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BIBB COUNTY AREA AND REGIONAL ANALYSIS

Macon is located about 80 miles south of Downtown Atlanta and 72 miles from Hartsfield – Jackson International Airport. In population, Macon is the 6th largest city in Georgia and Bibb is the 9th largest county in population.

Effective January 2014, the city of Macon and county of Bibb merged into one government. This has streamlined the day to day operations of the area while creating one voice to promote the amenities of the county.

As of 2017 the Bibb County population was 155,460 with an average household income of \$60,779.

One of Macon's key assets is its central location and transportation arteries. Interstate highways I- 16, I-75 and I-475, and U.S. Highways, #23, #41, #80 and #129 intersect in Macon. Macon is a hub for rail and trucking carriers with 37 motor freight common carriers with seven terminals in Macon. The Southern Railway System has a modern electronic freight yard that gives efficient freight service to the area.

According to the Macon Economic Development Commission Macon's primary targeted industries for the area include distribution centers, aerospace, shared services, automotive, food products manufacturing and advanced manufacturing. Macon/Bibb has experienced a significant increase in activity during the last few years. Source: <http://www.maconworks.com>

Industrial parks are conveniently located throughout Bibb County. Allied Industrial Park in south Macon is the result of converting a World War II naval ordnance plant into affordable industrial space. Although many new industries have located in this park, the main thrust is to provide incubator service to aspiring businesses and small industries. Renewed interest has been shown for Macon's Seventh Street industrial district, which began development in the mid-19th century. Government officials and land owners met in February 1998 to discuss a \$1.5 million improvement effort. Also, some 47 structures would qualify for historic renovation tax breaks.

Macon is fortunate to have several viable areas with industrial parks. However, most warehouse/industrial development is concentrated around Macon's two airports. Herbert Smart Downtown Airport is in east Macon, and the Lewis B. Wilson (Macon) Airport is in South Macon.

Over 4,000 new jobs have been created by new industry moving to the Macon area over the last few years. Kumho Tire Co., Inc. recently announced construction on an Automotive Tire Plant which is to be in production in 2016. The \$413 million plant will be located in the Sofkee Industrial Park. A 300,000 square foot Nichiha fiber-cement products facility located in Airport South Industrial Park opened in 2007 and provides jobs for approximately 100 workers. Hillshire Farms (formerly Sara Lee) provides 120-150 jobs with the 2006 opening of a 214,000 square foot cold-storage distribution center in the I-75 Business Park off Hartley Bridge Road. Next door there is a 600,000+/- SF Tractor Supply distribution center under construction that will provide several hundred additional jobs in the area when it is completed.

Macon serves the surrounding counties within a 50 mile radius with scores of necessary services including, medical, retail, governmental, education and industrial.

The Macon Georgia Metropolitan Statistical Area (MSA) includes Bibb, Monroe, Crawford, Jones and Twiggs Counties.

These five counties comprise a population of 232,151 with an Average Household Income of \$61,956.

The market area served by most businesses is best represented by the Macon-Warner Robins-Fort Valley Combined Statistical Area (CSA) which is made up of the 7 counties that directly impact middle Georgia's economy. This combined area offers a diverse choice of employers that positively impact the economy. According to a Georgia Department of Labor 2016 study, the total civilian workforce for this area is approximately 189,542 with an unemployment rate of 5.0%.

LARGEST EMPLOYERS	County	Employment Size
US Air Force	Houston	21,819
Medical Center of Central GA	Bibb	5250
Geico	Bibb	5200
Houston Co Board of Ed	Houston	3751
Bibb Co Board of Ed	Bibb	3700
Houston Health Care	Houston	2408
Perdue Farms Incorporated	Houston	2067
Corp Of Mercer University	Bibb	1568
Blue Bird Body Company	Peach	1500
Frito-Lay Inc.	Houston	1200
City of Macon	Bibb	1142
Mercer University	Bibb	900

LARGEST EMPLOYERS	County	Employment Size
Bibb County	Bibb	780
YKK (USA)	Bibb	750
Wal-Mart Super Stores	Bibb	740
The Boeing Company	Bibb	728
Houston County	Houston	650
The Fort Valley State College	Peach	630
Ricoh Office Solutions Inc.	Bibb	600
USPS	Bibb	600
Georgia Farm Bureau Ins. Co.	Bibb	512
City of Warner Robins	Houston	504
Northrup Grumman	Houston	500
Academy Sports & Outdoors	Twiggs	

The largest impact on the economy is Robins Air Force Base located in Houston County Georgia about 15 miles south of Downtown Macon and only about one mile from the Houston/Bibb County line. Robins has been open since 1941 and is the home of Warner Robins Air Logistics Center, the 78th Air Base Wing, and numerous other components that represent an important part of the United States military force. It is the largest industrial complex in Georgia with over 24,692 civilian, contractor, and military members.

The Charts below illustrates the Macon Combined MSA, Houston County & Peach County employment by industry.

Source: www.stdb.com



Demographic Profile

Combined Statistical Area (Bibb, Jones, Monroe, Crawford, Twiggs, Houston, Peach and Pulaski Counties),
Macon MSA, Warner Robins MSA, Bibb County & Warner Robins GA

	Combined Statistical Area	Macon MSA	Warner Robins MSA	Bibb County	Warner Robins GA
Population					
2022 Projected	429,907	230,189	199,718	153,895	78,242
2017 Population	422,560	232,151	190,409	155,460	74,473
2010 Census	411,898	232,293	179,605	155,547	66,588
Households					
2022 Projected	163,356	87,630	75,726	58,941	30,597
2017 Population	160,653	88,524	72,726	59,741	29,129
2010 Census	156,483	88,999	67,484	60,295	26,136
Median Age	37.4	38.5	36.2	36.7	34.2
Average Household Income	\$65,419	\$61,956	\$69,669	\$60,779	\$64,357
Median Household Income	\$49,407	\$43,610	\$54,431	\$41,165	\$51,563
Per Capita Income	\$25,515	\$24,483	\$26,773	\$24,313	\$25,084
Population 25+ By Education					
Elementary	3.9%	4.3%	3.4%	4.1%	3.1%
Some High School (9-12)	10.0%	12.1%	7.4%	11.7%	7.4%
High School Graduate	26.9%	28.4%	25.0%	27.6%	25.1%
Some College (13-14 yrs)	22.6%	20.6%	25.0%	20.7%	26.5%
Associates Degree	7.9%	6.20%	10.0%	6.0%	10.7%
College Graduate (16+ yrs)	9.5%	9.4%	9.5%	10.2%	8.6%
Housing by Ownership Status					
Owner-Occupied	53.51%	51.12%	56.59%	43.60%	49.87%
Renter-Occupied	34.11%	34.78%	33.26%	41.22%	39.73%

The Charts below illustrates the Macon MSA, Macon MSA and Warner Robins MSA employment by industry (8 counties).
Source: www.stdb.com (Executive Summary, Community Profile & Business Summary) & www.maconworks.com

2016 Employed by Industry	
Totals	194,342
Agriculture & Mining	1.5%
Construction	3.1%
Manufacturing	5.2%
Transportation	2.1%
Communication	0.8%
Utility	1.7%
Wholesale Trade	4.9%
Retail Trade Summary	20.5%
Finance, Insurance, Real Estate Summary	5.1%
Services Summary	38.1%
Government	16.8%

2016 Employed by Industry	
Total Businesses:	14,041
Total Employees:	194,342
Total Residential Population:	422,560
Employee/Residential Population Ratio:	46



Cost of Living

Overall, Macon, GA cost of living is 88.0.

Education

The nine colleges and universities in the Macon area offer executive level training for the Macon workforce. They also provide the Macon community with unique cultural, artistic and sporting opportunities. Over 50,000 students afford the business community an educated, diverse and flexible workforce. Macon's reputable colleges and universities play a vital economic role and enhance the aesthetic quality of life.

Macon – Bibb County's public school system serves 24,022 pre-kindergarten through twelfth grade students and features magnet schools in fine arts, law, engineering, medical, math, science and language. Macon is also home to several private schools including Tatnall Square Academy, Stratford Academy, First Presbyterian Day School and Windsor Academy.

Higher Education

The exceptional quality of higher education available in Macon is increasingly recognized as a valuable community asset. One of the most beneficial features of Macon's network of local universities, colleges, and technical schools is its visionary approach to developing specific employee training programs for individual industries and companies.

From courses developed specifically for GEICO at Macon State College and Central Georgia Technical College to Mercer University's School of Engineering internship and co-op programs with area businesses, these alliances have fostered a positive and invaluable relationship between local businesses and educational institutions.

There are over 50,000 students in the Macon area.

Higher Education

Middle Georgia State College (100 College Station Drive, Macon, GA 31206) Founded in 2013 by the combination of Macon State College (founded in 1968) and Middle Georgia State College (founded in Cochran in 1884), Middle Georgia State College is a baccalaureate-granting institution with beautiful facilities in Macon, Cochran, Dublin, Eastman and Warner Robins, Middle Georgia State is focused on providing professionally oriented programs to address the workforce needs of Georgia. It currently has an enrollment of approximately 7,989 students.

Central Georgia Technical College (3300 Macon Tech Drive, Macon, GA 31206) As one of the largest technical colleges in the state (with three community campuses and six centers in surrounding counties totaling over 14,639 students), CGTC provides technical

training, adult education and continuing education courses. It offers more than 100 associate degrees, as well as diploma and technical certificate program options in business, health, technical, trade and industrial, and personal service.

Wesleyan College (4760 Forsyth Road, Macon, GA 31210) The first college in the world chartered to grant degrees to women, Wesleyan College was founded in 1836 and offers bachelor degrees in 35 majors and 29 minors including self-designed majors and interdisciplinary programs, as well as eight pre-professional programs. Its current enrollment is approximately 688 students.

Mercer University (1400 Coleman Ave., Macon, GA 31207) Founded in 1833, Mercer's current 4,409 enrollment offers programs in liberal arts, business, engineering, education, medicine, and law on its Macon campus. Mercer's School of Engineering is ranked among the Top 50 undergraduate engineering programs in the nation. Campuses in Atlanta offer programs in pharmacy and theology.

Fort Valley State University (1005 State University Drive, Fort Valley, GA 31030) Fort Valley State University, a public, senior, 1890 land-grant institution, is organized into four Colleges: The College of Agriculture, Home Economics and Allied Programs; The College of Arts and Sciences; The College of Education and The College of Graduate Studies and Extended Education. In addition to the Fort Valley campus, courses are offered at off-campus sites in Macon, Warner Robins, Cochran, Dublin and Vienna. Its student base is over 2,594 students.

Georgia College & State University (231 West Hancock St., Milledgeville, GA 31061) Georgia College & State University, Georgia's designated Public Liberal Arts University, is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master's and specialist degrees. Georgia College & State University offers more than 36 undergraduate degrees and more than 25 graduate programs in four schools - the College of Liberal Arts and Sciences, the J. Whitney Bunting College of Business, the John H. Lounsbury College of Education and the College of Health Sciences. Its student base is over 6,772 students.

Healthcare

Three major hospitals provide world class care with heart, cancer and transplant facilities and excellent healthcare options. The medical community in Macon numbers over 15,000. Bibb County has 37 doctors per 10,000, which is considerably higher than the state average of 19 per 10,000. Macon is home to the second largest hospital in Georgia serving 28 counties, Central Georgia's only Level 1 Trauma Center and the region's only dedicated Children's Hospital.

Medical Center of Central Georgia (MCCG), is an award winning, 603-bed community hospital located in downtown Macon. It is home to central Georgia's only Level I trauma center and the only dedicated Children's Hospital in the region. The hospital also serves as the primary teaching hospital for the Mercer University School of Medicine. MCCG is



part of the Central Georgia Health System and is owned by the Macon-Bibb Hospital Authority.

Coliseum Medical Centers is comprised of three hospitals in the Macon Area. The Coliseum Medical Center is a full-service medical surgical hospital with 258 beds providing the latest inpatient and outpatient services available in the field. The Coliseum Center for Behavioral Health offers both inpatient and partial hospitalization treatment programs. Coliseum Northside is a 103-bed full service medical surgical hospital.

Source: Georgia Department of Labor, [Macon Economic Development Commission](#), Site to do Business, Georgia Department of Economic Development, U.S. Census Bureau