

# Center for Economic Development and Business Research

School of Business and Industry  
Jacksonville State University

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## Northeast Economic Activity Zone Economic Exposition 2016





# Northeast Economic Activity Zone

Marshall

DeKalb

Cherokee

Etowah

## Economic Exposition

*August 12, 2016*

Little River Canyon Center  
Fort Payne, Alabama



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## Connecting Our Greater Communities: Overview

- NEAZ Update (#2-#56)
  - Mark Hearn - JSU CCBA
- State of Alabama Update (#57-#105)
  - Richard Cobb - JSU CCBA
- Regional & National Update (To  $\infty$  +)
  - Lesley McClure – Vice President and Regional Executive with Federal Reserve Bank of Atlanta, Birmingham Branch

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## Northeast Economic Activity Zone (NEAZ): Overview

- Population Trends (#8-#12)
- Income (#13)
- Commuting Patterns (#14-#18)
- Labor Force/Employment/Unemployment (#19-#51)
- Sales Tax Revenues (#52-#56)

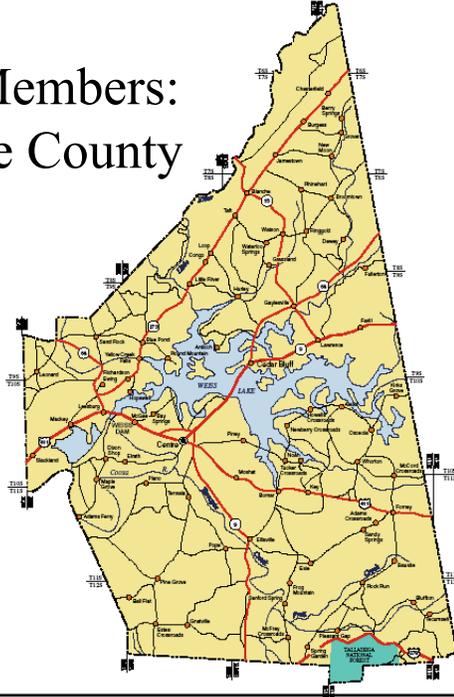
Dr. Mark Hearn, School of Business and Industry

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## NEAZ Members: Cherokee County

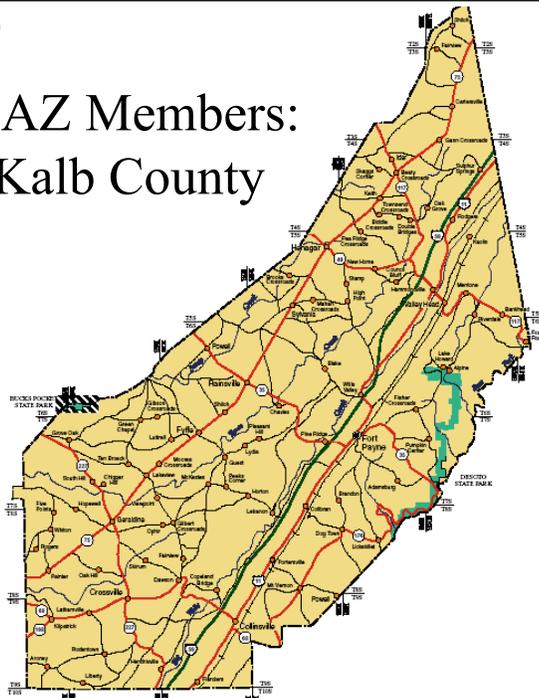


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## NEAZ Members: DeKalb County



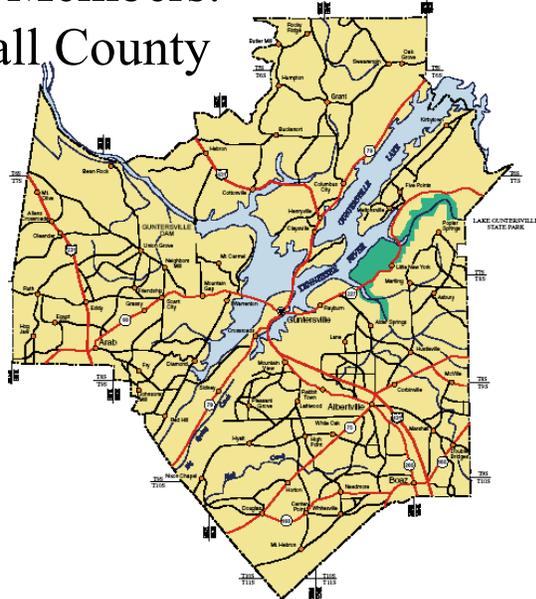
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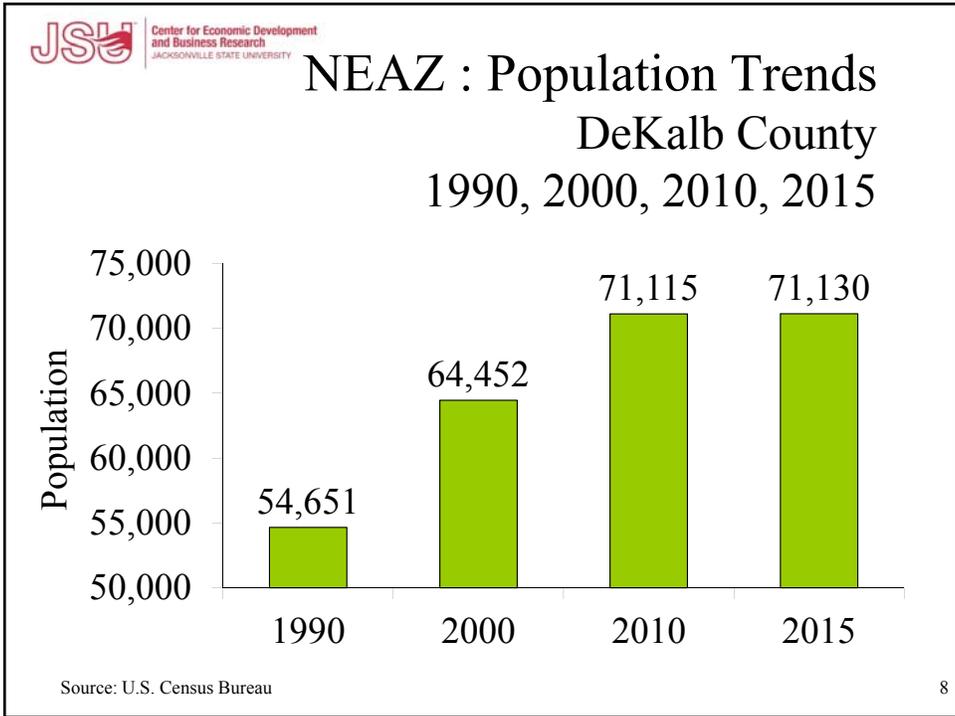
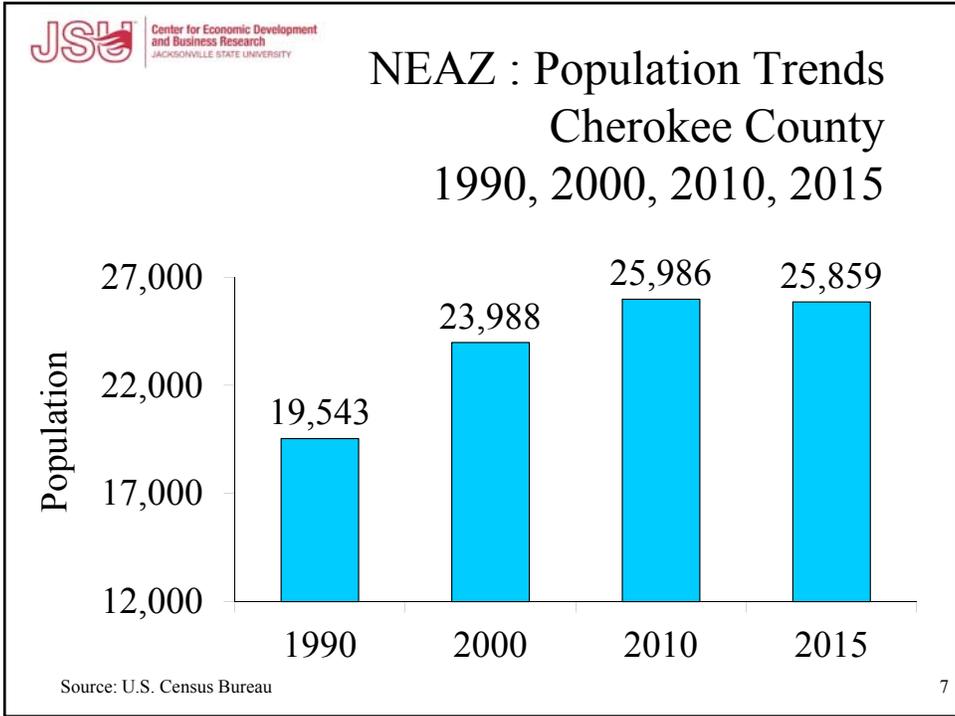


# NEAZ Members: Etowah County



# NEAZ Members: Marshall County

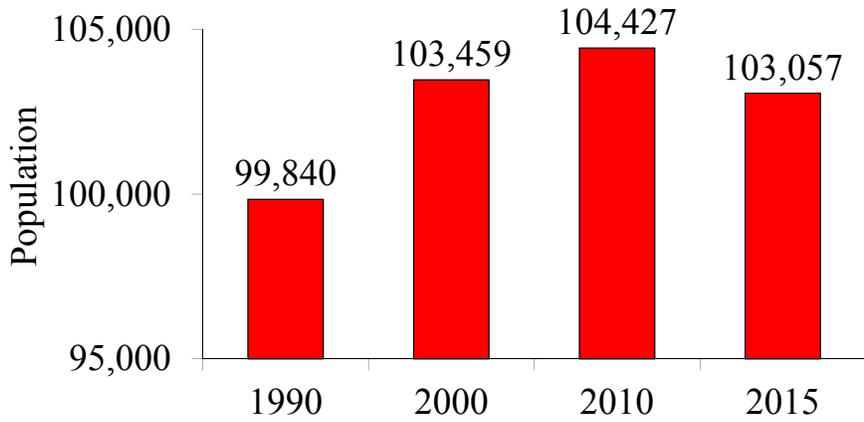






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## NEAZ : Population Trends Etowah County 1990, 2000, 2010, 2015



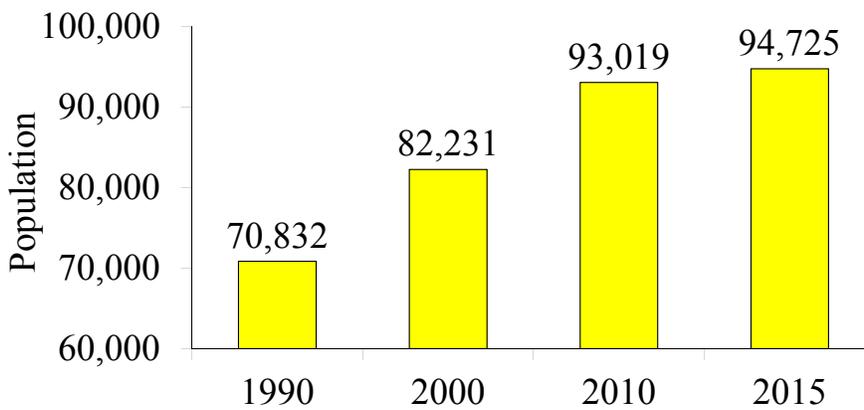
Source: U.S. Census Bureau

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## NEAZ : Population Trends Marshall County 1990, 2000, 2010, 2015



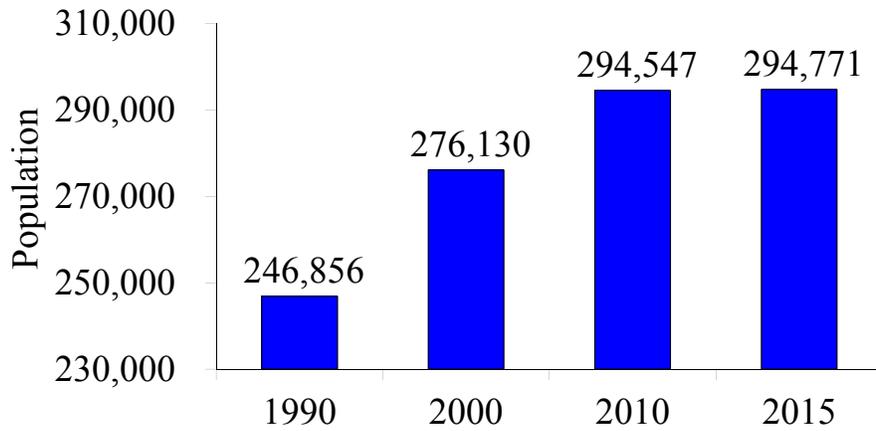
Source: U.S. Census Bureau

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## NEAZ : Population Trends Zone Total 1990, 2000, 2010, 2015



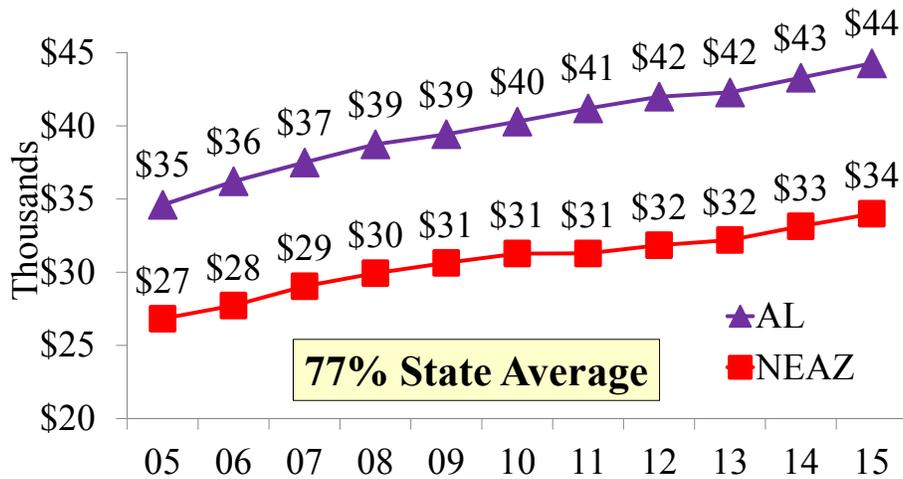
Source: U.S. Census Bureau

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## Average Annual Income NEAZ vs AL 2003-2015



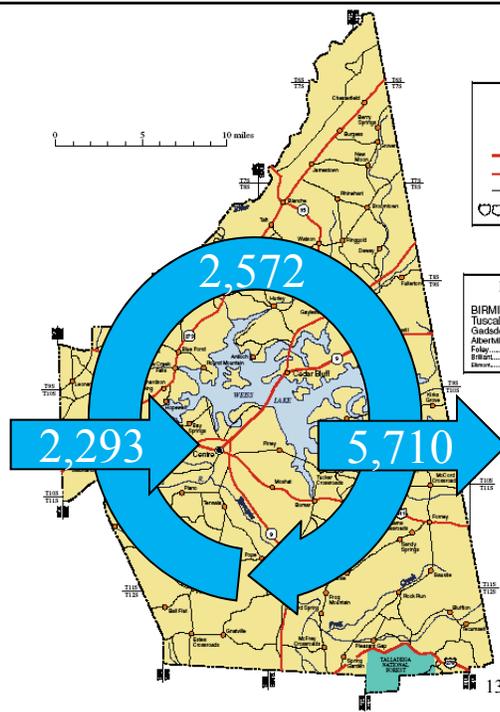
Source: U.S. Bureau of Labor Statistics

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### NEAZ Members: Cherokee County Inflow/Outflow

- Employed & Living in Area - 2,572 (52.9%)
- Employed in/Living Out - 2,293 (47.1%)
- Living In/Employed Out - 5,710 (68.9%)

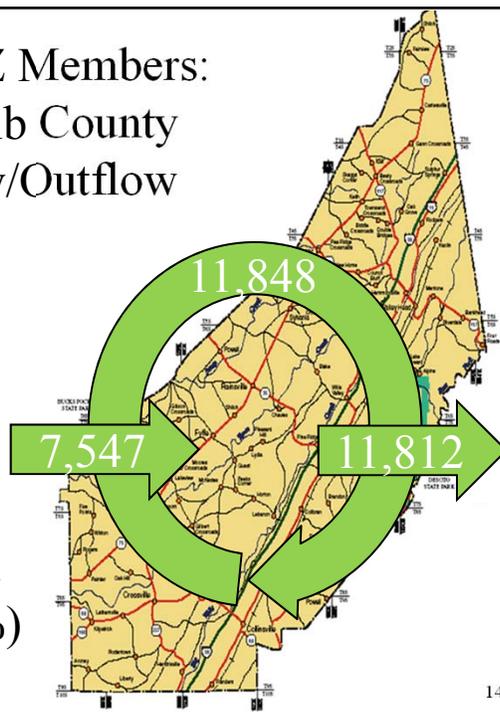
Source: U.S. Census Bureau



### NEAZ Members: DeKalb County Inflow/Outflow

- Employed & Living in Area – 11,848 (61.1%)
- Employed in/Living Out - 7,547 (38.9%)
- Living In/Employed Out - 11,812 (49.9%)

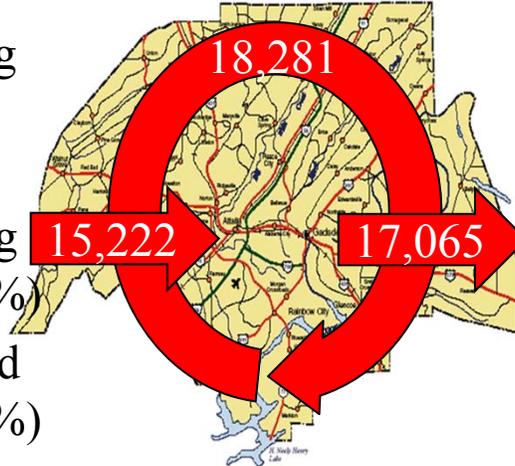
Source: U.S. Census Bureau





## NEAZ Members: Etowah County Inflow/Outflow

- Employed & Living in Area - 18,281 (54.6%)
- Employed in/Living Out - 15,222 (45.4%)
- Living In/Employed Out - 17,065 (48.3%)



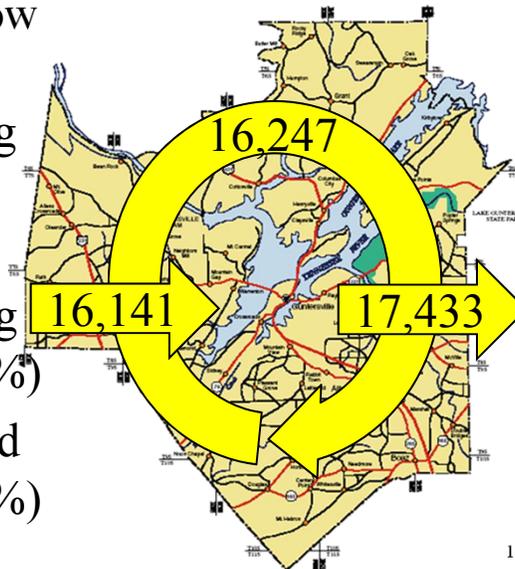
Source: U.S. Census Bureau

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## NEAZ Members: Marshall County Inflow/Outflow

- Employed & Living in Area - 16,247 (50.2%)
- Employed in/Living Out - 16,141 (49.8%)
- Living In/Employed Out - 17,433 (51.8%)



Source: U.S. Census Bureau

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## NEAZ Members: Inflow/Outflow Comparison

	Work in County		Live in County	
	Live In	Live Out	Work Out	Work In
<b>Cherokee</b>	52.9%	47.1%	68.9%	31.1%
<b>DeKalb</b>	61.1%	38.9%	49.9%	50.1%
<b>Etowah</b>	54.6%	45.4%	48.3%	51.7%
<b>Marshall</b>	50.2%	49.8%	51.8%	48.2%



## Northeast Economic Activity Zone

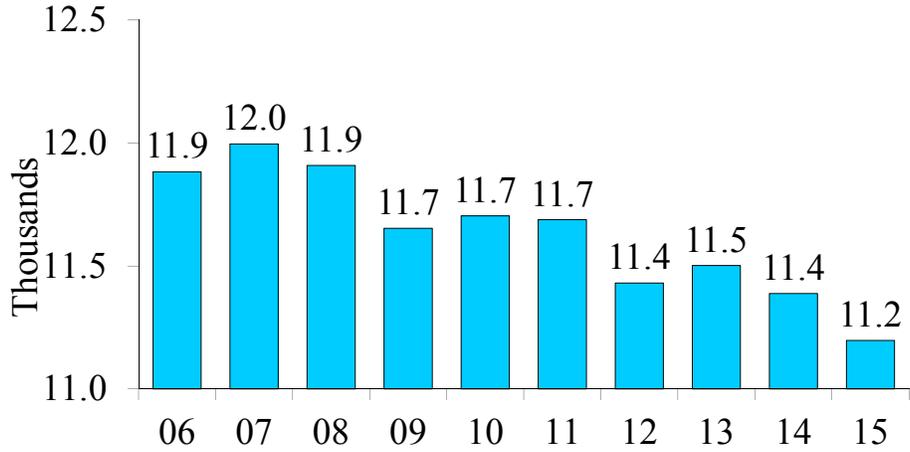
### Labor Force Statistics Individual Counties

- Cherokee County
- DeKalb
- Etowah
- Marshall



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## Labor Force: Cherokee County 2006 - 2015



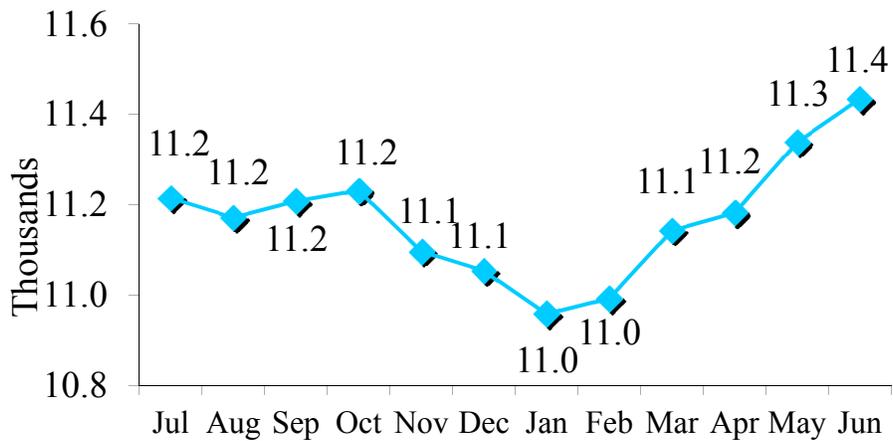
Source: U.S. Bureau of Labor Statistics

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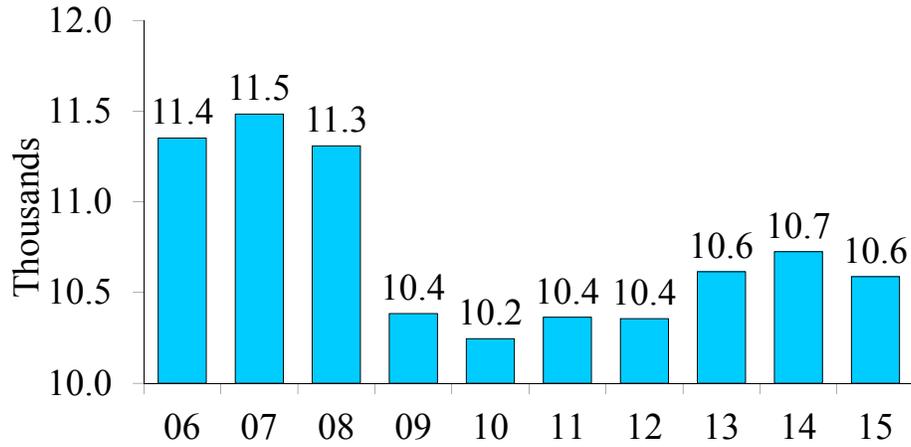
## Labor Force: Cherokee County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

20

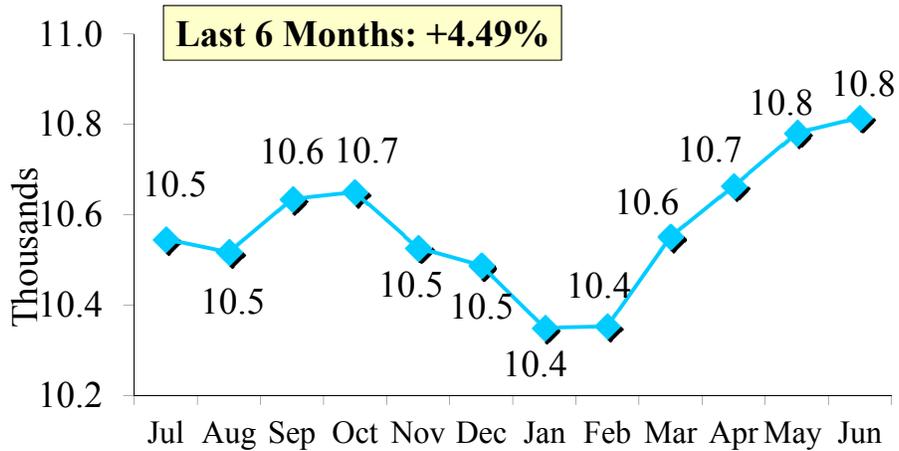
### Employment: Cherokee County 2006 - 2015



Source: U.S. Bureau of Labor Statistics

21

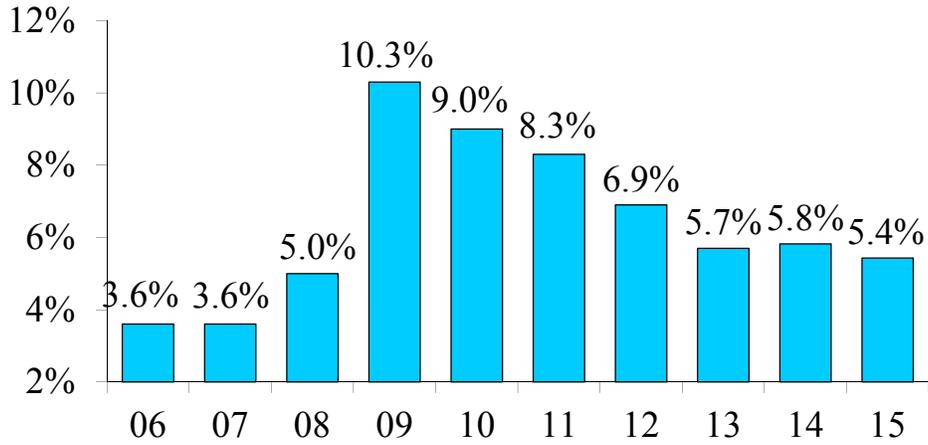
### Employment: Cherokee County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

22

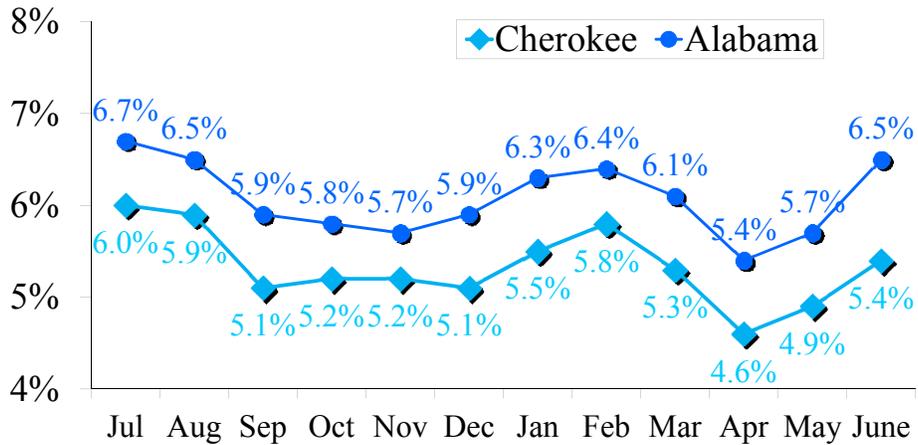
### Unemployment Rate: Cherokee County 2006-2015



Source: U.S. Bureau of Labor Statistics

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### Unemployment Rate Cherokee County vs Alabama July 2015 – June 2016

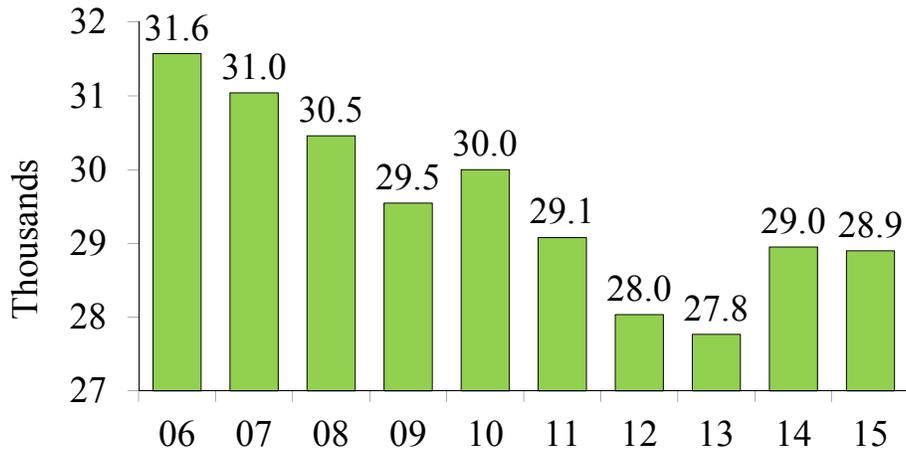


Source: U.S. Bureau of Labor Statistics

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### Labor Force: DeKalb County 2006 - 2015

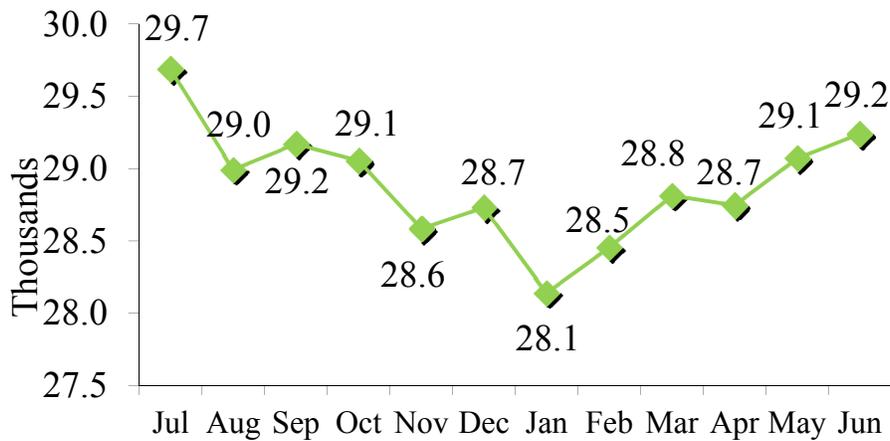


Source: U.S. Bureau of Labor Statistics

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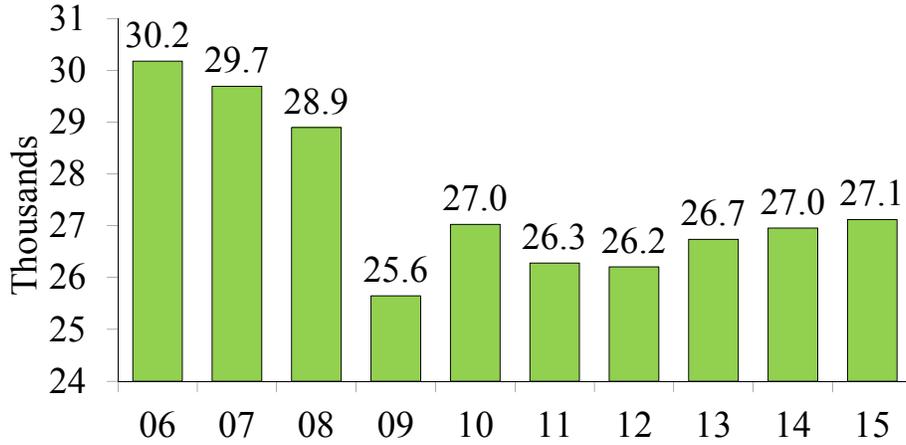
### Labor Force: DeKalb County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

26

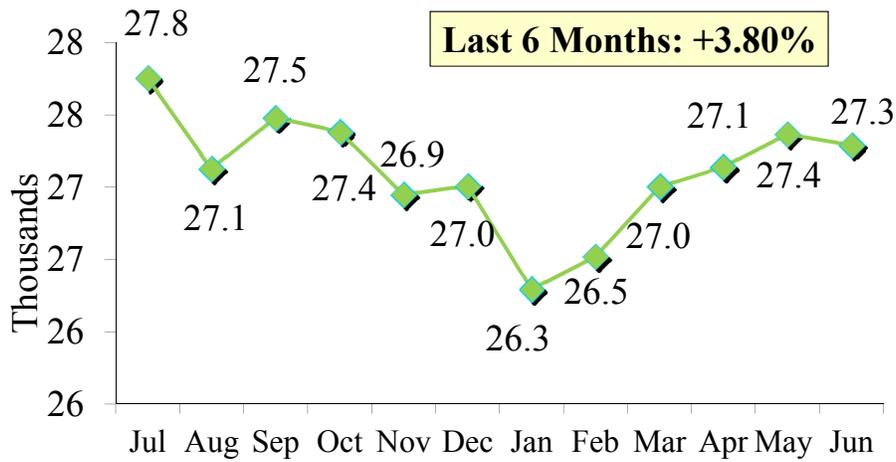
### Employment: DeKalb County 2006 - 2015



Source: U.S. Bureau of Labor Statistics

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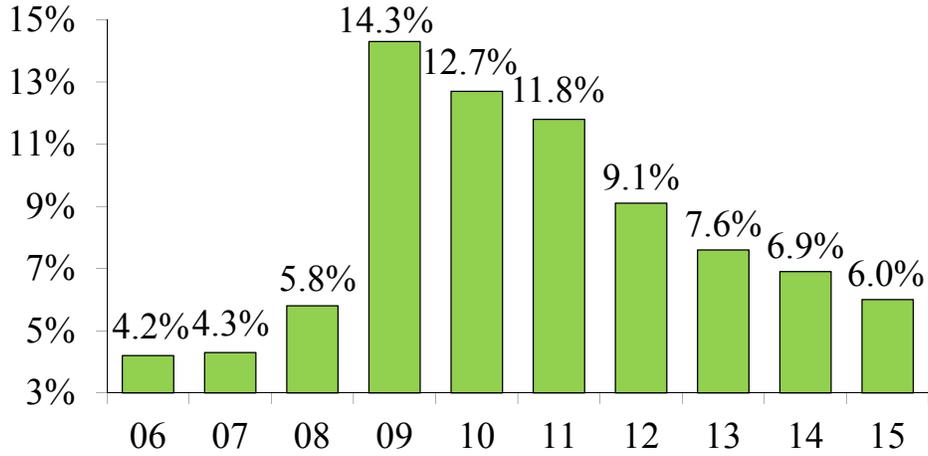
### Employment DeKalb County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

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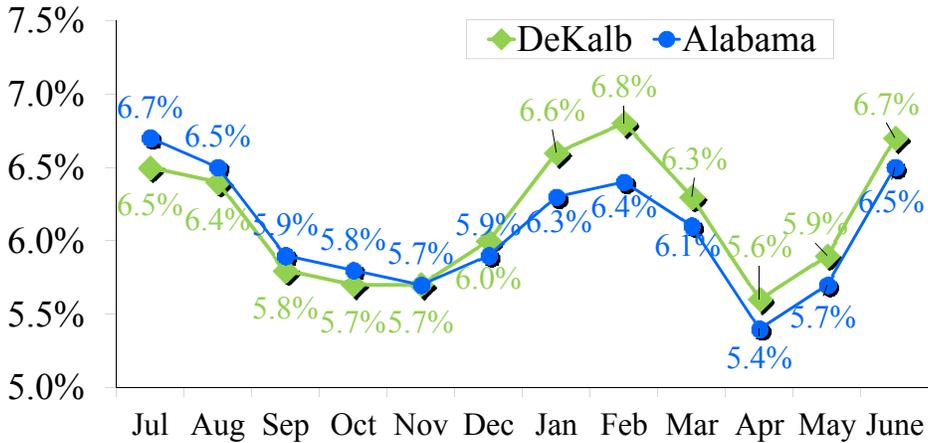
### Unemployment Rate: DeKalb County 2006-2015



Source: U.S. Bureau of Labor Statistics

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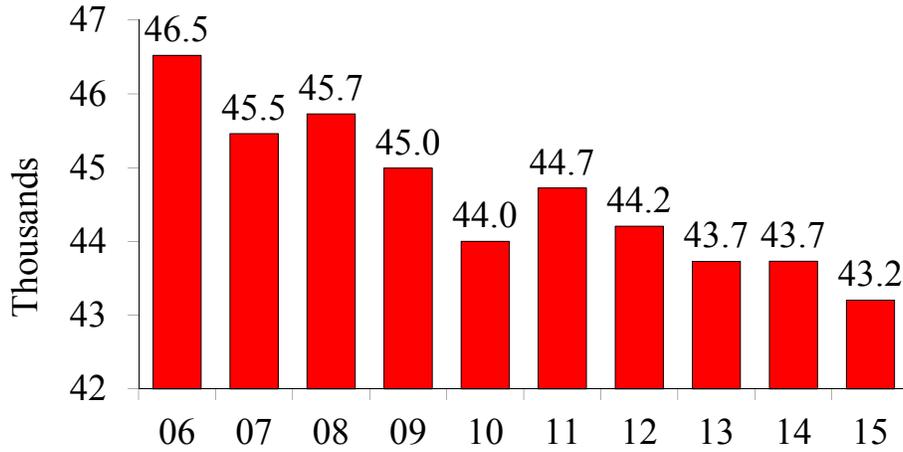
### Unemployment Rate: DeKalb County vs Alabama July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

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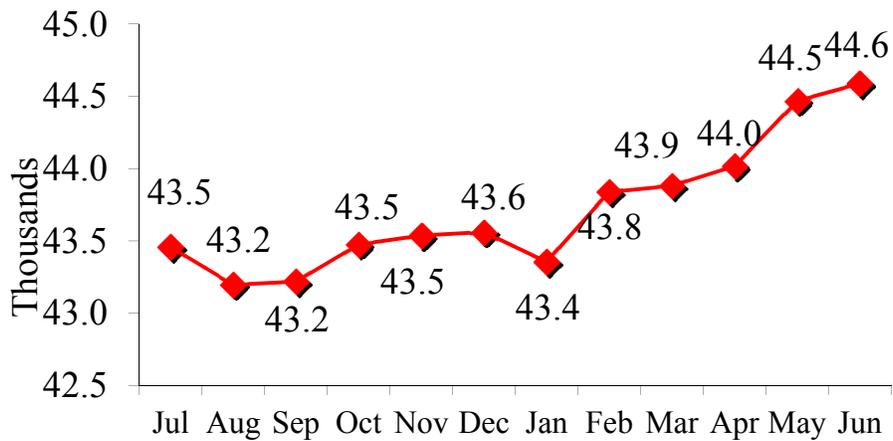
### Labor Force: Etowah County 2006 - 2015



Source: U.S. Bureau of Labor Statistics

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### Labor Force: Etowah County July 2015 – June 2016

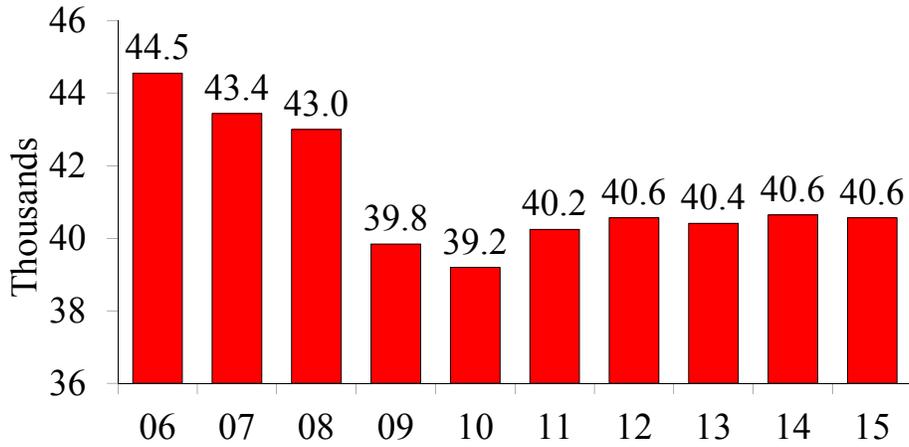


Source: U.S. Bureau of Labor Statistics

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## Employment: Etowah County 2006 - 2015

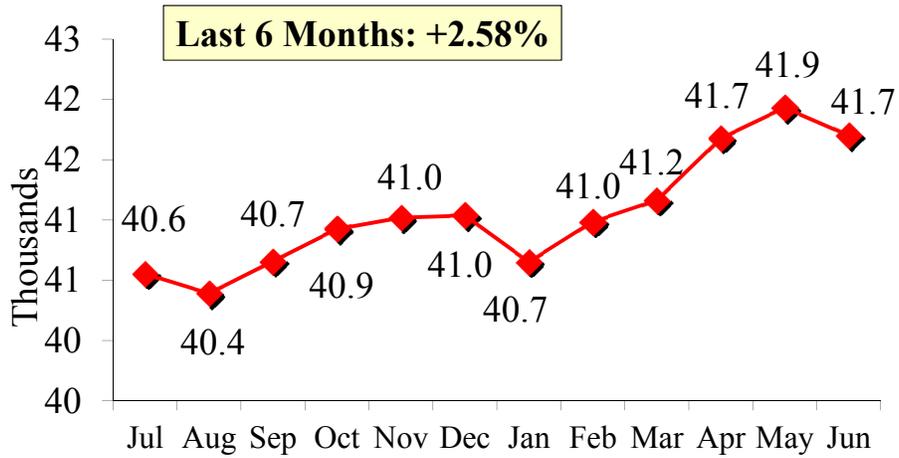


Source: U.S. Bureau of Labor Statistics

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## Employment: Etowah County July 2015 – June 2016



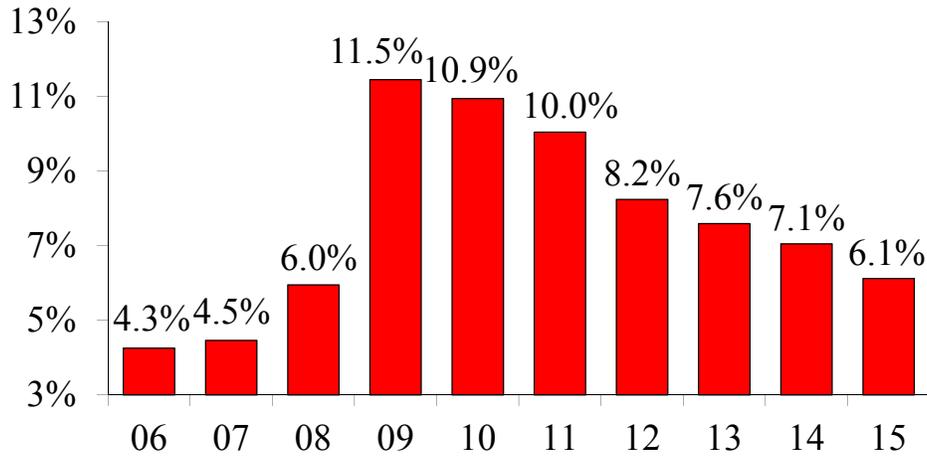
Source: U.S. Bureau of Labor Statistics

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## Unemployment Rate: Etowah County 2006-2015



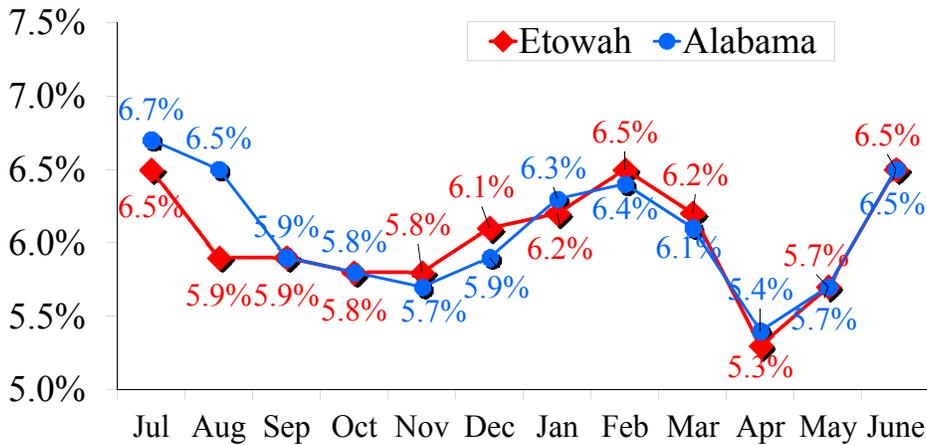
Source: U.S. Bureau of Labor Statistics

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## Unemployment Rate: Etowah County vs Alabama July 2015 – June 2016



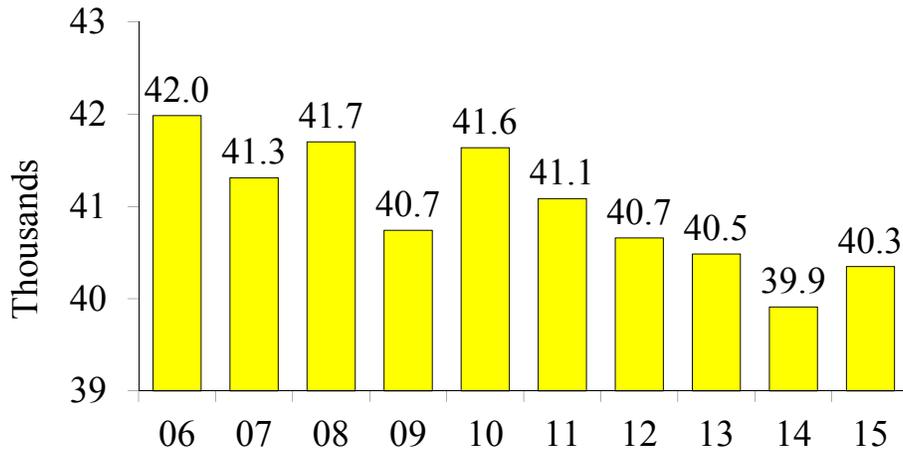
Source: U.S. Bureau of Labor Statistics

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## Labor Force: Marshall County 2006 - 2015



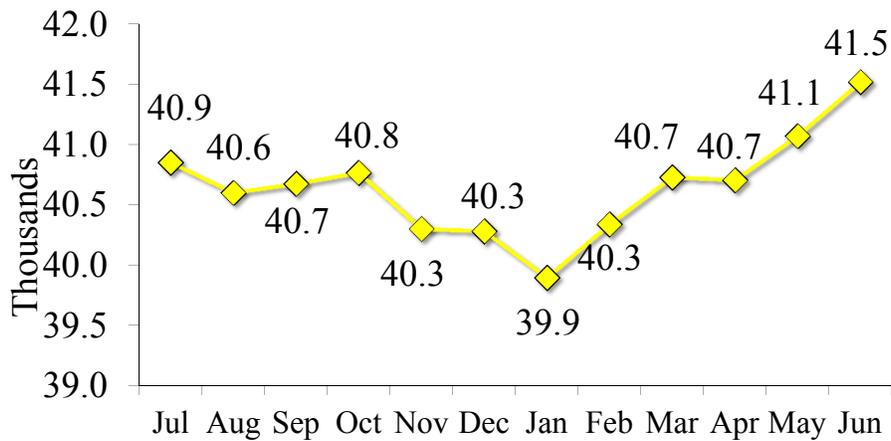
Source: U.S. Bureau of Labor Statistics

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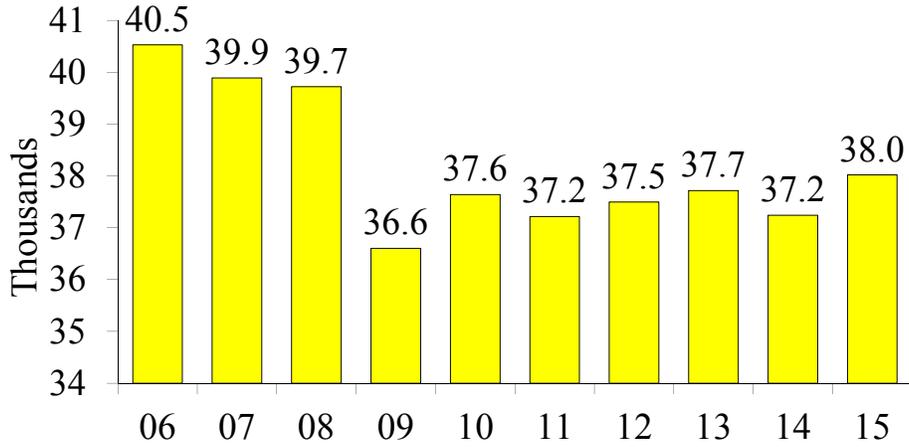
## Labor Force: Marshall County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

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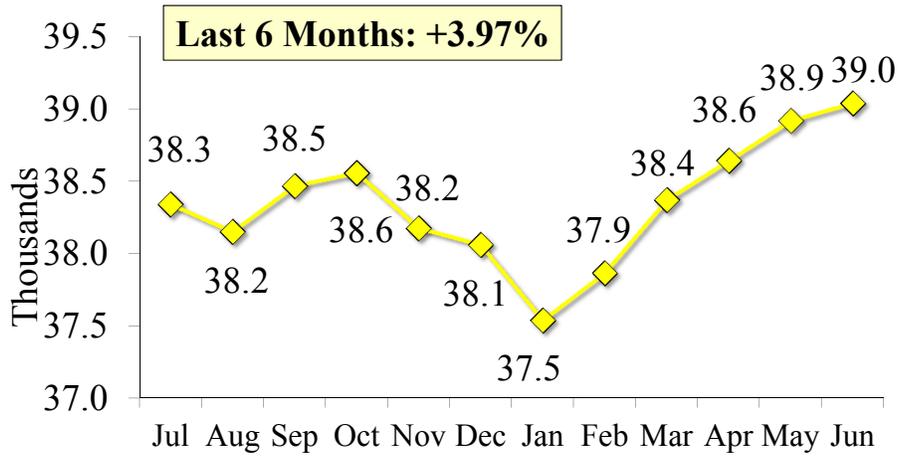
### Employment: Marshall County 2006 - 2015



Source: U.S. Bureau of Labor Statistics

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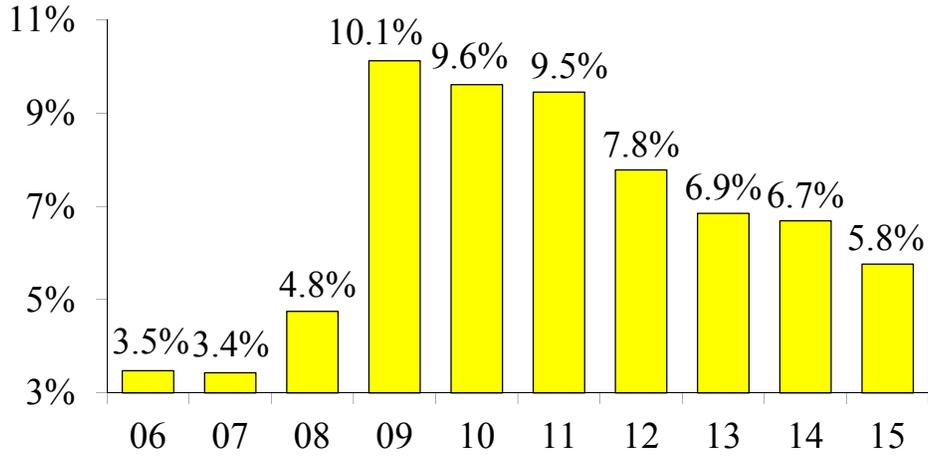
### Employment: Marshall County July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

40

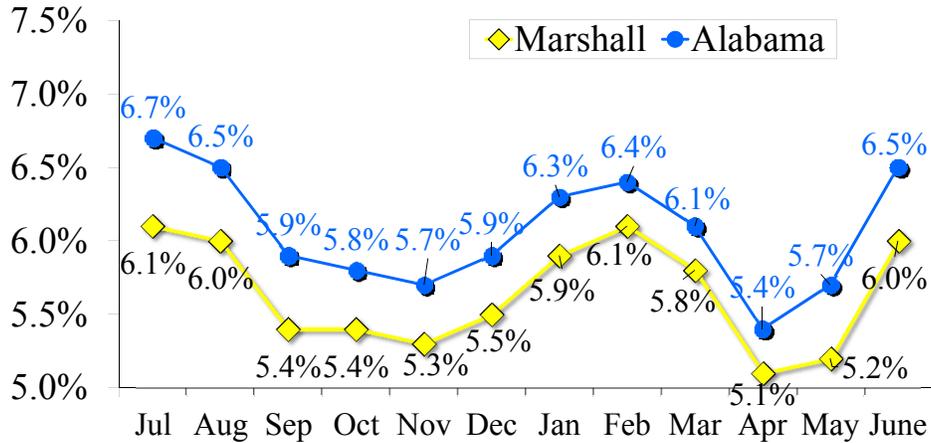
### Unemployment Rate: Marshall County 2006-2015



Source: U.S. Bureau of Labor Statistics

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### Unemployment Rate: Marshall County vs Alabama July 2015 – June 2016

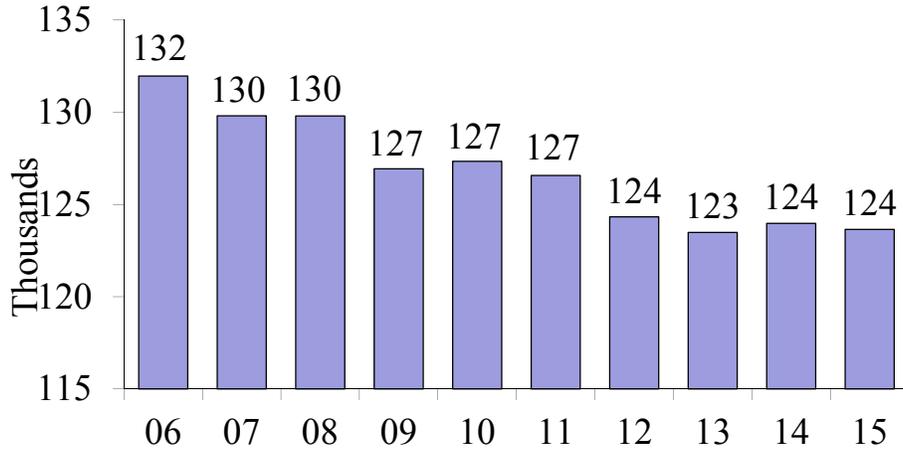


Source: U.S. Bureau of Labor Statistics

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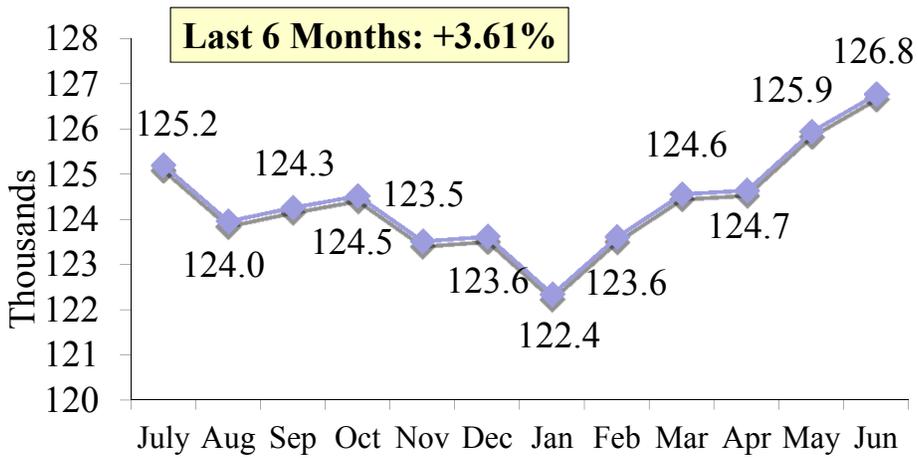
## Labor Force: NEAZ 2006 - 2015



Source: U.S. Bureau of Labor Statistics

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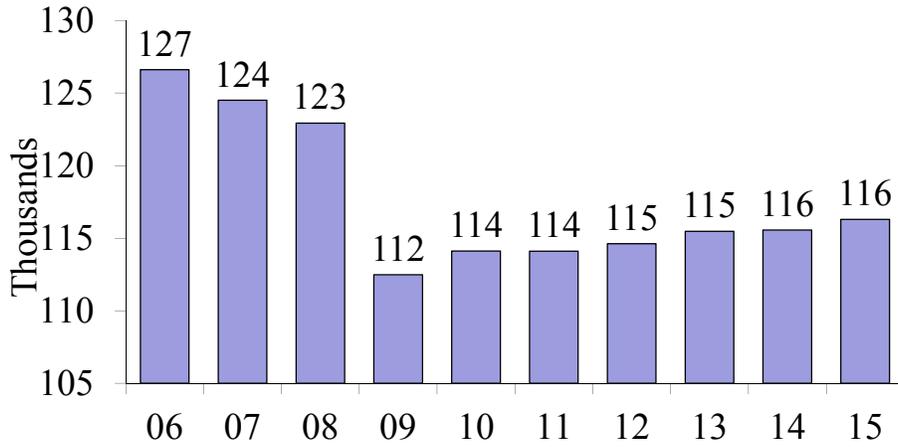
## Labor Force: NEAZ July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

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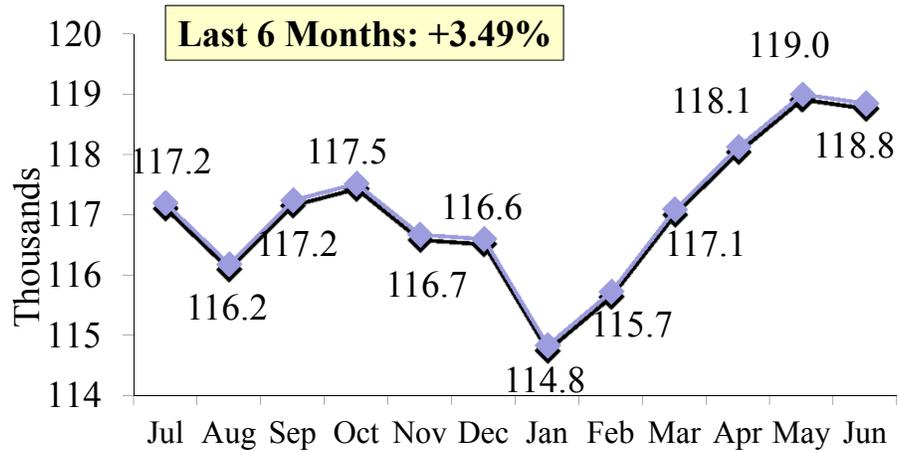
## Employment: NEAZ 2006 - 2015



Source: U.S. Bureau of Labor Statistics

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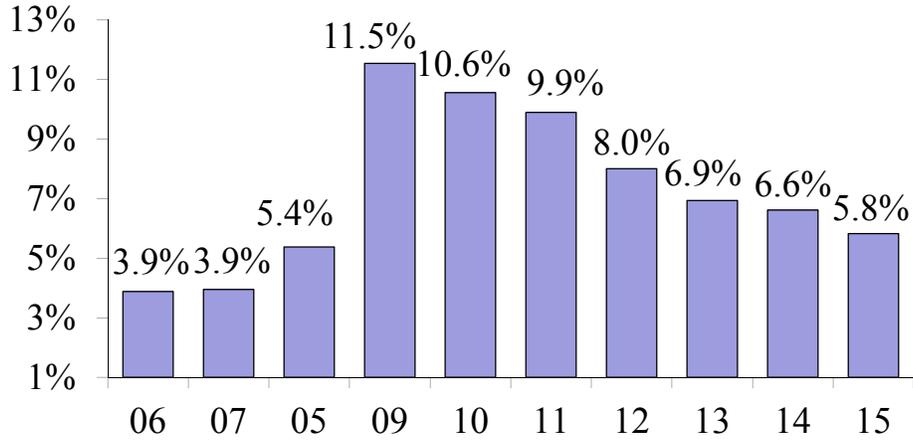
## Employment: NEAZ July 2015 – June 2016



Source: U.S. Bureau of Labor Statistics

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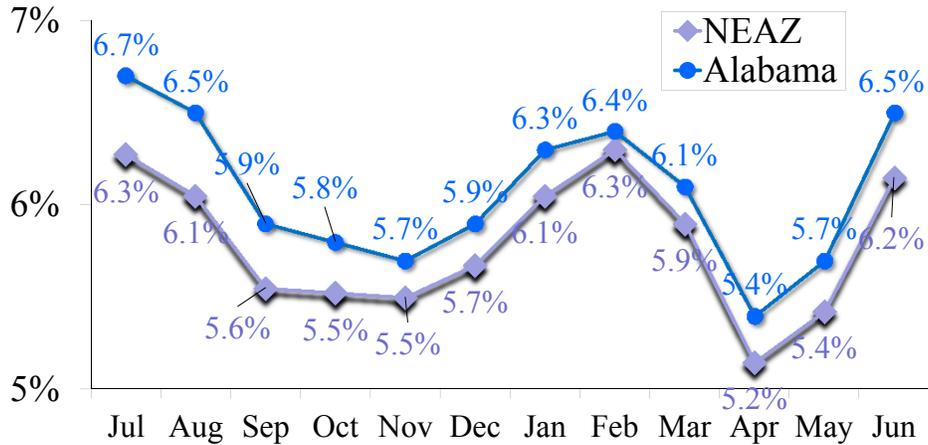
## Unemployment Rate: NEAZ 2006-2015



Source: U.S. Bureau of Labor Statistics

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## Unemployment Rate NEAZ vs Alabama July 2015 - June 2016



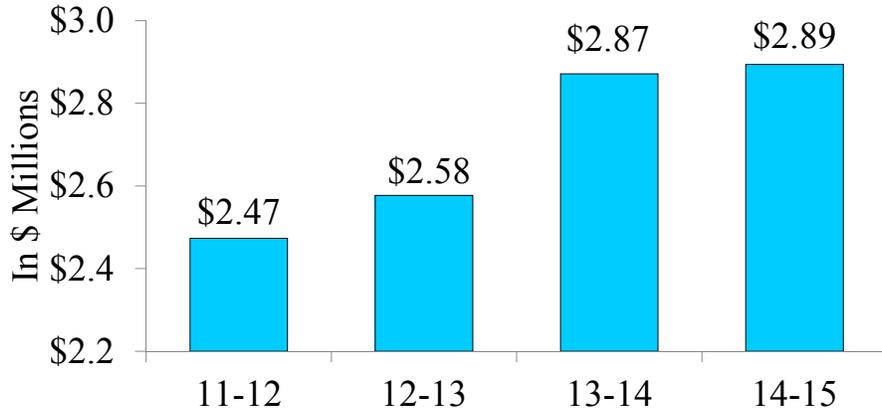
Source: U.S. Bureau of Labor Statistics

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### State Sales Tax Collections from Cherokee County FY 11-12 – FY 14-15 in \$ Millions



Source: AL Dept of Revenue

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### State Sales Tax Collections from DeKalb County FY 11-12 – FY 14-15 in \$ Millions

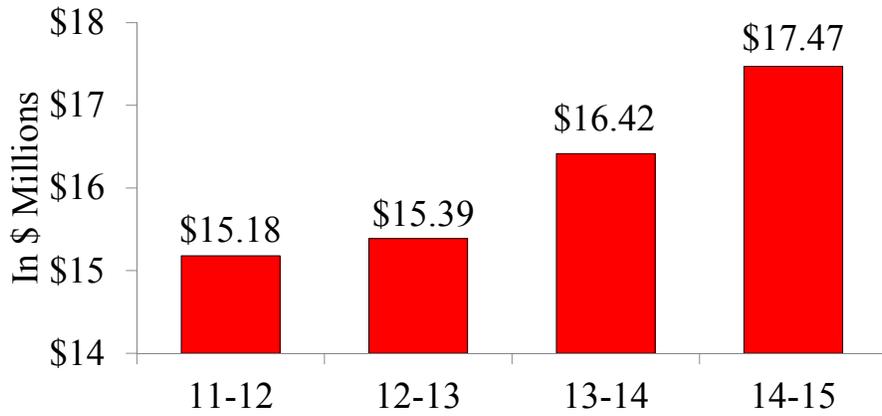


Source: AL Dept of Revenue

52



### State Sales Tax Collections from Etowah County FY 11-12 – FY 14-15 in \$ Millions

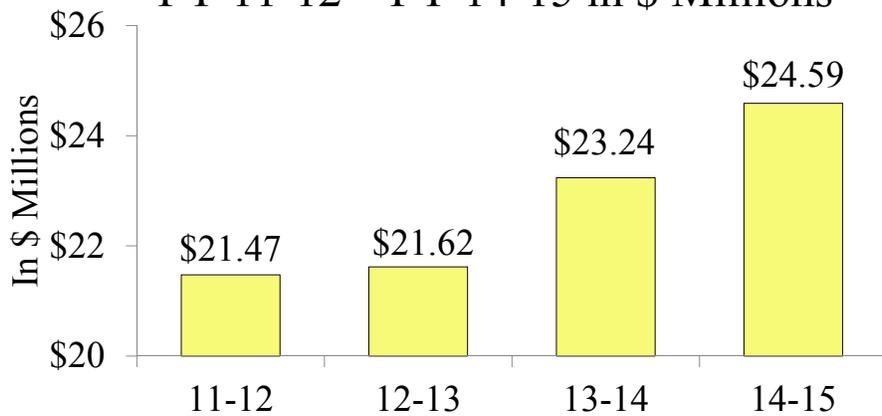


Source: AL Dept of Revenue

53



### State Sales Tax Collections from Marshall County FY 11-12 – FY 14-15 in \$ Millions

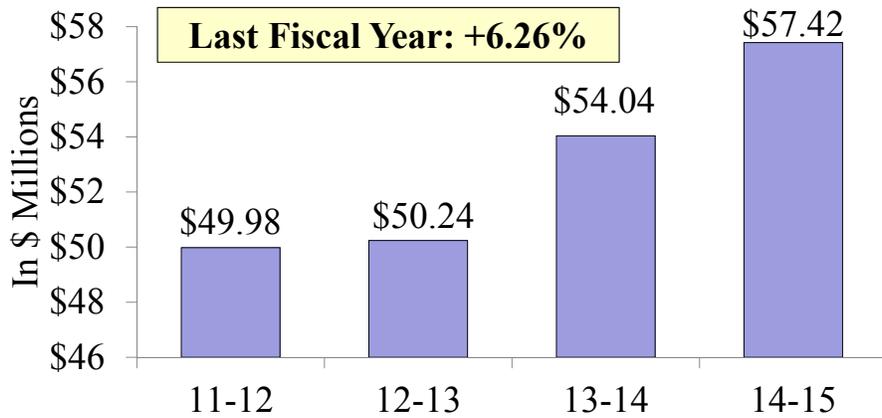


Source: AL Dept of Revenue

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## State Sales Tax Collections from NEAZ

FY 11-12 – FY 14-15 in \$ Millions



Source: AL Dept of Revenue

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## Northeast Economic Activity Zone: Summary

- Population Trends – Last 5 Years-Flat
- Income - Growing, 77% of State Average
- Labor Force - Last 6 Months +3.61%
- Employment - Last 6 Months +3.49%
- Unemployment - Below State Average
- Sales Tax Revenues – FY 14-15 +6.26%

Dr. Mark Hearn, School of Business and Industry

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# State of Alabama Update NEAZ 2016

- Workforce Dynamics
- Population
- Employment
- Income
- GDP
- Construction and Housing
- Autos/Manufacturing/Energy
- Opportunity and Innovation



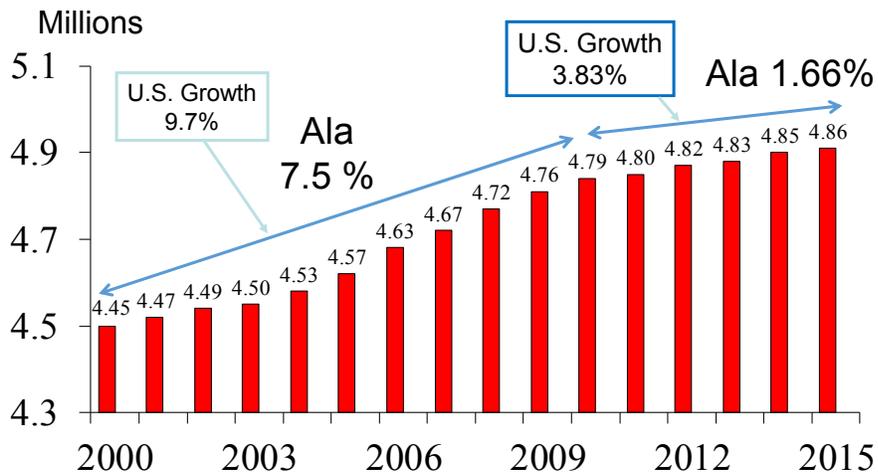
Dr. Richard Cobb, School of Business and Industry

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## Workforce Dynamics Population for Alabama 2000-2015 in Millions



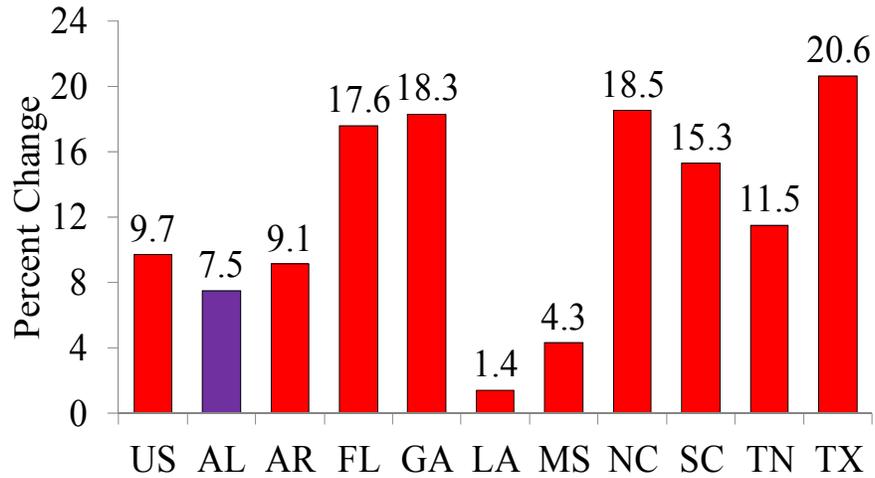
Source: U.S. Census Bureau

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## Regional Population Percent Change 2000-2010



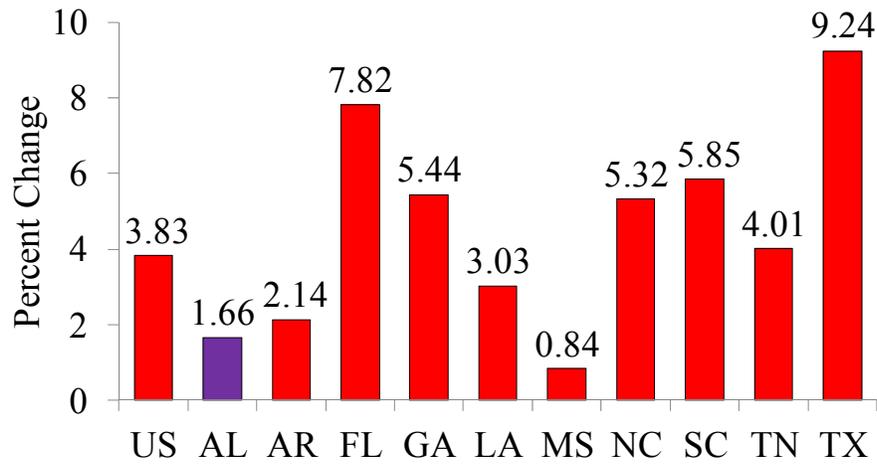
Source: U.S. Census Bureau

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## Regional Population % Change 2010- July 2015



Source: U.S. Census Bureau

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## Population Changes

State MSAs - July 2014 to July 2015

From top 20 fastest growth MSAs

Texas - 4

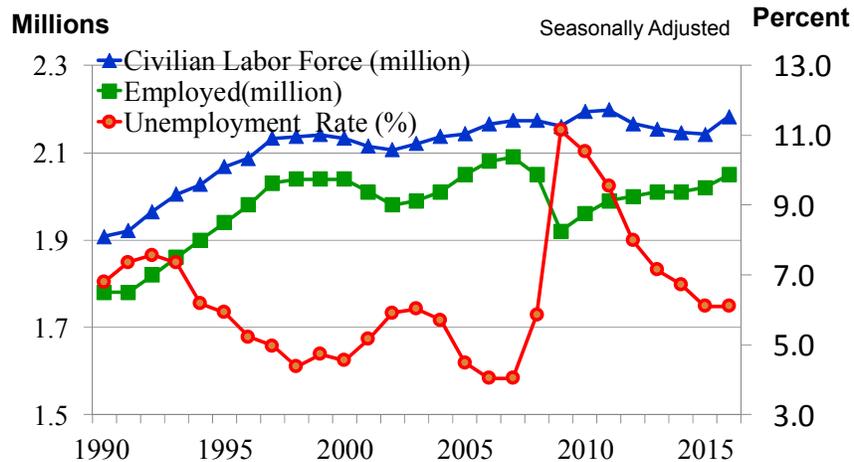
Florida - 3

For these 7, population increased by 606 thousand. (24% of total U.S. growth for year)

Source: Census Bureau

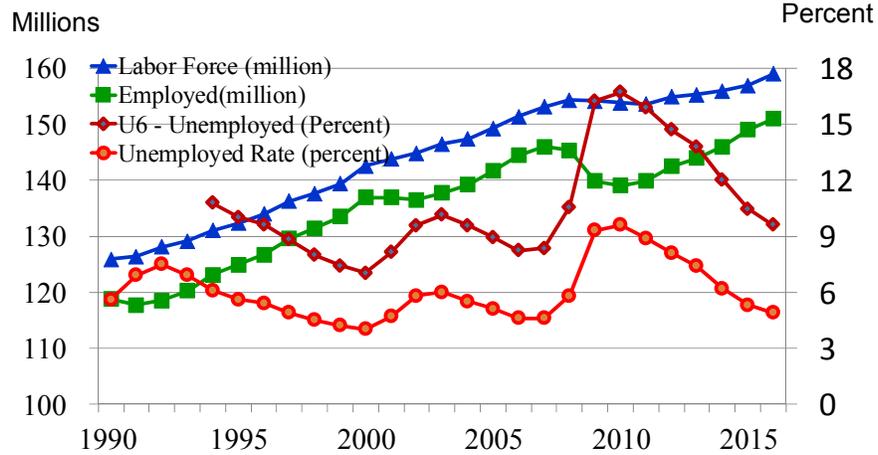
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## Alabama Employment 1990 – June 2016



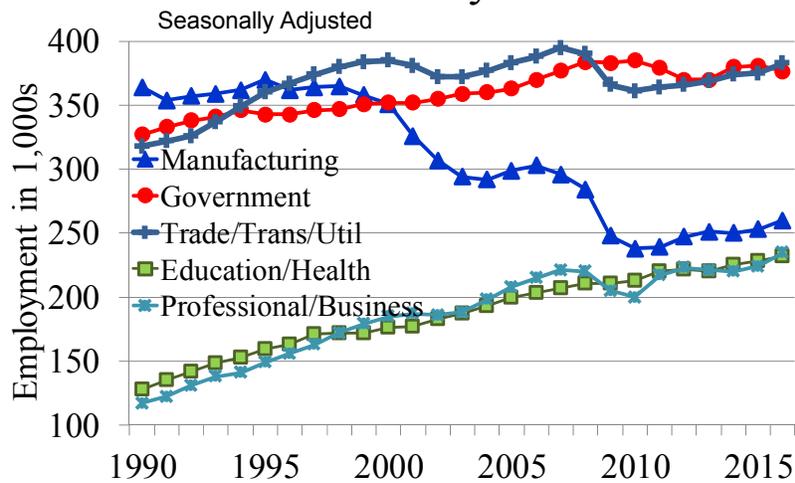
62

## U.S. Employment 1990 – June 2016



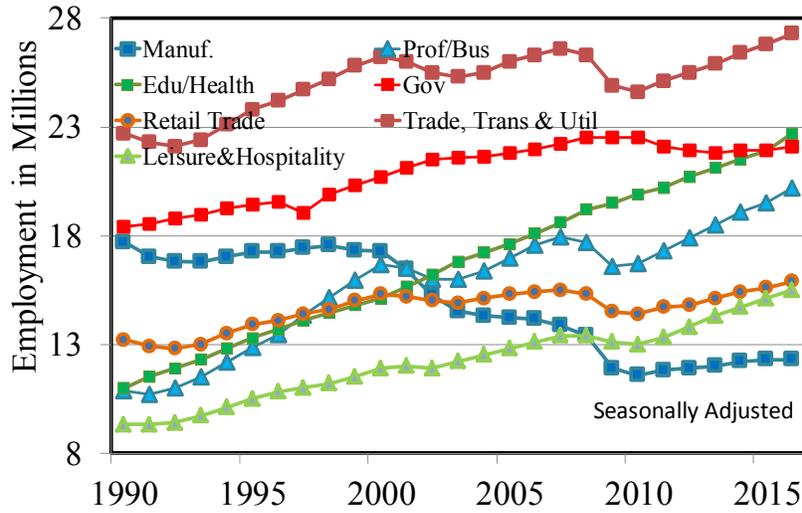
63

## Alabama Employment by Sector 1990 – May 2016



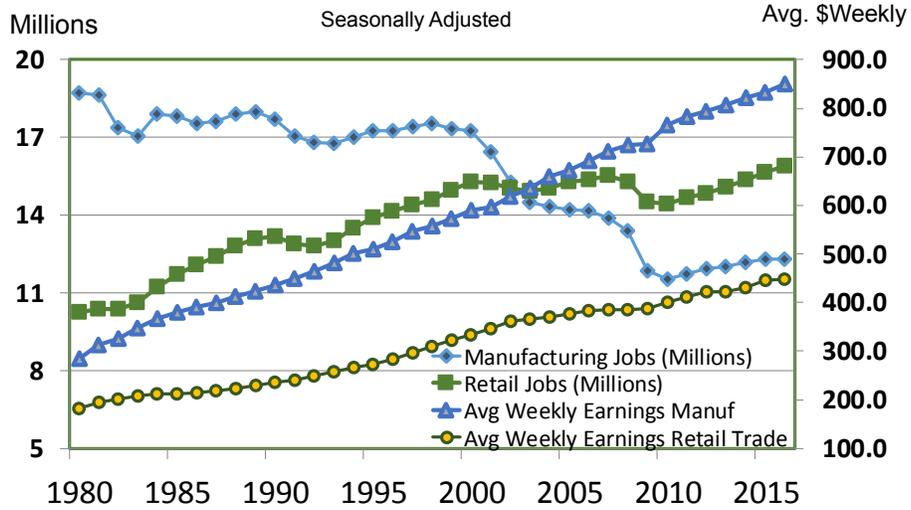
64

### U.S. Employment by Sector 1990 – June 2016



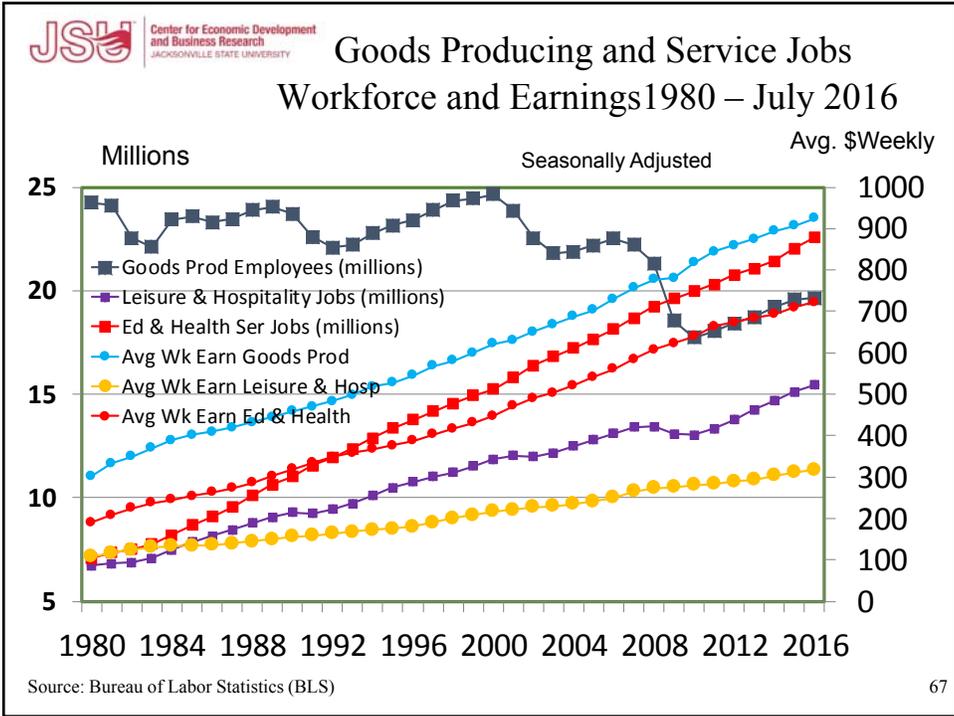
65

### U.S. Manufacturing and Retail Trade Jobs & Earnings 1980 – July 2016

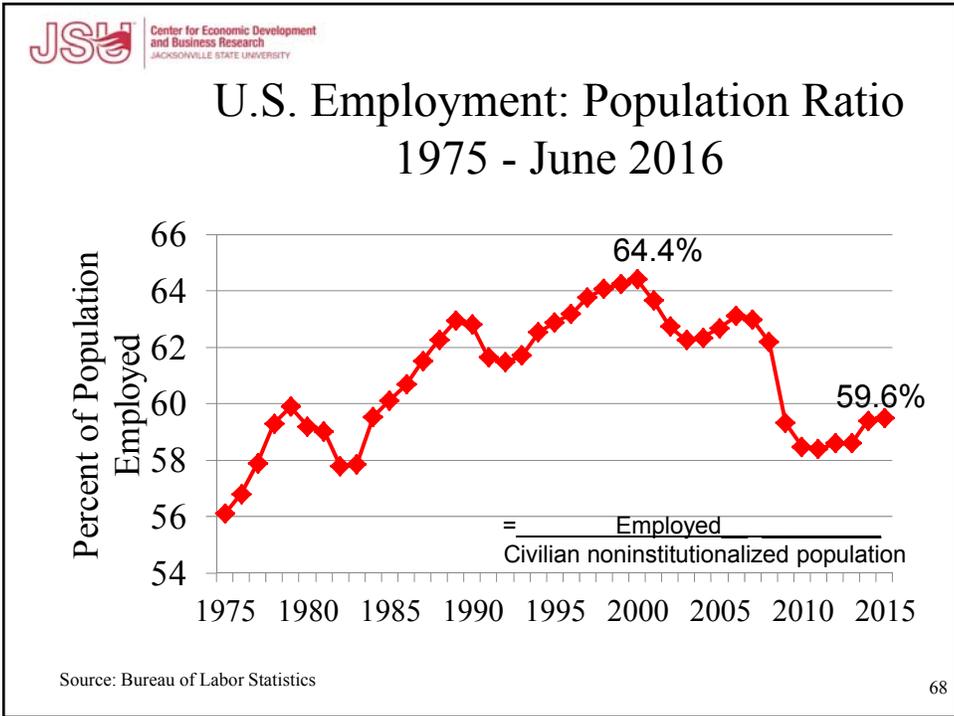


Source: Bureau of Labor Statistics (BLS)

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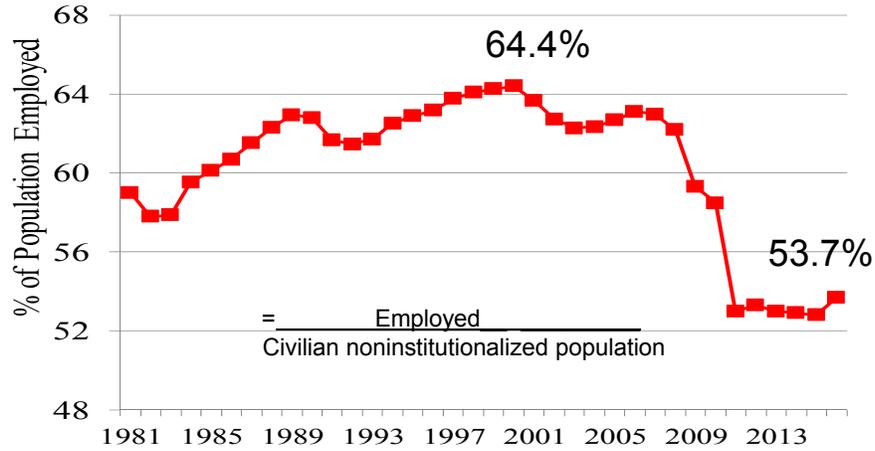


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## Alabama Employment: Population Ratio 1981 – May 2016



Source: Alabama Dept. of Industrial Relations, U.S. Bureau of Labor Statistics

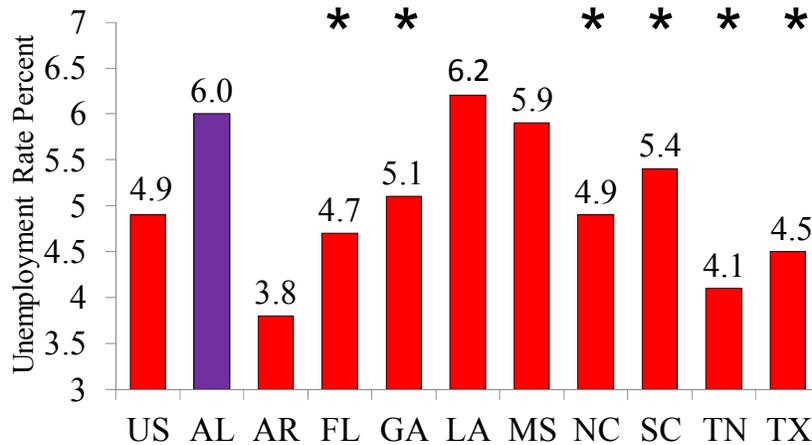
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## Unemployment Rate: Regional June 2016

\* Top 10 States for Business 2016



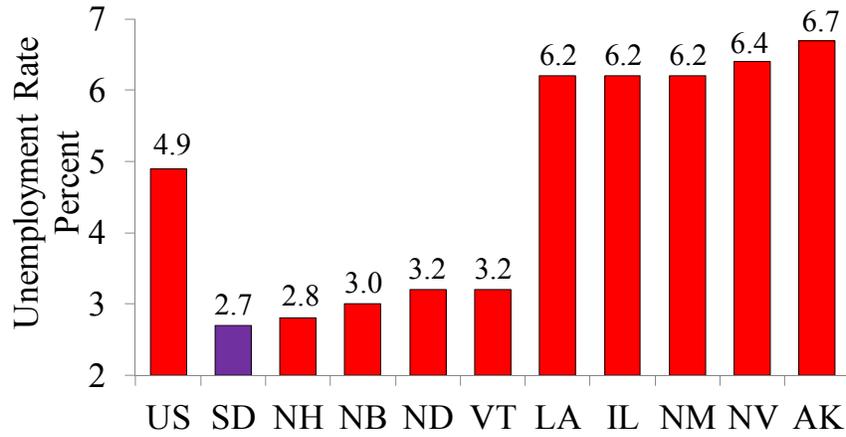
Source: Bureau of Labor Statistics BLS, Chief Executive Magazine

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## Unemployment Rates Lowest and Highest States June 2016

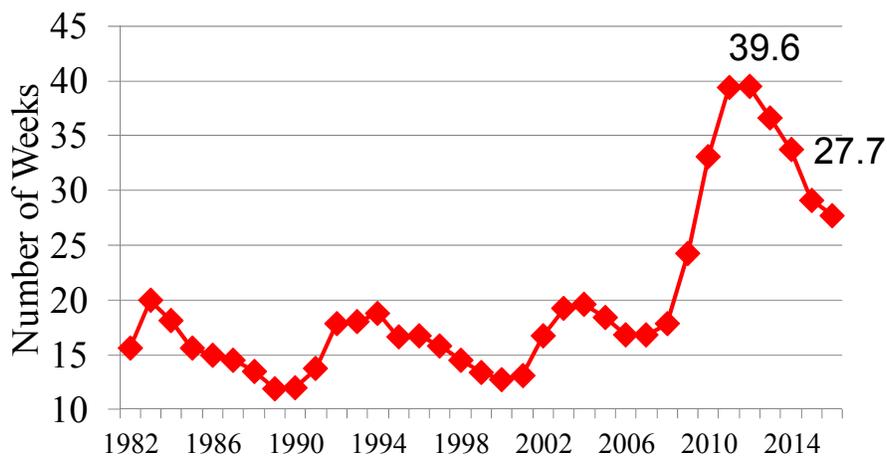


71



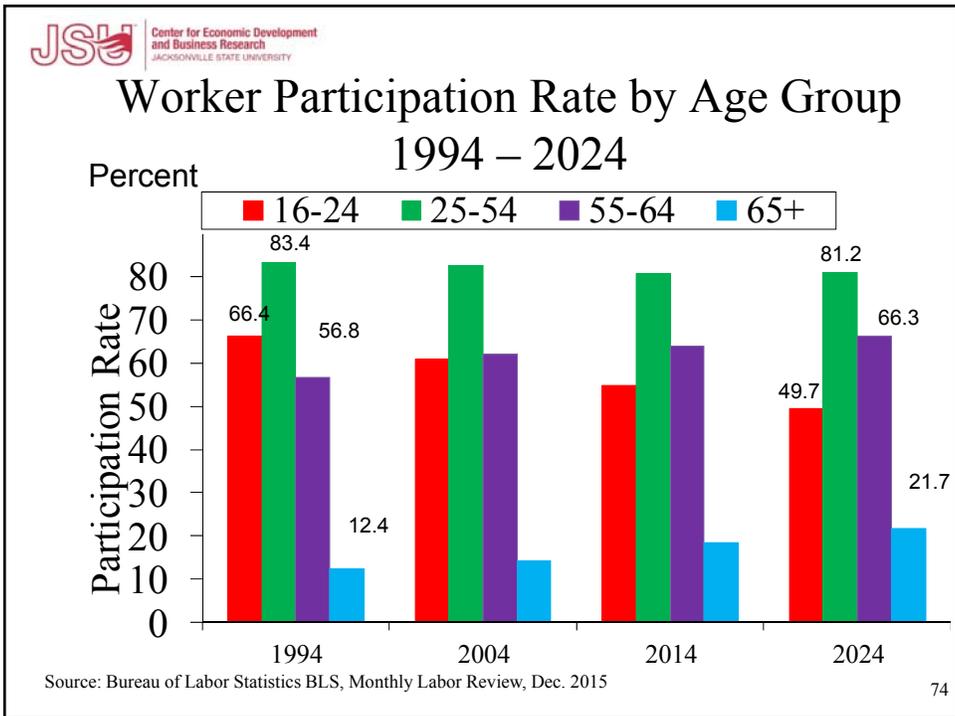
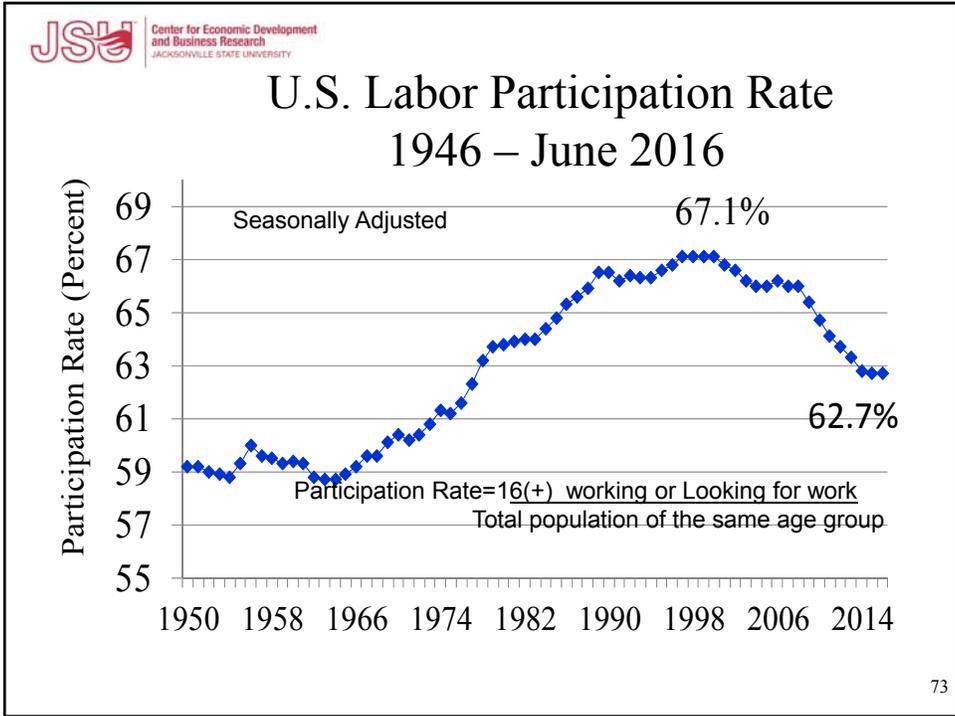
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## U.S. Average Weeks Unemployed 1982 – June 2016



Source: Bureau of Labor Statistics

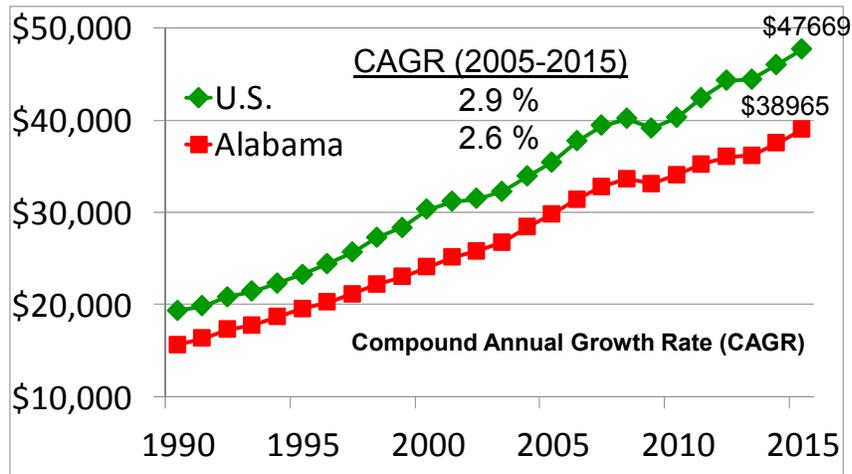
72





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## Per Capita Income U.S. vs. Alabama 1990 - 2015



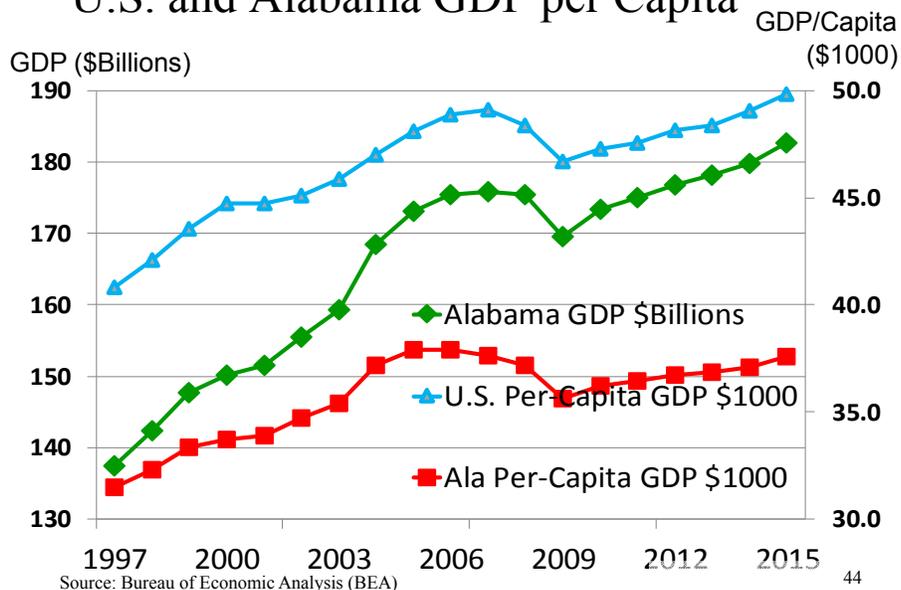
Source: Bureau of Economic Analysis

75



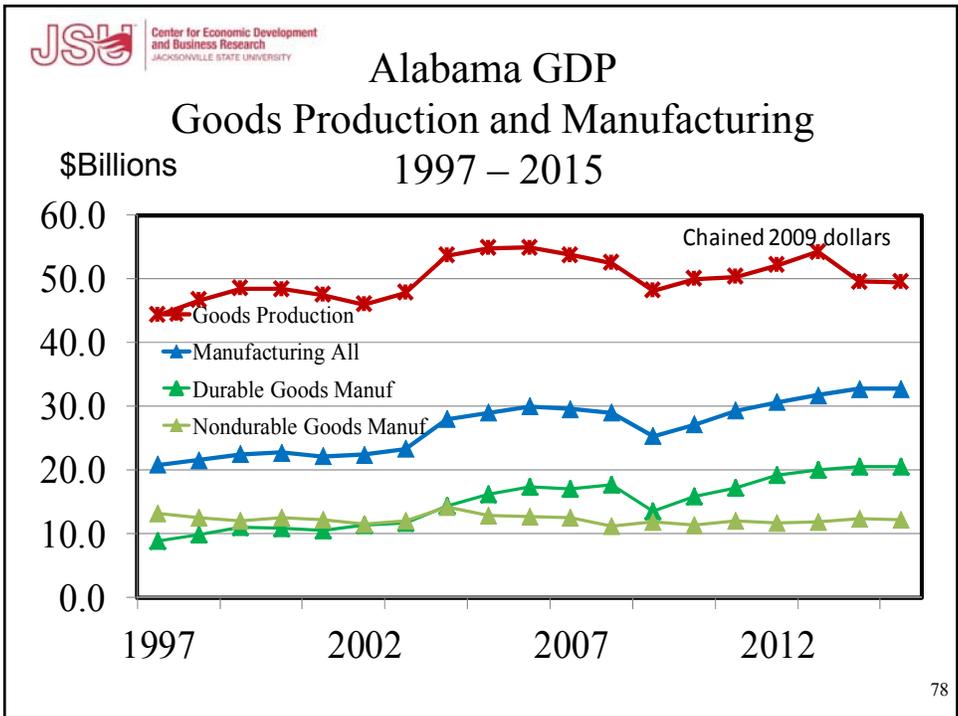
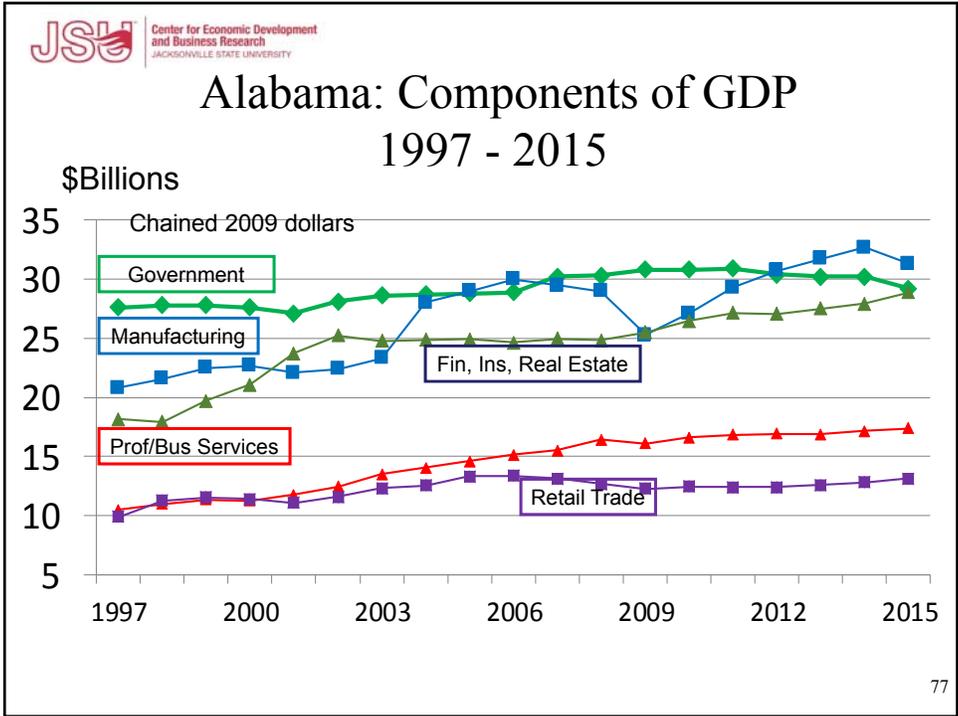
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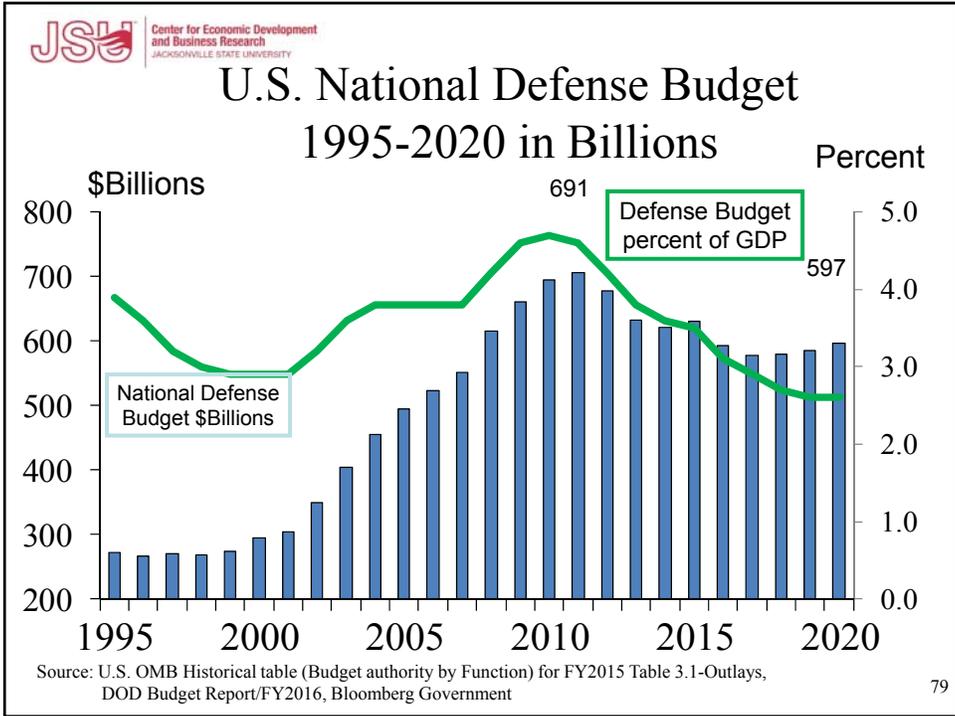
## U.S. and Alabama GDP per Capita



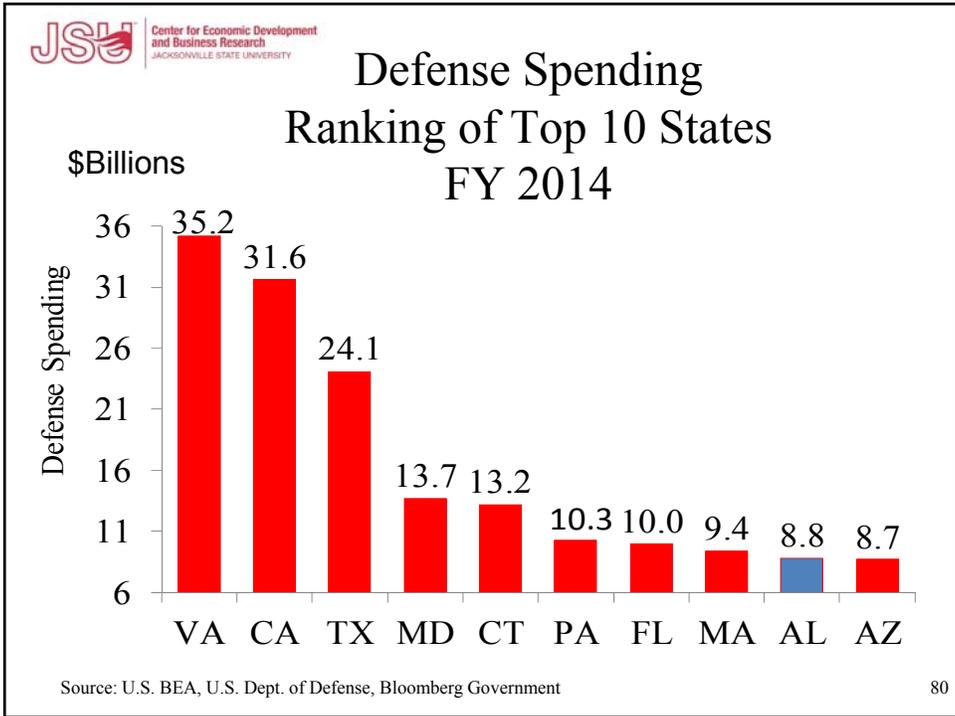
Source: Bureau of Economic Analysis (BEA)

44



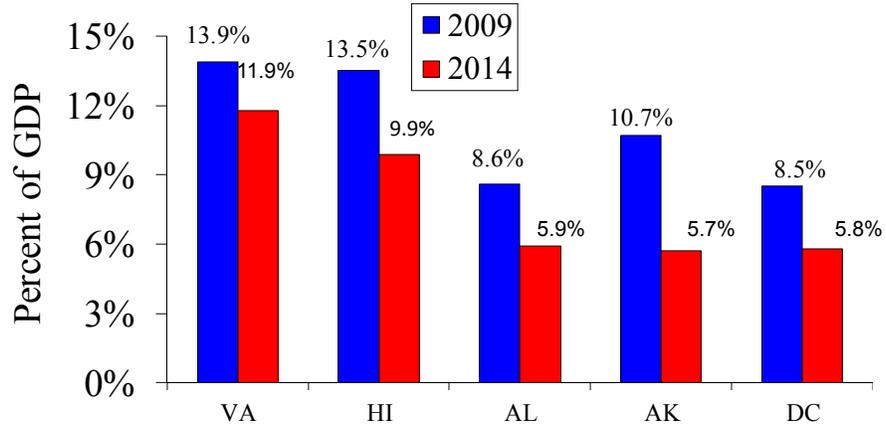


79



80

## U.S. Defense Spending: State Rankings Percent of GDP 2009 vs. 2014



Source: U.S. Dept. of Defense, Bloomberg Gov., The PEW Charitable Trust

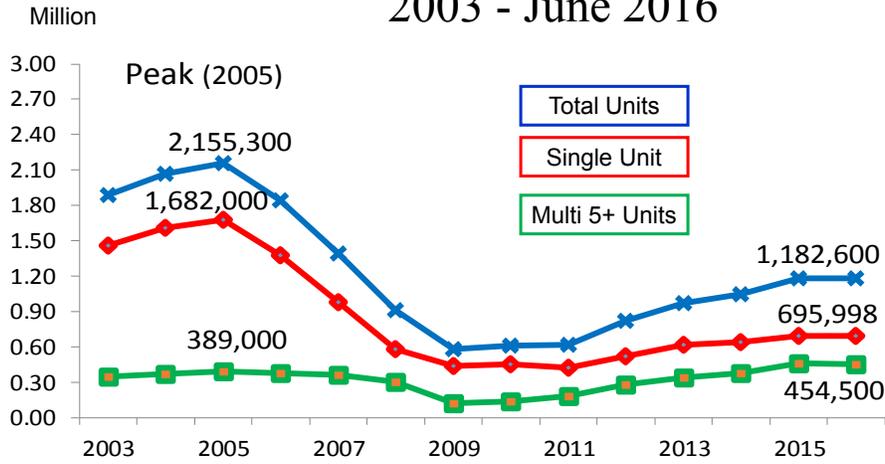
81

## State and National Economic Drivers

### Construction & Housing

82

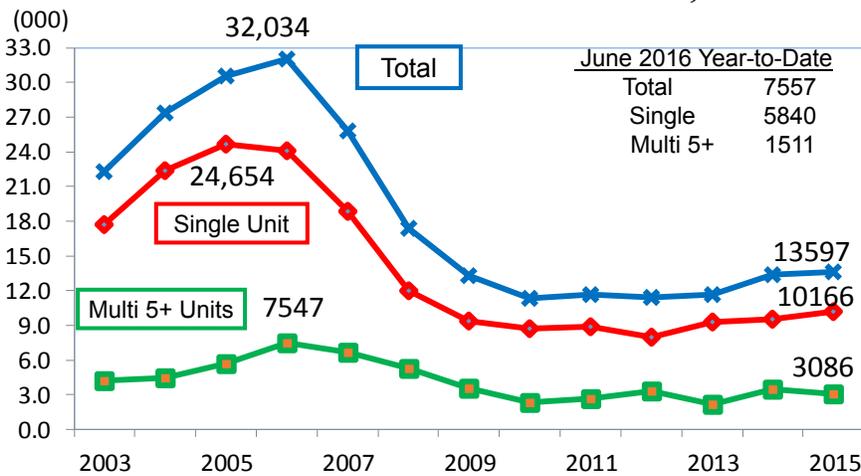
## U.S. Building Permits Privately-Owned Housing Units 2003 - June 2016



Source: U.S. Census Bureau

83

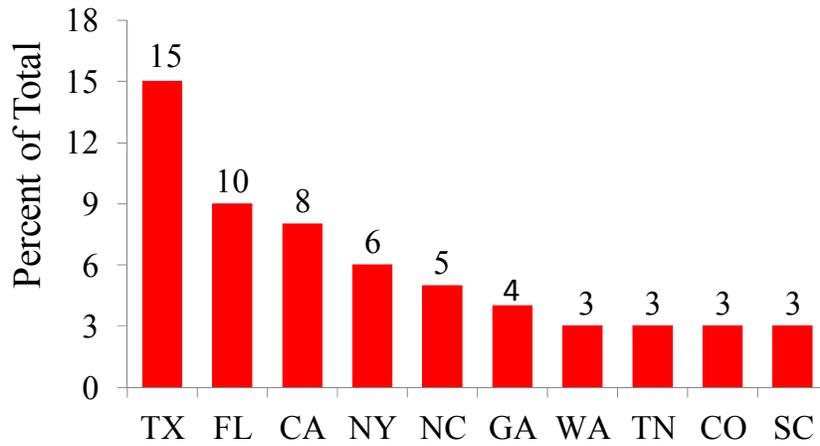
## Alabama Building Permits for Privately-Owned Housing Units 2003 – 2015 – June, 2016



Source: U.S. Census Bureau

84

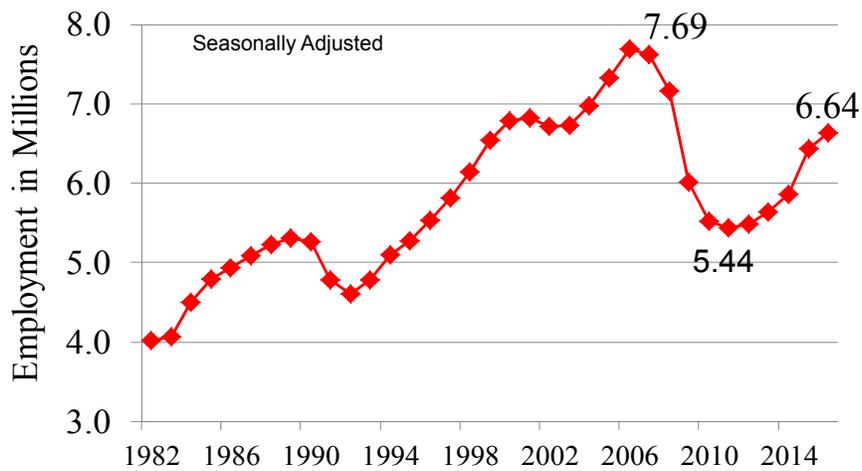
### Percent of U.S. Total Housing Units Authorized by State: 2015



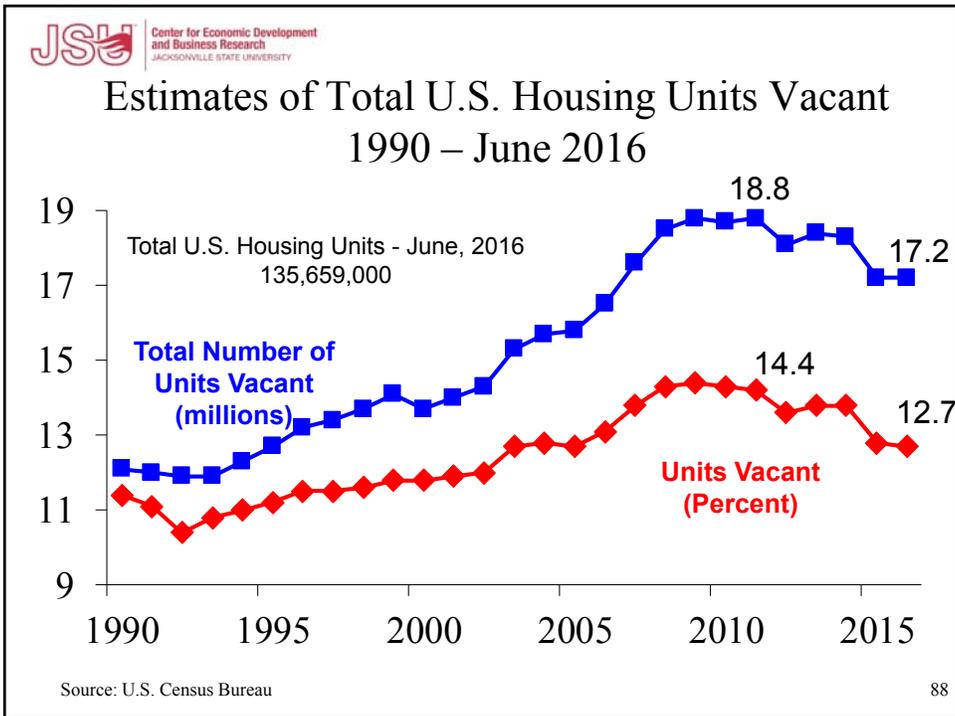
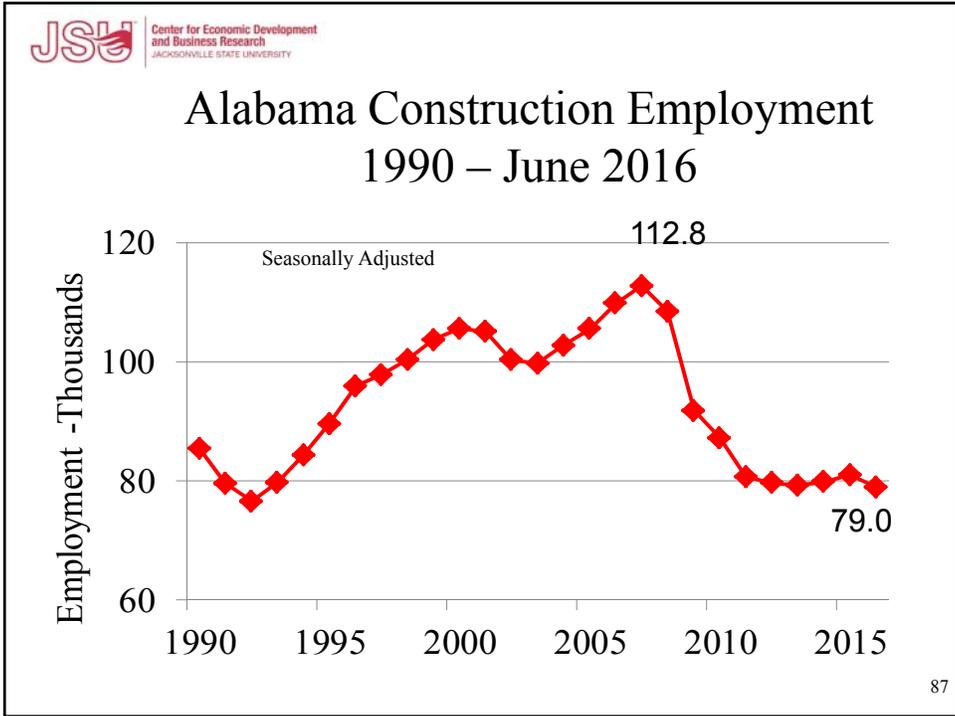
Source: U.S. Census Bureau

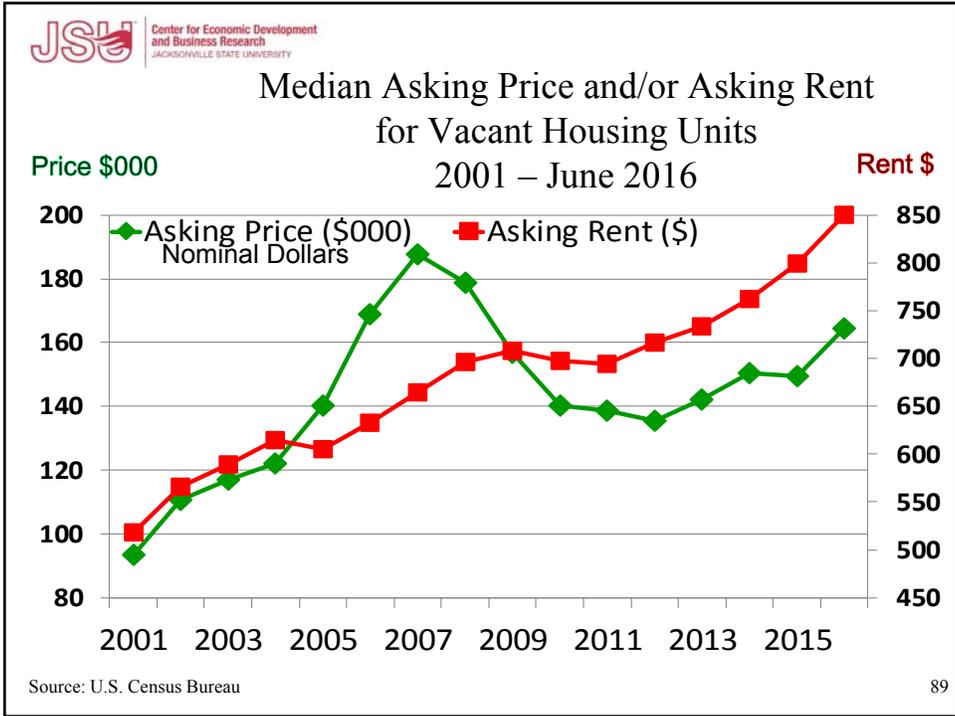
85

### U.S. Construction Employment 1982 – June 2016



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### Housing Statistics for Alabama June 2015 vs. June 2016

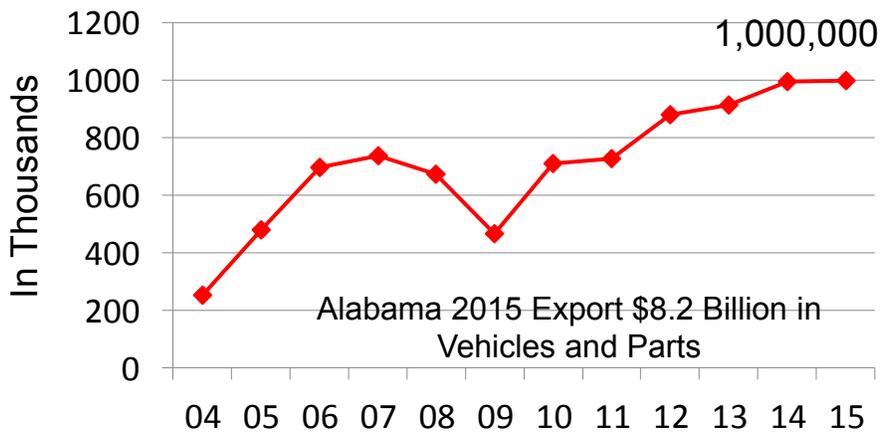
	June 2015	June 2016	<u>% Change</u>
<b>Total Homes Sold</b>	5222	5471	<b>4.8%</b>
<b>Avg. Selling Price</b>	\$168,926	\$183,793	<b>8.8%</b>
<b>Days on Market</b>	145	149	<b>2.7%</b>
<b>Units Listed</b>	33,323	30,441	<b>-8.6%</b>

Source: Alabama Center for Real Estate (ACRE)

## State and National Economic Drivers

Automotive Manufacturing  
Market and Driving Trends?  
Energy Issue (Blending Wall,  
Natural Gas, CAFÉ?)

## Alabama Motor Vehicle Production 2004 -2015

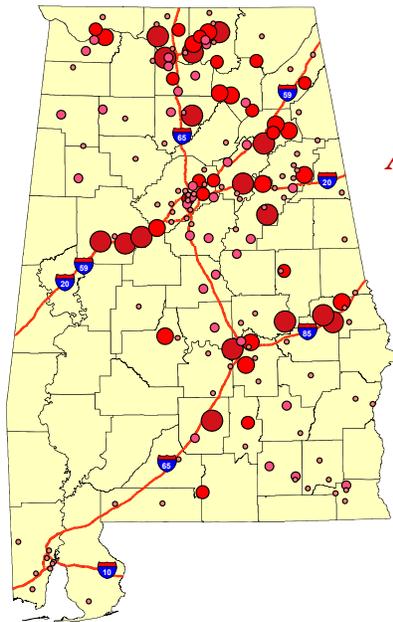


## Vehicle Assembly Plants in Southeastern United States



Source: Economic Development Partnership of Alabama

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### *Automotive Industry Clusters in Alabama*

There are more than 383 Automotive  
Companies and Suppliers in Alabama.

**Legend**

**Concentration of Automotive Suppliers  
Suppliers by Zip Code**

- 1
- 2
- 3
- 4-6
- 7-11

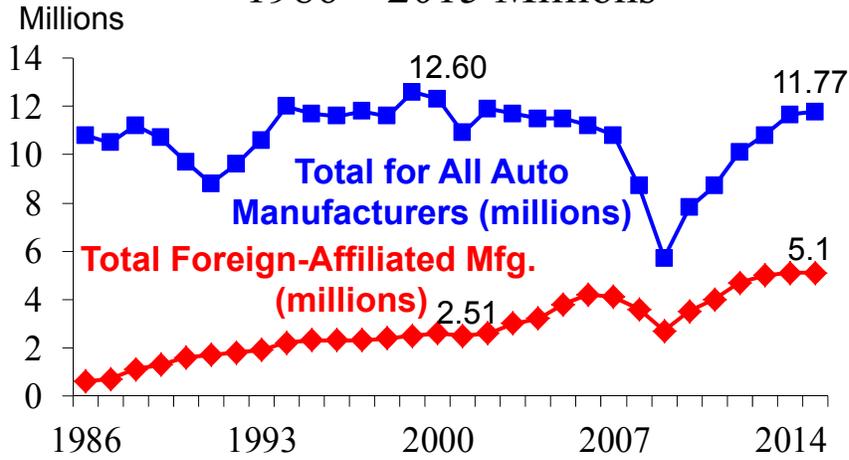
Source: 2007 EDPa Automotive Database

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## U.S. Motor Vehicle Car & Lt. Commercial Vehicle Production 1986 – 2015 Millions



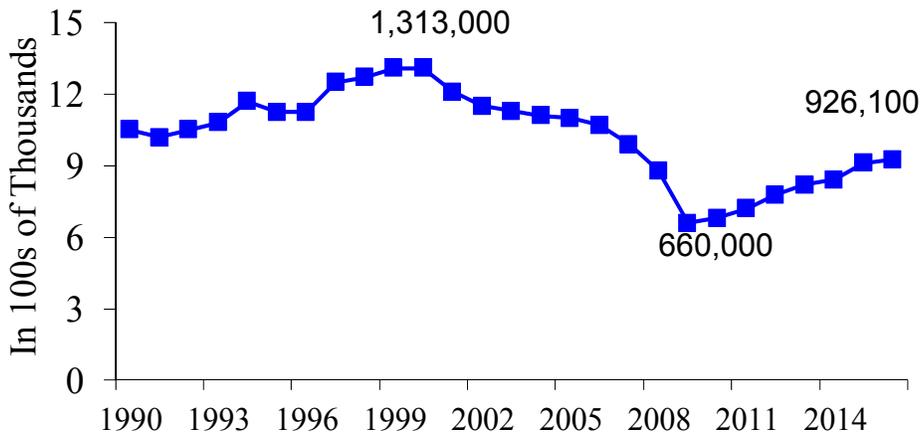
Source: U.S. ESA, Federal Reserve System, Int. Org. of Motor Vehicle Manuf. (OICA)

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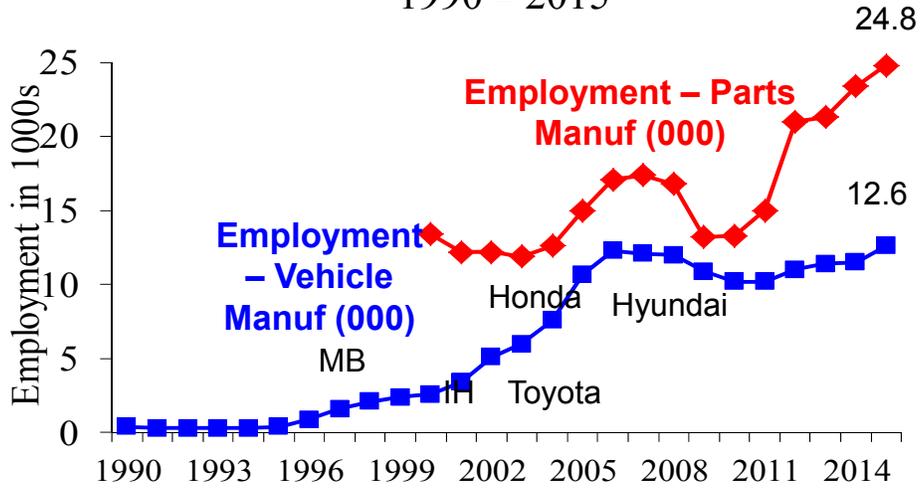
## U.S. Motor Vehicles and Parts Manufacturing Employment: 1990 – June 2016



Source: U.S. BLS, BEA,

96

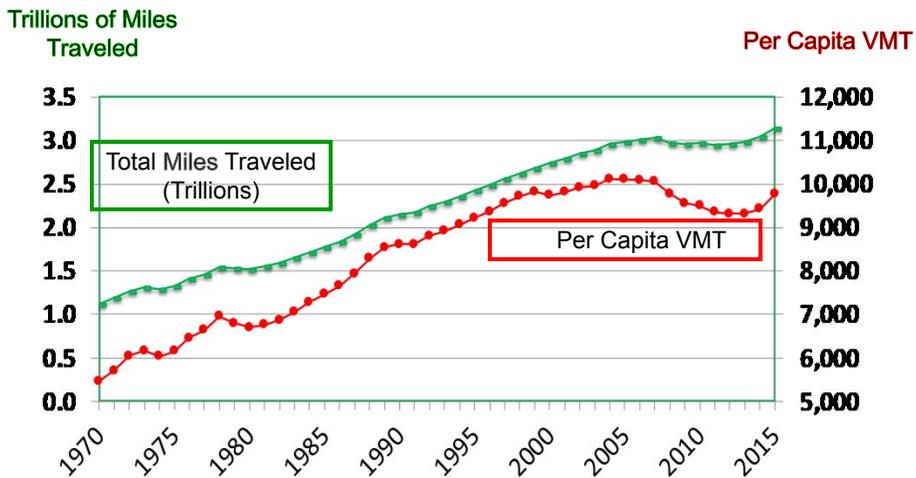
### Alabama Motor Vehicle and Parts Employment 1990 – 2015



Source: U. S. BEA, BLS

97

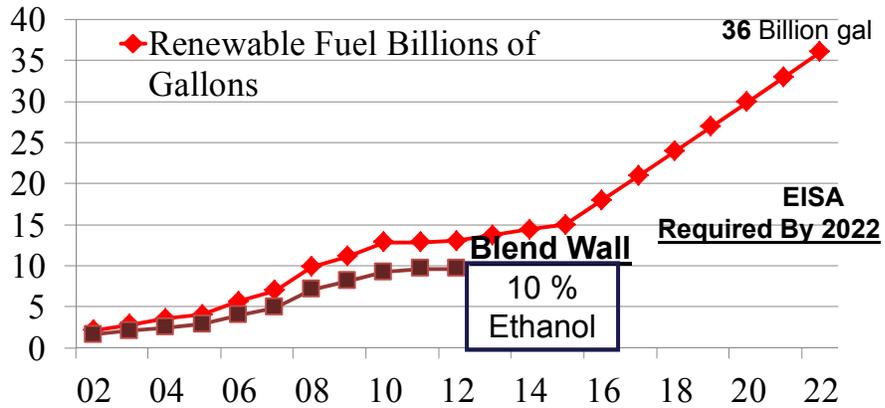
### U.S. Total Vehicle-Miles Traveled vs. Per Capita Vehicle Miles Traveled (VMT) 1970-2015



Source: U.S. DOT, FHWA

98

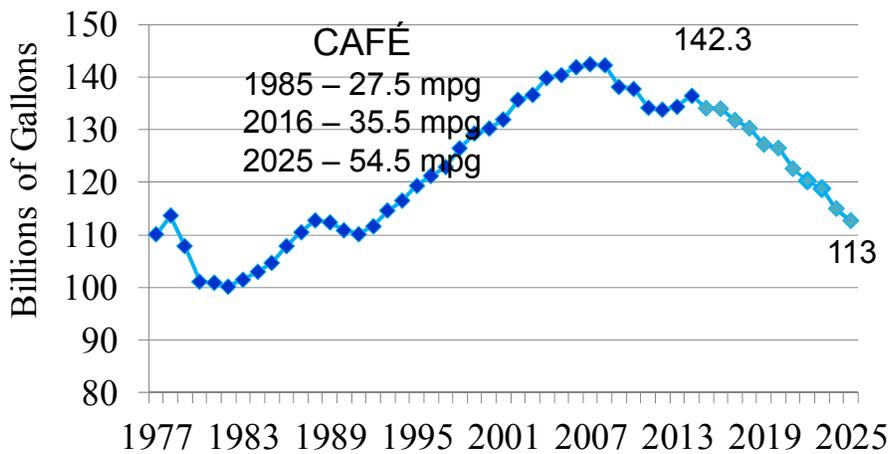
## Motor Vehicle Renewable Fuel Blending Requirements 2002-2015-2022



Source: U.S. EIA

99

## U.S. Gasoline Current and Projected Use 1977 – 2015 – 2025



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# ISSUES and CHALLENGES

## National and State Economic Drivers

# Innovation & Opportunity

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## Alabama – Strength

## Port of Mobile Economic Driver



Source: Alabama State Port Authority, Alabama Seaport Sp13

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# Economic Drivers



## Population Demographics (6 hour increments)

- Interstates & Four Lane Highways in Alabama Have Efficient Connections to Port of Mobile
- Alabama Home to 1,025 Full Service Trucking Companies



# Alabama Aerospace Economic Driver

Airbus A320



Delta



Atlas V





## State of Alabama Summary

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Population Growth Slowing</li><li>• Unemployment Rate Regionally High</li><li>• State GDP and Defense Spending</li><li>• Auto Base Growing</li><li>• Housing Stable</li></ul> | <ul style="list-style-type: none"><li>• Highway Fuel Tax Uncertainty</li><li>• Workforce Participation?</li><li>• Growth Opportunities</li><li>• Innovation and Dynamic Change</li></ul> |
|---|--|