\$36,100	\$38,500	6.65%	2,196	15.15%	\$40,100	4.16%
Office and Administrative Support Occupations	1,396	1,476	5.73%	\$35,900	\$37,100	3.34%	1,652	11.92%	\$39,500	6.47%
Sales and Related Occupations	1,241	1,272	2.50%	\$34,500	\$36,200	4.93%	1,463	15.02%	\$38,100	5.25%
Transportation and Material Moving Occupations	1,302	1,213	-6.84%	\$31,100	\$33,300	7.07%	1,365	12.53%	\$35,200	5.71%
Food Preparation and Serving Related Occupations	989	1,092	10.41%	\$21,800	\$23,700	8.72%	1,255	14.93%	\$26,400	11.39%
Healthcare Practitioners and Technical Occupations	968	1,053	8.78%	\$69,500	\$71,600	3.02%	1,162	10.35%	\$75,900	6.01%

High Demand Occupations	1-Year Employment Projection		
	Current	2023	% Change
Production Occupations	1,907	2,196	15.15%
Sales and Related Occupations	1,272	1,463	15.02%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Unemployment Rate	3.0%	2.4%	-20.00%
Unemployment Claims	522	425	-18.58%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.

15-COUNTY CEDBR Region

In summation, data for the 15-County CEDBR Region indicate a small increase in population from 2021 to 2022; a slight increase in the number of households; a 6.93% increase in median house value; a 4.81% increase in median household income; a 3.97% increase in per capita income; and more jobs require additional education. Solid increases in jobs requiring postgraduate degrees and bachelor’s degrees were reported, while jobs not requiring at least a high school diploma declined by 8.04%. Homeowner vacancies declined by 14.65%, suggesting continued strength of the housing market, and rental vacancies increased by 2.04%.

Educational services expanded by 4.10% as the top industry in the period for the region in terms of employment growth, although manufacturing was the biggest overall industry. By occupation, food preparation and serving related occupations grew by 3.47% and sales and related occupations by 3.16%. Projections for 2023 indicate that the former will grow by 17.43% and the latter by 8.43%, and that each of the top industries will continue to add jobs at a rate of increase between 5.19% and 17.43%.

Wages expanded in each of the top occupations. Food preparation and serving related occupations experienced the largest wage increase, while solid gains also occurred in transportation and material moving occupations, sales and related occupations, and office and administrative support occupations. Wage projections for 2023 indicate that each occupation will have modest wage increases, with an increase of 7.56% for food preparation and serving related occupations the largest projected increase, followed by a gain of 6.06% in sales and related occupations and 5.35% in office and administrative support occupations. The strength of the labor market rests on changes in unemployment. From December 2021 to December 2022 the average unemployment rate in the region declined from 2.4% to 2.2% and the average level of unemployment claims decreased from 630 to 549. Each decline represents percentage decreases of 10.00% and 12.86% for those categories. See *Table 31: 15-County CEDBR Region Demographic and Labor Force Profile*.

Table 31: 15-County CEDBR Region Demographic and Labor Force Profile

Demographic Profile Overview			
Locality			
15-County Region	2021	2022	% Change
Population	836,633	839,892	0.40%
Households	385,493	386,788	0.34%
Median House Value	\$117,940	\$126,108	6.93%
Median Household Income	\$45,700	\$47,896	4.81%
Per Capita Income	\$24,332	\$25,299	3.97%
Education:			
No High School Diploma	70,882	65,180	-8.04%
High School Graduate	141,401	140,897	-0.36%
Some College, No Degree	99,062	100,157	1.11%
Associate degree	43,031	44,297	2.94%
Bachelor's Degree	44,834	46,683	4.12%
Postgraduate Degree	24,173	25,362	4.92%
Housing:			
Homeowner Vacancy	4,593	3,920	-14.65%
Rental Vacancy	5,749	5,866	2.04%
Renter-Occupied Housing Units	83,170	81,461	-2.05%
Occupied Housing Units with No Vehicle Available	17,197	16,674	-3.04%



Labor Force Overview			
Industry Snapshot	Employment		
	2021	2022	% Change
Top Industries			
Manufacturing	58,901	59,790	1.51%
Retail Trade	34,069	35,268	3.52%
Health Care and Social Assistance	33,219	33,500	0.85%
Accommodation and Food Services	21,910	22,759	3.87%
Educational Services	21,014	21,875	4.10%
Public Administration	16,726	16,419	-1.84%

Top Occupations	Employment			Wages			1-Year Projections			
	2021	2022	% Change	2021	2022	% Change	Employment	% Change	Wages	% Change
Production Occupations	43,243	43,372	0.30%	\$36,400	\$38,000	4.40%	45,621	5.19%	\$39,800	4.74%
Sales and Related Occupations	27,020	27,874	3.16%	\$34,500	\$36,300	5.22%	30,225	8.43%	\$38,500	6.06%
Office and Administrative Support Occupations	27,723	27,734	0.04%	\$35,600	\$37,400	5.06%	29,547	6.54%	\$39,400	5.35%
Transportation and Material Moving Occupations	27,201	27,636	1.60%	\$32,700	\$34,900	6.73%	30,221	9.35%	\$36,500	4.58%
Food Preparation and Serving Related Occupations	21,104	21,836	3.47%	\$21,800	\$23,800	9.17%	25,641	17.43%	\$25,600	7.56%
Management Occupations	15,596	15,989	2.52%	\$87,100	\$90,600	4.02%	17,223	7.72%	\$93,600	3.31%

High Demand Occupations	1-Year Employment Projection		
	Current	2023	% Change
Food Preparation and Serving Related Occupations	21,836	25,641	17.43%
Transportation and Material Moving Occupations	27,636	30,221	9.35%

Unemployment	Dec	Dec	% Change
	2021*	2022	
Average Unemployment Rate	2.4%	2.2%	-10.00%
Average Unemployment Claims	630	549	-12.86%

Source: Chmura, US Bureau of Labor Statics, ADOL

*December 2021 unemployment rate and / or unemployment claims were revised since 2021 Annual Report published.



Anniston, Oxford, Jacksonville MSA

Major economic indicators are strong for the full 2021-2022 reporting period. Real Gross Domestic Product (GDP) increased by 5.44% to \$4.25 billion and exports by surged by 10.87% to \$302 million. Transportation equipment and fabricated metal products are the top export sectors, with \$33.8 million and \$22.8 million in export value, respectively. APEC¹ is the largest export market.

From December 2021 to December 2022, civilian labor force and nonfarm employment expanded, as the unemployment rate declined from 3.2% to 2.4%, and 20.49% fewer workers available from labor pool. The underemployment rate declined by 35.17%, which further supports labor market improvement. The level of manufacturing employment as the top employment industry was unchanged. Median family income and per capita income expanded by 6.08% and 3.52%, respectively. Average household income expanded by 8.01% to \$68,800.


Residential building permits declined from 101 to 83, a 17.82% decline from prior year levels; a decline in total homes sold parallels this trend. MSA population values during the period were flat and slightly increased from 115,677 to 115,788. Economic indicators for Anniston, Oxford, Jacksonville MSA are expressed in *Table 32*.

Table 32: Major Economic Indicators (Anniston, Oxford, Jacksonville MSA)

Category	Full Year 2020	Full Year 2021	% Change
Real GDP (millions)	\$4,026	\$4,245	5.44%
Exports (millions)	\$272.4	\$302.0	10.87%

2021 Top Export Sectors	Export Value (Millions)
Transportation Equipment	\$33.8
Fabricated Metal Products	\$22.8

2021 Largest Export Market	APEC ¹
----------------------------	-------------------



Category	Dec 2021	Dec 2022	% Change
Civilian Labor Force	45,712	46,442	1.60%
Nonfarm Employment	44,242	45,326	2.45%
Available Labor Pool	10,164	8,081	-20.49%
Unemployment Rate	3.2%	2.4%	-25.00%
Underemployment Rate	23.6%	15.3%	-35.17%
Top Employment Industry, Manufacturing	6,628	6,627	-0.02%
Per Capita Income	\$25,345	\$26,238	3.52%
Median Family Income	\$47,255	\$50,128	6.08%
Average Household Income	\$63,700	\$68,800	8.01%
Residential Building Permits	101	83	-17.82%
Total Homes Sold	2,212	1,808	-18.26%
Population	115,677	115,788	0.10%

Source: Chmura, ADOL, FRED, US Bureau of Labor Statistics, US Bureau of Economic Analysis, International Trade Administration, Alabama Center for Real Estate

Gadsden MSA

Real GDP was relatively weaker when compared to Anniston, Oxford, Jacksonville MSA, increasing by 1.33% from 2021 to 2022. Exports were up 1.81%, but far below the increase in exports for the Anniston, Oxford, and Jacksonville MSA. Processed foods, machinery, and fabricated metal products are the top export sector by export value; the largest export market is APEC¹.

Slight increases in the civilian labor force and nonfarm employment indicate resilience in the MSA labor market. The available labor pool plummeted by 42.22% within the period, suggesting a tight labor market, with large declines of 19.35% and 35.17% for unemployment rate and underemployment rate corroborating factors. Fractional increases in per capita income and median family income are positive and consistent with a low unemployment rate and a small available labor pool.


A surge of 160% in residential building permits across the MSA points to strength in the housing market, although total homes sold declined by 14.49%. Population values were relatively flat with a slight decline from 103,139 to 103,088 during the period. Economic indicators for Gadsden MSA are expressed in *Table 33*.

Table 33: Major Economic Indicators (Gadsden MSA)

Category	Full Year 2020	Full Year 2021	% Change
Real GDP (millions)	\$2,563	\$2,597	1.33%
Exports (millions)	\$27.7	\$28.2	1.81%

2021 Top Export Sectors	Export Value (Millions)
Processed Foods	\$7.0
Machinery	\$2.9
Fabricated Metal Products	\$1.0

2021 Largest Export Market	APEC ¹
----------------------------	-------------------



Category	Dec 2021	Dec 2022	% Change
Civilian Labor Force	39,088	39,204	0.30%
Nonfarm Employment	37,870	38,231	0.95%
Available Labor Pool	11,875	6,861	-42.22%
Unemployment Rate	3.1%	2.5%	-19.35%
Underemployment Rate	23.6%	15.3%	-35.17%
Top Employment Industry, Health Care and Social Assistance	6,850	6,840	-0.15%
Per Capita Income	\$24,883	\$25,094	0.85%
Median Family Income	\$44,637	\$44,934	0.67%
Average Household Income	\$63,500	\$59,700	-5.98%
Residential Building Permits	55	143	160.00%
Total Homes Sold	1,125	962	-14.49%
Population	103,139	103,088	-0.05%

Source: Chmura, ADOL, FRED, US Bureau of Labor Statistics, US Bureau of Economic Analysis, International Trade Administration, Alabama Center for Real Estate

¹ Asia-Pacific Economic Cooperation (APEC) consists of the following members: Australia, Brunei Darussalam, Canada, Chile, People's Republic of China, Hong Kong, Indonesia, Japan, Republic of Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taipei, United States, and Vietnam.

Thank you very much for your support of the JSU Economic Update. We hope that this annual report is helpful to you and look forward to providing additional, timely economic data to assist you with business and economic planning. Please contact us at JSU Center for Economic Development and Business Research whenever we may assist you.

Sincerely,



Benjamin Boozer

Editor





**COLLEGE OF BUSINESS
& INDUSTRY**
JACKSONVILLE STATE UNIVERSITY

Among the
TOP 5%
Business Programs
in the World!

PROGRAMS OF STUDY:

- Accounting
- Finance
- Industrial Leadership
- Management
- Marketing
- Occupational Safety and Health Management
- Public Relations

For a complete listing of courses please visit
jsu.edu/business

SMALL BUSINESS DEVELOPMENT CENTER

SERVICES OFFERED:

- Business Counseling
- Business Plan Assistance
- Capital Access Program
- International Trade
- Government Procurement

jsusbdc.com

CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH DEVELOPMENT

SERVICES OFFERED:

- Economic Impact Studies
- Customer Perception Surveys and Analysis
- Human resources Consulting (Including Wage and Job Description Analysis)
- Retail Market Analysis

jsu.edu/ced

TOP REASONS TO CHOOSE JSU'S COLLEGE OF BUSINESS & INDUSTRY

- Jacksonville State University Ranks #12 Best Online MBA AACSB by Get Educated
- The College of Business & Industry was chosen by *Princeton Review* as one of "The Best Business Schools"
- National honor societies including Beta Gamma Sigma, the academic honor society for AACSB International accredited Colleges of Business



COLLEGE OF BUSINESS & INDUSTRY

256-782-5778 | www.jsu.edu/business | Merrill Hall | 700 Pelham Road North | Jacksonville, AL 36265



15 COUNTY REGIONAL FOCUS



SERVING ALABAMA'S BUSINESS, INDUSTRY AND GOVERNMENT SECTORS OF THE ECONOMY

Services Offered:

- Economic Impact Analysis
- Customer Perception Surveys and Analysis
- Human Resources Consulting (Including Wage and Job Description Analysis)
- Retail Market Analysis

www.jsu.edu/ced





CENTER FOR ECONOMIC DEVELOPMENT
AND BUSINESS RESEARCH
JACKSONVILLE STATE UNIVERSITY