

CHAPTER 1 POPULATION

Introduction

The basis of a community’s comprehensive planning should flow from an understanding of the community's past, present, and probable future population characteristics. Analysis of this data is requisite for understanding the current state of the community and creating a road map for the community to use in preparing for its future in terms of economic development activities, preservation of natural resources, provision of community facilities, housing stock, and future land use patterns. The population element of the comprehensive plan provides an overview of Morgan County's various socioeconomic characteristics as well as a comparison of these characteristics to the State of Georgia, the nation as a whole, and the northeastern region of the state whenever data is available. Population characteristics analyzed include current and projected population and trends based on age, sex, race, number of households, educational levels, and income.

1.1 Total Population

Morgan County

Morgan County’s total population has increased significantly in the last twenty years, from 11,572 in 1980 to 12,883 in 1990 to 15,457 in 2000, a 33.6% increase in all (Table 1.1). The state’s population growth rate during the same period was 50% (Table 1.2). The increasing intensity of Morgan’s growth surge in the last decade can be seen in Figure 1.1 below. Morgan County’s growth may be attributed to the county’s proximity to numerous urban areas: Atlanta, Athens, Augusta, and Macon, and its border with Lake Oconee. In comparison to these cities, Morgan County’s lower land prices, “small town feel,” and beautiful rural landscapes and historic districts are becoming increasingly attractive to individuals seeking to relocate.

Table 1.1 Morgan County GA Population 1980-2000

Morgan County, GA: Total Population			
Year	1980	1990	2000
Total Population	11,572	12,883	15,457
Morgan County, GA: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	11.3%	20.0%	33.6%

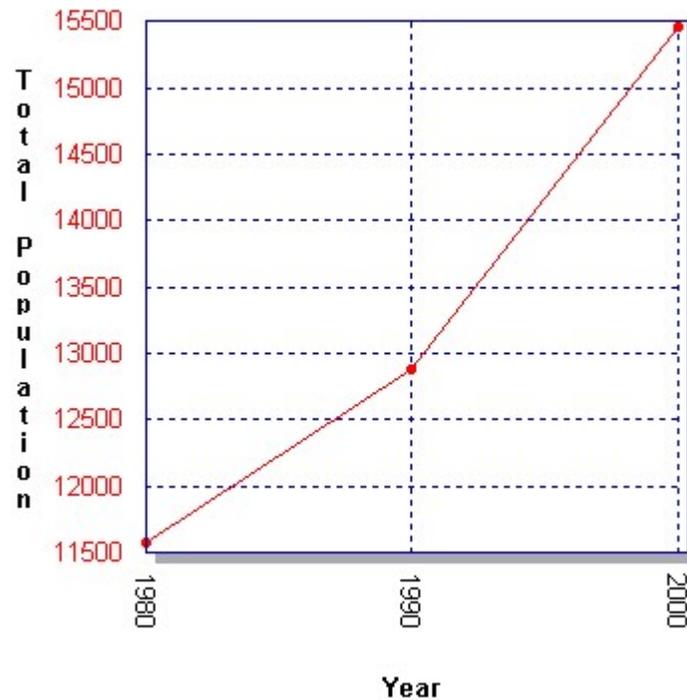
Source: U.S. Bureau of the Census

Table 1.2 Georgia Population 1980 - 2000

State of Georgia: Total Population			
	1980	1990	2000
Total Population	5,457,566	6,478,216	8,186,453
State of Georgia: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	18.7%	26.4%	50.0%

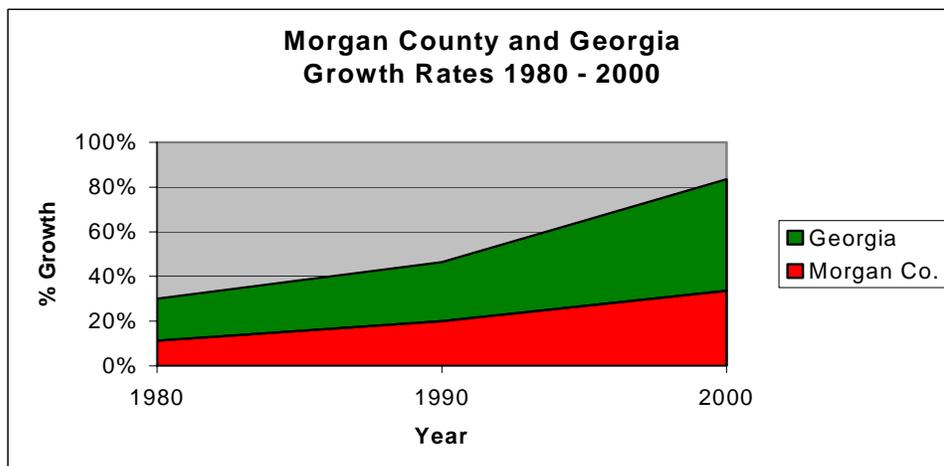
Source: U.S. Bureau of the Census

Figure 1.1 Morgan County, GA Population Growth 1980 - 2000



In comparison to the State of Georgia, Morgan County is growing at a proportionally slower rate. In the 1980's Morgan's rate of population increase was approximately 8% behind the state average, and in the 1990's Morgan's growth rate was 6% less than the state. While Morgan County is not growing at the same intensity as the whole state, the county is growing at a relatively steady pace correlative to the state growth rate (Figure 1.2).

Figure 1.2 Morgan County and Georgia Growth Rates 1980 - 2000



Morgan County is located in the Northeast Georgia Regional Development Center regional planning area, which is headquartered in Athens. As can be seen in the Georgia Department of Community Affairs 2000 Urbanized Areas & Metropolitan Statistical Areas (MSA) map (Figure 1.3), Morgan County is east of the Atlanta MSA, south of the Athens MSA, two counties north of the Macon MSA, and four counties west of the Augusta MSA. This unique position at the confluence of all four MSA's means that Morgan has the potential to be subject to dramatic population growth in the coming decades as the borders of these urban areas expand past their current limits.

The chart entitled Population Trends in Morgan County and Other I-20 East Counties 1950-2000 (Figure 1.4) shows that so far Morgan County has not been caught up in the tremendous growth that is spilling out of Atlanta and Augusta. Morgan, Greene, Taliaferro, and Warren Counties are relatively calm in their population growth compared to the other counties along the interstate highway.

The chart entitled Population Trends in Morgan County and other Northeast Georgia RDC Counties 1950-2000 (Figure 1.5) shows that the growth of Athens has also not quite reached Morgan County with full force. Walton and Oconee Counties, which abut Morgan, are showing the influence of Athens' and Atlanta's sprawling development however, Morgan remains one of the least developed counties in the region.

Figures 1.6 and 1.7 depict population growth during the 1990's in Northeast Georgia. The first map depicts absolute quantity of growth in a dot density format and the second map depicts percentage change. In terms of quantity the growth from the west and north will impact Morgan County first, but even to the south of Morgan there is significant percentage change in population.

Figure 1.3 2000 Urbanized Areas and MSA's

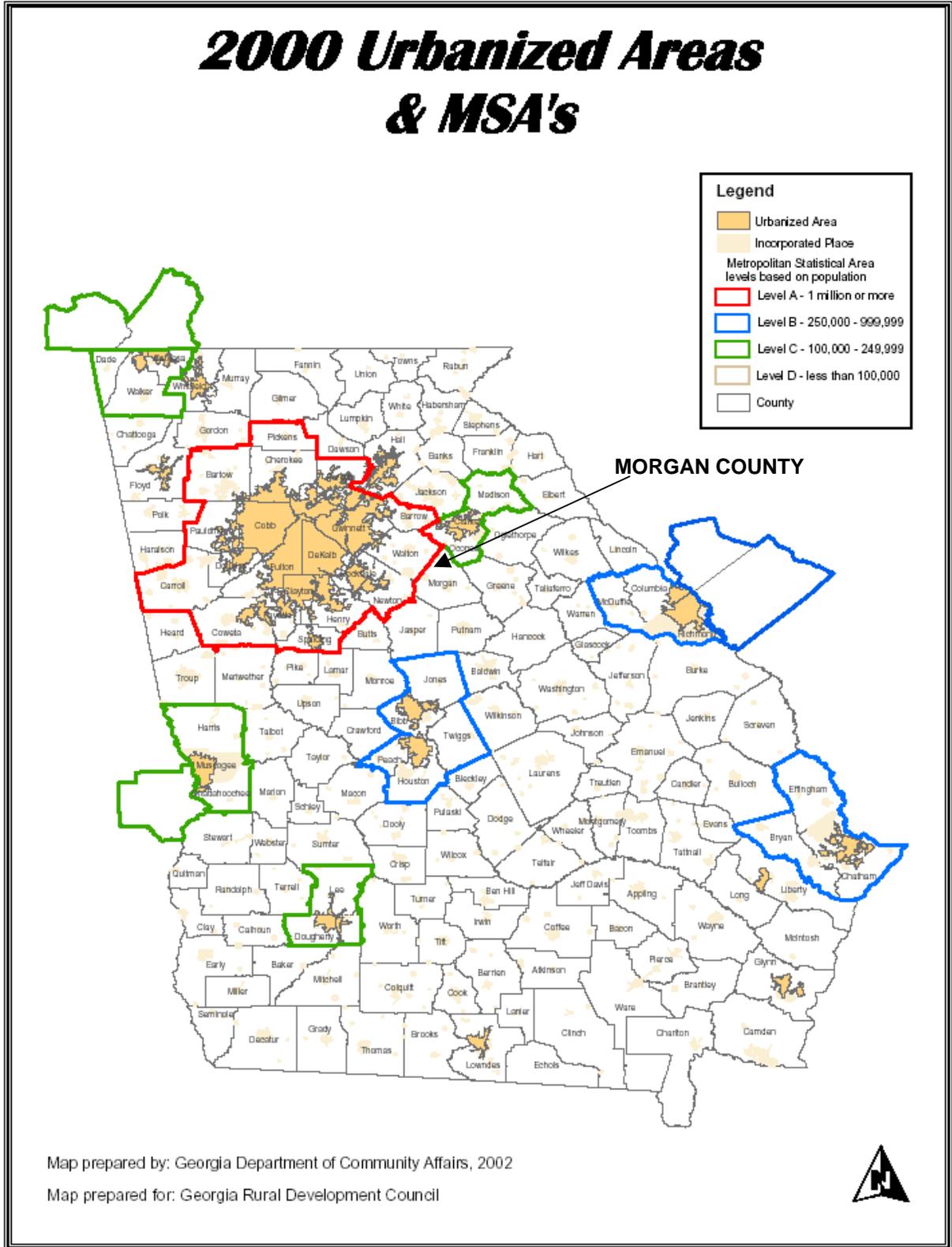


Figure 1.4 Population Trends in Morgan County and Other I-20 East Counties 1950 - 2000

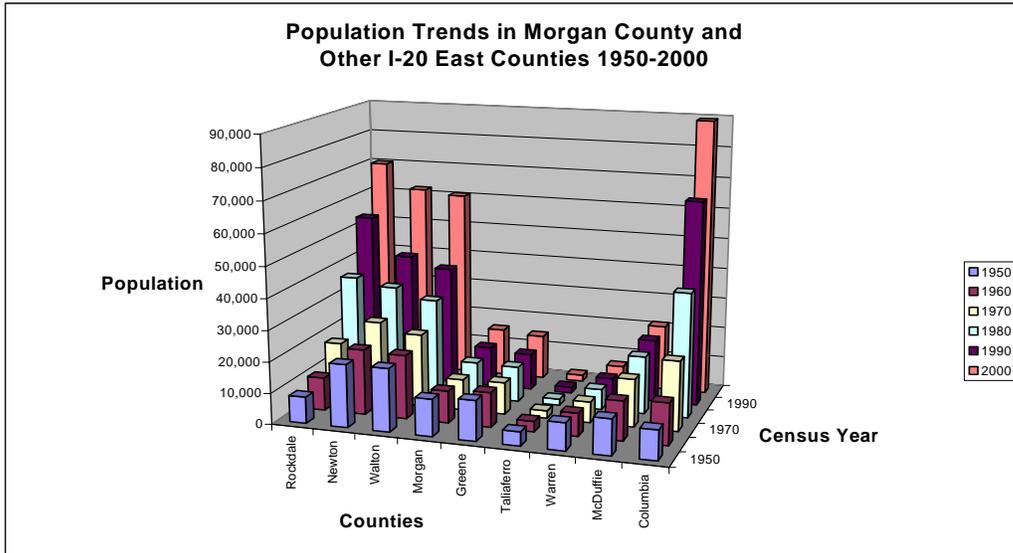
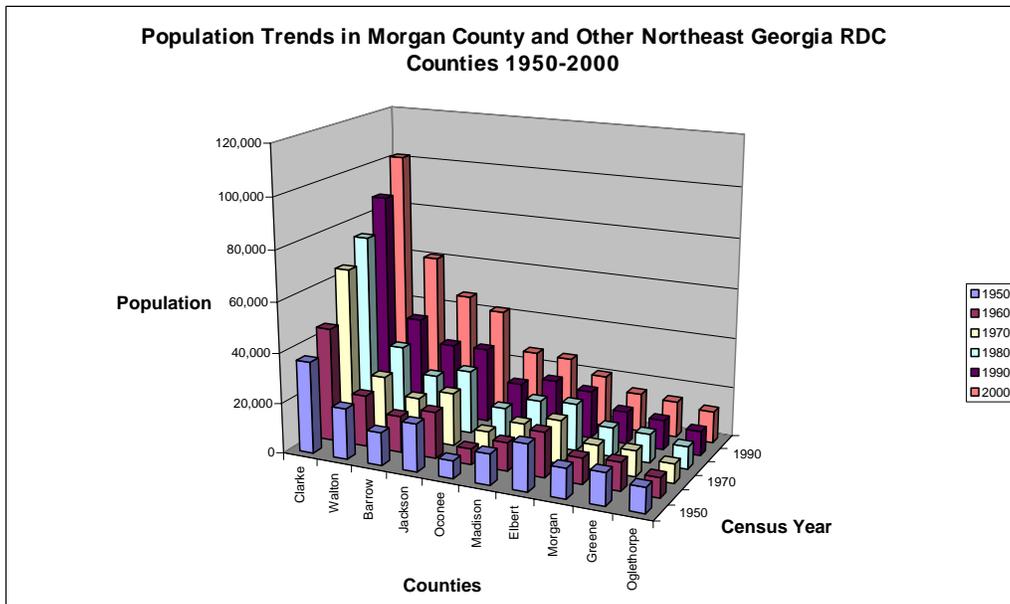
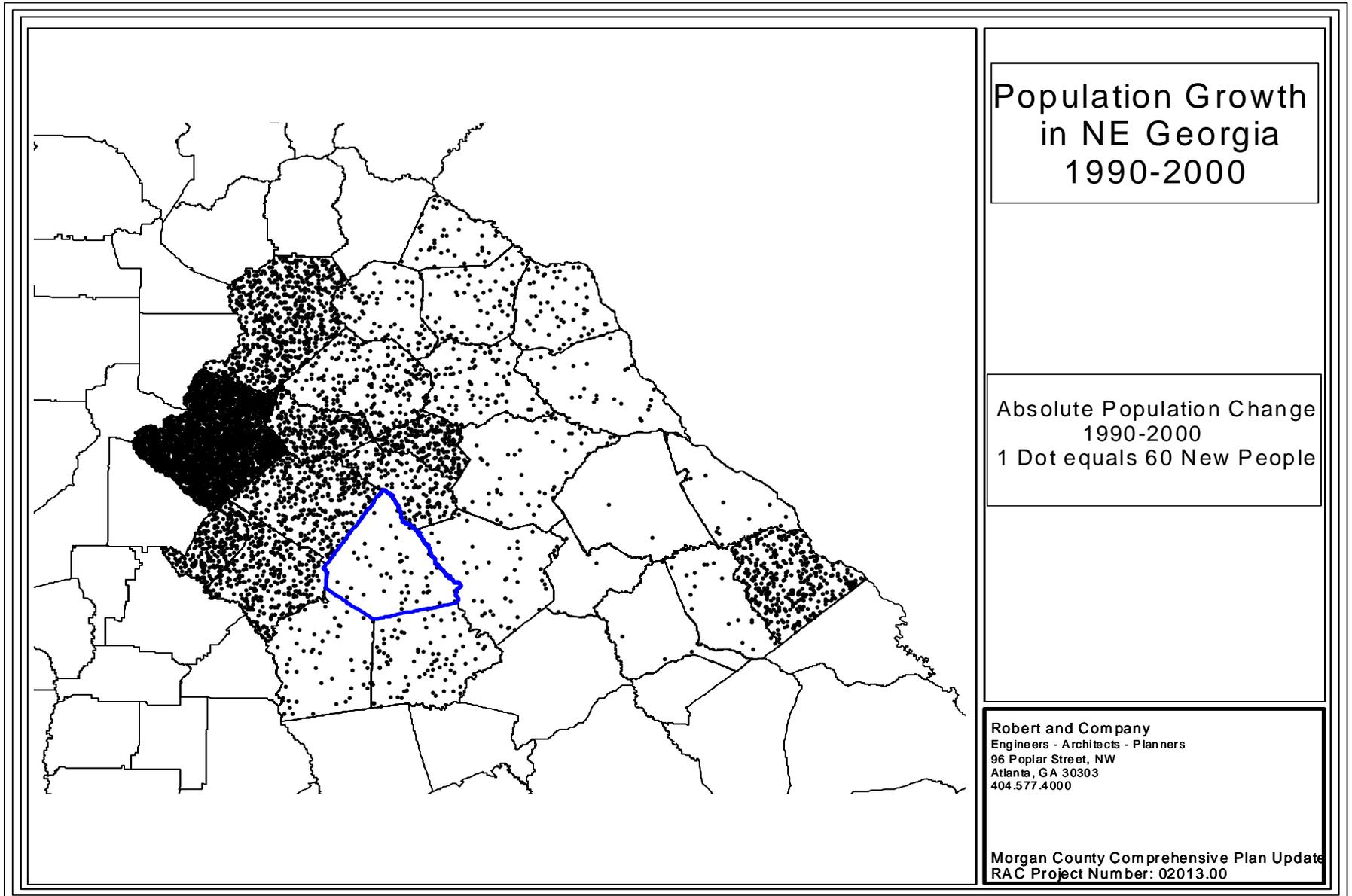


Figure 1.5 Population Trends in Morgan County and Other Northeast Georgia RDC Counties 1950 - 2000

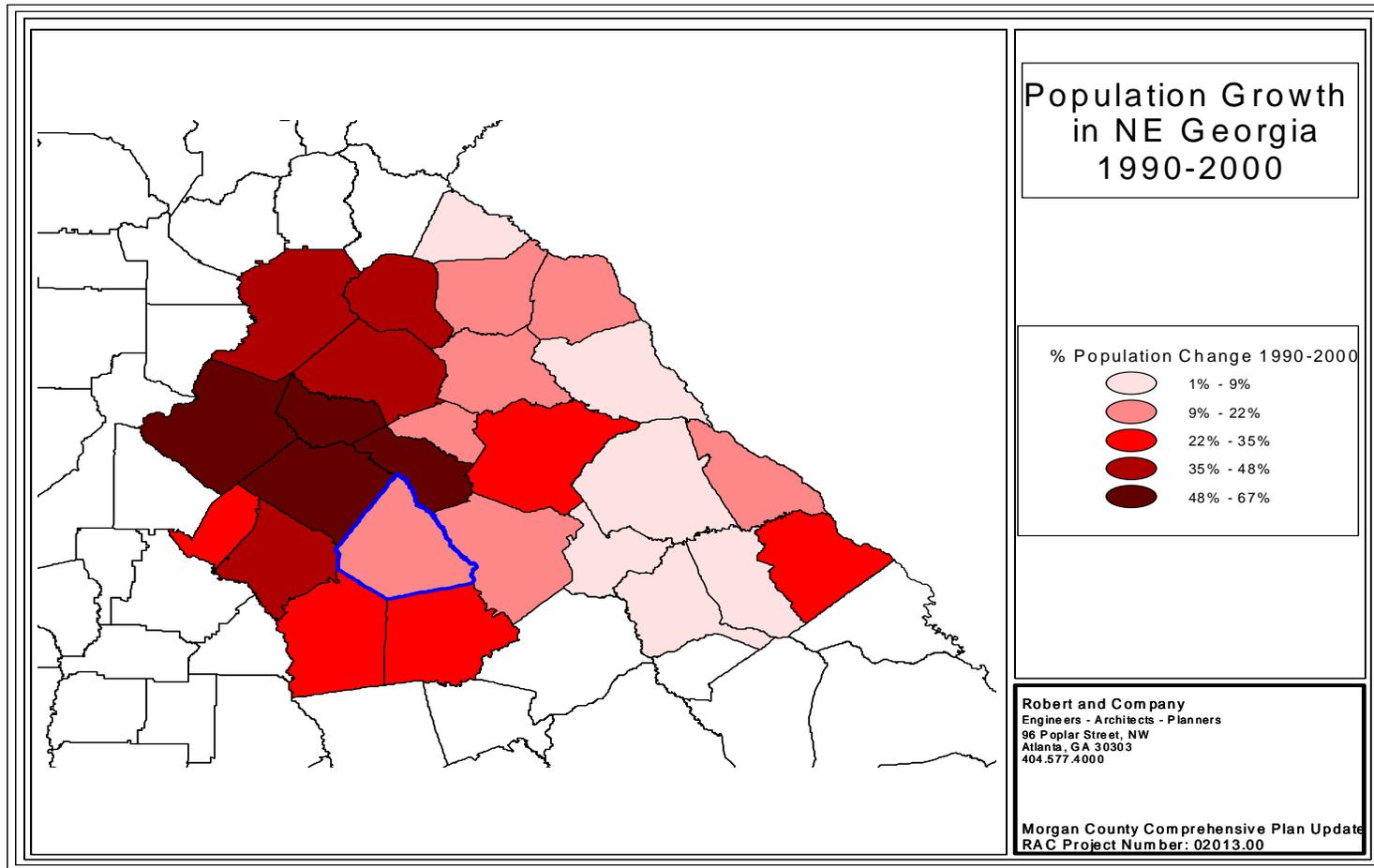


1 **Figure 1.6 Population Growth in NE Georgia 1990 – 2000**

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1 **Figure 1.7 Population Growth in NE Georgia 1990 -2000**



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City of Bostwick

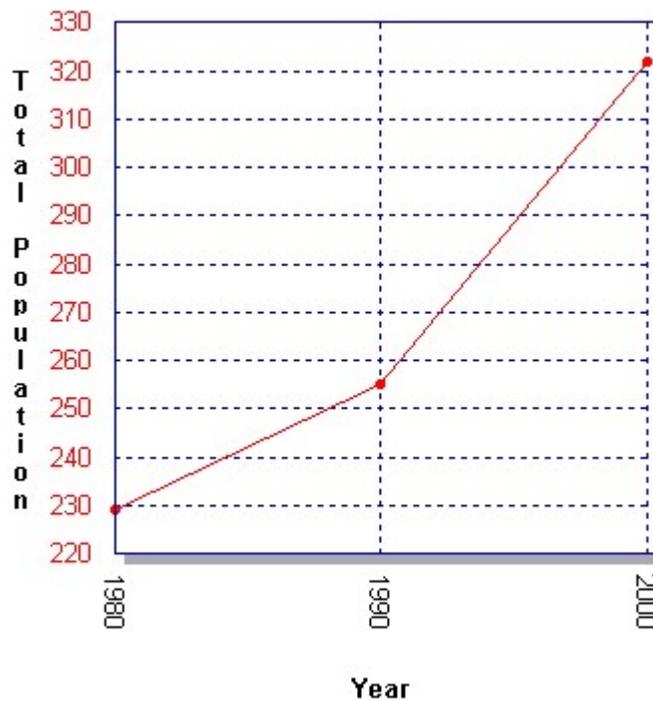
The city of Bostwick has grown significantly over the last two decades (Table 1.3, Figure 1.8). The trend in its rate of increase has been very similar to the rate for the entire county. From 1980 to 1990 the rate for Bostwick was 11.4%. A decade later it was 26.3%. Bostwick is experiencing population growth somewhat faster, but consistent with Morgan County.

Table 1.3 City of Bostwick Population 1980 - 2000

City of Bostwick, GA: Total Population			
Year	1980	1990	2000
Total Population	229	255	322
City of Bostwick, GA: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	11.4%	26.3%	40.6%

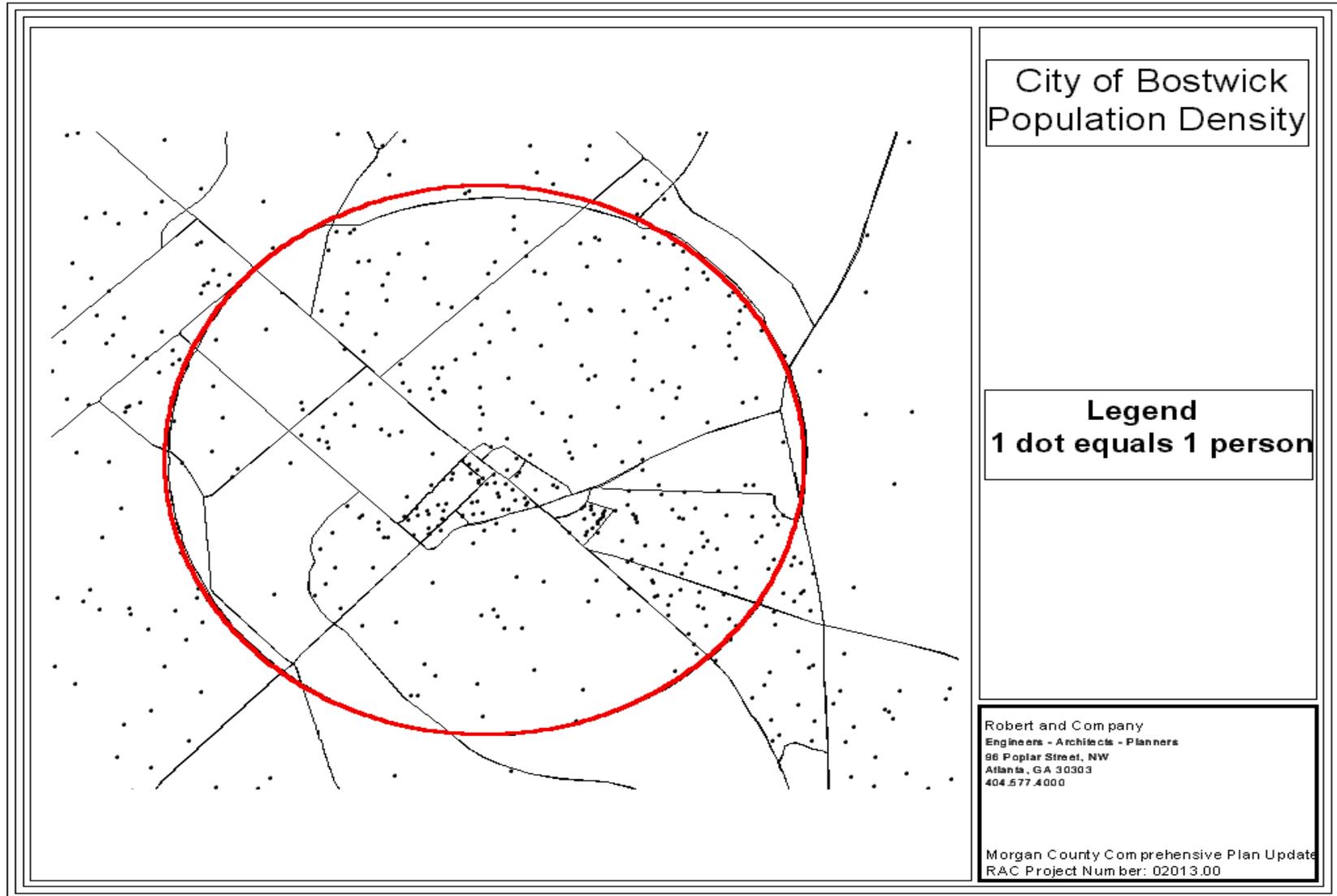
Source: U.S. Bureau of the Census

Figure 1.8 Town of Bostwick Population Growth 1980 - 2000



In terms of current population density, Figure 1.9 shows that Bostwick remains a very low-density community even as of the 2000 Census.

Figure 1.9 City of Bostwick Population Density



Town of Buckhead

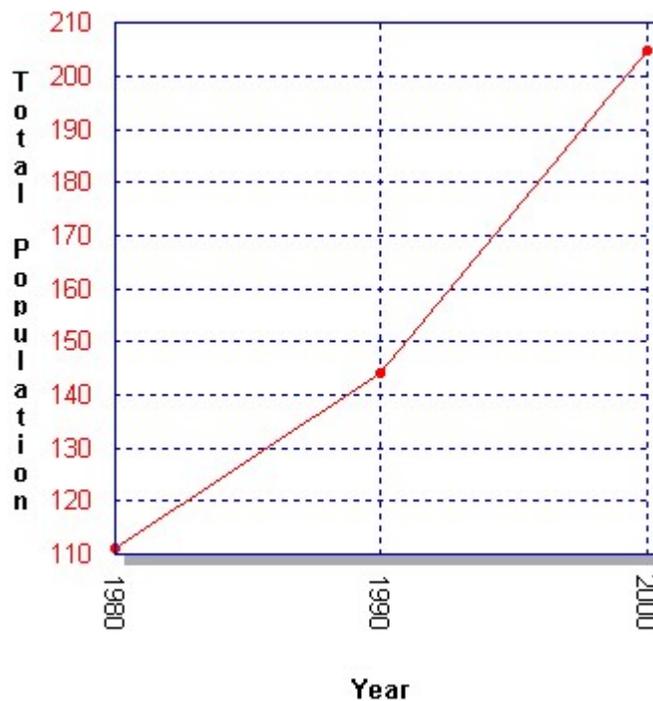
The Town of Buckhead has grown significantly over the last two decades (Table 1.4, Figure 1.10) The trend in its rate of increase has been more intense than the county as a whole. From 1980 to 1990 the rate of growth for Buckhead was 29.7%; a decade later it was 42.4%. Though still small in terms of overall population, the Town of Buckhead is experiencing growing at a more intense rate than Morgan County.

Table 1.4 Town of Buckhead Population 1980 - 2000

Town of Buckhead, GA: Total Population			
Year	1980	1990	2000
Total Population	111	144	205
Town of Buckhead, GA: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	29.7%	42.4%	84.7%

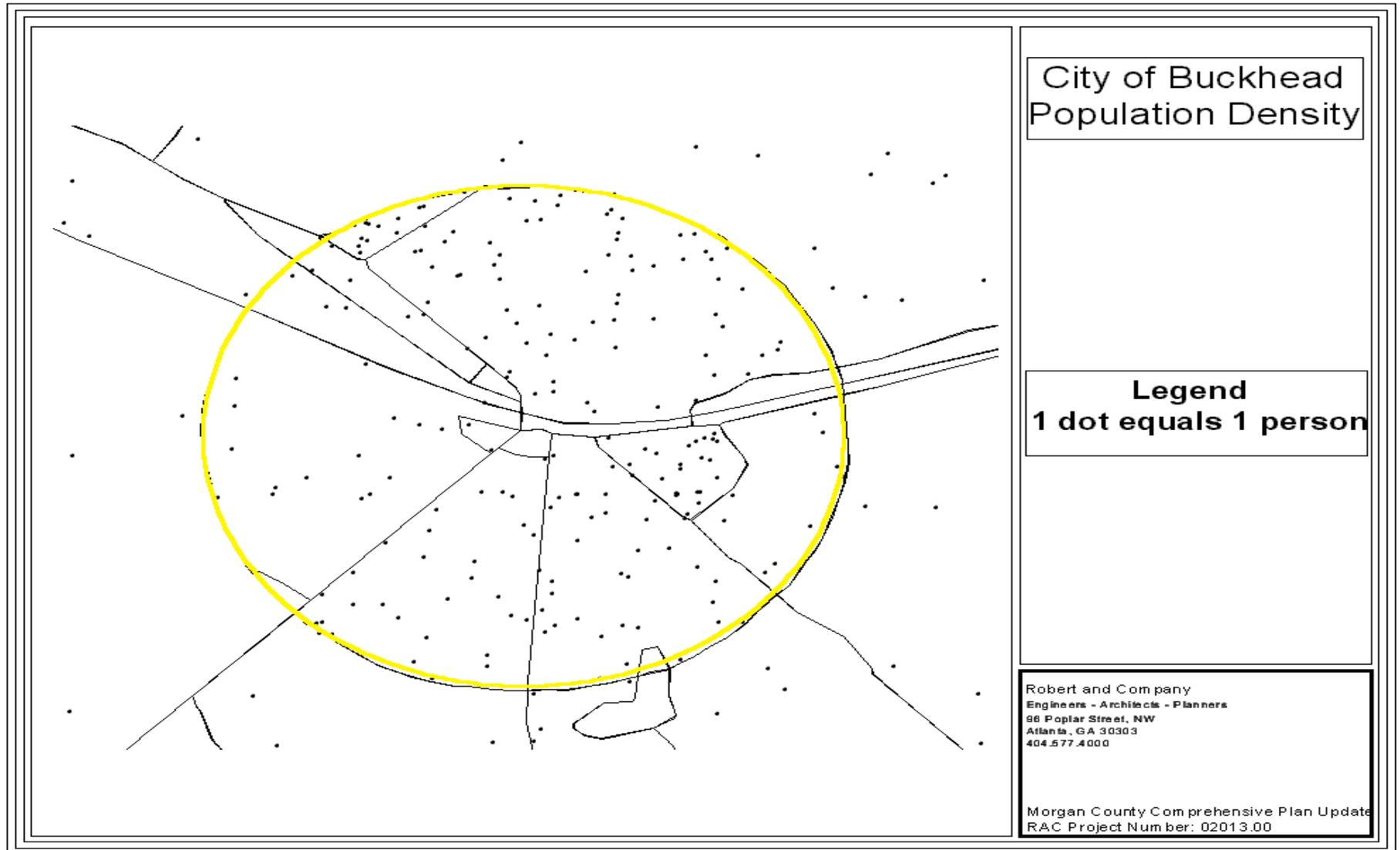
Source: U.S. Bureau of the Census

Figure 1.10 Town of Buckhead Population Growth 1980 – 2000



In terms of current population density, Figure 1.11 shows that Buckhead remains a very low-density community even as of the 2000 Census.

Figure 1.11 City of Buckhead Population Density



City of Madison

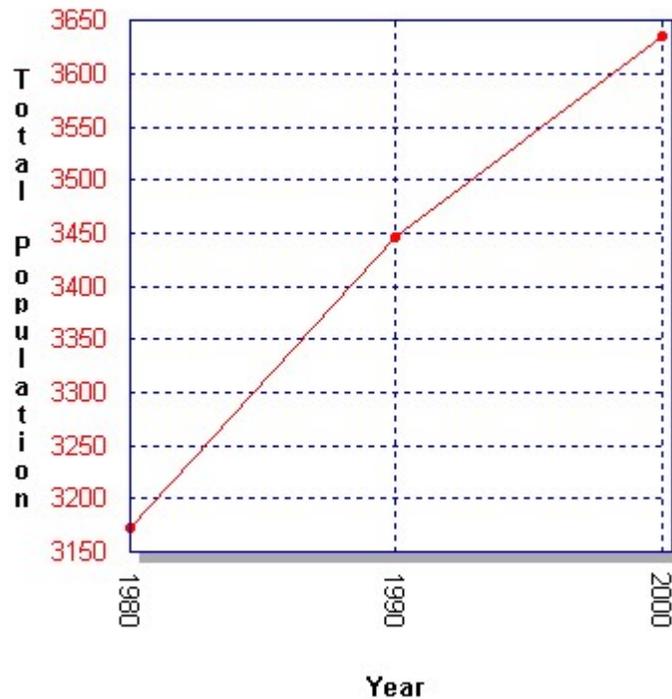
The population of the City of Madison has grown slowly over the last two decades (Table 1.5, Figure 1.12). The trend in its rate of increase has been much less intense than the county as a whole. From 1980 to 1990 the growth rate for Madison was 8.6%; from 1990 to 2000 the rate was even slower at 5.5%. Madison is experiencing a slower and more modest pattern of population growth compared to the whole of Morgan County. The slower pace of growth in Madison may be a reflection of the city’s higher housing costs and lower rate of housing growth, as compared to the county and its other municipalities, during the past decade.

Table 1.5 City of Madison Population 1980 – 2000

City of Madison, GA: Total Population			
Year	1980	1990	2000
Total Population	3,173	3,447	3,636
City of Madison, GA: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	8.6%	5.5%	14.6%

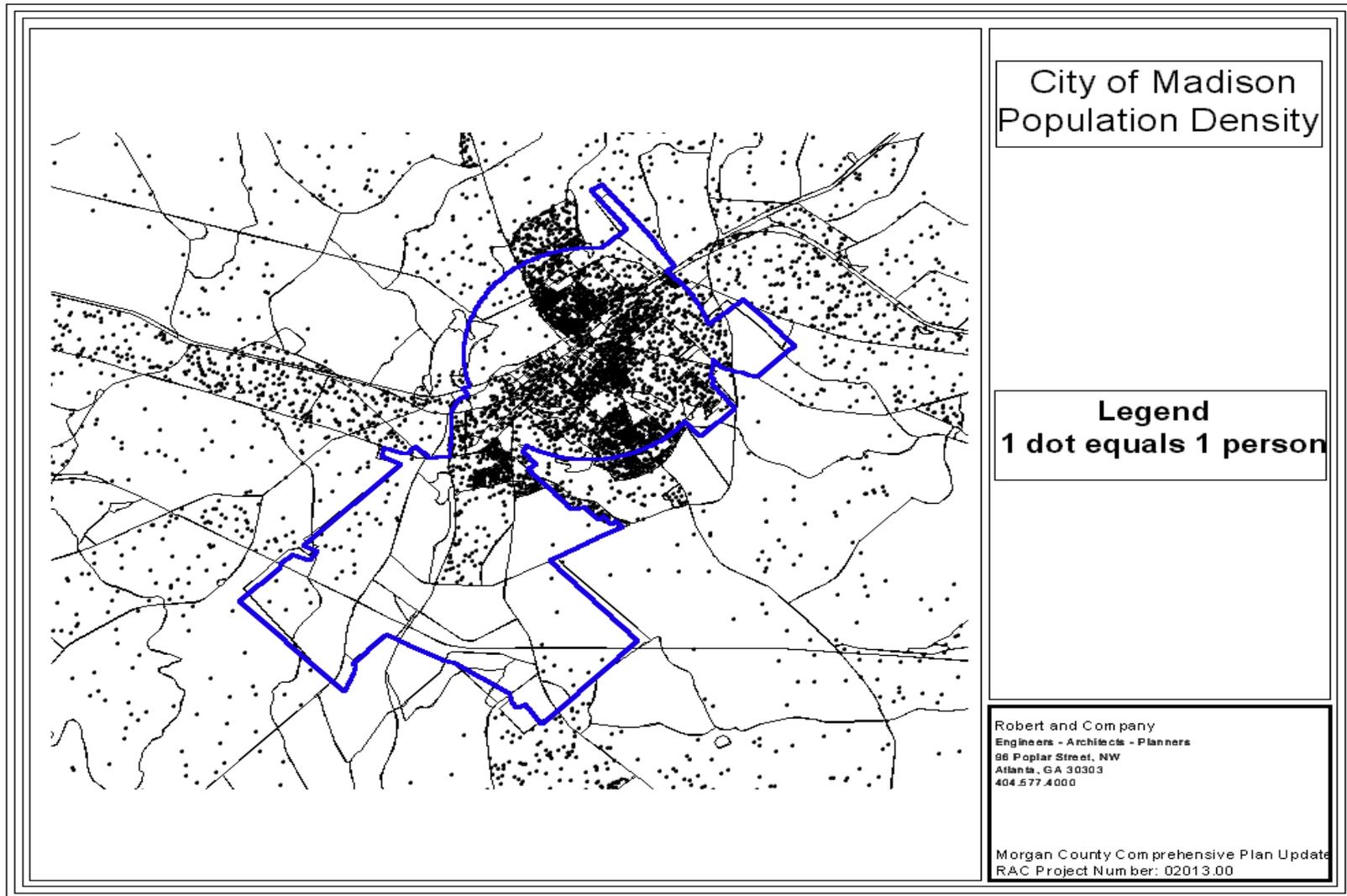
Source: U.S. Bureau of the Census

Figure 1.12 City of Madison Population Growth 1980 - 2000



In terms of current population density, Figure 1.13 shows that Madison has a relatively high-density population in the historic sections of the city, particularly northwest and southwest of the courthouse square. However, density is relatively low in the annexed areas towards I-20.

Figure 1.13 City of Madison Population Density



City of Rutledge

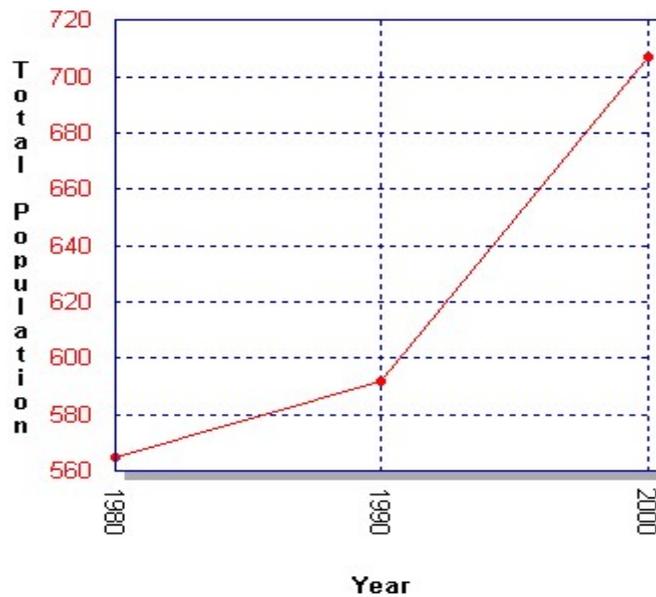
Between 1980 and 2000 the population of the City of Rutledge grew by over 25% (Table 1.6, Figure 1.14). While this rate of increase is less than the rate for Morgan County it should be noted that between 1990 and 2000 the rate of growth for Rutledge and Morgan are nearly identical. It may be concluded that Rutledge is now experiencing a very rapid intensification of population for a geographically small community. This growth could be attributed to many factors. Rutledge is located on the western edge of Morgan County abutting the high growth areas of Social Circle and Newton County. The City of Rutledge has also initiated a trend of annexation of county acreage, which has been developed into housing lots. Between 1990 and 2000 Rutledge annexed the Indian Creek housing area, gaining approximately 35 households. Rutledge has most recently annexed another group of lots adjacent the Indian Creek housing area adding another 11 households. Due to the service delivery mechanism in place for this area, it is expected that Rutledge will continue to annex land areas that become developed.

Table 1.6 City of Rutledge Population 1980 – 2000

City of Rutledge, GA: Total Population			
Year	1980	1990	2000
Total Population	565	592	707
City of Rutledge, GA: Rate of Population Change			
Period	1980-1990	1990-2000	1980-2000
% Change	4.8%	19.4%	25.1%

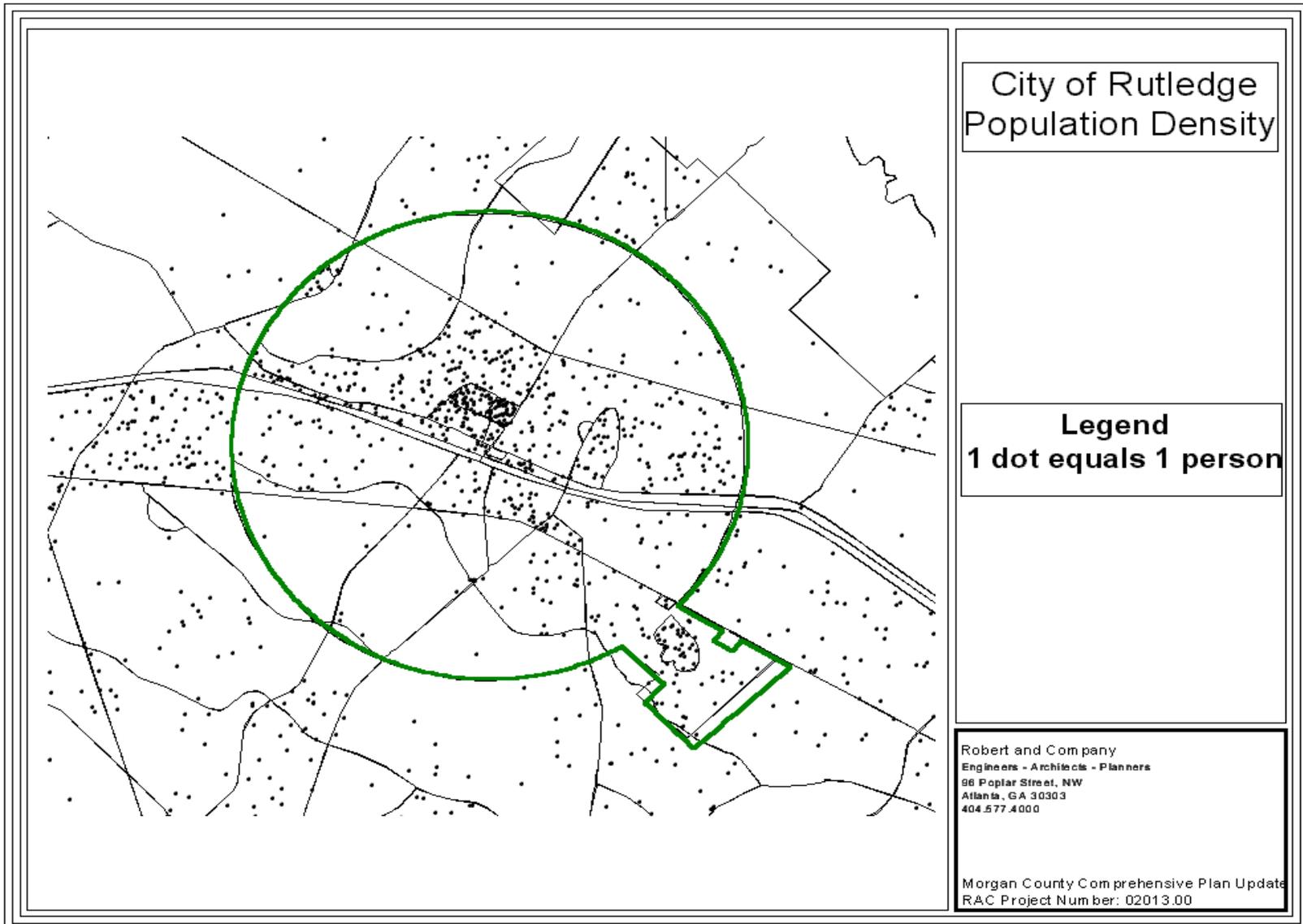
Source: U.S. Bureau of the Census

Figure 1.14 City of Madison Population Growth 1980 - 2000



In terms of current population density, Figure 1.15 shows that Rutledge remains a very low-density community even as of the 2000 Census.

Figure 1.15 City of Rutledge Population Density



1.2 Future Population

Morgan County

The State of Georgia Department of Community Affairs (DCA) has traditionally used data from Woods & Pool Economics, Inc. for county planning purposes. The population estimates provided by Woods and Pool are show in Tables 1.7 – 1.9. The Woods & Pool projections indicate that Morgan County will continue to grow over the next twenty years, but at a decreased rate. The population is expected to increase from 15,468 in 2000 to 18,376 in 2025, an 18.74% increase. In comparison, Woods & Pool estimate the population of the state of Georgia will increase 35.91% between 2000 and 2025. The Woods and Pool projections provide a very conservative estimate. Generally they predict that the Morgan County growth rate will progress steadily at only 3-4% per annum, always lagging behind the state growth averages. However, the gap between the State and Morgan County growth rates is expected to narrow from 3.6% in the period of 2000–2005 to 2.3% in the period 2020-2025.

Table 1.7 Morgan County Population Projections to 2025

Morgan County: Total Population												
Category	1980	1990	2000	2005	2006	2007	2008	2009	2010	2015	2020	2025
Total	11,630	12,946	15,468	15,955	16,069	16,177	16,283	16,396	16,509	17,081	17,718	18,376

Source: Woods & Pool Economics, Inc.

Table 1.8 Morgan County and State of Georgia Population Projections 2000–2025

Morgan County: Total Population						
Category	2000	2005	2010	2015	2020	2025
Total	15,468	15,955	16,509	17,081	17,718	18,376
Georgia: GA Total Population						
Category	2000	2005	2010	2015	2020	2025
Total	8,229,820	8,784,650	9,349,660	9,940,380	10,550,700	11,185,100

Source: Woods & Pool Economics, Inc.

Table 1.9 Rate of Population Growth 2000–2025

Morgan County: Total Population					
Period	2000-2005	2005-2010	2010-2015	2015-2020	2020-2025
Rate of Change	3.15%	3.47%	3.46%	3.73%	3.71%
Georgia: GA Total Population					
Category	2000-2005	2005-2010	2010-2015	2015-2020	2020-2025
Rate of Change	6.74%	6.43%	6.32%	6.14%	6.01%

Source: Woods & Pool Economics, Inc.

In a series of alternative projections, (Table 1.10 and Figures 1.16 – 1.17), Robert and Company produced projections for Morgan County population in 2010 and 2020. These projections are based on the assumption of a continuation of the annualized growth rates from the 1950, 1960, 1970, 1980, 1990, and 2000 Census figures for Morgan County. The starting point is the 2000 Census total for Morgan County of 15,457, (Table 1.11). The numbers have a low-end

projection of 17,306 in 2020 and a high-end projection of 21,634. In Figure 1.17 this same method of population projection is extended to 2050.

Figure 1.16 Population Trend in Morgan County 1950 - 2000

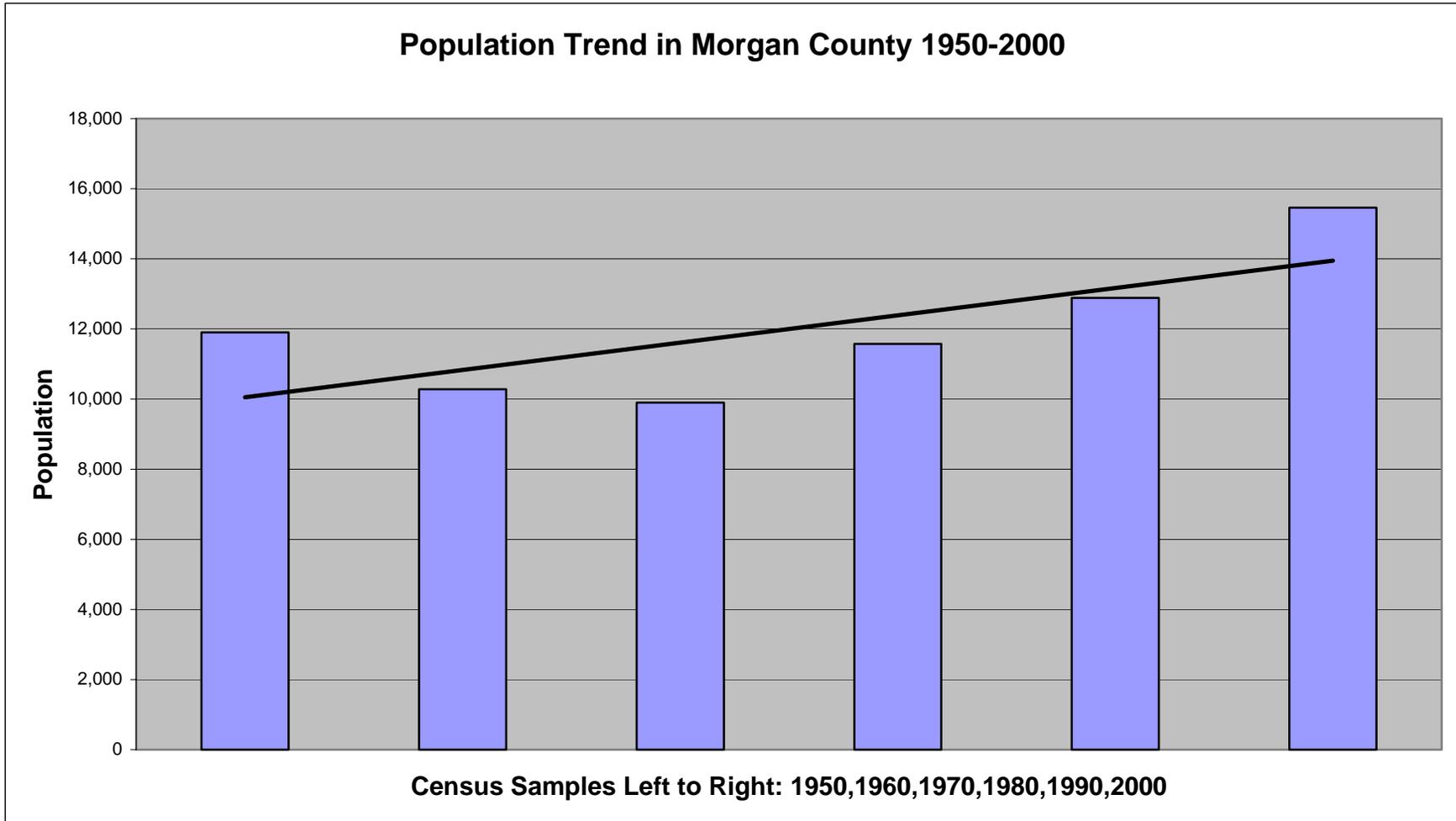
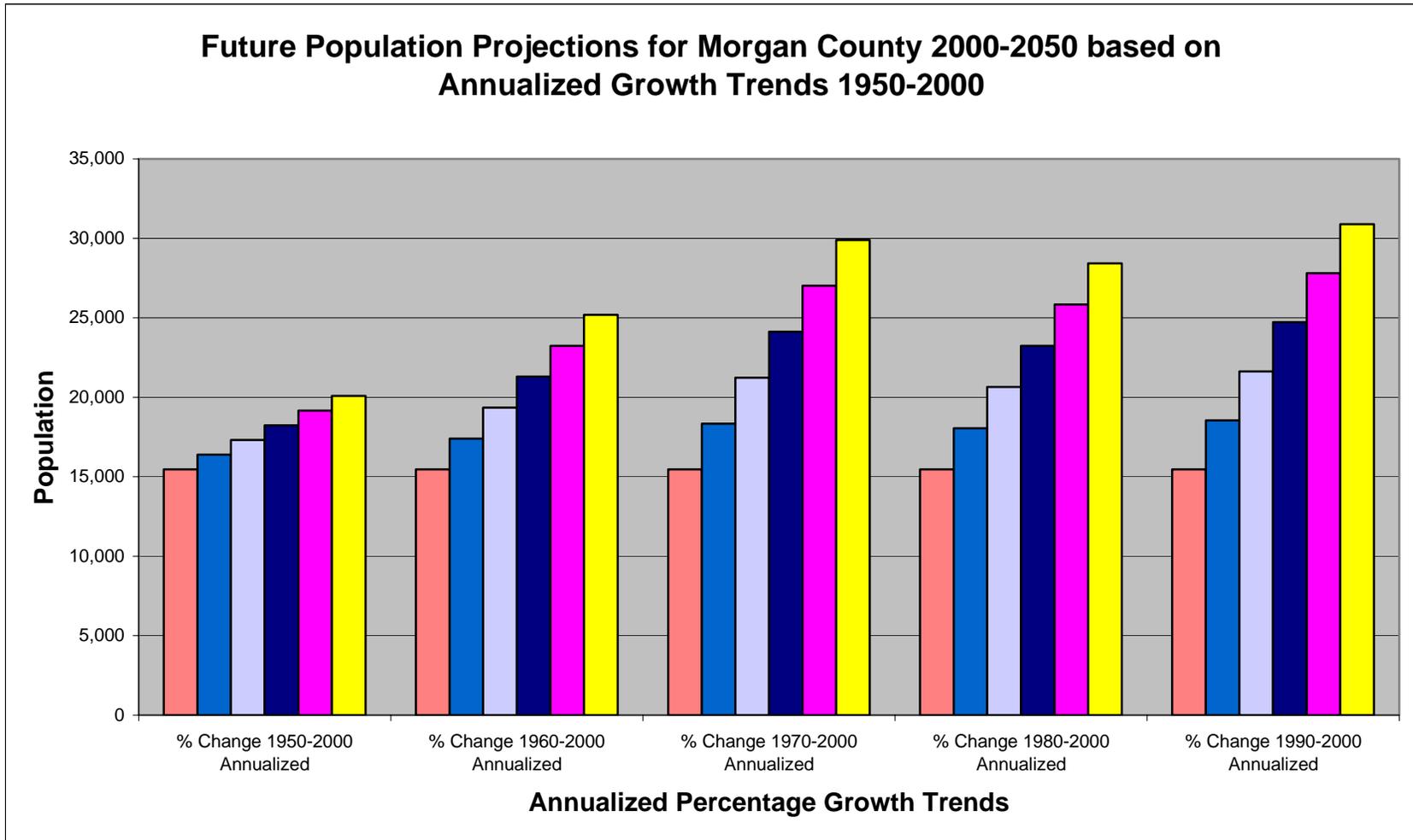


Figure 1.17 Future Population Projections for Morgan County 2000 – 2050 based on Annualized Growth Trends 1950 - 2000



In another series of projections, (Table 1.10 and Figures 1.18 – 1.19), which were created at the request of Morgan County for its Long Range Water Supply Study, Robert and Company produced projections of the Morgan County population in 2010 and 2020. These projections are based on the assumption of a continuation of the annualized growth rates from the 1950, 1960, 1970, 1980, 1990, and 2000 Census figures for Morgan County and all adjacent counties. The starting point is the 2000 Census total for Morgan and all adjacent counties, 209,014, (Table 1.10). The results of these projections are higher low and high-end estimates than the previous projections. The low-end estimate using all neighboring counties and Morgan County comes to 24,065 in 2020 and the high-end estimate comes to 29,020.

Table 1.11 Population Projections for Morgan Co. based on Morgan and Surrounding Counties 2000 Population

Morgan County and all Adjacent Counties

Census Year	1950	1960	1970	1980	1990	2000
Population	87,370	83,190	91,871	118,938	145,278	209,014
Change over Decade	NA	-4,180	8,681	27,067	26,340	63,736
% Change over Decade	NA	-4.78%	10.44%	29.46%	22.15%	43.87%

Future Population Projections for Morgan County Alone

Based on Assumption of Continuation of Regional Annualized Rates

As the Dominant Trend Within Morgan County

		Future Census Year	2010	2020
Change 1950-2000	121,644			
% Change 1950-2000	139.23%			
% Change 1950-2000 Annualized	2.78%		19,761	24,065
Change 1960-2000	125,824			
% Change 1960-2000	151.25%			
% Change 1950-2000 Annualized	3.78%		21,302	27,146
Change 1970-2000	117,143			
% Change 1950-2000	127.51%			
% Change 1950-2000 Annualized	4.25%		22,027	28,596
Change 1980-2000	90,076			
% Change 1950-2000	75.73%			
% Change 1950-2000 Annualized	3.79%		21,310	27,163
Change 1990-2000	63,736			
% Change 1950-2000	43.87%			
% Change 1950-2000 Annualized	4.39%		22,238	29,020

Source: U.S. Bureau of the Census

Figure 1.18 Population Trends in Morgan County and Surrounding Counties 1950 - 2000

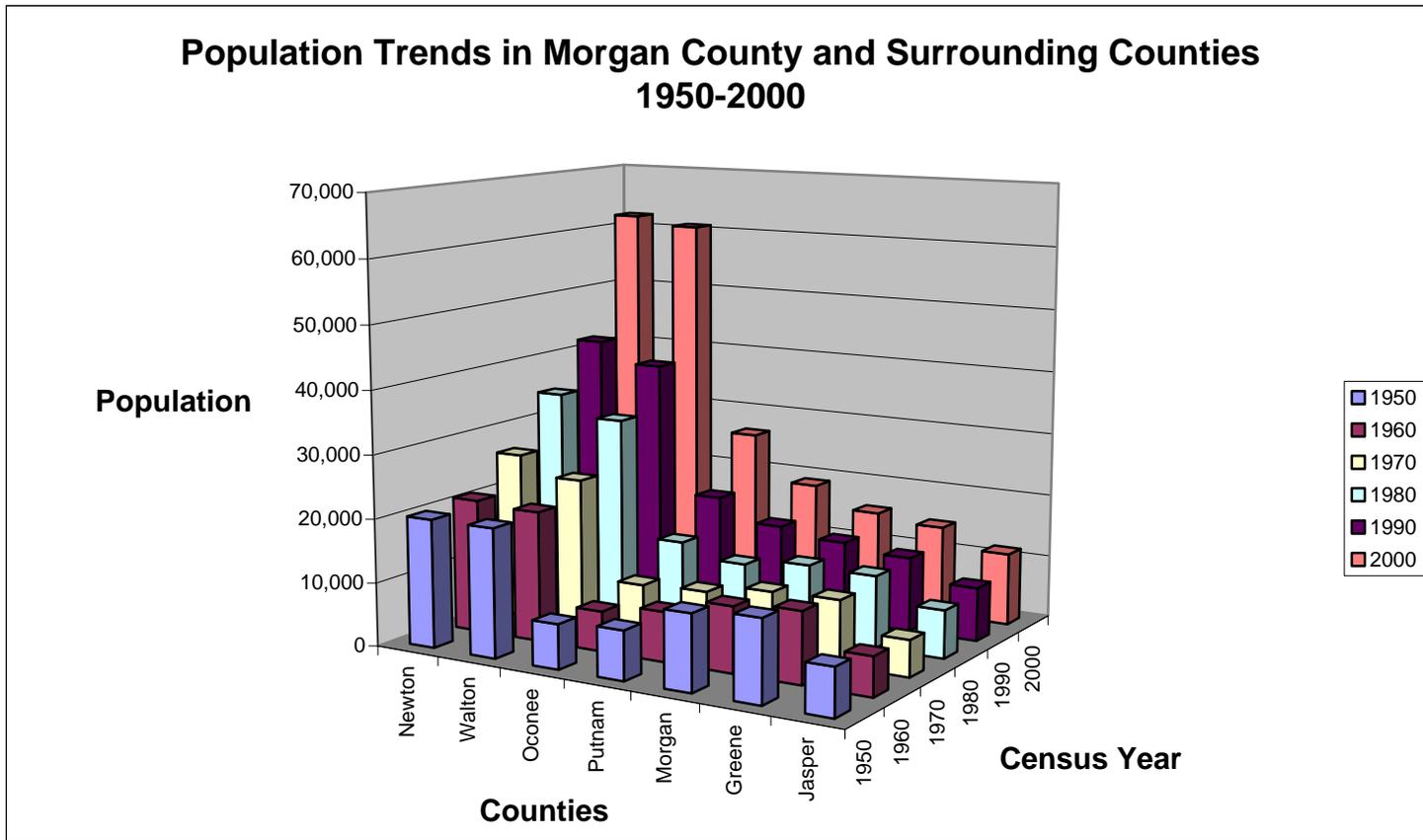
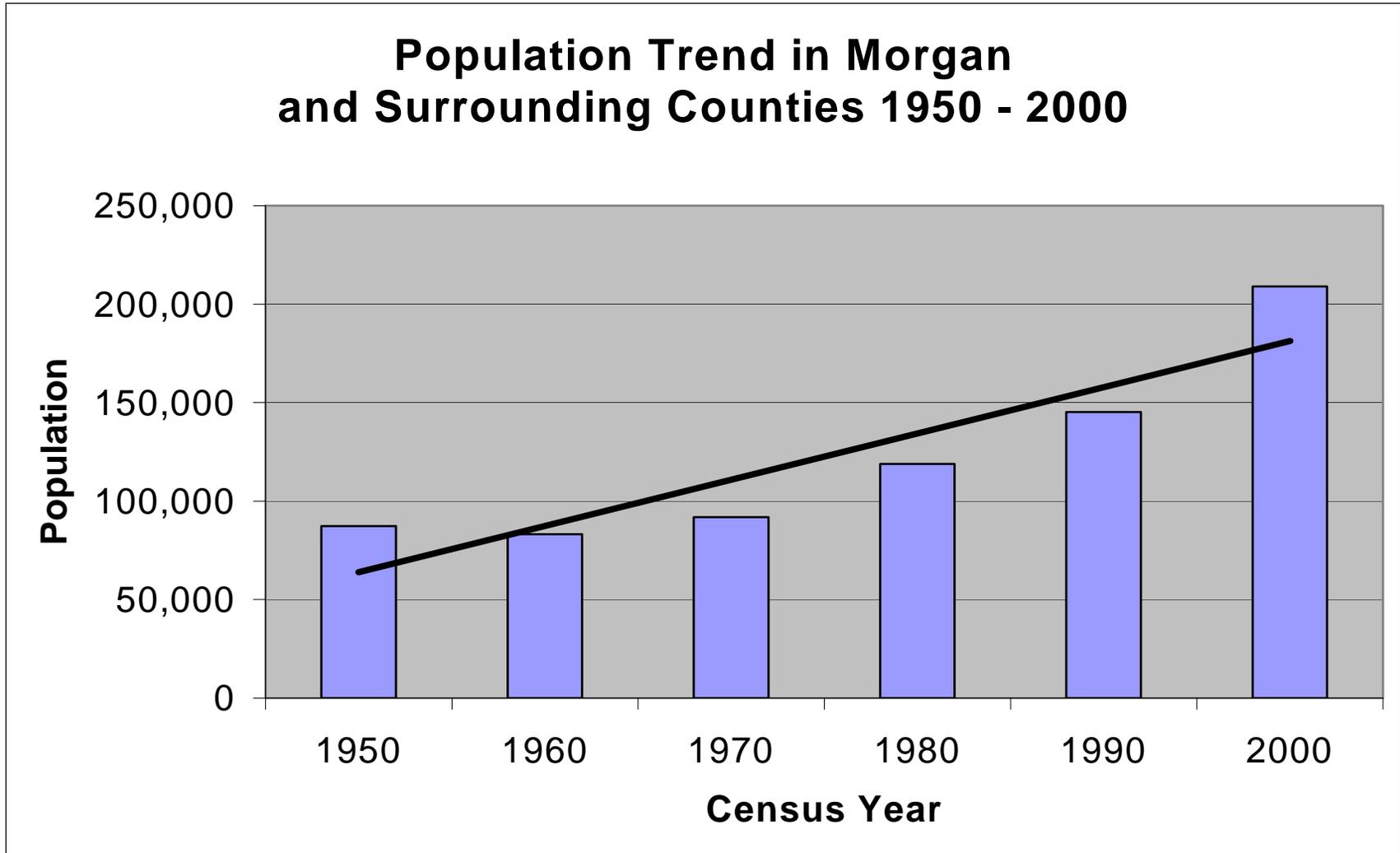


Figure 1.19 Population Trend in Morgan and Surrounding Counties 1950 -2000



Due to Morgan County’s previous growth management efforts, e.g. the Development Regulations of May 7, 2002, which limit land subdivision in the agricultural areas of the county to 5-acre minimum lot size, it is assumed that Morgan County will continue to grow; however, the rate of growth Morgan County will experience is expected to be somewhat less than some of its surrounding counties, which lack such growth management policies at this time. Due to this factor the rate of growth that is considered most accurate for Morgan County over the period of 2000 – 2025 (Table 1.12) is an average of the rates exhibited in the two preceding population projection methods discussed. Using this assumption the following projections were made.

Table 1.12 Projected Morgan County Population 2000-2025

Projected Morgan County Population 2000-2025					
2000	2005	2010	2015	2020	2025
15,457	17,344	19,231	21,119	23,006	24,713

Municipalities

There are not standardized published population projections for the municipalities in Morgan County. Due to this population projections for the individual cities have been calculated by applying the growth trends projected for Morgan County as a whole to 2000 populations of the individual municipalities (Tables 1.13 - 1.16).

City of Bostwick

Table 1.13 Projected Bostwick Population 2000 - 2025

Projected Bostwick Population 2000 - 2025					
2000	2005	2010	2015	2020	2025
322	361	400	439	479	514

Town of Buckhead

Table 1.14 Projected Buckhead Population 2000 - 2025

Projected Buckhead Population 2000 - 2025					
2000	2005	2010	2015	2020	2025
205	230	255	280	305	327

City of Madison

Table 1.1.5 Projected Madison Population 2000 - 2025

Projected Madison Population 2000 - 2025					
2000	2005	2010	2015	2020	2025
3636	4077	4517	4961	5404	5805

Table 1.16 Projected Rutledge Population 2000 - 2025

Projected Rutledge Population 2000 - 2025					
2000	2005	2010	2015	2020	2025
707	793	878	965	1051	1129

1.3 Number of Households

The exhibited growth in the number of households in Morgan County is consistent with the rate of growth in the total population of the county from 1980 to 2000. Many new houses and subdivision developments have been completed in the county as a result of inexpensive land prices and the close proximity to the City of Atlanta and Lake Oconee. According to Table 1.17, the number of households in Morgan County increased by 26.3% over the last decade.

Table 1.17 Morgan County: Number of Households

Morgan County: Number of Households										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	3,692	4,074	4,425	4,895	5,587	5,858	6,119	6,364	6,573	6,755

Source: Woods & Pool Economics, Inc.

1.4 Average Household Size

A household is defined as all persons who occupy a given housing unit such as a house, apartment, a group of rooms, or a single room occupied as separate living quarters. The average household size (Table 1.18) in Morgan County decreased from 3.12 persons per household in 1980 to approximately 2.74 persons in 2000. In comparison, the average household size in the State of Georgia was 2.91 in 1980 and 2.68 in 2000. This decrease reflects the national trend towards smaller household sizes. The decrease in household size may also be attributed to factors such as a rise in the divorce rate over this time period, an increase in independent living by elderly and disabled persons, and growing numbers of young adults living on their own after leaving their parent’s homes and before marriage.

Table 1.18 Comparison of Average Household Sizes

Average Household Size											
Year	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025	
Morgan County	3.12	2.97	2.88	2.82	2.74	2.69	2.67	2.66	2.67	2.7	
Georgia	2.91	2.81	2.73	2.72	2.68	2.52	2.39	2.28	2.19	2.12	
United States	2.81	2.75	2.70	2.70	2.67	2.55	2.44	2.36	2.30	2.25	

Source: Woods & Pool Economics, Inc.

1.5 Age Distribution

Morgan County

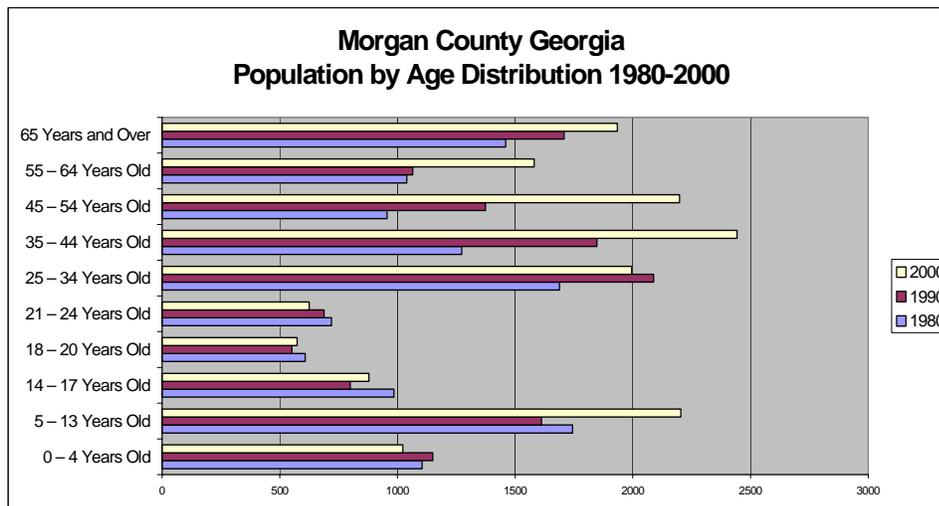
Morgan County's past, present and future age distributions are shown in Tables 1.19 and 1.20. In 1980, the Census indicated that a significant percentage of the population (44.6%) was under 25 years of age. By 2000, Morgan County's population shifted and was more evenly distributed among the older age groups. In 2000, only 34.3% of the county's population was under 25. The most noticeable growth over the last 20 years was in 35-44 and 45-54 brackets. The percentage of school age children has not substantially increased, which suggests that school infrastructure needs will not be as pressing as they are in other growing counties. The majority of the population growth is among the middle and older age groups, this growth highlights a need for added health-care infrastructure in the future.

Table 1.19 Morgan County Population by Age

Morgan County Population by Age						
AGE	1980		1990		2000	
	Total	Percent	Total	Percent	Total	Percent
<i>0 – 4 Years Old</i>	1,105	9.5%	1,150	8.9%	1,023	6.6%
<i>5 – 13 Years Old</i>	1,744	15.1%	1,612	12.5%	2,204	14.3%
<i>14 – 17 Years Old</i>	985	8.5%	800	6.2%	879	5.7%
<i>18 – 20 Years Old</i>	608	5.3%	551	4.3%	574	3.7%
<i>21 – 24 Years Old</i>	720	6.2%	688	5.3%	625	4.0%
<i>25 – 34 Years Old</i>	1,688	14.6%	2,088	16.2%	1,995	12.9%
<i>35 – 44 Years Old</i>	1,273	11.0%	1,847	14.3%	2,443	15.8%
<i>45 – 54 Years Old</i>	956	8.3%	1,374	10.7%	2,199	14.2%
<i>55 – 64 Years Old</i>	1,040	9.0%	1,065	8.3%	1,581	10.2%
<i>65 Years and Over</i>	1,460	12.6%	1,708	13.3%	1,934	12.5%
TOTAL Population	11,572	100.0%	12,883	100.0%	15,457	100.0%

Source: U.S. Bureau of the Census

Figure 1.20 Morgan County Georgia Population Age Distribution 1980 - 2000



Source: U.S. Bureau of the Census

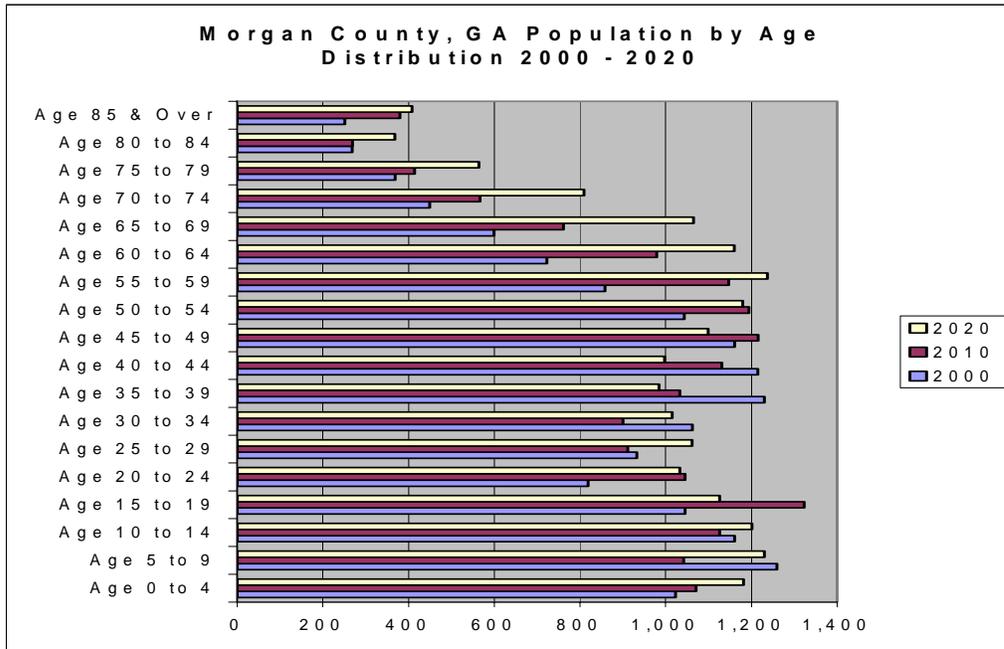
According to projections supplied by Woods & Poole Economics Inc, only 30.0% of the population is expected to be under 25 years of age in 2020 (Table 1.20). These projections also indicate that age categories of 55-59,through 85+ will increase significantly accounting for 35.6% of the population by 2020 compared to only 22.7% in 2000 (Table 1.20). This trend is consistent with national trends, which predict a large elderly population in the future.

Table 1.20 Morgan County: Projected Age Distribution

Morgan County: Projected Age Distribution												
Year	2000		2005		2010		2015		2020		2025	
Category	Total	Percent										
Age 0 to 4	1,023	6.6%	967	6.1%	1,071	6.5%	1,147	6.7%	1,181	6.7%	1,187	6.5%
Age 5 to 9	1,259	8.1%	1,078	6.8%	1,042	6.3%	1,139	6.7%	1,230	6.9%	1,274	6.9%
Age 10 to 14	1,161	7.5%	1,305	8.2%	1,126	6.8%	1,096	6.4%	1,201	6.8%	1,291	7.0%
Age 15 to 19	1,045	6.8%	1,170	7.3%	1,323	8.0%	1,146	6.7%	1,126	6.4%	1,236	6.7%
Age 20 to 24	819	5.3%	958	6.0%	1,045	6.3%	1,137	6.7%	1,033	5.8%	1,037	5.6%
Age 25 to 29	933	6.0%	854	5.4%	911	5.5%	998	5.8%	1,061	6.0%	1,018	5.5%
Age 30 to 34	1,062	6.9%	978	6.1%	900	5.5%	939	5.5%	1,015	5.7%	1,065	5.8%
Age 35 to 39	1,230	8.0%	1,107	6.9%	1,033	6.3%	943	5.5%	984	5.6%	1,057	5.8%
Age 40 to 44	1,215	7.9%	1,254	7.9%	1,131	6.9%	1,079	6.3%	997	5.6%	1,031	5.6%
Age 45 to 49	1,161	7.5%	1,174	7.4%	1,216	7.4%	1,137	6.7%	1,099	6.2%	1,000	5.4%
Age 50 to 54	1,043	6.7%	1,179	7.4%	1,194	7.2%	1,250	7.3%	1,180	6.7%	1,142	6.2%
Age 55 to 59	858	5.5%	1,014	6.4%	1,147	6.9%	1,168	6.8%	1,237	7.0%	1,183	6.4%
Age 60 to 64	723	4.7%	823	5.2%	979	5.9%	1,124	6.6%	1,160	6.5%	1,232	6.7%
Age 65 to 69	599	3.9%	659	4.1%	761	4.6%	917	5.4%	1,065	6.0%	1,102	6.0%
Age 70 to 74	449	2.9%	502	3.1%	567	3.4%	659	3.9%	809	4.6%	947	5.2%
Age 75 to 79	369	2.4%	366	2.3%	414	2.5%	475	2.8%	564	3.2%	690	3.8%
Age 80 to 84	268	1.7%	265	1.7%	269	1.6%	311	1.8%	368	2.1%	438	2.4%
Age 85 & Over	251	1.6%	302	1.9%	380	2.3%	416	2.4%	408	2.3%	446	2.4%
Total	15,468	100.0%	15,955	100.0%	16,509	100.0%	17,081	100.0%	17,718	100.0%	18,376	100.0%

Source: Woods & Pool Economics, Inc.

Figure 1.21 Morgan County Population by Age Distribution 2000 - 2020



Source: Woods & Pool Economics Inc.

City of Bostwick

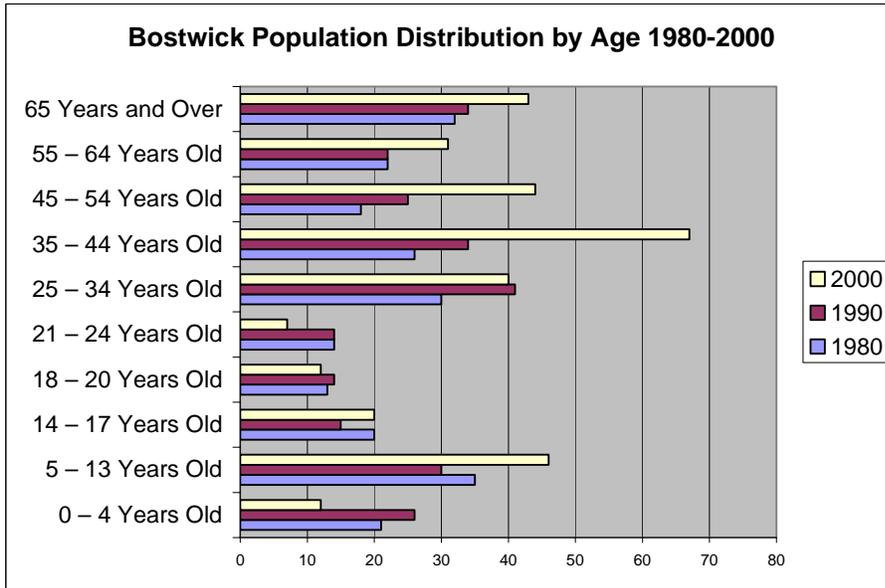
In 2000 the most populous age group in the City of Bostwick was the 35 to 44 year olds followed by children aged 5 to 13. In general the 2000 population of Bostwick appears to peak in size in the middle-aged age groups (Figure 1.22) with the bulk of the population (57%) in the 35-44 year old age group or older (Table 1.21). One reasonable conclusion is that the population of Bostwick is aging. However, the city’s limited size makes it difficult to draw significant conclusions based on the age of the population.

Table 1.21 Bostwick Population by Age

Bostwick Population by Age						
Year Category	1980		1990		2000	
	Total	Percent	Total	Percent	Total	Percent
<i>0 – 4 Years Old</i>	21	9.2%	26	10.2%	12	3.7%
<i>5 – 13 Years Old</i>	35	15.3%	30	11.8%	46	14.3%
<i>14 – 17 Years Old</i>	20	8.7%	15	5.9%	20	6.2%
<i>18 – 20 Years Old</i>	13	5.7%	14	5.5%	12	3.7%
<i>21 – 24 Years Old</i>	14	6.1%	14	5.5%	7	2.2%
<i>25 – 34 Years Old</i>	30	13.1%	41	16.1%	40	12.4%
<i>35 – 44 Years Old</i>	26	11.4%	34	13.3%	67	20.8%
<i>45 – 54 Years Old</i>	18	7.9%	25	9.8%	44	13.7%
<i>55 – 64 Years Old</i>	22	9.6%	22	8.6%	31	9.6%
<i>65 Years and Over</i>	32	14.0%	34	13.3%	43	13.4%
TOTAL Population	229	100.0%	255	100.0%	322	100.0%

Source: U.S. Bureau of the Census

Figure 1.22 Bostwick Population Distribution by Age 1980 - 2000



Source: U.S. Bureau of the Census

Town of Buckhead

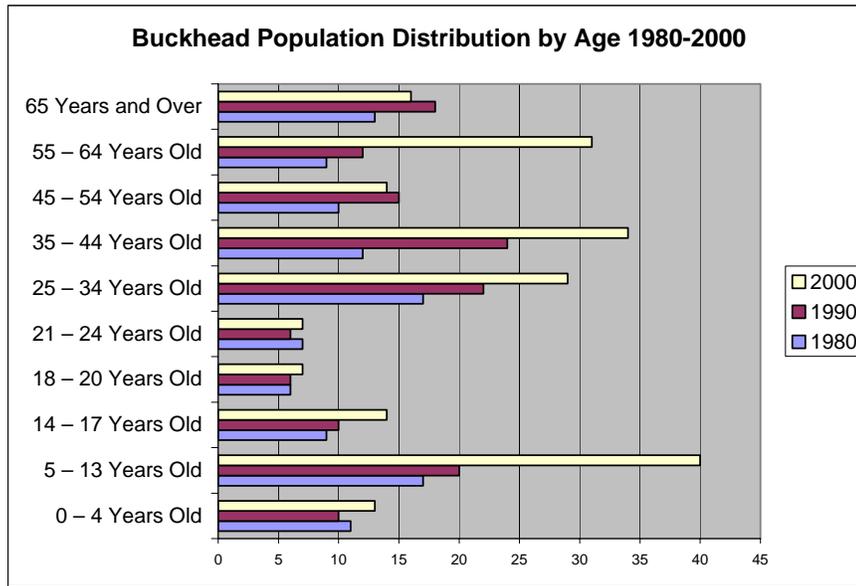
In 2000 the majority of the Town of Buckhead’s population was between the ages of 5 and 13. The next populous age groups were 35 to 44 and 55 to 64 (Table 1.22). This pattern is fairly balanced with no end of the age spectrum being particularly over weighted (Figure 1.23). However, again due to the town’s size it is difficult to draw significant conclusions based on the available data.

Table 1.22 Buckhead Population by Age

Year	Buckhead Population by Age					
	1980		1990		2000	
Category	Total	Percent	Total	Percent	Total	Percent
<i>0 – 4 Years Old</i>	11	9.9%	10	6.9%	13	6.3%
<i>5 – 13 Years Old</i>	17	15.3%	20	13.9%	40	19.5%
<i>14 – 17 Years Old</i>	9	8.1%	10	6.9%	14	6.8%
<i>18 – 20 Years Old</i>	6	5.4%	6	4.2%	7	3.4%
<i>21 – 24 Years Old</i>	7	6.3%	6	4.2%	7	3.4%
<i>25 – 34 Years Old</i>	17	15.3%	22	15.3%	29	14.1%
<i>35 – 44 Years Old</i>	12	10.8%	24	16.7%	34	16.6%
<i>45 – 54 Years Old</i>	10	9.0%	15	10.4%	14	6.8%
<i>55 – 64 Years Old</i>	9	8.1%	12	8.3%	31	15.1%
<i>65 Years and Over</i>	13	11.7%	18	12.5%	16	7.8%
TOTAL Population	111	100.0%	144	100.0%	205	100.0%

Source: U.S. Bureau of the Census

Figure 1.23 Buckhead Population Distribution by Age 1980 - 2000



Source: U.S. Bureau of the Census

City of Madison

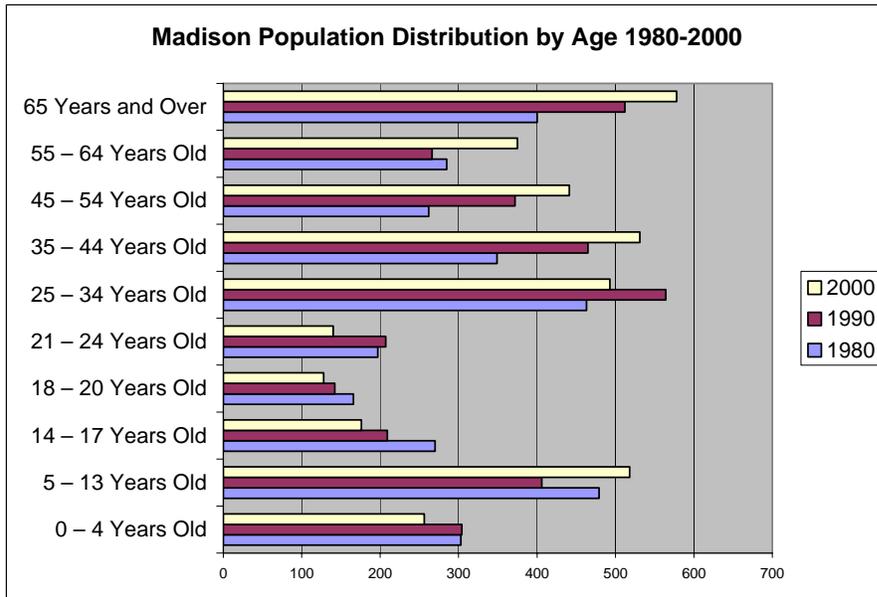
In 2000 the most populous age group in Madison was the 65 plus years old cohort followed by the 35-44 years old cohort. The next largest groups are 5-13, 25-34, and 45-54 which suggests a fair balance of population among the various age groups (Table 1.23, Figure 1.24). The large percentage of the population over 65 (15.9%) suggests that Madison is an attractive locality for retired individuals and, therefore, it is possible that the current population in the 25 to 64 age brackets may choose to “age in place” as their children leave the home. If the population ages considerably in the future, Madison may experience higher than usual expenditures on health care costs and limited spending on schools and active recreation facilities. If this happens it may make it difficult for the city to attract younger residents and families with children.

Table 1.23 Madison Population by Age

Madison Population by Age						
Year	1980		1990		2000	
	Total	Percent	Total	Percent	Total	Percent
<i>0 – 4 Years Old</i>	303	9.5%	304	8.8%	256	7.0%
<i>5 – 13 Years Old</i>	479	15.1%	406	11.8%	518	14.2%
<i>14 – 17 Years Old</i>	270	8.5%	209	6.1%	176	4.8%
<i>18 – 20 Years Old</i>	166	5.2%	142	4.1%	128	3.5%
<i>21 – 24 Years Old</i>	197	6.2%	207	6.0%	140	3.9%
<i>25 – 34 Years Old</i>	463	14.6%	564	16.4%	493	13.6%
<i>35 – 44 Years Old</i>	349	11.0%	465	13.5%	531	14.6%
<i>45 – 54 Years Old</i>	262	8.3%	372	10.8%	441	12.1%
<i>55 – 64 Years Old</i>	285	9.0%	266	7.7%	375	10.3%
<i>65 Years and Over</i>	400	12.6%	512	14.9%	578	15.9%
TOTAL Population	3,173	100.0%	3,447	100.0%	3,636	100.0%

Source: U.S. Bureau of the Census

Figure 1.24 Madison Population Distribution by Age 1980 - 2000



Source: U.S. Bureau of the Census

City of Rutledge

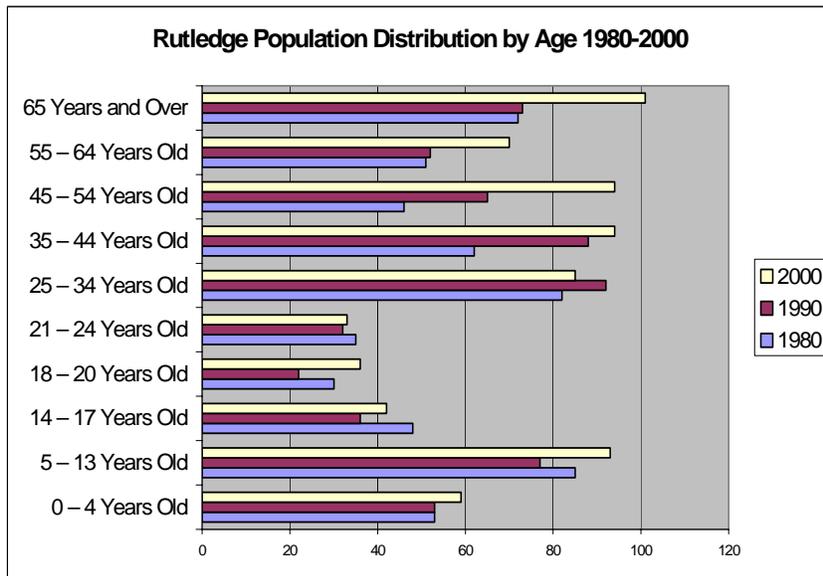
In 2000 the population of Rutledge was well balanced with 27.4% under 18, 38.5% between 25 and 55 and 24.2% over 65 (Table 1.24, Figure 1.25). The low population in the 18 to 25 age bracket may be attributed to individuals moving away to attend college or leaving their parents homes upon securing employment after high school. The City of Rutledge has approximately two thirds of its population in the 25 to 65 and over 65 categories; therefore there is the potential for a significantly aging population in the future. If the city wishes to preserve the balance of ages in the population then attention should be given to ensuring that local schools and other amenities important to middle-aged individuals with families receive adequate funding.

Table 1.24 Rutledge Population by Age

Rutledge Population by Age						
Year	1980		1990		2000	
Category	Total	Percent	Total	Percent	Total	Percent
<i>0 – 4 Years Old</i>	53	9.4%	53	9.0%	59	8.3%
<i>5 – 13 Years Old</i>	85	15.0%	77	13.0%	93	13.2%
<i>14 – 17 Years Old</i>	48	8.5%	36	6.1%	42	5.9%
<i>18 – 20 Years Old</i>	30	5.3%	22	3.7%	36	5.1%
<i>21 – 24 Years Old</i>	35	6.2%	32	5.4%	33	4.7%
<i>25 – 34 Years Old</i>	82	14.5%	92	15.5%	85	12.0%
<i>35 – 44 Years Old</i>	62	11.0%	88	14.9%	94	13.3%
<i>45 – 54 Years Old</i>	46	8.1%	65	11.0%	94	13.3%
<i>55 – 64 Years Old</i>	51	9.0%	52	8.8%	70	9.9%
<i>65 Years and Over</i>	72	12.7%	73	12.3%	101	14.3%
TOTAL Population	565	100.0%	592	100.0%	707	100.0%

Source: U.S. Bureau of the Census

Figure 1.25 Rutledge Population Distribution by Age 1980 - 2000



Source: U.S. Bureau of the Census

1.6 Racial Composition

Morgan County

Table 1.25 indicates that the racial composition in Morgan County is changing. In 1980 the white population made up 58.8% of the total population, black 41.1%, Native American .1%, Asian 0.1%, and Hispanic made up .9%. Since 1980, the White, Asian, and Hispanic populations have increased in terms of overall share of the population while the black population total and percentage share have decreased. Woods and Pool Economics Inc, provides projections of racial distribution through 2025. Although these figures do not correlate exactly with the Robert and Company total population projections for Morgan County discussed earlier; these figures are helpful in providing a general sense of how the county’s racial mix will change over time. In the future (Table 1.26), it is projected that that the black population’s percentage share will stop declining and that the black population will experience some small gains in their percentage share of the total population, increasing by 3.5% between 2000 and 2025. The amount of population with Hispanic origins is also expected to increase over the next two decades. This may account for the slight decrease in the percentage share of the white population (5%) that is expected between 2000 and 2025. Although the white population is expected to lose some percentage points in the overall racial mix of the county, it is expected to continue to grow in number through the 2025.

Table 1.25 Morgan County Population by Race

Morgan County Population by Race						
Year	1980		1990		2000	
Race	Total	Percent	Total	Percent	Total	Percent
<i>White</i>	6,800	58.8%	8,355	64.9%	10,772	69.7%
<i>Black</i>	4,751	41.1%	4,459	34.6%	4,410	28.5%
<i>American Indian Eskimo or Aleut</i>	9	0.1%	12	0.1%	21	0.1%
<i>Asian or Pacific Islander</i>	9	0.1%	26	0.2%	52	0.3%
<i>Other</i>	0	0.0%	31	0.2%	64	0.4%
<i>Persons of Hispanic Origin</i>	103	0.9%	117	0.9%	248	1.6%
TOTAL Population	11,572	100.0%	12,883	100.0%	15,457	100.0%

Source: U.S. Bureau of the Census

Table 1.26 Morgan County: Projected Racial Composition

Morgan County: Projected Racial Composition										
Year	2005		2010		2015		2020		2025	
Race	Total	%								
White	10,967	68.7%	11,184	67.7%	11,353	66.5%	11,613	65.5%	11,871	64.6%
Black	4,643	29.1%	4,925	29.8%	5,269	30.8%	5,579	31.5%	5,878	32.0%
Native American	21	0.1%	24	0.1%	20	0.1%	19	0.1%	23	0.1%
Asian & Pacific Islander	58	0.4%	88	0.5%	111	0.6%	132	0.7%	162	0.9%
Hispanic, any Race	266	1.7%	288	1.7%	328	1.9%	375	2.1%	442	2.4%
Total	15,955	100.0%	16,509	100.0%	17,081	100.0%	17,718	100.0%	18,376	100.0%

Source: Woods & Poole Economics, Inc.

In figures (1.26-1.28) the relative countywide distribution of the White, Black, and Hispanic populations are mapped by percentage total of each block. Each group is mapped into quintiles so each color contains 20% of all the blocks in the county. The maps reveal where each group is located in concentrated numbers.

Figure 1.26 Morgan County Black Population as Percentage of Block Total

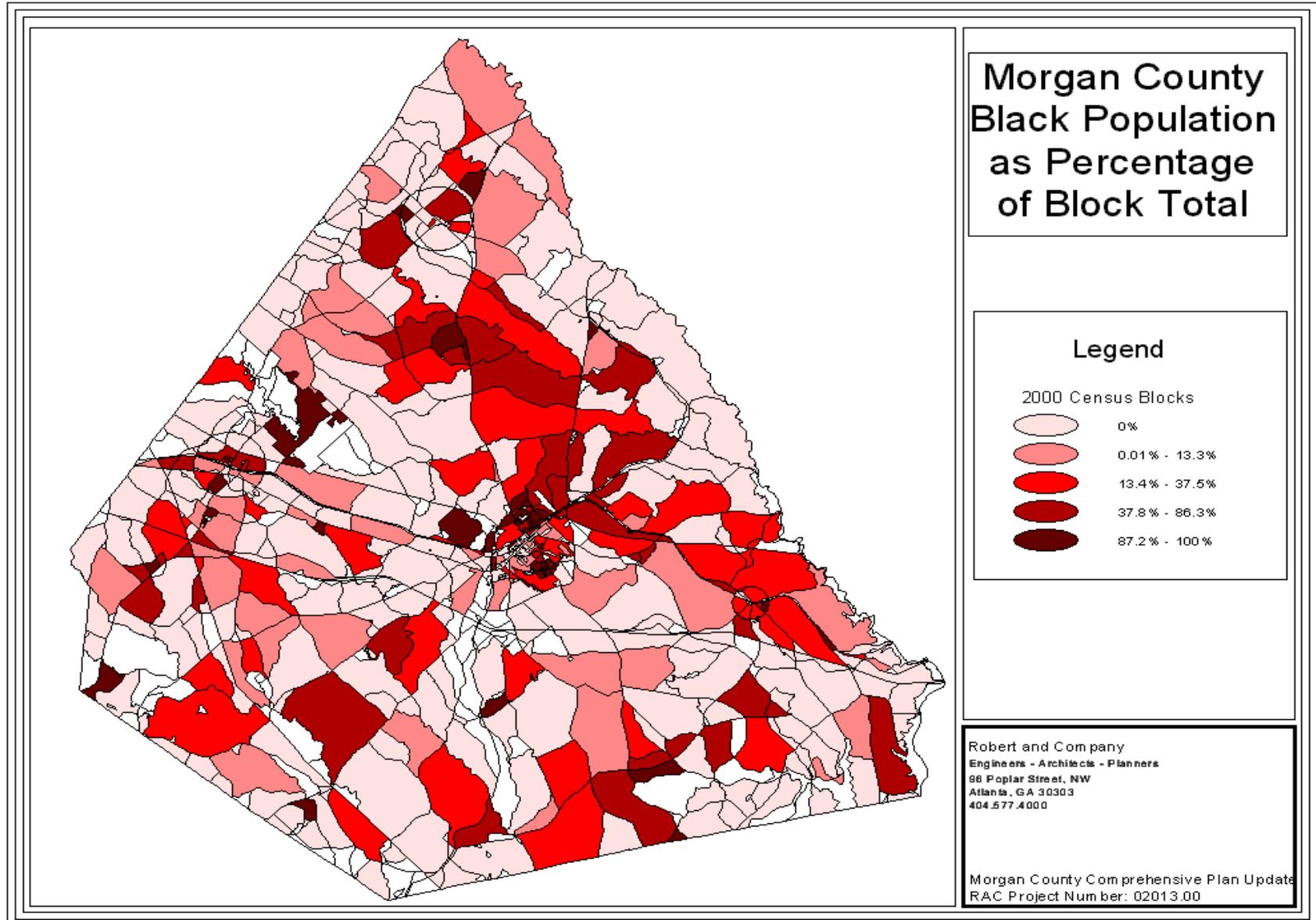


Figure 1.27 Morgan County Hispanic Population as Percentage of Block Total

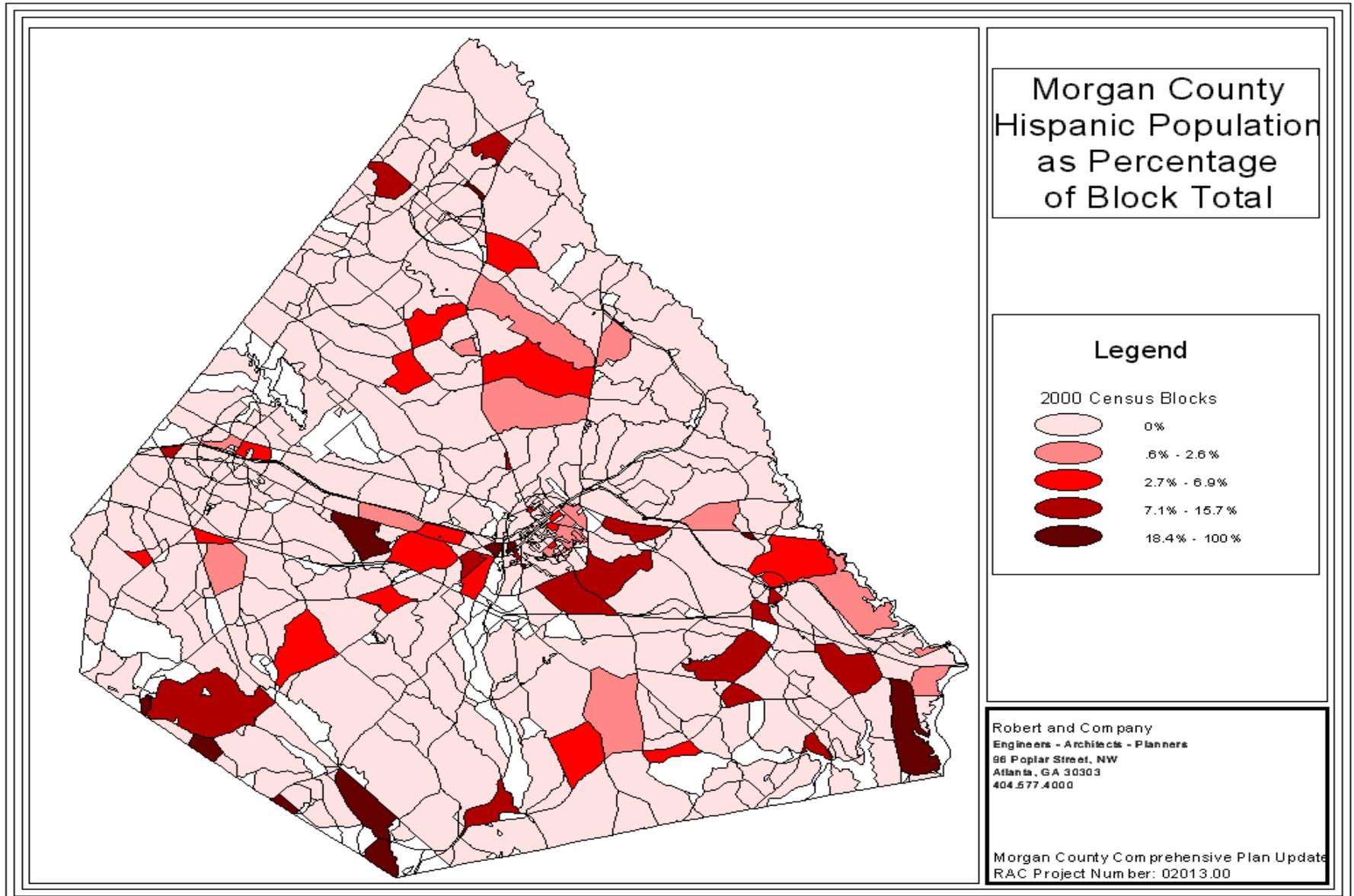
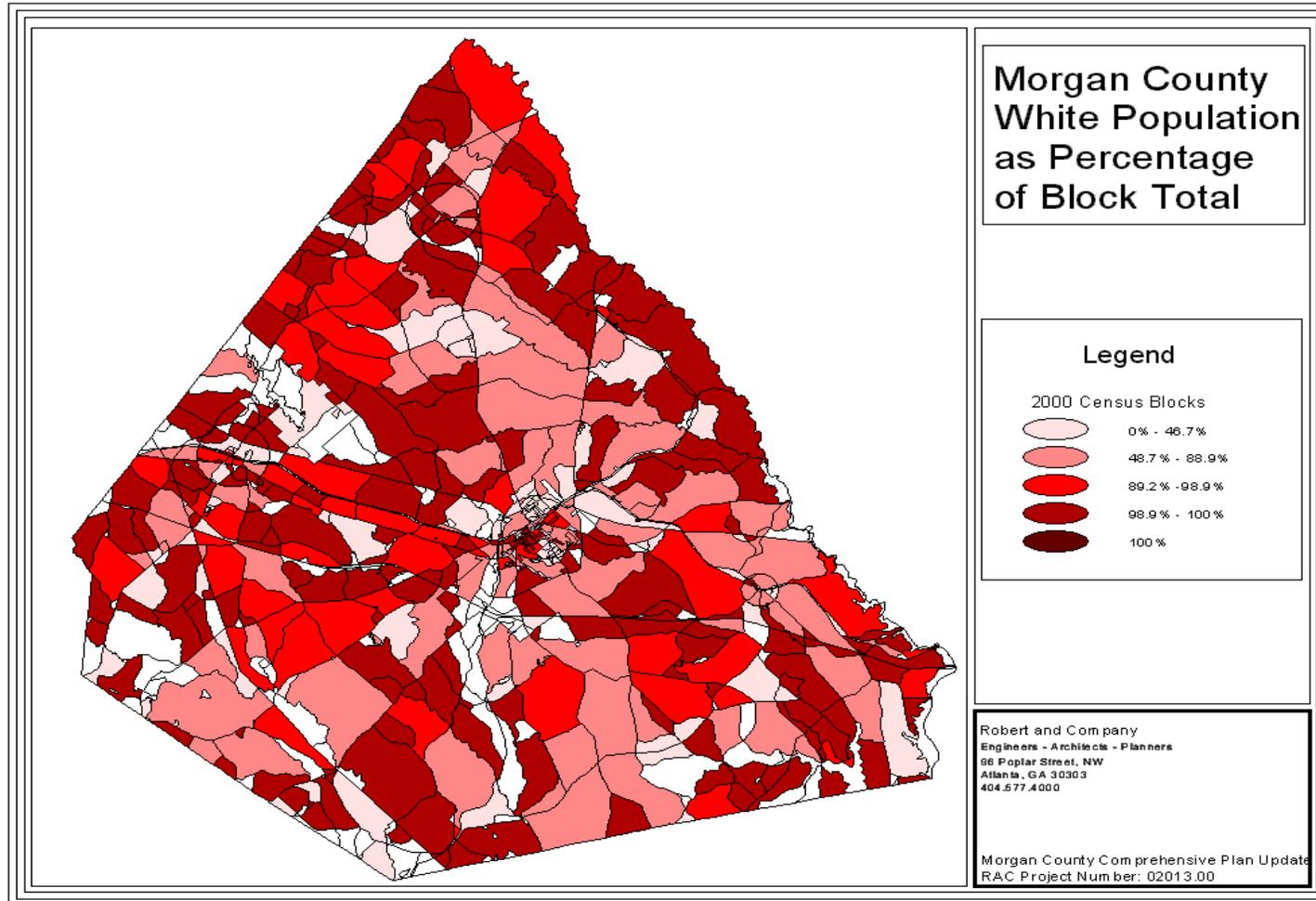


Figure 1.28 Morgan County White Population as a Percentage of Block Total



City of Bostwick

The white population has been increasing over the last twenty years at strong pace in Bostwick jumping 60.3% in the 1980's and another 40.8% in the 1990's (Table 1.27). In contrast the black population has been steadily declining over the same period dropping 39.8% in the 1980's and 11.7% in the 1990's. The American Indian, Asian, and Hispanic populations are either non-existent or extremely small and have shown little significant change.

Table 1.27 City of Bostwick Population by Race

City of Bostwick Population by Race						
Year	1980		1990		2000	
Racial Group	Total	Percent	Total	Percent	Total	Percent
White	116	50.7%	186	72.9%	262	81.4%
Black	113	49.3%	68	26.7%	60	18.6%
American Indian Eskimo or Aleut	0	0.0%	0	0.0%	0	0.0%
Asian or Pacific Islander	0	0.0%	0	0.0%	0	0.0%
Other	0	0.0%	1	0.4%	0	0.0%
Persons of Hispanic Origin	3	1.3%	3	1.2%	1	0.3%
TOTAL Population	229	100.0%	255	100.0%	322	100.0%

Source: U.S. Bureau of the Census

In Figures (1.29 –1.31) the relative distribution of the white, black, and Hispanic populations in Bostwick are mapped by percentage total of each block. Each group is mapped into quintiles so each color contains 20% of all the blocks in the county. The maps reveal where each group is located in concentrated numbers.

Figure 1.29 City of Bostwick Black Population as Percentage of Block Total

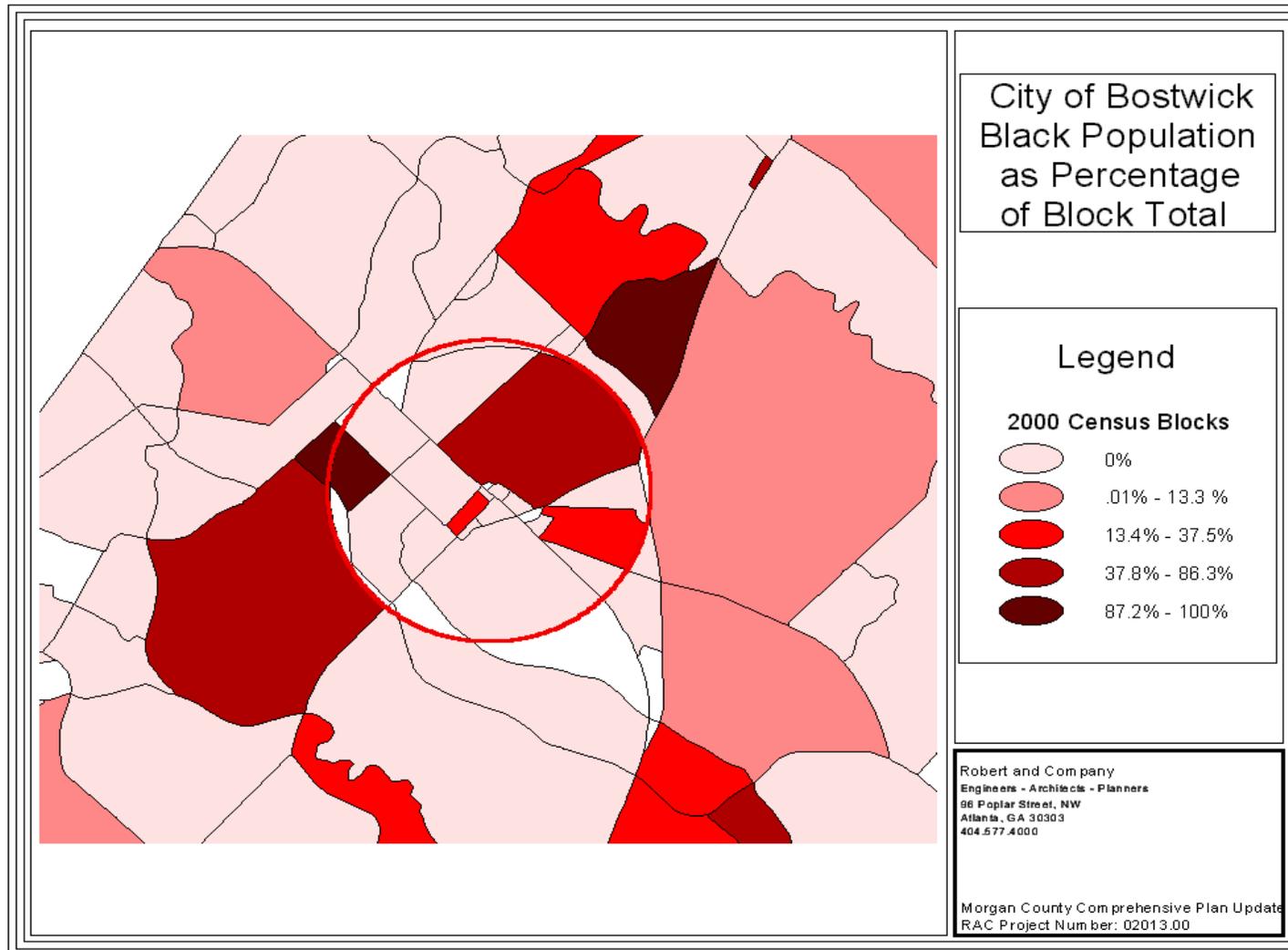


Figure 1.30 City of Bostwick White Population as Percentage of Block Total

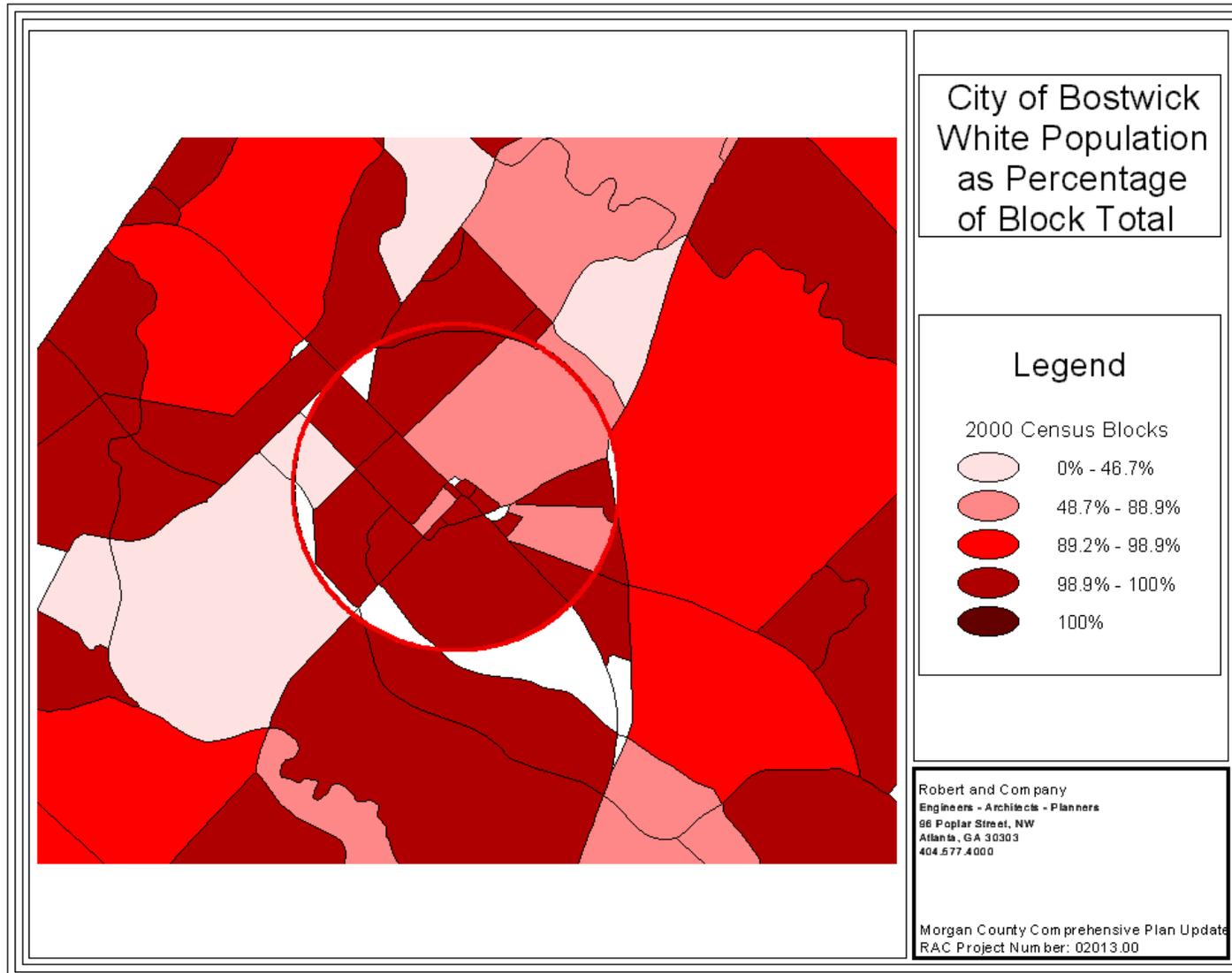
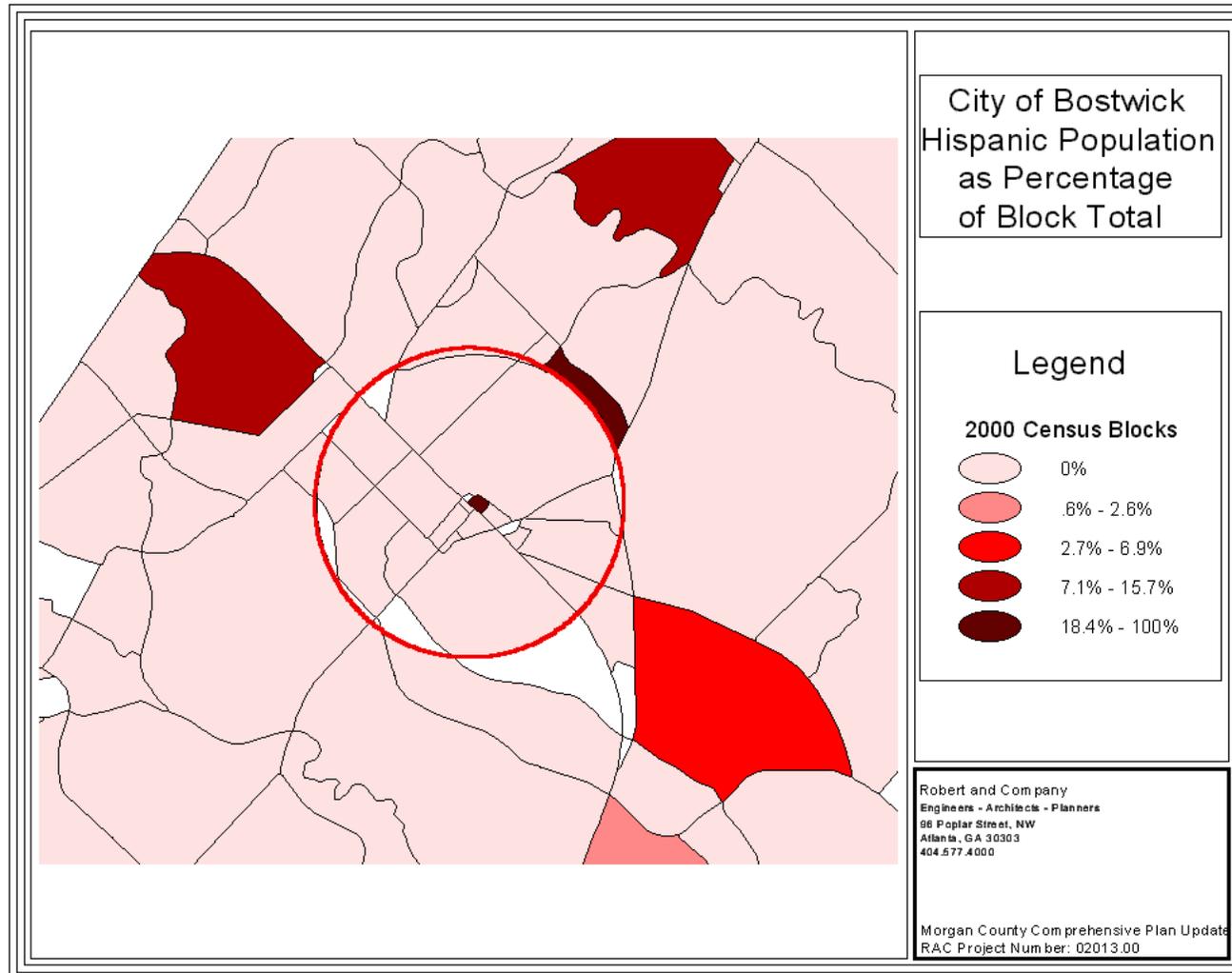


Figure 1.31 City of Bostwick Hispanic Population as Percentage of Block Total



Town of Buckhead

The white population has been increasing over the last twenty years at strong to moderate pace in Buckhead jumping 51.4% in the 1980's and another 22.9% in the 1990's (Table 1.28). In a different pattern the black population was declining over the 1980s and then rebounding in the 1990's. The black population dropped 10.5% in the 1980's and gained 76.4% in the 1990's. The American Indian, Asian, and Hispanic populations are either non-existent or extremely small and have shown little significant change.

Table 1.28 Town of Buckhead Population by Race

Town of Buckhead Population by Race						
Year	1980		1990		2000	
Racial Group	Total	Percent	Total	Percent	Total	Percent
<i>White</i>	72	64.9%	109	75.7%	134	65.4%
<i>Black</i>	38	34.2%	34	23.6%	60	29.3%
<i>American Indian Eskimo or Aleut</i>	0	0.0%	0	0.0%	0	0.0%
<i>Asian or Pacific Islander</i>	0	0.0%	0	0.0%	0	0.0%
<i>Other</i>	0	0.0%	0	0.0%	11	5.4%
<i>Persons of Hispanic Origin</i>	1	0.9%	0	0.0%	6	2.9%
TOTAL Population	111	100.0%	144	100.0%	205	100.0%

Source: U.S. Bureau of the Census

In figures (1.32-1.34) the relative distribution of the white, black, and Hispanic populations in Buckhead are mapped by percentage total of each block. Each group is mapped into quintiles so each color contains 20% of all the blocks in the county. The maps reveal where each group is located in concentrated numbers.

Figure 1.32 Town of Buckhead White Population as Percentage of Block Total

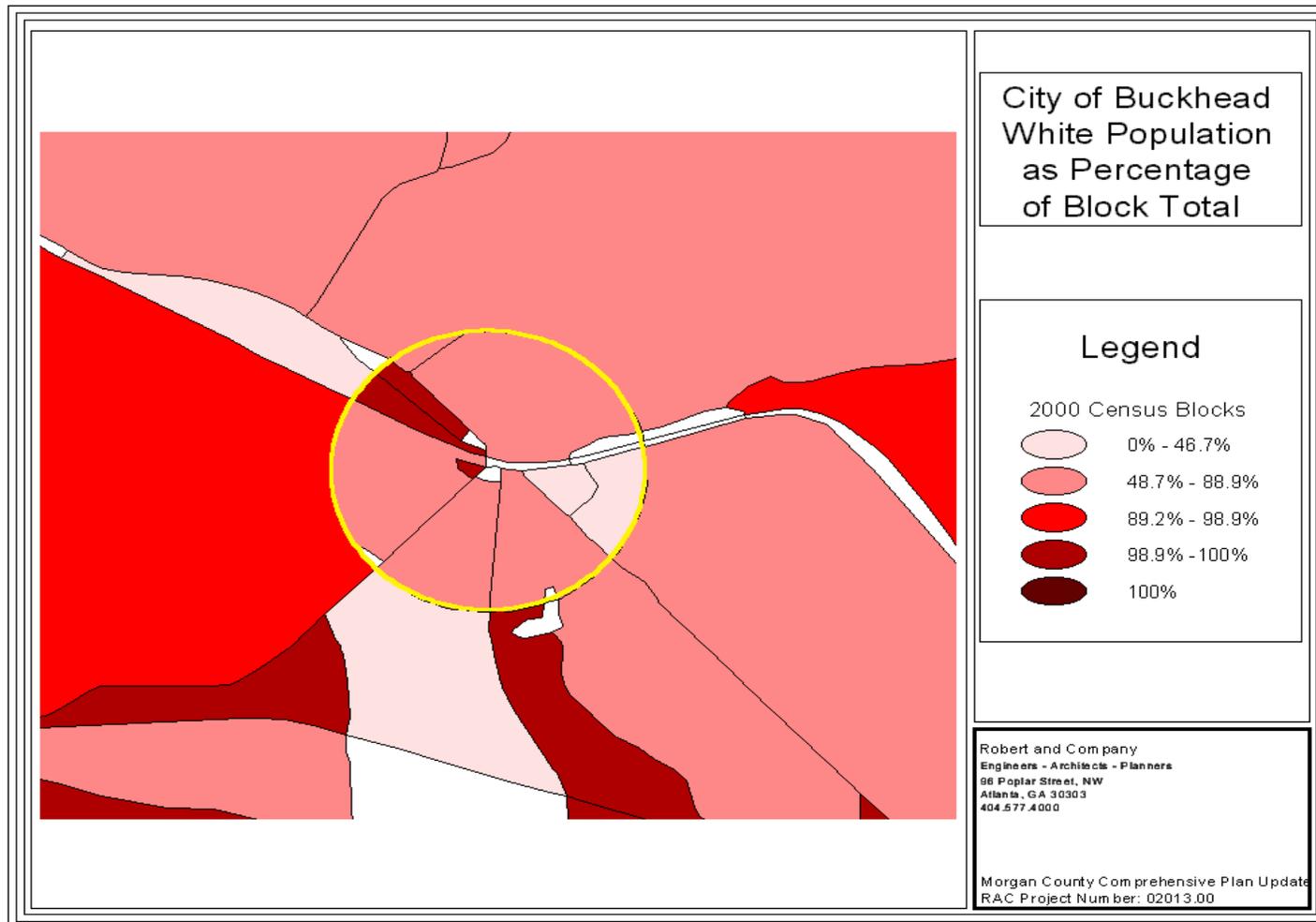


Figure 1.33 Town of Buckhead Black Population as Percentage of Block Total

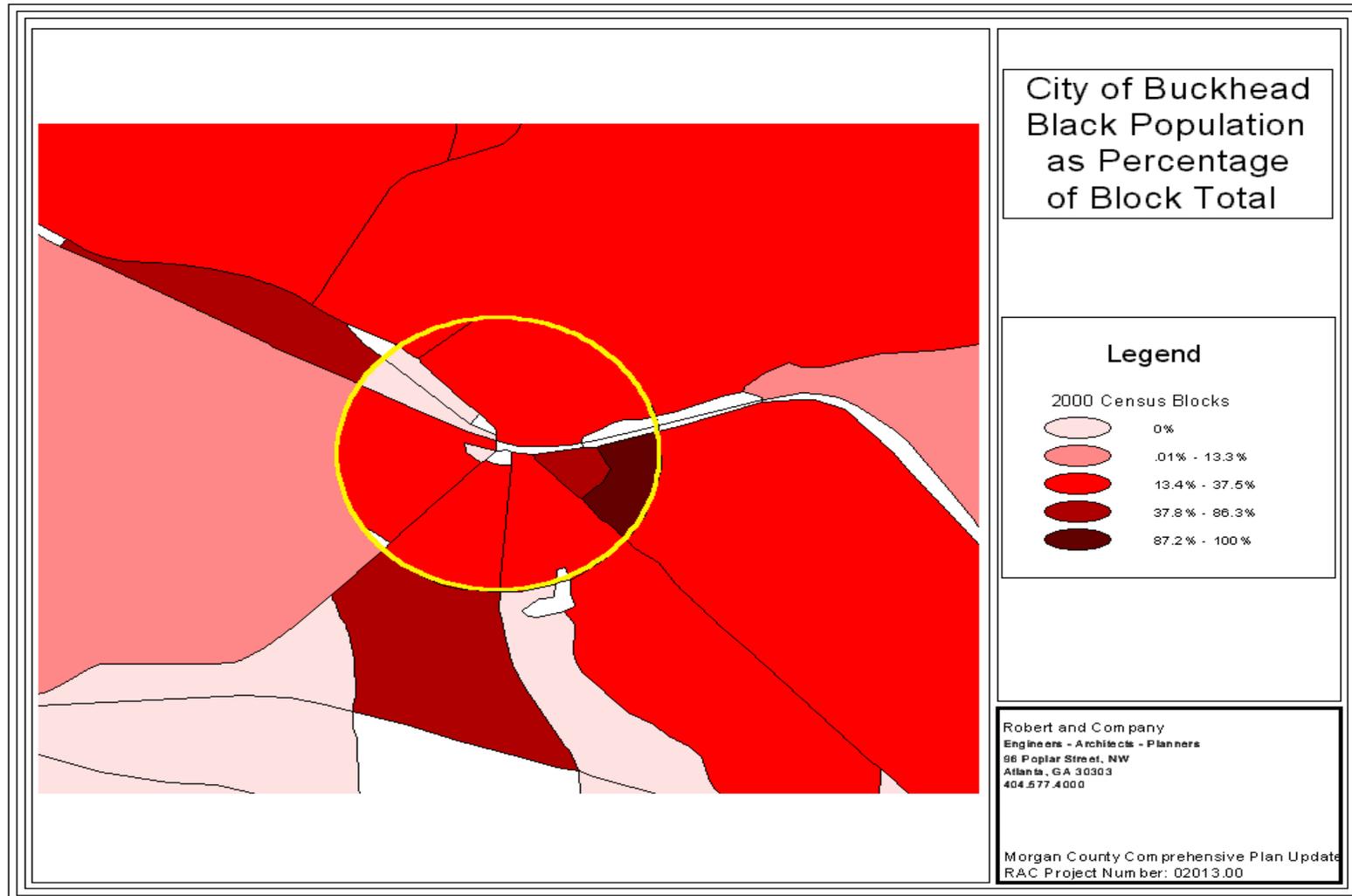
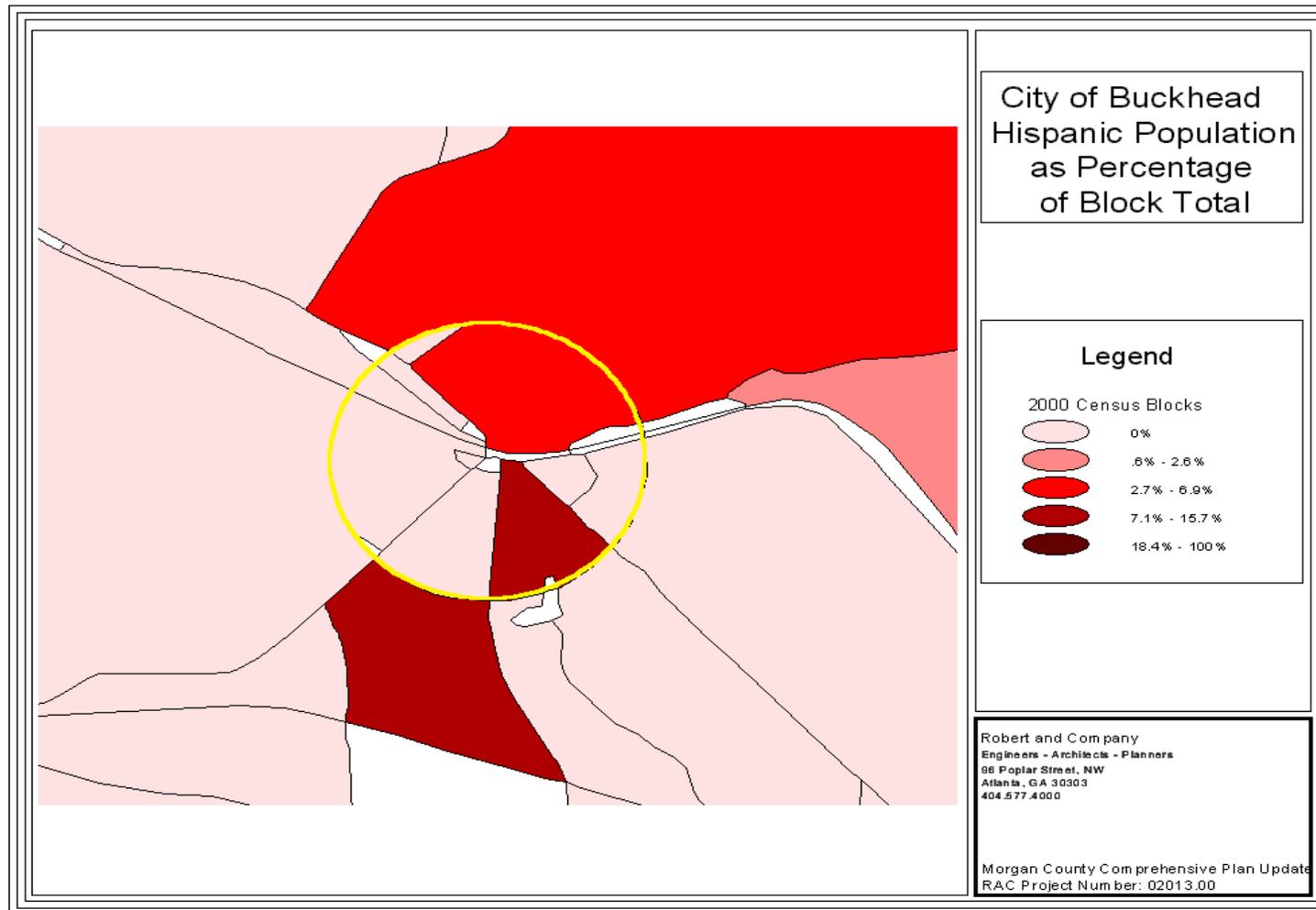


Figure 1.34 Town of Buckhead Hispanic Population as Percentage of Block Total



City of Madison

Madison’s white population has been declining at a slow pace over the last twenty years falling 1.6% in the 1980’s and another 2.9% in the 1990’s. In contrast, the black population increased over the same period. The black population grew by 22.1% in the 1980’s and gained 9.2% in the 1990’s. However, it should be noted that the numerical changes in the black and white populations have been small, 435 and 84 people, respectively, between 1980 and 2000. The American Indian population showed almost no change. The Asian population showed significant growth in percentage terms growing 200% in the 1980’s and 300% in the 1990’s, however, the numerical shifts were small, 3 and 33 persons respectively. The Hispanic population also grew over the last twenty years increasing 53.5% (13 people) during the 1980’s and 85.3%(35 people) over the 1990’s (Table 1.29).

Table 1.29 City of Madison Population by Race

City of Madison Population by Race						
Year	1980		1990		2000	
Racial Group	Total	Percent	Total	Percent	Total	Percent
<i>White</i>	1,863	58.7%	1,832	53.1%	1,779	48.9%
<i>Black</i>	1,304	41.1%	1,593	46.2%	1,739	47.8%
<i>American Indian Eskimo or Aleut</i>	2	0.1%	2	0.1%	3	0.1%
<i>Asian or Pacific Islander</i>	3	0.1%	9	0.3%	36	1.0%
<i>Other</i>	0	0.0%	11	0.3%	40	1.1%
<i>Persons of Hispanic Origin</i>	28	0.9%	41	1.2%	76	2.1%
TOTAL Population	3,173	100.0%	3,447	100.0%	3,636	100.0%

Source: U.S. Bureau of the Census

In Figures 1.35-1.37 the relative distribution of the white, black, and Hispanic populations in Madison are mapped by percentage total of each block. Each group is mapped into quintiles so each color contains 20% of all the blocks in the county. The maps reveal where each group is located in concentrated numbers.

Figure 1.35 City of Madison White Population as Percentage of Block Total

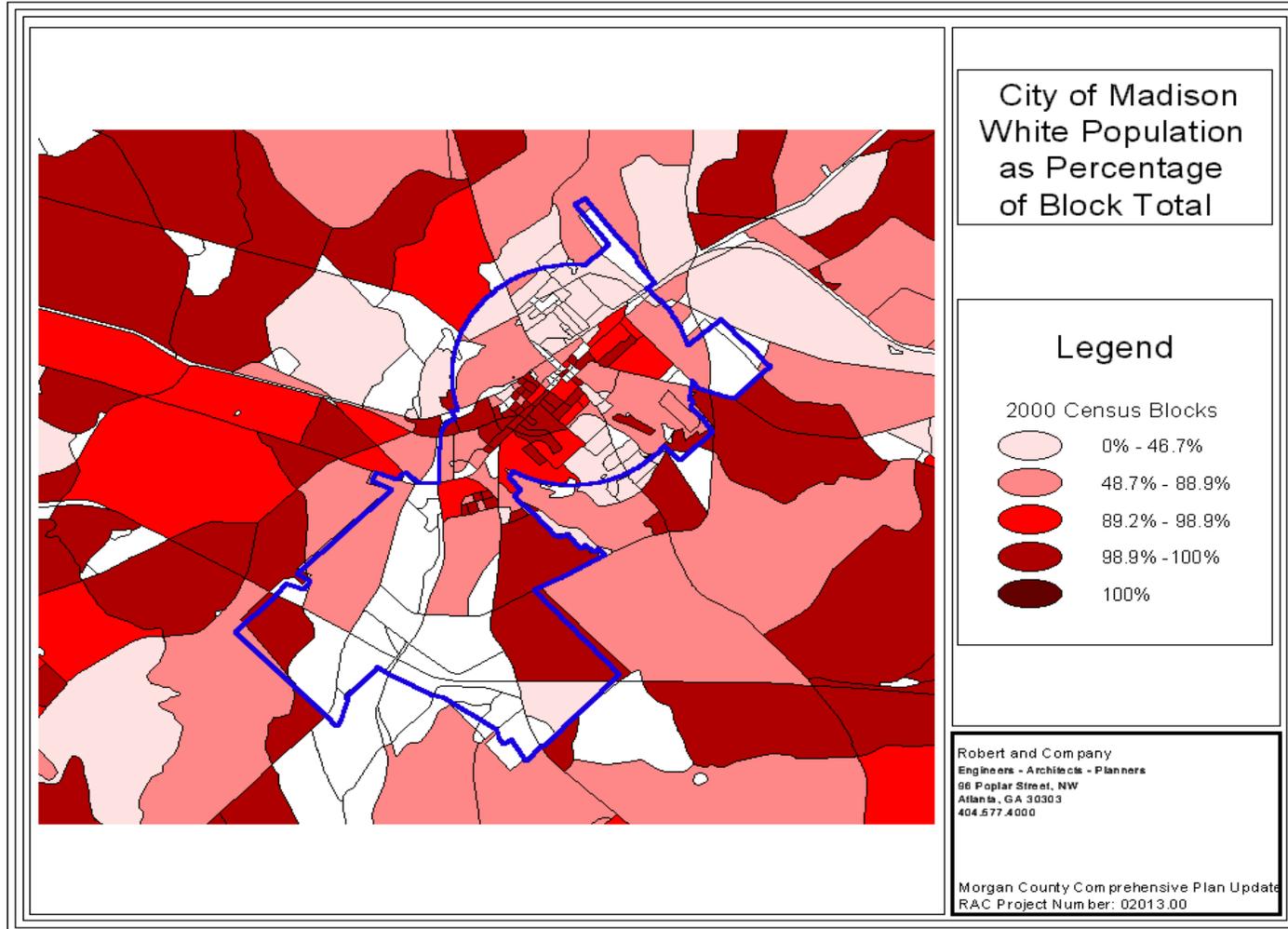


Figure 1.36 City of Madison Black Population as Percentage of Block Total

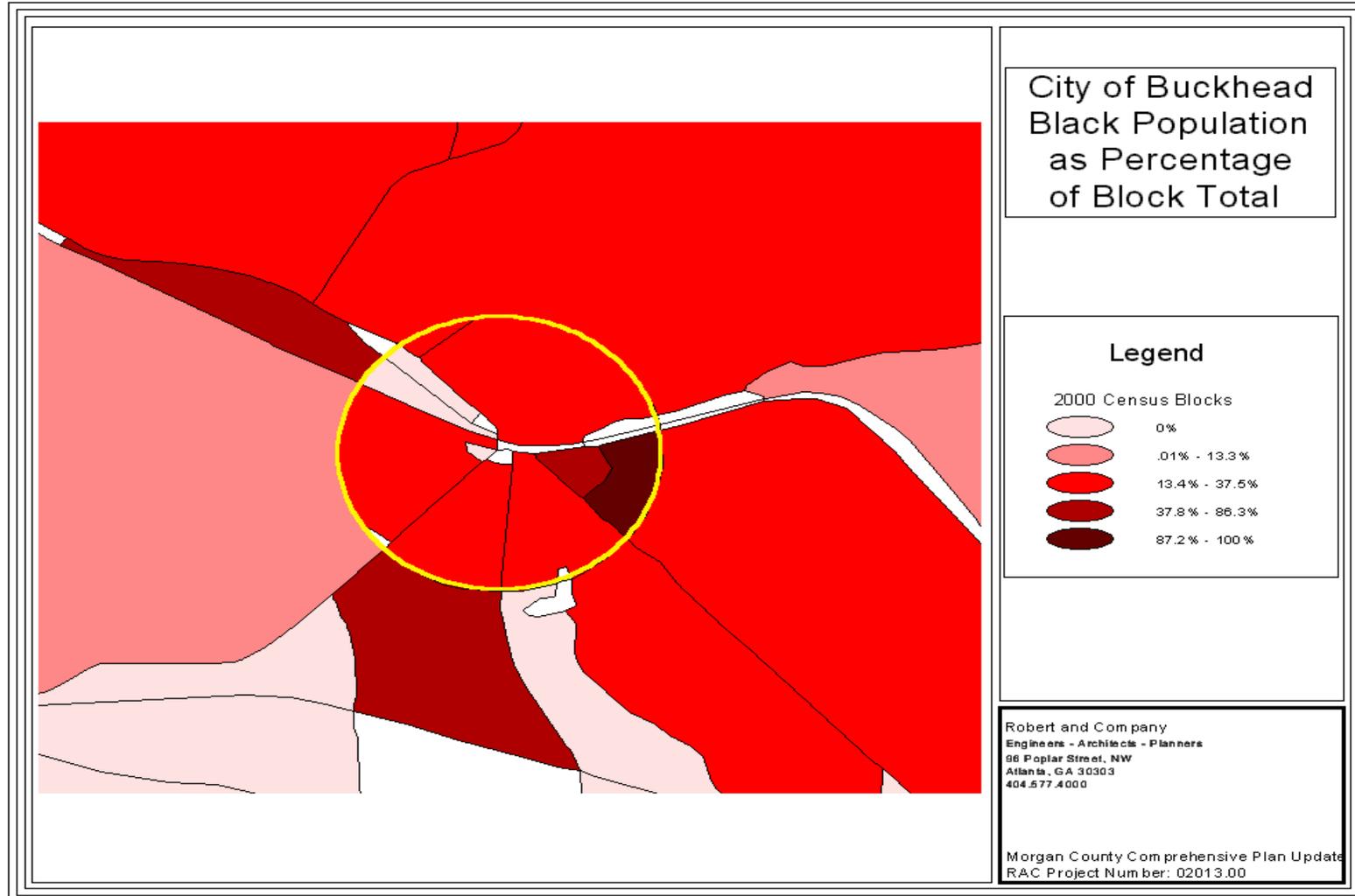
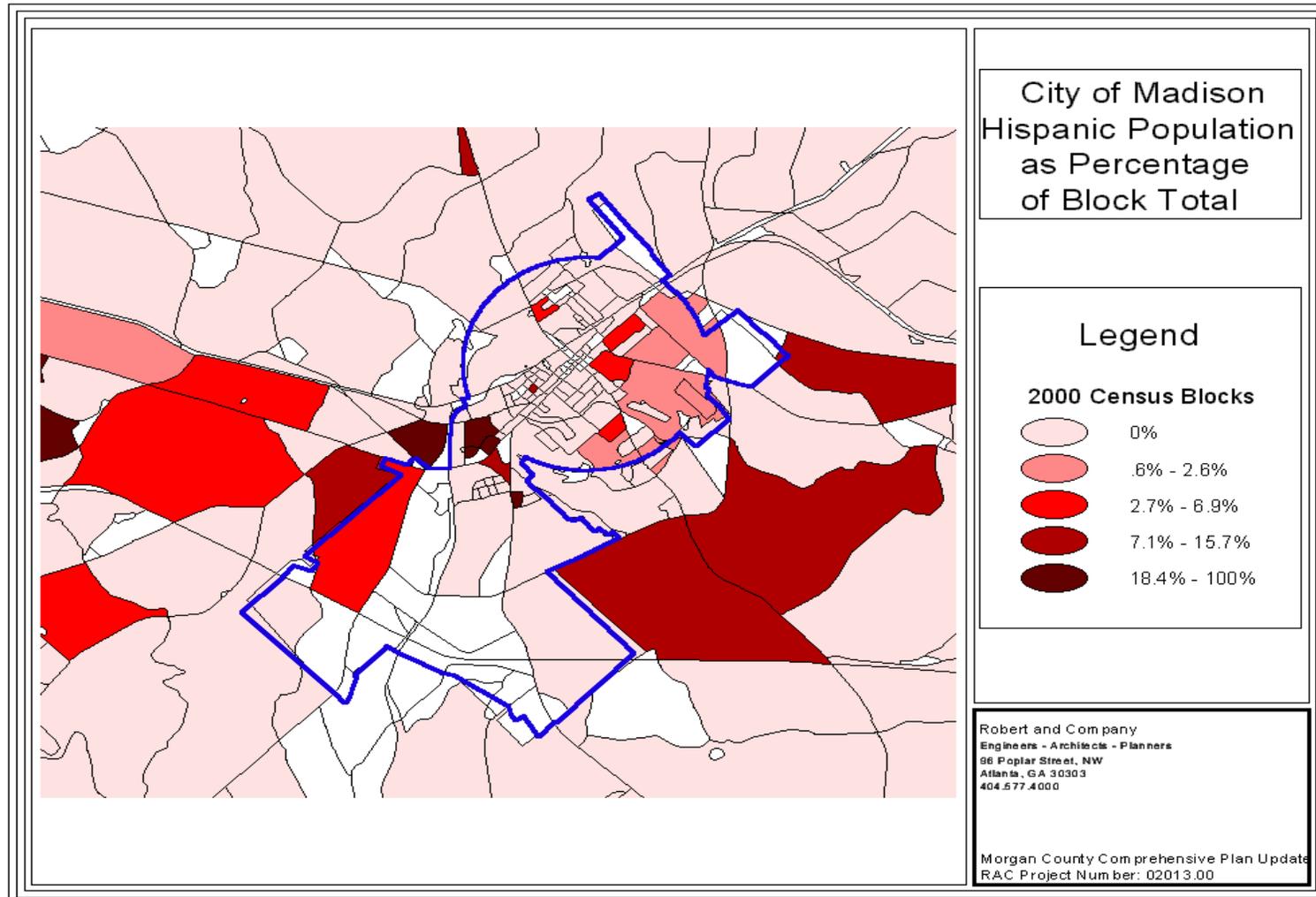


Figure 1.37 City of Madison Hispanic Population as Percentage of Block Total



City of Rutledge

The white population has been increasing at a diminishing pace over the last twenty years in Rutledge; rising by 26.7% in the 1980's but only another 2.3% in the 1990's (Table 1.30). In a different pattern the black population declined over the 1980s and then rebounded in the 1990's. The Black population dropped 26.8% in the 1980's and gained 57.5% in the 1990's. The American Indian, Asian, and Hispanic populations are extremely small and have shown little significant change.

Table 1.30 City of Rutledge Population by Race

City of Rutledge Population by Race						
Year	1980		1990		2000	
Racial Group	Total	Percent	Total	Percent	Total	Percent
<i>White</i>	329	58.2%	417	70.4%	427	60.4%
<i>Black</i>	235	41.6%	172	29.1%	271	38.3%
<i>American Indian Eskimo or Aleut</i>	1	0.2%	1	0.2%	0	0.0%
<i>Asian or Pacific Islander</i>	0	0.0%	1	0.2%	6	0.8%
<i>Other</i>	0	0.0%	1	0.2%	0	0.0%
<i>Persons of Hispanic Origin</i>	5	0.9%	3	0.5%	5	0.7%
TOTAL Population	565	100.0%	592	100.0%	707	100.0%

Source: U.S. Bureau of the Census

In Figures 1.38-1.40 the relative distribution of the White, Black, and Hispanic populations in Rutledge are mapped by percentage total of each block. Each group is mapped into quintiles so each color contains 20% of all the blocks in the county. The maps reveal where each group is located in concentrated numbers.

Figure 1.38 City of Rutledge White Population as Percentage of Block Total

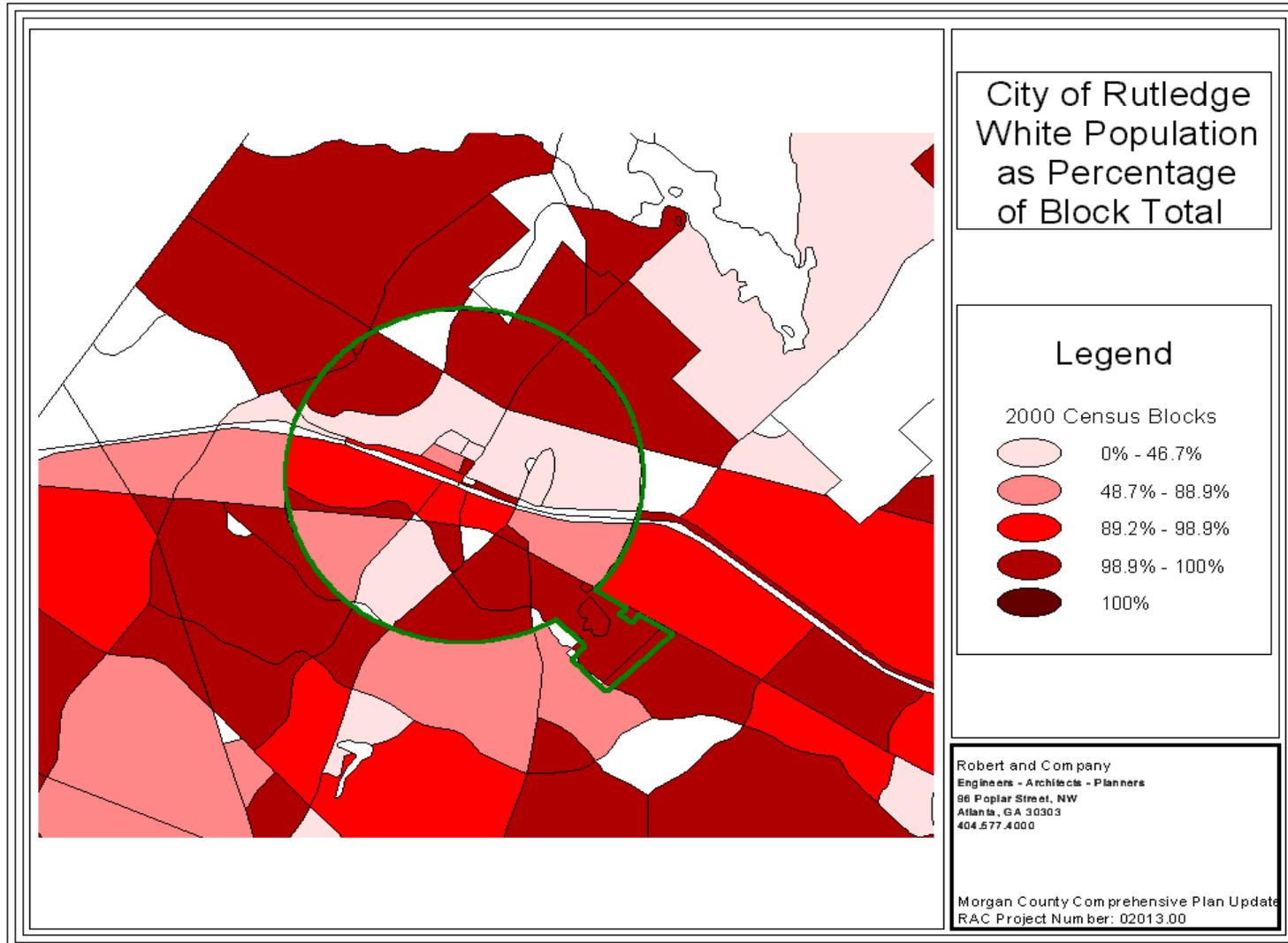


Figure 1.39 City of Rutledge Black Population as Percentage of Block Total

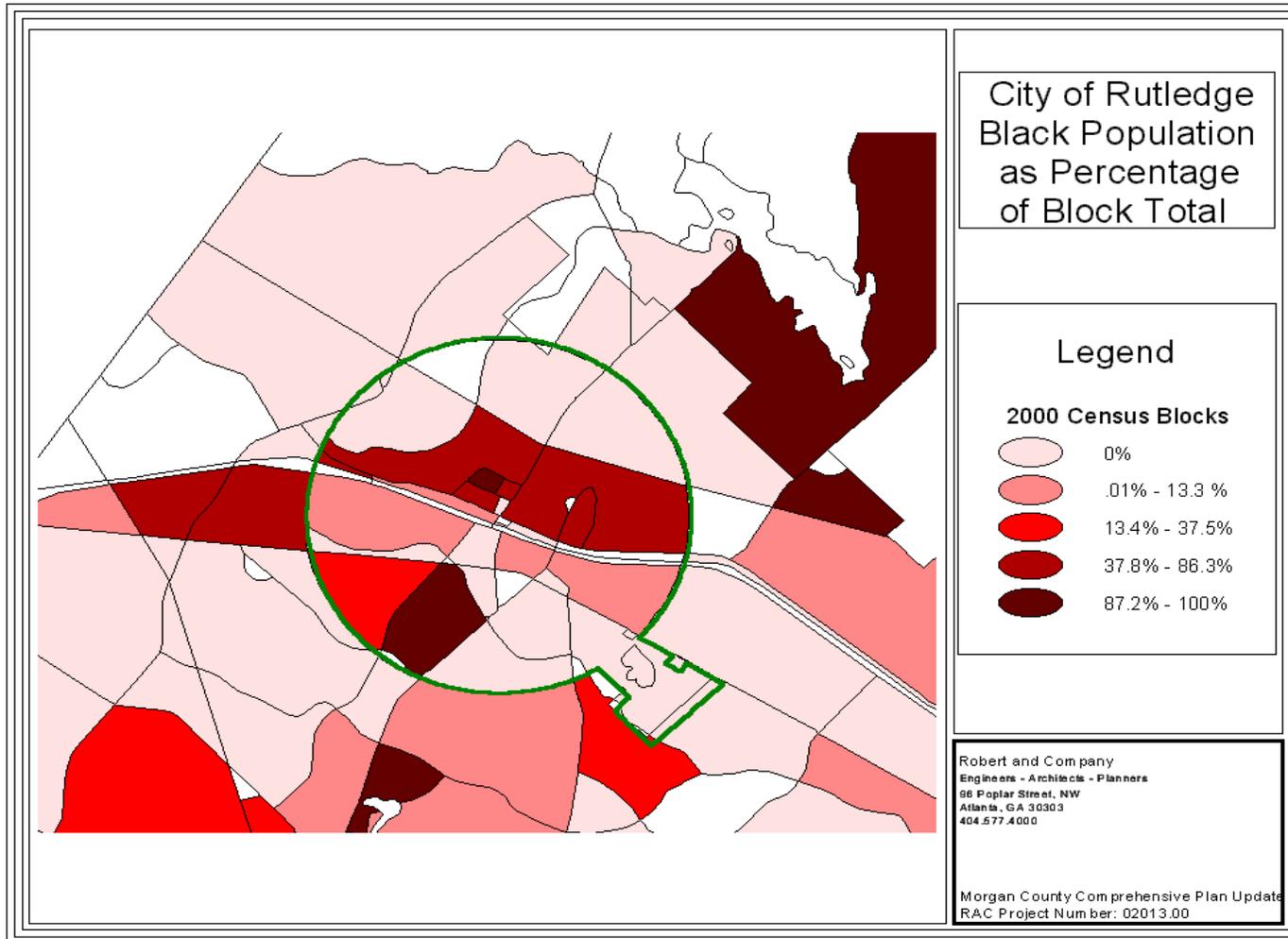
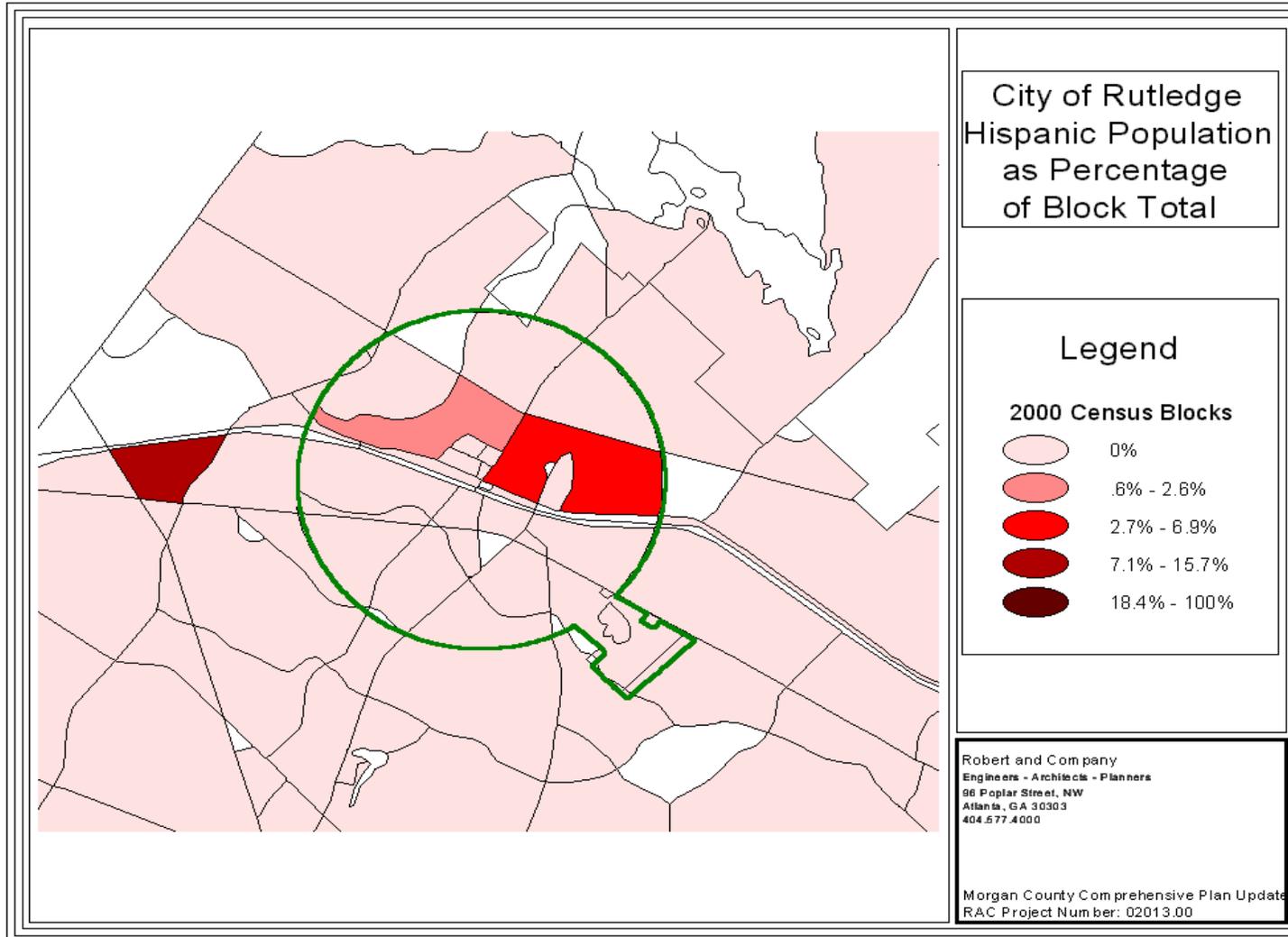


Figure 1.40 City of Rutledge Hispanic Population as Percentage of Block Total



1.7 Educational Attainment

Morgan County

Table 1.31 indicates the educational attainment percentages for Morgan County. Since the 1990 Census, Morgan County's educational attainment figures have improved. In 1990, approximately 18% of the adults 25 and older had an eighth grade education or less. By 2000, this figure decreased to 8.2%. In 1990 22.5% of adults over 25 had only attended some high school and 33.1% had obtained their high school diploma. By 2000, the number of adults over 25 with some high school education decreased to 17.8% while approximately 37.1% of the adult population were high school graduates. The percentage of adults with some college has increased from 12.8% to 15.6%, those with associates degrees stayed level at 2.6%, those with bachelors degrees went from 7.2% to 13.0%, and those with graduate degrees went from 3.8% to 5.7%.

Table 1.31 Morgan County, GA: Educational Attainment

Morgan County, GA: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	8,082	100.0%	10,125	100.0%
Less than 9th Grade	1,451	18.0%	833	8.2%
9th to 12th Grade (No Diploma)	1,817	22.5%	1,804	17.8%
High School Graduate (Includes Equivalency)	2,678	33.1%	3,752	37.1%
Some College (No Degree)	1,032	12.8%	1,582	15.6%
Associate Degree	212	2.6%	264	2.6%
Bachelor's Degree	585	7.2%	1,312	13.0%
Graduate or Professional Degree	305	3.8%	578	5.7%

Source: U.S. Bureau of the Census

Morgan County has generally had a lower high school dropout rate than the State of Georgia. From 1996 to 1998 there was a noticeable decline in Morgan County's performance by this measure, but since that time the county has improved its scores and beat the state average by at least 2 percentage points, (Table 1.32).

Table 1.32 Morgan County and Georgia Education Statistics

Morgan County: Education Statistics							
Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	68%	66%	62%	57%	62%	72%	57%
H.S. Dropout Rate	8.70%	10.70%	9.20%	7.10%	4.10%	4%	4.40%
Grads Attending Georgia Public Colleges	26.10%	43.90%	44.50%	33.30%	27.30%	NA	NA
Grads Attending Georgia Public Technical Schools	8.50%	4.70%	6.50%	5.40%	8.70%	8.60%	NA
Georgia: Education Statistics							
Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	82%	76%	67%	68%	66%	68%	65%
H.S. Dropout Rate	9.26%	8.60%	7.30%	6.50%	6.50%	6.50%	6.40%
Grads Attending Georgia Public Colleges	35.00%	30.00%	30.20%	38.80%	37.50%	37.30%	36.10%
Grads Attending Georgia Public Technical Schools	5.40%	6.20%	7.10%	6.50%	6.40%	7.40%	8.80%

Source: Georgia Department of Education

City of Bostwick

The shifts in the educational attainment of the population of Bostwick are similar to that experienced at the county level. However, among the municipalities of Morgan County, the City of Bostwick has the highest percentage of population with an education past high-school (43.5%). Between 1990 and 2000 the percentage of population with less than a high-school diploma dropped, while the population with a high-school degree or equivalent grew over 37%. The city also experienced gains in population that attended some college or obtained a bachelor's degree (Table 1.33). The percentage of population with graduate or professional degrees remained steady at 5.8%, and those with associates degrees decreased slightly 0.7%.

Table 1.33 City of Bostwick Educational Attainment

City of Bostwick: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	156	100.0%	225	100.0%
Less than 9th Grade	38	24.4%	23	10.2%
9th to 12th Grade (No Diploma)	38	24.4%	25	11.1%
High School Graduate (Includes Equivalency)	37	23.7%	93	41.3%
Some College (No Degree)	15	9.6%	37	16.4%
Associate Degree	6	3.8%	7	3.1%
Bachelor's Degree	12	7.7%	41	18.2%
Graduate or Professional Degree	9	5.8%	13	5.8%

Source: Georgia Department of Education

Town of Buckhead

Between 1990 and 2000 Buckhead experienced gains in the percentage of population with graduate degrees similar to county's other municipalities and the county as a whole. In 2000 Buckhead had the highest percentage of population (19.87%) with some college education (Table 1.34). However, Buckhead also had the highest percentage of population with less than a 9th grade education. Between 1990 and 2000 the percentage of population in this category grew by 4.7%.

Table 1.34 Town of Buckhead Educational Attainment

Town of Buckhead: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	91	100.0%	121	100.0%
Less than 9th Grade	16	17.6%	27	22.3%
9th to 12th Grade (No Diploma)	24	26.4%	28	23.1%
High School Graduate (Includes Equivalency)	26	28.6%	25	20.7%
Some College (No Degree)	10	11.0%	24	19.8%
Associate Degree	2	2.2%	4	3.3%
Bachelor's Degree	10	11.0%	7	5.8%
Graduate or Professional Degree	3	3.3%	6	5.0%

Source: Georgia Department of Education

City of Madison

In 2000 Madison had the highest percentage of population with a graduate or professional degree of any Morgan County municipality. During the 1990s the percentage Madison adults over 25 with less than a high-school education dropped while the percentage with a high-school degree or equivalent increased slightly (1.7%) (Table 1.35). The percentages of population with bachelor's degrees also rose in Madison between 1990 and 2000.

Table 1.35 City of Madison Educational Attainment

City of Madison: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	2,179	100.0%	2,279	100.0%
Less than 9th Grade	396	18.2%	187	8.2%
9th to 12th Grade (No Diploma)	465	21.3%	373	16.4%
High School Graduate (Includes Equivalency)	731	33.5%	803	35.2%
Some College (No Degree)	309	14.2%	365	16.0%
Associate Degree	34	1.6%	17	0.7%
Bachelor's Degree	152	7.0%	384	16.8%
Graduate or Professional Degree	92	4.2%	150	6.6%

Source: Georgia Department of Education

City of Rutledge

Between 1990 and 2000 the City of Rutledge experienced changes in the educational attainment of its population similar those experienced by the other municipalities in Morgan County. The percentage of population with a high-school diploma or equivalent held steady at 40% (Table 1.36) while the percentages in lesser educated categories dropped and those in the higher educated categories rose.

Table 1.36 City of Rutledge Educational Attainment

City of Rutledge: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	370	100.0%	463	100.0%
Less than 9th Grade	55	14.9%	41	8.9%
9th to 12th Grade (No Diploma)	102	27.6%	85	18.4%
High School Graduate (Includes Equivalency)	148	40.0%	185	40.0%
Some College (No Degree)	34	9.2%	54	11.7%
Associate Degree	9	2.4%	26	5.6%
Bachelor's Degree	16	4.3%	48	10.4%
Graduate or Professional Degree	6	1.6%	24	5.2%

Source: Georgia Department of Education

The educational attainment statistics for all the counties adjacent to Morgan County (Putnam, Greene, Walton, Oconee, Newton, and Jasper) are given in Tables 1.37-1.40. Overall, Morgan's education attainment levels have improved over the last twenty years. However, Morgan still lags behind the state and some of the surrounding counties in citizens in the highest echelons of academic achievement. Morgan has a higher percentage of its population with less than a 9th grade education (0.6% difference) and a smaller percentage with graduate degrees (2.6% difference) than the state. Oconee County is the only county with consistently and dramatically higher levels of educational attainment than Morgan County and most of this can be ascribed to the presence of the University of Georgia in nearby Clark County. Greene County leads Morgan County in numbers of graduate degrees but not in bachelor's degrees or high school graduates.

All other neighboring counties lag behind Morgan County’s academic achievement levels. The higher education level of Morgan County citizens, relative to the other counties in the Northeast Georgia region, may lead to attracting more professional and potentially higher paying jobs to the county that might locate elsewhere in the region.

Table 1.37 Jasper County Educational Attainment

Jasper County, GA: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	5,327	100.0%	7,531	100.0%
Less than 9th Grade	751	14.1%	686	9.1%
9th to 12th Grade (No Diploma)	1,111	20.9%	1,593	21.2%
High School Graduate (Includes Equivalency)	1,923	36.1%	2,799	37.2%
Some College (No Degree)	688	12.9%	1,382	18.4%
Associate Degree	269	5.0%	202	2.7%
Bachelor's Degree	422	7.9%	547	7.3%
Graduate or Professional Degree	159	3.0%	322	4.3%

Source: Georgia Department of Education

Table 1.38 Oconee and Walton Counties Educational Attainment

Category	Oconee County, GA: Educational Attainment				Walton County, GA: Educational Attainment			
	1990	% of 1990 Total	2000	% of 2000 Total	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	10,985	100.0%	16,470	100.0%	23,777	100.0%	38,527	100.0%
Less than 9th Grade	1,080	9.8%	742	4.5%	4,215	17.7%	3,193	8.3%
9th to 12th Grade (No Diploma)	1,453	13.2%	1,450	8.8%	5,791	24.4%	7,021	18.2%
High School Graduate (Includes Equivalency)	2,997	27.3%	3,850	23.4%	7,510	31.6%	13,725	35.6%
Some College (No Degree)	1,819	16.6%	3,069	18.6%	3,170	13.3%	7,945	20.6%
Associate Degree	517	4.7%	806	4.9%	861	3.6%	1,619	4.2%
Bachelor's Degree	1,713	15.6%	3,739	22.7%	1,629	6.9%	3,439	8.9%
Graduate or Professional Degree	1,398	12.7%	2,814	17.1%	602	2.5%	1,585	4.1%

Source: Georgia Department of Education

Table 1.39 Putnam and Newton Counties Educational Attainment

Category	Putnam County, GA: Educational Attainment				Newton County, GA: Educational Attainment			
	1990	% of 1990 Total	2000	% of 2000 Total	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	9,114	100.0%	12,931	100.0%	25,190	100.0%	39,144	100.0%
Less than 9th Grade	1,356	14.9%	1,027	7.9%	4,018	16.0%	2,988	7.6%
9th to 12th Grade (No Diploma)	2,109	23.1%	2,147	16.6%	6,093	24.2%	6,912	17.7%
High School Graduate (Includes Equivalency)	3,138	34.4%	5,241	40.5%	8,267	32.8%	13,601	34.7%
Some College (No Degree)	1,088	11.9%	2,084	16.1%	3,409	13.5%	8,341	21.3%
Associate Degree	332	3.6%	570	4.4%	1,003	4.0%	1,610	4.1%
Bachelor's Degree	670	7.4%	1,107	8.6%	1,677	6.7%	3,715	9.5%
Graduate or Professional Degree	418	4.6%	755	5.8%	728	2.9%	1,977	5.1%

Source: Georgia Department of Education

Table 1.40 Greene County Educational Attainment

Greene County, GA: Educational Attainment				
Category	1990	% of 1990 Total	2000	% of 2000 Total
TOTAL Adult Population 25 & Over	7,096	100.0%	9,508	100.0%
Less than 9th Grade	1,606	22.6%	983	10.3%
9th to 12th Grade (No Diploma)	1,872	26.4%	1,863	19.6%
High School Graduate (Includes Equivalency)	2,151	30.3%	3,165	33.3%
Some College (No Degree)	686	9.7%	1,479	15.6%
Associate Degree	173	2.4%	342	3.6%
Bachelor's Degree	382	5.4%	1,043	11.0%
Graduate or Professional Degree	226	3.2%	633	6.7%

Source: Georgia Department of Education

Table 1.41 Morgan County and Georgia Education Statistics

Morgan County: Education Statistics							
Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	68%	66%	62%	57%	62%	72%	57%
H.S. Dropout Rate	8.70%	10.70%	9.20%	7.10%	4.10%	4%	4.40%
Grads Attending Georgia Public Colleges	26.10%	43.90%	44.50%	33.30%	27.30%	NA	NA
Grads Attending Georgia Public Technical Schools	8.50%	4.70%	6.50%	5.40%	8.70%	8.60%	NA
Georgia: Education Statistics							
Category	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	82%	76%	67%	68%	66%	68%	65%
H.S. Dropout Rate	9.26%	8.60%	7.30%	6.50%	6.50%	6.50%	6.40%
Grads Attending Georgia Public Colleges	35.00%	30.00%	30.20%	38.80%	37.50%	37.30%	36.10%
Grads Attending Georgia Public Technical Schools	5.40%	6.20%	7.10%	6.50%	6.40%	7.40%	8.80%

Source: GA Department of Education

Historically, Morgan County has also surpassed the state in terms of high school graduation test scores. However in 2001, Morgan County’s scores dipped significantly from a high of 72% the previous year, to a low of 57%, this was even lower than the state average for the year, which was 65% (Table 1.41). Morgan has also had a lower percentage of students dropping out of high school, however the percentage of students attending public colleges has on average been lower than the percentage across the state. This may be a reflection of lower wages and incomes in Morgan County and the inability of families to pay for a college education. Despite lower percentages of students going on to public colleges, the statistics show that a growing percentage of Morgan County students are going on to public technical schools.

1.8 Income

Morgan County

According to Table 1.42, the per capita income in Morgan County has been consistently lower than that of the state for the years 1980 – 2000. In 1990 the gap was \$2,853 or 16% and in 2000 it was \$2,730 or 11.9%. The forecast for the next 25 years shows the persistence of this trend with the gap between the per capita incomes in Morgan County and the State of Georgia narrowing to 10.3% in 2025. Morgan County has experienced higher unemployment than the state for all but a four-year period (1996 – 1999) during the 1990 – 2000 time frame. Morgan County has also consistently had a lower average weekly wage than the state; averaging approximately \$100 less a week during the 1989 – 1999 period. This difference in wages helps to explain the difference in income levels.

Table 1.42 Per Capita Income 1980 - 2025

Morgan County: Per Capita Income										
Year	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita (1992 \$)	\$13,483	\$15,980	\$17,862	\$19,771	\$22,730	\$24,308	\$25,840	\$27,372	\$28,830	\$30,296
Georgia: Per Capita Income										
Year	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita (1992 \$)	\$15,353	\$18,512	\$20,715	\$22,287	\$25,433	\$26,975	\$28,549	\$30,141	\$31,767	\$33,413
United States: Per Capita Income										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita (1992 \$)	\$18,444	\$20,713	\$22,871	\$23,771	\$26,988	\$28,581	\$30,227	\$31,943	\$33,758	\$35,673

Source: Woods & Pool Economics, Inc.

Morgan County's average household income shows the same trend but with less variance from the state averages. Over the period 1990 to 2000 Morgan County had consistently lower average household incomes than the state (Table 1.43). In 1990 the gap was \$2,345 and in 2000 it was \$2,958. Data from Woods and Pool Economics, Inc., shows that this trend is forecast to continue until 2025 when Morgan County's average household income is projected to be about \$5,000 more than the state's average. Employment rates, average household sizes and the age of the population can explain some of this divergence. Although, Morgan County has recently begun to have lower unemployment rates than Georgia as a whole it has historically had higher unemployment rates. Additionally, wage rates in Morgan County have always been lower than the state average, which could explain the differential in household income levels.

Table 1.43 Morgan County and Georgia Average Household Income

Morgan County: Average Household Income							
Category	1990	2000	2005	2010	2015	2020	2025
Mean Household Income (Current \$)	\$30,914	\$39,200	\$42,103	\$45,017	\$47,938	\$55,471	\$64,226
Georgia: Average Household Income							
Category	1990	2000	2005	2010	2015	2020	2025
Mean Household Income (Current \$)	\$33,259	\$42,158	\$44,169	\$52,533	\$54,203	\$63,964	\$59,049

Source: Woods & Pool Economics, Inc

Morgan County’s household income distribution was unevenly distributed towards the middle and lower categories until the 2000 Census. In 1980 the distribution was skewed towards the lowest income bracket, households making less than \$10,000, and the middle range bracket of households making \$15,000-\$35,000, an indication of Morgan’s historic rural economy, which did not generate high wages (Table 1.44). By 1990 the lowest two brackets had diminished and the middle bracket had grown even larger but, most importantly, all the higher income brackets showed strong growth, indicating that Morgan County had begun to tie into higher pay scales. However, this growth may be indicative of the attractiveness of Morgan County as a bedroom and retirement community for executives from the metro Atlanta region. By 2000 the trend had continued even further and Morgan seems poised to become an affluent county for a rural region with the majority of its households in the income categories above \$35,000.

Table 1.44 Morgan County Household Income Distribution

Morgan County, GA: Household Income Distribution			
Year	1980	1990	2000
Total Households	3,660	4,390	5,579
Income less than \$10000	1,433	841	519
Income \$10000 - \$14999	641	498	409
Income \$15000 - \$34999	1,189	1,609	1,454
Income \$35000 - \$49999	254	621	945
Income \$50000 - \$74999	59	541	1,189
Income \$75000 - \$99999	47	174	518
Income \$100000 or more	37	106	545

Source: U.S. Bureau of the Census

Municipalities

The greatest cause for concern in Morgan County’s municipalities is the fact that Madison and Bostwick had more than 10% of their populations below poverty line (\$10,000 per year) in 2000 (Tables 1.45 and 1.47). In Bostwick this number even rose in the 1990 – 2000 period after dropping by 50% during the 1980’s. In comparison only 9% of Morgan County’s population was below the poverty threshold in 2000. However, all cities and towns within the county are experiencing growth in the higher income brackets (Tables 1.45 – 1.48). Figure 1.41 shows that a strong middle class is developing within the county and its municipalities with most households earning between \$15,000 and \$74,000 per year in 2000.

Table 1.45 City of Bostwick Household Income Distribution

City of Bostwick: Household Income Distribution			
Year	1980	1990	2000
Total Households	70	84	139
Income less than \$10000	26	12	21
Income \$10000 - \$14999	12	8	12
Income \$15000 - \$34999	24	38	24
Income \$35000 - \$49999	5	11	34
Income \$50000 - \$74999	1	6	33
Income \$75000 - \$99999	1	4	10
Income \$100000 or more	1	3	5

Source: U.S. Bureau of the Census

Table 1.46 Town of Buckhead Household Income Distribution

Town of Buckhead: Household Income Distribution			
Year	1980	1990	2000
Total Households	36	48	59
Income less than \$10000	14	8	3
Income \$10000 - \$14999	7	3	0
Income \$15000 - \$34999	12	17	26
Income \$35000 - \$49999	2	9	15
Income \$50000 - \$74999	0	7	11
Income \$75000 - \$99999	0	1	2
Income \$100000 or more	0	1	0

Source: U.S. Bureau of the Census

Table 1.47 City of Madison Household Income Distribution

City of Madison: Household Income Distribution			
Year	1980	1990	2000
Total Households	1,004	1,195	1,333
Income less than \$10000	393	271	186
Income \$10000 - \$14999	175	163	92
Income \$15000 - \$34999	325	403	375
Income \$35000 - \$49999	69	144	242
Income \$50000 - \$74999	16	128	242
Income \$75000 - \$99999	13	61	115
Income \$100000 or more	10	24	126

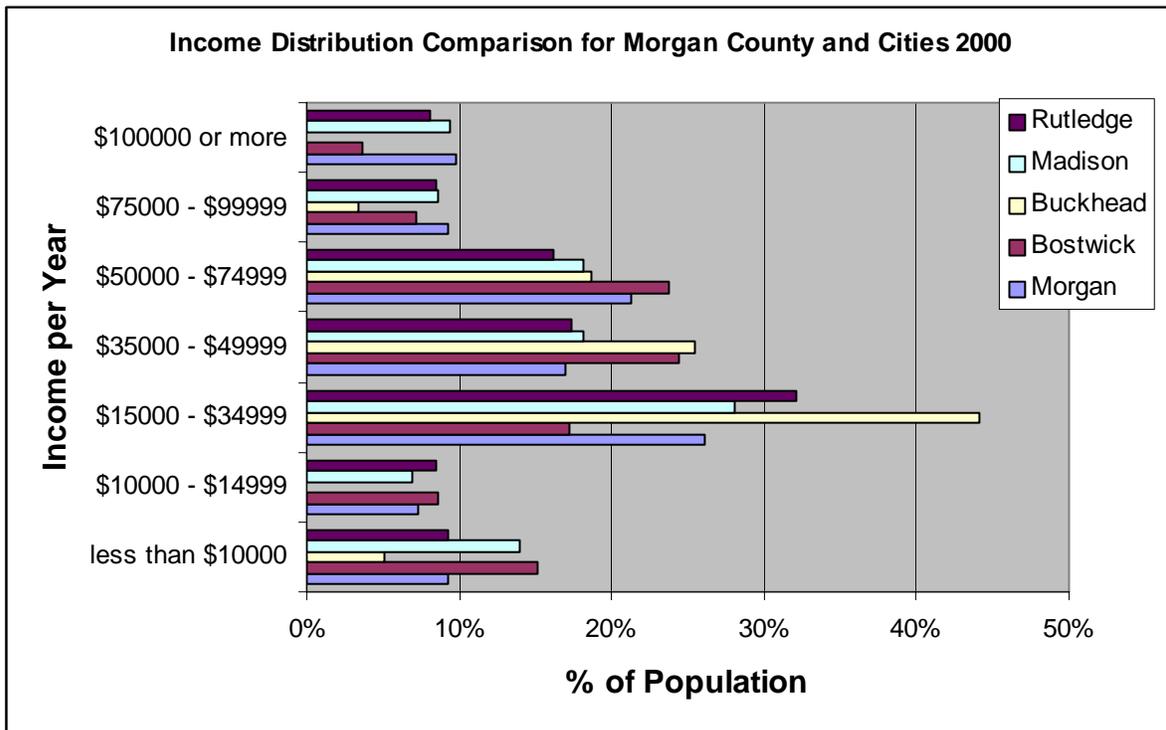
Source: U.S. Bureau of the Census

Table 1.48 City of Rutledge Household Income Distribution

City of Rutledge: Household Income Distribution			
Year	1980	1990	2000
Total Households	178	199	271
Income less than \$10000	70	40	25
Income \$10000 - \$14999	31	15	23
Income \$15000 - \$34999	59	65	87
Income \$35000 - \$49999	12	27	47
Income \$50000 - \$74999	3	41	44
Income \$75000 - \$99999	2	3	23
Income \$100000 or more	2	3	22

Source: U.S. Bureau of the Census

Figure 1.41 Income Distribution Comparison for Morgan County and Cities 2000



The growing affluence of Morgan County is evident when one compares the percentages of the household population in each income bracket with the state percentages (Table 1.49) in each bracket. Morgan has gone from having its household population slightly more concentrated in the lower income brackets (less than \$10,000 and \$10,000 – \$14,999) when compared to the state in 1980 and 1990 to being slightly more affluent in 2000. However, Morgan County remains slightly behind the state percentages concentrated in the highest income categories (\$75,000 - \$99,999 and \$100,000 and above). The economic status of the average Morgan household has improved during the past two decades.

Table 1.49 Morgan County and Georgia Household Income Distribution (%)

Morgan County Household Income Distribution (%)				Georgia: GA Household Income Distribution (%)			
Year	1980	1990	2000	Year	1980	1990	2000
Total Households	100.00%	100.00%	100.00%	Total Households	100.00%	100.00%	100.00%
Income less than \$10000	39.2%	19.2%	9.3%	Income less than \$10000	33.30%	16.77%	10.1%
Income \$10000 - \$14999	17.5%	11.3%	7.3%	Income \$10000 - \$14999	16.28%	8.62%	5.9%
Income \$15000 - \$34999	32.5%	36.7%	26.1%	Income \$15000 - \$34999	33.95%	33.90%	24.9%
Income \$35000 - \$49999	6.9%	14.1%	16.9%	Income \$35000 - \$49999	8.89%	17.80%	16.7%
Income \$50000 - \$74999	1.6%	12.3%	21.3%	Income \$50000 - \$74999	3.51%	14.46%	19.7%
Income \$75000 - \$99999	1.3%	4.0%	9.3%	Income \$75000 - \$99999	2.57%	4.63%	10.4%
Income \$100000 or more	1.0%	2.4%	9.8%	Income \$100000 or more	1.52%	3.81%	12.4%

Source: U.S. Bureau of the Census

1.9 Population Goals and Policies

Goal 1.0 Eliminate generational poverty in Morgan County to the extent possible.

Policy 1.1 Conduct a study to determine the nature and extent of poverty in Morgan County.

Policy 1.2 Develop a multi-dimensional plan for addressing, and, to the degree feasible, eliminating the root causes of poverty in the county.

Policy 1.3 Determine the nature and location of high crime areas and occupations in order to eliminate these factors in neighborhood life and “career” choice.

Goal 2.0 Work to achieve a community whereby all citizens regardless of race, color, creed, or ethnic origin feel comfortable within the workplace, schools, and public places and gatherings, and actively participate in those activities of the community and government that are important to and affect well-being.

Policy 2.1 Further explore the causes of limited participation by minorities in public meetings, boards, community groups, and events and, as appropriate, work to increase such participation.

Policy 2.2 Promote multi-cultural/multi-racial events and understanding.

Policy 2.3 Endeavor to have appointed boards and committees more nearly reflect the diversity of the county’s and cities’ populations.

Policy 2.4 Consider the use of associate members for boards who have all the rights and responsibilities of other board members except voting in order to allow greater minority participation until such time as seats become available and also to increase the knowledge and awareness of prospective minority appointees before their becoming full members.

Policy 2.5 Endeavor to increase the participation of minorities in Leadership Morgan to more nearly reflect the county’s diversity of population.

Policy 2.6 Work with the minority community to identify events and programs at the Cultural Center and the schools, that will elicit more minority support and participation.

Policy 2.7 Conduct outreach within the Hispanic community and investigate the situation in other locales so that the county and its cities can better anticipate and address the needs and problems associated with this growing population.

Policy 2.8 Insure that those persons within the schools, at the jail, in the health field, and elsewhere who work to advise, counsel, and assist young people and young adults in need are appropriately qualified and can effectively relate to those with whom they will work.

Policy 2.9 Re-establish a multi-racial, multi-cultural committee which can

Policy 2.9.1 Identify and recruit minorities for board and committee participation.

Policy 2.9.2 Identify and discuss governmental activities and regulatory actions that may be of importance or potential concern to the minority community.

Policy 2.9.3 Address such issues, needs, and opportunities that would benefit from a diversity of viewpoints in either finding a resolution or presenting a position to government or the public.

Policy 2.10 Prepare a summary of all County and City boards, their functions, membership numbers and appointment timing, and other pertinent information and provide this to all appropriate entities.

Policy 2.11 Effectively address the educational, transportation, and housing needs of all social, racial, ethnic, and income levels in the county.

Policy 12.12 Hold all public hearings and meetings of boards, committees, elected officials, and others after normal working hours to increase the possibility of participation (members and attendees) by those who work.

Policy 2.13 Expand activities for young people in the community with broad cultural appeal.

CHAPTER 2 ECONOMIC DEVELOPMENT

Introduction

The Morgan County economy has historically been agriculture-based and relatively prosperous. The easy accessibility afforded by I-20, the development of Lake Oconee (beginning in 1979), and the growth of Atlanta and Athens are major factors that have altered Morgan's economic structure in recent decades. Accessibility to I-20, in particular, offers great prospects for future economic growth in Morgan County. While the economy was first dependent on the 19th century railroad infrastructure for economic prosperity, it is now dependent on the interstate highway infrastructure that is a conduit for commerce as well as commuters. Several of the newer industries in Morgan County have chosen to locate near I-20 in pastoral settings, benefiting both from accessibility and quality of the environment. I-20, along with U.S. 441 brings the majority of tourists who visit historic Madison, Rutledge, Hard Labor Creek State Park and other sites.

The prime location and the quality of life offered by the historic towns and beautiful rural landscapes in Morgan County have become extremely appealing for residential development. New homes and subdivisions are spread fairly evenly around the county with some agglomeration near Lake Oconee. At this time it is not clear whether Morgan County will become a bedroom community for those who work throughout the Atlanta/Athens metropolitan areas, a second-home community, a retirement community, an economy to which many employees commute from outside the county, or a balanced blend of these.

2.1 Economic Base

The economic base, or profile, of a community is understood as a combination of several factors. Described in the following sections are data findings concerning employment, earnings, wages, income, major employers and major developments in Morgan County.

Employment by Sector

Between 1990 and 2000 Morgan County's total employment grew by 1,479 jobs, or by 21.4%. This is in keeping with the 23.2% increase during the 1980's (Table 2.1) and also reflects the continued steady growth in population which has occurred since 1980. In the future, Morgan County's population and employment bases are expected to continue growing. However, the rate of employment growth is uncertain. Woods and Poole Economics, Inc. project that between 2000 and 2010 employment will grow by 12.2%; and an 15.78% increase is projected to occur between 2010 and 2025. It is possible that employment growth will outpace these projections, as population growth is locally expected to exceed Woods and Poole projections and more closely approximate that which has recently occurred in counties to the north and west. To a significant extent, growth in local employment will be related to the success of local economic development activities and industrial recruitment.

Table 2.1 Morgan County Employment by Sector

Morgan County: Employment by Sector										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	5,501	5,799	6,779	7,060	8,228	8,728	9,231	9,722	10,207	10,688
Farm	1,273	901	821	668	598	566	535	508	486	469
Agricultural Services, Other	34	67	131	150	380	368	390	419	448	475
Mining	0	0	0	0	0	0	0	0	0	0
Construction	160	142	219	315	449	496	524	541	555	567
Manufacturing	1,424	1,767	1,943	1,894	1,952	2,046	2,125	2,190	2,246	2,292
Transportation, Communications, & Public Utilities	127	112	122	188	141	155	167	179	189	196
Wholesale Trade	173	245	460	288	369	359	357	359	362	365
Retail Trade	712	846	1,124	1,216	1,264	1,303	1,343	1,380	1,413	1,442
Finance, Insurance, & Real Estate	159	216	271	316	398	416	434	452	470	486
Services	815	890	957	1,213	1,642	1,910	2,169	2,428	2,696	2,981
Federal Civilian Government	36	34	43	40	39	38	38	38	37	37
Federal Military Government	48	59	57	58	58	59	60	60	60	61
State & Local Government	540	520	631	714	938	1,012	1,089	1,168	1,245	1,317

Source: Woods & Pool Economics, Inc.

The largest sectors for Morgan County employment in 2000 were, in order, manufacturing (23.7%), services (20%), retail (15.4%), and state and local government (11.4%) (Table 2.2). The relative prominence of these activities is in line with state economic sectors, with the notable exception of manufacturing, which represents nearly a 10% greater share than the state average (23.7% in Morgan vs. 14.9% in Georgia) (Table 2.3).

Table 2.2 Morgan County Employment by Sector (%)

Morgan County: Employment by Sector (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Farm	23.1%	15.5%	12.1%	9.5%	7.3%	6.5%	5.8%	5.2%	4.8%	4.4%
Agricultural Services, Other	0.6%	1.2%	1.9%	2.1%	4.6%	4.2%	4.2%	4.3%	4.4%	4.4%
Mining	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Construction	2.9%	2.5%	3.2%	4.5%	5.5%	5.7%	5.7%	5.6%	5.4%	5.3%
Manufacturing	25.9%	30.5%	28.7%	26.8%	23.7%	23.4%	23.0%	22.5%	22.0%	21.4%
Transportation, Communications, & Public Utilities	2.3%	1.9%	1.8%	2.7%	1.7%	1.8%	1.8%	1.8%	1.9%	1.8%
Wholesale Trade	3.1%	4.2%	6.8%	4.1%	4.5%	4.1%	3.9%	3.7%	3.6%	3.4%
Retail Trade	12.9%	14.6%	16.6%	17.2%	15.4%	14.9%	14.6%	14.2%	13.8%	13.5%
Finance, Insurance, & Real Estate	2.9%	3.7%	4.0%	4.5%	4.8%	4.8%	4.7%	4.7%	4.6%	4.6%
Services	14.8%	15.4%	14.1%	17.2%	20.0%	21.9%	23.5%	25.0%	26.4%	27.9%
Federal Civilian Government	0.7%	0.6%	0.6%	0.6%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%
Federal Military Government	0.9%	1.0%	0.8%	0.8%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%
State & Local Government	9.8%	9.0%	9.3%	10.1%	11.4%	11.6%	11.8%	12.0%	12.2%	12.3%

Source: Woods & Pool Economics, Inc.

Table 2.3 Georgia Employment by Sector (%)

Georgia: Employment by Sector (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Farm	3.51%	2.55%	2.01%	1.63%	1.39%	1.24%	1.11%	1.00%	0.90%	0.82%
Agricultural Services, Other	0.60%	0.76%	0.85%	1.06%	1.13%	1.15%	1.16%	1.17%	1.17%	1.16%
Mining	0.32%	0.32%	0.29%	0.22%	0.20%	0.18%	0.17%	0.17%	0.16%	0.15%
Construction	5.07%	6.11%	5.75%	5.58%	6.10%	6.05%	5.94%	5.80%	5.66%	5.52%
Manufacturing	19.25%	17.53%	15.51%	14.27%	12.63%	12.07%	11.56%	11.03%	10.50%	9.97%
Trans, Comm, & Public Utilities	5.55%	5.51%	5.86%	5.72%	6.10%	6.17%	6.19%	6.16%	6.09%	5.97%
Wholesale Trade	6.34%	6.65%	6.18%	5.73%	5.69%	5.74%	5.73%	5.71%	5.69%	5.66%
Retail Trade	14.84%	16.13%	16.44%	17.14%	16.80%	17.08%	17.32%	17.51%	17.65%	17.76%
Finance, Insurance, & Real Estate	7.28%	6.98%	6.64%	6.36%	7.12%	7.05%	6.98%	6.91%	6.83%	6.76%
Services	18.30%	20.61%	23.75%	26.61%	28.63%	29.27%	30.10%	31.07%	32.16%	33.35%
Federal Civilian Government	3.08%	2.87%	2.79%	2.33%	1.90%	1.76%	1.63%	1.53%	1.43%	1.35%
Federal Military Government	3.36%	3.05%	2.46%	2.24%	1.93%	1.82%	1.71%	1.61%	1.51%	1.42%
State & Local Government	12.51%	10.92%	11.46%	11.11%	10.39%	10.44%	10.40%	10.33%	10.22%	10.10%

Source: Woods & Pool Economics, Inc.

The heavy reliance on manufacturing employment in Morgan County is a potential cause for concern given the general trend of decline in manufacturing nationally. Across the country, manufacturing declined from 18.2% of total employment in 1980 to 11.6% in 2000 (Table 2.4). However, only a modest decline in total share from 23.7% in 2000 to 21.4% in 2025 is predicted for Morgan County. Fortunately, Morgan County’s manufacturing jobs are not centered in any single industry which may mitigate to some degree the trends in the larger economy that are negatively affecting only one or two particular industries. Thus, Morgan’s decline in manufacturing jobs will likely be more balanced over time than if the county’s manufacturing were dependent on a single industry.

Another declining sector in Morgan County is farming, where total farm employment has fallen 27% from 1990 to 2000. A further decline of 21.57% in farm employment is predicted for Morgan County between 2000 and 2025. This mirrors a national trend of decline in farming employment as human labor has been steadily replaced by machine labor, reducing available employment opportunities, and land formerly dedicated to agriculture has been converted into suburban and exurban subdivisions, shopping centers, and distribution facilities. In the case of Morgan County, the continuing outward growth of metropolitan Atlanta has increased demand for developable land along the urban fringe, further encouraging the abandonment of agricultural production. Despite the decrease in the farm sector, though, employment in agricultural services increased 190% between 1990 and 2000.

Construction employment in Morgan County increased by 105% between 1990 and 2000. However, this increase was relatively modest in terms of total employees since construction represented only 5.5% of total employment in 2000. Growth in the local housing stock, typically a primary driver of employment growth in the construction sector, has occurred despite little change in construction employment, suggesting that many of the new permanent residential (and commercial) structures in Morgan were built by outside contractors using outside labor.

The largest increase in absolute number of jobs in Morgan County occurred in services, which increased 72% from 1990 to 2000. Given the recent growth in the county and its increasing integration into the metropolitan economy, service employment is likely to continue to expand. A further increase of 81.55% in service employment is expected for Morgan between 2000 and 2025. Service employment is expected to eclipse manufacturing as the County’s largest employment sector in 2010. Statewide, the service sector has experienced similar explosive gains, expanding 177% in the past 20 years. Over this period (1980-2000) services have replaced manufacturing as the state’s dominant sector.

Government employment has retained a strong presence in Morgan County, representing the fourth largest sector (11.4%) of total employment. This reflects the influx of population and concurrent demands for community services, state and local government are expected to grow an additional 40% by 2025. However, the percentage of total employment which government jobs account for will remain relatively small; accounting for 12.3% of total employment in 2025, an increase of less than 1% over the 2000 – 2025 time period.

Table 2.4 United States Employment by Sector (%)

United States: Employment by Sector (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Farm	3.32%	2.78%	2.26%	2.08%	1.91%	1.78%	1.65%	1.52%	1.40%	1.29%
Agricultural Services, Other	0.80%	0.93%	1.04%	1.20%	1.26%	1.26%	1.26%	1.25%	1.25%	1.24%
Mining	1.12%	1.11%	0.75%	0.59%	0.48%	0.47%	0.46%	0.46%	0.45%	0.44%
Construction	4.95%	5.19%	5.21%	5.18%	5.68%	5.67%	5.62%	5.55%	5.48%	5.40%
Manufacturing	18.19%	15.88%	14.13%	12.85%	11.61%	11.02%	10.49%	9.99%	9.51%	9.05%
Trans, Comm, & Public Utilities	4.97%	4.73%	4.71%	4.74%	4.88%	4.84%	4.78%	4.72%	4.65%	4.58%
Wholesale Trade	5.03%	4.93%	4.81%	4.64%	4.58%	4.61%	4.60%	4.58%	4.56%	4.52%
Retail Trade	15.66%	16.27%	16.44%	16.87%	16.37%	16.21%	16.08%	15.95%	15.80%	15.65%
Finance, Insurance, & Real Estate	7.67%	7.62%	7.68%	7.39%	7.94%	7.89%	7.83%	7.77%	7.70%	7.62%
Services	21.89%	25.09%	27.76%	29.97%	31.75%	32.77%	33.85%	34.95%	36.07%	37.21%
Federal Civilian Government	2.62%	2.42%	2.32%	1.97%	1.68%	1.60%	1.52%	1.45%	1.38%	1.31%
Federal Military Government	2.19%	2.21%	1.95%	1.54%	1.25%	1.19%	1.14%	1.08%	1.02%	0.97%
State & Local Government	11.61%	10.83%	10.93%	10.98%	10.62%	10.70%	10.72%	10.73%	10.73%	10.71%

Source: Woods & Pool Economics, Inc.

Earnings by Sector

The sectors which provide the largest earnings in Morgan County are manufacturing (31%), state and local government (12.6%), services (11.9%), retail trade (12.2%), and wholesale trade (7%) (Table 2.5). Since 1995, farming, wholesale and retail trade earning have been decreasing and are expected to continue this trend through 2025. Although earnings from farming have decreased from 11.3% in 1990 to 7.1% in 2000; earnings in the agricultural services sector have increased slightly from 1.5% to 5.3% during the same period. This may represent a shift from actual farming to businesses that support farming. In the future, earnings in the services, state and local government, and retail trade are expected to stay strong and grow larger in total earnings. Transportation-communications-public utilities (TCU) is also expected to increase. .

Table 2.5 Morgan County Earnings by Sector (%)

Morgan County: Earnings by Sector (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Farm	6.7%	6.6%	11.3%	8.2%	7.1%	6.8%	6.5%	6.2%	6.0%	5.9%
Agricultural Services, Other	0.4%	1.0%	1.5%	3.0%	5.3%	4.9%	5.0%	5.1%	5.3%	5.4%
Mining	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Construction	3.4%	3.0%	3.5%	4.3%	5.7%	5.8%	5.7%	5.5%	5.3%	5.1%
Manufacturing	41.8%	42.4%	36.3%	34.7%	31.0%	31.2%	31.1%	30.9%	30.6%	30.2%
Trans, Comm, & Public Utilities	3.9%	3.2%	3.1%	3.6%	2.2%	2.3%	2.4%	2.5%	2.5%	2.5%
Wholesale Trade	5.1%	6.5%	8.6%	6.7%	7.0%	6.4%	5.9%	5.5%	5.2%	5.0%
Retail Trade	11.8%	12.4%	10.2%	14.3%	12.2%	11.6%	11.1%	10.7%	10.3%	9.9%
Finance, Insurance, & Real Estate	3.2%	3.0%	3.0%	3.5%	3.9%	4.0%	4.0%	4.1%	4.1%	4.2%
Services	9.9%	9.5%	9.5%	9.7%	11.9%	13.3%	14.6%	15.7%	16.8%	18.0%
Federal Civilian Government	1.5%	1.1%	1.1%	1.1%	0.9%	0.8%	0.8%	0.7%	0.7%	0.6%
Federal Military Government	0.4%	0.6%	0.5%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%
State & Local Government	11.6%	10.4%	11.3%	10.6%	12.6%	12.6%	12.7%	12.8%	12.9%	13.0%

Source: Woods & Pool Economics, Inc.

In 2000, the sector which provided the most earnings in the State of Georgia was services (26.8%) followed by manufacturing (14.9%), state and local government (10.2%), TCU (9.9%), and retail (9%) (Table 2.6). In the future (2025) the greatest earnings in the state are expected to come from services (33.7%), manufacturing (12.5%), state and local government (9.4%), and TCU (9.6%) (Table 2.6).

Table 2.6 Georgia Earnings by Sector (%)

Georgia: Earnings by Sector (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Farm	0.2%	1.3%	1.4%	1.4%	1.0%	0.9%	0.9%	0.9%	0.8%	0.8%
Agricultural Services, Other	0.4%	0.4%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Mining	0.7%	0.5%	0.4%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
Construction	5.7%	6.6%	5.8%	5.4%	6.0%	5.9%	5.7%	5.5%	5.3%	5.1%
Manufacturing	22.5%	20.0%	17.5%	16.8%	14.9%	14.5%	14.1%	13.6%	13.1%	12.5%
Trans, Comm, & Public Utilities	9.3%	8.9%	8.8%	9.4%	9.9%	10.0%	10.0%	10.0%	9.8%	9.6%
Wholesale Trade	8.9%	9.0%	8.9%	8.2%	8.4%	8.4%	8.2%	8.1%	7.9%	7.7%
Retail Trade	10.3%	10.6%	9.2%	9.1%	9.0%	9.0%	8.9%	8.9%	8.8%	8.7%
Finance, Insurance, & Real Estate	5.4%	5.6%	6.4%	6.9%	7.6%	7.7%	7.7%	7.8%	7.8%	7.8%
Services	15.6%	17.4%	22.0%	24.3%	26.8%	27.8%	29.0%	30.4%	32.0%	33.7%
Federal Civilian Government	5.6%	5.1%	4.7%	4.2%	3.4%	3.1%	2.9%	2.7%	2.5%	2.3%
Federal Military Government	3.7%	3.7%	2.7%	2.5%	2.1%	1.9%	1.8%	1.7%	1.6%	1.5%
State & Local Government	11.7%	11.0%	12.0%	11.0%	10.2%	10.1%	10.0%	9.8%	9.6%	9.4%

Source: Woods & Pool Economics, Inc.

Export Sectors

Export sectors are economic activities that account for a greater percentage of the earnings in Morgan County's economy than in the state economy. For example, farming is an export sector for Morgan County. In 2000 farming accounted for 7.1% of earnings in the county while at the state level farming only accounted for 1.0% of the earnings. Other export sectors include, agricultural services, manufacturing, and state and local government. These sectors are expected to remain export economic activities through 2025.

There is also a strong tourism market in Morgan County, and specifically in the City of Madison. Although there are not earnings projections for this industry available and therefore it cannot be formally defined as an export sector, a recent study of a of retail and services in Morgan County conducted by the University of Georgia Small Business Development Center found an "oversupply" of Eating Places, Hotels, and Gift Shops in Morgan relative to similar surrounding counties, "Over/Under Supply Analysis for Morgan County," Susan Paul 2001, University of GA SBDC". This finding may be reflective of the economic benefits the county is receiving from its tourism trade.

Wages

In 1999, the highest average weekly wage in Morgan County was in the wholesale sector (\$696) followed by finance, insurance, and real estate (FIRE) (\$637), manufacturing (\$584), state government (\$521), and construction (\$471) (Table 2.7). In comparison, the highest weekly wages in the State of Georgia for 1999 were as follows: wholesale (\$932), FIRE (\$900), TCU (\$895), mining (\$866), and Federal government (\$808) (Table 2.8). Of the three highest average weekly wages in Morgan County, wholesale pays significantly less (-\$236), FIRE pays even less (-\$263), and manufacturing slightly less (-\$100) than State of Georgia average weekly wages for the same industries.

Of the employment sectors in Morgan County providing the most jobs [manufacturing (23.7%), services (20.%), retail (15.4%), state and local government (11.4%), and farm (7.3%)], manufacturing generally pays among the highest wages in Morgan County. However, this industry sector pays only moderately well at the state level. Services, retail, and local and state government pay among the very lowest weekly wages in both Morgan County and the State of Georgia. Farm/Agriculture (agriculture, fishing & forestry) wage data are not available for Morgan County, so a comparison with state wages cannot be provided.

Table 2.7 Morgan County Average Weekly Wages

Morgan County: Average Weekly Wages											
Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$327	\$327	\$336	\$356	\$378	\$414	\$418	\$437	\$449	\$468	\$468
Agriculture, Forestry, Fishing	329	NA	353	398	770	827	892	905	NA	647	NA
Mining	NA										
Construction	NA	283	264	285	285	294	309	339	NA	440	471
Manufacturing	NA	383	385	418	445	470	494	506	545	561	584
Transportation, Communication and, Utilities	NA	639	676	662	672	586	510	498	533	568	NA
Wholesale	NA	391	496	571	582	646	628	615	648	738	696
Retail	NA	197	193	211	239	337	334	373	369	394	366
Financial, Insurance, Real Estate	NA	379	366	390	409	437	467	470	498	553	637
Services	NA	219	221	226	246	246	239	272	242	253	257
Federal Government	NA										
State Government	NA	522	521								
Local Government	NA	NA	NA	NA	NA	NA	318	322	349	349	359

Source: U.S. Bureau of Labor Statistics

Table 2.8 Georgia Average Weekly Wages

Georgia: Average Weekly Wages											
Category	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Industries	\$404	\$424	\$444	\$471	\$480	\$488	\$509	\$531	\$562	\$598	\$629
Agriculture, Forestry, Fishing	267	276	285	297	304	312	322	336	347	373	390
Mining	561	589	605	NA	NA	698	734	741	781	832	866
Construction	NA	434	439	451	461	479	508	534	556	590	623
Manufacturing	NA	450	473	503	511	531	555	588	620	656	684
Transportation, Communication and, Utilities	NA	603	635	689	709	720	737	769	805	842	895
Wholesale	NA	603	632	669	695	711	729	762	809	873	932
Retail	NA	236	244	255	260	267	275	286	299	318	335
Financial, Insurance, Real Estate	NA	544	569	627	648	648	693	741	799	872	900
Services	NA	414	439	464	471	475	501	519	551	580	611
Federal Government	NA	543	584	612	651	667	666	701	774	791	808
State Government	NA	451	462	460	471	NA	493	517	533	561	579
Local Government	NA	387	401	401	410	420	440	461	480	506	523

Source: U.S. Bureau of Labor Statistics

Income by Type

Table 2.9 divides income earned by Morgan County residents into five types dependent upon its source. Historically, the largest income source in Morgan County has been wages and salaries which constituted 41.1% of the total income in Morgan in 2000. This figure is significantly less than the State average of 61.2% in 2000. Conversely, a larger proportion of income in Morgan is derived from dividend-interest-and rent (21.3%) and transfer payments (14.5%) than in the State of Georgia (16.8% and 11.1% respectively). In the future, Morgan County’s, shares of income from wages and salary and transfer payments (State and Federal Retirement, etc.) are

expected to increase slightly and income derived from dividend-interest-rent are expected to decrease slightly.

Table 2.9 Morgan County Income by Type (%)

Morgan County: Income by Type (%)										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wages & Salaries	44.7%	44.0%	44.8%	42.9%	41.1%	41.4%	41.6%	41.7%	41.7%	41.7%
Other Labor Income	4.8%	5.3%	5.9%	5.6%	4.4%	4.4%	4.4%	4.3%	4.3%	4.2%
Proprietors Income	9.1%	9.1%	9.9%	9.0%	11.2%	11.1%	11.1%	11.0%	10.9%	10.8%
Dividends, Interest, & Rent	15.2%	19.4%	20.7%	19.2%	21.3%	21.2%	21.2%	21.1%	21.0%	20.9%
Transfer Payments to Persons	14.3%	14.0%	15.1%	16.4%	14.5%	14.7%	15.0%	15.4%	15.8%	16.4%
Less: Social Ins. Contributions	2.6%	3.2%	3.4%	3.5%	3.2%	3.4%	3.5%	3.7%	3.8%	3.9%
Residence Adjustment	14.5%	11.4%	6.9%	10.4%	10.7%	10.6%	10.4%	10.3%	10.1%	10.0%

Source: Woods & Pool Economics, Inc.

Residence Adjustment

Some counties serve as bedroom communities. This means that residents may work in one county but live, pay taxes and spend most of their income in their resident county. The degree to which a county serves as a bedroom community can be measured by a “resident adjustment” to the county personal income. A negative number implies that workers commute into the county to earn income but do not reside there. Growth over time of negative residence adjustment generally implies an eroding tax base and can present a burden for public schools and infrastructure. Similarly, a positive figure implies that residents commute outside of the county for work. In 2000, the residence adjustment for Morgan County was 10.7%. Table 2.10 below shows a comparison of residential adjustments for Morgan and its surrounding counties.

Table 2.10 Residential Adjustment for Morgan and Surrounding Counties

Residential Adjustment for Morgan and Surrounding Counties					
	1980	1990	2000	2010	2020
Clarke County	-30.99%	-29.45%	-27.68%	-27.24%	-25.31%
Putnam County	-6.53%	15.35%	10.38%	10.04%	9.67%
Elbert County	0.68%	2.76%	3.62%	3.51%	3.40%
Greene County	8.31%	3.45%	2.47%	2.43%	2.36%
Jasper County	8.39%	22.54%	26.05%	25.11%	24.13%
Barrow County	14.40%	21.93%	26.17%	25.18%	24.26%
Morgan County	14.50%	6.90%	10.70%	10.40%	10.10%
Jackson County	24.79%	18.86%	14.65%	14.16%	13.64%
Walton County	26.45%	33.61%	32.58%	31.09%	29.71%
Newton County	29.03%	19.40%	24.30%	23.31%	22.53%
Madison County	49.67%	46.96%	44.01%	43.42%	43.77%
Oglethorpe County	50.46%	40.91%	39.43%	38.32%	37.05%
Oconee County	54.76%	49.42%	45.88%	45.67%	45.80%

Commuting Patterns

While the majority of Morgan County’s labor force has historically worked inside the county, this pattern has been steadily eroding over the past two decades (Table 2.11). Although there has been significant growth of the labor force that worked within the county, the growth among those who work in other counties was much greater. This increase may be representative of Morgan County’s growth as a suburban bedroom community within the larger metropolitan areas of Atlanta, Athens, Augusta, and Macon.

Table 2.11 Morgan County Commuting Patterns

Morgan County Commuting Patterns					
Category	1990	% of 1990 Total	2000	% of 2000 Total	% Change 1990-2000
Workers	5,697	100.00%	7,251	100.00%	27.28%
Worked in County of Residence	3,814	66.95%	4,570	63.03%	19.82%
Worked outside county of Residence	1,883	33.05%	2,681	36.97%	42.38%

Source: U.S. Bureau of the Census

Morgan County appears to be well situated compared to other counties in its region. While its positive residential adjustment number shows that a portion of the Morgan County population is commuting outside of the county for employment, the percentage is quite moderate compared to other nearby counties. What is notable about the comparison is that nearby Newton County has a higher residential adjustment and is assumed to export more jobs than Morgan County, despite the fact that, Newton is the county attracting the highest percentage of Morgan workers working outside the county (Tables 2.13). The commute flows in and out of Morgan County are shown in Tables 2.12 and 2.13.

Table 2.12 County of Residence for Persons Commuting to Morgan County for Work

County of Residence of Persons Commuting to Morgan County for Work		
Worker County of Residence	# of Persons Commuting to Morgan for Work	% of Total Non-Resident Morgan Workers
Fulton Co. GA	456	11.15%
Putnam Co. GA	414	10.12%
DeKalb Co. GA	409	10.00%
Greene Co. GA	401	9.80%
Gwinnett Co. GA	327	8.00%
Walton Co. GA	256	6.26%
Cobb Co. GA	249	6.09%
Newton Co. GA	206	5.04%
Oconee Co. GA	185	4.52%
Clayton Co. GA	152	3.72%
Clarke Co. GA	124	3.03%
Jasper Co. GA	124	3.03%
Forsyth Co. GA	93	2.27%
Baldwin Co. GA	71	1.74%
Hancock Co. GA	67	1.64%
Rockdale Co. GA	55	1.34%
Henry Co. GA	45	1.10%
Cherokee Co. GA	41	1.00%

* The 34 counties accounting for less than 1% of Morgan Workers have been omitted from list.

Table 2.13 Morgan County Residents Commuting Out of the County for Work

Morgan County Residents Commuting Out of County for Work		
Work Place County	# of Morgan Residents Commuting to County for Work	% of Out-Commuting Morgan Residents
Newton Co. GA	494	18.24%
Clarke Co. GA	417	15.40%
Walton Co. GA	410	15.14%
Rockdale Co. GA	214	7.90%
Putnam Co. GA	191	7.05%
Gwinnett Co. GA	148	5.47%
Fulton Co. GA	143	5.28%
DeKalb Co. GA	142	5.24%
Greene Co. GA	142	5.24%
Jasper Co. GA	62	2.29%
Oconee Co. GA	51	1.88%
Baldwin Co. GA	31	1.14%
Barrow Co. GA	28	1.03%
Jackson Co. GA	28	1.03%
Clayton Co. GA	27	1.00%
Cobb Co. GA	26	0.96%

* The 22 counties accounting for less than 1% of out-commuting Morgan residents have been omitted from list.

Major Activities/Developments

Stanton Springs Industrial Park

The Stanton Springs Industrial Park, a large and ambitious new development, promises to impact Morgan County in the mid-to long-term future. Jasper, Morgan, Newton, and Walton counties have collaborated to create a Joint Development Authority (JDA) for the purpose of creating a major employment center on the I-20 east corridor. The JDA has acquired a 1528-acre site at Exit 101 on I-20 straddling the adjoining borders of Morgan, Newton, and Walton and has created a formula for sharing property tax revenue from the project regardless of which county holds a particular building site. On build-out, the Stanton Springs project will contain up to 10 million square feet of developed space. While the development is primarily targeted towards technology-oriented firms, the site will likely contain a mix of light manufacturing, research and development, and office space. It is estimated that approximately 20,000 jobs will be created by this “Four-County Industrial Park” that is a coordinated multi-jurisdictional attempt to create high-end employment opportunities in an area which is fast approaching “bedroom community” status.

Madison Lakes Development

A major new residential development in Morgan County, Madison Lakes is being developed on 1,100 acres immediately south of I-20 on Highway 441. The development will include five villages with a total of 1,468 homes, parks, lakes and streams. The development will also have

10% of the land dedicated to commercial use and future plans for a “Towne Center” with retail services and golf facilities. The expected time frame for build out of this project is ten to twelve years.

Joint Madison-Morgan Industrial Park

Meetings are underway regarding the organization and formation of a joint industrial park in Morgan County near Madison. Though still in its early stages, the joint industrial park is envisioned as an important tool for recruitment of new industry and business to Morgan County.

Walker Rose Community

In an effort to provide needed moderately-priced housing near downtown Madison, the Madison Downtown Development Authority took the initiative to redevelop a single-family housing community in the historic district. A total of seven new homes were constructed on two acres following historic and traditional neighborhood design standards. The project has been highly successful as all homes sold out quickly, and the project has been recognized by the Georgia Planning Association as an example of outstanding implementation.

Planned Housing Developments

There are many recent or planned additions to the housing stock of Morgan County. Katlin’s Landing, completed in 2003, is a residential development of eleven homes on eleven acres of land near the City of Rutledge. Plans have been approved for Old Buckhead Manor, a 124 lot housing development located near the intersection of Old Buckhead Road and Plantation Road. Two additional subdivisions planned for the near future are Whyte Stone, consisting of 119 housing lots and a Weyerhaeuser community of 83 homes located at Sandy Creek Road and Highway 83. An additional community, Fields of Madison, is anticipated off of Route 278.

Downtown Madison Redevelopment Projects

Two mixed-use developments are planned for Downtown Madison. The Madison Markets and Old Icehouse redevelopment projects will include a mix of mercantile shops, restaurants, and loft apartments.

Unique Activities

Heritage Tourism

Heritage Tourism has long been an important part of the economy of Morgan County. The preservation efforts that began in Madison have borne such magnificent dividends for the community that all other municipalities and the county at large have made efforts to join this economic engine. Tourism has become Madison's leading economic engine and the supplemental dollars generated from a local hotel/motel tax are instrumental to local economic vitality and community development. For more information related to historic preservation and heritage tourism, please see Chapter 3, Section 2: Historic Resources.

Camp Twin Lakes

Camp Twin Lakes is a growing over-night camp for children with special medical needs and disabilities located south of I-20 between Rutledge and Newborn.

Other Activities

Madison has been designated the #1 Small Town in America by Travel Holiday Magazine. This designation has helped to fuel the tourism market for the city and Morgan County as a whole. Due to its idyllic setting Morgan County is also a designated movie filming location in the state of Georgia and is listed on the Georgia Department of Industry Trade and Tourism web site, www.georgia.org.

Largest Employers

The following table (2.14) provides a list of the ten largest employers in Morgan County as of 2003:

Table 2.14 Morgan County Large Employers

<i>Morgan County Large Employers</i>	
Employer	Employees
Morgan County Board of Education	480
Georgia Pacific Corporation	400
Wellington Leisure Products Inc.	350
Denon Digital Industries	210
Morgan County Board of Commissioners	155
Reynolds Packaging-Alcoa	128
Flambeau Southeast	125
Morgan Memorial Hospital	120
Bard Manufacturing Company	100
Pennington Seed Inc. (Georgia Division)	52

Source: Morgan County Chamber of Commerce

Economic Base Summary

Overall, Morgan County's economic base today is less reliant on farming and manufacturing and more reliant on services, retail and construction. Finance, Insurance, and Real Estate (FIRE), one of the highest paying professional and skilled category of industry, has been grown but is projected to stay relatively the same through 2025 (Table 2.2).

2.2 Labor Force

Employment by Occupation

Tables 2.15 – 2.26 detail employment by occupation for residents of the state of Georgia, Morgan County, and the municipalities of Bostwick, Buckhead, Madison and Rutledge for the years 1990 and 2000. In 2000, the largest percentage of Morgan County residents were employed in professional and technical specialty (1,117 persons or 15.1%) occupations, followed by clerical and administrative support (15%) and service occupations (11.3%). All three sectors have grown in percentage terms from their 1990 levels. Morgan County is on par with state and national averages in the percentage of the residents employed in clerical and administrative support and slightly behind state and national averages in the percentage of the residents employed in the executive/administrative/managerial, professional/technical specialty, and service occupations sectors.

Table 2.15 Georgia Employment by Occupation

Georgia: Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	3,092,057	3,839,756
Executive, Administrative and Managerial (not Farm)	378,984	538,647
Professional and Technical Specialty	383,012	717,312
Technicians & Related Support	110,766	NA
Sales	379,746	446,876
Clerical and Administrative Support	494,823	581,364
Private Household Services	15,882	NA
Protective Services	52,596	NA
Service Occupations (not Protective & Household)	302,084	44,077
Farming, Fishing and Forestry	68,111	24,489
Precision Production, Craft, and Repair	366,819	346,326
Machine Operators, Assemblers & Inspectors	262,930	415,849
Transportation & Material Moving	142,189	254,652
Handlers, Equipment Cleaners, helpers & Laborers	134,115	NA

Source: U.S. Bureau of the Census

Table 2.16 Georgia Employment by Occupation (%)

Georgia: Employment by Occupation (%)		
Category	1990	2000
TOTAL All Occupations	100.0%	100.0%
Executive, Administrative and Managerial (not Farm)	12%	14%
Professional and Technical Specialty	12%	19%
Technicians & Related Support	4%	NA
Sales	12%	12%
Clerical and Administrative Support	16%	15%
Private Household Services	1%	NA
Protective Services	2%	NA
Service Occupations (not Protective & Household)	10%	12%
Farming, Fishing and Forestry	2%	1%
Precision Production, Craft, and Repair	12%	9%
Machine Operators, Assemblers & Inspectors	9%	12%
Transportation & Material Moving	5%	7%
Handlers, Equipment Cleaners, helpers & Laborers	4%	NA

Source: U.S. Bureau of the Census

Table 2.17 Morgan County Employment by Occupation

Morgan County, GA: Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	5,905	7,414
Executive, Administrative and Managerial (not Farm)	476	838
Professional and Technical Specialty	529	1,117
Technicians & Related Support	68	NA
Sales	629	786
Clerical and Administrative Support	797	1,110
Private Household Services	40	NA
Protective Services	122	NA
Service Occupations (not Protective & Household)	471	841
Farming, Fishing and Forestry	428	93
Precision Production, Craft, and Repair	815	881
Machine Operators, Assemblers & Inspectors	788	1,066
Transportation & Material Moving	354	564
Handlers, Equipment Cleaners, helpers & Laborers	388	NA

Source: U.S. Bureau of the Census

Table 2.18 Morgan County Employment by Occupation (%)

Morgan County, GA: Employment by Occupation (%)		
Category	1990	2000
TOTAL All Occupations	100%	100%
Executive, Administrative and Managerial (not Farm)	8%	11%
Professional and Technical Specialty	9%	15%
Technicians & Related Support	1%	NA
Sales	11%	11%
Clerical and Administrative Support	14%	15%
Private Household Services	1%	NA
Protective Services	2%	NA
Service Occupations (not Protective & Household)	8%	11%
Farming, Fishing and Forestry	7%	1%
Precision Production, Craft, and Repair	14%	12%
Machine Operators, Assemblers & Inspectors	13%	14%
Transportation & Material Moving	6%	8%
Handlers, Equipment Cleaners, helpers & Laborers	7%	NA

Source: U.S. Bureau of the Census

City of Bostwick

Between 1990 and 2000 the occupations of residents of Bostwick became more specialized, with large percentage drops in farming, fishing, and forestry, clerical and administrative support, and precision production, craft and repair and gains in executive, administrative and managerial, professional and technical specialty, and machine operator, assemblers, and inspectors. The most notable diversions from the distribution of employment at the state level are the lack of employment in the clerical and administrative support category (6% compared to 15% at the state level), and the concentrations of jobs in the professional and technical specialty (24% compared to 19% for Georgia) and machine operators, assemblers and inspectors (21% compared to 12%), (Tables 2.20 and 2.16).

Table 2.19 Bostwick Employment by Occupation

Bostwick: Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	104	177
Executive, Administrative and Managerial (not Farm)	NA	19
Professional and Technical Specialty	16	42
Technicians & Related Support	2	NA
Sales	9	22
Clerical and Administrative Support	13	11
Private Household Services	-	NA
Protective Services	-	NA
Service Occupations (not Protective & Household)	8	27
Farming, Fishing and Forestry	10	2
Precision Production, Craft, and Repair	9	7
Machine Operators, Assemblers & Inspectors	17	37
Transportation & Material Moving	8	12
Handlers, Equipment Cleaners, helpers & Laborers	12	NA

Source: U.S. Bureau of the Census

Table 2.20 Bostwick Employment by Occupation (%)

Bostwick: Employment by Occupation (%)		
Category	1990	2000
TOTAL All Occupations	100%	100%
Executive, Administrative and Managerial (not Farm)	NA	11%
Professional and Technical Specialty	15%	24%
Technicians & Related Support	2%	NA
Sales	9%	12%
Clerical and Administrative Support	13%	6%
Private Household Services	0%	NA
Protective Services	0%	NA
Service Occupations (not Protective & Household)	8%	15%
Farming, Fishing and Forestry	10%	1%
Precision Production, Craft, and Repair	9%	4%
Machine Operators, Assemblers & Inspectors	16%	21%
Transportation & Material Moving	8%	7%
Handlers, Equipment Cleaners, helpers & Laborers	12%	NA

Source: U.S. Bureau of the Census

Town of Buckhead

With a quarter of its population employed in the executive, administrative, and managerial occupations Buckhead has a much different employment picture than state of Georgia as a whole which reported only 14% of employment in this category for 2000. Buckhead also gained employment in the machine operators, assemblers, and inspectors, service occupations, and transportation and material moving sectors between 1990 and 2000. The sales sector lost employment during this time period falling five percentage points, from 13%, which was in line with the state share of 12% in 1990, to 8% in 2000. The state held steady at 12% for the same time period, (Tables 2.22 and 2.16).

Table 2.21 Buckhead Employment by Occupation

Buckhead Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	60	85
Executive, Administrative and Managerial (not Farm)	NA	21
Professional and Technical Specialty	7	5
Technicians & Related Support	2	NA
Sales	8	7
Clerical and Administrative Support	7	9
Private Household Services	-	NA
Protective Services	2	NA
Service Occupations (not Protective & Household)	4	9
Farming, Fishing and Forestry	8	-
Precision Production, Craft, and Repair	11	7
Machine Operators, Assemblers & Inspectors	5	10
Transportation & Material Moving	4	9
Handlers, Equipment Cleaners, helpers & Laborers	2	NA

Source: U.S. Bureau of the Census

Table 2.22 Buckhead Employment by Occupation (%)

Buckhead: Employment by Occupation(%)		
Category	1990	2000
TOTAL All Occupations	100%	100%
Executive, Administrative and Managerial (not Farm)	NA	25%
Professional and Technical Specialty	12%	6%
Technicians & Related Support	3%	NA
Sales	13%	8%
Clerical and Administrative Support	12%	11%
Private Household Services	0%	NA
Protective Services	3%	NA
Service Occupations (not Protective & Household)	7%	11%
Farming, Fishing and Forestry	13%	0%
Precision Production, Craft, and Repair	18%	8%
Machine Operators, Assemblers & Inspectors	8%	12%
Transportation & Material Moving	7%	11%
Handlers, Equipment Cleaners, helpers & Laborers	3%	NA

Source: U.S. Bureau of the Census

City of Madison

The City of Madison closely mirrors the distribution of resident occupations of the state of Georgia in 2000. The only notable difference is a lower percentage, 5% for Madison vs. 9% for Georgia, (Table 2.24 and 2.16) of occupations in the precision production, draft and repair category. However, Madison’s resident occupation distribution shifted greatly from 1990 to 2000; the largest gains were in the executive, administrative, and managerial, professional and technical support, and service occupations sectors. During the same period, Morgan experienced losses in the farming, fishing, and forestry, precision production, craft and repair, and machine operators, assemblers, and inspectors sectors. Like the state of Georgia, the City of Madison is exhibiting a shift away from “blue-collar” jobs.

Table 2.23 Madison Employment by Occupation

Madison: Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	1,420	1,607
Executive, Administrative and Managerial (not Farm)	NA	186
Professional and Technical Specialty	134	249
Technicians & Related Support	9	NA
Sales	169	140
Clerical and Administrative Support	236	245
Private Household Services	21	NA
Protective Services	17	NA
Service Occupations (not Protective & Household)	129	204
Farming, Fishing and Forestry	79	14
Precision Production, Craft, and Repair	208	196
Machine Operators, Assemblers & Inspectors	251	188
Transportation & Material Moving	74	161
Handlers, Equipment Cleaners, helpers & Laborers	93	NA

Source: U.S. Bureau of the Census

Table 2.24 Madison Employment by Occupation (%)

Madison: Employment by Occupation (%)		
Category	1990	2000
TOTAL All Occupations	100%	100%
Executive, Administrative and Managerial (not Farm)	NA	11.5%
Professional and Technical Specialty	9%	15.5%
Technicians & Related Support	1%	NA
Sales	12%	9%
Clerical and Administrative Support	17%	15%
Private Household Services	1%	NA
Protective Services	1%	NA
Service Occupations (not Protective & Household)	9%	13%
Farming, Fishing and Forestry	6%	1%
Precision Production, Craft, and Repair	15%	12%
Machine Operators, Assemblers & Inspectors	18%	12%
Transportation & Material Moving	5%	10%
Handlers, Equipment Cleaners, helpers & Laborers	7%	NA

Source: U.S. Bureau of the Census

City of Rutledge

The City of Rutledge, like Morgan County and the State of Georgia saw a gain in the percentage of its population working in the executive, administrative, and managerial and professional and technical specialty sectors from 1990 – 2000. Rutledge’s share of machine operators, assemblers and inspectors held steady for that time period at 13% which is close to the state’s share of 14%, (Tables 2.26 and 2.16) Although the precision production, craft and repair sector lost two percentage points, from 20% to 18% from 1990 to 2000, the sectors still have a significantly higher representation among residents of Rutledge than at the state level where it was only 11% in 2000.

Table 2.25 Rutledge Employment by Occupation

Rutledge: Employment by Occupation		
Category	1990	2000
TOTAL All Occupations	257	312
Executive, Administrative and Managerial (not Farm)	NA	39
Professional and Technical Specialty	14	45
Technicians & Related Support	1	NA
Sales	24	26
Clerical and Administrative Support	29	39
Private Household Services	-	NA
Protective Services	19	NA
Service Occupations (not Protective & Household)	28	40
Farming, Fishing and Forestry	15	2
Precision Production, Craft, and Repair	51	57
Machine Operators, Assemblers & Inspectors	33	40
Transportation & Material Moving	18	18
Handlers, Equipment Cleaners, helpers & Laborers	25	NA

Source: U.S. Bureau of the Census

Table 2.26 Rutledge Employment by Occupation (%)

Rutledge: Employment by Occupation (%)		
Category	1990	2000
TOTAL All Occupations	100%	100%
Executive, Administrative and Managerial (not Farm)	NA	13%
Professional and Technical Specialty	5%	14%
Technicians & Related Support	0%	NA
Sales	9%	8%
Clerical and Administrative Support	11%	13%
Private Household Services	0%	NA
Protective Services	7%	NA
Service Occupations (not Protective & Household)	11%	13%
Farming, Fishing and Forestry	6%	1%
Precision Production, Craft, and Repair	20%	18%
Machine Operators, Assemblers & Inspectors	13%	13%
Transportation & Material Moving	7%	6%
Handlers, Equipment Cleaners, helpers & Laborers	10%	NA

Source: U.S. Bureau of the Census

Employment Status

Between 1990 and 2000, the number of Morgan County men and women participating in the labor force increased by 23.47%, the percentage of people participating in the labor force increased slightly, growing by a little less than 1.5% (Table 2.27). For comparison, the labor force participation in the state and nation declined by 1.82% and 1.63% respectively. Overall, the 2000 percentages of men and women together (66.37%) and men (74.86%), and women (58.82%) separately participating in the work force of Morgan County mirrored that of the state labor force (Table 2.28). However, both Morgan County and the state had a larger percentage of men in the work force and women in the work force than the nation (Table 2.29). Morgan County's participation in the armed forces is lower than state and national percentages. The lack of armed forces personnel in Morgan County can be attributed to the absence of any major military installation in the county.

Table 2.27 Morgan County Labor Force Participation

Morgan County, GA: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	9,748		11,771		
In Labor Force	6,327	64.91%	7,812	66.37%	23.47%
Civilian Labor Force	6,310	64.73%	7,812	66.37%	23.80%
Civilian Employed	5,906	60.59%	7,414	62.99%	25.53%
Civilian Unemployed	404	4.14%	398	3.38%	-1.49%
In Armed Forces	17	0.17%	-	0.00%	-100.00%
Not in Labor Force	3,421	35.09%	3,959	33.63%	15.73%
TOTAL Males	4,627		5,537		
Male In Labor Force	3,444	74.43%	4,145	74.86%	20.35%
Male Civilian Labor Force	3,427	74.07%	4,145	74.86%	20.95%
Male Civilian Employed	3,220	69.59%	3,952	71.37%	22.73%
Male Civilian Unemployed	207	4.47%	193	3.49%	-6.76%
Male In Armed Forces	17	0.37%	-	0.00%	-100.00%
Male Not in Labor Force	1,183	25.57%	1,392	25.14%	17.67%
TOTAL Females	5,121		6,234		
Female In Labor Force	2,883	56.30%	3,667	58.82%	27.19%
Female Civilian Labor Force	2,883	56.30%	3,667	58.82%	27.19%
Female Civilian Employed	2,686	93.17%	3,462	94.41%	28.89%
Female Civilian Unemployed	197	6.83%	205	5.59%	4.06%
Female In Armed Forces	-	0.00%	-	0.00%	
Female Not in Labor Force	2,238	43.70%	2,567	41.18%	14.70%

Table 2.28 Georgia Labor Force Participation

Georgia: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	4,939,774	100.00%	6,250,687	100.00%	
In Labor Force	3,353,372	67.89%	4,129,666	66.07%	23.15%
Civilian Labor Force	3,280,314	66.41%	4,062,808	65.00%	23.85%
Civilian Employed	3,092,374	62.60%	3,839,756	61.43%	24.17%
Civilian Unemployed	187,940	3.80%	223,052	3.57%	18.68%
In Armed Forces	73,058	1.48%	66,858	1.07%	-8.49%
Not in Labor Force	1,586,402	32.11%	2,121,021	33.93%	33.70%
TOTAL Males	2,357,580	100.00%	3,032,442	100.00%	
Male In Labor Force	1,807,053	76.65%	2,217,015	73.11%	22.69%
Male Civilian Labor Force	1,741,609	73.87%	2,159,175	71.20%	23.98%
Male Civilian Employed	1,652,016	70.07%	2,051,523	67.65%	24.18%
Male Civilian Unemployed	89,593	3.80%	107,652	3.55%	20.16%
Male In Armed Forces	65,444	2.78%	57,840	1.91%	-11.62%
Male Not in Labor Force	550,527	23.35%	815,427	26.89%	48.12%
TOTAL Females	2,582,194	100.00%	3,218,245	100.00%	
Female In Labor Force	1,546,319	59.88%	1,912,651	59.43%	23.69%
Female Civilian Labor Force	1,538,705	59.59%	1,903,633	59.15%	23.72%
Female Civilian Employed	1,440,358	55.78%	1,788,233	55.57%	24.15%
Female Civilian Unemployed	98,347	3.81%	115,400	3.59%	17.34%
Female In Armed Forces	7,614	0.29%	9,018	0.28%	18.44%
Female Not in Labor Force	1,035,875	40.12%	1,305,594	40.57%	26.04%

Table 2.29 United States Labor Force Participation

United States: Labor Force Participation					
Year	1990		2000		90 - 00 Change
Category	#	%	#	%	
TOTAL Males and Females	191,293,337		217,168,077		
In Labor Force	124,882,409	65.28%	138,820,935	63.92%	11.16%
Civilian Labor Force	123,176,636	64.39%	137,668,798	63.39%	11.77%
Civilian Employed	115,431,436	60.34%	129,721,512	59.73%	12.38%
Civilian Unemployed	7,745,200	4.05%	7,947,286	3.66%	2.61%
In Armed Forces	1,705,773	0.89%	1,152,137	0.53%	-32.46%
Not in Labor Force	66,410,928	34.72%	78,347,142	36.08%	17.97%
TOTAL Males	91,866,829		104,982,282		
Male In Labor Force	6,841,853	74.48%	74,273,203	70.75%	8.56%
Male Civilian Labor Force	66,897,041	72.82%	73,285,305	69.81%	9.55%
Male Civilian Employed	62,639,048	68.18%	69,091,443	65.81%	10.30%
Male Civilian Unemployed	4,257,993	4.63%	4,193,862	3.99%	-1.51%
Male In Armed Forces	1,520,812	1.66%	987,898	0.94%	-35.04%
Male Not in Labor Force	23,448,976	25.52%	30,709,079	29.25%	30.96%
TOTAL Females	99,426,508		112,185,795		
Female In Labor Force	56,464,556	56.79%	64,547,732	57.54%	14.32%
Female Civilian Labor Force	56,279,595	56.60%	64,383,493	57.39%	14.40%
Female Civilian Employed	52,792,388	53.10%	60,630,069	54.04%	14.85%
Female Civilian Unemployed	3,487,207	3.51%	37,53,424	3.35%	7.63%
Female In Armed Forces	184,961	0.19%	164,239	0.15%	-11.20%
Female Not in Labor Force	42,961,952	43.21%	47,638,063	42.46%	10.88%

City of Bostwick

Between 1990 and 2000, the number of Bostwick’s men and women the labor force increased by 51.26% (Table 2.30). This is a much bigger increase than that of the county as a whole. The labor force participation rate of Bostwick residents also increased significantly during this decade, growing by 7.31%. Between 1990 and 2000 the percentage of Bostwick men in the labor force increased by 11.45% resulting in Bostwick having the highest percentage (83.19%) of men in the workforce of any municipality in Morgan County. This percentage is also much higher than the state or county percentages. The percentage of Bostwick women in the workforce (58.11%) is in line with that of the county and state. Bostwick also has lower unemployment than both the county and the state.

Table 2.30 Bostwick Labor Force Participation

Bostwick: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	193		261		
In Labor Force	119	61.66%	180	68.97%	51.26%
Civilian Labor Force	119	61.66%	180	68.97%	51.26%
Civilian Employed	109	56.48%	177	67.82%	62.39%
Civilian Unemployed	10	5.18%	3	1.15%	-70.00%
In Armed Forces	-	0.00%	-	0.00%	
Not in Labor Force	74	38.34%	81	31.03%	9.46%
TOTAL Males	92		113		
Male In Labor Force	66	71.74%	94	83.19%	42.42%
Male Civilian Labor Force	66	71.74%	94	83.19%	42.42%
Male Civilian Employed	60	65.22%	93	82.30%	55.00%
Male Civilian Unemployed	6	6.52%	1	0.88%	-83.33%
Male In Armed Forces	-	0.00%	-	0.00%	
Male Not in Labor Force	26	28.26%	19	16.81%	-26.92%
TOTAL Females	101		148		
Female In Labor Force	53	52.48%	86	58.11%	62.26%
Female Civilian Labor Force	53	52.48%	86	58.11%	62.26%
Female Civilian Employed	49	48.51%	84	56.76%	71.43%
Female Civilian Unemployed	4	3.96%	2	1.35%	-50.00%
Female In Armed Forces	-	0.00%	-	0.00%	
Female Not in Labor Force	48	47.52%	62	41.89%	29.17%

Town of Buckhead

The number of Buckhead men and women participating in the workforce increased 32.84% between 1990 and 2000, however the work force participation rate grew by only 0.5%. Compared to the other cities and the county (Table 2.27, 2.30, 2.31 and 2.32) Buckhead had the lowest percentage of men in the labor force in 2000, 55.22%, a decline of over 10% since 1990. One explanation for this may be that a number of men retired during the decade, this is supported by the fact that the total men in Buckhead did not increase significantly during the decade and unemployment dropped to 0% while the percentage of men not participating in the work force grew by over 10%. The percentage of Buckhead women in the workforce (70.27%) in 2000 is much higher than the county or state rates and the highest of all the municipalities in Morgan County. Buckhead also had the largest percentage of unemployed women of all the county's municipalities in 2000, 5.14%.

Table 2.31 Buckhead Labor Force Participation

Buckhead: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	107		141		
In Labor Force	67	62.62%	89	63.12%	32.84%
Civilian Labor Force	67	62.62%	89	63.12%	32.84%
Civilian Employed	65	60.75%	85	60.28%	30.77%
Civilian Unemployed	2	1.87%	4	2.84%	100.00%
In Armed Forces	-	0.00%	-	0.00%	
Not in Labor Force	40	37.38%	52	36.88%	30.00%
TOTAL Males	53		67		
Male In Labor Force	35	66.04%	37	55.22%	5.71%
Male Civilian Labor Force	35	66.04%	37	55.22%	5.71%
Male Civilian Employed	34	64.15%	37	55.22%	8.82%
Male Civilian Unemployed	1	1.89%	-	0.00%	-100.00%
Male In Armed Forces	-	0.00%	-	0.00%	
Male Not in Labor Force	18	33.96%	30	44.78%	66.67%
TOTAL Females	54		74		
Female In Labor Force	32	59.26%	52	70.27%	62.50%
Female Civilian Labor Force	32	59.26%	52	70.27%	62.50%
Female Civilian Employed	31	57.41%	48	64.86%	54.84%
Female Civilian Unemployed	1	1.85%	4	5.41%	300.00%
Female In Armed Forces	-	0.00%	-	0.00%	
Female Not in Labor Force	22	40.74%	22	29.73%	0.00%

City of Madison

Between 1990 and 2000 Madison had a very small increase in the number and percentage total of resident men and women in the workforce. The number of Madison men in the workforce actually decreased by 8% during the 1990s (Table 2.32) although the percentage of men remained steady around 74%. While the number of Madison men not in the workforce decreased, male unemployment rose to 6.33%, which is higher than the county rate of 3.49% (Table 2.27) and the highest of the cities. In 2000 58.30% of Madison women were in the labor force, this percentage is comparable to the county and the other municipalities, with the exception of Buckhead which had a higher rate.

Table 2.32 Madison Labor Force Participation

Madison: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	2,645		2,686		
In Labor Force	1,702	64.35%	1,745	64.97%	2.53%
Civilian Labor Force	1,692	63.97%	1,745	64.97%	3.13%
Civilian Employed	1,548	58.53%	1,607	59.83%	3.81%
Civilian Unemployed	144	5.44%	138	5.14%	-4.17%
In Armed Forces	10	0.38%	-	0.00%	
Not in Labor Force	943	35.65%	941	35.03%	-0.21%
TOTAL Males	1,225		1,137		
Male In Labor Force	916	74.78%	842	74.05%	-8.08%
Male Civilian Labor Force	906	73.96%	842	74.05%	-7.06%
Male Civilian Employed	836	68.24%	770	67.72%	-7.89%
Male Civilian Unemployed	70	5.71%	72	6.33%	2.86%
Male In Armed Forces	10	0.82%	-	0.00%	
Male Not in Labor Force	309	25.22%	295	25.95%	-4.53%
TOTAL Females	1,420		1,549		
Female In Labor Force	786	55.35%	903	58.30%	14.89%
Female Civilian Labor Force	786	55.35%	903	58.30%	14.89%
Female Civilian Employed	712	50.14%	837	54.03%	17.56%
Female Civilian Unemployed	74	5.21%	66	4.26%	-10.81%
Female In Armed Forces	-	0.00%	-	0.00%	
Female Not in Labor Force	634	44.65%	646	41.70%	1.89%

City of Rutledge

At 59.02% Rutledge had the lowest percentage of resident men and women in the labor force of any of the cities in Morgan County in 2000 (Table 2.33). This percentage is also lower than the county rate of 66.37%. Rutledge has the lowest percentage of women in the workforce in 2000, (53.29%) and the second lowest percentage of men in the workforce (66.12%) after Buckhead. Unemployment among men and women in Rutledge was low, 2.19%, in 2000; relatively unchanged from 1990.

Table 2.33 Rutledge Labor Force Participation

Rutledge: Labor Force Participation					
Year	1990		2000		90 - 00
Category	#	%	#	%	Change
TOTAL Males and Females	444		549		
In Labor Force	292	65.77%	324	59.02%	10.96%
Civilian Labor Force	292	65.77%	324	59.02%	10.96%
Civilian Employed	281	63.29%	312	56.83%	11.03%
Civilian Unemployed	11	2.48%	12	2.19%	9.09%
In Armed Forces	-	0.00%	-	0.00%	
Not in Labor Force	152	34.23%	225	40.98%	48.03%
TOTAL Males	205		245		
Male In Labor Force	162	79.02%	162	66.12%	0.00%
Male Civilian Labor Force	162	79.02%	162	66.12%	0.00%
Male Civilian Employed	157	76.59%	157	64.08%	0.00%
Male Civilian Unemployed	5	2.44%	5	2.04%	0.00%
Male In Armed Forces	-	0.00%	-	0.00%	
Male Not in Labor Force	43	20.98%	83	33.88%	93.02%
TOTAL Females	239		304		
Female In Labor Force	130	54.39%	162	53.29%	24.62%
Female Civilian Labor Force	130	54.39%	162	53.29%	24.62%
Female Civilian Employed	124	51.88%	155	50.99%	25.00%
Female Civilian Unemployed	6	2.51%	7	2.30%	16.67%
Female In Armed Forces	-	0.00%	-	0.00%	
Female Not in Labor Force	109	45.61%	142	46.71%	30.28%

Unemployment Status

In 1990, Morgan County had a 7.2% unemployment rate, a rate that was 30% higher than the state average of 5.5% at that time, (Tables 2.34 and 2.35). The unemployment rate for Morgan County fell to 4.1% in 2000, a reduction of 43%, however Morgan County’s rate was still higher than the state rate, which was 3.7% in 2000. However, by 2002 Morgan County’s unemployment rate had decreased to 3.84%, while the state rate had risen to 4.61%. Further analogous trends can be seen at the national level where unemployment went from 5.6% in 1990 to 4.0% in 2000, but rose to 5.7% by 2002 (Table 2.36). A possible explanation for the differences in the Morgan rate compared to the state and national rates, is the lower percentage residents in professional and sales occupations which have been hit harder than “blue collar” jobs by recent downturns in the economy. Morgan County’s 2002 unemployment rate was below neighboring Greene (11.8%), Walton (4.1%), Newton (4.9%), and Jasper Counties (4.5%). Only

Oconee County and Putnam County had lower unemployment in 2002, with rates of 1.8% and 3.5% respectively, (Table 2.37).

Table 2.34 Morgan County Labor Statistics

Morgan County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	7.20%	6.30%	7.90%	6.60%	5.20%	5.90%	4.40%	4.40%	4.10%	3.80%	4.10%	3.21%	3.84%

Source: Georgia Department of Labor

Table 2.35 Georgia Labor Statistics

Georgia: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	5.50%	5.00%	7.00%	5.80%	5.20%	4.90%	4.60%	4.50%	4.20%	4.00%	3.70%	3.99%	4.61%

Source: Georgia Department of Labor

Table 2.36 United States Labor Statistics

United States: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	5.60%	6.80%	7.50%	6.90%	6.10%	5.60%	5.40%	4.90%	4.50%	4.20%	4.00%	4.79%	6.59%

Source: U.S. Bureau of Labor Statistics

Table 2.37 Labor Statistics for Surrounding Counties

Greene County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	6.90%	7.60%	10.20%	10.80%	8.60%	8.10%	7.40%	6.40%	6.60%	6.00%	6.10%	8.52%	11.77%
Oconee County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	4.40%	3.20%	4.10%	2.90%	2.30%	1.90%	2.00%	1.90%	1.70%	1.50%	1.40%	1.73%	1.84%
Walton County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	6.90%	5.20%	7.70%	6.20%	4.30%	4.70%	4.10%	4.40%	3.20%	3.30%	3.00%	3.54%	4.10%
Newton County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	7.10%	5.60%	7.60%	5.90%	4.60%	4.40%	4.40%	4.70%	3.90%	3.40%	3.30%	3.53%	4.91%
Jasper County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	6.00%	7.80%	9.00%	7.70%	4.60%	4.70%	6.80%	5.60%	3.90%	3.90%	3.90%	3.97%	4.47%
Putnam County: Labor Statistics													
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Unemployment Rate	3.40%	4.60%	5.10%	4.30%	3.30%	2.90%	4.00%	4.50%	3.50%	3.50%	3.20%	3.28%	3.50%

Source: Georgia Department of Labor, 2001 and 2002 data (first 7 months only) by economagic.com

2.3 Local Economic Development Resources

Agencies

Madison/Morgan Chamber of Commerce

The Madison-Morgan County Chamber of Commerce (COC) plays a pivotal role in Madison's economic development program. Drawing upon its diverse membership representing local commercial and industrial sectors, the Board of Directors addresses the various needs of a thriving business community and utilizes a full-time President/CEO and five operational divisions. Madison provides substantial funds for the COC's Industrial Development Committee. In addition to the implementation of several state-recognized programs, the COC solicits comment and support from the local business community for economic development ventures, such as the four county Joint Development Authority (creating a regional industrial park), I-20 Special Tax District (provides interstate interchange lighting), and Madison Industrial Park (recruitment of new prospects). The web address is: <http://www.madisonga.org>

Four County Joint Development Authority

Jasper County, Morgan County, Newton County, and Walton County have collaborated to create a Joint Development Authority (JDA) for the purpose of creating a major employment center on the I-20 east corridor. The JDA has acquired a 1528-acre site at Exit 101 on I-20 straddling the adjoining borders of Morgan, Newton, and Walton and has created a formula for sharing property tax revenue from the project regardless of which county holds a particular building site.

Madison Downtown Development Authority

Leadership for the downtown development program is provided by the Downtown Development Authority of Madison (DDA). Established in 1984 and reactivated in 1996, this active volunteer board works to enhance the economic vitality of Downtown Madison - the heart of the community. The DDA is a statutory, dependent authority registered with the Secretary of State and the Department of Community Affairs. Additionally, the board serves as the Economic Restructuring Committee for the Madison Main Street Program (see below). This civic board also works cooperatively with the local non-profit, Downtown Design & Development, Inc. (3-D).

Madison Convention and Visitors Bureau

The very successful community tourism program is guided by the Madison Convention & Visitors Bureau (CVB), operating as a division of the Madison-Morgan Chamber of Commerce. Highly active since 1985, the bureau has a full-time director, a volunteer Advisory Board, and eight active committees. In addition to operating the Madison Welcome Center, the CVB coordinates all regional marketing initiatives and promotes Madison and Morgan County to both national and international visitors. Tourism has become Madison's leading economic engine and the supplemental dollars generated from a local hotel/motel tax are instrumental to local economic vitality and community development.

Madison Main Street Program

Selected in 1984 to be one of the pilot cities for the Georgia Main Street Program, Madison established a special tax district for the central business district. The membership of the Downtown Business Council (DBC) includes every business enterprise and property owner within the district and is guided by the organizational branch, also known as the Main Street Advisory Board (MAB). Within the DBC membership, there are three group associations - Retail, Hospitality, and Professional. Main Street initiatives are devised and implemented by a full-time Main Street Director and three additional branches: promotions (Retail), design (Historic Preservation Committee), and economic restructuring (Downtown Development Authority). The committees organize special projects and activities, such as the Antiques Co-Op and MadisonFest. Main Street stresses cooperative efforts for a strong business core as well as downtown as a community gathering-place for special events.

Programs

Entrepreneurial Academy

Presented by the Madison-Morgan Chamber of Commerce, the Eatonton-Putnam Chamber of Commerce and the Greene County Chamber of Commerce, the Entrepreneurial Academy provides broad-based, fundamental business expertise to both potential and current entrepreneurs. The program provides 18 hours of training in an evening course format covering topics such as financial/legal matters, small business compliance issues, customer service, marketing, promotion, sales and bookkeeping. Local small business owners and experts provide instruction in an organized format.

Georgia Academy for Economic Development

The Georgia Department of Community Affairs oversees the Georgia Academy for Economic Development. The academy is a series of day long courses that provide community and regional leaders and staff with an understanding of the complexities of economic development and the development of the region.

Freeport Tax Exemption

Originally enacted in 1976, Georgia's Freeport law offers manufacturers and distributors an inventory exemption. Morgan County adopted Freeport in referendum vote in June 2003 and plans to use this as an additional means of attracting new industries and maintaining existing industries

Educational and Training Opportunities

DeKalb Tech

DeKalb Tech is an education institution that provides occupational education for citizens in DeKalb, Newton, Rockdale, and Morgan counties. The school provides occupational degrees, diplomas, technical certificate of credit programs and adult general education designed to assist persons in improving basic academic skills in obtaining a high school equivalency certificate. DeKalb Tech provides career programs in Business Technologies, General Education, Computer Information Systems and Engineering Technologies, Health and Human Services Technologies, Industrial Technologies, and Transportation Technologies. The location nearest to Morgan County is the school's Covington-Newton Campus in Covington, Georgia.

Georgia Military College

The Georgia Military College provides college level courses geared towards associates degree completion at the Morgan County High School.

Gainesville College

In March of 2003 the Board of Truett McConnell College approved the sale of its Watkinsville Campus property to Gainesville College which plans to provide a satellite campus at this site. The development of this campus will expand the post-secondary public educational opportunities for the citizens of Morgan County. The campus site is located 20 miles north of Madison along U.S. 129.

Oxford College

The founding campus of Emory University and now one of its nine schools. This two year private undergraduate institution is located 26 miles west of Madison in Oxford, Georgia. Students who attend Oxford College transition to one of the undergraduate schools at Emory University's Atlanta campus as a junior at the end of their two years at Oxford College.

University of Georgia

The main campus of Georgia's largest public university is located 30 miles north of Madison in Athens, Georgia.

Georgia College and State University

Located 43 miles south east of Madison in Milledgeville, Georgia College and State University is a small, four-year, public liberal arts college.

2.4 Assessment of Economic Development Needs

The following Economic Development needs in Morgan County, Bostwick, Buckhead, Madison and Rutledge have been determined based on assessment of reviewed data and input from community stakeholders through the Town Hall Meeting, Issue Group and Steering Committee process. The Economic Development Vision Statement, Goals and Policies are designed to be responsive to identified needs and provide guidance for future economic development activities and investments.

General Economy

- The local economy needs to become more distributed among all economic sectors in order to shield the economy from negative effects of declines in the manufacturing and agriculture sectors.
- Morgan County's export sectors (Farming, Agricultural Services, Manufacturing, State/Local Government and Tourism) need to be recognized and protected or encouraged to grow in proportions appropriate for a more balanced .
- Morgan County needs to maintain a positive flow of income into the county from the surrounding region.

Commercial Development

- Commercial development needs to be encouraged in Morgan County.
- Specific strategies are needed to encourage quality commercial development and mixed-use development in the County's downtowns and other areas of the County as delineated by the Future Land Use Map.
- There is a need to redevelop empty or failing strip centers and to revitalize 441. An association of merchants on the 441 corridor is needed.
- Local governments need to maintain the good business climate currently enjoyed in Morgan County and find ways to encourage cooperation among existing businesses.
- Areas of blight need to be reclaimed and empty buildings put to their highest and best use where possible to attract businesses.

Tourism

- Tourism is a specific niche industry in Morgan County that needs to be encouraged and developed.
- A wider variety of restaurants and hotel facilities are needed to support tourism.
- A conference center may also be needed in Morgan County for tourism and conventions.
- Tourist attractions such as the Ritz Carlton Lodge, the golf courses and the other attractions available at Lake Oconee and Hard Labor Creek State Park need to be appropriately capitalized upon.

Industrial Development

- There is need for an industrial park in Morgan County to attract quality clean industries to the County.
- The Chamber of Commerce and local governments need to recruit and develop incentive packages to offer to industries considering locating in Morgan County.

- The County needs to actively market the fact that it has adopted the Freeport Tax Exemption and no longer taxes inventories of manufactures that are stored at the facilities where they are produced prior to being sold or shipped.

Agriculture

- The agricultural industry plays a vital role in Morgan County and there is a need to preserve and promote agriculture related businesses.
- Morgan County needs to become more agriculture-friendly by maintaining reasonable ad valorem taxes to ensure farmers can afford to continue farming.
- Farming in Morgan County needs to become more “niche oriented” to survive long term (e.g. horse farms, u-pick, farm tours, specialty crops, etc.), without this endangering ad valorem tax breaks.

Small Business Development

- Small businesses are the cornerstone of the community. They need to be preserved and promoted.

Business Retention / Development of Existing Business

- Programs are needed to provide networking opportunities among existing businesses.
- Development of the local construction industry is needed to meet continuing construction labor demands from within Morgan County.
- Implementation of the Freeport Tax Exemption program to provide an incentive to industries considering locating operations in Morgan County.

Job Creation

- Morgan County needs to encourage the creation of higher paying jobs to balance the local economy and reduce the trend of residents commuting outside of the county for work.

Work Force Development

- An Adult Education Center and/or a technical school similar to the Athens Tech facility in Greene County is needed in Morgan County.
- Continued growth of the Chamber of Commerce Entrepreneurial Academy is needed.

Community Development

- Morgan County needs to maintain or improve the quality of life citizens of the County currently enjoy. Quality of life includes development of clean industry, an educated workforce, appropriate infrastructure, protection of the environment (agriculture / water / open space), well-paying jobs, proper zoning, reasonable property taxes, and good cooperation between governments.
- Stakeholders (to include investors, bankers, the Development Authority, the Chamber of Commerce, entrepreneurs, and potential businesses) need to be actively involved in community decisions.

Public Infrastructure

- Infrastructure (roads, water/sewer service, telecommunications, etc.) needs to be adequate to support business growth.

2.5 Economic Development Vision Statement

To serve the purposes of local Economic Development, Morgan County will establish a business climate that:

- Attracts industry and business that are compatible with the County’s heritage and existing attributes;
- Ensures that residents have access to education that prepares them adequately for jobs available in the County;
- Maintains and improves the quality of life that residents currently enjoy.

2.6 Economic Development Goals and Policies

Goal 1.0 Strengthen economic development division of the Madison-Morgan Chamber of Commerce and the County Development Authority and encourage a close relationship between the two entities.

Policy 1.1 Ensure adequate representation from the county and each of the four cities within each of these entities.

Goal 2.0 Encourage and maintain open and clear lines of communication with the citizens of Morgan County, decision makers in the county and municipal governments, and other stakeholders so they are properly informed of and appropriately involved in economic development decisions impacting their communities and quality of life.

Policy 2.1 Public forums should be held periodically to re-evaluate the county’s stated economic goals and policies and to monitor their progress.

Policy 2.2 Special care should be taken to ensure proper input from all income groups and minorities.

Policy 2.3 Encourage cooperation between all local governments and between governments and the private sector.

Policy 2.4 The county and cities should work in cooperation, not competition, to attract new businesses and industries.

Policy 2.5 Pursue ways whereby the county and cities can equitably and efficiently share service provision and tax revenues (property, sales) regardless of where a new business is located

Policy 2.6 Strengthen the economic development division of the Madison-Morgan Chamber of Commerce and encourage a close relationship with the County Development Authority, Convention and Visitors Bureau, and the Downtown Development Authority.

Policy 2.7 Continue and expand the Chamber of Commerce Entrepreneurial Academy.

Goal 3.0 Determine the overall extent to which each geographic area should encourage economic development.

Policy 3.1 Solicit input from the widest possible group of stakeholders to aid in deciding appropriate geographic locations for growth related to economic development of Morgan County, the specific types of development needed and the desired level of intensity for growth.

Policy 3.2 Ensure an increase in economic development will not exceed each jurisdiction's ability to adequately manage growth.

Policy 3.3 Locate and regulate new businesses and industries so as to maintain quality of life and not harm that portion of the economy which is dependent on that quality of life.

Policy 3.4 Prohibit spot zoning for commerce and industry, with the exception being neighborhood commercial in the county at major crossroads no closer than 5 miles from one another, to help preserve the high quality of life in the county.

Policy 3.5 Insure the visual cohesiveness of businesses and other adjacent and nearby land uses through appropriate screening, buffers, landscaping, and other measures.

Policy 3.6 Require all businesses and industries to meet appropriate standards with respect to air quality, noise, signage, and lighting.

Policy 3.7 Concentrate industrial/office park/heavy and commercial land uses in areas as defined by the future land use plan and map.

Goal 4.0 Develop an explicitly stated business recruitment and evaluation plan for the county and its cities with guidelines and criteria that must be met. This plan should be based on input from appropriate county and municipal officials, business leaders, and citizens of all ages, incomes, racial and ethnic backgrounds.

Policy 4.1 Utilize cost benefit analysis when evaluating economic development options that includes quality of life costs and benefits in conjunction with infrastructure costs, higher income generation and tax revenue increases.

Policy 4.2 Determine what industries are compatible with the current labor force, infrastructure, land use, and housing patterns to recruit appropriate businesses and industries.

Policy 4.3 Examine the feasibility of promoting niche manufacturing recruitment.

Policy 4.4 Target industries that compliment or are suppliers to existing Morgan industries.

Goal 5.0 Achieve a diverse local economy that provides quality job opportunities for residents of all ages, educational and skill levels, which contributes to a balanced tax base, and that helps preserve the area's quality of life and rural character.

Policy 5.1 Accurately define the employment requirements and shortfalls within the county.

Policy 5.2 Recruit and provide assistance to new businesses only when (a) the new business contributes to the county's and cities' goals and policies as reflected in all portions of this plan, (b) to the degree necessary to balance residential/commercial property taxes, and (c) to the degree necessary to provide jobs for existing county residents.

Policy 5.3 Recruit only those businesses that have a net positive effect on taxes when service provision is taken into consideration for that business/industry and its employees who are likely to live in the county.

Policy 5.4 Recruit only "clean" businesses and industries unless there is a compelling reason to do otherwise for the overall health and welfare of the county and its residents. Explicit performance standards and other regulation should be adopted to insure compliance with this policy.

Policy 5.5 Streamline the permitting process for new businesses to make it more applicant friendly and efficient without risking approval of permitting conditions that will jeopardize quality of life.

Policy 5.6 Implement the recently adopted the Freeport Tax exemption to provide a competitive tax environment that will encourage existing industry to expand and create jobs and will provide help to plant managers who are competing with sister plants for capital expenditures and projects.

Policy 5.7 Encourage diversity in the manufacturing base.

Policy 5.8 Identify and adopt measures for maintaining a healthy agricultural and forestry industry in the county.

Policy 5.9 Explore the option of providing incentive packages to desirable new businesses and industries which do not place an unfair burden on local taxpayers or put existing businesses at a competitive disadvantage

Goal 6.0 Develop and actively market an industrial park in unincorporated Morgan County.

Policy 6.1 Examine the feasibility of locating, financing, and constructing speculative buildings in industrial parks.

Policy 6.2 Develop and market a new industrial park in the county as a public private partnership.

Policy 6.3 Explore the appropriateness of locating additional industrial parks in other areas of the county besides Madison so as to minimize employee traffic and more equitably share the effects of industrial development.

Goal 7.0 Strengthen the tourism industry in Morgan County and its four cities.

Policy 7.1 Promote and support commercial revitalization in the county's downtown areas that provides services and retail opportunities that serve both the local buying market and tourists.

Policy 7.2 Ensure that tourist areas are accessible, have proper parking, landscaping, consistency, and continuity.

Policy 7.3 Explore opportunities for and support the expansion of quality restaurants and Lodging facilities that will support the tourism industry.

Policy 7.4 Strengthen the downtowns of the county's four municipalities through appropriate zoning, parking availability, traffic management, façade grants, event sponsoring, and other changes that will make them more attractive to tourists and improve quality of life for residents at the same time.

Policy 7.5 Support heritage tourism (see Historic Resources goals and policies).

Policy 7.6 Explore and pursue additional concepts for special event tourism, e.g., athletic tournaments, bike races, triathlons, art, car, and boat shows.

Policy 7.7 Develop facilities and adopt a marketing initiative for attracting small conferences.

Policy 7.8 Capitalize on the upcoming centennials and bi-centennials for the county and its municipalities.

Policy 7.9 Participate in cooperative I-20 marketing initiatives to promote local tourism.

Goal 8.0 Examine the regional retail-service potential.

Policy 8.1 Study the regional buying patterns and determine businesses of opportunity.

Policy 8.2 Work to curb the retail-service dollar leakage in Morgan County of county residents.

Policy 8.3 Explore the conditions and means for securing greater retail purchasing and entertainment opportunities for county residents.

Goal 9.0 Develop educational and training opportunities for county residents that are beneficial both to local and prospective employers and to the employee.

Policy 9.1 Evaluate the education and training needs of the workforce.

Policy 9.2 Actively pursue options for the provision of training and educational opportunities geared towards citizens of Morgan County who are not in pursuit of college degrees

Policy 9.3 Secure or build a facility where post-high school job training can occur during the day.

Policy 9.4 Develop and market appropriate programs to be held at a job training facility and the high school.

Policy 9.5 Designate a lead individual and organization in the county to coordinate work-related education and training.

Policy 9.6 Designate and make known an individual who can assist county residents in finding and taking advantage of the most appropriate training opportunities.

Policy 9.7 Encourage businesses (via economic incentives) to assist in training local residents for employment.

Goal 10.0 Support and promote tourism and all niche sub-markets in this sector in which Morgan County and its municipalities can excel due to their unique natural and environmental assets.

Policy 10.1 Actively promote Morgan County with regard to the residential and recreational opportunities on Lake Oconee.

Policy 10.2 Target Georgia's Lake Country developments for partnerships between the three-county area.

Policy 10.3 Develop opportunities on Lake Oconee with regard to the local economy and environment.

Policy 10.4 Promote special events tourism, e.g., athletic tournaments, bike races, triathlons, art, car, and boat shows.

Policy 10.5 Expand "Georgia's Lake Country" marketing program to a CVB.

Policy 10.6 Develop and undertake a plan for expanding the second home/retirement "industry".

Policy 10.7 Develop and continue to participate in joint marketing initiatives to include those for the Lake Region.

Policy 10.8 Better educate Morgan's citizens as to the opportunities available at Lake Oconee and Hard Labor Creek.

Policy 10.9 Coordinate with the three Lake Oconee property owners associations when developing plans for the protection and utilization of Lake Oconee.

Policy 10.10 Determine ways for the county and its municipalities to more effectively capitalize on the numerous visitors that come to Hard Labor Creek each year.

Policy 10.10.1 Explore ways to increase utilization of Hard Labor Creek during the week and off-season that will increase revenues for the Park and economically benefit the remainder of the county without placing undue burdens on park staff and those who live near the park.

Goal 11.0 Develop programs which target the housing and transportation needs of the workforce.

Policy 11.1 Determine what types of housing are needed to supply the demand of the resident workforce.

Policy 11.2 Identify areas on the Future Land Use Map where multi-family housing is permitted.

Policy 11.3 Locate workforce housing near existing infrastructure and within walking distance of commercial businesses.

Policy 11.4 Evaluate the expansion of Morgan County Transit to address workforce transportation needs.

Goal 12.0 Develop both the county-wide transportation plan and the county land use plan mindful of future economic development goals.

Policy 12.1 Encourage industrial and commercial development along major thoroughfares with adequate access to interstate and state routes and public utilities.

Policy 12.2 Discourage industrial and manufacturing development along local roads where interstate and state routes are not readily accessible.

Policy 12.3 Minimize the addition of new curb cuts and traffic lights along current and future by-passes.

Policy 12.4 Establish a plan to address truck traffic in downtown areas.

Policy 12.5 Use I-20 as a key tool to promote tourism in the county.

Policy 12.6 Maintain a working relationship with the Georgia Department of Transportation and take an active role in planning State Transportation Improvement Projects which will impact Morgan County to provide the maximum benefit possible to the economic climate of the county while preserving the quality of life of its residents.

Goal 13.0 Assist and promote existing businesses and industries in the county.

Policy 13.1 Recognize and encourage the county's export sectors, e.g, farming, agricultural services, manufacturing, state/local government.

Policy 13.2 Recognize the importance of small businesses to the local economy and work to preserve and promote these businesses.

Policy 13.3 Promote and assist in the redevelopment of empty or failing strip shopping centers, the revitalization of US 441 and the elimination of other blighted areas and other empty commercial/industrial buildings.

Policy 13.3 Maintain the good business climate currently enjoyed in Morgan County and find ways to encourage cooperation and networking among existing businesses.

Policy 13.3.1 Explore the possibility of creating a merchants association among the businesses on the US441 corridor.

Policy 13.4 Develop and undertake a plan for promoting the expansion of the local construction industry so as to be able to accommodate building needs associated with the county's growth.