



SARALAND, ALABAMA ECONOMIC DEVELOPMENT PACKAGE

Prepared By: Sean Bryant – VP Of Economic Development,
Saraland Area Chamber of Commerce
939 Saraland Blvd. S, Saraland, AL 36571
251.675.4444
www.saralandchamber.com



SARALAND – **INDUSTRIAL OPPORTUNITIES**

- 15 Minutes From Port Of Mobile
- 15 Minutes From CSX Container Dock
- 20 Minutes From Brookley Field Wide Body Runway
- Access To I-65 Interstate
- 15 Minute Drive To I-10 Interstate
- Industrial Zoning Districts With Land Available
- Hwy 158 Expanding To Hwy 98
- Sites With Available Direct Rail Access, Power And Gas For Large Industrial Use.





MANUFACTURING/DISTRIBUTION COMPANIES OPERATING IN SARALAND





SARALAND RESIDENTIAL

01

#1 In Best School Districts In
Mobile, AL Area. Niche.com
Rankings

86 Residential Certificate
of Occupancy's Issued In
2021

02

New Planned Developments
– 500+ Lots Available

03

04

Existing Lots Available
– 100+

05

16,171 Residents In The City
Jurisdiction – 21% growth
from 2010 Census

465 Multi Family Units
Approved For Development
In 2021

06

07

Top 25% of fastest
growing cities in the
state of Alabama

SARALAND RETAIL, FOOD AND SERVICE ESTABLISHMENTS

burkes
OUTLET
more brands. big savings.

blue moose
EXPRESS AUTO SPA

Walmart

Publix

WHATABURGER

Pizza Hut

MARCO'S
PIZZA

STARBUCKS
COFFEE

McDonald's

DOLLAR TREE

T Mobile

jiffy lube

piggly wiggly

CHICKEN FIELD
CHICK

ZAXBY'S

MUGSHOTS
Grill & Bar

FIREHOUSE
SUBS
FOUNDED BY FIREMEN

LOUISIANA
KITCHEN
POPEYES

TSC TRACTOR
SUPPLY CO.

Auto Zone

CALIBER
CAR WASH

Bebo's
Express
CAR WASH

Cracker Barrel
OLD COUNTRY STORE

Jersey Mikes
SUBS

Domino's

BURGER KING

Little Caesars

W

verizon

ROUSES
MARKETS

Great Clips
IT'S GONNA BE HOT

Hardee's

foosackly's
chicken finger

WINTZELL'S
OYSTER HOUSE

Krystal

AZTECAS
Restaurant de Comida

HIBBETT
SPORTS

AT&T

Pelc Tire
TIRE SERVICE CENTER

FAUSAK
TIRES & SERVICE

BARNHILL'S
BREAD • BUTTER • BAKERY

GOLDFINGERS

TACO BELL

GREAT AMERICAN
COOKIES

MARBLE SLAB
CREAMERY

CVS

FAMILY DOLLAR

the Y
YOUTH CENTER

Greater Mobile
Urgent Care

Freddy's
STEAKBURGERS

HIBACHI
GRILL & BAR

P.S. TACO
COMPANY

NOT MY WEINER WAGEL
THE WICKED OUT WEINER

MOLA'S COFFEE CO.
MANAHOSSA, FLORIDA

BIG LOTS!

DOLLAR GENERAL

AOC
ALABAMA ORTHOPAEDIC CLINIC, P.C.

Mobile Infirmary
INFIRMARY HEALTH

JUNCTION
THE COMMON MARKET

Wendy's

SONIC

Godfather's
Pizza

ROCK N ROLL
SUSHI

goodwill

O'Reilly
AUTO PARTS

afc
american family care
The Right Care. Right Now.

American
LUBE FAST

LA TRES AVOCADO

Lickin' Good
DONUTS

Heart's
FRIED CHICKEN
How to share the chicken

WAFFLE HOUSE

KFC



SARALAND **RETAIL**

- I-65 – HWY 158 Corridor Has Seen Explosive Growth
- State Is Expanding HWY 158 To Intersect With HWY 98 – Will Bring More Traffic From MS Traveling North On I-65 That Seeks To Bypass Mobile. Currently Sees About 40,000 Cars/Day.
- 32k People Within 10 Minute Drive Of I-65 And Hwy 158 Intersection
- On Average The Walmart In Saraland Averages Over 200K Visitors Each Month
- Saraland Walmart Ranks 3rd In The State In Number Of Visits To Walmart Stores

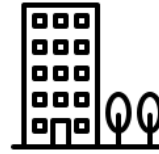




SARALAND **COMMERCIAL**



Affordable Land
And Building Costs
On Hwy 43



Available
Property



Opportunity To Buy
And Improve
Existing Structures



DEMOGRAPHIC PROFILE

The population in the City of Saraland, AL was 16,171 per 2020 Census data – which is more than the projected growth in this graph.

The region has a civilian labor force of 6,649 with a participation rate of 62.2%. Of individuals 25 to 64 in the City of Saraland, AL, 21.6% have a bachelor’s degree or higher which compares with 33.5% in the nation.

The median household income in the City of Saraland, AL is \$61,116 and the median house value is \$159,000.

<https://www.census.gov/quickfacts/saralandcityalabama>

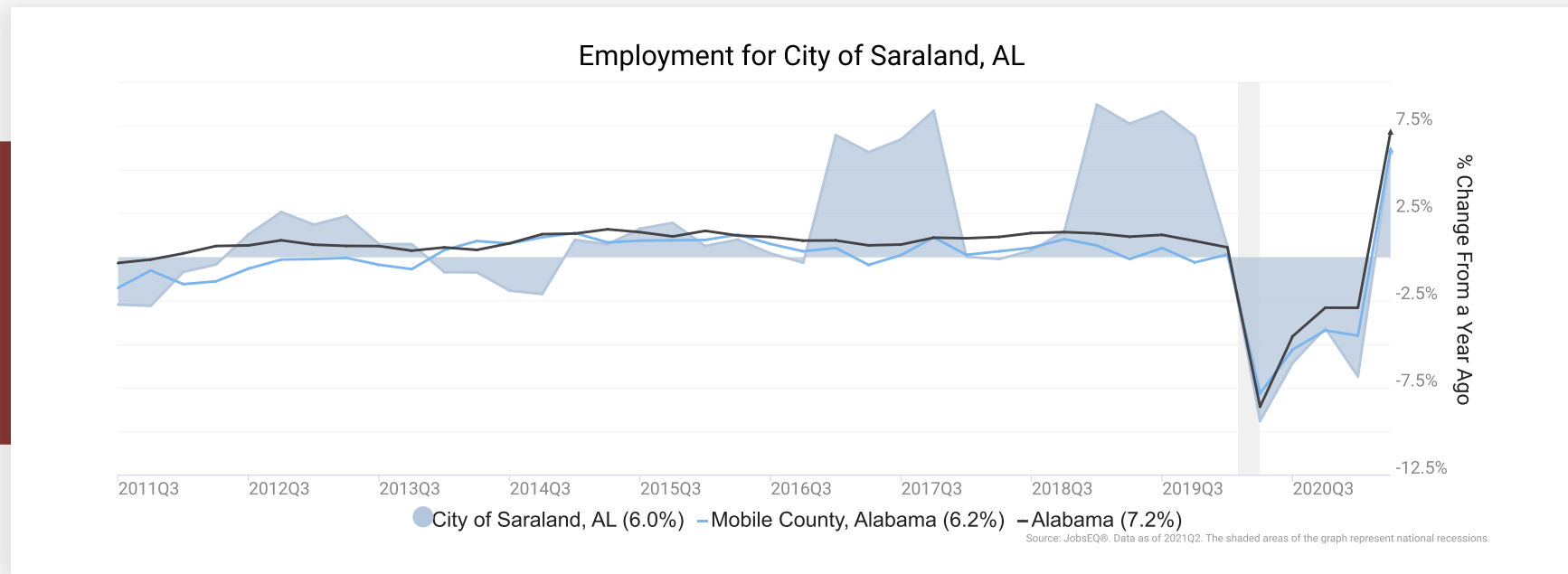


Summary ¹						
	Percent			Value		
	City of Saraland, AL	Mobile County, Alabama	Alabama	City of Saraland, AL	Mobile County, Alabama	Alabama
Demographics						
Population (ACS)	—	—	—	14,391	414,114	4,876,250
Male	44.9%	47.7%	48.4%	6,468	197,367	2,359,355
Female	55.1%	52.3%	51.6%	7,923	216,747	2,516,895
Median Age ²	—	—	—	37.7	37.9	39.0
Under 18 Years	25.1%	23.6%	22.5%	3,610	97,811	1,096,376
18 to 24 Years	8.5%	9.0%	9.4%	1,224	37,465	458,997
25 to 34 Years	12.8%	13.9%	13.1%	1,836	57,737	637,947
35 to 44 Years	13.4%	11.9%	12.2%	1,925	49,349	596,388
45 to 54 Years	11.0%	12.5%	13.0%	1,582	51,615	632,659
55 to 64 Years	13.2%	13.2%	13.0%	1,906	54,798	649,002
65 to 74 Years	8.2%	9.5%	9.8%	1,179	39,312	476,681
75 Years, and Over	7.8%	6.3%	6.7%	1,129	26,027	328,200
Race: White	79.9%	58.6%	68.1%	11,505	242,715	3,320,247
Race: Black or African American	13.6%	35.8%	26.6%	1,962	148,050	1,299,048
Race: American Indian and Alaska Native	1.8%	0.8%	0.5%	265	3,192	25,565
Race: Asian	1.3%	1.9%	1.4%	186	7,928	66,270
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%	11	47	2,238
Race: Some Other Race	0.7%	1.1%	1.4%	106	4,542	70,662
Race: Two or More Races	2.5%	1.8%	1.9%	356	7,640	92,220
Hispanic or Latino (of any race)	1.0%	2.9%	4.3%	146	12,018	208,626
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.4%	56.7%	57.3%	6,649	185,327	2,229,479
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	83.4%	76.1%	77.1%	4,438	120,235	1,431,819
Armed Forces Labor Force	0.2%	0.2%	0.3%	20	770	13,306
Veterans, Age 18-64	5.1%	6.1%	6.0%	429	15,173	177,164
Veterans Labor Force Participation Rate and Size, Age 18-64	80.2%	71.8%	71.3%	344	10,893	126,372
Median Household Income ²	—	—	—	\$60,633	\$47,583	\$50,536
Per Capita Income	—	—	—	\$28,198	\$25,861	\$27,028
Mean Commute Time (minutes)	—	—	—	23.7	25.0	24.9
Commute via Public Transportation	0.0%	0.4%	0.3%	0	767	6,927
Educational Attainment, Age 25-64						
No High School Diploma	10.9%	12.5%	12.4%	790	26,602	311,386
High School Graduate	33.1%	32.7%	29.5%	2,402	69,842	743,368
Some College, No Degree	23.8%	21.9%	22.1%	1,724	46,688	555,729
Associate's Degree	10.4%	9.0%	9.4%	754	19,256	237,710
Bachelor's Degree	15.6%	16.3%	17.1%	1,129	34,716	429,310
Postgraduate Degree	6.2%	7.7%	9.5%	450	16,395	238,493
Housing						
Total Housing Units	—	—	—	5,867	183,671	2,255,026
Median House Value (of owner-occupied units) ²	—	—	—	\$149,000	\$130,200	\$142,700
Homeowner Vacancy	2.1%	1.9%	1.8%	81	2,026	24,454
Rental Vacancy	11.5%	8.8%	10.0%	186	5,573	66,416
Renter-Occupied Housing Units (% of Occupied Units)	27.0%	35.5%	31.2%	1,396	55,398	583,145
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.1%	7.1%	6.1%	214	11,131	113,960
Social						
Poverty Level (of all people)	9.4%	18.8%	16.7%	1,354	76,275	795,989
Households Receiving Food Stamps/SNAP	6.7%	16.6%	14.0%	348	25,867	260,883
Enrolled in Grade 12 (% of total population)	2.0%	1.5%	1.3%	285	6,019	64,852
Disconnected Youth ³	5.3%	3.0%	2.7%	42	626	6,966
Children in Single Parent Families (% of all children)	29.7%	46.5%	38.6%	1,000	41,979	392,646
Uninsured	7.5%	11.2%	9.5%	1,077	45,937	457,826
With a Disability, Age 18-64	11.8%	12.2%	14.2%	995	30,030	414,378
With a Disability, Age 18-64, Labor Force Participation Rate and Size	31.7%	31.2%	33.5%	315	9,366	138,805
Foreign Born	1.6%	3.1%	3.5%	230	12,945	172,947
Speak English Less Than Very Well (population 5 yrs and over)	1.2%	1.7%	2.2%	165	6,586	99,135



EMPLOYMENT TRENDS

As of 2021Q2, total employment for the City of Saraland, AL was 6,984 (based on a four-quarter moving average). Over the year ending 2021Q2, employment increased 6.0% in the region.

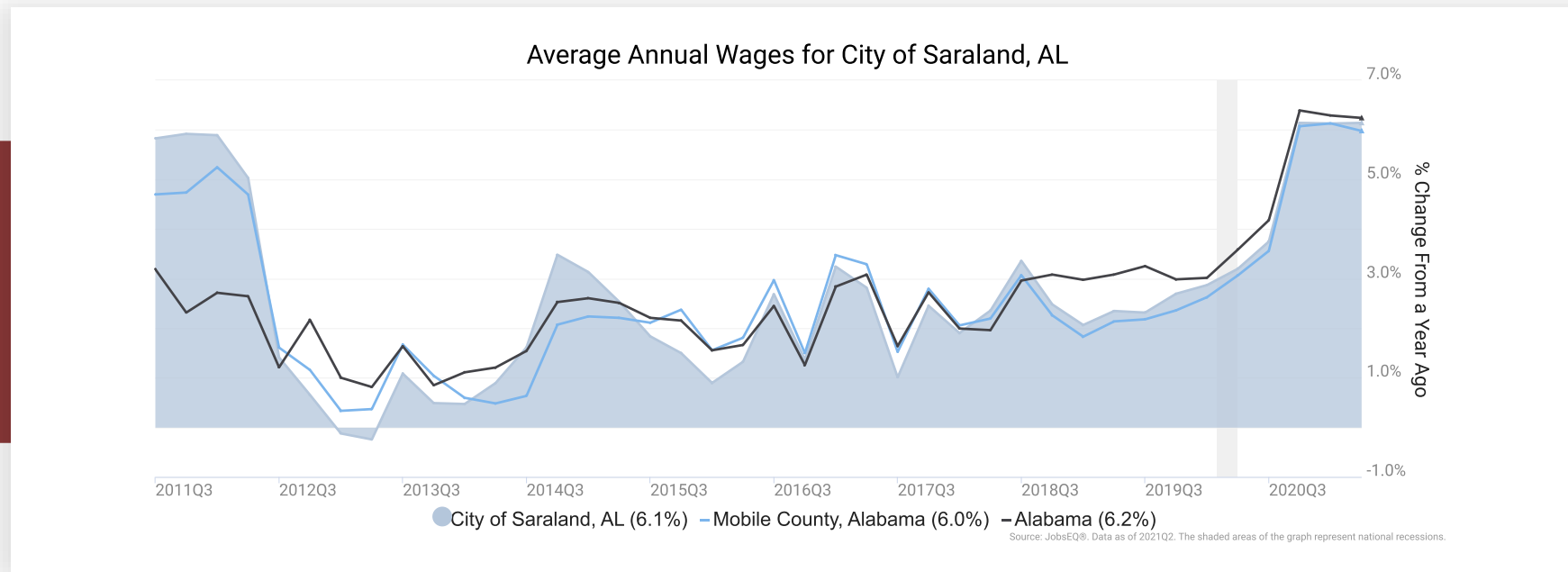


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q1 with preliminary estimates updated to 2021Q2.



WAGE TRENDS

The average worker in the City of Saraland, AL earned annual wages of \$49,597 as of 2021Q2. Average annual wages per worker increased 6.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$64,141 in the nation as of 2021Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q1 with preliminary estimates updated to 2021Q2.



COST OF **LIVING** INDEX

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 11.8% lower in City of Saraland, AL than the U.S. average.

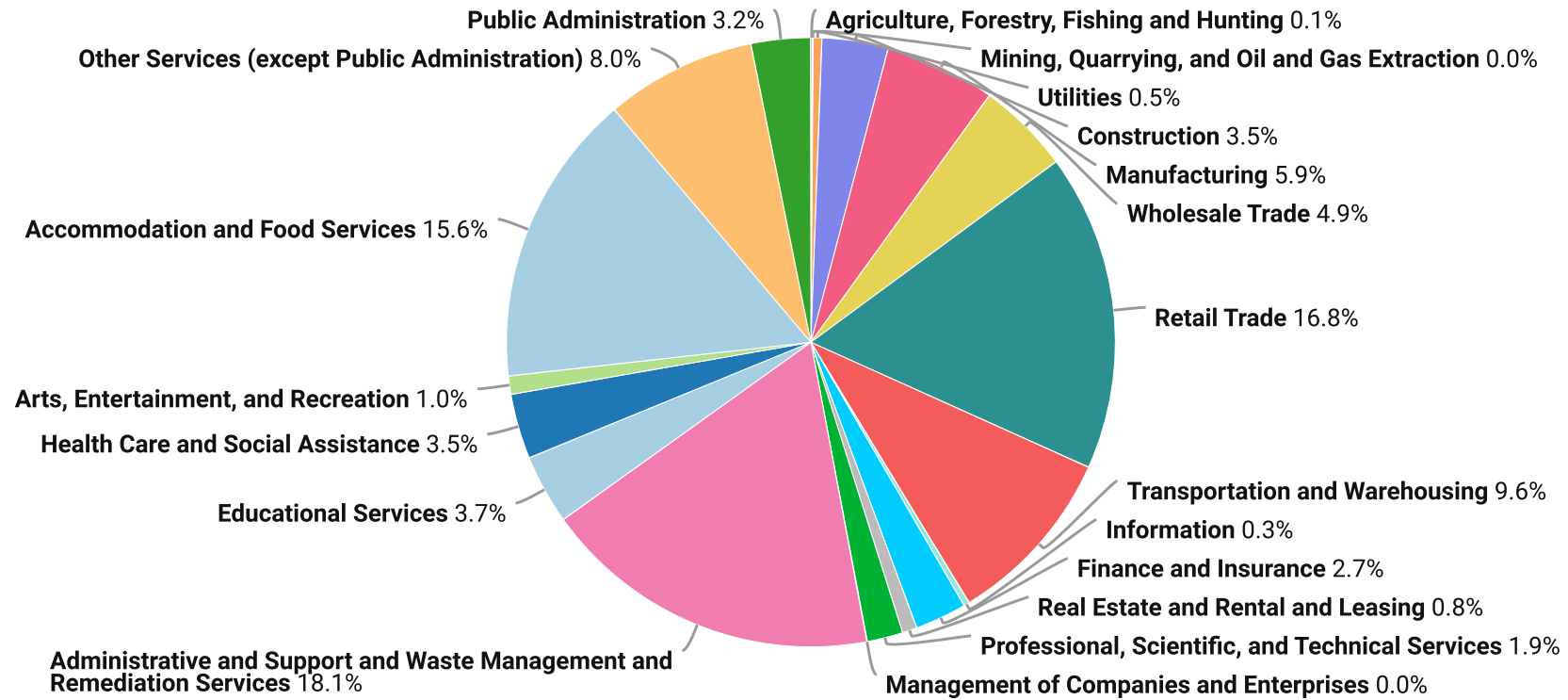
Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Saraland, AL	\$49,597	88.2	\$56,261
Mobile County, Alabama	\$50,751	88.2	\$57,571
Alabama	\$51,359	89.2	\$57,576
USA	\$64,141	100.0	\$64,141



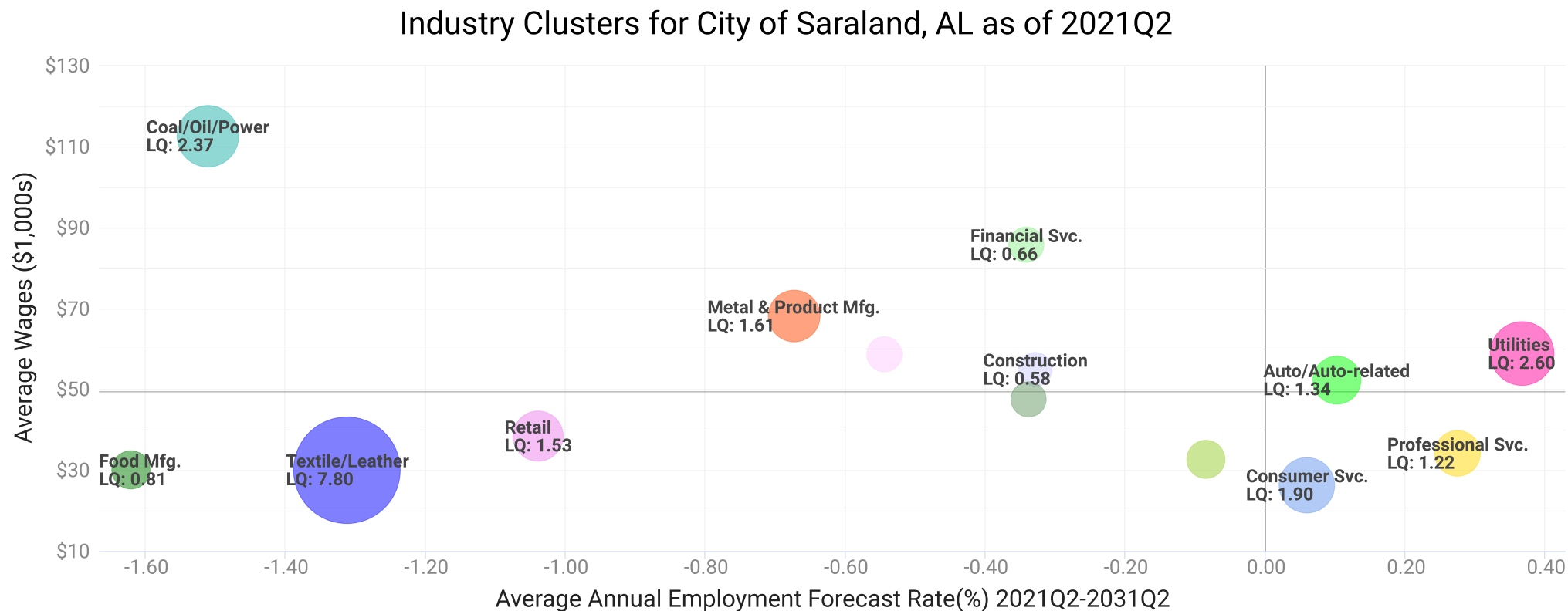
INDUSTRY SNAPSHOT

Total Workers for City of Saraland, AL by Industry





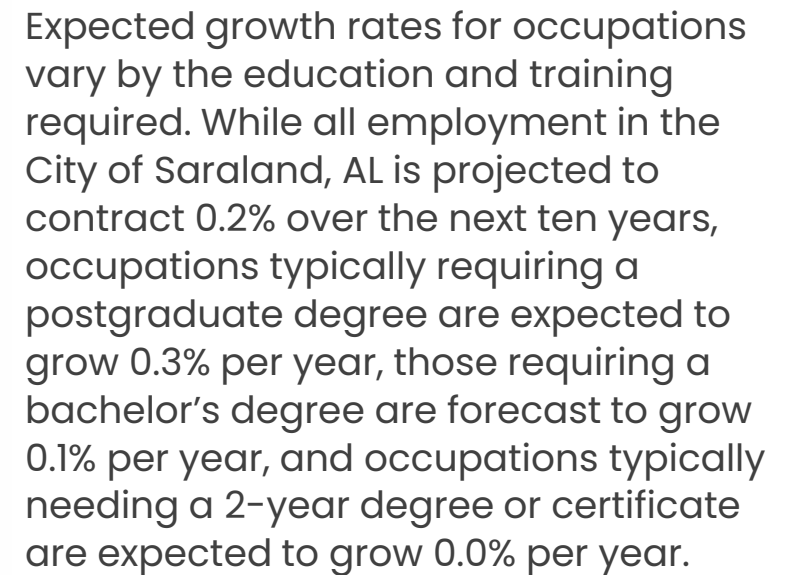
INDUSTRY CLUSTERS



Source: JobsEQ®, Data as of 2021Q2



EDUCATION LEVELS



Employment by occupation data are estimates as of 2021Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.



TRAFFIC COUNTS



The Alabama Department Of
Transportation Maintains Both
Permanent And Temporary

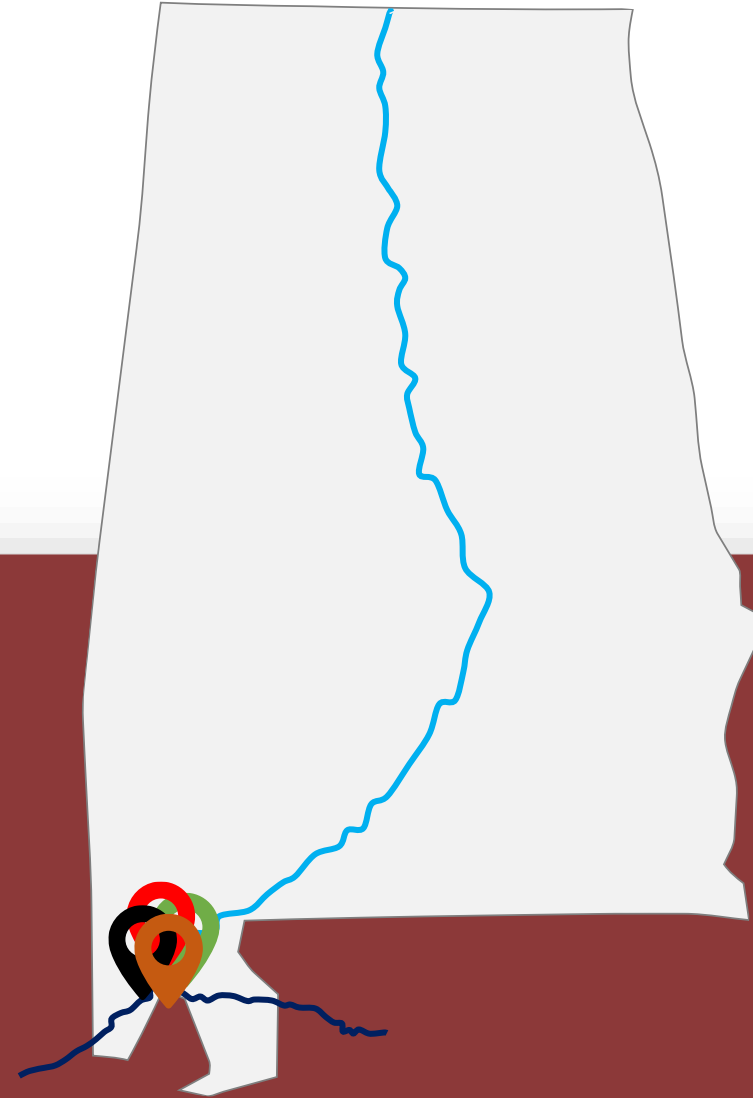


Traffic Counter Sites Throughout
The State, With Data Available
From 2014 - 2020.



- I-10 Interstate
- I-65 Interstate
- Railway Intersection
- Brookley Airfield
- Deep Water Container Port

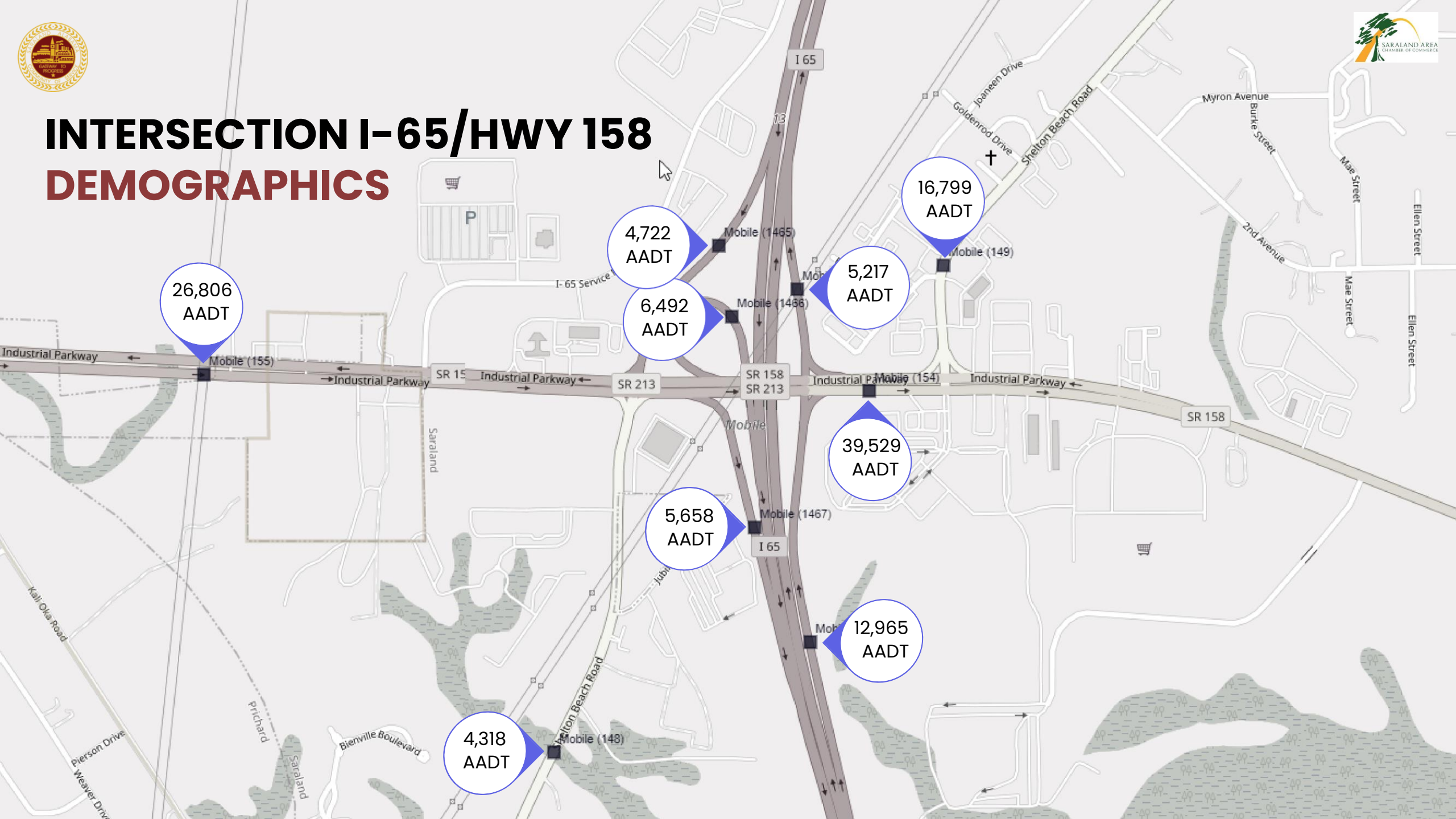
CITY OF SARALAND





INTERSECTION I-65/HWY 158

DEMOGRAPHICS



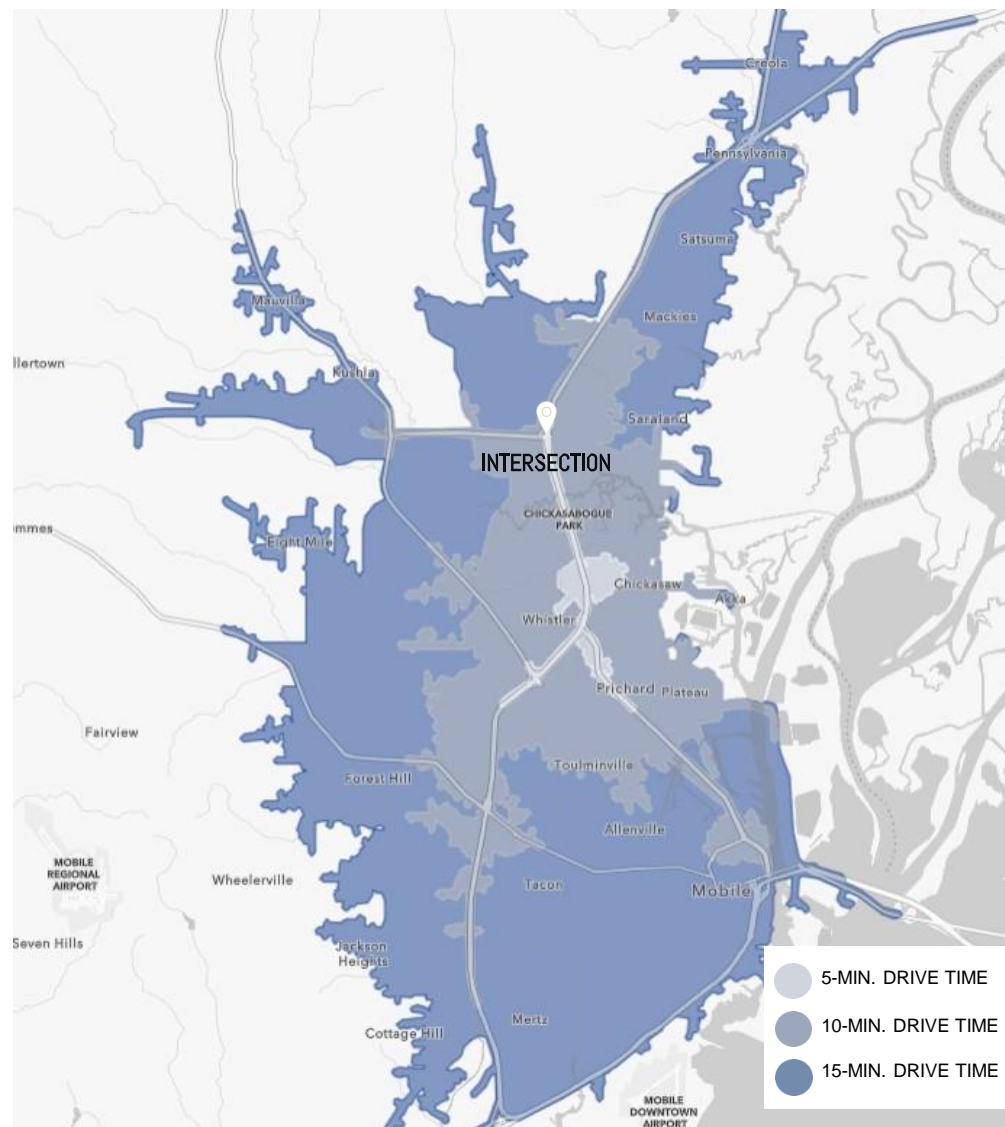


SARALAND

I-65/HWY. 158 INTERSECTION
SARALAND, AL 36571

Saraland 5-10-15

Drive Map

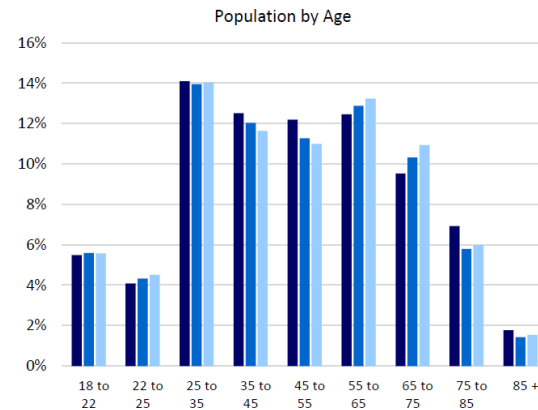




INTERSECTION I-65/HIGHWAY 158

AREA DEMOGRAPHICS

	5 Min Drive		10 Min Drive		15 Min Drive	
Current						
2021 Population	5,484	—	32,030	—	64,305	—
2026 Projected Population	5,595	—	32,065	—	63,994	—
Pop Growth (%)	2.0%	—	0.1%	—	-0.5%	—
2021 Households	2,130	—	12,139	—	24,044	—
2026 Projected Households	2,175	—	12,158	—	23,925	—
HH Growth (%)	2.1%	—	0.2%	—	-0.5%	—
Census Year						
2000 Population	4,878	—	35,935	—	74,020	—
2010 Population	5,180	—	32,835	—	67,037	—
Pop Growth (%)	6.2%	—	-8.6%	—	-9.4%	—
2000 Households	1,924	—	13,448	—	26,834	—
2010 Households	2,006	—	12,409	—	25,044	—
HH Growth (%)	4.3%	—	-7.7%	—	-6.7%	—
Household Income (2021)						
Per Capita Income	\$25,798	—	\$20,773	—	\$20,774	—
Average HH Income	\$66,407	—	\$54,814	—	\$55,559	—
Median HH Income	\$53,898	—	\$40,823	—	\$38,926	—
Less than \$25,000	403	18.9%	3,972	32.7%	8,345	34.7%
\$25,000 - \$34,999	241	11.3%	1,264	10.4%	2,575	10.7%
\$35,000 - \$49,999	339	15.9%	1,817	15.0%	3,566	14.8%
\$50,000 - \$74,999	380	17.8%	2,062	17.0%	3,986	16.6%
\$75,000 - \$99,999	342	16.1%	1,437	11.8%	2,324	9.7%
\$100,000 - \$149,999	296	13.9%	1,085	8.9%	2,113	8.8%
\$150,000 - \$199,999	58	2.7%	278	2.3%	632	2.6%
\$200,000+	72	3.4%	223	1.8%	504	2.1%
Businesses						
Establishments	211	—	733	—	1,290	—
Employees (FTEs)	3,370	—	11,814	—	22,504	—

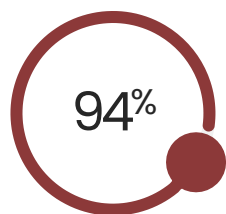


	5 Min Drive		10 Min Drive		15 Min Drive	
Education (2021)	3,812		21,692		43,948	
Less than 9th Grade	99	2.6%	894	4.1%	1,647	3.7%
Some High School	431	11.3%	2,811	13.0%	5,643	12.8%
High School Grad	1,391	36.5%	8,264	38.1%	17,234	39.2%
Some College	810	21.3%	5,128	23.6%	9,937	22.6%
Associate Degree	353	9.3%	1,643	7.6%	3,346	7.6%
Bachelors Degree	534	14.0%	2,065	9.5%	4,125	9.4%
Graduate Degree	166	4.4%	771	3.6%	1,756	4.0%



SARALAND SCHOOL DISTRICT

The Saraland School District includes 4 public schools that serve over 3,000 students. The district testing rankings place it in the top 10 of Alabama's public schools.



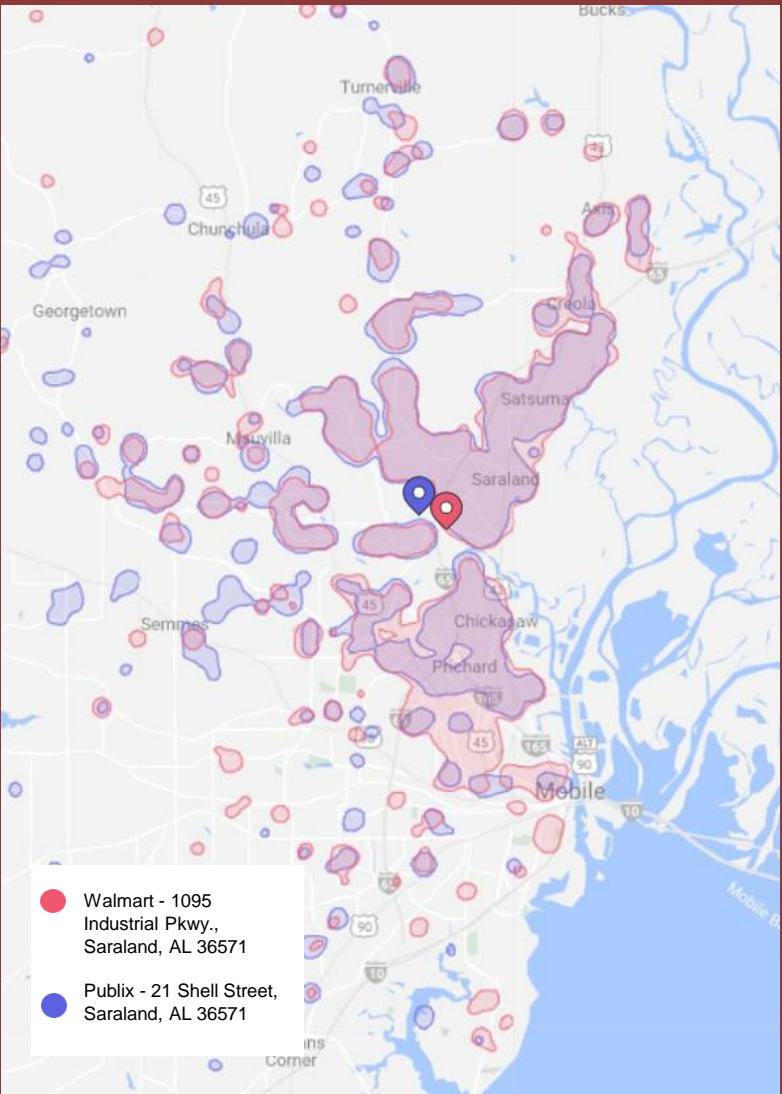
Saraland School District Has A Graduation Of 94 , Placing It In The Top 30% Of The Alabama School Districts.

DISTRICT HIGHLIGHTS

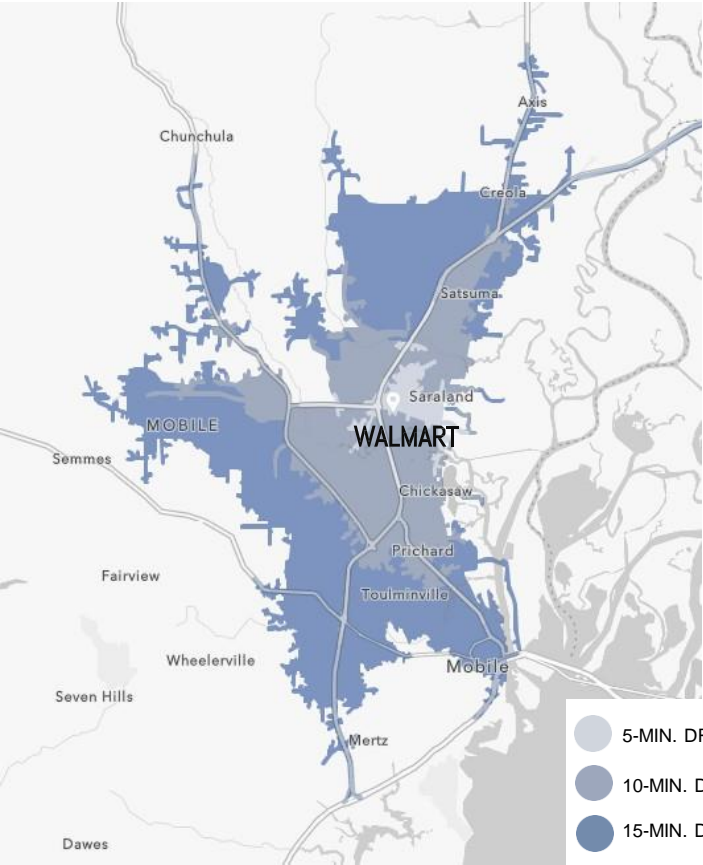
- 166 teachers
- 19:1 student : teacher ratio
- 25 minority enrollment
- 69 math proficiency (Top 30 in AL)
- 64 reading proficiency (Top 10 in AL)



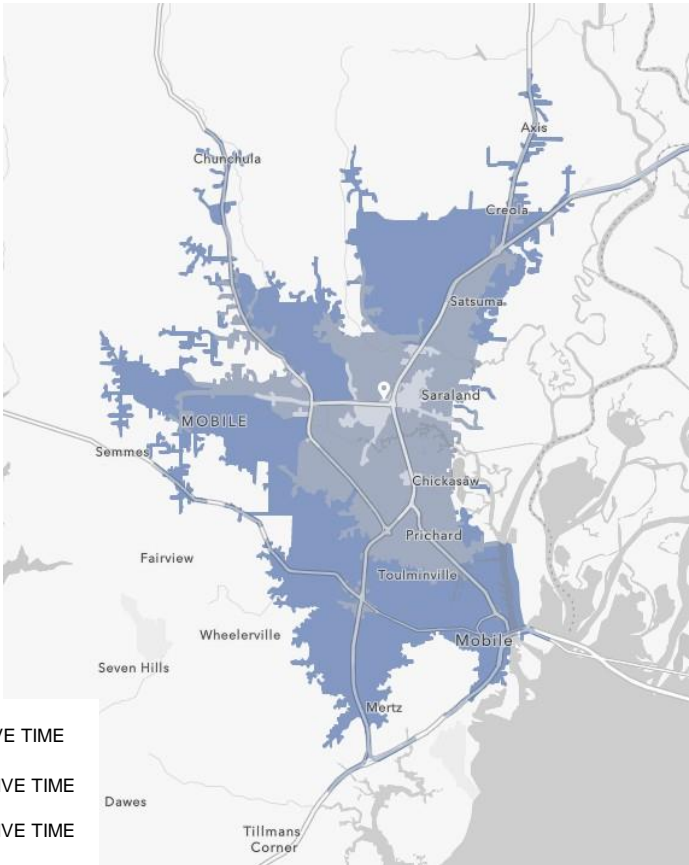
SARALAND: TRADE AREAS & DRIVE TIMES FOR WALMART AND PUBLIX



Trade areas of the Saraland Walmart and Publix stores



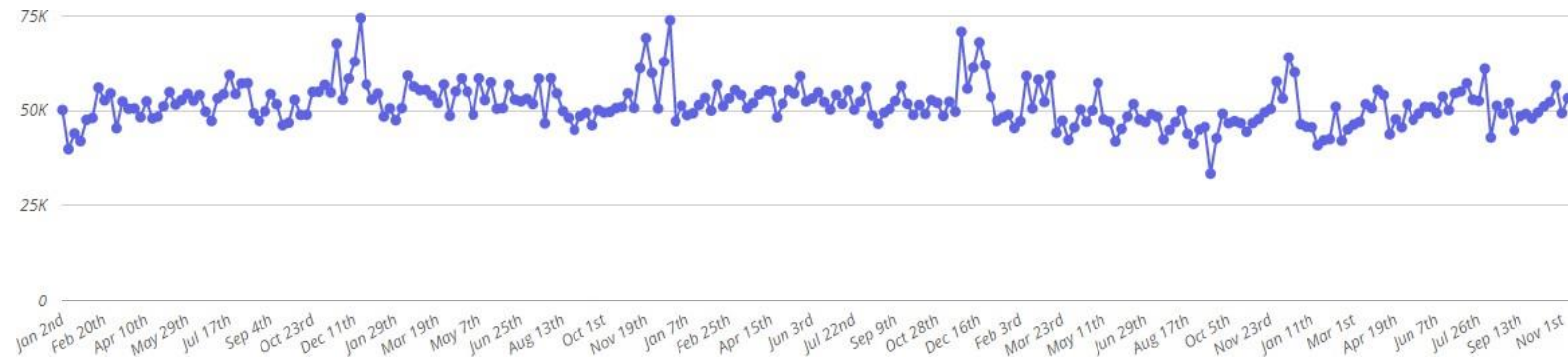
5-10-15-minute drive times from the Saraland Walmart (1095 Industrial Parkway)



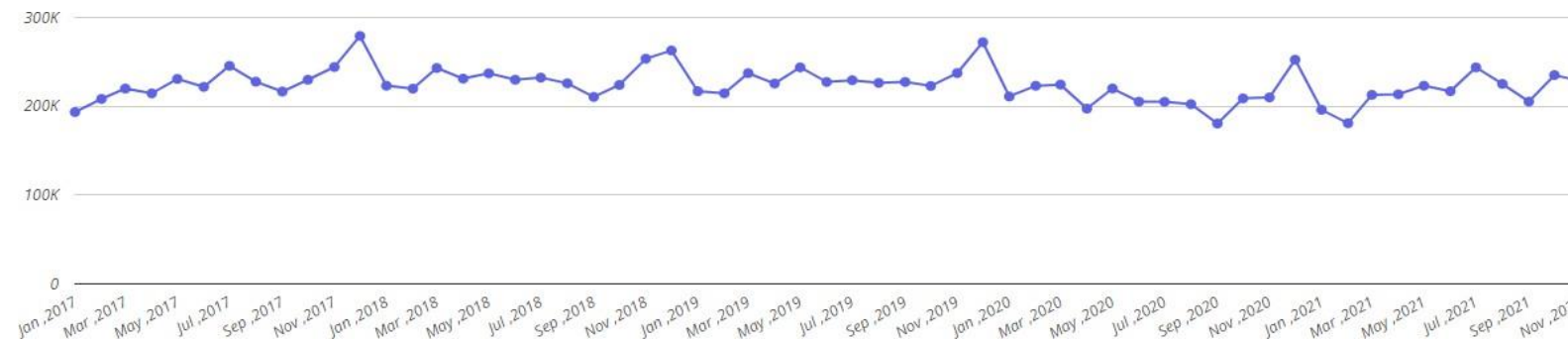
5-10-15-minute drive times from the Saraland Publix (21 Shell St.)

SARALAND WALMART – TOTAL WEEKLY & MONTHLY VISITORS

Total Weekly Visits To Walmart
Jan. 2017 – Nov. 2021

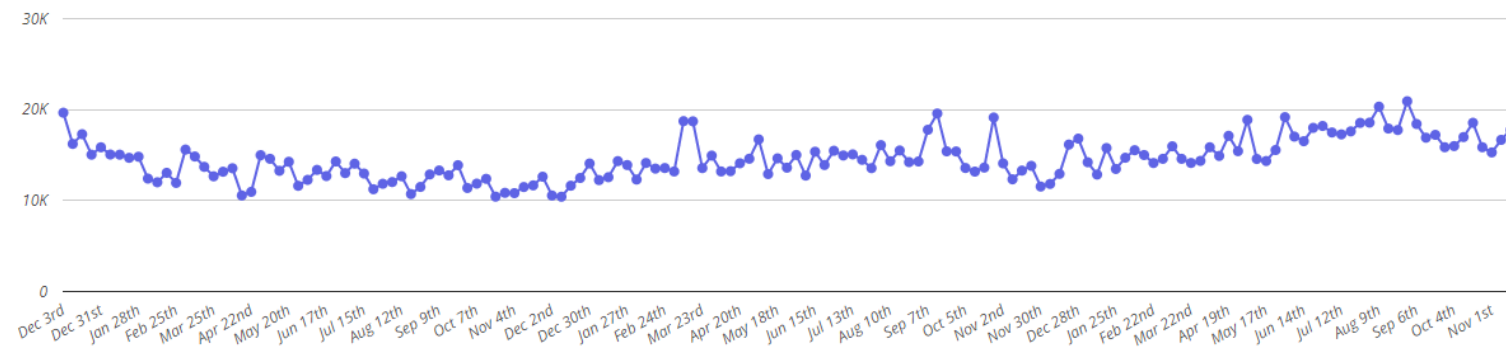


Total Monthly Visits to Walmart
Jan. 2017 – Nov. 2021

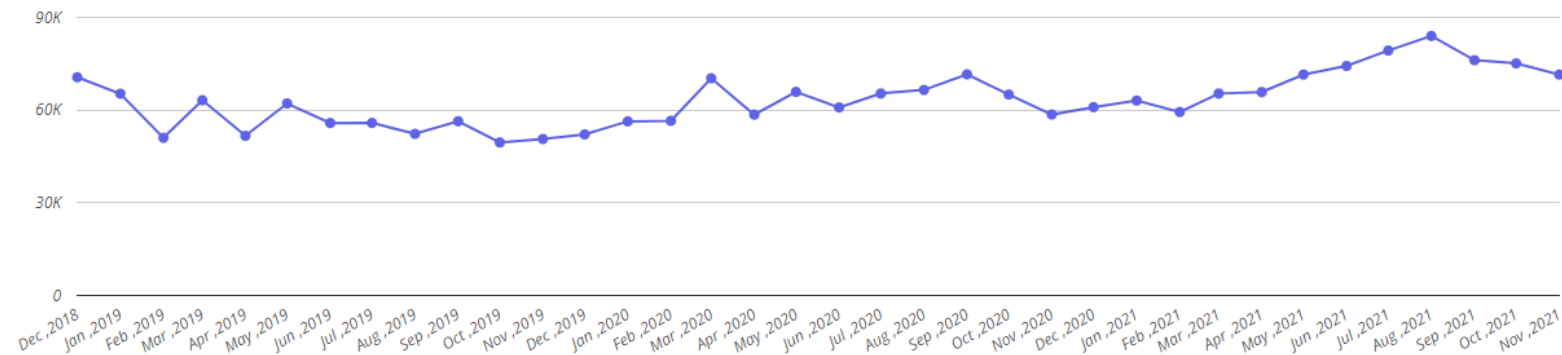


SARALAND PUBLIX – TOTAL WEEKLY & MONTHLY VISITORS

Total Weekly Visits To Publix
Jan. 2017 – Nov. 2021

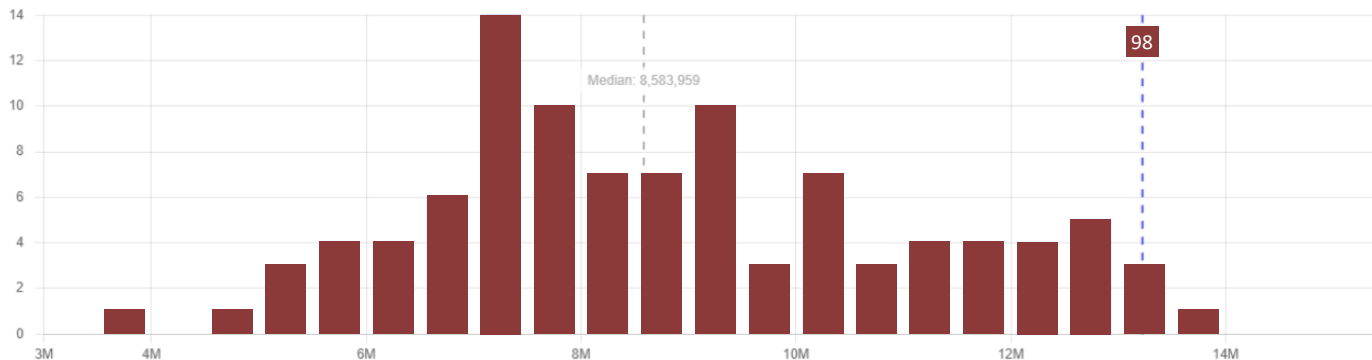


Total Monthly Visits to Publix
Jan. 2017 – Nov. 2021





SARALAND WALMART – VISITOR RANKING COMPARISON: **U.S., ALABAMA & LOCAL STORES**



Saraland Walmart Percentile Ranking Compared To Other Alabama Walmart Stores For Number Of Visits.

United States

161 / 3,819

[View List](#)



Alabama

3 / 102

[View List](#)



Local: 50mi

2 / 16

[View List](#)



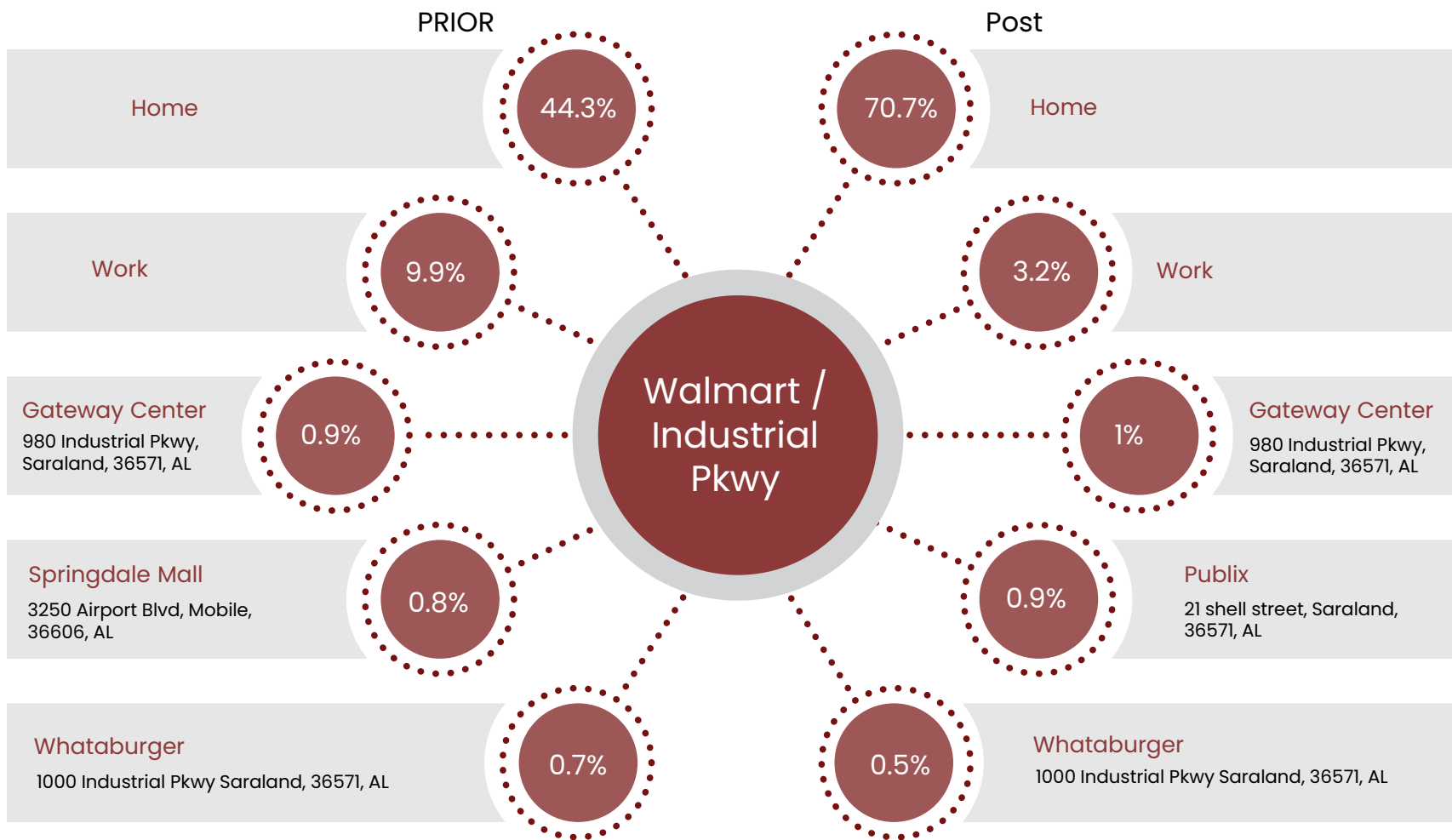
The Saraland Walmart Has Very High-performing Visitor Statistics, Ranking Over 95 Both Nationally And Within The State. Of The Total 3,819 National Walmart Stores, The Saraland Store Ranks 161th For Number Of Visits.



SARALAND WALMART – VISITOR LOCATION

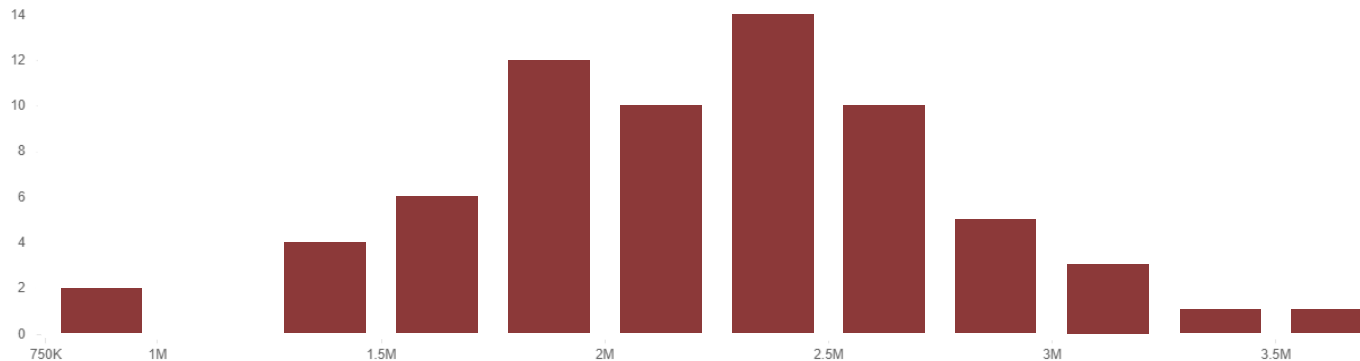
PRIOR & POST VISIT WALMART

JAN. 2017 – NOV. 2021





SARALAND PUBLIX – VISITOR RANKING COMPARISON: **U.S., ALABAMA & LOCAL STORES**



Saraland Publix Percentile Ranking Compared To Other Alabama Publix Stores For Number Of Visits.

United States

597 / 1,167

[View List](#)



Alabama

32 / 68

[View List](#)



Local: 50mi

5 / 8

[View List](#)



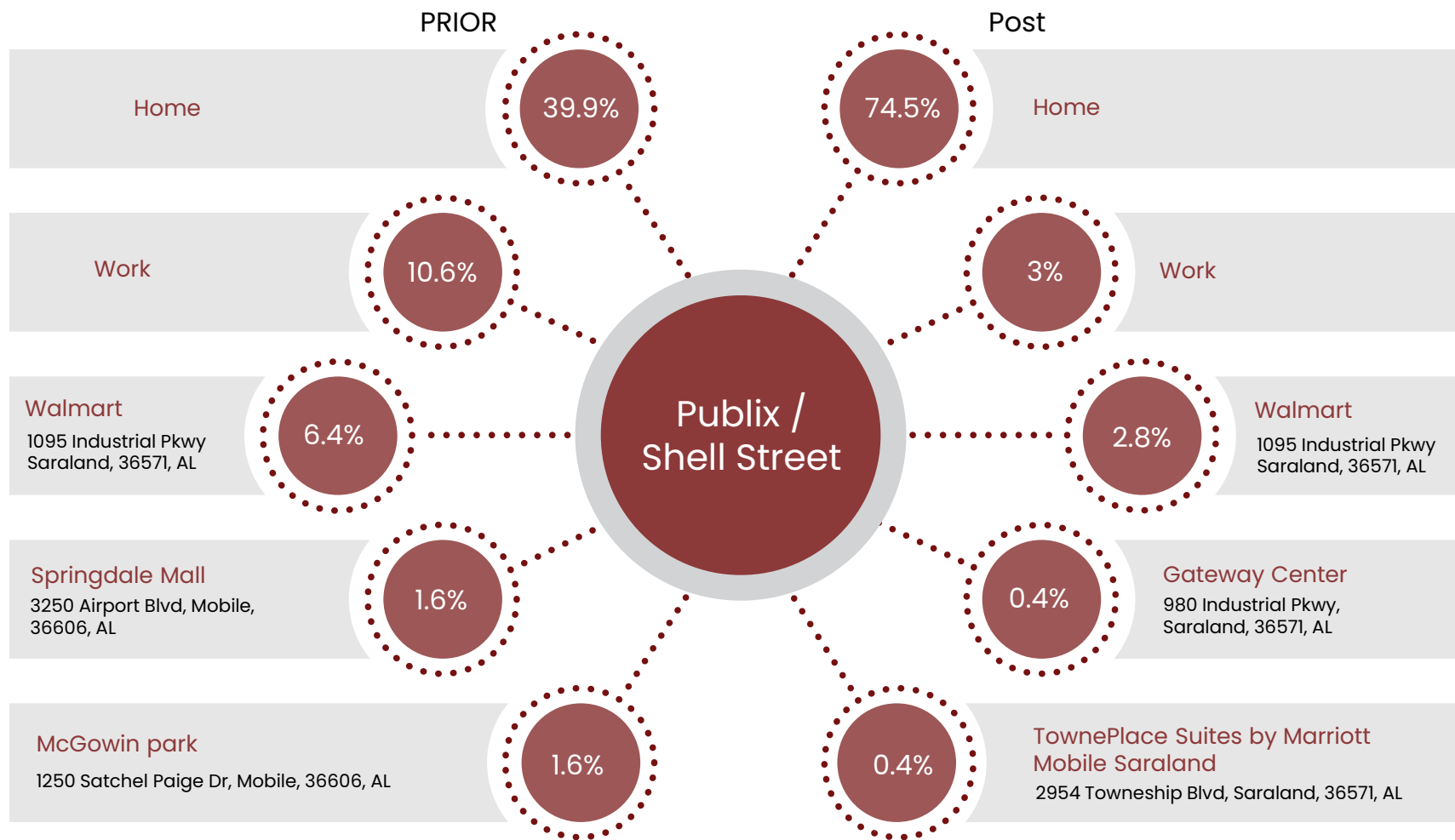
Saraland Publix visitor rankings compared to national, Alabama, and local (within 50 miles) Publix stores.



SARALAND PUBLIX – VISITOR LOCATION

PRIOR & POST VISIT PUBLIX

JAN. 2017 – NOV. 2021





Saraland Welcomes You!



**Be a Part of
our Growth.**

