

# DEMOGRAPHIC MARKET PROFILE

## GUNTERSVILLE



*Guntersville, Alabama is located in Marshall County in the northeast portion of the state. The city is situated on a peninsula surrounded by 69,000 acres of beautiful Lake Gunterville, located at the southernmost point of the Tennessee River and nestled in the foothills of the Appalachians.*

# EXECUTIVE SUMMARY



## Location

Guntersville is located in the heart of the Southeastern region, situated 150 miles west of Atlanta, 150 miles south of Nashville, 70 miles northeast of Birmingham and 35 miles south of Huntsville, with over 4 million people within a 200-mile radius. Guntersville is the county seat of Marshall County.

## Market Demographics

Population from the intersection of U.S. Highway 431 and Brasher's Chapel Road (See map on page 11.)

Area	1990	2000	2008
5 mile radius	23,819	<b>26,914</b>	27,574
10 mile radius	47,821	<b>55,304</b>	57,450
15 mile radius	78,417	<b>92,029</b>	96,225
20 mile radius	111,831	<b>130,985</b>	137,729
25 mile radius	183,235	<b>206,453</b>	215,471
30 mile radius	301,405	<b>340,334</b>	357,312

Source: ESRI Business Information Solutions

Median Household Income: \$31,664

## Nearest Metro Areas

Atlanta	150 miles	Birmingham	70 miles
Chattanooga	96 miles	Huntsville	30 miles
Mobile	330 miles	Nashville	150 miles

## Highway Traffic Count

North of Downtown Guntersville (Hwy 431 South)	16,440
Downtown Guntersville (Hwy 431N/Blount Ave, 1-way)	16,800
US Hwy 431 & Hwy 227	27,100
US Hwy 431 linking Hwy 69 & State Hwy 79-S	31,650
US Hwy 431 & State Hwy 79	35,090
US Hwy 431 & State Hwy 205	30,110
US Hwy 431 at Brashers Chapel Road	27,900

Source: ALDOT

## Major Highways

Federal Hwy 431	State Hwy 79
State Hwy 227	State Hwy 69
Interstate 59 – 26 miles	Interstate 65 – 40 miles

## Labor Force

Civilian Labor Force 40,550  
(Employed: 38,650 Unemployed: 1,900)

## Climate

Average Temperature:	60.1 degrees Fahrenheit
Average Precipitation:	53.5 inches
Altitude:	650 feet

Guntersville  
ALABAMA

# TRADE AREA SUMMARY

General merchandise sales tax for Guntersville(Oct 08-Sept 09) \$9,010,243.84  
 Annual bank deposits for Marshall County (2008) \$1.5 Billion

## Evidence of Community Retail Growth Since 2000

### Viable Downtown Area

All About Her Women's Clothing	Guntersville Outfitters
Boggus Financial Strategies	Kala's Cottage
Bubba's II Men's Clothing	Percasso's Coffee & Art
Calvert Art Studio & Gifts	Rock House Eatery
CVS	Rock House Flowers
Edward Jones Investments	Studio 509
Garden District Café	Walgreens
Generations Footwear	

### Highway 431-South Retail Development Corridor

Applebee's Neighborhood Grille	Hibbett Sports	Sally's
Belk	Radio Shack	Shoe Show
Bender's Gym	Lowe's Home Improvement	Sparky's Coffee
The Bible Outlet	Maurices	Staples
Captain D's	Mosley Monograms	Top O The River
Claire's	New China	Wintzell's Seafood
Chick-Fil-A	O'Charley's	Zaxby's
Cici's Pizza	Outlaw Steakhouse	
Cracker Barrel	Play N Trade	
Factory Connection	Pet Depot	
Griffin's Jewelers	Quizno's	
Hampton Inn	Rue 21	

### Retail Centers

Big Spring	The Courtyard
Mountain Crest Plaza	National Plaza
Trotter's Place	

The Marshall County & Guntersville Trade Area covers a seven county area. For more details, see Trade Area Designation section on page 12.

# MUNICIPAL INFORMATION

## **Government**

City – Mayor and Seven Council Members

## **Police Protection**

Full-time Personnel      37      Officers      25

## **Fire Protection**

22 Full-time Personnel  
 Fire Rating, 4      Haz/Mat, Yes

## **Public Transportation**

City of Guntersville      256-571-7574

## **Planning & Zoning**

City of Guntersville

## **Building Permits**

City of Guntersville, streamlined assistance

## **Retail Sales Tax**

8%

# UTILITY SERVICES

## Electricity

Guntersville Electric Board  
333 Gunter Ave.  
Guntersville, AL 35976  
256-582-5691  
Manager: Tommy Troup

## Water & Sewer

Guntersville Water & Sewer  
329 Gunter Ave.  
Guntersville, AL 35976  
256-582-5931  
Manager: Jack Swann

### Water:

Supply	Tennessee River
Capacity	4,700,000 GD
Daily Use	2,800,000 GD
Treatment	Standard Surface and Standard Ground

### Sewer:

Treatment	Aerobic digestion
Capacity	4,600,000 GD
Daily Use	2,600,000 GD

## Natural Gas

Marshall County Gas District  
P.O. Box 170  
Guntersville, AL 35976  
256-582-5641  
Manager: Richard Lawson

## Cable

Charter Communications  
P.O. Box 1185  
Albertville, AL 35950  
256-878-3802

AT&T (pending)  
Building 2, Suite 350  
620 Discovery Drive NW  
Huntsville, AL 35806

## Solid Waste Disposal

City of Guntersville Public Works  
2413 Taylor Street  
Guntersville, AL 35976  
256-571-7598  
Mike Bush, Director  
Sanitation, Garbage, Recyclables, & Street Department

# TRANSPORTATION

## Public Transportation

City of Guntersville

256-571-7574

## Rail Service

CSX Transportation Mainline

## Motor Freight

There are 23 motor freight carrier companies licensed to serve the needs of Guntersville and Marshall County.

## Air

**Guntersville Municipal Airport** located 3 miles northeast of the city on Hwy 431 north. Plans are underway for a new FFA-approved 5,000-foot runway. The current terminal features a meeting and waiting area for guests and visitors. Open seven days a week - 8:00 a.m. - 7:00 p.m. Fuel available: Jet A and low lead.

**Huntsville International Airport** – 45 miles northwest. One 8,000-foot runway and one 10,000-foot runway, 100 flights daily. Served by American, Continental, Delta, US Air, and Northwest.

**Birmingham International Airport** – 70 miles southwest. One 10,000-foot runway and one 7,200-foot runway, 134 flights daily. Served by American, Continental, Delta, Northwest, Southwest, United, US Air.

**The Huntsville International Intermodal Center** is located adjacent to the Huntsville International Airport to transfer, receive, store, and distribute air, rail, and highway cargo with overnight delivery throughout the Southeastern United States. The airport and intermodal center are designated by the U.S. Customs Service as a Foreign Trade Zone Port of Entry.

# INDUSTRIAL DEVELOPMENT

## Conners Island

A newly developed 550-acre environmentally friendly industrial park designed for light industrial/corporate use, located just north of the city.

### Total Acreage

550 Acres

Largest contiguous tract 425 acres

Smallest contiguous tract 125 acres

### Owner

Guntersville Industrial Development Board, City of Guntersville

Area & Topography

Fully served 550-acre site

Land cost per acre: \$30,000 (includes all utilities)

Gently rolling terrain with some trees

Good drainage

## Other Industrial Parks

Mountain Crest Industrial Park

Creek Ridge Industrial Park

## EDUCATION

All schools in the area are accredited by the Alabama State Department of Education and the Southern Association of Colleges and Schools.

**Guntersville City Schools** -The school system employs 142 teachers and administrators and another 80 support personnel. There are 1827 students enrolled in the five schools in the system. These include a pre-school, elementary, middle, junior high, and high school. The school operates on an annual budget of about \$12.5 million. During the 1998-1999 school year, President Clinton and the US Department of Education presented Guntersville Elementary School with the Blue Ribbon School Award. Student's academic scores are well above the national average. Guntersville students' scores rank in the top five for school systems in Alabama on standardized achievement tests. Only schools in the high-income suburban districts near Birmingham exceeded their scores.

**Marshall County Technical School** - Approximately 450 students are enrolled. The curriculum consists of childcare, clothing production, drafting, computer training, electronics, industrial maintenance, masonry, machine shop, carpentry, welding, mechanic, and adult education.

**The Bevill Center Advanced Manufacturing Technology** – Approximately 98 students are enrolled. Curriculum includes Air Conditioning and Refrigeration, Automobile Mechanics, Blueprint Reading, Computer-Aided Design, Computer Training, Confined Space Rescue and Entry, Continuous Quality Improvement, Electricity/Electronics, Engineering (drafting), Fire Brigade Training, Hazardous Materials, Heavy Equipment Repair (diesel), Industrial Maintenance, Machine Tool Technology, Management Training, Meeting OSHA Regulations, Robotics, Supervisor Training, Telecommunications (fiber optics), and Welding.

## POST-SECONDARY EDUCATION

**Snead State Community College** – Snead State Community College, one of the public two-year colleges of the Alabama College System, strives to provide accessible educational opportunities, to promote economic growth and development, and to enhance the quality of life for the College service area. Approximately 1,750 students are enrolled. The curriculum includes Associates Degrees in Computer Science Technology, Engineering Technology, Electronic Engineering Technology, Engineering Design Technology, Management and Supervision, Occupational Education, Air Conditioning and Refrigeration Technology, and Office Administration. One-year certifications are offered in Air Conditioning and Refrigeration, Industry Electricity, Industrial Maintenance Technology, Machine Tool Technology, and Welding Technology. Snead State also offers industry specific training if needed. Some of the specialized curriculum included in the past year were Refrigerant Recovery, Production Operator Training, Computer Workshops, CQA Primer, HVAC Contractors Prep, and Conversational Spanish.

### Colleges and Universities (within 60 miles)

#### **Alabama A&M University**

Normal, AL  
256-851-5000

#### **University of Alabama at Birmingham**

Birmingham, AL  
205-934-8221

#### **Gadsden State Community College**

Gadsden, AL  
256-549-8200

#### **University of Alabama in Huntsville**

Huntsville, AL  
256-890-6750

#### **Jacksonville State University**

Jacksonville, AL  
256-782-5781

#### **Wallace State Community College**

Hanceville, AL  
256-352-8000

#### **Northeast Alabama State Community College**

Powell, AL  
256-228-6001

# HEALTHCARE

## Hospitals

### Marshall Medical Center North

8000 Hwy 69  
Guntersville, AL  
256-571-8039

90 beds, all private rooms, emergency room staffed by physicians 24 hours, family centered OB-GYN including 8 birthing rooms, outpatient surgery with private rooms, CT scanning, critical care unit, sports medicine, occupational therapy, endoscopy, cardiac and pulmonary therapy, mammography, and wellness center. *Nearest regional facility: Huntsville Hospital – 40 miles*

### Marshall Medical Center South

P.O. Box 758  
Boaz, AL  
256-593-8310

150 beds, CT scanning, nuclear medicine, general ultrasound, cardiovascular ultrasound, laser surgery, day surgery suites, mammography center, cancer center, and wellness center. *Nearest regional facility: Gadsden Regional Hospital – 25 miles*

Ambulance Services are provided by both Marshall Medical Centers.

Physicians	100+
Dentists	33
Optometrists	18

## Nursing Homes

### Barfield Health Care, Inc.

22444 Hwy 431  
Guntersville, AL 35976  
256-582-3112

### Marshall Manor Nursing Home

North Street  
Guntersville, AL 35976  
256-582-6561

## Senior Center

### Guntersville Senior Center

A new lakeside multipurpose center for senior citizens' activities includes: daily nutrition programs (congregate and home delivered); educational activities; weekly recreation programs; health screening; arts and crafts; and transportation.

# RECREATION & TOURISM

## **Guntersville Recreational Center**

Operated by the City of Guntersville Parks and Recreation Department. The Recreation Center offers various programs for youth. The facility itself includes:

Baseball and softball fields	Gymnasium
Lighted tennis courts	Lighted walking and bicycle trails
Meeting rooms	Olympic size pool
Parks	Playgrounds

There are numerous city parks totaling 175 acres along the lake inside the city limits. Park facilities include:

Beach and swimming	Boat Launch
Handball court	Picnic areas
Public fishing pier	Tennis courts

Civitan Park is a beautiful lakeside park with a 900-seat amphitheater (lighted stage), 400 seat covered pavilion with barbecue pit, six horseshoe pits, and volleyball courts.

Guntersville has been host to the 2000 and will host the 2002 Dixie Pre-Majors World Series baseball tournaments. Guntersville has also hosted the Dixie Cup Regatta and Bassmaster fishing tournaments. The lake offers eight public launch areas and eight full service marinas. Fishing, ski, pontoon and sailboats are available for rent.

## **Guntersville Walking Trails**

Lurleen Wallace Drive Trail  
Sunset Drive Walking Trail  
TVA Walking Trail  
Bicycle/Pedestrian Trail  
Lake Guntersville State Park Trails

## **State Parks**

### ***Lake Guntersville State Park***

5,559-acre park with a newly renovated convention center and hotel. This recently renovated facility offers meeting rooms, 100-room hotel, chalets, and lake view cottages. 322-site campground, 18-hole golf course, swimming pools, tennis courts, picnic grounds, beach, store, hiking, and boat launch.

### ***Buck's Pocket State Park***

2,000-acre State Park with 48 campsites (primitive and improved), picnic area with covered pavilion, play area, hiking, and boat launch nearby.

### ***Cathedral Caverns***

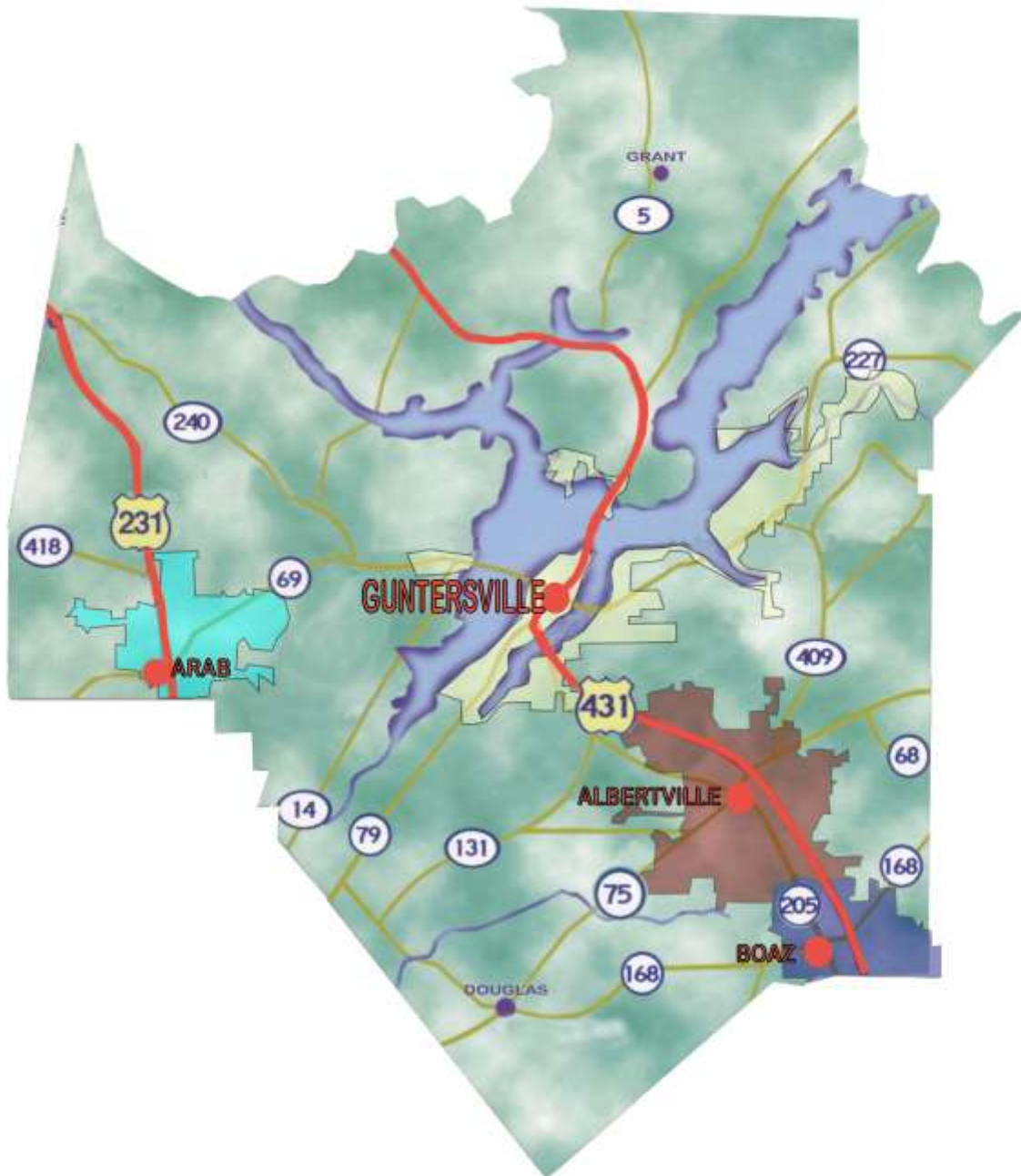
Featuring the world's largest stalagmite, the world's largest stalagmite forest, and the world's largest frozen waterfall. Evidence of human habitation can be traced back 8,000 years.

## **Area Attractions & Events**

69,000-Acre Lake	Stars on the Water Boat Parade
Guntersville Museum & Cultural Center	Christmas Parade
The Whole Backstage Community Theatre	U.S. Space and Rocket Center
Whole Backstage Performances	Huntsville Botanical Gardens
Eagle Awareness Weekends	
Wild Irish 10k Run	
Art on the Lake	
Historic Summer Walking Tours	
4 <sup>th</sup> of July Celebration & Boat Parade	
Mountain Lakes Triathlon	
Lakeside Summer Concerts	
ESPN/BASSMASTER Tournaments	

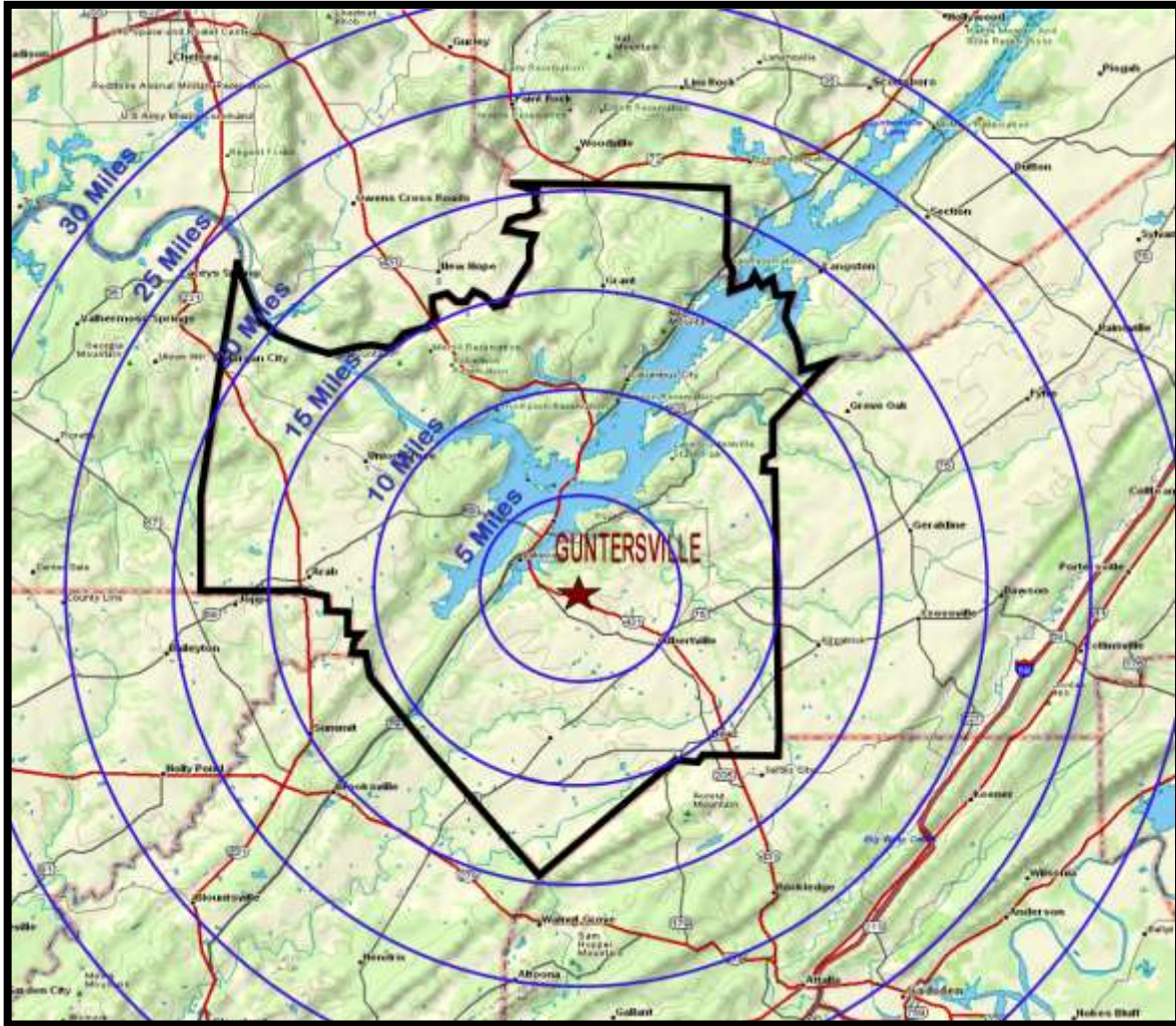


## MARSHALL COUNTY AREA MAP



A unique feature about Marshall County is that it has four medium-sized cities that are almost all contiguous. The non-rural population of Marshall County is **40,422**. If all the cities were combined, it would be the **tenth** largest city in Alabama, larger than Gadsden, Florence or Madison. The total population of Guntersville is 8,422 and the the county is **88,484**. It has been noted by the Census Bureau as the most densely populated rural county in the United States.

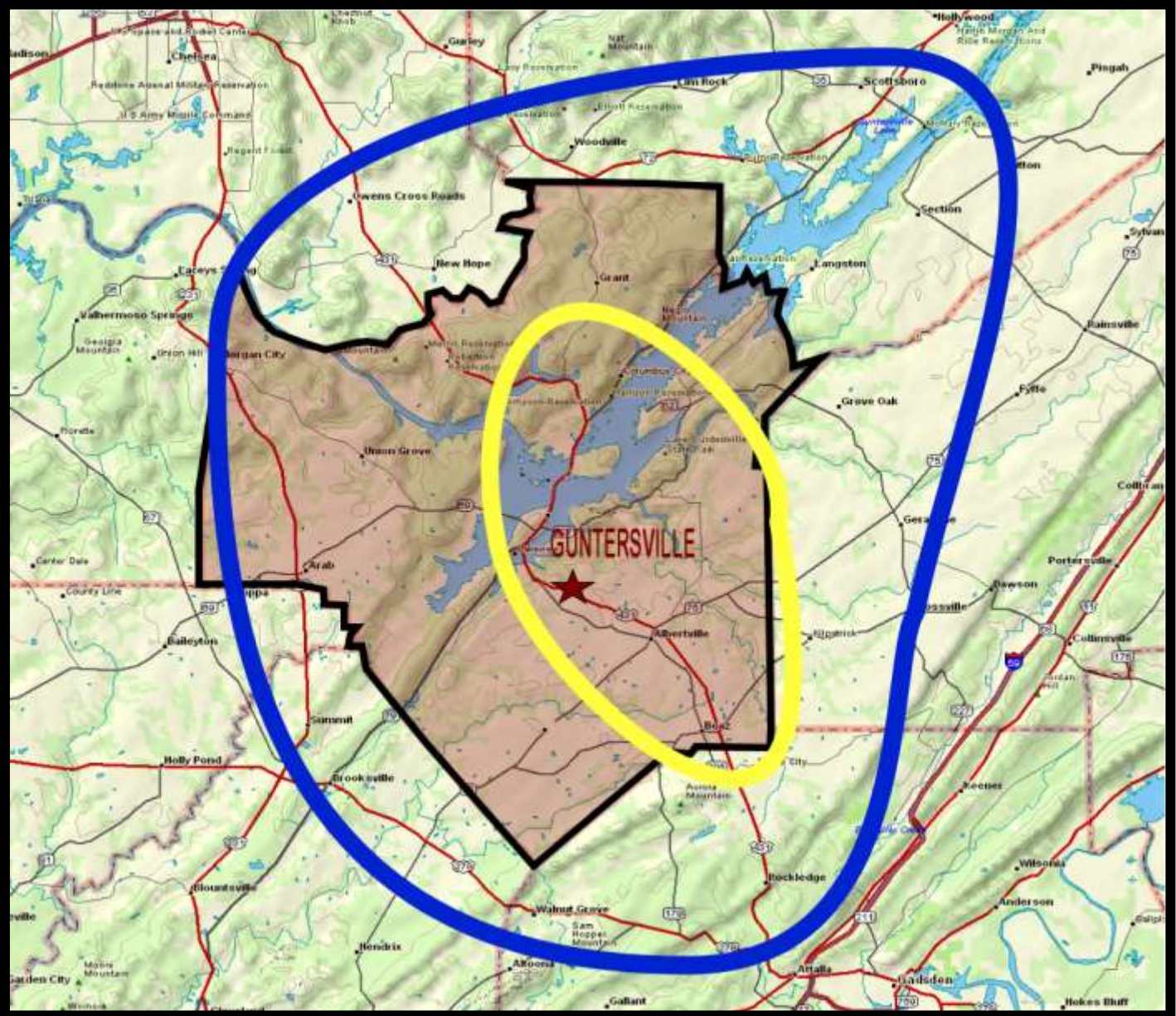
# RADIAL MAP



Radius	2000 Population	2008 Projected Population	2003 Average Household Income
5 mile radius	26,914	27,574	\$46,945
10 mile radius	55,304	57,450	\$45,614
15 mile radius	92,029	96,225	\$45,480
20 mile radius	130,985	137,729	\$45,325
25 mile radius	206,453	215,471	\$45,080
30 mile radius	340,334	357,312	\$49,278

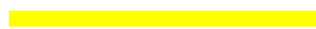
Source: ESRI Business Information Solutions

# TRADE AREA MAP



## ZONE DEFINITIONS:

PRIMARY TRADE ZONE



SECONDARY TRADE ZONE



## ZONE DEMOGRAPHICS:

2009 POPULATION:

PRIMARY

58,226

SECONDARY

167,942

2009 HOUSEHOLDS:

22,671

66,936

2009 MED.HOUSEHOLD INCOME:

\$34,454

\$37,076

# TRADE AREA DETAILS

	Primary -Trade Area	Secondary - Trade Area
<b>Population</b>		
2014 Projection	61,301	174,106
2009 Estimate	58,226	167,942
2000 Census	50,129	145,150
1990 Census	43,594	125,087
Growth 1990 - 2000	14.99%	16.04%
<b>Households</b>		
2014 Projection	23,761	69,440
2009 Estimate	22,671	66,936
2000 Census	19,648	57,630
1990 Census	17,221	48,533
Growth 1990 - 2000	14.10%	18.75%
<b>2002 Population by Race &amp; Origin</b>		
White	90.15%	93.70%
Black	2.24%	1.54%
Asian & Pacific Islander	0.33%	0.28%
Other Races	7.28%	4.48%
Spanish Origin	9.51%	4.56%
<b>2002 Hispanic Race Base</b>		
White	36.42%	40.75%
Black	0.29%	0.40%
Asian	0.42%	0.47%
<b>1990 Hispanic Population By Type</b>		
Not of Hispanic Origin	99.53%	99.56%
Mexican	0.25%	0.22%
Puerto Rican	0.06%	0.04%
Cuban	0.01%	0.01%
Other Hispanic	0.15%	0.17%

# TRADE AREA DETAILS, CONT.

	Primary -Trade Area	Secondary - Trade Area
<b>2002 Est. Population By Sex</b>		
Male	48.28%	48.62%
Female	51.72%	51.38%
<b>2009 Est. Households By Income</b>		
\$150,000 Or More	0.73%	0.67%
\$100,000 To \$149,999	2.71%	2.89%
\$75,000 To \$99,999	5.17%	5.74%
\$50,000 To \$74,999	14.25%	15.83%
\$35,000 To \$49,999	15.61%	16.55%
\$25,000 To \$34,999	17.49%	17.20%
\$15,000 To \$24,999	20.73%	20.47%
\$5,000 To \$15,000	22.75%	20.11%
2009 Average Household Size	2.53	2.49
2009 Est. Median HH Income	\$34,454	\$37,076
2009 Median all Owner-Occupied Housing Value	\$86,155	\$89,510
<b>1990 Population By Household Type</b>		
Family Households	87.69%	89.15%
Non Family Households	11.06%	9.98%
Group Quarters	1.25%	0.87%
<b>Marital Status Persons 15+</b>		
Single Male	9.53%	9.71%
Single Female	7.31%	7.22%
Married	61.96%	64.31%
Previously Married Male	5.88%	5.51%
Previously Married Female	15.31%	13.25%
<b>1990 Households By Type</b>		
Single Male	7.61%	7.51%
Single Female	16.26%	14.49%
Married Couple	60.59%	64.17%
Other Family - Male Head	2.63%	2.64%
Other Family - Female Head	11.05%	9.52%
Non Family - Male Head	1.18%	1.10%
<b>Households By Age By Poverty Status</b>		
Above Poverty Under Age 65	62.12%	65.16%
Above Poverty Age 65+	16.16%	14.97%
Below Poverty Under Age 65	12.79%	10.93%
Below Poverty Age 65+	8.93%	8.94%

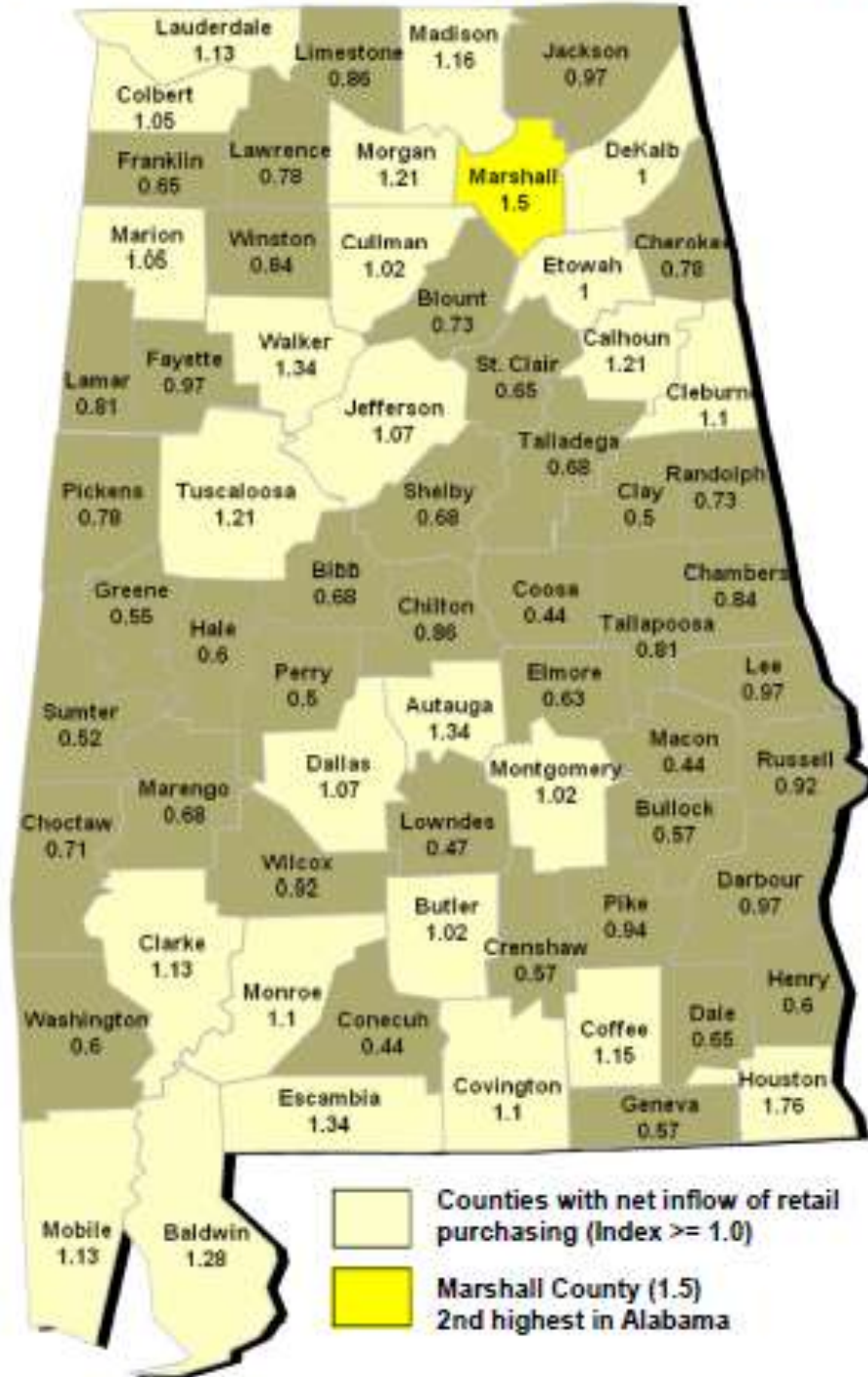
# TRADE AREA DETAILS, CONT.

	Primary -Trade Area	Secondary - Trade Area
<b>2002 Est. Population By Age</b>	50781	147,388
Under 5 Year	6.90%	6.48%
5 To 9 Years	7.11%	6.83%
10 To 14 Years	6.68%	6.89%
15 To 17Years	4.15%	4.20%
18 To 20 Years	4.09%	3.84%
21 To 24 Years	5.18%	4.85%
25 To 29 Years	6.92%	6.50%
30 To 34 Years	6.75%	6.67%
35 To 39 Years	6.87%	7.19%
40 To 49 Years	13.94%	14.84%
50 To 59 Years	12.15%	12.83%
60 To 64 Years	4.83%	5.10%
65 To 69 Years	4.24%	4.31%
70 To 74 Years	3.53%	3.39%
75+ Years	6.64%	6.09%
<b>2009 Median Age</b>	36.49	38.01
<b>Population Enrolled In School</b>	9,312	27,835
Public Pre - Primary	3.32%	3.32%
Private Pre - Primary	2.29%	1.84%
Public Elem/High	77.29%	77.16%
Private Elem/High	1.28%	0.93%
Enrolled In College	15.82%	16.75%
<b>Population (25+) By Education Level</b>	28,824	82,095
Elementary (0 - 8)	17.85%	17.67%
Some High School (9 - 11)	22.17%	21.83%
High School Grad/ ( 12 )	28.40%	30.46%
Some College ( 13-15)	15.44%	15.15%
Associates Degree	4.69%	4.69%
Bachelors Degree	7.41%	6.28%
Graduate Degree	4.04%	3.91%

# TRADE AREA DETAILS, CONT.

	Primary -Trade Area	Secondary - Trade Area
<b>Population By Urban vs. Rural</b>		
Urban	61.75%	40.64%
Rural	38.25%	59.36%
<b>Population 16+ By Occupation</b>		
Executive and Managerial	19,323	56,107
Professional Specialty	9.62	8.14%
Technical Support	9.20%	9.43%
Sales	2.33%	2.76%
Administrative Support	13.32%	11.08%
Service: Private Household	11.96%	11.95%
Service: Protective	0.25%	0.28%
Service: Other	1.31%	1.18%
Farming Forestry & Fishing	8.65%	7.64%
Precision Product. & Craft	2.62%	3.29%
Machine Operator	15.42%	16.43%
Trans. And Material Moving	13.16%	16.18%
Laborers	5.66%	5.68%
	6.50%	5.95%
<b>Females 16+ With Children 0-17</b>		
Working With Child<6	18,473	51,601
Not Working With Child<6	4.55%	4.67%
Not In Labor Force With Child<6	0.51%	0.43%
Working With Child 6-17	3.12%	3.08%
Not Working With Child 6-17	12.95%	13.96%
Not In Labor Force With Child 6-17	1.32%	1.21%
Working With Child 0-5 & 6-18	5.33%	5.54%
Not Working With Child 0-5 & 6-18	2.73%	2.89%
Not In Lab. Force W/Child 0-5 & 6-18	0.28%	0.28%
Working With No Children	2.00%	2.04%
Not Working With No Children	25.34%	26.21%
Not In Lab. Force With No Child.	2.44%	2.24%
	39.44%	37.46%

# 2004 OUTSHOPPING PATTERN



Source: JSU Economic Update Sept/Oct 2005

# DEVELOPMENT CONTACTS

## City of Guntersville

341 Gunter Avenue  
Guntersville, AL 35976

<b>Robert L. Hembree, Jr.</b> , Mayor	256.571.7560
<b>Grant DeMuth</b> , Economic Development Director	256.571.7565
<b>Milla Sachs</b> , Executive Assistant to the Mayor	256.571.7565
<b>Betty Jones</b> , City Clerk	256.571.7560
<b>Ed Crabtree</b> , Building Inspector	256.571.7564
<b>Renea Bradley</b> , Personnel Director	256.571.7561

[www.guntersvilleal.org](http://www.guntersvilleal.org)

## Chamber of Commerce

**Lake Guntersville Chamber of Commerce**  
P.O. Box 577  
Guntersville, AL 35976

**Ms. Morri Yancy, IOM**, President 256.582.3612

[www.lakeguntersville.org](http://www.lakeguntersville.org)

## Marshall County

**Marshall County Economic Development Council**  
2208 Ringold Street Suite 1-A  
Guntersville, AL 35976

**Matt Arnold**, President & CEO 800.865.5129

[www.marshallteam.org](http://www.marshallteam.org)

