Shelby County, in central Alabama, is part of the Birmingham-Hoover metropolitan area. It has easy access to major air, train and interstates and is a highly desirable place to live and work.

Shelby County is known for quality K-12 school systems and numerous opportunities for higher education and career tech training. A good percentage of residents are college educated, and recruiters are working to attract even more white-collar professional jobs to the area. Industrial parks are home to diverse industries and distribution centers, and the cities of Chelsea and Calera are among the fastest growing in the state. The county also has a low unemployment rate.

Even though there are more than a dozen municipalities, cooperation among Shelby County, school systems and other public and private entities is strong. Shelby County partners in numerous projects to help cities build and improve parks, infrastructure, senior centers and more. Improvements at Oak Mountain State Park are a good example.

The health care landscape has grown as well, with a freestanding emergency department, an expanded surgical center, a new hospital near the county line and a new HealthSouth rehabilitation hospital to be built in Pelham. “These developments have really helped us with housing growth,” says Alex Dudchock, Shelby County manager.

Retail is an important sector of the economy. Sales tax revenue is up, and the county and cities have been successful in recruiting retail and commercial development. The county has a successful industrial recruitment agency, but expects by fall 2017 to have a new economic development agency in place that will focus on business recruiting and development of industrial, commercial and retail sectors, Dudchock says. The initiative has been approved by the Shelby County Commission.

“We are always re-evaluating the manner in which we deliver services,” he says. “Our encompassing goal has always been to recruit more jobs to Shelby County so that many of our residents do not have to leave the county that they live in to get to a job. That cuts down on traffic problems, because you can widen lanes everywhere, but the real solution is having enough jobs here.”

The group includes representatives from the county, the Greater Shelby County Chamber of Commerce, business leaders and others. City and county officials were consulted, as well as the Shelby County legislative delegation and law firms for legal feedback on the new entity. Paul Rogers, a member of the task force appointed a few months ago to study and make recommendations, says that the new agency will be a collaborative effort. “Our goal with this new entity is that we provide cities with their unique needs, recruit

Shelby County offers both big city amenities and peaceful settings adorned by nature.
and take care of our existing businesses," Rogers says.

Rogers, who also has served as chairman of the chamber's board of directors, says there will be an "assertive, outgoing effort to sell the county."

*Lori Chandler Pruitt is a freelance writer for Business Alabama. She lives in Birmingham.*

Walking and biking trails are popular recreation choices.

### MEDIAN HOUSEHOLD INCOME

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<tr>
<th>County</th>
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### POPULATION

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<td>22,585</td>
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<td>Coosa County</td>
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</table>

Total Alabama population: 4,858,979

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Shelby West Corporate Park, a 390 acre project at I-65 Exit 234, provides sites for light manufacturing, assembly, distribution and corporate headquarters.

1126 County Services Drive
Pelham, Alabama 35124
Phone: (205) 620-6640 • Fax: (205) 620-6644
www.sceida.org
Hoover attractions are known to bring thousands of people together from all walks of life. Citizens and visitors enjoy various events hosted by our beautiful city throughout the year, many of which raise money for philanthropic endeavors. These celebrations highlight everything that makes our community great. As we look back at our history as a city, we know that our future will continue to be bright.

hooveralabama.gov
Education

Education is a major economic engine in Shelby County. The Shelby County Board of Education, with 2,600 employees, is easily the largest employer in the county. There are two city school systems in the county — Alabaster and Pelham. Also, there are several private schools.

Quality education, particularly K-12, is a major reason Shelby County looks very good to potential homebuyers and business/industry owners.

Shelby County also is home to the historic University of Montevallo, Alabama’s only public liberal arts college. With 2,800 students, UM is the eighth largest employer in the county with 500 employees, most of whom live in Shelby County.

Jefferson State Community College, part of the Alabama Community College System and based in east Jefferson County, has its largest enrollment at the Shelby/Hoover campus in north Shelby County, with about 5,600 students. Jefferson State generates a tremendous economic boost for central Alabama. Jefferson State, along with its students and alumni, added $439 million in income to its four-county service area during 2013-2014. For every dollar spent on Jefferson State, the community has received $13.10 in benefit.

Southeastern Bible College, in north Shelby County, has an enrollment of nearly 150 and an economic impact of about $2.7 million. It has 40 employees.

Retail/Service/Tourism

Retail is the largest employment sector in the county, and it continues to grow. Major shopping centers dot the landscape, especially in Alabaster, and others are ac-

Affectionately known as “Jeff State,” Jefferson State Community College was founded in 1965.

BUSINESS BRIEFS

December 2016: A task force representing the Greater Shelby County Chamber of Commerce Board of Directors, the Shelby County Economic and Industrial Development Authority board and associates of the county continues its work toward a new economic enhancement entity that will focus on business recruiting and development of industrial, commercial and retail sectors. The Shelby County Commission-approved initiative should be online by fall 2017.

December 2016: International Wines & Craft Beer, in Birmingham, announces it will move its headquarters to Shelby County in spring 2017. The family-owned wholesale beverage distributor will locate in a 160,000-square-foot facility off Highway 11 to serve as headquarters and warehouse.

November 2016: Mercedes-Benz U.S. International announces it will lease a 225,000-square-foot building at Shelby Commerce Park in Calera. The venture should create about 80 jobs.

October 2016: YP/ LM Berry Co., which specializes in local directory, Internet Yellow Pages listings and online marketing, announces 100 new jobs will be created at its facility off of Highway 280.

October 2016: The city of Pelham’s Commercial Development Authority will hire an economic development director to market the city to retailers and developers throughout the country. The Pelham City Council established the position.
tively recruiting and determining what kinds of retail they need to keep shoppers close to home.

Shelby County has a healthy service and hospitality industry, which often handles the lodging for sports tournaments and events, as well as a lot of business travel. The impact of tourism in Shelby County in 2015 was about $326 million, according to the Alabama Department of Tourism’s recent report.

Health Care

Health care is a major sector, with thousands of jobs created. The landscape of Shelby County health care has changed radically in the last few years, with Grandview Medical Center opening near the north Shelby County line. In Alabaster, Shelby Baptist Medical Center continues to grow and has a large economic impact, with a payroll of about $51.2 million with an average weekly wage that is higher than the county average.

The U.S. 280 corridor also added the freestanding Brookwood Baptist Emergency Department recently, and St. Vincent’s One Nineteen Health and Wellness opened a major expansion. In Pelham, HealthSouth plans to build a new rehab hospital.

Other healthcare-related employers include Shelby Ridge Health and Rehabilitation Select and Chandler Health and Rehabilitation.

Another boost to health care in the area came from the combined venture of Brookwood Medical Center and Baptist Health System, creating Brookwood Baptist Health, which resulted in more than 1,700 licensed beds, nine outpatient centers, more than 7,000 employees and approximately 1,500 affiliated physicians in several locations. Officials say the deal would result in at least $250 million in capital investments for improvements at Brookwood and Baptist’s hospitals over the next five years.

Mining operations/utilities

Shelby County has some of the highest-grade limestone in the world that is used for pharmaceuticals, as well as cement and road aggregate. Companies involved in that sector include Lhoist North America and Carmeuse Lime & Stone.

The newest quarry in the county is a White Rock Quarries-owned industry, Vincent Hills Quarry in Vincent, and the company has finished all permits necessary to begin.

Alabama Power Co. operates the Wilsonville Steam Plant, among other facilities, which have created technical and professional jobs. Southern Co. has the second-largest number of employees in the county.

Distribution

A number of companies operate distribution centers here, with more to come. In December 2016, International Wines & Craft Beer announced it will move its distribution and headquarters to Shelby County, and in August 2016, Mercedes-Benz U.S. International announced it has leased a 270,000-square-foot building at Calera Distribution Center for logistics and parts distribution.

Other companies with distribution centers include Hibbett Sports, PRADCO Outdoor Brands, Integracare, Alabama Crown Distributing Co., HD Supply Facilities Maintenance, Bama Budweiser and SYSCO.

September 2016: Ground is broken for the Vincent Hills Quarry in Vincent, a company of White Rock Quarries. All permits are approved, and when fully operational, the quarry will employ about 120 workers, most of whom will be hired locally. The limestone aggregate quarry will have an annual payroll of about $7.4 million.

August 2016: Mercedes-Benz U.S. International announces it will lease a 270,000-square-foot building at Calera Distribution Center. The company that will occupy the space, Neovia Logistics, is contracted with MBSU.

August 2016: The impact of tourism in Shelby County in 2015 is about $326 million, according to the Alabama Tourism Department.

July 2016: HealthSouth Inc. announces final approval for an inpatient rehabilitation hospital in Shelby County. The new facility is a $25 million investment and will create 85 new full-time jobs.

June 2016: Rusty Hosmer Inc. announces a new logistics operation at Shelby West Corporate Park in Alabaster.

April 2016: Focus4Media Inc., a Pelham-based multimedia corporation, opens its new headquarters off Oak Mountain State Park Road.

January 2016: Ovation Media, a marketing and media company specializing in print, graphic design, web design and more, opens its new Helena facility on Highway 52.
University of Montevallo

The University of Montevallo is located on a picturesque 160-acre campus in the heart of the city of Montevallo. It is Alabama’s only public liberal arts college, and is the eighth largest employer in Shelby County, with 500 employees. The university has about 2,800 students.

Montevallo offers more than 30 degree programs, with about 75 majors, organized in four colleges: College of Arts & Sciences, Michael E. Stephens College of Business, College of Education and the College of Fine Arts.

According to U.S. News & World Report in September 2016, UM now ranks as the 13th best public university in the South in its division, moving up two spots from last year. Its MBA program is the fastest growing in the state, offering students a classroom or online option.

Recent developments include:

- UM began a new environmental studies program that focuses on the human side of the study of environmental science.
- Under construction is the new Strong Hall, which will house the school’s College of Fine Arts and the department of communication. The new building will include an expansion to the existing mass communications building, bringing together faculty and students from communication studies and mass communications. The expansion and renovation includes a new master control room, high-def studio, video production and edit bay rooms, a new broadcast studio, computer labs, classroom space and faculty offices.
- UM announced the public phase of its first-ever comprehensive fundraising campaign, The Campaign for Montevallo: It’s About Family. A main priority is to develop facilities for learning, living and competing.

Construction is under way for Strong Hall, which will house the University of Montevallo College of Fine Arts and the Department of Communication.

- UM recently celebrated the dedication of the Robert C. and June Chapman Sports Medicine Facility, a training room housed in the McChesney Student Activity Center. The donation will help furnish a satellite training room that is under construction at the track and field and lacrosse complex.
- In October 2016, UM dedicated its center for professional practice as the Grainger Center for Professional Practice, as part of its capital campaign. The space will continue to serve as a resource for business students to gain knowledge on resume building, interviewing, networking and other essential skills. The center was dedicated to Michael J. and Donna Grainger, both UM alumni.
- The UM Technology Services help desk opened at a new location and is dubbed the Solution Center. It helps students with technology issues.
- The school’s digital media lab has a new and improved space that offers students and faculty an array of opportunities to use advanced technology for media projects.
- The U.S. Department of Education honored UM as a 2016 Green Ribbon School for its innovative efforts to reduce environmental impact and utility costs, ensure effective sustainability education and improve health and wellness.
- For the fifth consecutive year, UM has been named a College of Distinction, one of only two universities in the state to be selected for the Public Colleges of Distinction 2016 for excellence in undergraduate-focused higher education.
- The university’s graduate counseling program launched a community counseling clinic to serve those needing mental health care but lacking the resources to pay for it.

Jefferson State Community College

Jefferson State is one of Alabama’s leading two-year colleges, providing education and workforce training for the greater Birmingham area for more than 50 years.

Jefferson State offers courses at four campuses and serves about 12,000 students in Jefferson, Shelby, St. Clair and Chilton counties. It is the largest community college in central Alabama and second only to UAB in student enrollment.

The Shelby-Hoover campus in north
Shelby County has the highest enrollment among the locations, with more than 5,600 credit and non-credit students, and it serves more students in Shelby County than any other college. The school offers affordable tuition, small classes and day, night, weekend and online classes.

About 60 percent of students transfer to a four-year university. About a fourth of students are enrolled in health programs. With more than 250 nursing graduates each year, Jefferson State is the leading producer of associate degree nursing graduates in the state and 37th in the nation.

Jefferson State offers more than 120 transfer programs, 33 career programs and several certificate programs ranging from culinary arts and computer information systems to veterinary nursing and manufacturing technology. The college also delivers fast-track non-credit workforce training in career programs that can be completed in as little as 10 weeks and often lead to immediate employment.

Jefferson State offers dual enrollment programs with many area high schools. More than 1,500 high school students are earning college credit while still in high school with Jefferson State.

Jefferson State was the first community college to receive regional accreditation by SACS-COC in December 1968, and was the first to develop an accredited nursing program in Alabama. Recent accolades and developments include:

- Jefferson State was named a “2016 Great College to Work For” by The Chronicle of Higher Education for the second consecutive year. It is one of only 18 community colleges recognized in the U.S. and the only college or university recognized in Alabama.
- The University of Alabama at Birmingham expanded its joint admissions program partnership with Jefferson State with two new full-tuition scholarships and a reverse transfer agreement to enable credits earned by UAB students to count toward an associate degree at Jefferson State. The two schools first partnered in 2013.
- Jefferson State and WorkAmerica, an internet tech company, announced the launch of a new strategic partnership to bring employment opportunities to students and alumni.
- For the past five years, 100 percent of Jefferson State’s radiologic technology students passed their certification test and found employment.
- As part of its extensive continuing education offerings to people of all ages, Jefferson State is offering a continuing education course for anyone interested in crappie fishing, beginner to avid. The eight-hour course encompasses four two-hour night classes.
- Jefferson State was named in the top 10 digital community colleges in the nation for the third time in four years.
- The online veterinary technology program was named a top seven program nationally.
- Erin Georgia, a married mother of three, was honored in April 2016 as one of the top 20 community college students in the U.S.
- The college’s child development program was the first in Alabama to be accredited nationally. It also offers the longest-running accredited culinary program in Alabama, the only accredited culinary program in the region.

Southeastern Bible College

Southeastern Bible College is an accredited four-year, coeducational, private Christian college in north Shelby County focused on preparing students to be servant leaders for the world. With about 150 students, both students and faculty are involved in service and missionary work.

SEBC offers a bachelor of arts degree in Bible and theology that can be earned through several different four-year programs in the college’s biblical studies, education or arts and sciences departments. It also offers associate degrees, an adult program and online options.

New developments include:

- In May 2016, SEBC was granted provisional membership with the National Christian College Athletic Association to launch men’s and women’s basketball teams. The school also hired an athletics director, Bill Ivey, founder of the Birmingham Basketball Academy, the Central Alabama Youth Foundation and a 40-year veteran of Birmingham area public and private education. He is the former UAB women’s basketball coach and administrator, high school coach and teacher. He also is owner of Tech-Knowledge Birmingham.
- SEBC now offers a bachelor of arts in business administration.
- SEBC has reinstated its worship leadership program, designed to prepare students to lead worship in a variety of settings.
MOVERS & SHAPERS

**Frank Brocato**
Brocato recently was elected as the tenth mayor of the city of Hoover. He worked for the Hoover Fire Department for 42 years, serving as EMS chief, operations chief and fire marshal. Brocato was Hoover’s first paramedic and when he retired in 2015, he had the longest career in the Hoover Fire Department. Brocato has a fire science degree from Jefferson State Community College and a bachelor’s degree in psychology and sociology from Birmingham-Southern College. He serves on the board of directors of the Literacy Council of Alabama, Leadership Birmingham Advisory Board and the Prostate Research Foundation of Alabama. He is an active member of Briarwood Presbyterian Church.

**Keith Brown**
Brown was named interim president of Jefferson State Community College in July 2014, after serving as dean of campus development and legal services. He began his career in educational administration at Jefferson State in 1999. He also began his college career at Jefferson State, where he was the college’s only USA Today First Team, AACJC Academic All-American. He graduated with honors and received the junior college honors transfer scholarship at the University of Alabama. He earned a law degree from the University of Alabama School of Law and practiced law at Johnston, Barton, Proctor & Powell LLP. Brown also has served in the Alabama Air National Guard for 26 years, currently holding the rank of lieutenant colonel and the position of staff judge advocate. He is chair-elect of the Greater Shelby County Chamber of Commerce. He is a member of the Economic Development Association of Alabama and Kiwanis Club Downtown Birmingham. He is a 2013 graduate of Leadership Birmingham and a 2007 graduate of Leadership Pell City.

**Scott Coefield**
Coefield is superintendent of the Pelham City Schools. He served as an elected superintendent in Cleburne County and the superintendent of Oneonta City Schools, before joining Pelham. Coefield has mentored seven new superintendents throughout the state of Alabama and has worked with 22 different principals and 22 different board members. He is a frequent presenter to educational leaders and others on topics ranging from executing a strategic plan to system finances and raising student achievement. In his 28 years of educational experience, all in Alabama, Coefield has served as a high school history teacher and coach, principal at both the elementary and high school level, superintendent and worked at the State Department of Education as a principal coach where he provided focused assistance in 40-plus schools.

**James Dedes**
Dedes has served as executive director of the Shelby County Economic & Industrial Development Authority (SCEIDA) since August 1996. His responsibilities include business recruitment, countywide marketing of industrial sites, demographic research and existing industry retention and expansion efforts. He holds the designations of certified economic developer from the International Economic Development Council and economic development finance professional from the National Development Council. He is a graduate of Leadership Shelby County and has served as president of the organization’s board of directors. He has served as the county campaign chairperson for the United Way of Central Alabama, on the board of the Southern Economic Development Council and is active in the Economic Development Association of Alabama.

**Alex Dudchock**
Dudchock has been Shelby County manager for more than 23 years and with the county for 27 years. He is responsible for development services, finance, juvenile detention, license offices, airport, water services, community services, environmental services, IT services, facilities and general services, economic development and tourism initiatives, including the construction of public facilities and parks. He has directed many construction projects, including the new Sheriff’s Operations Center and Adult Jail, major additions to the courthouse, Shelby West Corporate Park, Juvenile Detention Facility, County Services Building in Pelham, Community Corrections Work Release Facility, Sheriff’s Training Center and Firing Range Complex, Fire Training Tower and Complex, Animal Services Building, a new airport terminal and additional hangars at the Shelby County Airport, South Water Treatment Plant and 23 public park projects. He currently serves on the boards of the United Way of Central Alabama, the Greater Shelby County Chamber of Commerce, the Alabaster Medical Clinic Board and the Alabama Association of County Administrators.
**Randy Fuller**

Fuller, who began his third term as superintendent of Shelby County Schools in 2015, has been an Alabama educator for 38 years — from his early days as a teacher and coach to his current system leadership. He is a graduate of the University of Alabama and has post-graduate degrees from the University of Montevallo. He was hired by Shelby County in 1998 to oversee the construction of Oak Mountain High School, which opened in 1999. He helped Shelby County schools through its first accreditation process, receiving a “model school district” designation by the AdvancEd Quality Assurance Review Team. He also implemented a five-point safe school initiative. He oversees about 20,000 students and 2,600 employees in the school district. He is a member of School Superintendents of Alabama and was nominated for School Superintendent of the Year in 2016. He is a charter member of the Superintendents’ Leader Network. He has served as chair for the State Chemical Awareness Program Steering Committee. He is a graduate and active alumnus of Leadership Shelby County and serves on the board of the Alabama Council of the Boy Scouts of America.

**Jacqueline Gardner**

Gardner is the director of health and wellness services for St. Vincent’s One Nineteen. In that role, she oversees the daily operations of the fitness, spa and wellness departments and physician timeshare relations. She has been a member of the South Shelby Chamber of Commerce board since 2014 and is the chair elect for 2017. She serves on the Girl Scouts of North Central Alabama board of directors and was the board development committee chair for 2015. She previously served as director of capital campaigns for St. Vincent’s Foundation, leading fundraising efforts for building projects from 2003 to 2012. Gardner earned undergraduate and master’s degrees at the University of Alabama.

**Alexander Granados**

Granados is the tenth president of Southeastern Bible College in Birmingham, leading administratively and pastorally among diverse academic, socioeconomic, cultural, gender, disability and ethnic communities. He has held administrative positions in both domestic and international for-profit and non-profit organizations. He is a graduate of the University of California at Los Angeles and attended The Master’s Seminary and graduated with M.Div. and Th.M. degrees. He received his Ph.D. in intercultural education at Biola University.

**Daniel Holmes**

Holmes is responsible for audience and brand development for Shelby County Newspapers Inc. and also leads an advertising call center that serves a number of newspaper operations located in the Southeast. Shelby County Newspapers Inc., based in Columbiana, publishes five weekly newspapers, two monthly lifestyles magazines, several niche magazines and a variety of websites and other web-based media. He serves as the 2016 South Shelby Chamber of Commerce board president and also serves on the Leadership Shelby County board. He earned a bachelor’s degree from the University of Alabama.

**Kirk Mancer**

Mancer joined the Greater Shelby County Chamber of Commerce in July of 2012 as its president and CEO, following eight years as president of the Cullman Area Chamber of Commerce. In his current role, he is the team leader of a five-person staff that works with hundreds of volunteers from more than 1,000 investor organizations. The chamber’s program of work includes business development and support, community and workforce development, governmental affairs and communications. Last August, the chamber was one of the first seven organizations to achieve the Chamber of Commerce Association of Alabama’s “Accredited Alabama Chamber of Commerce” designation. This prestigious program sets standards of excellence for chambers in the state of Alabama and recognizes those chambers that have achieved those standards.

**Casey Morris**

Morris is a lifelong resident of Chelsea, who graduated from Chelsea High School in 2005. He opened his own business in 2008 and currently manages Ground Up Coffee and Smoothies, located inside Snider’s Pharmacy. In August 2016, he was elected to Place 5 on the Chelsea City Council, and in 2017 he will be the chair of the South Shelby Chamber of Commerce. He also is a graduate of Leadership Shelby County Class of 2011.

**Tony Picklesimer**

Picklesimer, a resident of Chelsea for 10 years, was recently elected as the city’s second mayor since its incorporation 20 years ago. He owned Picklesimer & Limbaugh Ford-Mercury in Sylacauga for 14 years. He is a former two-term member of the Chelsea City Council, one of which he served as mayor pro tempore. He works in outside sales for Besco Steel Supply.

**Paul Rogers**

Rogers is senior executive vice president and market president of NobleBank & Trust, a community bank based in Anniston. A longtime community banker in the Birmingham region, he joined...
NobleBank two years ago to establish the bank's presence here. Rogers has been involved in numerous community activities throughout his career including the Greater Shelby County Chamber of Commerce, where he recently completed his second stint as chair of the board of directors. He also has served on the boards of the Shelby County Economic and Industrial Development Authority, Lifeline Children's Services and as president of the Birmingham Tip-Off Club. A Shelby County resident for more than 25 years, Rogers recently has been involved in creating a new collaborative economic development effort that will launch later this year.

**Michael Smith**

Smith has held leadership roles in the Greater Shelby County Chamber of Commerce for more than 20 years. A past president, he now serves on the chamber's board and as the Entrepreneur in Residence who leads the Grow-and-Go training luncheons. For several years, he has served as chair of the Harrison Regional Library Board, on the board of the American Marketing Association, and leader of the Executives Sales Training Workshop for Samford University. He also is a graduate of Leadership Shelby County and is a past president of the Alabaster/Pelham Rotary Club. In business, Smith has won local, national and international awards as a salesperson, manager and entrepreneur. Today he serves as the acting VP of sales and marketing at AHI Corporate Housing. He is an executive sales coach and motivational and inspirational public speaker who writes the newsletter “The GREAT; the Good and the Gone.” He is a graduate of Auburn University and numerous sales and management programs.
John Stewart III
Stewart is the 15th president of the University of Montevallo. As president, he has been successful in raising the national profile of UM by improving the university’s marketing, advancement and enrollment operations. UM has increased first-year student applications by 44 percent, resulting in a 17 percent increase in the number of students living on campus. He also was instrumental in securing the first $1 million gift in the university’s history and in investing $26 million into campus capital projects and deferred maintenance. Stewart’s focus on the financial health of the institution has resulted in Standard and Poor’s upgrading the university’s bond rating until it reached A+ in 2016. Stewart has focused on the development of new academic programs and promoting increased opportunities for interdisciplinary studies. This focus has included faculty support and the completion of a faculty salary study resulting in more than $1 million in faculty raises over the last two years. Stewart earned his undergraduate degree at Wake Forest University, an M.A. from Washington College in Chesterfield, Maryland, and a Ph.D. from the University of Southern Mississippi.

Wayne Vickers
Vickers has more than 25 years of experience as a teacher and administrator in public school districts throughout Alabama. He has served as principal at the elementary, middle and high school levels in a variety of settings, with additional experience at the district and state level. He has a reputation for increasing student achievement and stakeholder involvement in all areas. In July 2013, Vickers was introduced as the first superintendent of education for the newly formed Alabaster City School System, with more than 6,000 students across six campuses. Since that time, the district has completed a five-year strategic plan to guide the system through its Advanced District Accreditation. Vickers is currently leading a $100 million construction project with plans for a new high school, including career technical academies and athletic complex. Vickers earlier served as superintendent of the Saraland City Schools and the Demopolis City Schools and has experience in several other school systems in Alabama and Kentucky. He is an adjunct professor of school law at the University of West Alabama.

Terri Williams
Williams is regional director of legislative and external affairs for AT&T Alabama. She is a graduate of the University of Southern Mississippi. She is a member of the Shelby County Economic Development Initiative Task Force, an honorary member of the state chapter of Family, Career and Community Leaders of America, past chairman and current board member of the Jefferson County Public Education Foundation, an advisory council member of the Shelby County Arts Council, president of the Shelby County Economic Industrial Development Authority, past Shelby Council United Way chair and past president of the Greater Shelby County Chamber of Commerce.

DISCOVER SHELBY COUNTY

LODGING
Shelby County boasts 38 Lodging Facilities with approximately 2,800 rooms. Ranging from business overnight stay options to facilities for family travel or groups, the County offers accommodations for most any occasion or need. Facilities are located throughout the County and are convenient to both I-65 and Highway 280 or find a spot off the beaten path.

- 14 Facilities on 280 Corridor
- 18 Facilities on I-65 Corridor

Visit DiscoverShelby.com to see all the options available as you plan your next overnight stay in Shelby County.

Oak Mountain State Park offers 10 fully equipped cabins open year round. The Park also has camping available with 85 sites with water, electricity, and sewer and 60 primitive sites with water in area. Visitors have access to all the amenities at Alabama’s Largest State Park.

The Alabama 4-H Center has a variety of meeting spaces both indoors and out for corporate conferences, seminars and team building. The 4-H Center is located on 264 acres near Lay Lake.

Visit DiscoverShelby.com
Shelby Baptist Medical Center

Shelby Baptist Medical Center, a Brookwood Baptist Health hospital, offers 252 beds and is one of the largest employers in Shelby County. An acute care facility in Alabaster with more than 1,000 employees, it offers comprehensive health care with affiliated clinics throughout the county. Its emergency department is one of the busiest in the state, with more than 44,000 visits.
Each year.

Shelby Baptist offers advanced technology for the surrounding community, including a 3 Tesla MRI, a comprehensive robotic surgery program and a dedicated cardiology suite, along with a full range of specialty services. Shelby Baptist has earned numerous national accolades for patient care.

The hospital now includes a 20-bed adult psychiatric unit, the only one in Shelby County. The hospital also features an acute care inpatient hospice.

Shelby Baptist also is home to a branch of Noland Health, a not-for-profit, long-term, acute care healthcare organization based in Birmingham. A Noland facility is housed on the third floor of Shelby Baptist.

In 2015, Baptist Health System and Tenet Healthcare Corp. formed a joint venture to own and operate a network of facilities serving Birmingham and central Alabama. The joint venture includes all four Baptist Health System hospitals, Tenet’s Brookwood Medical Center and each organization’s related businesses.

Brookwood Baptist Freestanding Emergency Department

Brookwood Baptist Medical Center opened its new freestanding emergency department on Highways 280 and 119 in north Shelby County in 2015. The 25,000-square-foot, $19 million facility provides full-service, 24-hour emergency care. It has 12 patient care rooms, an on-site ambulance and a helipad to expedite patient transfers to the hospital.

The facility also includes an outpatient diagnostic center with radiology, ultrasound, mammography, CT scan and MRI. Patients can check in online and wait at home for their estimated treatment time. It is staffed with board certified physicians, RNs, radiology, lab, respiratory therapists and support staff.

St. Vincent's One Nineteen Expansion

In 2015, St. Vincent's Health System opened a $15 million expansion of its One Nineteen campus on Highway 119 in Shelby County to include a 40,000-square-foot professional office building, with physician office space, an ambulatory surgery center and urgent care center, along with its Outpatient Surgery Center. The center includes procedure rooms and four operating rooms, offering a wide range of same-day procedures. One Nineteen also offers medical, wellness and spa services.

HealthSouth Physical Rehabilitation Hospital

In July 2015, HealthSouth Corp. received final approval to build a comprehensive physical rehab hospital on the northeast corner of I-65 and Highway 52 in Shelby County, to include 34 private rooms, a therapy gym and other rehab technologies. It will provide physical rehabilitation to patients who have experienced stroke, trauma, brain and orthopedic injuries or other major illnesses and injuries.

The hospital, set to open in 2018, is an approximately $25 million investment in the community and once fully operational, will generate about 85 full-time jobs. The approval process for the hospital took more than six years.
Shelby County

The fastest-growing county in Alabama continues to grow and recover from the recession. Not only has the county grown in revenue but also in population and development. Some of the county’s most recent highlights include:

- HealthSouth Corp. received final approval to build a rehabilitation hospital off I-65 in Pelham. It will result in 85 new jobs and represents a $25 million capital investment. It should open in fall 2018.
- Brookwood Baptist Emergency Department and an expansion of the St. Vincent’s One Nineteen medical complex have added more medical services to the county.
- Grandview Medical Center, a full-service hospital that opened near the north Shelby County line, also has added to this sector.
- A new county-built box hangar at the Shelby County Airport is already 100 percent leased. The county is in the design stage to build an additional 12 hangars that will be bid this year.
- Unemployment is about 4.2 percent, and the county is working to get that rate to 2.2 percent or below, which was the rate before the 2008 recession.
- The value of the one-cent sales tax has gone up by $2.5 million, which officials regard as an indication of confidence and prosperity.
- The county installed a methane gas collection system at the county landfill and renovated the raw water withdrawal facility at the Talladega-Shelby Water Treatment plant.
- The county has secured funding for a road and bike lane project at Oak Mountain State Park, and will install a new roundabout, park road improvements to Highway 119 and new entrance signage. The projects will be paid for with 80 percent in federal funds and the rest from the county and the city of Pelham. Other Oak Mountain State Park projects in the works include an additional public beach at Beaver Lake, with a swimming pier and two fishing piers, along with improvements to the beach area within the campground, and a new 2.2 to 2.5-mile trail for trail running, hiking and mountain bike riding.
- The county supports Forever Wild’s purchase of another 750 acres along the Cahaba River that will result in a new public access park.
- A new county initiative, Compact 2020, takes a comprehensive look at drug use and abuse in the county, says Alan Miller, Shelby County chief assistant district attorney and director of the initiative. “We are contacting parents on what we’re discovering and giving them a chance to get help for their children and connect with non-law enforcement resources. We want to get in front of the problem.”
- The county is planning a capital project with the Alabama Wildlife Center to build a large enclosure to house an eagle owl, the largest owl species in the world.

Cross country runners leave the starting line at a recent meet in Shelby County.

Shelby County Schools

The Shelby County Schools System has an enrollment of more than 20,300. With just over 2,600 employees, it is the largest employer in the county.

The district has developed a plan that includes capital improvement projects slated over the next two years, with revenue generated from refinancing existing debt at a lower interest rate. “With this process, our school district was able to secure approximately $5.52 million for capital projects while not increasing our debt service,” says Superintendent Randy Fuller. “It allows us to address some immediate needs, as well as addressing some minor renovations and improvements throughout the county.”

On the heels of a major $80 million capital project plan, which included construction of three new schools and additions and renovations at several others throughout the county, this funding gives the school district the opportunity to address some areas that were not included at that time.

The highlight of the proposed new plan is a 20-classroom addition at Chelsea High School, plus kitchen renovations at Elvin Hill Elementary School, Calera Intermediate School and Montevallo Middle School. The plan also includes security improvements at the Central Office and Shelby County Instructional Services Center, as well as parking lot improvements, HVAC upgrades and roof replacements at various locations.

A new initiative within the school system is student-led conferences. For years, parent-teacher conferences have been used as a primary means of communicating a student’s progress. Schools across the nation have begun to see positive results from the student taking an active role in communicating his or her own progress to parents. During such conferences, the student and parents discuss various ways they can work together at home to set goals on areas where improvement is needed, not only in academics but also personal goals.

Several career programs are housed at the district’s Shelby County College and Career Center, and many students are involved in dual enrollment. Also, the Greater Shelby
County Chamber of Commerce partners with school systems in the county to present the program “Keeping it Real,” a two-day life skills and economic program that will be offered in most public and private schools in Shelby County, says Kirk Mancer, president and CEO of the chamber. It also presents a career awareness fair for 10th graders, and a job skills program for all juniors.

**Alabaster**

A road project on Fulton Springs Road should help ease congestion from the southwest side of the city and I-65, says Mayor Marty Handlon. The city also has given a lot of attention to the “medical mile” near Shelby Baptist Medical Center for retail and other development, such as new restaurants, and downtown redevelopment.

“Our development in the medical mile has sparked a lot of interest in revitalizing the older downtown area,” she says. “We’re excited that local developers have purchased the older buildings to redevelop them.”

The city has also continued to improve its 119 corridor, the residential gateway to the city, and has added amenities in parks and other city facilities.

The city wants to see more development around its new city hall. The city recently hired its first city manager, Brian Binzer, who was last with Marietta, Georgia as director of development services and assistant city manager. “His strengths are in areas that we have struggled with, and we are excited about this,” Handlon says.

Alabaster formed a city school system in 2013. The district has six schools serving more than 6,000 students in grades pre-K through 12. In 2015, the system initiated a $100 million capital improvement project, which included the purchase of 305 acres off Thompson Road for a new high school and multi-sports athletic complex, according to Superintendent Wayne Vickers. Approximately 2,000 students in grades 9-12 will attend the new facility for the 2017-2018 school year. The building will contain 103 instructional classrooms, 21 of which will be labs; a 1,070-seat auditorium; a 70-seat theater classroom; an expansive career academy, and a 50-seat lecture hall.

“Since 2013, we have added dual enrollment and increased offerings and enrollment in Advanced Placement courses. We offer a variety of career academies including health sciences, broadcasting, education, business and engineering with plans to add more options in the future. We anticipate even more partnerships with businesses and industry,” Vickers says.

In addition to the main academic building, the career academies and the performing arts center, the facility will include a media center, a 2,000-seat arena, an additional gym, five multi-purpose practice fields, baseball and softball complexes, regulation track, field and soccer facilities and tennis courts. An on-campus 5,400-seat football stadium and indoor practice facility also will be included.

“When the new high school is complete, the former high school will become a middle school, with sixth graders housed in the newer wing of that facility,” Vickers says. Fourth and fifth grade will move to the current Thompson Middle School, and pre-K through third grade will remain at their existing facilities in Creek View and Meadow View elementary schools. The current Sixth Grade Center and Intermediate School will be renovated for the central office, alternative school and a teacher resource center.

In 2015, Alabaster City Schools was one of 24 school districts in the nation to be named a “District of Distinction” by District Administration Magazine.

**Chelsea**

The city’s priority is to get the interchange of Highways 39 and 47 reworked, says newly elected Mayor Tony Picklesimer. It isn’t a new issue, but he says he wants to continue focusing on it and cooperate with Shelby County and ALDOT to make that project a reality.

The city also has completed phase one of its new sports complex on Highway 11 and is ready for spring baseball, Picklesimer says. Future phases include a playground and concession stand, additional fields for high school or adult softball or youth football and soccer, competitive tennis courts and more.

More retail is coming, and homes are still being built in several popular areas.

**Columbiana**

The county seat of Shelby County has expanded its free transit system for residents with its trolley buses and is working on a new city park, an $8 million project, says Mayor Stancil Handley. The city is working on a new development, Old Mill Square, a former cotton mill that will be converted into an entertainment facility and home of the Shelby County Arts Council.

The city also is working on a five-mile recreational trail, with the help of a $393,000 ADECA grant, Handley says. The trail will accommodate hiking, biking, walking and golf carts.

**Hoover (Shelby County portion)**

The city of Hoover, the sixth largest city in Alabama, turns 50 this year, which the city will honor at Celebrate Hoover Day on April 29. The city also elected a new mayor, Frank Brocato, retired Hoover fire marshal.

The city moved a step closer to building an interchange at I-459 and South Shades Crest Road to help ease traffic in the area. The Hoover City Council voted to pay up to $2 million to USS Real Estate to buy 31.3 acres for a new interstate interchange to ease traffic in the metro area.

“The plan has been on the drawing board and we are resurrecting that,” Brocato says. “USS had this property available that we needed, and if it had been sold for another use, we could not have done this project. We will be moving to get it before the Regional Planning Commission.”

The city will be hiring a new city planner and an economic development director. “Our future is bright,” he says. “Retail is our largest sector, but we also want diversity in the businesses we attract. We want to lure more professional, white collar jobs related to STEM fields.”

The health care landscape of Hoover in Shelby County has changed with a new freestanding Brookwood Baptist Emergency Department and a St. Vincent’s One Nineteen surgery suite expansion, as well as Grandview Medical Center, in the Hoover/Birmingham/north Shelby County area.

The Hoover Metropolitan Complex and Finley Center are under construction and should be ready by May 2017, in time for the SEC baseball tournament, and further boost the city’s reputation as a sports destination. The Regions golf tournament is at Greystone Country Club, and the city hosts several different types of high school, college and professional sporting events.

Brocato also is interested in developing a Leadership Hoover program, as well as parks and trails along the Cahaba River and bike lanes throughout the city.

Four of Hoover City Schools’ 16 campuses are located in the Shelby County part of Hoover — Greystone Elementary School, Riverchase Elementary School, Berry Middle School and Spain Park High School. These four schools alone have a combined
enrollment of 5,000 students. The total district enrollment is 14,000.

The district continues to support learning and instruction in a number of areas, including S.T.E.A.M. (Science, Technology, Engineering, Art, Math). S.T.E.A.M. proves popular particularly at the elementary level, where many campuses feature “S.T.E.A.M. Labs” that foster innovation and creativity. Classes district-wide operate in the Google ecosystem — students create thousands of Google Docs, slides, sheets and more every day. Teachers reach students through Google Classroom and other collaborative, online environments.

The high school level features a number of career and technical education/career academy programs including health science, law, engineering, work-based learning, family/consumer sciences, finance and information technology.

As the school system continues on its growth track, Superintendent Kathy Murphy has led a community-based strategic planning process to look at all functions of the district, ranging from finances to curriculum. More than 100 stakeholders assisted Hoover City Schools with this effort, which began in 2016.

Montevallo
The city is part of Main Street Alabama program, one of 20 member cities in the state. It’s the city’s bicentennial this year, and the city is working on developing Heritage Park, a pocket park in front of the University of Montevallo’s main building, says Mayor Holli Cost. The park was launched on Martin Luther King Jr. Day, with a parade and celebration of the bicentennial. It will also be part of an African-American Heritage Trail, and the city is working on a public arts trail.

The city also will develop a 167-acre plot, the Mahler estate, which includes an antebellum home. When finished it will include a pavilion, trailhead and more. The home may eventually be an event location.

Pelham
Oak Mountain State Park in Pelham will receive several improvements, including a road and bike lane project, a new roundabout and new entrance signage.

Pelham City Schools opened a new school, Pelham Ridge Elementary, in October 2016, and the construction of Pelham Park Middle School is well under way and slated for completion by the 2017-18 school year. The middle school will be located in a developing city center, adjacent to the city park and a planned recreational center and library.

Facility upgrades continue at Pelham High School with the completion of new classrooms and labs for engineering, chemistry, physics and biomedical sciences. The system also added a special needs classroom and updated the cafeteria. In addition, facilities for football, soccer and track and field were enhanced with new turf in the stadium and significant upgrades to the facilities.

The system integrated new technology in schools, and its technology initiative is an ongoing focus for the system. The system has distributed more than 2,000 Chromebooks for student use in the classrooms, along with other devices that support student learning, such as interactive projectors and 3D printers.

The school system recently received encouraging data on student achievement in the math, science, reading and writing based on ACT Aspire assessments, with more than 75 percent of students achieving average or high growth in each content area.

The addition of academies, such as engineering, biomedical sciences, law, business and culinary arts, allows students to explore possible college and career paths along with core subjects.

Outside the traditional classroom setting, over a dozen Pelham High students are participating in an innovative career tech program through the Academy of Craft Training at the Alabama Workforce Training Center in Birmingham. The students applied and interviewed for positions in the program and have chosen course of studies in fields such as welding, electrical, building construction, HVAC and masonry. The program provides education, hands-on experience and opportunities to earn certifications that will give them a head start on careers in these fields.

Vincent
Vincent Hills Quarry, a new reserve of White Rock Quarries, is now under development and expected to be completed by late 2019. The quarry represents a $114 million investment. The product will be limestone aggregate, and there should be about 120 jobs at full production. “We are very glad it’s getting moving,” says Mayor Ray McAllister.
PLACES TO VISIT

The American Village
The American Village is a pioneering classroom and American history and civics education center. It features a recreated colonial village and historic park on 113 acres with interactive programs featuring costumed interpreters who help visitors relive the great American experiment in liberty and self-government. The newest project at the village is the National Veterans Shrine and Register of Honor.

Alabama National Cemetery
The 479-acre cemetery, located near The American Village, will serve veterans’ burial needs for at least the next 50 years. Burials began in June 2009. The cemetery often has ceremonies honoring fallen veterans, including an annual wreath laying ceremony every December.

Alabama Wildlife Center
Located in Oak Mountain State Park, this center was established in 1977 and is the state’s oldest and largest wildlife rehabilitation organization. It treats about 2,000 native wild birds from more than 100 different species. It hosts several public events.

Cahaba River
Alabama’s longest free-flowing river supports 135 different species of fish — more than any river of comparable size in North America. It is ideal for canoeing, fishing and exploring.

Flipside Cable Wakeboard
This cable wakeboard attraction at Oak Mountain State Park features two towers and is one of the longest linear courses in North America.

Heart of Dixie Railroad Museum
The official railroad museum of the state of Alabama, in Calera, features operating standard gauge and narrow gauge trains, two restored depots, an indoor collection of railroad artifacts and memorabilia, and an outdoor collection of railroad cars, locomotives and cabooses.

Helena Amphitheater
This amphitheater in Old Town Helena is an outdoor concert hall, festival grounds, movie theatre and special event location.

Kenneth R. Penhale Historic Museum
This museum in Helena features artifacts from Native Americans and settlers, such as home goods, letters, furniture, school and military items. The items reflect the town’s infancy about 150 years ago.

Lay Lake
Lay Lake is a 12,000-acre reservoir about 35 miles south of Birmingham and 15 miles south of Columbiana in Shelby County. The reservoir is used for hydroelectric generation and recreation. The lake is popular for tournament fishing and boating, and offers public access areas. Numerous fishing tournaments take place at Lay Lake, with regional fishing clubs including Alabama Bass Nation, American Bass Anglers, Alabama Bass Federation and Alabama Bass Trail.

Oak Mountain Amphitheatre
For many years, this Pelham venue has hosted popular concerts and large community events.

Oak Mountain State Park
Alabama’s largest state park has 10,000 acres and overnight accommodations, features golfing, hiking, geocaching, camping, canoeing, horseback riding, fishing, ADA fishing pier, swimming and mountain/BMX biking, equestrian campground, Wildlife Rescue Center and Oak Mountain Interpretive Center. Oak Mountain also has a beach, paddleboats and canoes, archery and mountain bike trails.

OMSP Archery Park
The new archery park has opened and operates year-round during daylight hours for recreational shooting, tournaments and outdoor educational programming. The facility includes an eight-target adult range from 15 to 50 yards, an eight-target youth range of 5 to 20 yards and a four-target range of 10 to 40 yards. The park also features a 12-foot shooting platform for bow hunters to practice shooting from an elevated position.

Oak Mountain BMX
Oak Mountain State Park has been the location of this track since the late 1970s, making it the longest continuous running track in the former NBL. Oak Mountain BMX hosts more than 20 races each year with more than 825 riders competing.

Old Baker Farm
This farm, which predates the Civil War, has been farmed by the Baker family for...
more than 100 years. A traditional family farm, it is open for seasonal and special events.

**Pelham Racquet Club**
The club is a public tennis facility with 20 clay courts and five hard courts with above tournament-grade lighting. It is home to numerous regional and national tennis tournaments each year.

**Pelham Civic Complex & Ice Arena**
The Pelham Ice Arena hosts more than 27,000 ice skaters each year, from beginners to seasoned professionals. It is home to the Birmingham Figure Skating Club and the Pelham Youth Hockey League, and offers a skating school with classes for all ages. The arena also has a public skating schedule and hosts other events.

**Shelby County Museum and Archives**
The museum, located in the old Shelby County courthouse in Columbiana, is a part of the Shelby County Historical Society. The museum displays many old photographs and artifacts from the Indian era through World War II and more.

**Shelby County Vineyards**
The county has at least four wineries — Vizzini Farms Winery, Ozan Vineyard and Cellars, Morgan Creek Vineyards and Lewis Lakes Vineyards.

**Shelby Iron Works**
One of only two such mills existing in the South at the outbreak of the Civil War, this plant produced the armor that covered the hull of the famous Confederate gunboat “Tennessee.” The park features living history demonstrations and tours by request.

**Shelby Springs Confederate Cemetery**
This cemetery was established in Shelby Springs when the Confederate Hospital was moved from Vicksburg, Mississippi. There are 277 Confederate veterans buried in the cemetery, which is owned by the Shelby County Historical Society.

**Shelby County Museum Trail**
The county’s six museums have teamed to produce a brochure and online virtual tours.

**Trail Runs**
Oak Mountain State Park’s trails are rated some of the best in the nation and host numerous trail events including Xterra Trail Runs, Southeast Trail Run Series and Birmingham Ultra Trail Society.

**SPORTS & FESTIVITIES**

**ACCC Softball Tournament**
Alabaster’s Veterans Park is home to the Alabama Community College Conference Softball Championship every spring.

**Alabama High School Mountain Bike League**
This new league had teams from across the state compete at Oak Mountain State Park’s mountain bike trails.

**USATF National Junior Olympics Cross Country**
Veterans Park in Hoover will host the USATF National Junior Olympics Cross Country Championship. More than 3,000 runners ages 8-18 will attend.

**World Games**
The World Games are scheduled for the Birmingham-Shelby County area in 2021 and will bring this multi-sport, multi-discipline event to the area.

**Xterra Southeast Championship**
May 2017 marks the 12th Annual Xterra Southeast Championship in Shelby County. The premier off-road triathlon and trail runs typically held in the early part of summer at Oak Mountain State Park feature the world’s best triathletes. Participants come from more than 30 states and five countries.

**Alabaster CityFest**
Held in June, this premier family festival is a free day of live outdoor concerts, kids’ activities and inflatables, vendors offering arts and crafts, merchandise, food and fun.

**Birmingham Kennel Club Annual Dog Show**
The club holds its annual Dog Show in Columbiana every spring and draws participants from more than 35 states.

**Buck Creek Festival**
Music, crafts and food highlight this annual festival each May at Helena's Amphitheater Park, on the banks of Buck Creek.

**BUMP n Grind Mountain Bike Race**
The Birmingham Urban Mountain Pedalers (BUMP) has hosted this annual multi-day event at Oak Mountain State Park for the past 22 years, drawing mountain bike enthusiasts from across the U.S.

**Buster Britton Triathlon**
The longest running road triathlon in Alabama is located at Oak Mountain State Park every summer.

**College Night at University of Montevallo**
Since 1919, UM students have participated in a school spirit competition unlike any other. First designed to celebrate the introduction of a four-year college curriculum, the early competitions were competitions between classes. In 1921, to celebrate UM’s 25th anniversary, students divided into two teams, the Gold Side and the Purple Side. The teams now compete with original musical shows and athletic events on the side.

**Liberty Day**
Columbiana began celebrating Liberty Day in 1986 to mark the hundredth anniversary of France’s gift of the Statue of Liberty to the United States. The June festival features patriotic music, local dance groups and fireworks.

**National Senior Games**
The National Senior Games will be held in June 2017 throughout Shelby and Jefferson counties. Twenty-three sports will be played throughout the area bringing more than 10,000 men and women athletes over the age of 50.

**Red Diamond Vulcan Cup Soccer Tournament**
This tournament is held during two weekends typically in the spring, attracting teams from across the country. Dozens of teams compete on 30 soccer fields throughout Jefferson and Shelby counties.

**Regions Tradition**
Shelby County hosts this golf tournament on the PGA Tour Champions.