

ALABAMA OUTREACH

A Newsletter of the West Alabama Entrepreneurial Research Network

Volume 1 Number 2

June, 2001

Wired to the World

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In spring 2001 the West Alabama Entrepreneurial Research Network embarked on the Community Web Presence Project to web-enable the partner counties for economic development activities. One of the goals of the project was to provide training and resources necessary for the communities to build, enrich, and maintain their web sites.

The project has been guided by Dr. Joanne Hale in the UA College of Commerce. She and her team of graduate and undergraduate students began with extensive background research to be sure the final products met the needs of the partner agencies. Dr. Hale asked the students to:

- Interview the partner agencies in West Alabama;
- Assess their existing Internet access situations;
- Make recommendations for an appropriate development platform, based on the criteria of price, ease of use, skill level required, available tutorials and help documentation, and relevant features;
- Build a template;
- Document all activities, and
- Write training manuals for the partner agencies.

At the end of the spring semester the students had done an impressive amount of work. But the project is not finished! Over the summer Dr. Hale and her student team will continue working with the West Alabama partners. A prototype web site has been constructed for Greene County and should be activated in the near future. Activities for the new web site in Sumter County also are progressing. Hale County's and Marengo County's web-based needs differ a bit from the others. Their particular situations will be addressed over the summer and their web sites will be tailored to their expressed needs.

Another summer activity will be to conduct personalized training for the West Alabama agencies. The training focuses on the skills required to enhance the web template and also addresses the resources and processes necessary to keep the web sites current and useful.

The UA students involved in the Community Web Presence Project during spring 2001 have enthusiastically expressed how much they enjoyed being part of the project. They learned many things that will be useful to them in the "real world." They met local people they enjoyed getting to know. And they believe that what they were doing will make a positive difference in the economic well-being of West Alabama.

Greene County

Summary Retail Trade Statistics 1997

| | |
|---------------------------------|--------------|
| Number of Retail Establishments | 34 |
| Sales | \$31,345,000 |
| Annual Payroll | \$2,679,000 |
| Paid Employees | 232 |

Major Kinds of Retail Establishments

| | Number |
|-------------------------------|--------|
| Gasoline stations | 10 |
| Food & beverage | 6 |
| Motor vehicle & parts dealers | 4 |

Sumter County

Summary Retail Trade Statistics 1997

| | |
|---------------------------------|--------------|
| Number of Retail Establishments | 66 |
| Sales | \$69,294,000 |
| Annual Payroll | \$6,003,000 |
| Paid Employees | 322 |

Major Kinds of Retail Establishments

| | Number |
|-------------------------------|--------|
| Gasoline stations | 21 |
| Food & beverage | 15 |
| Motor vehicle & parts dealers | 4 |

Hale County

Summary Retail Trade Statistics 1997

| | |
|---------------------------------|--------------|
| Number of Retail Establishments | 45 |
| Sales | \$52,810,000 |
| Annual Payroll | \$4,115,000 |
| Paid Employees | 322 |

Major Kinds of Retail Establishments

| | Number |
|-------------------------------|--------|
| Gasoline stations | 9 |
| Food & beverage | 8 |
| Motor vehicle & parts dealers | 5 |

Marengo County

Summary Retail Trade Statistics 1997

| | |
|---------------------------------|---------------|
| Number of Retail Establishments | 140 |
| Sales | \$143,484,000 |
| Annual Payroll | \$13,588,000 |
| Paid Employees | 1,060 |

Major Kinds of Retail Establishments

| | Number |
|-------------------------------|--------|
| Gasoline stations | 22 |
| Food & beverage | 21 |
| Motor vehicle & parts dealers | 18 |

For more information: To see more retail trade statistics, go to the Census Bureau's web site at <http://www.census.gov/prod/www/abs/ret-trd.html>

Some explanations: The Census Bureau's Economic Census is conducted every five years, for years ending in 2 and 7. The most current Economic Census is for the year 1997. The next one will be for the year 2002.

The Economic Census is conducted on an establishment basis. That is, if a company operates more than one store in a county, each store counts as a separate establishment.

Data from the 1997 Economic Census were tabulated on the basis of the North American Industry Classification System (NAICS), unlike earlier censuses, which were published according to the Standard Industrial Classification (SIC) System. This change makes it hard to compare data from the past to the current census.

Besides Retail Trade, other reports from the 1997 Economic Census are also available. Readers might want to look at the reports for Construction, Health Care, Transportation and Warehousing, or Manufacturing, among others. These are available on the Census Bureau's web site. Go to <http://www.census.gov>. Click on Economic Census under the Business heading. Click on the census report you want, for example, Retail Trade. Scroll down to Geographic Area Series and click on Alabama.

Source: U.S. Bureau of the Census, 1997 Economic Census, November 17, 1999.



Entrepreneurial Center Opening Ceremonies for the Industrial Development Authority of Sumter County

Pictured from left to right: Dr. Bobby Williams, Senator Charles Steele, Felicia Jones, Samory Pruitt, and Christopher Spencer.

Entrepreneurial Center Opening Ceremonies for the Greene County Industrial Development Board

Pictured from left to right: Chris "Chip" Beeker, Eutaw Mayor Raymond Steele, Phillis Belcher, Samory Pruitt, and Senator Charles Steele.



Per Capita Personal Income

| | 1997 | | | 1998 | | | 1999 | | |
|---------------|----------|----------|----------|------|------|------|------|------|------|
| | 1997 | 1998 | 1999 | 1997 | 1998 | 1999 | 1997 | 1998 | 1999 |
| United States | \$25,874 | \$27,321 | \$28,546 | | | | | | |
| Alabama | 21,129 | 22,118 | 22,972 | | | | 100% | | 80% |
| Greene | 14,171 | 14,932 | 15,684 | 64 | | | 68 | | 55 |
| Hale | 14,882 | 15,738 | 16,380 | 61 | | | 71 | | 57 |
| Marengo | 17,824 | 19,113 | 20,209 | 30 | | | 88 | | 71 |
| Sumter | 14,327 | 15,070 | 15,861 | 63 | | | 69 | | 56 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis, May, 2001.

Selected Demographic Characteristics

| | Median | Total | Percent of | Average | Average | Percent of |
|---------|---------|------------|------------|-----------|-----------|--------------------|
| | Age | | | | | |
| | (years) | Households | that are | Size | Size | Units that |
| | | | Families | (persons) | (persons) | are Owner-Occupied |
| Alabama | 35.8 | 1,737,080 | 70.0% | 2.49 | 3.01 | 72.5% |
| Greene | 35.9 | 3,931 | 67.4 | 2.52 | 3.16 | 75.6 |
| Hale | 34.4 | 6,415 | 71.8 | 2.63 | 3.19 | 80.2 |
| Marengo | 36.4 | 8,767 | 71.6 | 2.55 | 3.08 | 79.2 |
| Sumter | 32.1 | 5,708 | 64.2 | 2.55 | 3.26 | 72.3 |

Source: U.S. Bureau of the Census, 2000 Census of Population.

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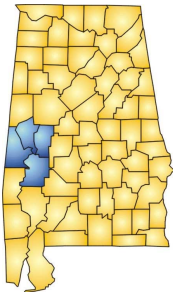
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