

BIRMINGHAM • CITY • CENTER



BIRMINGHAM, ALABAMA: CITY CENTER EMPLOYMENT PROFILE 2011

BIRMINGHAM CITY CENTER

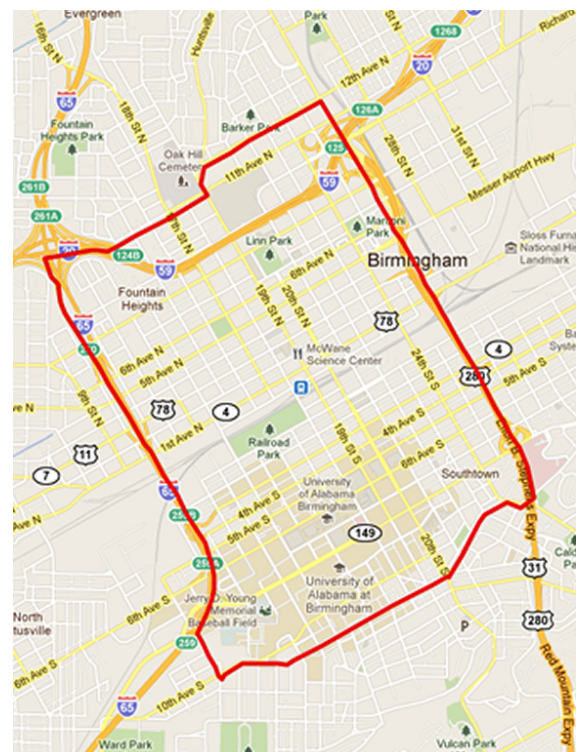
Birmingham's City Center is the primary employment and economic center in the Birmingham region. The City Center consists of over 3,000 businesses employing 58,658 individuals within about three square miles. The jobs in the City Center make up about 33% of the total jobs in the City of Birmingham and about 17% of the total jobs in Jefferson County.

The Birmingham City Center, between 12th Avenue North and 11th Avenue South, Expressway to Interstate 65, generated \$2.8 billion in salaries and wages in 2009. In the seven county Birmingham-Hoover Metropolitan Area, the City Center accounted for 12% of all jobs and nearly 14% of all salaries. The largest single employer within the City Center is the University of Alabama at Birmingham (UAB), which employs an estimated 18,500 followed by Regions Financial, AT&T, St. Vincent's Health System, and Birmingham City government.

In addition to the downtown employment, the Birmingham City Center is home to 8,995 residents, an increase of 32% between 2000 and 2010. Primarily due to UAB expansion and recent loft apartment/condo developments within the downtown area, the City Center has seen a 31% increase in the number of households, an 18% increase in the number of occupied rental units, a 670% increase in the number of owner-occupied households, and a household vacancy rate that has dropped 17% over the decade.

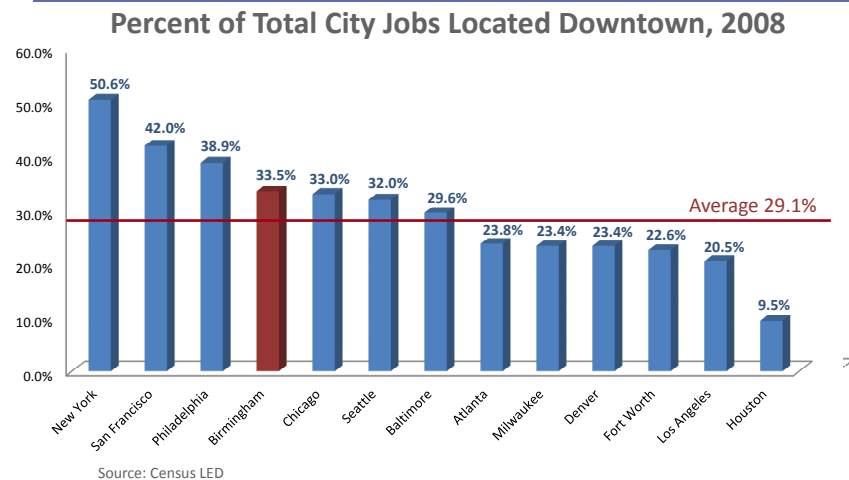
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EMPLOYMENT DENSITY

The dense concentration of jobs and income situates Birmingham among a handful of peer cities in which the central business district (CBD) accounts for over one-third of all jobs in the city. With an estimated 31 jobs per acre, the Birmingham City Center still has room to grow, however, higher densities may not be possible without an integrated, multi-modal transit system to bring people to and from the CBD each day. In any case, as fuel costs continue to increase, Birmingham's City Center is positioned to continue adding jobs and residences, minimizing individual transportation costs and adding demands towards transit investments.

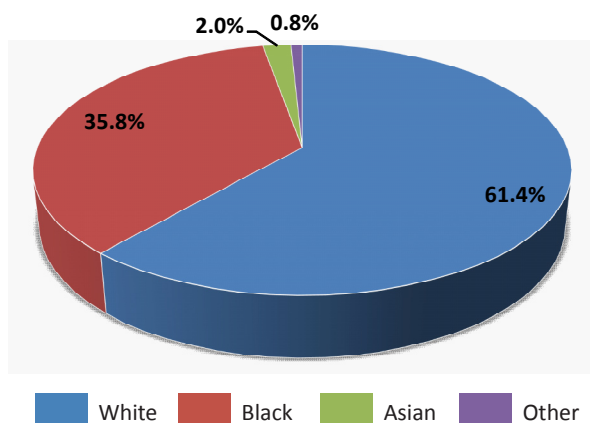


CITY CENTER DIVERSITY & EARNINGS

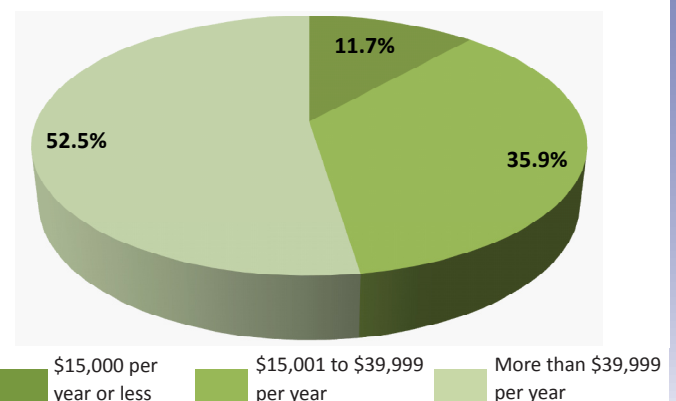
Eighteen percent of the people who work in the City Center are under the age of 29, 19% are age 55 or older, and 63% are between the ages of 30 to 54 years. Over 60% of those working in the City Center are White while nearly 36% are Black or African American. The Birmingham-Hoover Metro Area workers, by comparison, consist of 71% White and 27% Black or African American.

While the majority of downtown workers are between the ages of 30 to 54, 18% are under the age of 29, and 19% are age 55 or older. Over half of those working downtown earn over \$39,999 per year.

RACIAL COMPOSITION, 2009



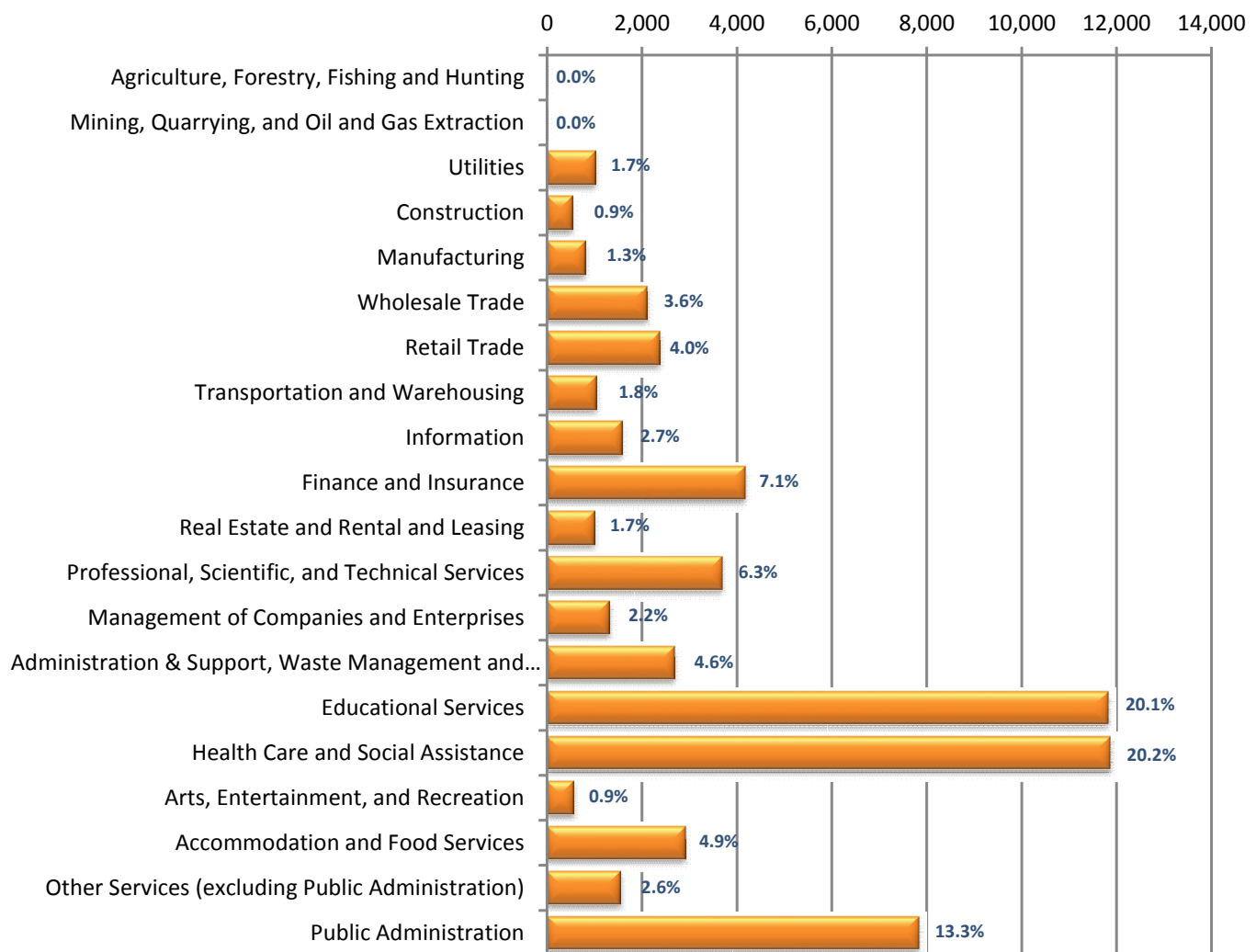
JOBS BY EARNINGS, 2009



CITY CENTER EMPLOYMENT

Of the 58,658 jobs in the City Center, over 40% are within Education and Health Care. Another 13% are Public Administration; jobs with Professional, Finance, and Insurance jobs make up 10%; the remaining 37% are spread largely between Hospitality, Administrative Support, and Retail and Wholesale Trade.

While the City of Birmingham has other important employment centers, none come close to providing the number of jobs found downtown. The City Center's range of employers creates not only a wide variety of employment opportunities, it generates activity on the sidewalks of downtown that benefits those businesses that rely on the concentration of office employment. Office jobs provide large numbers of customers for retailers and restaurants, and they fill hotel rooms with business travelers. The impact of UAB, area hospitals, and associated health care and medical facilities cannot be overstated. Those employers make up nearly half of all City Center jobs and generate millions in salaries. The health care and educational institutions import students, faculty, researchers, patients, and convention attendees. The downtown museums, parks, and cultural institutions provide amenities that make the City Center attractive to businesses and residents alike.

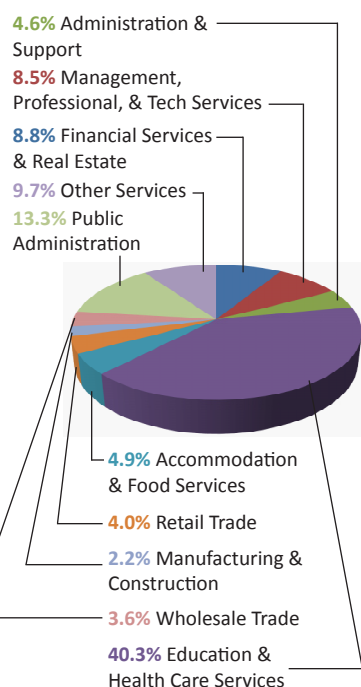


Source: Census LED, 2009, BLS

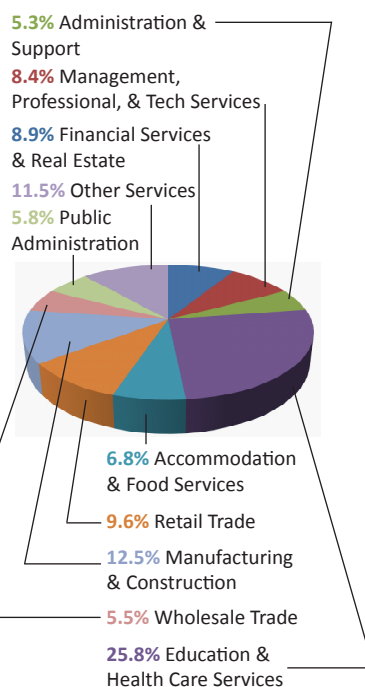
CITY CENTER EMPLOYMENT

EMPLOYMENT BY INDUSTRY SECTOR, 2009

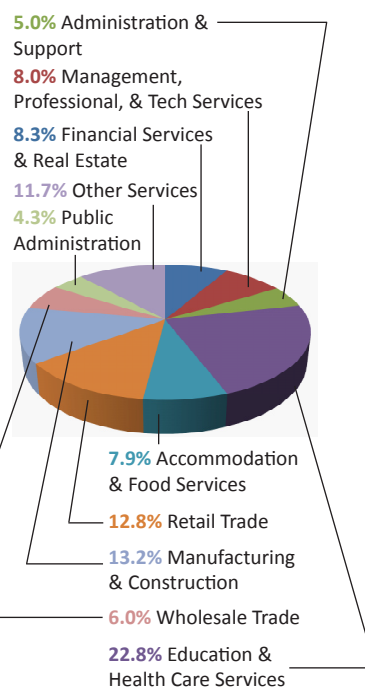
City Center



City of Birmingham



Birmingham-Hoover MSA



EMPLOYMENT & EARNINGS BY INDUSTRY SECTOR, 2009

INDUSTRY SECTOR	CITY CENTER EMPLOYMENT	PERCENT OF CITY CENTER	PERCENT OF BIRMINGHAM CITY TOTAL	CITY CENTER EARNINGS	PERCENT OF CITY CENTER EARNINGS	PERCENT OF BIRMINGHAM CITY EARNINGS
Agriculture, Forestry, & Fishing	7	0.0%	7.2%	\$259,847	0.0%	7.2%
Mining, Quarrying, & Extraction	8	0.0%	3.0%	\$627,216	0.0%	3.0%
Utilities	1,004	1.7%	27.7%	\$91,833,872	3.3%	27.7%
Construction	519	0.9%	6.4%	\$25,267,515	0.9%	6.4%
Manufacturing	786	1.3%	5.7%	\$40,131,588	1.5%	5.7%
Wholesale Trade	2,104	3.6%	22.0%	\$121,407,112	4.4%	22.0%
Retail Trade	2,364	4.0%	14.0%	\$62,515,980	2.3%	14.0%
Transportation & Warehousing	1,030	1.8%	21.3%	\$44,000,570	1.6%	21.3%
Information	1,566	2.7%	35.2%	\$91,731,582	3.3%	35.2%
Finance & Insurance	4,162	7.1%	32.9%	\$304,541,864	11.0%	32.9%
Real Estate & Rental/ Leasing	980	1.7%	34.6%	\$40,904,220	1.5%	34.6%
Professional & Technical Services	3,683	6.3%	34.5%	\$250,403,487	9.1%	34.5%
Management	1,304	2.2%	32.3%	\$103,531,080	3.8%	32.3%
Administration & Support	2,674	4.6%	28.9%	\$69,663,048	2.5%	28.9%
Educational Services	11,806	20.1%	73.1%	\$422,642,994	15.3%	73.1%
Health Care & Social Assistance	11,859	20.2%	40.8%	\$587,067,936	21.3%	40.8%
Arts, Entertainment, & Recreation	552	0.9%	31.3%	\$11,887,872	0.4%	31.3%
Accommodation & Food Services	2,898	4.9%	24.3%	\$44,672,670	1.6%	24.3%
Other Services	1,538	2.6%	30.1%	\$54,665,134	2.0%	30.1%
Public Administration	7,814	13.3%	77.3%	\$390,700,000	14.2%	77.3%
TOTAL	58,658	100%	33.5%	\$2,758,455,587	100%	33.7%

Source: Census LED, 2009, BEA

CITY CENTER WORKFORCE: EMPLOYMENT DESTINATIONS

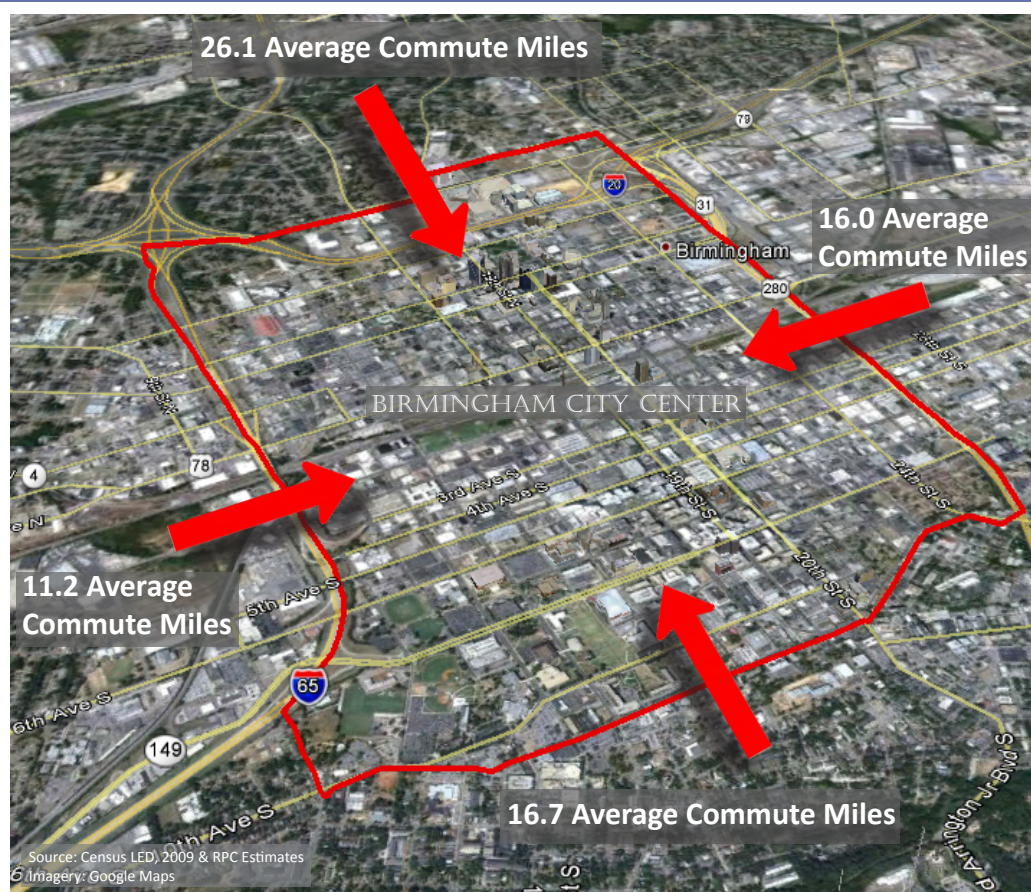
The Birmingham City Center provides nearly 59,000 jobs within the City of Birmingham, making up 33.5% of Birmingham's 175,100 total jobs. The City Center workers earn over \$2.7 billion in salaries working downtown, providing over 35% of the total earnings within the City of Birmingham. City Center workers employed in the Health Care & Social Assistance sector make up the largest percentage of the downtown workforce with 11,859 jobs, or 20.2% of the City Center total. These workers earn approximately \$587 million in salaries, which make up 21% of all wages earned in the City Center but accounts for 41% of the total wages earned citywide for the Health Care & Social Assistance industry.

Of the 90,193 employed residents of the City of Birmingham, 43,092 (47.8%) work within the city limits of Birmingham, and 15,443 (36%) work in the City Center. The remaining 47,101 employed residents work in the suburban communities or outside the region.

BIRMINGHAM WORKFORCE DESTINATIONS, 2009

WORKERS	CITY CENTER	BIRMINGHAM	HOMWOOD	HOOVER	VESTAVIA HILLS	OTHER
Birmingham Employed Residents	15,443	43,092	7,233	5,229	2,036	32,603
% of Birmingham Employed Residents	17%	48%	8%	6%	2%	36%

Source: Census LED, 2009



Directional Worker Travel Totals into Downtown from Home Areas

Job Counts in Home Areas to the North of the CBD:



Count	Share
5,762	9.8%

Job Counts in Home Areas to the North East of the CBD:



Count	Share
10,893	18.6%

Job Counts in Home Areas to the East of the CBD:



Count	Share
5,860	9.9%

Job Counts in Home Areas to the South East of the CBD:



Count	Share
6,375	10.9%

Job Counts in Home Areas to the South of the CBD:



Count	Share
12,365	21.1%

Job Counts in Home Areas to the South West of the CBD:



Count	Share
7,854	13.4%

Job Counts in Home Areas to the West of the CBD:



Count	Share
5,117	8.7%

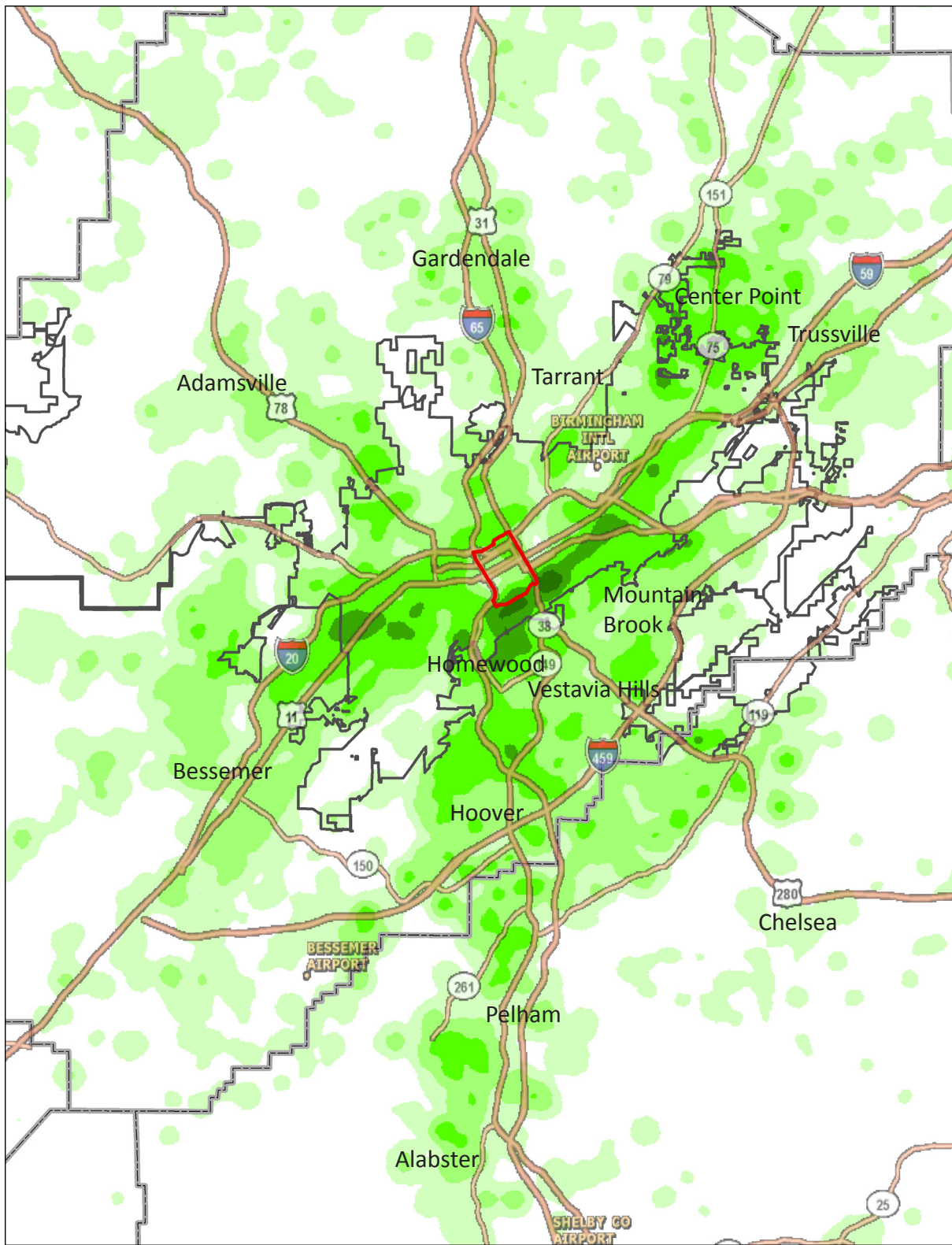
Job Counts in Home Areas to the North West of the CBD:



Count	Share
4,432	7.6%

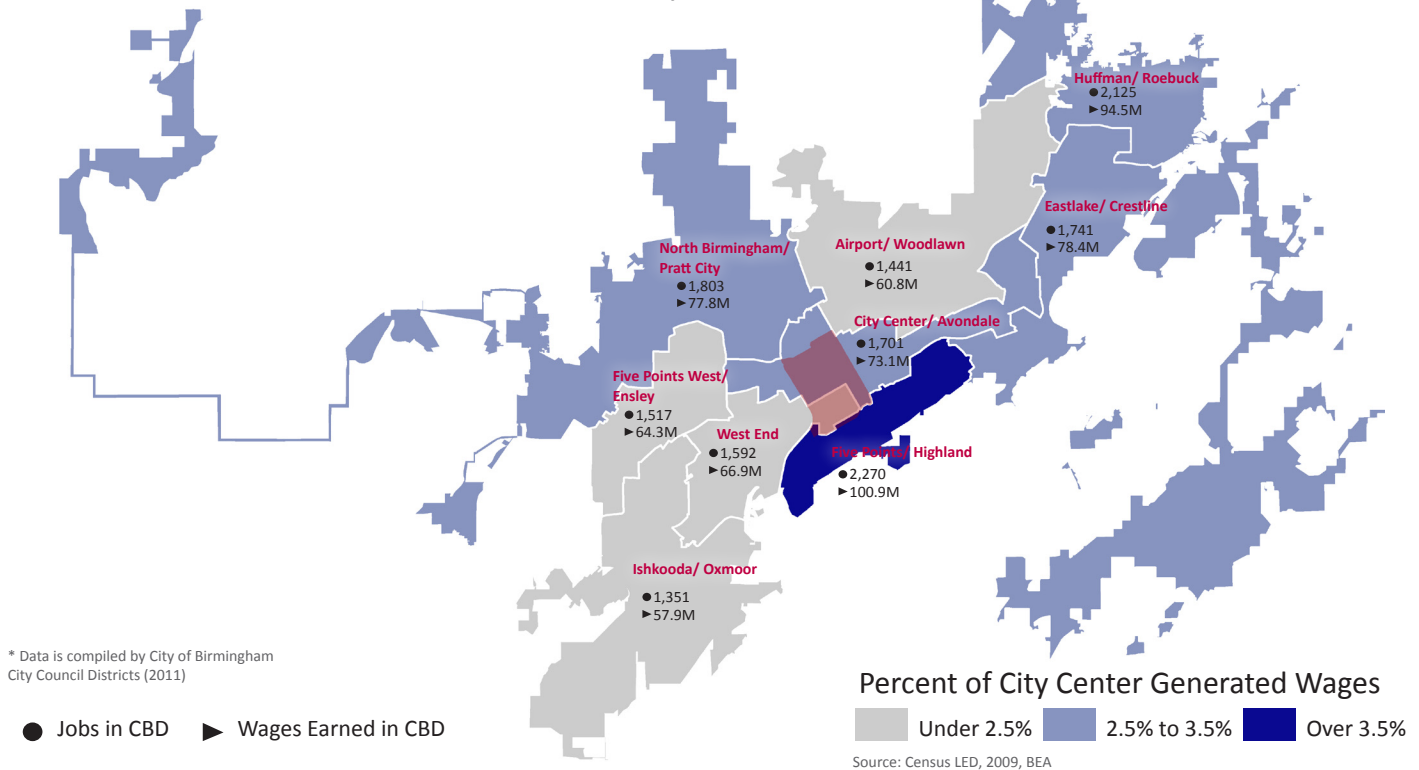
BIRMINGHAM CITY CENTER LABOR SHED

WHERE CITY CENTER WORKERS LIVE



Source: Census LED, 2009

CITY CENTER WORKFORCE & EARNINGS JOBS & SALARIES PAID BY CITY CENTER EMPLOYERS BY AREA OF EMPLOYEE RESIDENCE IN BIRMINGHAM, 2009



BIRMINGHAM CITY EMPLOYMENT & EARNINGS BY COUNCIL DISTRICT, 2009

CITY COUNCIL DISTRICT	AREA DESCRIPTION	TOTAL EMPLOYED RESIDENTS	WORKING IN THE CBD	PERCENT OF CITY CENTER WORKFORCE	TOTAL WAGES EARNED	TOTAL WAGES EARNED BY CITY CENTER EMPLOYEES	CBD PERCENT OF TOTAL AREA WAGES
District 1	Huffman/ Roebuck	13,282	2,125	3.6%	\$590,402,616	\$94,459,084	16.0%
District 2	Eastlake/ Crestline	10,791	1,741	3.0%	\$485,773,722	\$78,373,835	16.1%
District 3	Five Points South/ Highland Park	9,214	2,270	3.9%	\$409,892,346	\$100,982,812	24.6%
District 4	Airport/ Woodlawn	9,631	1,441	2.5%	\$406,612,445	\$60,837,767	15.0%
District 5	City Center/ Lakeview/ Avondale	10,004	1,701	2.9%	\$430,017,031	\$73,116,650	17.0%
District 6	West End/ Titusville	8,976	1,592	2.7%	\$377,240,234	\$66,908,027	17.7%
District 7	Ishkooda/ Oxmoor	9,731	1,351	2.3%	\$417,164,869	\$57,916,939	13.9%
District 8	Five Points West/ Ensley	8,910	1,517	2.6%	\$377,679,171	\$64,302,952	17.0%
District 9	North Birmingham/ Pratt City	11,707	1,803	3.1%	\$505,554,073	\$77,860,596	15.4%
TOTAL		92,246	15,541	24.4%	\$4,000,336,507	\$673,950,411	16.8%

Source: Census LED, 2009, BEA

NOTES

DATA & METHODOLOGY

The data in this report is drawn and derived from data and sources available from the United States Bureau's of Labor Statistics, Economic Analysis, and Census within a cooperative program know as Local Employment Dynamics (LED) that develops information about local labor market conditions. This program utilizes decennial census data, surveys (ACS & Quarterly Workforce Indicators), and administrative records (IRS data) to provide statistical analyses on local employer and household dynamics. Until recently, employment data from federal, state, and local sources has only been available at the county level. The LED data enables researchers to identify the number of workers within a specific geography within an area, to determine the employment industrial classification, and to determine where the employees live. The location of workers is based on the Quarterly Census of Employment and Wages (QCEW) which employers provide for all workers covered by unemployment insurance. Exceptions in this data include the self employed, partners and shareholders in LLCs & LLPs, the armed forces, domestic workers, and railroad workers.

The LED application uses workers' home addresses drawn from IRS records that link employee residential locations with their work locations. The Bureau of Labor Statistics (BLS) assigns those workers to industry sectors for the QCEW. Earnings were then assigned to workers by industry from average annual salaries and wages derived at the county level and reported by the Bureau of Economic Analysis (BEA). Using this data, estimates for earned income can be calculated for the workers living in a given area and workers employed within the CBD, which, for the purposes of this analysis, is defined as the geographic areas of census tracts 27.00 and 45.00.

The estimates and data produced and contained in this report is for informational purposes only and is based on multiple sources, databases, and spatial datasets provided for the expressed purpose to offer an assessment of the employment and earned income dynamics of the Birmingham City Center. The RPC of Greater Birmingham assumes no liability for any errors, omissions, or inaccuracies in this report regardless of how caused or any decision made or action taken or not taken by any person in reliance upon any information or data contained herein.



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