

# Morgan County *Alabama*



So many reasons to call it home.

# table of contents



overview .....	3
location and climate .....	4
demographics .....	5
cost of living and taxes .....	6
transportation .....	7
young professionals .....	8
industry .....	9-10
education .....	11-12
healthcare .....	13
shopping and dining .....	14
neighborhoods and community .....	15
giving back .....	16
attractions and entertainment .....	17-19
sports and recreation .....	20
parks .....	21
community directory .....	22

## This is Morgan County

Morgan County is located in the heart of the beautiful Tennessee Valley. Our area is convenient, affordable, and boasts a high quality of life for everyone.

Our communities are interested in the well-being of their more than 120,000 citizens and is home to park and recreation facilities recognized as some of the best in the nation. These facilities draw tens of thousands of visitors each year from all walks of life for everything from fishing, soccer, lacrosse, archery, ice hockey, and equestrian, just to name a few.

With a diversified economic base and a wide range of cultural and recreational opportunities for both residents and visitors, our area has something for everyone. Our three school systems and private academies boast world class facilities on the cutting edge of technology in preparing the next generation of leaders.

*Morgan County's future is brighter than ever. We welcome you to be a part of it.*

*Top-10 metro ranking in markets less  
than 200,000 people*  
**DECATUR-MORGAN COUNTY**  
*(2016, Site Selection Magazine)*

**RANKED #8**  
*Best places for engineers in the United States*  
**DECATUR**  
*(2015, NerdWallet)*

## location and climate



Morgan County is located in north central Alabama. Decatur, which serves as the county seat, sits on the banks of the Tennessee River and is two hours south of Nashville, one and a half hours north of Birmingham, and a half hour southwest of Huntsville. In the heart of the southeast, Morgan County is within a day's drive of 50 percent of the nation's population.

### Distance to Major Cities (in miles)

Atlanta, GA: 229	Louisville, KY: 290
Birmingham, AL: 85	Memphis, TN: 191
Chattanooga, TN: 144	Mobile, AL: 342
Chicago, IL: 562	Montgomery, AL: 174
Huntsville, AL: 25	Nashville, TN: 117

### Cities & Towns in Morgan County

Decatur	Priceville
Eva	Somerville
Falkville	Trinity
Hartselle	

Residents of Morgan County enjoy four distinct seasons and a temperate climate that allows for year-round recreation.

### Average Temperatures (in Fahrenheit)

January – 41.5
April – 61.8
July – 80.6
October – 62.8

### Average Precipitation

Rainfall – 54.34
Snowfall – <1 inch

## demographics

Population	Morgan County	City of Decatur	City of Hartselle	Decatur MSA
<b>2016 Estimates</b>	120,689	55,974	14,279	154,237
<b>2021 Projections</b>	124,389	56,720	15,171	157,854
<b>2000-2010 Growth</b>	7.60%	3.90%	16.40%	5.50%
<b>2016 to 2021 Projected Growth</b>	3.10%	1.30%	6.30%	2.30%

### Households

<b>2010 Census</b>	47,030	22,498	5,664	60,684
<b>2017 Estimates</b>	47,416	22,580	5,659	60,626

### Income and Age

<b>Average Household Income</b>	\$61,845	\$45,662	\$63,558	\$59,564
<b>Median Age</b>	40	38	41	40

### Race

<b>White</b>	95,260	36,665	13,132	121,061
<b>African American</b>	14,785	11,989	497	18,588
<b>American Indian/Alaskan Native</b>	1,044	384	113	2,949
<b>Asian &amp; Pacific Islander</b>	958	678	84	1,061
<b>Other Races</b>	5,962	4,872	197	6,332
<b>Two or More Races</b>	2,680	1,386	255	4,246

2010 Census, All Rights Reserved, Alteryx

2014 Experian, Inc. All Rights Reserved, Alteryx

2014 Easy Analytic Software, Inc. (EASI) All Rights Reserved, Alteryx.

## cost of living & taxes

Metropolitan Area (MSA)	Composite Index 100%	Grocery Items 13%	Housing 29%	Utilities 10%	Transportation 9%	Healthcare 4%	Misc Goods & Services 35%
Decatur, AL	84.6	95.5	60.7	102.2	87.9	88.2	92.7
Huntsville, AL	97.5	97.8	73.4	112.2	97.6	95.5	112.2
Birmingham, AL	93.1	96.1	85.4	102.3	95.6	84.8	95.5
Atlanta, GA	97.8	107.2	94.1	81.3	98.8	108.2	100.2
Jackson, MS	88.4	85.3	73.7	100.4	86	86.7	98.6
Chattanooga, TN	95.2	91.3	99.3	93.4	89.4	102.7	94.8
Nashville, TN	96.9	95.0	90.9	91.8	101.3	81.6	104.4

Source: Second Quarter 2017 ACCRA Cost of Living Index (National Average = 100%)

	Property Tax	Sales Tax
Decatur	45.3 mils	9%
Falkville	42.4 mils	9%
Hartselle	39.4 mils	9%
Trinity	42.4 mils	9%
All Other Morgan County Locations	37.4 mils	7%

Property tax will vary from \$320.40 to \$405.50 for a house valued at \$100,000, depending on its location in Morgan County.

Our state personal income tax is capped at 5 percent. Corporate state income tax is capped at 6.5 percent. Retired federal income is exempt from state tax in Alabama.



## transportation



Morgan County's proximity to the highly traveled Interstate 65 makes this area a prime location for business and industry. This county is home to one of the largest barge terminals along the 650 mile Tennessee Tombigbee Waterway, making Decatur a vital link for goods shipped from the Great Lakes to the Gulf of Mexico. Decatur is also a commerce hub and the primary artery for railroads, served by CSX Transportation and Norfolk-Southern Railway. Huntsville International Airport's intermodal system provides a single hub location specializing in receiving, transferring, storing, and distributing international and domestic cargo via air, rail, and highway.

## young professionals



Morgan County merges small town convenience and big city entertainment for the 21-40 crowd. Whether by starting microbreweries, trendy new restaurants, or a \$20 million museum, our young professionals are actively leading the creation of an arts and outdoors community with a low cost of living, great pace of life, and access to top jobs and major cities.

Multiple organizations exist to help residents interact with our existing network of young professionals. **The Jaycees**, a Junior Chamber civic organization, connects their members and gives back to the community through fundraising projects throughout the year, as well as hosting monthly socials. **The Junior League of Morgan County** is another civic organization created to develop the potential in women and promote volunteerism. Both of these groups exist for young professionals in Morgan County to build their individual networks and improve their community.

Decatur is home to the first comprehensive incentive package in the country for recent STEM graduates. **The Best & Brightest Initiative**

([www.bestandbrightestdecat.org](http://www.bestandbrightestdecat.org)) represents the city's decision to invest in the future by recruiting even more STEM young professionals. Unlike traditional programs that only provide financial incentives, this program offers the infrastructure for an enjoyable, healthy, and productive life through networking, mentoring, civic engagement, and student loan repayment. Applications are available online for recent STEM graduates who choose to live in the city of Decatur.

From the Tennessee River to the bustling downtown Decatur scene, young professionals have access to a bevy of recreational opportunities. Annual events such as Depot Days, the Jubilee Hot Air Balloon Classic, and Carnegie Mardi Gras continue to grow in activities and attendance. Bike trails, hiking, fishing, and more, allow for year round entertainment just around the corner. Recurring events such as 3rd Friday, the Market on Bank, and live music at various downtown hotspots, mean that Morgan County truly has something for everyone.



Morgan County is supported by a diverse industrial base including chemical, engineering, automotive, aerospace/defense, and food processing companies. Home to more than fifteen Fortune 500 and Global 500 companies, as well as several internationally-based companies, our community is known for the availability of a well-trained workforce, attractive incentive packages, established transportation systems, and a high quality of life for employees. The following industries are the backbone of the Morgan County economic base:

Company	Field	Number of Employees
GE Appliances, a Haier company	Refrigerators	1348
Wayne Farms Prepared Foods	Chicken Processing	1002
Wayne Farms Fresh	Chicken Processing	881
3M	Industrial Chemicals	850
Nucor Steel	Steel Mill	721
Gemstone Foods, LLC	Poultry Processing	711
United Launch Alliance	Rocket Boosters	707
Indorama Ventures Xylenes & PTA, LLC	Terephthalic Acid	444
Ascend Performance Materials	Nylon Intermediate Chemicals	380
Daikin America	Fluoropolymers	375
Sonoco Products - Wood Reels	Wood Cable Reels	329
Toray Composite Materials America, Inc.	Polyacrylonitrile Fiber	320
National Packaging	Packaging for Sugar/Creamer	235
Hexcel Corporation	Polyacrylonitrile Fiber	230
Alabama Farmers Co-Op Inc.	Animal Feeds/Fertilizer	221

**Job Creation and Industry Investment**

Year	New Jobs	Investment
2016	228	\$73,647,742
2015	553	\$218,004,833
2014	248	\$36,900,000
2013	365	\$393,139,141
2012	537	\$436,673,450
<b>Totals</b>	1,931	\$1,158,365,166

**Industrial Parks**

To learn more about available industrial sites in Morgan County, contact the Morgan County Economic Development Association at (256) 353-1213 or go to [www.mceda.org](http://www.mceda.org).

fortune 500 companies





Morgan County is served by three award-winning and high performing public school systems: Morgan County, Decatur City, and Hartselle City. These systems meet the educational needs of area students and take pride in challenging them to excel. Each has received recognition for programs and offerings, including a 2017 National Blue Ribbon Lighthouse School of Excellence recognition for Leon Sheffield Elementary in Decatur and Morgan County's Priceville Elementary earned recognition as a "Lighthouse School" through the Leader in Me program. In Hartselle, Crestline Elementary, F.E. Burlson Elementary, and Hartselle High School earned the Blue Ribbon Lighthouse School of Excellence status and Barkley Bridge Elementary School has earned status as a Blue Ribbon Lighthouse School of Excellence and a National Blue Ribbon Lighthouse School of Excellence. The area is also served by several private and parochial schools, giving families many choices for their education. Each setting provides opportunities for all students to

experience success in a safe environment while preparing to lead in the future.

Also in the Decatur-annexed portion of neighboring Limestone County is Calhoun Community College – the largest of 27 members in the Alabama Community College System. The college serves nearly 10,000 students and offers 49 associate degree programs and 52 career/certificate programs.

The Alabama Center for the Arts is a collaborative effort between the city of Decatur, Morgan County, Calhoun Community College, and Athens State University. The center – more than 90,000 square feet – is located in the heart of downtown Decatur and serves as a venue for college art instruction, community education and cultural events, performing arts, and will also serve as a catalyst for the region's creative planning and expression.

# education

## Enrollment Numbers

**8,760**

Decatur City Schools

**7,550**

Morgan County Schools

**3,330**

Hartselle City Schools

**9,900**

Calhoun Community College

**4,100**

Athens State University

**RANKED #1**  
*Most Diverse School System in Alabama*  
**DECATUR CITY SCHOOLS**  
*(2017, niche.com)*

**RANKED #8**  
*Best school district in Alabama*  
**HARTSELLE CITY SCHOOLS**  
*(2015-2018, niche.com)*

*Priceville Elementary (Morgan County Schools) is one of 34 schools in the world recognized as a "Lighthouse School" by the Leader in Me program.*  
*(2013-2017)*

## Public Schools • Private Schools Colleges • Universities

**Decatur City Schools**  
(256) 552-3000 • [www.dcs.edu](http://www.dcs.edu)

**Hartselle City Schools**  
(256) 773-5419 • [www.hartselletigers.org](http://www.hartselletigers.org)

**Morgan County Schools**  
(256) 353-6442 • [www.morgank12.org](http://www.morgank12.org)

**Bethel Baptist School**  
(256) 773-2154 • [www.bethelofhartselle.org](http://www.bethelofhartselle.org)

**Cornerstone Christian School**  
(256) 340-9516 • [www.cornerstonemin.com](http://www.cornerstonemin.com)

**Decatur Heritage Christian Academy**  
(256) 351-4275 • [www.dhca.org](http://www.dhca.org)

**St. Ann School**  
(256) 353-6543 • [www.saintanndecatour.org](http://www.saintanndecatour.org)

**Calhoun Community College**  
(256) 306-2500 • [www.calhoun.edu](http://www.calhoun.edu)

**Alabama Center for the Arts**  
(256) 260-4293 • [www.alabamacenterforthearts.org](http://www.alabamacenterforthearts.org)

**Athens State University**  
(256) 233-8100 • [www.athens.edu](http://www.athens.edu)

Decatur Morgan Hospital, part of Huntsville Hospital System, is a not-for-profit community hospital with four locations serving Morgan County. Award-winning, innovative, personal care is available at the Decatur Campus, Parkway Campus, West Campus, and Danville Road Campus. The hospital is accredited by the Joint Commission on Accreditation of Healthcare Organizations and meets nationally recognized standards for quality patient care.

### Specialties/Services

- Emergency Services at two convenient locations
- General and acute inpatient cares
- Numerous surgical specialties
- Behavioral Medicine including inpatient programs for adults, adolescents, and senior adults
- Sleep Disorders Center including pediatric sleep studies
- Breast Health Services including digital mammography, stereotactic breast biopsy, and ultrasound
- Outpatient Services including lab, radiology/imaging services, nuclear medicine, and CT
- Inpatient and outpatient physical therapy, occupational therapy, and speech therapy
- Gastroenterology
- Women's Services
- Labor and Delivery (Newborn Center)
- Orthopedics
- Respiratory Therapy
- Wound Care
- Urology
- Senior Services, Lifeline, and Volunteer Services
- Community outreach and education
- Health and Wellness Center



## shopping and dining



The strength of Morgan County's retail and restaurant options can be summed up in a simple phrase: big and small. Big, in that the area boasts some of the largest national retailers and restaurant brands in the country; and small, in that entrepreneurs from across the U.S. have planted roots in this active business community and created from the ground up eateries, boutiques, and "mom and pop" establishments unlike anywhere else. The balance of both and a strong personality of "shopping local," creates a unique character of what makes communities like Decatur, Hartselle, Priceville, and others special. All of this is available locally and shopping local keeps tax revenue at home to support award-winning schools, public safety, roads, and much more.

The restaurants in Morgan County offer an array of dining options. Local flavors, All-American favorites, and dishes with international flair... all served with a side of Southern hospitality.



The health and vibrancy of Morgan County's communities can be seen in the diversity of residential spaces across the area. Not only is there a strong inventory of traditional suburban homes, but there is also an abundance of urban living options, townhomes, multiple national registry historic districts, and acreage to build your dream home. Each has easy access to award-winning school systems, quality healthcare, vibrant shopping, diverse employment opportunities, and convenient transportation routes. Finding a safe home in Morgan County has never been easier.

**RANKED #8**  
*Best Place to Buy a House in Alabama*  
**HARTSELLE**  
*(2017, niche.com)*

**RANKED #11**  
*Best County to live in Alabama*  
**MORGAN COUNTY**  
*(2017, niche.com)*



	Median Home Value	Median Gross Rent
Decatur	\$123,500	\$850
Hartselle	\$128,500	\$825
Priceville	\$184,426	\$1,110

*Source: North Alabama Real Estate Information Service. Includes Limestone, Marshall, Madison, Morgan, and Jackson Counties.*

**2016 Average selling price for a home: \$143,798**

*Source: North Alabama Real Estate Information Service. Includes Limestone, Marshall, Madison, Morgan, and Jackson Counties.*

**2016 Fair Market rent for a 2 bedroom unit, Decatur MSA: \$850**

*Source: North Alabama Real Estate Information Service. Includes Limestone, Marshall, Madison, Morgan, and Jackson Counties.*

## giving back



Morgan County boasts a reputation as being one of the most philanthropic and volunteered-engaged communities in the state. With nationally recognized civic groups gathering on a daily basis, this area is well versed in collaboration among non-profits, businesses and industries, worship communities, schools, and government agencies. Partnerships between industries and the community make it possible for all of these organizations to thrive. There are opportunities to cultivate tons of passion and causes in Morgan County.



### Fishing, Marinas & More

- Wheeler Lake
- Morgan County is the focal point of all outdoor recreation on the 67,100-acre Wheeler Reservoir on the Tennessee River. The lake is the largest in the region, stretching approximately 60 miles.
- Ingalls Harbor
- Riverwalk Marina
- Brickyard Landing
- Jay Landings Marina and RV Park



### Golfing

- Point Mallard Park
- Quail Creek
- Burningtrees Country Club

### Trails & Tours

- Point Mallard Indian Interpretive Trail
- Battle for Decatur Civil War Walking Tour
- North Alabama Birding Trail
- Amen Trail
- Trail of Tears Interpretive Route
- African American Walking Tour
- Historic Decatur Walking Tour (Albany and Old Decatur)



## attractions & entertainment

### Something for Everyone

Morgan County has great attractions for families, kids, Civil War and history buffs, art and culture lovers, and outdoor enthusiasts. Parks include Point Mallard Park, Wheeler Wildlife Refuge, and many city maintained areas. Museums range from the Blue and Gray Museum, which focuses on the Civil War, to the Cook Museum of Natural Science, opening its new facility in 2018. For those seeking arts and culture, Decatur has the Princess Theatre Center for Performing Arts, the Carnegie Visual Arts Center, and Alabama Center for the Arts, among other attractions.

- Alabama's Largest Victorian Era historic districts
- Blue & Gray Museum of North Alabama
- Carnegie Visual Arts Center
- Cook Museum of Natural Science
- Hartselle's Historic Depot and Downtown
- Morgan County Archives
- Old State Bank
- Point Mallard Park
- Princess Theatre Center for The Performing Arts
- Wheeler National Wildlife Refuge
- Alabama Center for the Arts
- Decatur's Historic Train Depot and Museum
- Burleson Fine Arts Center



**Four Seasons of Fun  
Annual Events Include:**

- Festival of the Cranes
- Carnegie Carnival
- 3rd Friday Downtown
- The Market on Bank
- Free Historic District Walking Tours
- Dragon Boat Races
- The Alabama Jubilee Hot-Air Balloon Classic
- Daikin Japanese Festival
- SoulStock
- Spirit of America Festival
- Cotton Pickin' BBQ Cook-Off
- Riverfest
- Hartselle Depot Days
- The Battle for Decatur
- Eva Frontier Days
- River Clay Fine Arts Festival
- Racking Horse Spring & World Celebrations
- Alabama Charity Championship Horse Show
- Christmas Tour of Homes and Parade of Lights
- Falkville Fall Festival



## sports & recreation

### You name it, we've got it!

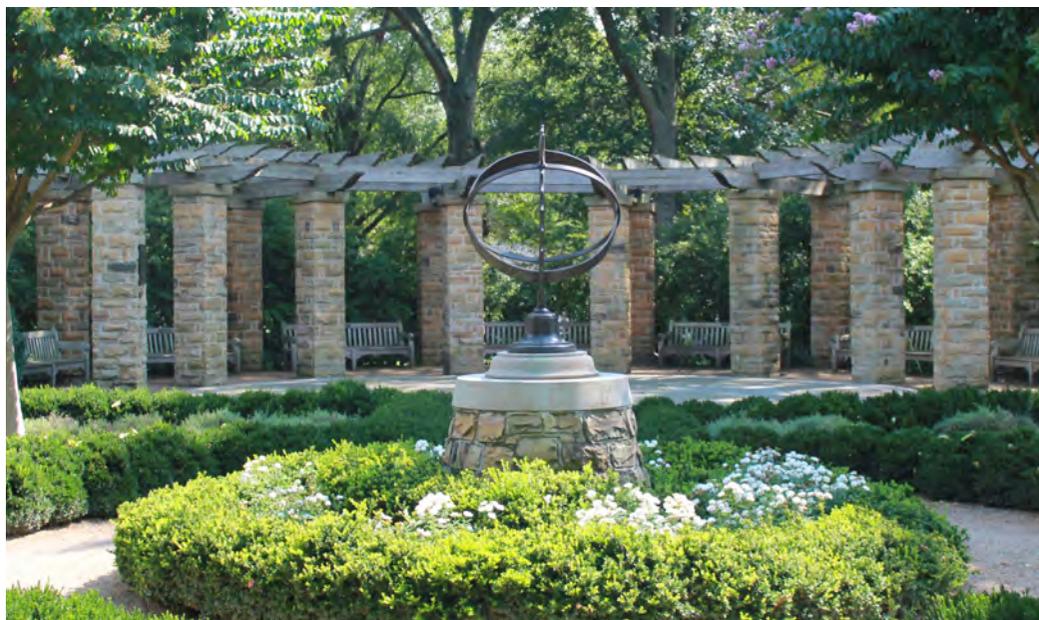
The City of Decatur's Parks and Recreation Department operates three recreation community centers, one outdoor and one indoor swimming pool, 28 parks that include 19 developed playgrounds, 44 lighted tennis courts, walking trails, a splash pad, and numerous lighted and unlighted softball and baseball fields. In addition, the department operates Wilson Morgan Softball Complex, Jimmy Johns Tennis Complex, Jack Allen Recreation Complex, and Point Mallard Park. Jack Allen is the newest facility and boasts an award-winning 27-acre laser-graded and irrigated soccer/football venue with sub-grade drainage and television-quality lighting. Morgan County Parks and Recreation, Priceville Parks and Recreation, and Hartselle Parks and Recreation also operate facilities to serve communities within Morgan County.

Sports are a big deal to Morgan County. Each year, the area hosts regional, national, and even international sports tournaments and events, including soccer, softball, baseball, fishing, tennis, and much more. Decatur is also home to the Point Mallard Ducks, a North American Tier III hockey team.

### Facilities for each of the following are available in Decatur and Morgan County:

- Archery
- Baseball
- Disc-Golf
- Figure Skating & Ice Hockey
- Fishing
- Golf
- Gymnastics
- Soccer & Lacrosse
- Softball
- Swimming & Diving
- Tennis
- Equestrian
- Competitive Cheerleading
- Ultimate Frisbee





Getting the family outdoors has never been easier than visiting one of the many parks in the Decatur-Morgan County area. Sports enthusiasts will find plenty of places to play baseball, softball, basketball, soccer, tennis, or run on the number of illuminated paths. The area is also home to a number of quiet secluded parks away from the hustle and bustle, providing an environment of tranquility in a climate with seasonal floral beauty. From rose gardens to pocket parks to the thrill of competition, there is a place for everyone to get away.



### Popular Morgan County Parks

Adventure Park

Delano Park

Sparkman Park

Point Mallard Park

Veteran's Park

John Mark Stallings Special Needs  
Accessible Playground (SNAP)

Rhodes Ferry Park

Frazier Park/Japanese Gardens

Founder's Park

Danny Ray Huskey Park

For more information on parks located in Morgan County, please see the Parks and Recreation listing in the Community Directory on page 22.

## community directory

### **City of Decatur**

(256) 341-4500

[www.decaturalabamausa.com](http://www.decaturalabamausa.com)

### **Decatur Parks and Recreation**

(256) 341-4930

[www.decaturparks.com](http://www.decaturparks.com)

### **Decatur-Morgan County Chamber of Commerce**

(256) 353-5312

[www.dcs.edu](http://www.dcs.edu)

### **Decatur Morgan County Tourism**

(256) 350-2028

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

### **City of Hartselle**

(256) 773-2535

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

### **Hartselle Parks and Recreation**

(256) 773-2581

[www.hartselle.org/hart/government/parks-recreation.com](http://www.hartselle.org/hart/government/parks-recreation.com)

### **Hartselle Area Chamber of Commerce**

(256) 773-4370

[www.hartsellechamber.com](http://www.hartsellechamber.com)

### **Decatur Morgan County Convention & Visitors Bureau**

(256) 350-2028

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

### **Morgan County Economic Development Association**

(256) 353-1213

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

2 2 m o r g a n c o u n t y , a l a b a m a

### **Morgan County Parks and Recreation**

(256) 560-6070

[www.co.morgan.al.us/parkandrecindex.html](http://www.co.morgan.al.us/parkandrecindex.html)

### **Morgan County Commission**

(256) 351-4730

[www.co.morgan.al.us](http://www.co.morgan.al.us)

### **Town of Eva**

(256) 796-7360

### **Town of Falkville**

(256) 784-5922

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

### **Town of Priceville**

(256) 355-5476

[www.townofpriceville.com](http://www.townofpriceville.com)

### **Priceville Parks and Recreation**

(256) 355-5476

[www.priceville-pcra.com](http://www.priceville-pcra.com)

### **Town of Somerville**

(256) 778-8282

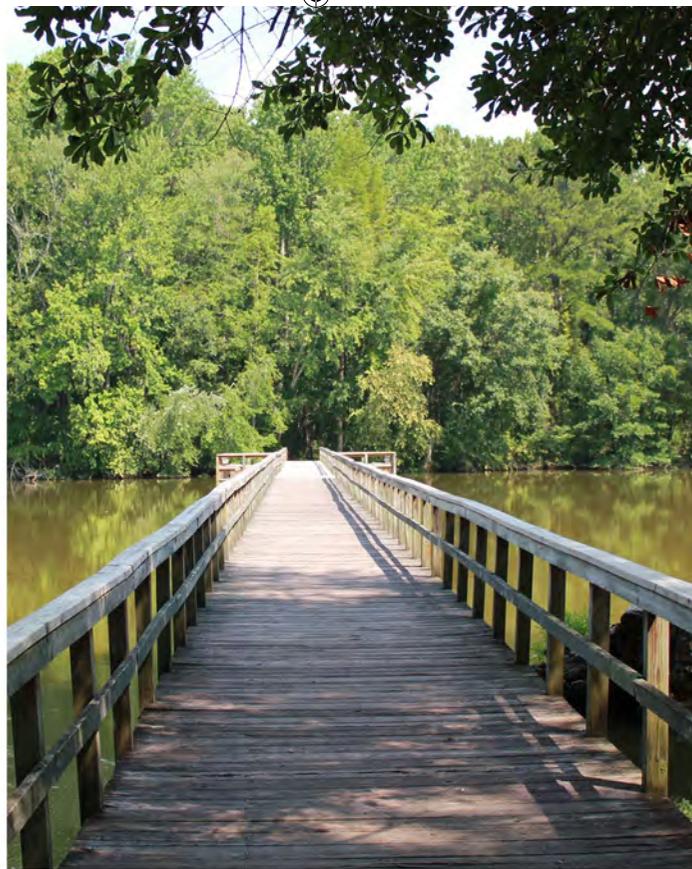
[www.townofsomerville.org](http://www.townofsomerville.org)

### **Town of Trinity**

(256) 353-2474

[www.trinityal.gov](http://www.trinityal.gov)





This brochure is a collaboration of four organizations: the Morgan County Economic Development Association, the Decatur-Morgan County Chamber of Commerce, Decatur Morgan County Tourism, and the Hartselle Area Chamber of Commerce. Each has a commitment to improving the quality of life in our area for both residents and visitors. We encourage you to connect with these organizations to learn more about our community and how you can become involved in making Morgan County home.

