

RURAL ALABAMA.

2020 ANNUAL REPORT



RURAL

RURAL

2020 Report

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MADE IN
ALABAMA

Alabama is committed to spurring long-term growth in rural communities

I grew up in the small town of Camden in Wilcox County, so I know first-hand how hard work is valued in rural Alabama. This hearty work ethic is a key reason that Alabama's rural communities are a great place for doing business.

To ensure that we expand opportunities everywhere, my administration is committed to helping spark revival and growth in the state's rural communities. While there is much work to be done, we believe we are making progress in this important endeavor.

Some of that progress is spelled out in the 2020 Rural Economic Development Report, compiled by the Alabama Department of Commerce. The comprehensive report shows that Alabama's rural counties last year attracted nearly \$615 million in new capital investment through projects that will generate 1,940 direct jobs – as well as economic vitality.

Clearly, sustaining a healthy level of growth in the state's rural communities will require a long-term effort. But we're in this for the long haul, and we are willing to put in the hard work to improve the economic fortunes of rural Alabama.



Kay Ivey
Governor of Alabama



Rural Alabama overcame pandemic to welcome growth projects in 2020



Alabama Commerce Secretary Greg Canfield

As secretary of the Alabama Department of Commerce, I know that economic development efforts in rural communities face specific challenges that are not present in big cities. At the same time, I'm confident that these areas have significant growth potential to be unlocked.

This potential is reflected in several game-changing economic development projects launched in rural Alabama over the past year, with significant investments announced across a range of industries and locations.

Consider these facts:

- Despite the pandemic, Alabama's rural counties recorded a high level of project activity during 2020, with nearly \$615 million in new capital investment and 1,940 job commitments in the state's 40 "targeted" counties.
- Rural Alabama is home to impressive innovation. One example: Resource Fiber is opening a facility in Sulligent to manufacture bamboo nail laminated timbers and rail ties, creating 110 jobs in a groundbreaking project that aims to commercialize bamboo for industrial uses.
- Foreign companies have found a home in Alabama's rural communities, which attracted over \$260 million in foreign direct investment in 2020. Companies from Canada, Germany, Mexico and South Korea are creating 420 jobs through these projects.

The 2020 Rural Alabama Economic Development Report, being released today, spotlights the progress that Alabama's economic development team is making towards its objective of bringing new

investment and jobs to the state's rural communities.

Commerce is reinforcing its commitment to pursuing that goal. Our first-ever rural development manager, Brenda Tuck, has been active in her first year of assisting economic developers in Alabama's "targeted" counties, and we will build on those efforts going forward.

While we know that rural Alabama is a great place for doing business, we've set out to elevate awareness of its advantages. With that in mind, we recently launched "RurAL," a digital marketing campaign that adds a new dimension to our long-running "Made in Alabama" brand that showcases the state's economic development successes.

RurAL seeks to help corporate decision-makers and site selection consultants from all over the world understand the growth potential of Alabama's rural communities.

The fact is, rural Alabama is a welcoming home to high-performance companies from around the world in sectors such as automotive, forest products and aerospace. It is a source for unique and high-quality products, created for customers at home and around the globe.

The business advantages found in Alabama's rural communities are worth celebrating, and this campaign will allow us to widely share that message.

A handwritten signature in black ink, reading "Greg Canfield". The signature is stylized with a large, looped "G" and a cursive "Canfield".

Greg Canfield
Secretary, Alabama Department of
Commerce



Targeted Rural
Counties

2020 TOP TARGETED COUNTIES FOR INVESTMENT	
COUNTY	INVESTMENT
Marengo	\$95,000,000
Escambia	\$87,000,000
Covington	\$77,248,000
Crenshaw	\$73,802,356
Crenshaw	\$73,802,356
Barbour	\$44,750,000



New Capital Investment

2020 TOP TARGETED COUNTIES FOR JOBS	
COUNTY	JOBS
Dallas	360
Lamar	290
Marion	180
Tallapoosa	153
Escambia	150



New and Future
Jobs Created

2020 Rural Alabama Annual Report



OVERVIEW

BY THE NUMBERS

2020 Rural Alabama Annual Report

COUNTY	NEW			EXPANDING			TOTAL		
County	Projects	Jobs	Investment	Projects	Jobs	Investment	Projects	Jobs	Investment
Barbour				2	31	\$44,750,000	2	31	\$44,750,000
Bibb	1	10	\$5,358,260				1	10	\$5,358,260
Butler				3	90	\$22,890,000	3	90	\$22,890,000
Chambers				2	17	\$18,848,594	2	17	\$18,848,594
Clarke				1	20	\$750,000	1	20	\$750,000
Clay				3	70	\$9,133,890	3	70	\$9,133,890
Covington	1	2	\$77,248,000				1	2	\$77,248,000
Crenshaw				2	0	\$73,802,356	2	0	\$73,802,356
Dale	6	60	\$2,505,000	2	32	\$1,184,480	8	92	\$3,689,480
Dallas	1	300	\$10,500,000	1	60	\$5,140,000	2	360	\$15,640,000
Escambia	1	150	\$87,000,000				1	150	\$87,000,000
Fayette				3	60	\$11,794,500	3	60	\$11,794,500
Henry				1	0	\$285,000	1	0	\$285,000
Lamar	3	290	\$9,350,000				3	290	\$9,350,000
Lawrence	2	90	\$10,060,600	1	0	\$6,500,000	3	90	\$16,560,600
Marengo	1	45	\$95,000,000				1	45	\$95,000,000
Marion	2	180	\$5,450,000				2	180	\$5,450,000
Monroe				1	0	\$26,189,090	1	0	\$26,189,090
Pike				2	86	\$29,273,303	2	86	\$29,273,303
Randolph	1	22	\$2,500,000	2	72	\$24,635,066	3	94	\$27,135,066
Tallapoosa	1	12	\$5,000,000	1	141	\$28,600,000	2	153	\$33,600,000
Winston				1	100	\$1,000,000	1	100	\$1,000,000
TOTAL	20	1,161	\$309,971,860	28	779	\$304,776,279	48	1,940	\$614,748,139



The Alabama Department of Commerce says economic development projects in the state's 40 rural counties during 2020 generated nearly \$615 million in new capital investment and over 1,900 job commitments in a range of industries. (Image: Governor's Office/Hal Yeager)

COUNTIES IN DEPTH

COUNTY SUMMARY

2020 Rural Alabama Annual Report

N/E	County	Company	City	NAICS	Business Activity	Jobs	Investment
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BARBOUR

E	Barbour	Johnson Outdoors Marine Electronics, Inc.	Eufaula	334511	Manufactures and Markets Fishing Electronics	26	\$3,750,000
E	Barbour	Southeast Alabama Forest Products Manufacturing, Inc.	Louisville	321113	Sawmills	5	\$41,000,000
2 expanding projects for Barbour County						31	\$44,750,000
TOTALS FOR BARBOUR (2 PROJECTS)						31	\$44,750,000

BIBB

N	Bibb	Ready Mix USA LLC	Unincorporated	327310	Concrete Manufacturing	10	\$5,358,260
1 new project for Bibb County						10	\$5,358,260
TOTALS FOR BIBB (1 PROJECT)						10	\$5,358,260

BUTLER

E	Butler	Coastal Forest Products	Greenville	321212	Forest Products	0	\$7,210,000
E	Butler	Hwashin America Corporation	Greenville	336110	Chassis & Drive Train Automotive Body Parts	80	\$11,680,000
E	Butler	Ozark Logistics	Greenville	541614	Logistics/Distribution	10	\$4,000,000
3 expanding projects for Butler County						90	\$22,890,000
TOTALS FOR BUTLER (3 PROJECTS)						90	\$22,890,000

CHAMBERS

E	Chambers	AJIN USA	Cusseta	336370	Automotive Metal Stamping	5	\$13,548,594
E	Chambers	Knauf Insulation	Lanett	327993	Insulating Products	12	\$5,300,000
2 expanding projects for Chambers County						17	\$18,848,594
TOTALS FOR CHAMBERS (2 PROJECTS)						17	\$18,848,594

CLARKE

E	Clarke	I-Spice	Jackson	311942	Spices, Seasonings & Food Products	20	\$750,000
1 expanding project for Clarke County						20	\$750,000
TOTALS FOR CLARKE (1 PROJECT)						20	\$750,000

CLAY

E	Clay	Integrity Cabinets	Lineville	337110	Cabinet Manufacturing	45	\$4,700,000
E	Clay	Tru Cabinetry	Ashland	337110	Cabinet Manufacturing	10	\$4,433,890
E	Clay	Wellborn Cabinets	Ashland	337110	Cabinet Manufacturing	15	\$0
3 expanding projects for Clay County						70	\$9,133,890
TOTALS FOR CLAY (3 PROJECTS)						70	\$9,133,890

COVINGTON

N	Covington	Origis Energy	Unincorporated	221114	Solar Farm	2	\$77,248,000
1 new project for Covington County						2	\$77,248,000

COUNTIES IN DEPTH

COUNTY SUMMARY

2020 Rural Alabama Annual Report

N/E	County	Company	City	NAICS	Business Activity	Jobs	Investment
TOTALS FOR COVINGTON (1 PROJECT)						2	\$77,248,000
CRENSHAW							
E	Crenshaw	Dongwon Autopart Technology Alabama LLC	Luverne	336370	Door Frames, Impact Beams & Molding	0	\$16,000,000
E	Crenshaw	SMART Alabama LLC	Luverne	336399	Automotive Body Parts Manufacturer	0	\$57,802,356
2 expanding projects for Crenshaw County						0	\$73,802,356
TOTALS FOR CRENSHAW (2 PROJECTS)						0	\$73,802,356
DALE							
N	Dale	AvCorp	Ozark	488190	Aviation Maintenance, Repair and Overhaul	2	\$20,000
N	Dale	Amazon	Daleville	492210	Last Mile Distribution Facility	20	\$1,000,000
N	Dale	Bradley Aviation Services	Ozark	481190	Aviation Maintenance	4	\$85,000
N	Dale	Hope Health Care	Ozark	339113	Personal Protective Equipment (PPE) Manufacturer	10	\$600,000
N	Dale	Sunshine Aeronautical	Ozark	336413	Aircraft Parts Manufacturing	4	\$300,000
N	Dale	Trident Aviation	Ozark	488190	Flight Training	20	\$500,000
6 new projects for Dale County						60	\$2,505,000
E	Dale	Quality Fab	Ariton	332312	Fabricated Structural Metal Manufacturing	22	\$544,480
E	Dale	Snowhill Engineering	Ozark	333249	Machinery Manufacturing	10	\$640,000
2 expanding projects for Dale County						32	\$1,184,480
TOTALS FOR DALE (8 PROJECTS)						92	\$3,689,480
DALLAS							
N	Dallas	HomTex	Selma	339113	Personal Protective Equipment (PPE)	300	\$10,500,000
1 new project for Dallas County						300	\$10,500,000
E	Dallas	Seoyon E-Hwa Interior Systems	Selma	326199	Automotive Interior Trim	60	\$5,140,000
1 expanding project for Dallas County						60	\$5,140,000
TOTALS FOR DALLAS (2 PROJECTS)						360	\$15,640,000
ESCAMBIA							
N	Escambia	Coastal Growers	Atmore	424590	Farm Product Raw Material Merchant Wholesalers	150	\$87,000,000
1 new project for Escambia County						150	\$87,000,000
TOTALS FOR ESCAMBIA (1 PROJECT)						150	\$87,000,000
FAYETTE							
E	Fayette	SHOWA Group.	Fayette	339113	Manufactures Nitrile Exam Gloves	0	\$9,194,500

COUNTIES IN DEPTH

COUNTY SUMMARY

2020 Rural Alabama Annual Report

N/E	County	Company	City	NAICS	Business Activity	Jobs	Investment
E	Fayette	NAFCO	Glen Allen	321918	Fabrication of Specialty Platework Such as Stairs, Handrails & Grating	35	\$500,000
E	Fayette	Dal-Tile	Fayette	327110	Manufacturer/Distributor of Ceramic & Porcelain Tile & Natural Stone	25	\$2,100,000
<i>3 expanding projects for Fayette County</i>						60	\$11,794,500
TOTALS FOR FAYETTE (3 PROJECTS)						60	\$11,794,500

HENRY

E	Henry	Keel & Co. Distilling	Headland	312140	Distillery	0	\$285,000
<i>1 expanding project for Henry County</i>						0	\$285,000
TOTALS FOR HENRY (1 PROJECT)						0	\$285,000

LAMAR

N	Lamar	Bama Bio-Tech	Vernon	325611	Manufacturer of Hand Sanitizer Solutions	110	\$3,850,000
N	Lamar	Nyborg	Vernon	333249	Extrusion Process	70	\$2,000,000
N	Lamar	Resource Fiber	Sulligent	321213	Manufacturing Industrial & Structural Products From Bamboo	110	\$3,500,000
<i>3 new projects for Lamar County</i>						290	\$9,350,000
TOTALS FOR LAMAR (3 PROJECTS)						290	\$9,350,000

LAWRENCE

N	Lawrence	Progressive Pipe Fabricators	Trinity	325998	Fire Protection Fabrication	45	\$1,870,300
N	Lawrence	Shambaugh & Son, LP	Trinity	332996	Fire Suppression Pipe Fabrication	45	\$8,190,300
<i>2 new projects for Lawrence County</i>						90	\$10,060,600
E	Lawrence	Nucor Tubular Products	Trinity	331210	Steel Tubing Manufacturer	0	\$6,500,000
<i>1 expanding project for Lawrence County</i>						0	\$6,500,000
TOTALS FOR LAWRENCE (3 PROJECTS)						90	\$16,560,600

MARENGO

N	Marengo	Pinnacle Renewable Energy	Demopolis	321999	Wood Product Manufacturing	45	\$95,000,000
<i>1 new project for Marengo County</i>						45	\$95,000,000
TOTALS FOR MARENGO (1 PROJECT)						45	\$95,000,000

MARION

N	Marion	Timber Creek Homes	Bear Creek	321991	Manufactured Housing	150	\$5,000,000
N	Marion	My Southern Charm	Haleyville	315990	Monogramming on Apparel & Accessories	30	\$450,000
<i>2 new projects for Marion County</i>						180	\$5,450,000
TOTALS FOR MARION (2 PROJECTS)						180	\$5,450,000

COUNTIES IN DEPTH

COUNTY SUMMARY

2020 Rural Alabama Annual Report

N/E	County	Company	City	NAICS	Business Activity	Jobs	Investment
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MONROE

E	Monroe	Harrigan Lumber Company, Inc.	Monroeville	321113	Sawmill	0	\$26,189,090
<i>1 expanding project for Monroe County</i>						0	\$26,189,090
TOTALS FOR MONROE (1 PROJECT)						0	\$26,189,090

PIKE

E	Pike	Golden Boy Foods	Troy	311911	Peanut and Nut Butter Production	67	\$13,273,303
E	Pike	Wayne Farms LLC	Troy	112340	Poultry Processing	19	\$16,000,000
<i>2 expanding projects for Pike County</i>						86	\$29,273,303
TOTALS FOR PIKE (2 PROJECTS)						86	\$29,273,303

RANDOLPH

N	Randolph	OMM Timber	Wadley	321113	Sawmill	22	\$2,500,000
<i>1 new project for Randolph County</i>						22	\$2,500,000
E	Randolph	JELD-WEN	Wedowee	321911	Doors & Windows Manufacturing	40	\$1,000,000
E	Randolph	SteelFab, Inc. Alabama Division	Roanoke	332313	Metal/Steel Manufacturing	32	\$23,635,066
<i>2 expanding projects for Randolph County</i>						72	\$24,635,066
TOTALS FOR RANDOLPH (3 PROJECTS)						94	\$27,135,066

TALLAPOOSA

N	Tallapoosa	Dadeville Pole Company	Dadeville	335129	Manufactures Utility Poles	12	\$5,000,000
<i>1 new project for Tallapoosa County</i>						12	\$5,000,000
E	Tallapoosa	SL Alabama	Alexander City	336320	Auto Parts Manufacturing	141	\$28,600,000
<i>1 expanding project for Tallapoosa County</i>						141	\$28,600,000
TOTALS FOR TALLAPOOSA (2 PROJECTS)						153	\$33,600,000

WINSTON

E	Winston	Hamilton Home Builders LLC	Lynn	321991	Manufactured Homes	100	\$1,000,000
<i>1 expanding project for Winston County</i>						100	\$1,000,000
TOTALS FOR WINSTON (1 PROJECT)						100	\$1,000,000

20	New Projects				TOTAL for New Companies	1,161	\$309,971,860
28	Expanding Projects				TOTAL for Expanding Companies	779	\$304,776,279
48	Total Projects				TOTAL for Alabama	1,940	\$614,748,139



Gov. Kay Ivey joined officials in Escambia County for a groundbreaking ceremony marking the start of construction on Coastal Growers LLC's \$87 million peanut shelling facility in Atmore. The project is expected to create 150 jobs. (Image: Governor's Office/Hal Yeager)

2020 Foreign Direct Investment in Targeted Counties

MADE IN
ALABAMA

RURAL

OVERVIEW

BY THE NUMBERS

2020 Rural Alabama Annual Report



Foreign Direct Investment
in Targeted Counties

2020 TOP COUNTRIES FOR INVESTMENT

COUNTRY	PROJECTS	INVESTMENT	JOB
SOUTH KOREA	5	\$132,770,590	226
CANADA	2	\$108,273,303	112
JAPAN	1	\$9,194,500	0
MEXICO	1	\$5,358,260	10
GERMANY	1	\$5,300,000	12

Foreign Investment



\$260.1 MILLION

420 JOBS

Top Country for FDI



**SOUTH
KOREA**

\$133 MILLION

New Investment

COUNTRIES IN DEPTH

COUNTRY SUMMARY

2020 Rural Alabama Annual Report

N/E	COUNTY	COMPANY	CITY	NAICS	BUSINESS ACTIVITY	JOBS	INVESTMENT
CANADA							
E	Pike	Golden Boy Foods	Troy	311911	Peanut and Nut Butter Production	67	\$13,273,303
N	Marengo	Pinnacle Renewable Energy	Demopolis	321990	Wood Product Manufacturing	45	\$95,000,000
2						112	\$108,273,303
GERMANY							
E	Chambers	Knauf Insulation	Lanett	327993	Insulating Products	12	\$5,300,000
1						12	\$5,300,000
JAPAN							
E	Fayette	SHOWA Group	Fayette	339113	Manufactures Nitrile Exam Gloves	0	\$9,194,500
1						0	\$9,194,500
MEXICO							
N	Bibb	Ready Mix USA LLC	Unincorporated	327310	Concrete Manufacturing	10	\$5,358,260
1						10	\$5,358,260
SOUTH KOREA							
E	Chambers	AJIN USA	Cusseta	336370	Automotive Metal Stamping	5	\$13,548,594
E	Crenshaw	Dongwon Autopart Technology Alabama LLC	Luverne	336370	Door Frames, Impact Beams, Molding	0	\$16,000,000
E	Butler	Hwashin America Corporation	Greenville	336110	Chassis & Drive Train Automotive Body Parts	80	\$11,680,000
E	Tallapoosa	SL Alabama	Alexander City	336320	Auto Parts Manufacturing	141	\$28,600,000
E	Crenshaw	SMART Alabama LLC	Luverne	336399	Automotive Body Parts Manufacturing	0	\$57,802,356
E	Dallas	Seoyon E-Hwa Interior Systems	Selma	326199	Automotive Interior Trim	60	\$5,140,000
5						286	\$132,777,590
10		TOTAL				420	\$260,897,013



An expansion project at the Japan-based SHOWA Group factory in Fayette will double production of disposable nitrile gloves to 2 million per day, boosting a PPE pipeline. (Image: SHOWA)

Commerce launches ‘RurAL’ campaign to promote rural Alabama

The Alabama Department of Commerce launched a new digital marketing campaign in February 2021, including an online site, that showcases rural Alabama as a great place for doing business and the source of valuable products in demand around the world.

The centerpiece of the “RurAL” campaign is a content-rich website that focuses on the business advantages of the state’s rural communities and shares the success stories that energize their economies.

The RurAL online platform will also serve as a hub for information and resources to assist economic developers working in Alabama’s rural counties, adding a new dimension to Commerce’s strategic effort to enhance the competitiveness of those areas for job-creating projects.

“Alabama’s rural counties are home to many of the world’s best-known companies and thousands of skilled workers and talented artisans creating first-class products,” Governor Kay Ivey said.

“The state’s rural communities are primed for business growth and economic development. I am firmly committed to helping rural Alabama realize its growth potential,” she added.

The ‘RurAL’ campaign represents an extension of Commerce’s “Made in Alabama” branding campaign, which launched in 2013 to chronicle economic development announcements and elevate awareness of the state’s attractiveness for investment and job creation.

“While economic developers working in rural areas often face a specific set of challenges, we know that these communities offer advantages that are sometimes overlooked,” said Greg Canfield, Secretary of the Alabama Department of Commerce.

“We think the RurAL campaign will help us highlight the business opportunities to be discovered in these communities.”

RURAL

UNLOCKING POTENTIAL

The overall objective of the campaign is to help corporate decision-makers and site selection consultants understand that growth potential. In fact, rural Alabama is already home to the operations of many high-profile manufacturers and a growing network of auto suppliers from around the globe.

Foreign direct investment in Alabama’s rural counties approached \$1.8 billion between 2015 and 2020, according to Commerce estimates. Since the Alabama Jobs Act went into effect in July 2015, incentivized projects have brought over \$4 billion in new capital investment to the state’s “targeted” counties, Commerce data shows.

“One thing that is often overlooked is that rural Alabama is a place of great innovation and industry,” said Brenda Tuck, Commerce’s rural development manager.

“Through this new campaign, we can tell the story of what rural Alabama has to offer and shine a light on the industries that are there and the quality of life that exists in these communities.”

In her role, Tuck works directly with economic developers and others in Alabama’s 40 “targeted” counties, those with fewer than 50,000 people, to help them become better prepared to compete for new facilities and expansion projects.

UNPRECEDENTED GROWTH.

Sophisticated new sawmills. Wood pellet production facilities. Expanding paper mills. The forest products industry is thriving in rural Alabama, blessed with abundant timberland and the workers to harvest opportunities. In the past five years, forest product companies have injected over \$5 billion in growth projects across the state. This is one industry that is growing to the sky — in rural Alabama.

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MADE IN
ALABAMA

RURAL



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Commerce's Rural Development Office: 2020 Accomplishments

In our first 90 days, we established the foundation to provide technical assistance to Alabama's 40 rural counties so they can compete at their highest level for projects:

- Identified the county-wide economic developer in every rural county; updated these contacts on the Commerce website: <https://www.madeinalabama.com/business-development/recruitment-and-retention/local-development/>
- Met with each developer to provide a vast array of support, assistance and resources in areas that each county identified:

site/building development	workforce	mapping/infrastructure
Resource identification	prospects	industry assistance
project preparation	agribusiness	community facilities
state processes	housing	new offices
small business	energy	taxes/incentives
announcements	broadband	local processes

Throughout the year, we created programs to meet the identified needs statewide in our rural counties:

- Created the Rural Workforce Outreach for business and industry utilizing 12 of the state's key workforce resources, partnering with Rural Economic Developers, Regional Planning Commissions and Regional Workforce Councils.
- Created the Commerce-EDPA Rural Forum, a series of 8 rural regional meetings throughout the 40 counties to provide direct assistance for sites, buildings, resources, and Commerce information and processes.
- Forged partnerships and collaborations with resources covering agribusiness, small business and entrepreneurship, state and regional associations, universities, military divisions, aviation, utilities, and state/federal resources.
- Provided daily and weekly COVID Relief information to our State's 40 Rural Counties for all business and industries through the Office of Small Business Advocacy.
- Created the Commerce Annual Rural Summit to provide reviews of the previous year and roll-out plans for the upcoming year while providing opportunities for networking, mentoring, and training.

New initiatives were being finalized at the end of 2020, for first quarter 2021 roll-outs:

- Logo, branding and marketing for Rural Alabama
- All-encompassing prospect and site visit program to enhance competitiveness
- Systematic method(s) for resource assistance
- Additional communication methods

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