

An overview of the Shoals Area of northwest Alabama

OUR PRINCIPAL CITIES:

Florence, Muscle Shoals, Sheffield, Tuscumbia

METROPOLITAN STATISTICAL AREA (MSA):

1,425 square miles in two northwest Alabama Counties; Colbert and Lauderdale

LOCATION:

In the northwest corner of Alabama, bordering Mississippi and Tennessee.

- 60 miles west of Huntsville, Alabama
- 120 miles southwest of Nashville, Tennessee
- 100 miles northwest of Birmingham, Alabama
- 120 miles southeast of Memphis, Tennessee
- 200 miles northwest of Atlanta, Georgia

ALTITUDE:

Colbert County-620 feet
Lauderdale County-522 feet

CLIMATE:

Mean Average Temperature is 60.7 degrees F.
Highest recorded temperature 108 degrees F.
Lowest recorded temperature -13 degrees F.
Average rainfall 51.58 inches.
Average snowfall 4.6 inches.



POPULATION:

Colbert County

Year	Total Population
2000	54,984
1990	51,666
1980	54,519

Lauderdale County

Year	Total Population
2000	87,966
1990	79,661
1980	80,546

POPULATION BY CITIES (Alphabetically):

City	County	Population 2000 Census
Anderson	Lauderdale	354
Cherokee	Colbert	1,237
Florence	Lauderdale	36,264
Killen	Lauderdale	1,119
Leighton	Colbert	849
Lexington	Lauderdale	840
Littleville	Colbert	978
Muscle Shoals	Colbert	11,924
Rogersville	Lauderdale	1,199
St. Florian	Lauderdale	335
Sheffield	Colbert	9,652
Tuscumbia	Colbert	7,856
Waterloo	Lauderdale	208

HOUSEHOLDS (2000 Census):

Florence MSA: 58,549
Colbert County: 22,461
Lauderdale County: 36,088

TIME ZONE: Central

LATTITUDE and LONGITUDE: 34° 48' N 87° 40' W

PRINCIPAL INDUSTRIES:

Primary Metals; Chemical and Allied Products; Rubber Products; Fabricated Metals; Textiles; Agriculture; Food.

UNEMPLOYMENT:

Average rate for December, 2006: 3.7%
Average rate for December, 2005: 3.8%
Average rate for December, 2004: 6.2%.
Average rate for December, 2003: 6.3%.

Numbers provided by the Alabama Department of Industrial Relations

MAJOR EMPLOYERS, COLBERT AND LAUDERDALE COUNTIES:

<u>NAME:</u>	<u>PRODUCT:</u>	Approx. <u>employment:</u>
Coffee Health Group	Health Care	1,500
Tennessee Valley Authority	Government	1,243
Sara Lee Foods	Meat processing	1,006
Lauderdale Cty Schools	Education	1,000
Wise Alloys, LLC	Aluminum can sheet	904
City of Florence	Government	750
Helen Keller Hospital	Health Care	731
University of North Alabama	Education	720
Walmart Supercenter (Lauderdale)		
	Department store	560
Florence City Schools	Education	530
SCA Tissue - Barton Operations	Papermill & Converting	509
Northwest Shoals Community College		
	Education	487
Colbert Cty Schools	Education	445
Walgreens Health Initiatives	Call Center	440
American Wholesale Books	Distributor	434
Walmart Supercenter (Muscle Shoals)		
	Department store	350
Jami, Inc.	Seating Products	321
Muscle Shoals School System	Education	305
Norfolk Southern Railroad	Transportation	300
Lauderdale County	Government	281
Shoals Tubular	A/C manifolds/Headers	281
Southwire Company	Insulated Copper Electrical Wire	255
Marriott Shoals Hotel & Spa	Hotel/Spa/Conference Ctr	250
Tarkett Alabama, Inc.	Floor Tile	232
Whitesell Corporation	Fasteners	213
Monarch Ceramic Tile, Inc.	Porcelain wall tile	206
Bank Independent	Financial	205
The HON Company - Florence plant		
	Office Furniture	200
Flexco	Rubber & vinyl flooring	198
Sheffield City School System	Education	197

INCOME:

MSA Median Family Income: \$40,200 (1999)

MSA Per Capita Income: \$19,252 (2005 estimate)

ACCRA Cost of Living Index:

Fourth Qtr 2006: 88.4

RETAILING:

Total Sales in 2004: \$1,472,000,000

Total Sales in 2003: \$1,433,000,000

PRINCIPAL SHOPPING AREAS:

Florence: 8 blocks on Court Street; 7 blocks on Tennessee Street; 3 blocks on Mobile Street; 2 blocks on Tombigbee Street, 4 miles on Florence Boulevard 4 miles on Cox Creek Parkway, 1.5 miles on Cloverdale Road.

Muscle Shoals: 3 miles on Woodward Avenue; 2.5 miles on Avalon Avenue.

Sheffield: 6 blocks on Montgomery Avenue; 1.5 miles on Second Street; 2 blocks on Raleigh Avenue; 2 blocks on Third Street, 2 blocks on Nashville Avenue; 2 blocks on Fourth Street.

Tuscumbia: 3 blocks on Main Street, 3 blocks on Sixth Street; 3 blocks on Fifth Street.

Malls: Regency Square, Florence; Southgate, Muscle Shoals.

Department Stores: Dillards, JC Penney, Martins, Parisian, Rogers, Sears, TJ Maxx, Target, Old Navy, Toys-R-U's, Hobby Lobby, Linen & Things, Dick's Sporting Goods, Hibbett Sports, Books-A-Million, Best Buy, Kohls.

Discount Stores: Rite Aid Drugs (3), Big Lots (2), Bill's, Dollar General (14), Family Dollar (19), K-Mart (2), Sam's Club, Wal-Mart SuperCenter (2), Goody's, Best Buy, Lowes Supercenter (2), Fred's (3), Home Depot, Walgreens (2), CVS Pharmacy (3).

Chain Supermarkets: Southern Family Market (2), Foodland/ShopRite (6), Piggly Wiggly, Big Star (4), Wilson's, Hometown Market.

TYPES OF EMPLOYMENT

Category:	Shoals		Increase/decrease
	1990	1997	
Manufacturing	32.9%	28.9%	▼
Service	25.8%	26.8%	▲
Retail	22.3%	23.7%	▲
Wholesale	5.6%	7.0%	▲
Construction	6.6%	6.6%	
FIRE	4.2%	3.6%	▼
Transportation	2.2%	3.0%	▲
Agriculture	0.3%	0.4%	▲
Mining	0.1%	0.1%	

Category (1997)	Shoals	Alabama	USA
Manufacturing	28.9%	23.8%	17.7%
Service	26.8%	30.4%	35.5%
Retail	23.7%	21.4%	20.9%
Wholesale	7.0%	5.9%	6.5%
Construction	6.6%	6.4%	5.2%
FIRE	3.6%	5.3%	7.0%
Transportation	3.0%	5.7%	5.9%
Agriculture	0.4%	0.6%	0.7%
Mining	0.1%	0.6%	0.6%

Numbers provided by Deloitte & Touche and used with permission from the City of Florence

UNION ACTIVITY

Union elections, 1989-2005, for the region:

City:	Elections	Pro-Union	Anti-Union	% Pro
Birmingham AL MSA	140	69	71	49.3%
Decatur AL MSA	9	5	4	55.6%
SHOALS AL MSA	15	7	8	46.7%
Gadsden AL MSA	21	7	14	33.3%
Huntsville AL MSA	34	19	15	55.9%
Jackson TN MSA	10	6	4	60.0%
Jonesboro AR	10	5	5	50.5%
Memphis TN MSA	164	77	87	47.0%
Nashville TN MSA	125	48	77	38.4%
Tupelo MS	7	1	6	14.3%

Union work stoppages:

During the past twelve years, of all strike activity reported to the Federal Mediation and Conciliation Service (FMCS), the Shoals Area had two work stoppages.

City	Work stoppages greater than 5 days:
Decatur AL	0
Huntsville AL	0
Jackson TN	0
Jonesboro AR	0
Tupelo MS	0
SHOALS AL	2
Gadsden AL	4
Nashville TN	12
Memphis TN	14
Birmingham AL	30

Alabama, Tennessee and Mississippi are right-to-work states.

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