



Red Diamond - Moody, Alabama

From Our Director

Dear Economic Development Partners,

St. Clair County is now the fastest growing county in Alabama by percentage. Over the past year, we have seen growth and retention despite a questionable economic situation. This is possible because our local government continues to be an example of cooperation and forward-thinking. As a result, St. Clair County is accomplishing its goals and changing its future.

As a partner with the St. Clair County Economic Development Council, you are investing in the future of St. Clair County. Because of you, we are able to work hard to recruit jobs, create tax revenue and improve the quality of life for our citizens. Thank you for your support.

Sincerely,

Ed Gardner, Jr.

Establish “Team St. Clair County” to coordinate all Economic Development functions throughout the county, bringing together all public and private sector leaders as well as all agencies engaged in Economic Development to implement one countywide effort. *Industries, Businesses, St. Clair County and all of its municipalities have signed on in support of our Partnership for Tomorrow Campaign. The Leadership St. Clair County Program is in its second year and is being used as an incubator for strategic planning. This forum combines a plethora of backgrounds where goals and suggestions for the county’s future growth can be gathered to eventually form a long term, countywide strategic plan. In 2008, all municipalities are being visited to update all new elected officials on St. Clair County’s goals and progress in economic development.*

Develop a branding identity for St. Clair County as part of a new comprehensive marketing program. *“A brand is a collection of perceptions in the mind of the consumer.” Our product is St. Clair County, and our goal is to create the desired perception in the minds of our consumers (community, government, business & industry). In order to do this, we must know as much as we can know about our product and create a strategy to sale St. Clair County in a way that maximizes future value. The Partnership for Tomorrow campaign was the beginning of creating community awareness of both the St. Clair County Economic Development Council and the potential of St. Clair County. Our strategy is to maintain relationships with our current partners and continue making additional relationships with business and industry. Quarterly newsletters and monthly updates have gone out this year in an effort to maintain communication between the EDC and our partners. This year, a new website has been established and a new logo has been chosen. The EDC has chosen the tagline “Building on Tradition, Focused on the Future,” which describes our goal to maintain and preserve the traditions of St. Clair County while planning for the future.*

Establish a research division within EDC. *Industrial and commercial research are currently done within the EDC. The EDC staff increase has enabled the EDC to conduct research on area demographics, industrial requirements and site characteristics. As industries and commercial developers need information, we now have the capability to provide the information they need in a timely manner. The EDC has performed existing industry interviews and documented the needs and desires of our local industries. Programs are being established to fuel workforce and data is consistently processed and sent out to keep track of changes in our area. The EDC has partnered with the University of Alabama at Birmingham (UAB) and the Regional Planning Commission of Greater Birmingham (RGBPC) in performing retail studies along our major interstate corridors. These studies will be completed by the end of the year. In addition, housing counts are being updated and Claritas data is available.*

Create a countywide database of every available property and building for lease or sale. *The EDC has updated its current database to include current pricing and ownership changes. We have also examined and eliminated any properties that no longer fit the criteria required by most companies and site-selection agencies. The EDC has also worked with the Birmingham Metropolitan Development Board (MDB) and the Economic Development Partnership Association (EDPA) to update their databases with St. Clair County properties. The EDC has taken steps to be one of the few communities to have property listed on the Alabama AdvantageSite pilot program. This is a site-readiness program designed to promote a limited number of properties throughout Alabama.*



Coordinate and advocate the creation of more industrial parks in cooperation with municipalities. The EDC has met with five different communities, as well as representatives from the railroad and utility industry regarding the creation of new manufacturing parks or the expansion of existing manufacturing parks. Currently, we are educating the public on the new face of industry including our focus on clean, technology-driven companies. We hope this campaign will change past perceptions of industry and make communities more accepting of the idea of a technology park. In the meantime, we are exploring land possibilities and developing plans for proper placement of future parks.

Through the City of Pell City, the Pell City Industrial Development Board, and the St. Clair County Commission, the 125-acre expansion of the Cogswell Industrial Park in Pell City is underway. Sites will be available for construction soon.

Survey 100 existing St. Clair County businesses and industries to determine their expansion needs. The EDC is currently updating and expanding their contact list of existing industries in St. Clair County. This is being combined with an existing industry interview program. These surveys will help gather information on the health of the County's economy and identify future areas of opportunity or possible concern.

Fifteen of these meetings are scheduled to be completed by the end of this year and a majority of these have already taken place. Portions of this information will be shared with the State for use in their economic forecasting. A number of local companies have already been identified as prospects for expansion.



Bass Pro Shop - Leeds, AL

Create \$150 Million in new capital investments. Since 2006, the SCCEDC has helped to recruit over \$300 Million in capital investment. This year we watched WKW Erbsloeh open its doors and will soon be a part of Red Diamond's grand opening. In addition, Rain Bird will be locating its \$10 Million facility in the previous Saks Distribution Facility in Steele. Land has been deeded to the Alabama Department of Veterans Affairs for the \$40 million VA Nursing Home facility in Pell City which will begin construction over the next year.

Generate \$40 Million in additional payroll from new & expanded jobs. Create 1,500 new jobs throughout the County. Since 2006, over 2,200 new industrial jobs have been created bringing over \$45 million in additional payroll to St. Clair County. These are top tier jobs that will generate other jobs in the community.

Generate \$1.5 Million in additional tax revenue for school systems. Commercial developments are sprouting up all around in St. Clair County. We feel that the \$1.5 Million tax revenue goal will be exceeded by 2011. Moody's Tractor Supply store opened this year, the Gateway Towne Center development will soon become a reality, and they have recently announced a new, larger CVS store. Pell City will soon have a movie theatre and a Zaxby's restaurant added to its Bankhead Crossings development. In addition, they will soon be the home of a Comfort Suites hotel. The Bass Pro Shop in the Cooperative District of St. Clair County, Leeds & Moody had its grand opening on November 19, 2008. This development will add a great deal of tax revenue to our county in coming years. Despite the current economic situation, the growth of St. Clair County is drawing attention from commercial developers.

Hold a biannual "Economic Development Summit" to educate elected officials on retail and industrial development. *This year graduation was held for the inaugural class of Leadership St. Clair County (LSCC). LSCC is a program designed to develop a leadership network across the county and educate those leaders on the issues our county is currently facing. It is our belief that knowledge is the prime motivator for leadership. In this program, citizens of St. Clair County will catch a glimpse of all aspects of the county including its strengths, issues, opportunities and influence statewide. In addition, the EDC is visiting each municipality to speak with mayors and city councilpersons about the goals and successes of economic development in St. Clair County.*

Establish a program to preserve and revitalize downtown areas. *Ed Gardner, Jr. and Candice Hill attended the Main Street Basic Training program at the National Trust for Historic Preservation in Washington D.C. in October of 2008. The courses will enable us to begin working to revitalize St. Clair County's Main Street Districts with an organized 4-Point Approach. We are currently in discussions with candidate cities in St. Clair County regarding the establishment of a formal or semi-formal Main Street Program.*

Hold a biannual seminar to publicize incentives available to existing businesses. *The Manufacturer's Association has been revived and communicates on a regular basis. Because of this, informing the existing businesses of incentives available to them is made easier. From these meetings, special guest speakers from State and County offices can talk directly to our industries about programs that are currently available for them to encourage expansions. The first of the incentives meetings is scheduled for the beginning of 2009.*

Establish a workforce development program to expand and enhance the County's workforce. *Jefferson State Community College, the St. Clair County School System, the Pell City School System, St. Clair County and the EDC are in the process of planning and funding a workforce development program in St. Clair County. This program would identify workforce needs through direct collaboration with industry. Qualified students will have an opportunity to enroll and receive college credit in addition to workforce training. With this training, we can meet the needs of students and local industries. The pilot program has already received a \$250,000 grant from the Alabama Department of Postsecondary Education and is slated to begin in 2009 on the Jefferson State Community College campus in Pell City. This will also provide a location for re-education of the existing workforce.*



Eissmann - Pell City



Oerlikon - Pell City



WKW Erbsloeh - Pell City

Partnership for Tomorrow

HONOR ROLL OF INVESTORS

ACCOUNTING

Bain & Company

AIR CONDITIONING

ASC Allen Service Company

ATTORNEYS

Church, Minor, Furr, Harmon
& Barrentine

Trussell & Funderburg

Weathington-Moore, Weisskopf &
Hill

AUTOMOTIVE

DEALERSHIP

Miller Sutherland

Pell City Ford

BANKING

AmSouth-Regions

Bancorp South

Colonial Bank

Covenant Bank

First American Bank

Metro Bank

Union State Bank

BUILDING MATERIALS

Jenkins Brick

Kirkpatrick Concrete

Lehigh Cement

Sherman Concrete

Vulcan Materials

Webb Concrete

DEVELOPMENT &

CONSTRUCTION

ABM Acquisition & Development

Barber Companies

Bill Ellison

Bobby Smith

Cosper Construction

Daniel Corporation

Dunn Building Company

Goodgame Company

Graham & Company

Odenville Development, LLC

Steed Land & Timber

EDUCATION

St. Clair County Board of Education

Pell City Board of Education

Jacksonville State University

Jefferson State Community College

ELECTRICAL SERVICES

Johnny's Electric

ENGINEERING/

ARCHITECTURE

Barge, Waggoner, Sumner
& Cannon, Inc.

Barnett, Jones & Wilson

Goodwyn, Mills & Cawood

CDG Engineers

FINANCIAL

Morgan-Keegan

HEALTHCARE

Dr. Wendell Bedsole

St. Vincent's Health System

HOTEL ACCOMODATIONS

Hampton Inn

Holiday Inn Express

INDIVIDUALS

Mr. Elmer Harris

Mr. Ray Miller

Judge William Hereford

INFORMATION

TECHNOLOGY

Ash Systems

LANDSCAPING

Hazelwood's Greenhouse & Nursery

MANUFACTURING

Energy Absorption Systems, Inc

Ford Meter Box

Ford Meter Box Foundation

Gorbel

Honda Manufacturing of Alabama

Industrial Galvanizers

Jenkins Brick

National Cement

Precision Husky Corporation

Riverside Refractories

St. Clair Refractories

tci-Sales

MANUFACTURING - FOOD

Red Diamond

Royal Foods

MEDIA

Daily Home

MUNICIPALITIES

City of Ashville

City of Leeds

City of Moody

City of Pell City

City of Springville

City of Trussville

St. Clair County Commission

Town of Argo

Town of Margaret

Town of Odenville

Town of Ragland

Town of Riverside

Town of Steele

OFFICE SUPPLIES &

EQUIPMENT

ABS Company

Brannon's, Inc.

Garing Business Machines

PRINTING

Smith Printing

PUBLIC RELATIONS

Panorama Public Relations

REAL ESTATE

Caran Wilbanks

Bill Ellison

Bobby Smith

Kell Land, LLC

Lovejoy Realty

Moody Realty

UTILITIES

Alabama Power

Alagasco

CenturyTel of Alabama, Inc.

Coosa Cable Company

Veolia

Windstream Communications

