

Did You Know?

North Alabama attracted 66% of Alabama's population growth in 2022

North Alabama consists of 16% of the geographic area of Alabama.



North Alabama is home to two of Alabama's three fastest-growing counties.

- #1 Limestone**
+3.3% increase
- #3 Madison**

Alabama's net population increase was +23,707

North Alabama's net population increase was +15,635

37 of Alabama's 67 counties experienced population growth
only one of North Alabama's 13 counties lost population

Source: US Census



North Alabama Headlines — Q2/2023

North Alabama
Industrial Development
Association
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For information on developments in North Alabama see the 'NEWS' section of our website and follow us on Twitter [@NorthAlabamaUSA](https://twitter.com/NorthAlabamaUSA)

Community Announcements

New Investments

DeKalb County

Taylor Coatings, LLC is investing \$1,350,000 to locate a shot blasting and powder coat facility in Ider, AL. This project is expected to create over 20 jobs.

Lawrence County

As construction continues on **First Solar's** \$1.1 billion factory, **Ambrose Property Group** will soon break ground on a new \$54.2 million warehouse for the solar-panel giant at the Mallard Fox West Industrial Park. The 550,000SF warehouse will hold raw materials and finished products to support the neighboring manufacturing facility. It's expected to be completed by September of 2024 and create 85 full-time jobs.

Madison County

Toyota Motor Manufacturing Alabama (TMMA), Toyota Tsusho America, Inc. and **Huntsville Utilities** have entered into a solar power purchase agreement to support a \$49 million, 168-acre solar array to generate 62,000MW hours annually. Through this collaboration, more than 70% of TMMA's power will come from the sun.

Marathon Targets, manufacturer of the world's first smart target system for dynamic live-fire marksmanship training, has formally opened their new North American Headquarters and Autonomous Robotic Training System production facility in Huntsville, Alabama's Cummings Research Park.

Media

Bridgeport is recognized as one of the 15 places with the lowest cost of living in *15 places to live that will save you money in inflationary America*. — [Niche](#)

Huntsville ranks #2 in 150 Best Places to Live in the US in 2023-2024 and among the nation's top-5 cities for young professionals. — [U.S. News & World Report](#)

Florence ranked #15 & **Decatur/Hartselle** #19 among the 25 Cheapest Places to Live. — [Kiplinger.com](#)

Madison County was the 2nd most visited area in the state. — [Alabama Tourism Economic Report, 2022](#)

Milestones

Polaris Inc. is now shipping its first fully electric Ranger XP Kinetic off-road vehicles from its 900,000SF production facility in Huntsville/Limestone County to its network of dealerships.

U.S. Space & Rocket Center unveiled the new 40,000SF **Space Camp Operations Center**, a hub for Space Camp activities, including next level STEM education. This space also houses one of the regions largest auditoriums and meeting spaces.

HudsonAlpha Institute for Biotechnology has generated an impact of \$4.2 billion on the Alabama economy including nearly one billion over the past two years according to a study conducted by UAH.

Huntsville International Airport experienced an increase of passenger traffic of almost 28% in 2022 to over 1.2 million passengers. Based on Jan. '23s increase of 35% over Jan. '22s, 2023's numbers have the potential to reach the airport's record numbers from 2019.

Alabama employment increased by 40,800 jobs in the past year. — [Alabama Department of Labor \(4/2023 data\)](#)

Groundbreaking New Investments

Tennessee Valley Authority (TVA) is bringing more megawatts online with the successful start-up of three brand new combustion turbine generators adding approximately 750MW of modern new-gen capacity. These new units at the Colbert Combustion Turbine Plant support TVA's mission of providing affordable, reliable, resilient and cleaner power, and will help TVA quickly meet demand during peak periods.

Northeast Alabama Community College (NACC) broke ground on the new 50,000SF Workforce Skills Center. The space gained from this project will enable the college to expand the capacity of existing high demand workforce programs and continue its focus on developing new pathways that align with regional workforce needs. Construction is scheduled to be completed by Fall 2024.

The University Alabama in Huntsville (UAH) broke ground on a new 80,000SF engineering facility to be named in memory of Raymond B. Jones, a long-time business and community leader and past chairman of the UAH Foundation. The new facility will provide cutting-edge resources to the university's largest college, which has more than 2,850 students and 90 faculty and staff.

Updates

Our North Alabama team hosted Chicago-based site selection consultants for lunch at Pazzo's to visit and reconnect and cover the new developments happening throughout the region. We extend special thanks to Ed Castile, AIDT, and Hollie Pegg, Alabama Department of Commerce, for joining us.



Industry Expansions

Cullman County

Walmart has announced a \$350 million investment to outfit the Cullman, AL distribution center with automation equipment and AI-powered software systems, speeding shipments to retail stores.

Jackson County

CFD Research announced an expansion of their engineering test and evaluation facility in Hollywood, AL. This \$5,200,000 expansion will create an additional 32 jobs. This Jackson county facility opened in August of 2021 and has been dedicated to support work for an ongoing contract with the Army Space and Missile Defense Command.

PHP Fibers produces nylon automotive airbag yarn in Scottsboro, AL. The company will be investing \$9,250,000 in an expansion creating 30 additional jobs.

Lauderdale County

Southwire, one of North America's largest wire and cable producers, has announced an expansion to integrate newer and better equipment, systems technology, and additional operating space into its campus in Florence, AL. The expansion increases efficiency ensuring the operational capability and capacity to support expected increases in production capacity by 30% and creating approximately 120 jobs.

Madison County

Davidson Technologies recently broke ground for its global headquarters at Huntsville's Redstone Gateway. The new 46,000SF building, scheduled for completion during the first quarter of 2024, will modernize Davidson's facilities, increase proximity to their customers, and provide the company additional capabilities.



⚡ Locations where EVs have been announced or are currently being manufactured

