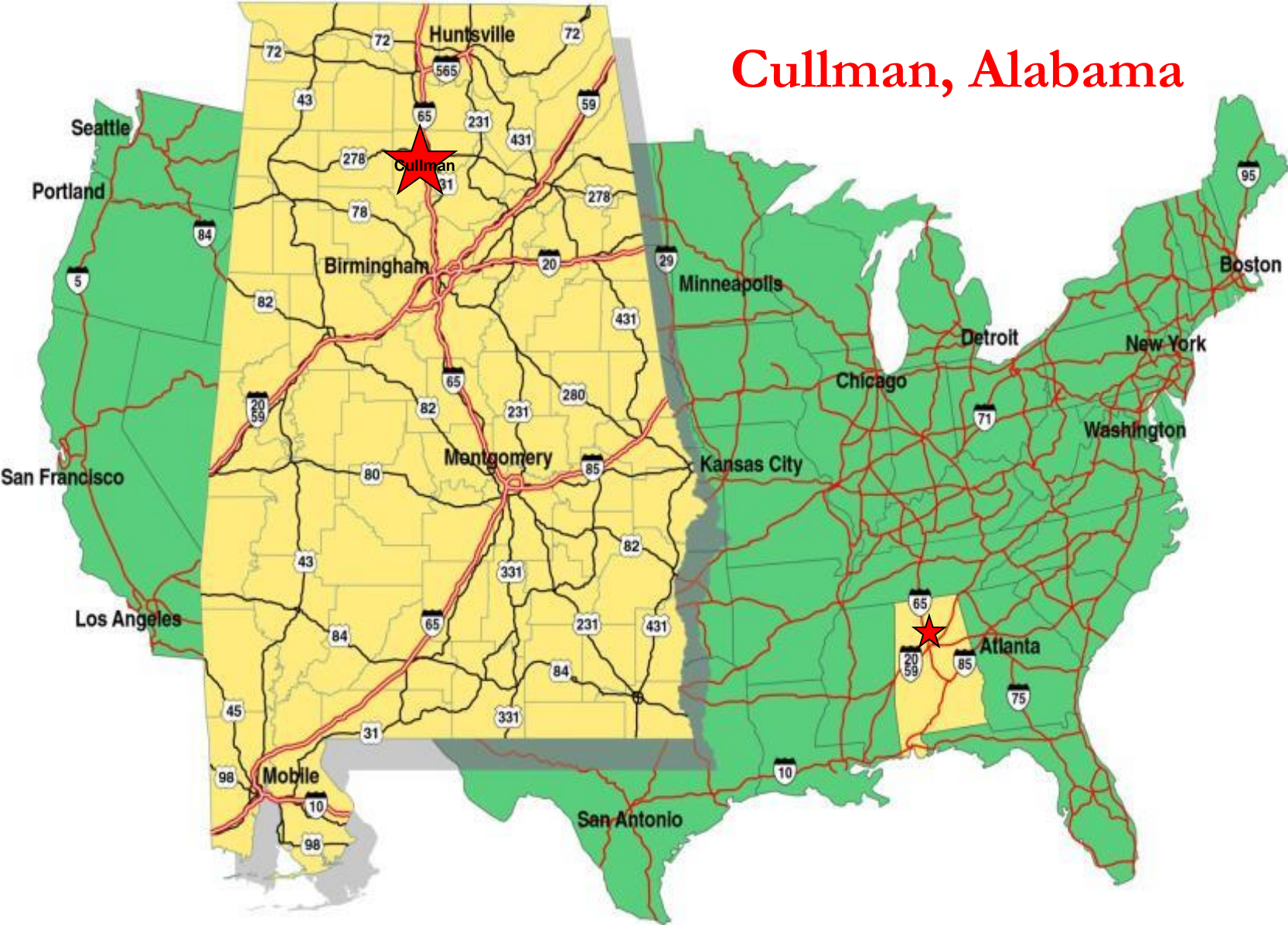


Cullman, Alabama

Dale Greer

Director, Cullman Economic Development Agency

Cullman, Alabama



Cullman Stats

- Cullman County population: 82,755
- City of Cullman population: 15,496



- Cullman County civilian labor force: 38,294
- 1 out of 5 of all Cullman Employees are from other Counties
- Cullman County unemployment: 4.2%
- Cullman County average annual wage: \$37,180
- 60-mile radius population: 1,880,397
- Cullman and surrounding counties average wage: \$37,829
 - Blount, Cullman, Lawrence, Marshall, Morgan, Walker, & Winston Counties.
- Cullman's average hourly manufacturing wage: \$16.78



AWARDS AND RECOGNITIONS



- #5 Micropolitan Area in the U.S. (2018 Site Selection magazine)
- #1 in Alabama for expanding industries (Ala. Dept. of Commerce 2017)
- Community Economic Development Award for the “Revitalization and Redevelopment of Downtown Cullman” (2015 Southern Economic Development Council)
- Silver Award for Business Retention & Expansion for the REHAU Technical Center (IEDC- 2014)
- #1 in Alabama “Best Place to Raise Children” (2013 Bloomberg Businessweek)
- #1 in Alabama for new and expanding industry (2012, 2013, 2014, 2015, 2017)
- #5 Most Business Friendly City in Alabama (2014 Alabama Policy Institute)
- #6 Community that is a Manufacturing Location No-Brainer (Southern Business & Development)
- Bronze Award for Partnership with Education for the Sequence Health Project (IEDC – 2017)
- Top 20% of micropolitans in the Policom Economic Strength Rankings

Cullman County, Alabama

New & Expanding Manufacturing / Distribution

10 Year History

| Capital Investment | | | # of Jobs | | | # of Plants | | |
|--------------------|----------------------|----------------------|----------------------|--------------|--------------|--------------|-----------|------------|
| Year | New | Expanding | Total | New | Exp | Total | New | Exp |
| 2008 | \$8,125,000 | \$59,387,400 | \$67,512,400 | 86 | 243 | 329 | 3 | 39 |
| 2009 | \$30,650,000 | \$32,711,375 | \$63,361,375 | 528 | 166 | 694 | 4 | 35 |
| 2010 | \$564,000 | \$52,649,061 | \$53,213,061 | 37 | 398 | 435 | 4 | 44 |
| 2011 | \$3,010,000 | \$156,501,619 | \$159,511,619 | 105 | 686 | 791 | 2 | 44 |
| 2012 | \$7,230,000 | \$156,879,567 | \$164,109,567 | 134 | 505 | 639 | 6 | 45 |
| 2013 | \$6,100,000 | \$91,421,000 | \$97,521,000 | 77 | 494 | 571 | 4 | 52 |
| 2014 | \$52,360,000 | \$88,172,000 | \$140,532,000 | 164 | 515 | 679 | 4 | 46 |
| 2015 | \$1,700,000 | \$97,625,000 | \$99,325,000 | 22 | 389 | 411 | 4 | 48 |
| 2016 | \$1,650,000 | \$66,743,000 | \$68,393,000 | 50 | 418 | 468 | 3 | 37 |
| 2017 | \$644,000 | \$61,279,438 | \$61,923,438 | 12 | 12 | 253 | 1 | 30 |
| Total | \$112,033,000 | \$863,369,460 | \$975,402,460 | 1,215 | 3,826 | 5,270 | 35 | 420 |

Cullman County will exceed \$1 Billion over the past decade in capital investment after 2018

Cullman Economic Development 2017 Alabama New and Expanding Rankings



Alabama Governor Kay Ivey at 2018 Topre America's \$82 Million, 60 Job Expansion

2017 Economic Development Statistics

- 31 Economic Development Projects
- 253 Jobs Created
- \$61,923,438 in Capital Investment

2017 Alabama Department of Commerce Rankings

- #1 in Total Economic Development Projects
- #1 in Expansion Projects
- #9 in Jobs Created by Expansion Projects
- #9 in Capital Investment by Expansion Projects
- #13 in Overall Capital Investment
- #23 in Overall Jobs Created

Cullman Economic Development 2017 Site Selection Magazine Micropolitans Rankings

Cullman Micropolitan Rankings

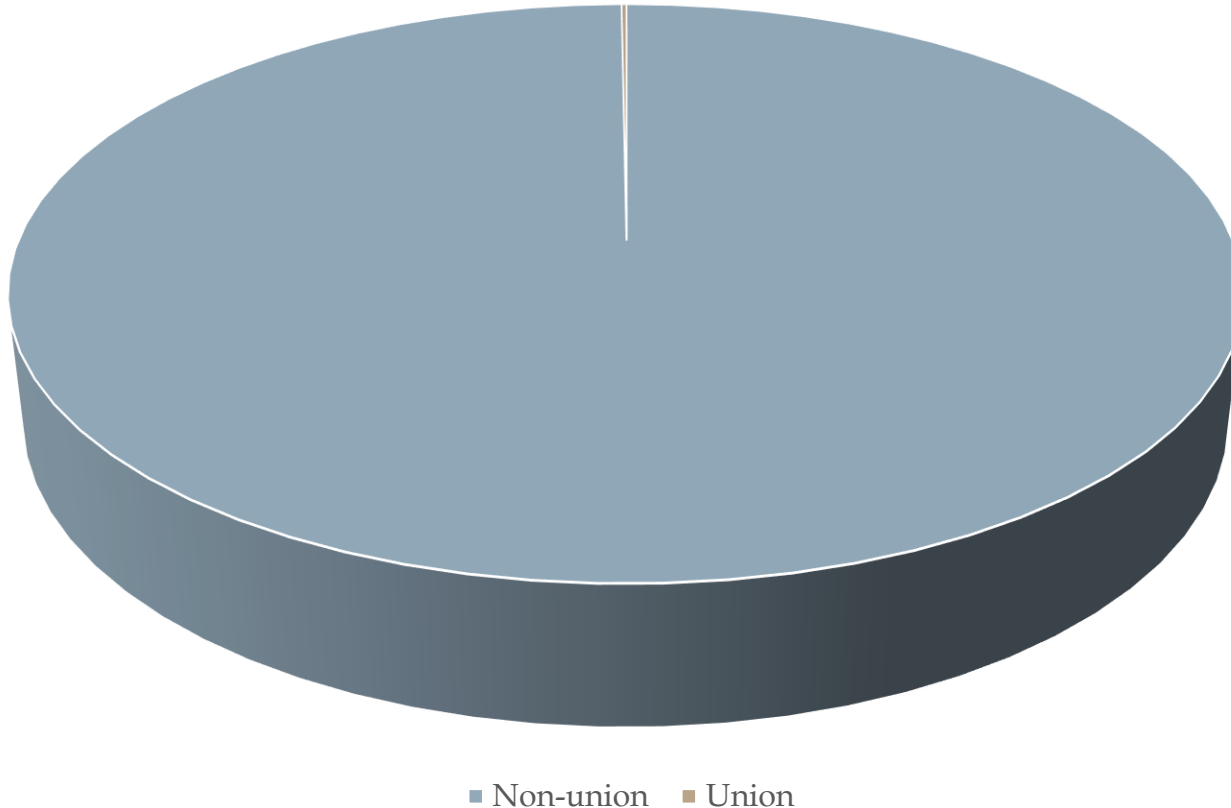
| | |
|---------------------|------------------------------------|
| 2001 - #37 | 2010 – Tied for #11 |
| 2002 - #32 | 2011 – Tied for #41 |
| 2003 - #11 | 2012 - #3 |
| 2004 - #10 | 2013 – Tied for #45 |
| 2005 - #3 | 2014 - #3 |
| 2006 - #5 | 2015 - #2 |
| 2007 - #7 | 2016 - #2 |
| 2008 – Tied for #19 | 2017 - #5 |
| 2009 – Tied for #14 | **14 Top 20 Rankings in 17 Years** |

Rankings are determined by the number of qualifying projects each year.

In order to qualify, a project must meet one or more of the qualifying criteria.

- 20 or more new jobs created
- 20,000 Sq. Ft. created or added
- Minimum of \$1,000,000 Capital Investment

Industrial Union Membership



Less than 0.5% of Cullman County's workforce is represented by organized labor.

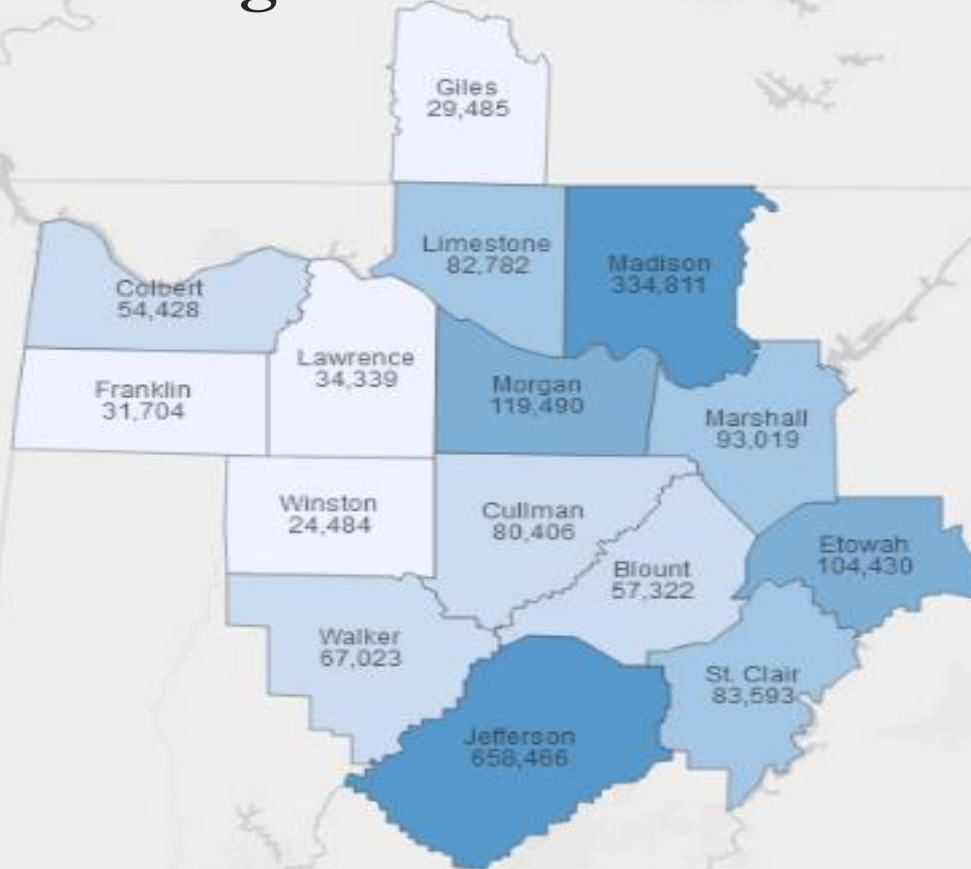
~

Only one of Cullman County's 100+ manufacturing and distribution companies has unionized employees, and that is just a specific group.

~

No new manufacturing unions have been organized in Cullman County since 1970.

Commuting Patterns in Cullman County, AL



Coming into
Cullman to work

• 6,115

Leaving
Cullman to work

• 7,689

Residents that
remain in
Cullman to work

• 24,506

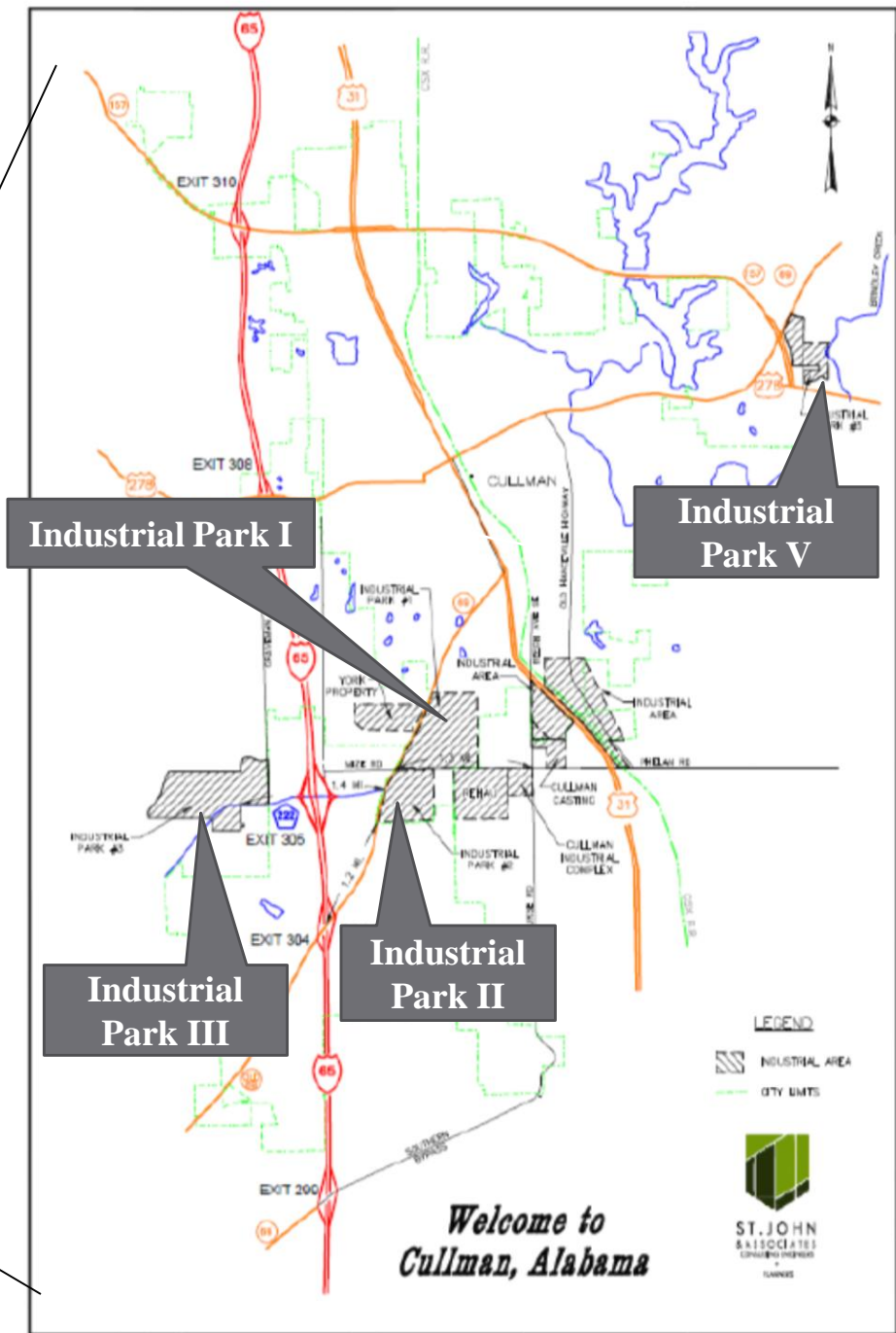
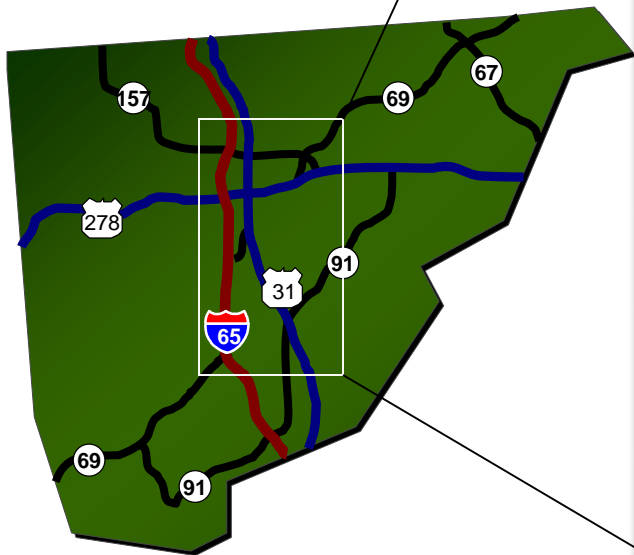
Total Cullman
Co. Workforce

• 38,000

* Numbers are Approximations*

Source: JobsEQ

Cullman Industrial Parks





Pennington
Seed

Webb Wheel
Products

CONCOURS MOLD

Walmart
Distribution

National
Guard Armory

Cullman Industrial Park I

REHAU

Cash Acme

Cash Acme

Elk River

**Wisco
(Building for Sale)**

Serta

Nexan

Cash Acme

Alabama Highway 69

Cullman Industrial Park II



Topre America

NAFCO

I-65

Burrow South

4 Acres

Sequence Health

Advanced Heat Treat

Cullman Industrial Park III

An aerial photograph of an industrial park. Two large, white, rectangular industrial buildings are the central focus. The building on the left has a parking lot filled with cars. The building on the right is surrounded by a grassy area and some trees. A multi-lane road with a roundabout runs through the center of the park. The surrounding area is a mix of green fields, dense forests, and some residential or commercial buildings in the distance. The sky is clear and blue.

Alabama Cullman Yutaka Technologies

Royal Technologies

Cullman Industrial Park V

Keys to Success: Building Strong Community Relationships

- Relationships are a driving factor in success in economic development.
- You need to be aware of your community's Movers and Shakers who carry influence in your community either through business, political and/or social influences.
- Having these people supporting you can be a major boost to your efforts to bring positive change to your community.



Cullman's "Flying Fifty" were a group of local business men who came together to win Cullman's first industrial development project. Their dedication to improving Cullman County became the foundation for the modern day economic development successes.

Keys to Success: Strong Community Leadership

- Strong community leadership is key to effective economic development in micropolitans.
- City Council members, County Commissioners, Education Leadership and Mayors can be an economic development organizations biggest allies or biggest obstacles.
- Economic development education for local leadership can help build positive relationships and help build understanding about the economic development process.
- Cullman Economic Development Agency provides economic development education for candidates running for local offices.
 - These classes help candidates understand the importance of economic development and can be a good first impression for your team to new leadership.



Cullman City Mayor
Woody Jacobs



Wallace State CC
Vicki Karolewics

Keys to Success: Playing Off Near By Metropolitans

- Metropolitans are larger communities that usually have multiple industry clusters.
- Understanding what industry clusters are in nearby metros can help determine promising target industries.
 - Automotive OEM's in North and Central Alabama have allowed Cullman to successfully recruit multiple tier 1 and tier 2 suppliers.
- Metropolitans have resources that can be assets in the recruitment process.
 - Airports, Intermodal Facilities, Interstates, Workforce and more are all assets located in metropolitans than can help recruit industry to your community



Keys to Success: Focus on Expanding Industry

- Over 88% of Capital investment and 72% of Created Jobs over the past decade have come from Cullman County's existing industries.
- Existing industries are more likely to grow in your community than a new industry is to locate in your community.
- Existing industries can also be tools in new industry attraction.
 - Potential new industries will contact your existing industries to understand how the community supports local industry.

| Capital Investment | | | # of Jobs | | |
|---------------------------|------------------|---------------|------------------|------------|--------------|
| New | Expanding | Total | New | Exp | Total |
| \$112,033,000 | \$863,369,460 | \$975,402,460 | 1,215 | 3,826 | 5,270 |

Keys to Success: Taking Full Advantage of Available Resources

- Within the state, region, or locally there are resources micropolitan economic development agencies can access at low or no cost.
- Utility providers, Regional Economic Development Groups, and In-state Four-Year Universities have useful knowledge and resources and typically provide these to communities.
- These entities are also developing programs and initiatives designed to promote growth and innovation in communities.
- Cullman's new Technology Village was made possible with resources from the University of Alabama's Technology Village Program.
- Tennessee Valley Authority and Cullman Economic Development Agency are cooperating to find new industrial land opportunities with Cullman County.



Dr. Carl A. Pinkert, UA vice president for research and economic development, speaks at the unveiling of a Technology Village in downtown Cullman.