

City of Huntsville, Alabama  
Investment Prospectus



# “A Smart Place”



“They were dancing here in the streets of Huntsville when...the first Americans landed on the moon. I’d like to ask you, don’t hang your dancing slippers.”  
*-Wernher von Braun*

“Wanted: Good neighbors and good partners to make this a great place.”  
*-Mayor Tommy Battle*

“Our city has a space line”  
*-Geek Out Huntsville*

“Did you know that in Huntsville, almost one in four workers is employed in the tech industry? Those are Silicon Valley numbers we’re talking about.”  
*-Harrison Diamond*

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# Building an Inclusive Community

- Known as “The Star of Alabama”, Huntsville is the Yellowhammer State’s fastest growing city.
- We are committed to the vision of making our community an inclusive place for *all* people to live, work, and play. Hundreds of businesses and families are finding their place in North Alabama and continue to call Huntsville their home.
- Built on a rich history of NASA rocket science, aerospace innovation, and defense engineering, the Rocket City has become a fertile crescent for an evolving science and defense mission in the U.S.
- An inviting and healthy place made up of warm people drawn by innovation and technology who combine southern hospitality with cultural diversity



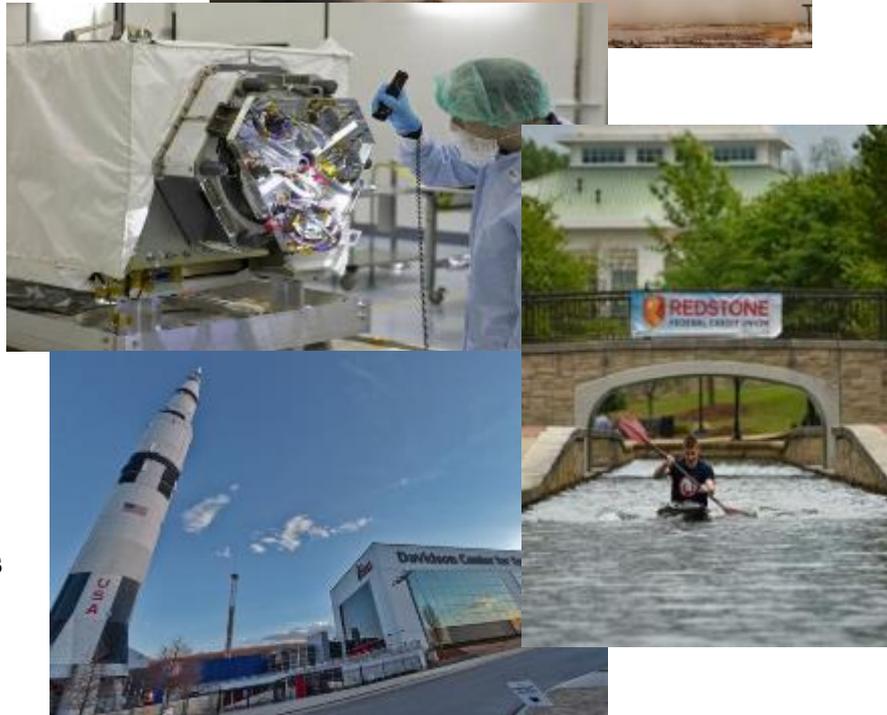
# Why Invest in Huntsville?

**Prime market for technological and defense firms with a wealth of available developmental space**



**Numerous recent economic development wins, including Toyota-Mazda, Facebook, GE Aviation, Polaris, and Blue Origin**

**Home of Redstone Arsenal U.S. Army Base**



**A safe Smart City**

**Nearly 2,000 commercial, industry, and office developments since 2015\***

**A city that champions arts, entertainment and culture to enrich quality of life**

# Concierge Service

We recognize that entering a new market and conducting the necessary due diligence can be overwhelming.

We are prepared to assist you every step of the way.

The City of Huntsville Economic Development (ED) Team is curated to serve as your concierge into Huntsville.

Services and groups available to you:

Huntsville/Madison County Chamber of Commerce

Huntsville International Airport

Alabama Department of Commerce

City of Huntsville Urban and Economic Development

Downtown Huntsville, Inc.

The City of Huntsville ED Team has worked directly with city officials and the city council in order to spur economic and urban development throughout the city. By working directly with district representatives, the city has been able to encourage growth according to the individual needs of the city's districts.

For more information, please visit

<https://www.huntsvilleal.gov/business/economic-development/>



**HUNTSVILLE**  
The Star of Alabama



# Opportunity Zones

## Opportunity Zones: Background Information

- Opportunity Zones are a bipartisan provision of the Tax Cuts and Jobs Act of 2017.
- The legislation is designed to encourage & incentivize investors to redeploy and invest capital into low-income communities.
- “Opportunity Funds” are currently being formed for the purpose of investing directly into low-income communities designated Opportunity Zones.
- Opportunity Zones have no detrimental effect upon state or local tax revenue.
- The tax provision provides benefits to an investor in an Opportunity Zone, including the following: temporary tax deferral, basis “step-up,” and permanent exclusion of gain.



# What are the Tax Incentives for Investors?

## Temporary Tax Deferral

An investor may defer recognition of income associated with any current capital gains realized (but not yet recognized for federal tax purposes by the private investor) that are reinvested into an Opportunity Fund.

## Basis Step-Up

An investor is granted a step-up in the basis of any current capital gains reinvested into an Opportunity Fund. The private investor's basis in his or her original investment is increased by ten percent (10%) of the amount of the unrecognized capital gain if the Opportunity Fund investment is held for a minimum of five (5) years, and fifteen percent (15%) if the investment is held for a minimum of seven (7) years. The effect of the step-up in basis is to reduce the amount of the re-invested capital gain that is subject to tax.

## Permanent Exclusion

Long term investments in Opportunity Funds are encouraged because private investors are granted a permanent exclusion of any future capital gain income realized upon the sale or exchange of an investment in an Opportunity Fund if the investment is held for at least ten (10) years. In such a case, a private investor would be permitted to exclude the entire amount of gain an investment accrues after the initial investment is made into the Opportunity Fund.



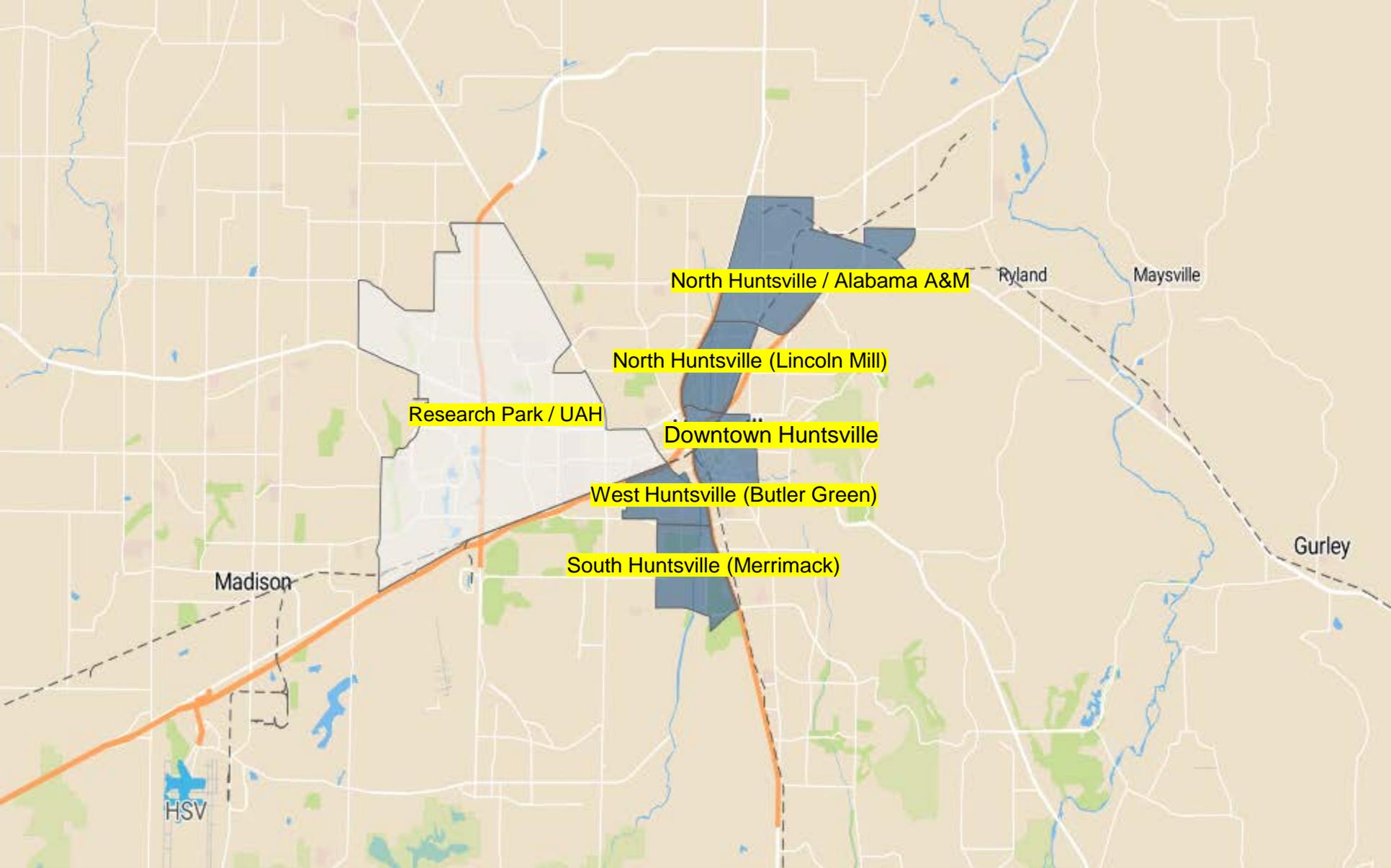
# What Assets are Eligible for Investment?

Real estate and businesses located in Opportunity Zones are generally eligible for investment. Federal Regulations provide additional detail about qualifying investments, however, generally:

- Opportunity Funds may generally hold an interest in real estate located in Opportunity Zones and develop real estate properties.
- Opportunity Funds may generally invest in for-profit entities located in Opportunity Zones (for example, start-up technology companies in business accelerators or incubators).
- Investments must meet certain “substantial improvement” requirements the details of which are set forth in the Federal Treasury Regulations.

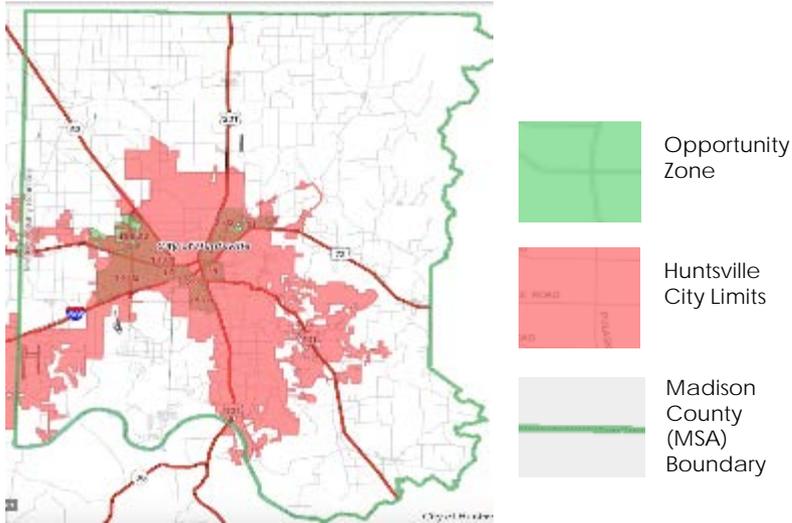


# Opportunity Zones in Huntsville



## Huntsville, AL Opportunity Zones

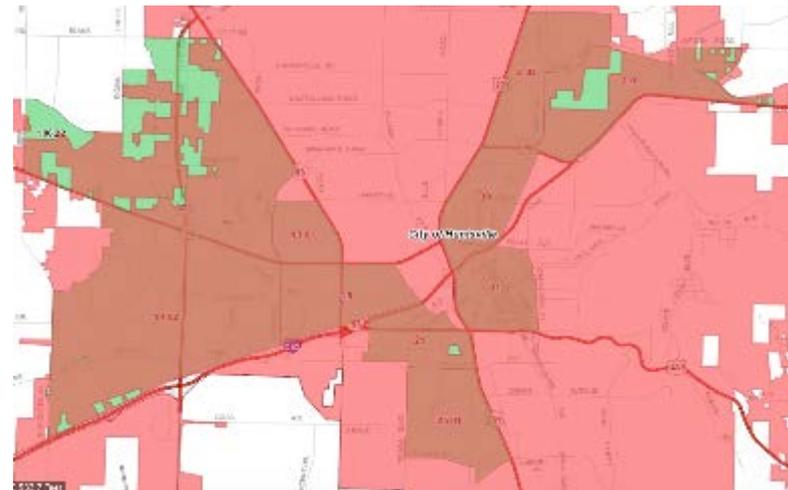
# Geography of Opportunity Zones



	<u>Population 2010</u>	<u>Population 2016</u>	<u>% Change</u>	<u>Square Miles</u>
Madison County	336,102	356,312	6%	215
City of Huntsville	180,924	191,956	6%	813
Opportunity Zones	41,580	44,014	6%	31

- 6 Opportunity Zones
- 10 Opportunity Zone tracts
- 73 total tracts in Madison County
- 14% of all county tracts
- 44,014 Opportunity Zone Population
- 356,321 Madison County Population
- 12% of total County population

Source: U.S. Census Data



# Typology of Spaces within Opportunity Zones

## Zoning Typologies

### Residential

Most of Huntsville's residential districts are designated for low-density, making single-family homes the majority of the housing stock in the city. Some pockets of residential zoning allow for apartments and townhomes

### Retail

Zoning districts that allow retail are located along heavily-traveled corridors

### Office

Located in clusters of high employment and daytime population. There is however, little co-location with retail and residential.

### Industrial

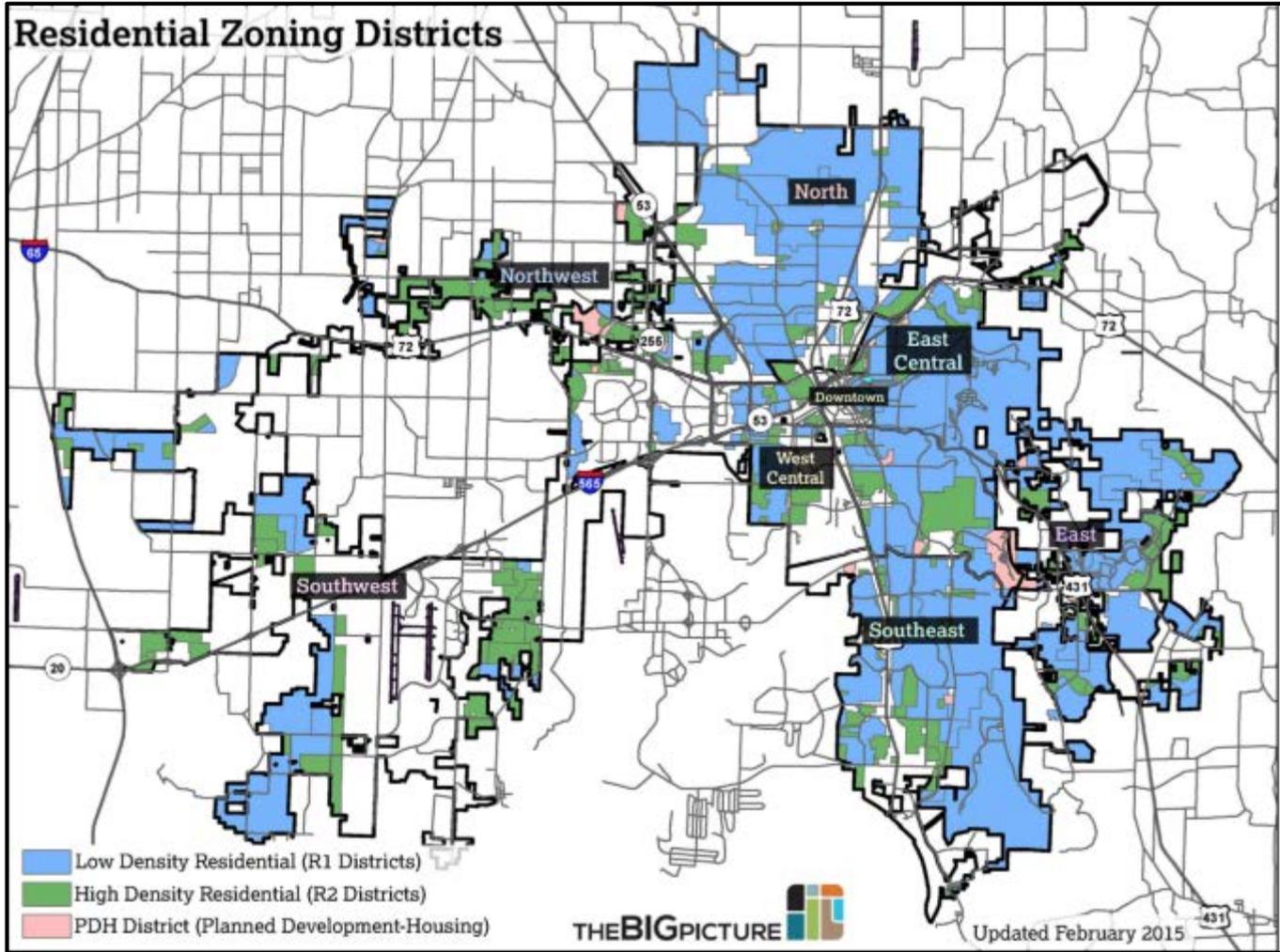
Located in areas with large manufacturing and support facilities.

### Research Park

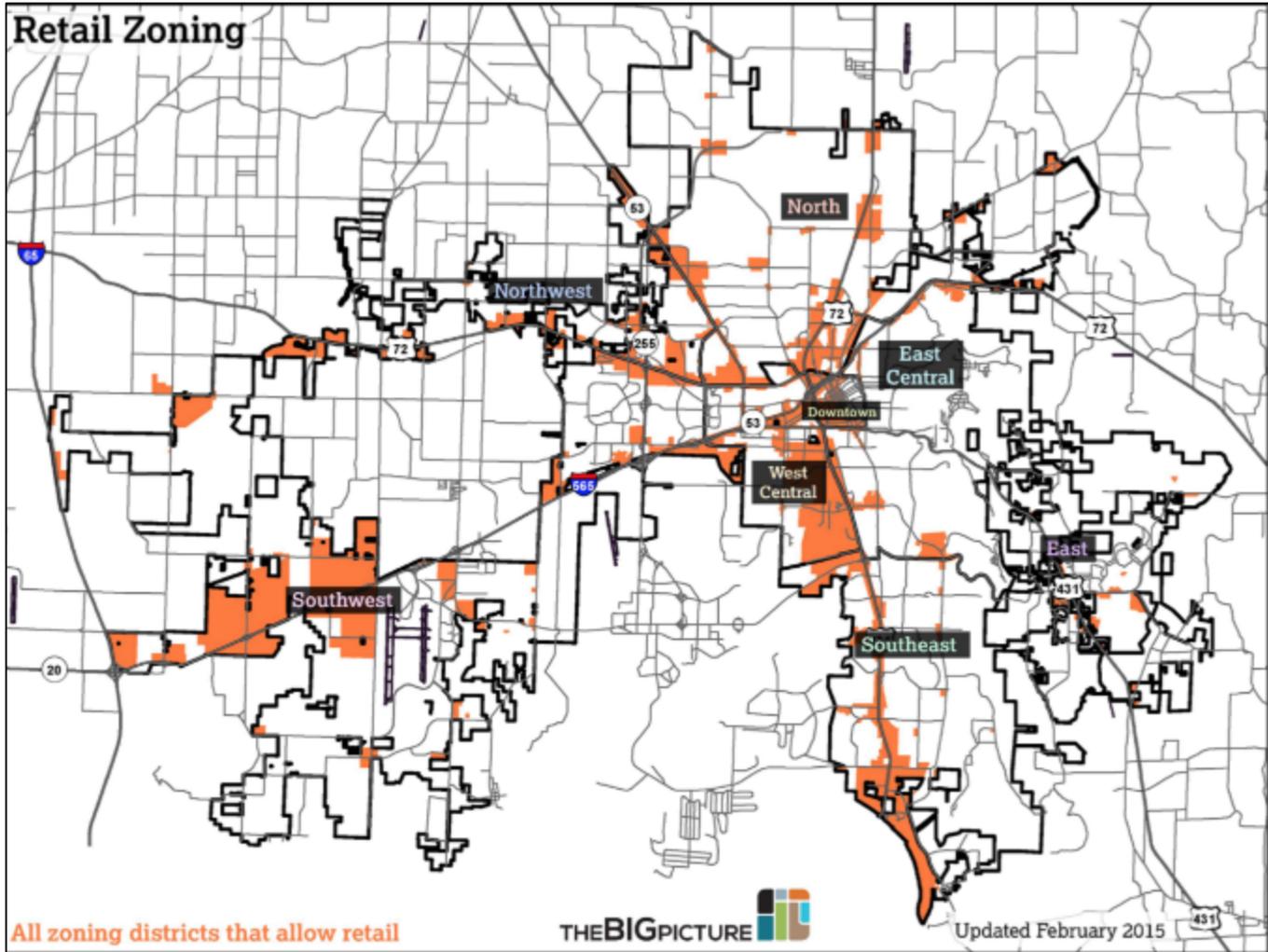
Offices, public and educational institutions, and agriculture. Includes Cummings Research Park, and Huntsville's trio of four-year institutions—Alabama A&M, Oakwood, and UAH.

# Zoning and Data

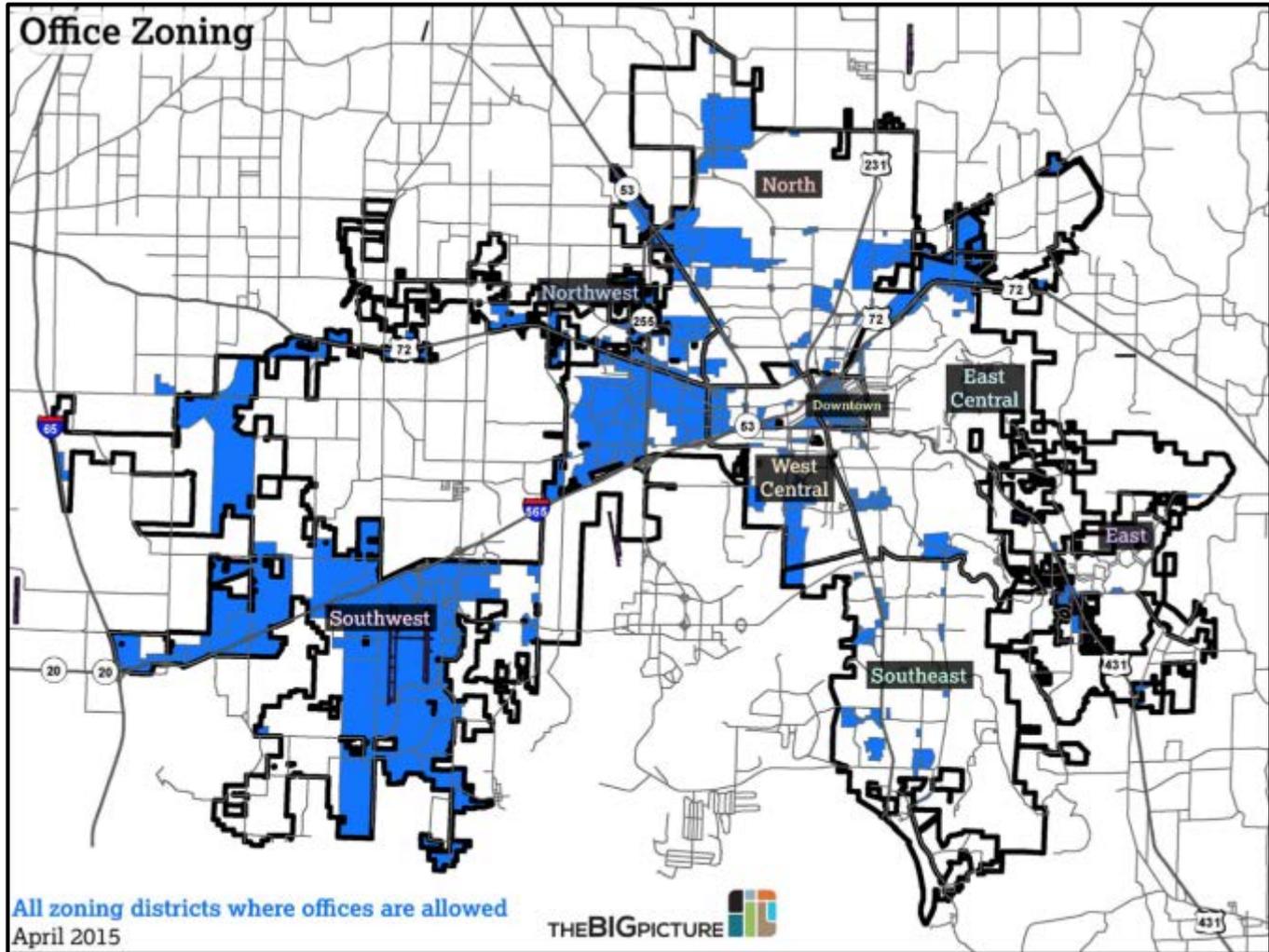
# Residential Zoning Districts



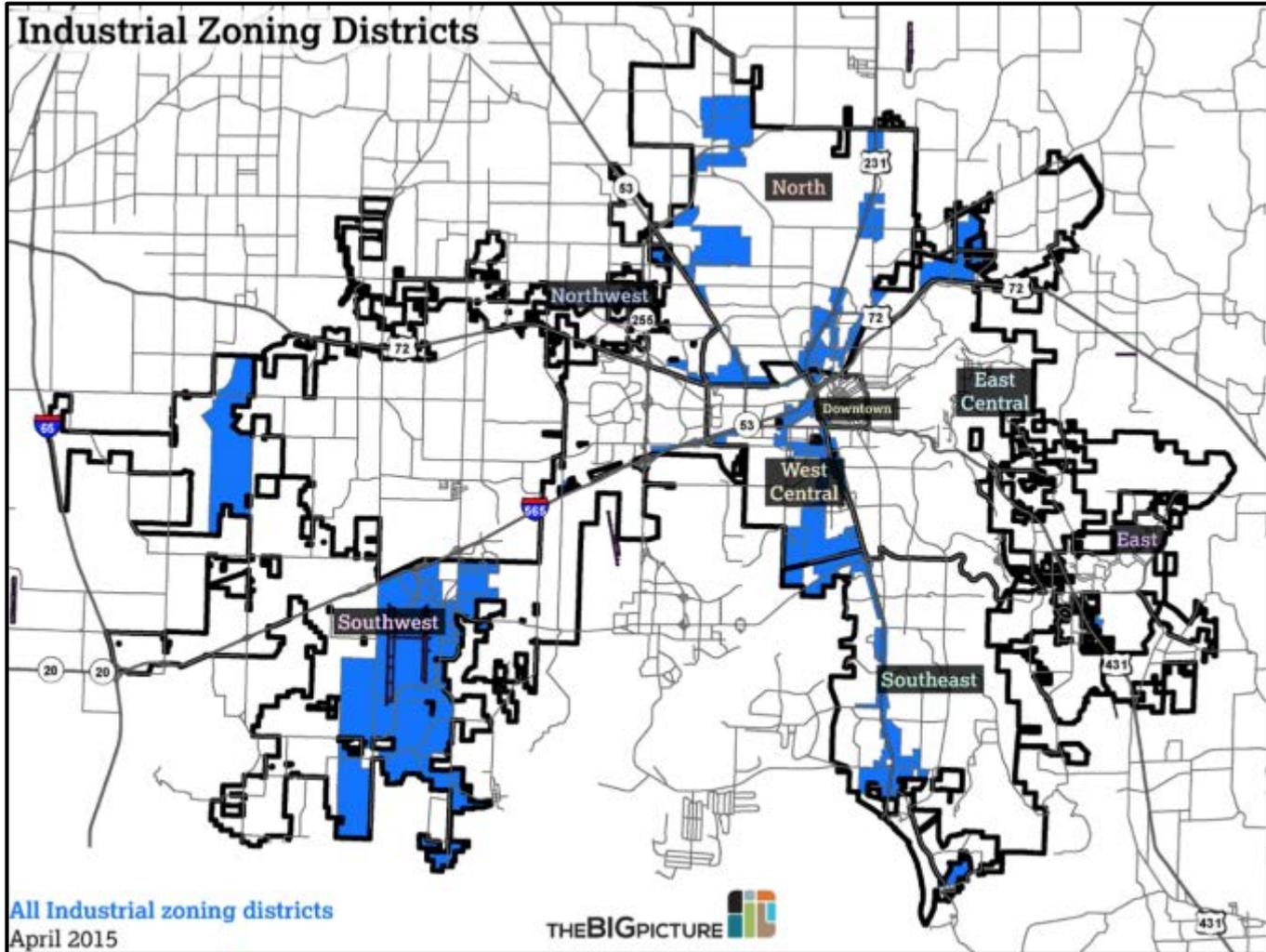
# Retail Zoning



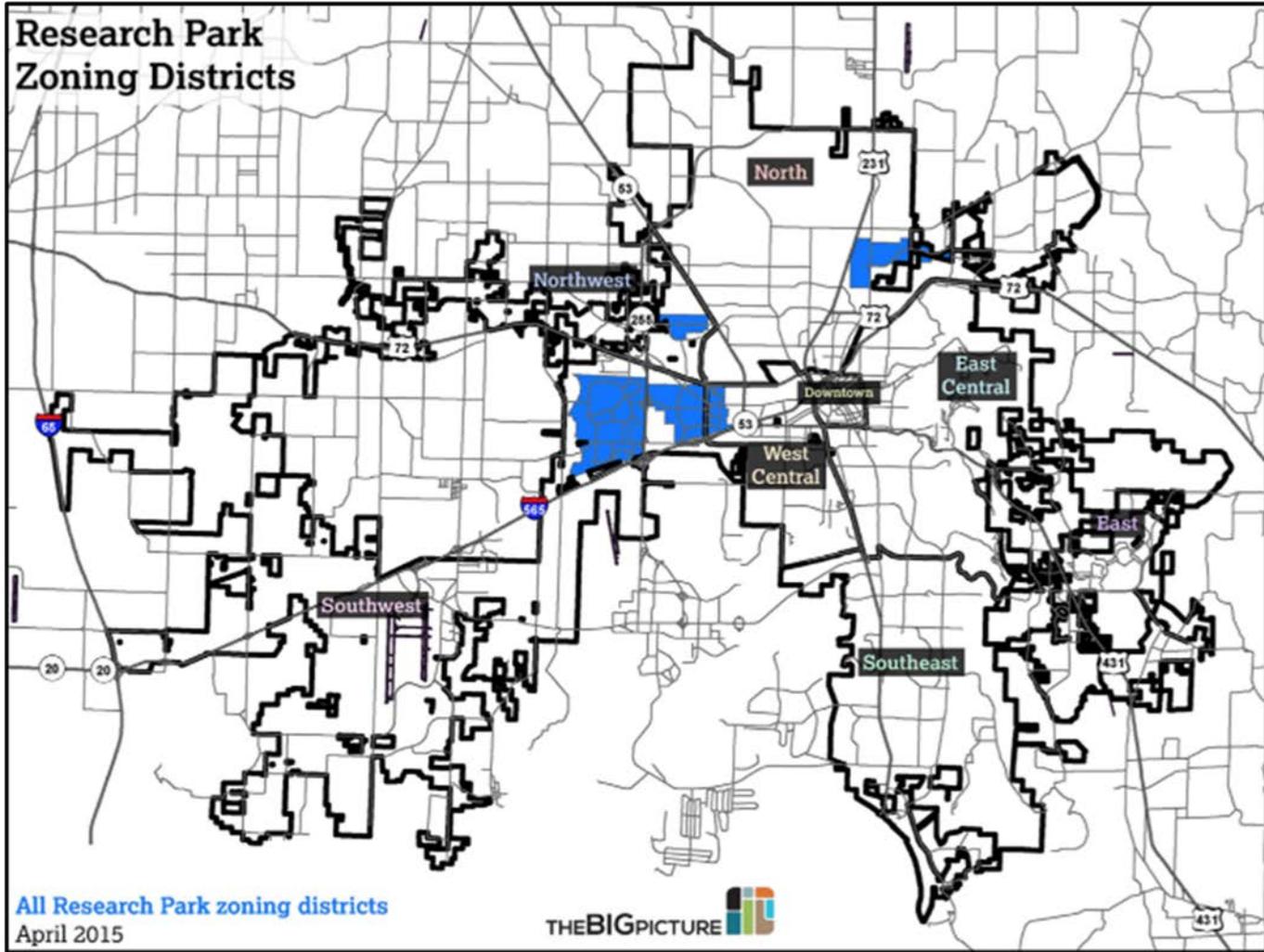
# Office Zoning



# Industrial Zoning



# Research Park Zoning Districts



# Projects Map

## Projects Map Research Park and Downtown Updated February 2019

**Mid-City Huntsville**  
**Redevelopment of Madison Square Mall**  
 Project includes:  
 -150,000 sq. ft. of office space (minimum)  
 -350,000 sq. ft. of retail and restaurants, including: Topgolf (completed); REI (under construction); Dave and Busters (under construction); High Point Climbing & Fitness (under construction)  
 -At least one hotel (Aloft)  
 -560 multi-family residential units  
 -Food hall  
 -Business incubator ("Area 120")  
 -Public park  
 -Amphitheater

**Research Park East Urban Renewal and Redevelopment Plan**  
**Priority redevelopment zones:**  
**1. University Dr./Old Monrovia Rd.**  
 Madison Square Mall is planned to be redeveloped into Mid-City Huntsville (see inset on left)  
**2. Old Madison Pike/Wynn Dr.**  
 Calhoun Community College recently expanded their Huntsville campus in this area. A Drury Inn and Suites hotel opened in this area in 2018.  
**3. Bradford Dr./Wynn Dr.**  
 Upgrade office buildings at this intersection; possible mixed-use "node" with restaurants and multi-family residential  
**4. University Dr./Sparkman Dr.**  
 Low-density office park to be redeveloped by UAH

**Population**  
**More than 100,000 people live within five miles of Research Park.** 32.4 percent are ages 19-37 ("Millennials"), above the City of Huntsville total of 28 percent. (Source: Esri)  
**Income**  
**The median household income within five miles of Research Park is \$49,435.** This is below the Huntsville median of \$54,142. (Source: Esri)  
**Non-residential construction**  
**In the Research Park area, more than \$300 million in non-residential projects have been permitted since 2012.** (Source: City of Huntsville Inspections Dept.)

**Cummings Research Park**  
**Second largest research park in the US**  
 -Founded in 1962  
 -3,843 acres  
 -300 companies, including 22 Fortune 500  
 -29,000 employees  
 -13,258 enrolled college students  
 (Source: Huntsville-Madison County Chamber of Commerce)

**Bridge Street Town Centre**  
**Mixed-use retail, office and hotel complex**  
 A 248-unit luxury apartment complex and a 131-room Hyatt Place hotel are under construction.

**Cummings Research Park Master Plan**  
**Planning the next 50 years of Research Park**  
 -Allows further densification of office uses as well as more commercial and residential uses in the Park, creating a more "urban" feel  
 -Creates more space for small businesses, including a "Maker-Hacker Village"  
 -Proposed bike/ped paths within the Park and connecting with surrounding areas  
**Learn more at:**  
[cummingsresearchpark.com](http://cummingsresearchpark.com)

Map created by  
 City of Huntsville  
 Department of Urban Development  
 Long-Range Planning Division  
 Aerials courtesy of City of Huntsville  
 GIS Division

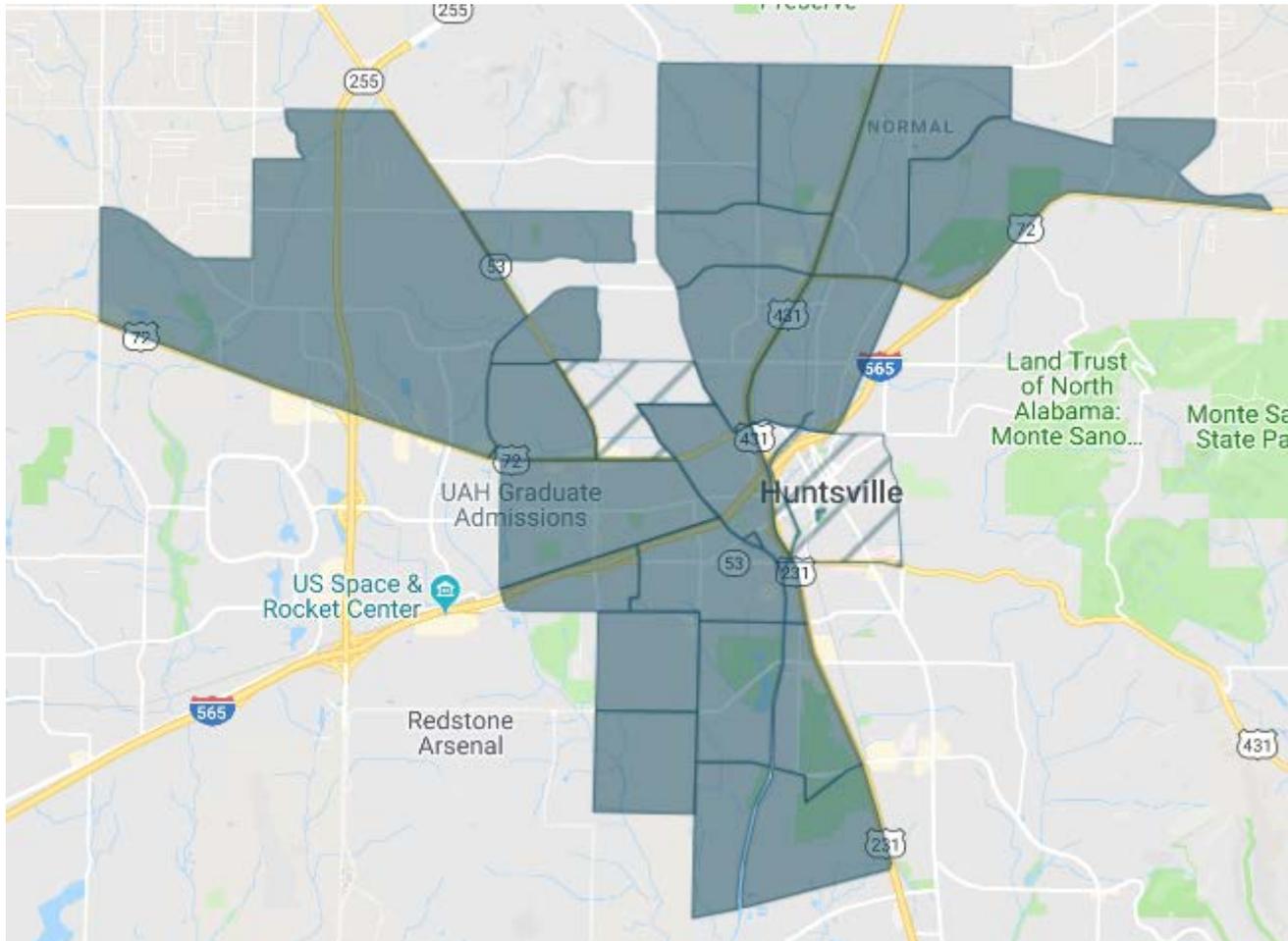
### Downtown Projects

- 1. City Centre at Big Spring**  
 250 high-end apartments, live hotels (including an AC by Marriott), rooftop bar and new-to-market restaurants. Adjacent to new greenway. Under construction, expected completion 2021
- 2. Twickenham Square**  
 246 apartment units, bike-share station, hotel, restaurants, retail (including Public grocery store). Complete
- 3. The Avenue**  
 197 apartment units, ground-floor retail and restaurant space. Complete
- 4. The Garage at Clinton Row**  
 Redevelopment of a parking garage into retail and coffee shop. Complete
- 5. 127 Holmes**  
 Restaurants, rooftop bars, office space. Under construction; expected completion 2019
- 6. Campus No. 805**  
 Redevelopment of former school into two breweries, wine bar, live music, restaurants, boutiques, and a park. Complete
- 7. The Stonehouse**  
 Redevelopment of a former manufacturing plant into a food hall, live music space, offices, and event space. Under construction; expected completion 2019

### Downtown Projects (continued)

- 8. Love Mill Residential**  
 Nashville company INVENT Communities constructing new homes and mixed-use space in an historic mill village. Under development
- 9. Hampton Inn and Suites**  
 Seven-story, 150-room hotel. Under construction; expected completion 2020
- 10. Curio Hotel**  
 100-room boutique hotel with rooftop dining, bar, and event space; Under construction, expected completion 2020
- 11. VBC Music Hall**  
 1,500-capacity music hall with restaurant space and rooftop bar; Under construction, expected completion 2019
- 12. Huntsville Hospital Expansion**  
 Seven-story, 375,000 sq. ft. Orthopaedic and Spine tower; Under construction, expected completion 2021
- 13. Rocket Development**  
 Mixed-use redevelopment of the former Coca-Cola bottling plant site; Planned
- 14. Times Plaza**  
 Office space, restaurants, and retail. Under construction; expected completion 2019

# City HUB Zones



The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.

-  Qualified HUB Zone
-  Expiring HUB Zone

# Social and Economic Overview

## Metro, City Opportunity Zones

	<u>Black</u>	<u>Hispanic</u>	<u>Foreign Born</u>	<u>Poverty</u>	<u>Median Household Income</u>	<u>% BA degree or higher</u>	<u>% HS Graduate or Higher</u>	<u>% No HS Degree</u>	<u>% Under 18</u>	<u>% Over 65</u>	<u>%Un-employed</u>
Madison County MSA	24.9%	4.9%	5.5%	12.8%	\$61,318	40.6%	90.8%	9.2%	22.0%	14.6%	2.9%
Huntsville City	30.4%	5.5%	6.6%	18.3%	\$51,926	41.6%	90.0%	10%	21.3%	15.2%	3.3%
Opp. Zones	50.7%	9.4%	8.3%	39.6%	\$33,264	16.2%	54.5%	45.5%	19.2%	12.1%	14.5%
State (AL)	26.8%	4.3%	3.5%	16.9%	\$46,472	24.5%	85.3%	14.7%	22.5%	16.5%	3.6%
US	13.4%	18.1%	13.4%	12.3%	\$57,652	30.9%	87.3%	12.7%	22.6%	15.6%	3.6%

Sources: U.S. Census Bureau, U.S. Bureau of Labor Statistics, Esri, US Census Bureau, 2013-2017 American Community Survey

# Growth Strategy

1

Accelerate investment in Industrial and Research Park Zones, making Huntsville an appealing place to do business for technological, engineering, and aerospace firms, as well as large manufacturing corporations.

2

Reinforce city growth with investment in Retail and high-density Residential Zones to revitalize low-performing sectors with development projects such as Mid-City Huntsville, Stovehouse, and the Lowe Mill area redevelopment plan.

# Major Developments

# Downtown Huntsville

# Downtown Huntsville, Inc.

Downtown Huntsville, Inc. is responsible for Downtown revitalization through unique events, interesting promotions, and dynamic, new redeveloped properties for a vibrant, diverse, and economically sustainable community.

Represented by all stakeholder groups, including Downtown property owners, business owners, tourist attractions, business organizations, advocacy groups, neighborhood associations and residents from throughout the city.

Works directly with the City of Huntsville's leadership team to help make Downtown the best it can be.



# Downtown Huntsville, Inc.

## Initiatives

- Urban environment
  - Master planning with the city a high-quality live, work, play urban environment focused on opportunity sites and redevelopment projects
- Downtown Commercial and Residential Development
  - Loft living, Homes, and Historic Districts
  - Prime retail center of the city
  - Blending commercial development with residential properties
- Events
  - Planning, developing, and executing unique and accessible events for community gathering and economic development
- Downtown Advocacy and Public Policy
- Downtown Marketing and Public Relations
  - Business promotion and event sponsorship
- Philanthropy & Membership
  - Partnerships between a diverse range of local businesses



# Complete Streets



Huntsville seeks to make the Downtown area a friendly space for people, walkers, bikers, vehicles, and public transit. The 'Complete Street' model allows us to make our streets as inclusive as possible.



Huntsville has already designed many roads to be multimodal accessible with bike lanes running through major veins of the city.

## Huntsville Events | Von Braun Center

The VBC is Huntsville's premier event space with a current 163,000 sq. ft. of sellable space and an additional 49,000+ sq. ft. with the upcoming VBC expansion, which is currently in its first phase

Current facilities include Propst Arena, Mark C. Smith Concert Hall, Playhouse, East Hall Convention Center, North Hall Ballroom, and South Hall Exhibition Center, with additional ballrooms and break-out meeting spaces.

Future facilities to include a club-style music venue with rooftop restaurant, new ballroom space, additional convention and break-out meeting spaces, and a full-service kitchen.



## Huntsville Events | Von Braun Center

With a growing need for event space in Huntsville, the Von Braun Center is a major contributor to convention and visitor growth. Huntsville seeks to attract new visitors and more importantly new businesses, and expanded event and convention space is crucial for this to occur.

Expansion of the VBC will not only retain current business, but all facets of the hospitality industry will benefit as well, including hotels, restaurants, Huntsville International Airport, attractions and museums, retail, and support service providers.

The plan is to make event space in Huntsville more appealing with this expansion, and as a result of increased visitors to the Huntsville area to garner attention from potential outside investors.



# CityCentre

CityCentre is the premiere development for Downtown Huntsville currently in the works.

Located between Twickenham Square and Big Spring Park, CityCentre will merge the city's Medical District and Downtown area, making the two districts more accessible for walkers and bikers.

CityCentre will contain retail, dining, residential, and office fixtures to meet a variety of needs. The area will also contain two hotels to increase lodging availability for the Downtown area.

The first constructed asset for CityCentre is the AC Hotel by Marriott, which opened in March of 2019 and is located directly across from the south side of Big Spring Park.

The goal with CityCentre is to provide more public use space on the south side of downtown to revitalize an area which formerly consisted of empty greenspace and office buildings.



# Constellation

Constellation will occupy a currently vacant lot on the west side of Downtown, the city's "front door".

The primary purpose of Constellation is to provide much-needed office and parking space for the Downtown area. The development will also provide two additional hotels alongside the existing Springhill Suites by Marriott currently on the lot.

Constellation will revitalize a space which has been empty for over a decade to provide much-needed resources and space for the area, with less emphasis on shopping and dining.

New office space will help to relieve maximum occupancy in the very few office buildings currently Downtown, as well as attract new businesses seeking to work closer to Downtown. New parking spaces will help to alleviate traffic for events taking place at the Von Braun Center two blocks over.



# Mid-City Huntsville Development

# Mid-City Huntsville

- Mid-City Huntsville is the largest development site in the works for the Huntsville Area, and is one of the largest projects being developed in the U.S.
- Mid-City is the beginning of a revitalization effort to improve what was formerly a mall site which was rapidly deteriorating. The surrounding area of University Drive has been in need of a development boost, and Mid-City is the start of it.
- Amenities at Mid-City will have a focus in entertainment and recreation space for the northwest Huntsville area.
- The site currently contains a Top Golf, High Point Climbing and Fitness center, and The Camp (outdoor music venue with a restaurant, bar, lounge, and coffee shop)



# Mid-City Huntsville

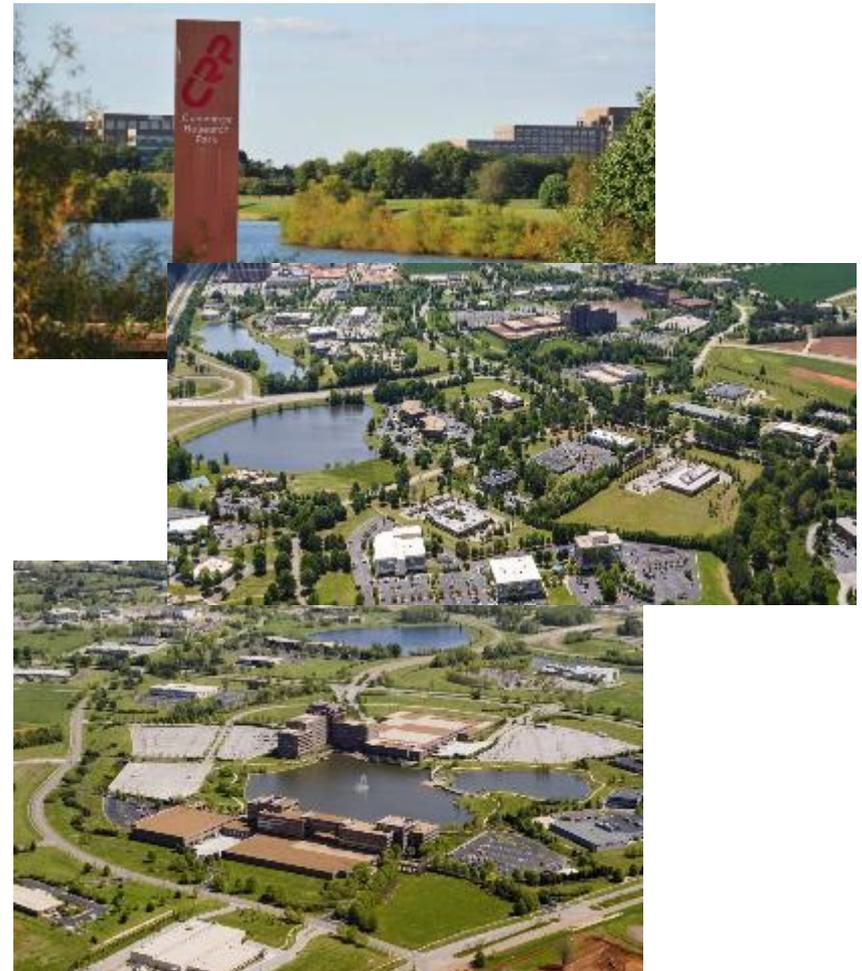
- Once completed, Mid-City Huntsville will contain:
  - Proposed 8,500-seat amphitheater
  - Hotels
  - 200,000 square-foot science and technology development center
  - 38-acre public park
  - Lake with available kayak rentals
  - Numerous apartment complexes, office spaces, restaurants, and shops



# Cummings Research Park

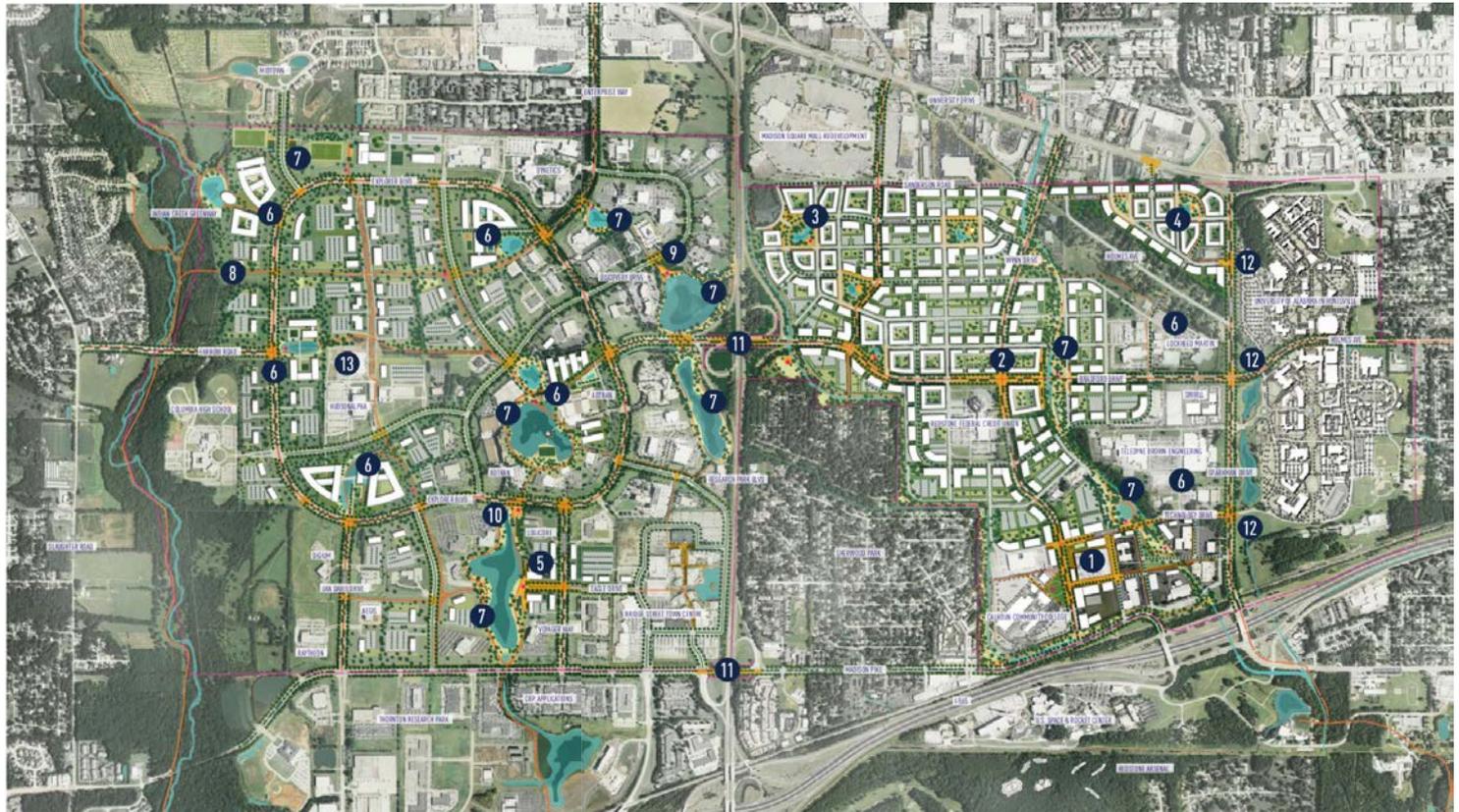
# Cummings Research Park

- Huntsville is home to Cummings Research Park, the 2<sup>nd</sup> Largest research park in the U.S. and the private innovation hub of North Alabama.
- Currently hosts 300 companies which have produced 826 patents with 26,000 total employees.
- Covers 3,843 acres with ample room for continued growth
- Home of The University of Alabama in Huntsville, a tier-1 research university. Works in partnership with CRP companies to train students for the research and engineering workforce.



# CRP Master Plan

- 1 Maker-Hacker Village
- 2 Bradford Crossing
- 3 Madison Square Mall  
Redevelopment Interface
- 4 University Corner
- 5 Waterfront Center
- 6 Landmark Sites
- 7 District Parks
- 8 Indian Creek Greenway Link
- 9 Discovery Hub
- 10 Explorer Hub
- 11 Boulevard Bridge
- 12 Sparkman Crossing
- 13 HudsonAlpha Campus



For a more in-depth look at the CRP Master Plan, please visit <https://cumminsresearchpark.com/park-of-the-future/master-plan/>

# UA Huntsville Executive Plaza Master Plan



## Other Research/Industrial Parks

- North Huntsville Industrial Park
  - Currently hosts the recently opened Aerojet Rocketdyne advanced manufacturing plant, and a Toyota motor manufacturing plant
  - Soon to host a Facebook data center
- Jetplex Industrial Park
- South Point Business Park
- Chelsea Industrial Park
- Chase Industrial Park



# Institutional Capacity

## City of Huntsville | Urban and Economic Development Team

- Huntsville City government, Alabama state government, and groups of businesses and nonprofits both local and state-wide have coalesced around the goal of promoting Opportunity Zones in Huntsville
- Responsibilities of the UED Team include:
  - Quantify deal flow and availability of local capital
  - Identify projects, local investors, funds, and partner investment
  - Promote the Zone, eligible projects, entrepreneurs, investors, and funds

Huntsville's Opportunity Zones encompass the entire Downtown Area, Cummings Research park, Mid-City Huntsville development, many industrial development zones, as well as residential areas that are overlaid with economic development zones and are prime for investment



# Community Development

- A division of the Planning Department, the Community Development mission is three-fold:
  - Stabilization of lower income neighborhoods
  - Economic empowerment of lower income persons living in lower income neighborhoods
  - Providing assistance to the special needs population in our community.
- As part of our ongoing effort to build an inclusive community, Community Development works to ensure that fair and affordable housing options are available to everyone. The City of Huntsville offers a number of programs for current and prospective homeowners, including:
  - Rehabilitation of Owner-Occupied homes through our Deferred Home Maintenance Repair Program and World Changers/Community Changers
  - First-time home buyers program
  - Infrastructure – Construction of sewer, drainage, street and sidewalks in qualifying neighborhoods

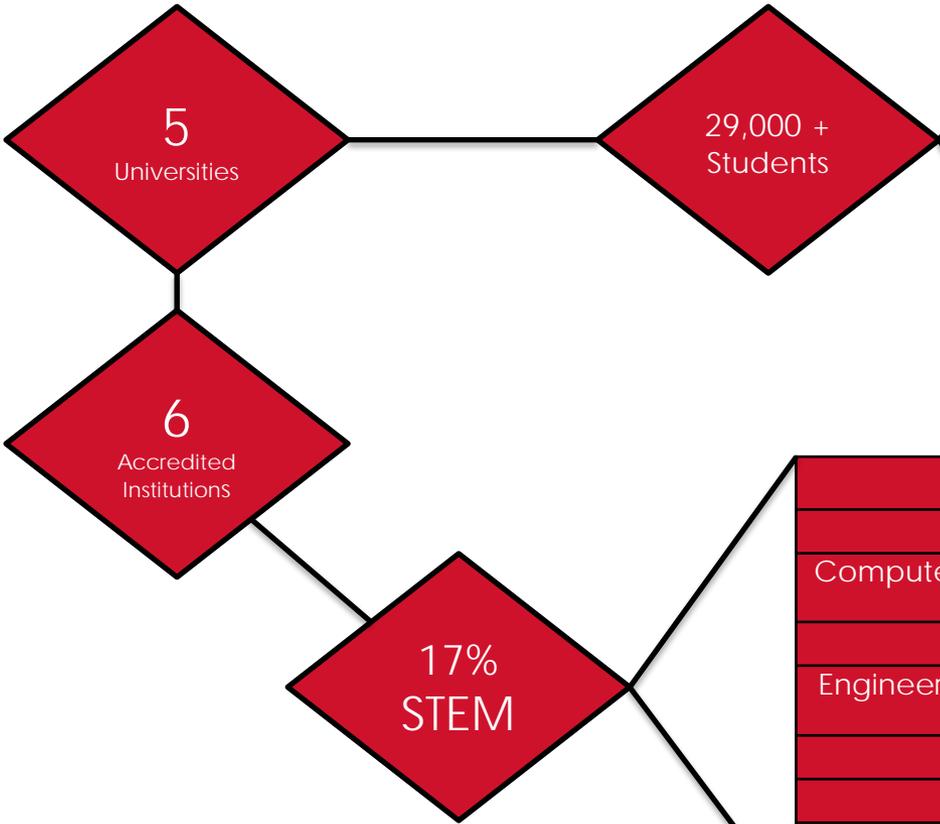


# Regional University Pipeline

  
THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE



# Regional University Pipeline



School	Total Enrollment	Undergrad
UAHuntsville	9,736	7,671
Alabama A&M	6,108	U/A
Oakwood University	1,656	1,656
Calhoun Community College	10,000	10,000
Drake State Community College	1,384	1,384
<b>Total</b>	<b>28,884</b>	

STEM Degrees Awarded	2016 - 2017
Biological And Biomedical Sciences	171
Computer and Information Sciences and Support Services	184
Engineering	21
Engineering Technology and Engineering-Related Fields	453
Mathematics and Statistics	22
Physical Sciences	92
Health Professions and Related Programs	429
<b>Total:</b>	<b>1,372</b>

# Community Amenities

# Huntsville's Public Schools

## Preparing our Future Workforce

- Partnerships w/industry & government
  - Collaboration from local and state entities for research and innovation training
- Career-specific academies and magnet schools such as:
  - New Century Technology High School
  - Alabama School of Cyber Technology and Engineering (opening 2020)
- Dual-enrollment, college credit, and Advanced Placement programs widely available
- Among the highest performing schools in the state of Alabama



HUNTSVILLE CITY  
SCHOOLS



# Recreation Centers

- Huntsville Parks and Rec. offers a wide range of recreation centers spread throughout the city
- Recreation centers provide a variety of community services programs such as clubs, seminars, health and financial education, and offer rentable event venues.
- Two centers cater specifically to special needs populations in the city. The Max Luther Drive center offers free play for special populations. The Miracle League Complex is an accessible and free use sports venue for individuals with any kind of disability.



# Cultural Amenities

Huntsville's citizens work in conjunction with municipal leaders to provide cultural events and arts programs for the city.

Some of these include:

- Panoply Arts Festival
- Lowe Mill Arts & Entertainment
- Historical Preservation, Events, and Tours
- Numerous Community-Sponsored Cultural Events



# Market Strengths

# Primary Employer Investment

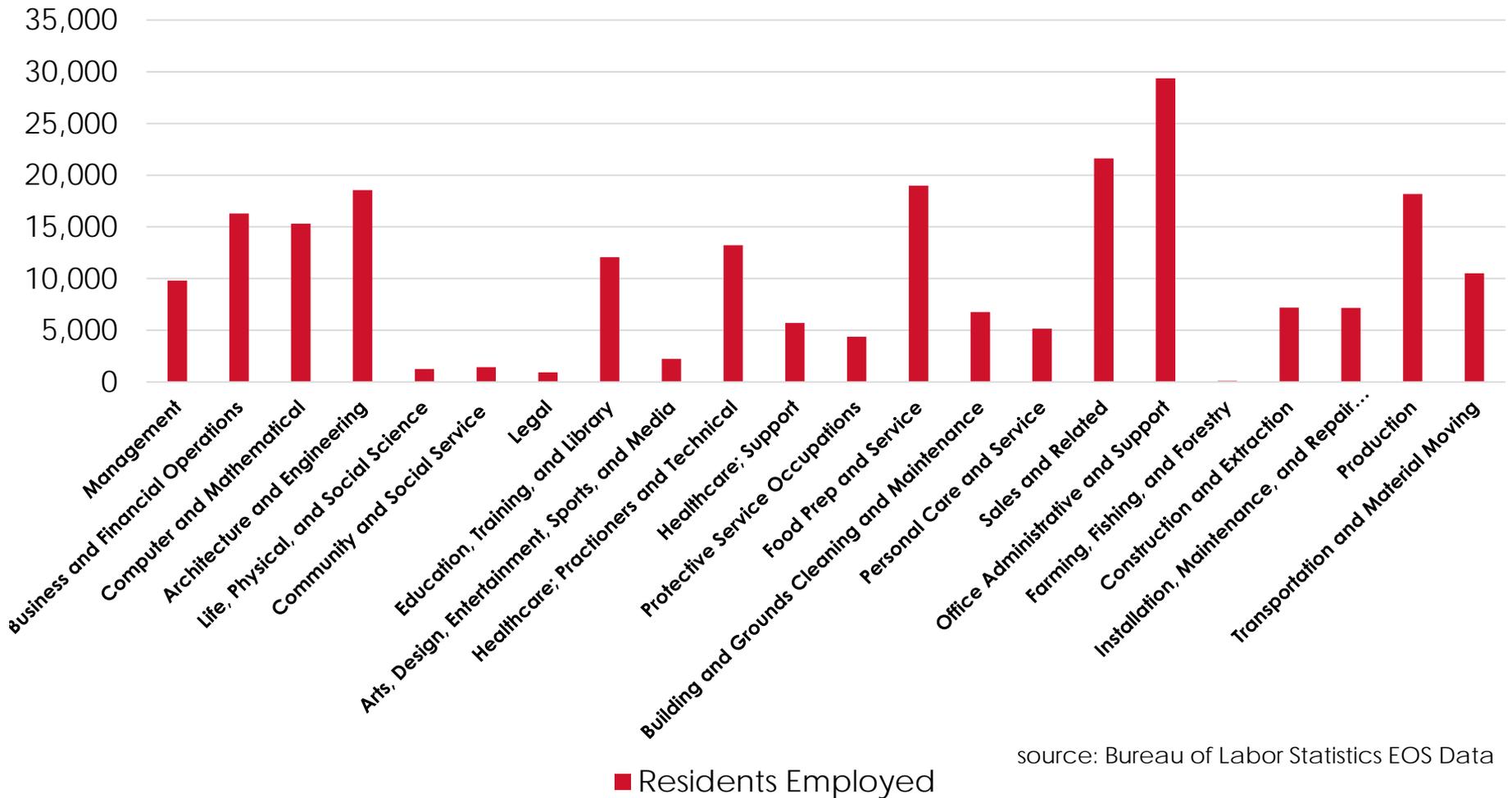
In the last year, some of the largest anchor institutions in the region have invested nearly \$4B in capital projects including:

- Toyota Mazda | \$1.6 billion
- Facebook | \$750 million
- Kohler | \$175.4 million
- BAE Systems, Inc. | \$45.5 million
- LG Electronics | \$28.1 million
- Dynetics | \$24.4 million
- Radiance Technologies, Inc. | \$18.9 million



# Huntsville's Diverse Economy

Residents' Industry of Employment  
Huntsville, AL



source: Bureau of Labor Statistics EOS Data

## Huntsville's Diverse Economy

Huntsville is a diverse economy with a 4.64 architecture and engineering location quotient, and emerging strengths in business, production, and sales. These industries are not only providing an abundance of employment opportunities, but also livable wages for the thousands of families living in the surrounding communities.

Companies are continuing to find Huntsville to be a great place to expand or build startups. With the arrival of the new Toyota Mazda plant to the city, materials and parts suppliers will be expanding to the area, and startups within the auto industry are sure to follow. The expanding auto industry will continue to diversify Huntsville's economy.

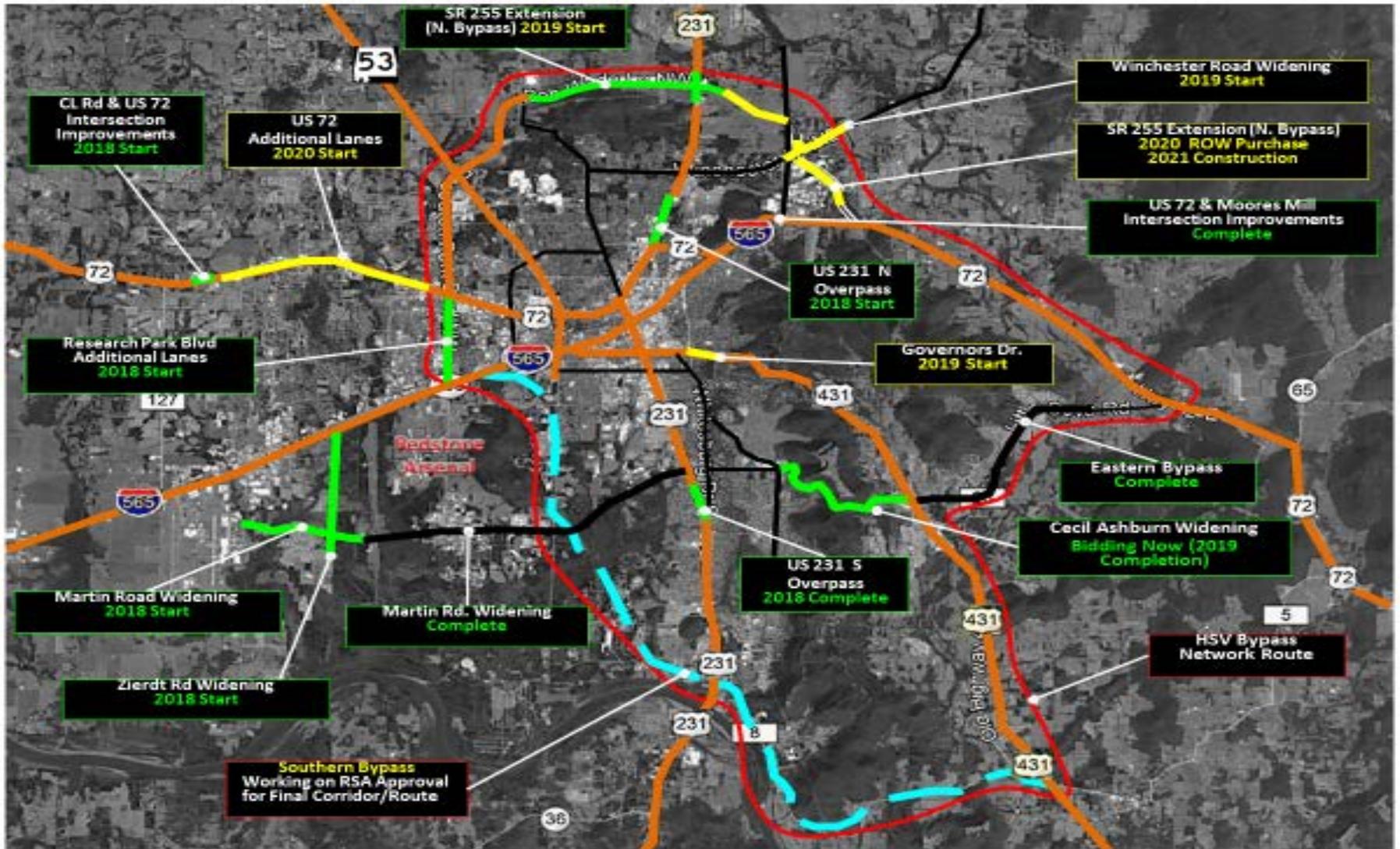
# State Infrastructure Investment

Mayor Tommy Battle has led the Restore Our Roads initiative which resulted in a \$250 million cost-sharing agreement between the City of Huntsville and the Alabama Department of Transportation to complete major road projects in key corridors throughout the City.



**RESTORE**  
*our* **ROADS** 

# Road Projects





# Market Proximity | Airport

Huntsville has an international airport which provides direct flights to major hubs in the Southeast and neighboring regions, including Washington D.C.

Huntsville International Airport also provides international flights for cargo.

Airlines include:

- American Air Lines
- Delta Air Lines
- United Airlines
- Frontier Airways



# Reliable, Affordable Utilities

The southern border of Madison County is marked by the Tennessee River, which supplies drinking water to Huntsville, Madison County, and surrounding areas. The river also supplies hydroelectric power to all of North Alabama through the TVA.

The other primary water source for the area is well water drawn from underground limestone aquifers.

Water is treated at plants throughout the Tennessee Valley (and a newly opened treatment plant in Marshall county) which are managed by Huntsville Utilities, providing the highest quality water available.

Huntsville Utilities also provides electric and natural gas to customers within Huntsville.



## Utilities | Google Fiber

Since the summer of 2017, Google Fiber has used Huntsville Utilities' network to supply high speed internet to Huntsville customers.

Google Fiber provides high speed internet at up to 1000 megabits per second.

Google Fiber



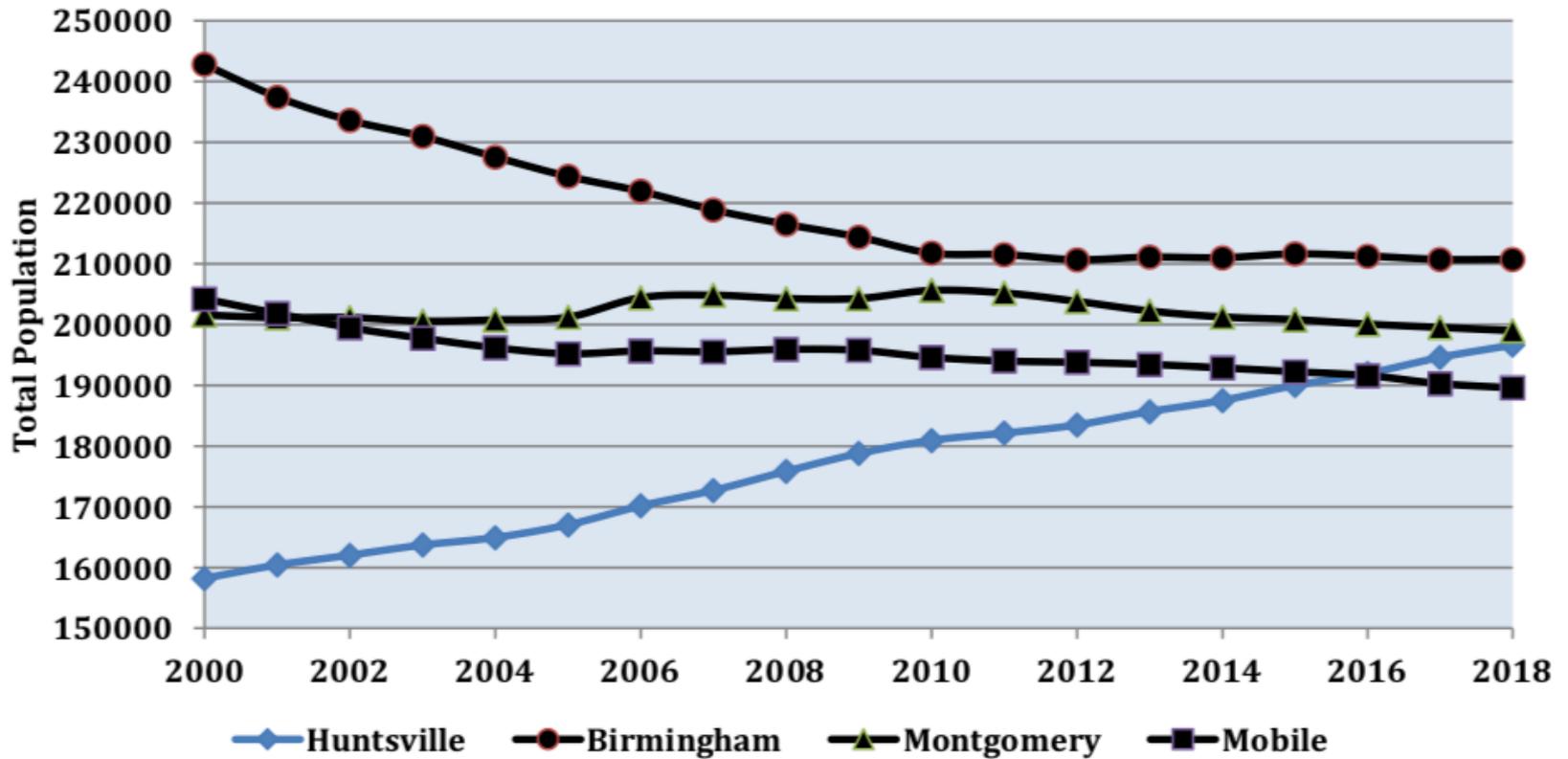
## Municipal Leadership Support

Huntsville Mayor Tommy Battle has energized Huntsville's civic leaders and administration to make Huntsville an inviting place for everyone from Fortune 500 companies and small businesses looking grow to workers and families looking for opportunities and an exceptional quality of life. Mayor Battle works directly with Huntsville City Council members to push the BigPicture Huntsville vision into the future for our community.



Appendix:  
Quantitative Review

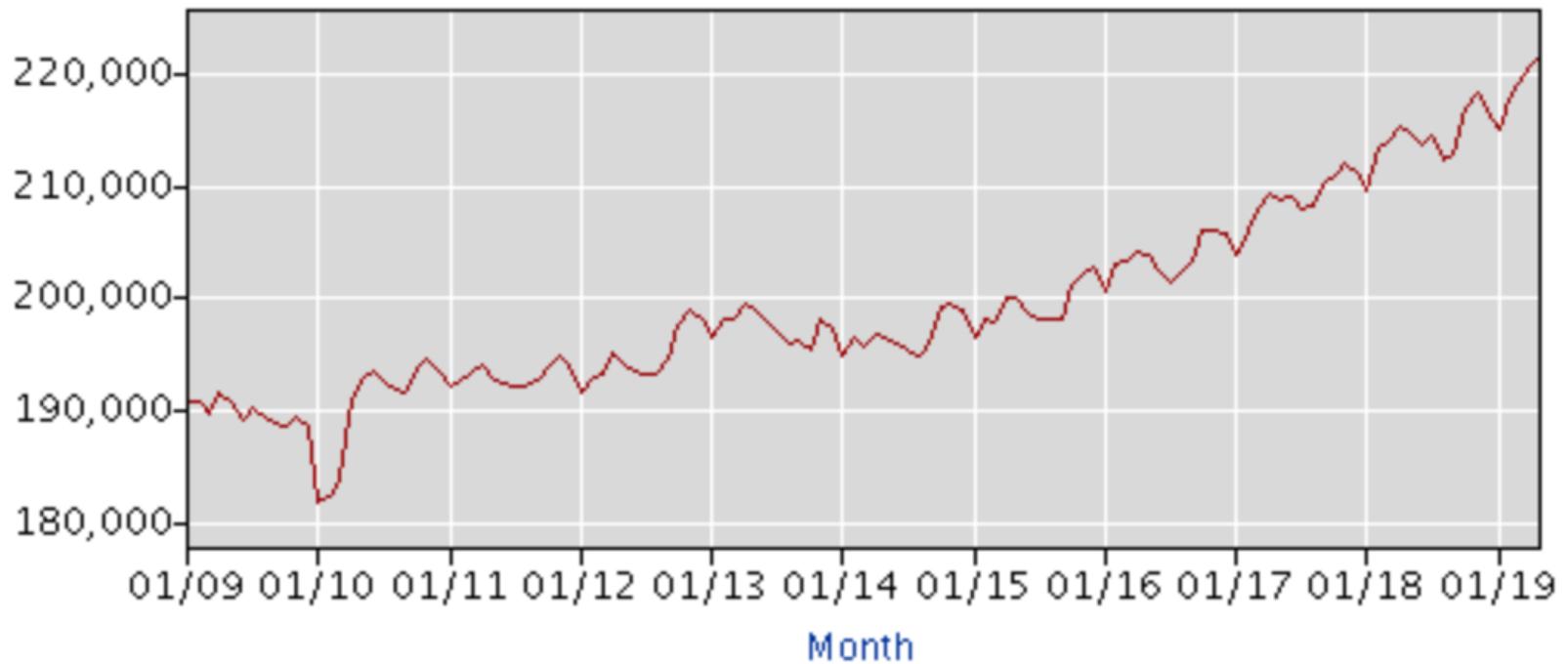
# Population Growth



As of 2018, Source: Huntsville Development Review

# Employment Growth

employment



Source: Bureau of Labor Statistics

# Employment Profile

Industry	2018 Count	2018 Share	2004 Count	2004 Share	Difference in Share
Management	9,800	4%	9,290	5%	-1%
Business	16,290	7%	10,880	6%	1%
Computer & Math	15,320	7%	11,070	6%	1%
Engineering	18,560	8%	13,990	7%	1%
Science	1,260	0.5%	1,850	1%	-0.5%
Community Service	1,440	0.6%	1,160	0.6%	0%
Legal	930	0.4%	850	0.4%	0%
Education	12,070	5%	8,320	4%	1%
Arts	2,240	1%	2,270	1%	0%
Healthcare	18,940	8%	11,860	6%	2%
Protective Services	4,390	2%	4,120	2%	0%
Food Prep	18,990	8%	13,570	7%	1%
Maintenance	6,770	3%	6,080	3%	0%
Personal Care	5,170	2%	2,940	1%	1%
Sales	21,610	9%	17,240	9%	0%
Office Administrative	29,350	13%	28,680	15%	-2%
Farming	120	.05%	150	.08%	-0.4%
Construction	7,190	3%	5,530	3%	0%
Installation & Repair	7,180	3%	7,740	4%	-1%
Production	18,190	8%	16,350	9%	-1%
Transportation	10,520	4%	12,110	6%	-2%

As of May 2018, Source: Bureau of Labor Statistics Occupational Employment Statistics

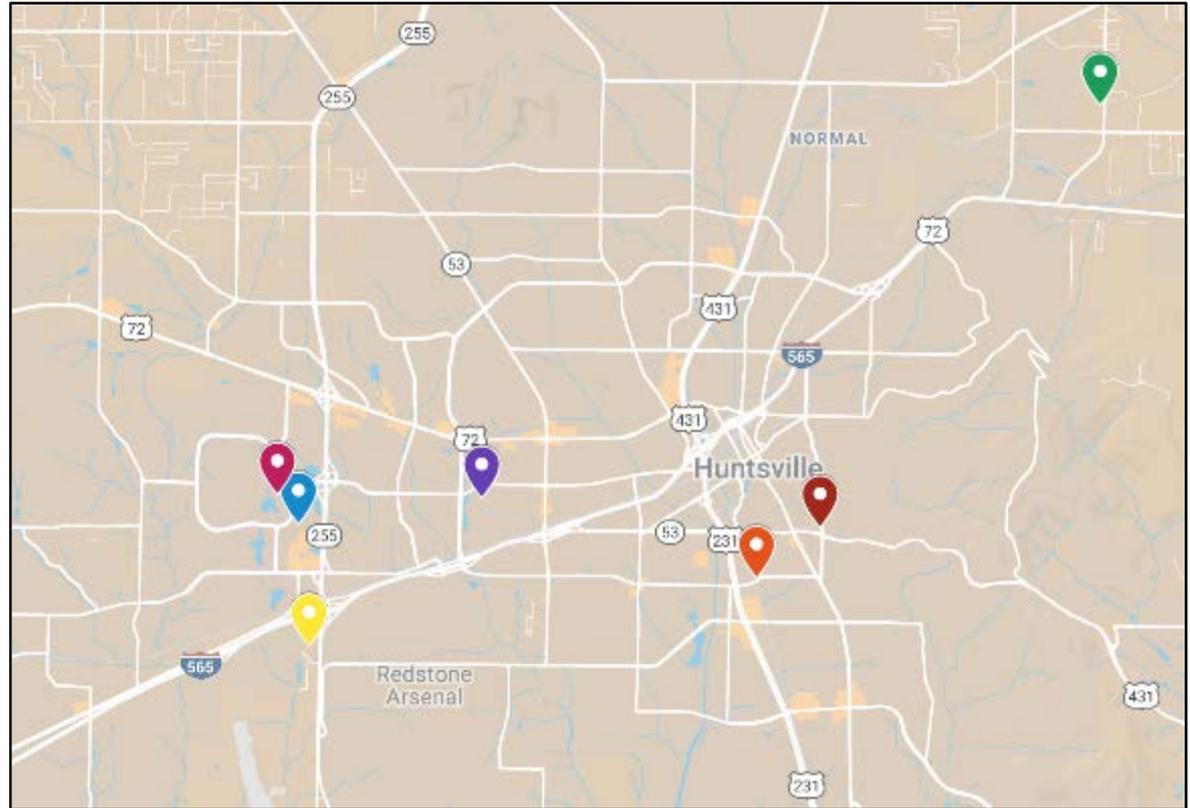
# Largest Non-Government Employers

<u>Company</u>	<u>Industry</u>	<u>Employees</u>
Huntsville Hospital	Health Care	6,341
Huntsville City Schools	Education	6,341
The Boeing Company	Aerospace/Defense	2,900
Madison County Schools	Education	2,389
SAIC	Aerospace/Defense	2,277
UAHuntsville	Education	1,660
ADTRAN, Inc.	Telecommunications	1,549

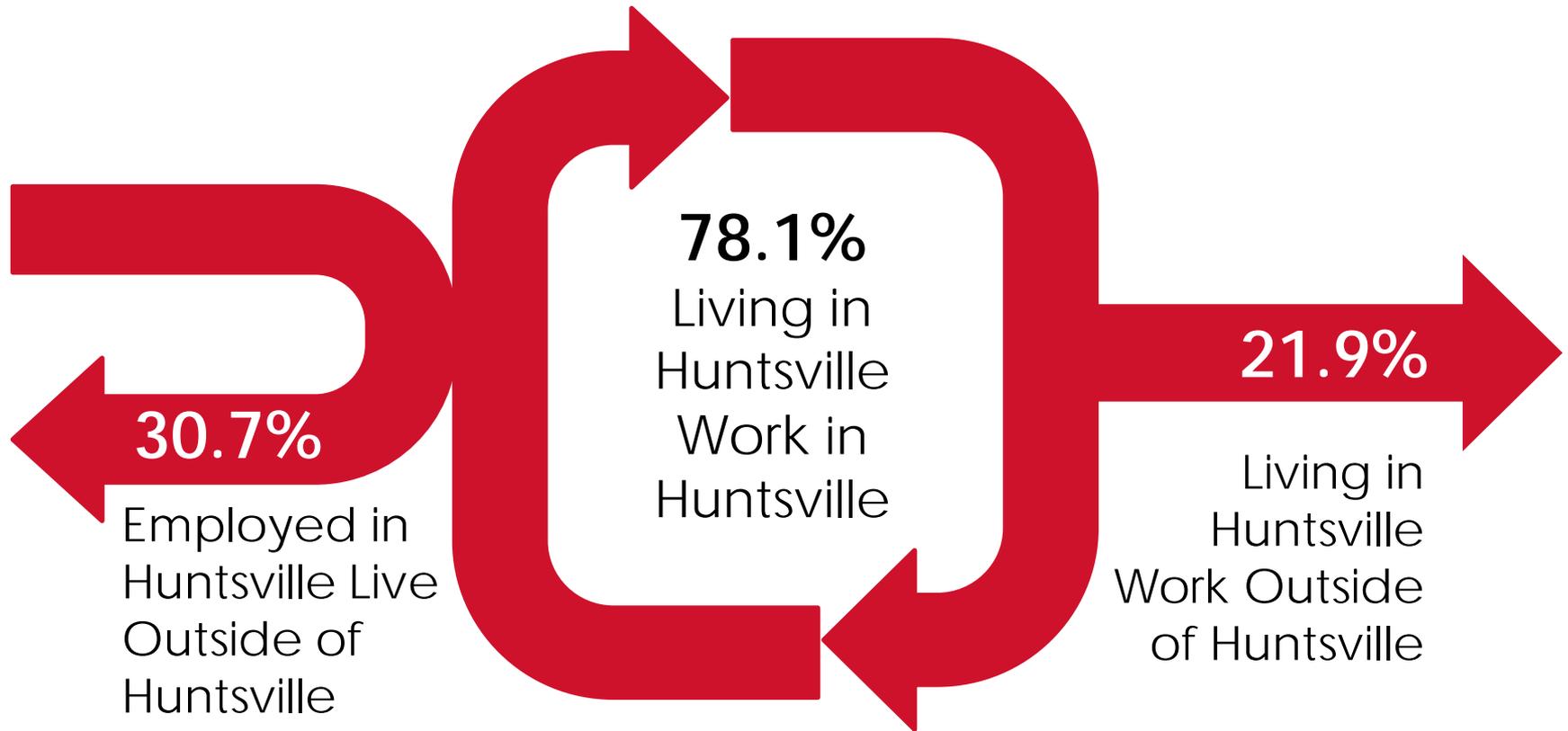
Source: Advantage Alabama MSA  
Profile, 2018 Estimates

## Location of Largest Non-Government Employers

-  Huntsville Hospital
-  Huntsville City Schools
-  The Boeing Company
-  Madison County Schools
-  SAIC
-  The University of Alabama in Huntsville
-  ADTRAN



# Geography of Employment



Source: Alabama  
Department of Labor,  
Commuting Patterns

# Contact Us

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