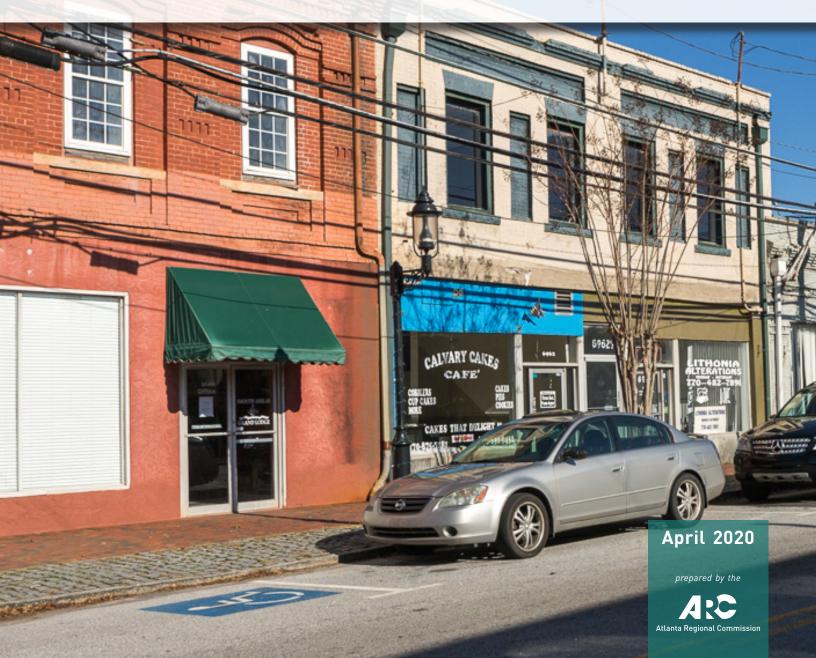


LIVE LOVE LITHONIA

Historic Preservation as an Economic Development Tool



ACKNOWLEDGEMENTS

Special thanks to:

The Mayor and City Council of Lithonia
Lithonia Downtown Development Authority

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The Atlanta Regional Commission is the regional planning and intergovernmental coordination agency for the 10-county Atlanta region. Since 1947, ARC and its predecessor agencies have helped focus the region's leadership, attention, and resources on critical issues. The Community Development Assistance Program (CDAP) helps cities, counties, and non-profit organizations find solutions to land use and transportation planning issues. The CDAP program dedicates resources on an annual basis and works in partnership with external agencies looking to tackle similar issues. This study was prepared with funds provided by the Atlanta Regional Commission and the City of Lithonia.

Unless otherwise specified, all photos are by ARC staff.









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LIVE LOVE LITHONIA

Purpose

Lithonia began as a small crossroads which quickly grew due to the construction of a railroad line in the 1840s. After the Civil War, Lithonia opened its first quarry in 1879 and established itself as the center of a thriving granite mining industry, resulting in the construction of a thriving downtown, impressive civic buildings, and architecturally important residences. Though much of this built environment was demolished during the mid- to latenineteenth century's "urban renewal" efforts, several buildings constructed during its prime, including the historic commercial area along Main Street and the Masonic Lodge, still exist.

Concerns of gentrification and displacement, as well as a desire to retain its remaining historic resources, prompted the City and the Downtown Development Authority (DDA) to explore strategies to develop a local workforce dedicated to historic preservation efforts. The City and DDA applied through ARC's Community Development Assistance Program (CDAP) to gain an understanding of their local economic conditions, the steps to implementing a successful façade grant program to preserve its historic resources, and methods by which a local workforce skilled in the rehabilitation of those resources may be developed. Through the process, the City and DDA have gained an understanding of the many forms a façade grant program may take and a number of methods by which a local workforce may be developed to retain its rich built environment and cherished residents.

In addition to a summary of existing conditions and community engagement, this document includes a series of methods by which a façade grant program may be established, and local workforce may be developed. A number of other resources and programming that may support both these endeavors, including community and economic development incentive and public mural programs, is included. Thorough discussion between the City and DDA, as well as community representatives, will help determine which methods work best for Lithonia.

Goals

Using input from city staff and the steering committee, the project team established the following goals:

- Outline the various methods by which façade grant programs in the region and the state are established and managed;
- Provide methods by which, and established entities that may be partnered with, to develop a local workforce skilled in the rehabilitation of Lithonia's historic resources; and
- Summarize the steps necessary to establish a successful façade grant program in Lithonia.



April 2020

Chapter 1: Project Overview 5

LIVE LOVE LITHONIA

Benefits of Façade Grant Programs

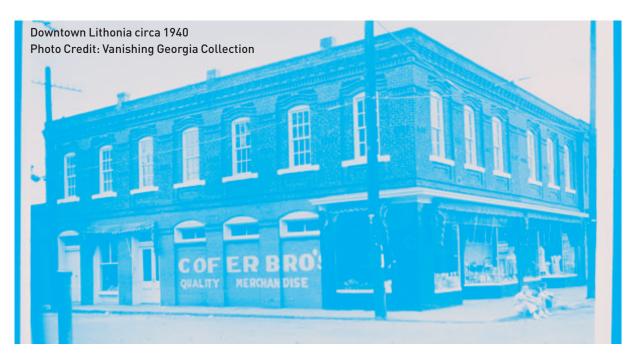
Façade grant programs are used to incrementally revitalize historic downtowns by incentivizing property owners or tenants to make physical improvements to their buildings. These programs offer partial reimbursements for expenses to exterior improvements. As participation increases, both the local government and owners and tenants reap benefits that exceed their relatively small investment.

Typically, the primary goals of façade grant programs are to preserve historic structures and economically revitalize historic downtowns. Programs with historic preservation goals may only offer grants in historic districts and may include specific stipulations related to the maintenance and restoration of historic features. While seemingly unrelated, historic preservation goals support economic development through these programs. As the physical appearance of historic downtowns is improved, customers and developers alike flock to these reinvigorated areas.

Lithonia is unique in that it aims to leverage a façade grant program for workforce development purposes in addition to their historic preservation and economic development goals. While façade grant programs often meet both historic preservation and economic development objectives, these programs rarely address workforce development specifically. Regardless of its precedent, the City and DDA identified a façade grant program as a vehicle for training its citizens in the fields of architecture and construction.

Historic Preservation as an Economic Tool

Profiting from the Past: The Economic Impact of Historic Preservation in Georgia found property values in National Register Districts increased in value 10% more than comparable properties in non-designated areas, and locallydesignated properties increased in value almost 80% more than those only nationally designated. In addition, Good News in Tough Times: Historic Preservation and the Georgia Economy found that between 2000 and 2010, preservationrelated activity statewide created over 10,000 jobs, generated \$420 million in household income, and resulted in the investment of \$560 million in historic buildings in Georgia. Finally, The Economic Benefits of Historic Preservation in Georgia found that rehabilitation projects supported by Georgia's Historic Tax Credit program (the State Income Tax Credit for Rehabilitated Historic Property) between 2011 and 2016 generated \$630.5 million in construction activity, the creation of almost 8,000 new jobs taking home \$406.5 million in wages and salaries, and a combined state and local tax revenue of over \$37 million.







SUMMARY OF EXISTING PLANS & POLICIES

Lithonia Comprehensive Plan

The City of Lithonia 2015 Comprehensive Plan Update, adopted in November 2015, identified "Main Street" as a "favorite place" as well as highlighted a desire for more "Economic Development" (i.e., new businesses, job growth, etc.) through community survey responses. Developing Main Street into a thriving town center as well as supporting local entrepreneurial endeavors were commonly shared aspirations and "Lithonia Main Street" was identified as a "Community Asset" requiring attention.

The following "Implementation Strategies for Commercial and Economic Development Areas" for the "Intown Mixed Use Area", of which Main Street is a part, were identified:

- Preserve existing structures with historical significance throughout these areas.
- Explore potential funding sources to encourage historic façade restorations and improvements of existing buildings by property owners.
- Improve curb appeal/gateway into the downtown area.

In addition, the Comprehensive Plan Update itemized the following "Report of Accomplishments (2010-2015)":

- Complete the application for designation to the National Register of Historic Places. (Completed)
- Develop design standards for Main Street and other areas of the City. (Completed)
- Develop a façade improvement program for Main Street. (Underway)

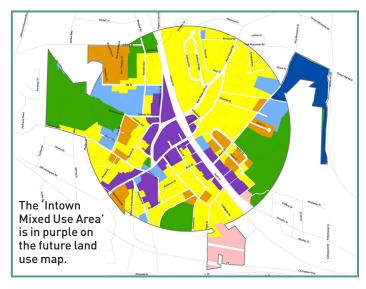
Finally, the Comprehensive Plan Update identified the following "Short Term Work Program (2016-2020)" items:

- Partner with agencies to promote job training opportunities. (2016-2020)
- Adopt and implement Proposed Design Guidelines developed by Georgia State University. (2016)
- Develop an inventory of the city's natural (and historic) resources along with an educational plan. (2018)
- Adopt ordinances to promote and protect natural and historic resources. (2019)

The City of Lithonia 2015Comprehensive Plan Update

Adopted 11.2.2015







Chapter 2: Existing Conditions

SUMMARY OF EXISTING PLANS & POLICIES

Form Based Code

The Form Based Code for Core, Downtown, and Edge Districts, adopted in August 2014, supports a desire to protect the historic downtown by prioritizing the adaptive re-use of existing historic buildings in the "Core" as well as to provide for a sensitive extension of the "Core" into "Downtown" by requiring similar scale, massing, and materials. For example, for both the "Core" and "Downtown" areas, acceptable "architectural styles are limited to those found in Lithonia dating from 1880 to 1920" and "allowable exterior materials are limited to... brick [and] granite." Finally, both the "Core" and "Downtown" areas are intended to "encourage a lively public environment and economically viable downtown with a wide variety of uses in a pedestrianoriented area."





Downtown Lithonia Form-Based Code

Historic Preservation Ordinance

A historic preservation ordinance was adopted October 2019 to "stimulate revitalization of the business districts and historic neighborhoods and to protect and enhance local historic and aesthetic attractions to tourists and thereby promote and stimulate business... and to provide for the designation, protection, preservation and rehabilitation of historic properties and historic districts..." To that end, the ordinance provides for the creation of a historic preservation commission with the power to "restore or preserve any historic properties acquired by the City of Lithonia;" "promote the acquisition by the [City] of façade easements...;" and "make such investigation and studies of matters relating to historic preservation, including consultation with historic preservation experts..." In addition, the ordinance provides for the recommendation, by the historic preservation commission, and designation, by the Mayor and City Council, of historic districts and properties, and requires approval to make a "material change" in or to said historic district or property through the issuance of a certificate of appropriateness for reconstruction, alteration, new construction, or renovation, as well as relocation and demolition. Finally, the ordinance requires the maintenance or repair of historic properties preventing deterioration by neglect, including "broken windows, doors and exterior openings... or the deterioration of a buildings structural system..."



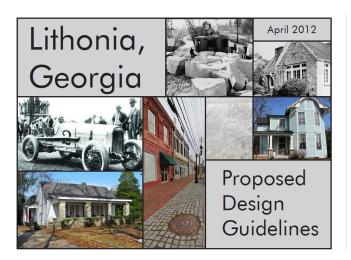


SUMMARY OF EXISTING PLANS & POLICIES

Proposed Design Guidelines

The Lithonia, Georgia: Proposed Design Guidelines, completed in April 2012, were developed to simplify the process of preservation for a future historic preservation commission and property owners, and to assist in the implementation of the City of Lithonia, Georgia: 2010-2026 Comprehensive Plan. Design guidelines are general policies about alterations to existing structures, additions, new construction, and site work in locally-designated historic districts which provide a common understanding of the underlying principles of historic preservation, help property owners in creating appropriate rehabilitation plans, assist the historic preservation commission in making decisions, and provide a level of assurance that decisions will be made fairly, openly, and consistently. The proposed design guidelines use the Secretary of the Interior's Standards for Rehabilitation as a basis for determining the best practices for preserving historic buildings and their components, which provide a philosophical backbone for preservation and encourage responsible preservation practices wherever they are applied. Preserving and rehabilitating existing buildings within a historic downtown following established design guidelines helps create a vibrant and successful commercial core.

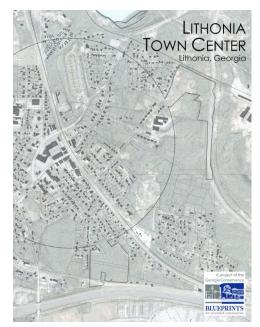
The guidelines for commercial rehabilitation recommend the retention of historic elements with historically-appropriate replacement allowable only when absolutely necessary. In addition, the removal and replacement of non-historic, or restoration of missing historic, elements with those that are historically-appropriate during rehabilitation projects is recommended. Finally, the guidelines recommend the use of solid, fabric awnings, when no historic canopy or awning exists, as well as signage of an appropriate material, scale, and shape.



Lithonia Town Center

The Lithonia Town Center plan was completed in 2011 through the Georgia Conservancy's Blueprints for Successful Communities program. Blueprints is a long-standing community-based planning and design program that emphasizes natural resource protection and sustainable development patterns. The plan offers recommendations for three areas: tactical urbanism, plaza revitalization, and long-term development. Tactical urbanism explored various ways to engage the community on temporary and immediate improvements. Plaza revitalization provided redevelopment strategies for Lithonia Plaza, an urban-renewal-era strip mall along Main Street with an abundance of surface parking and vacant storefronts. The redevelopment strategy identified long-range improvements to the city's downtown as well as other catalytic sites.

Germane to this report, the plaza revitalization recommendations offer a phased strategy to redevelop Lithonia Plaza to fit in more with what remains of Lithonia's historic main street. The recommended infill development would have similar setbacks and storefronts to the turn-of-the-century buildings. Furthermore, the long-term redevelopment strategy recommends that the City develop a form-based code for the historic downtown node. The City implemented this recommendation by adopting a form-based code for their downtown district in 2014 as described above. Overall, the Blueprints plan demonstrates Lithonia's commitment to revitalizing Main Street through retaining and recreating its historic character.



Chapter 2: Existing Conditions

Demographic Snapshot

	City of Lithonia	5-Mile Area	10-Mile Area
Total Population	2,711*	207,997	744,907
Higher Education	20.4%*	27.2%	31.2%
Average Wage	\$49,614*	\$55,889	\$52,184

Historic Preservation Industries

CONSTRUCTION			
	5-Mile Area	10-Mile Area	
Number of Jobs	1,760	15,529	
Average Wage	\$61,480	\$59,466	
Growth Last 5 Years	-0.5%	+2.4%	
Projected Annual Growth	+0.9%	+1.5%	

PROFESSIONAL, SCIENTIFIC, & TECHNICAL SERVICES			
	5-Mile Area	10-Mile Area	
Number of Jobs	821	7,749	
Average Wage	\$72,178	\$74,094	
Growth Last 5 Years	+2.7%	+0.1%	
Projected Annual Growth	+0.6%	+1.1%	

ECONOMIC OVERVIEW

One goal of this plan is to give the City of Lithonia the tools to develop a local workforce skilled in historic rehabilitation. To address this goal, the project team assessed the market potential for workforce training in historic preservation and façade improvement fields for the greater Lithonia area. The steering committee determined the study areas to be a 5-mile buffer and a 10-mile buffer around the city as depicted in the map on the facing page. Unless otherwise specified, all data is sourced from Chmura Economics & Analytics.

Industries

Job sectors that pertain to historic preservation and façade improvement programs include construction and professional, scientific, and technical services.

Construction

The construction industry is a top employer for Lithonia and its surrounding areas. Considering number of jobs, construction ranks in the top 10 employers across all three study areas. The construction industry encompasses the following historic preservation trades:

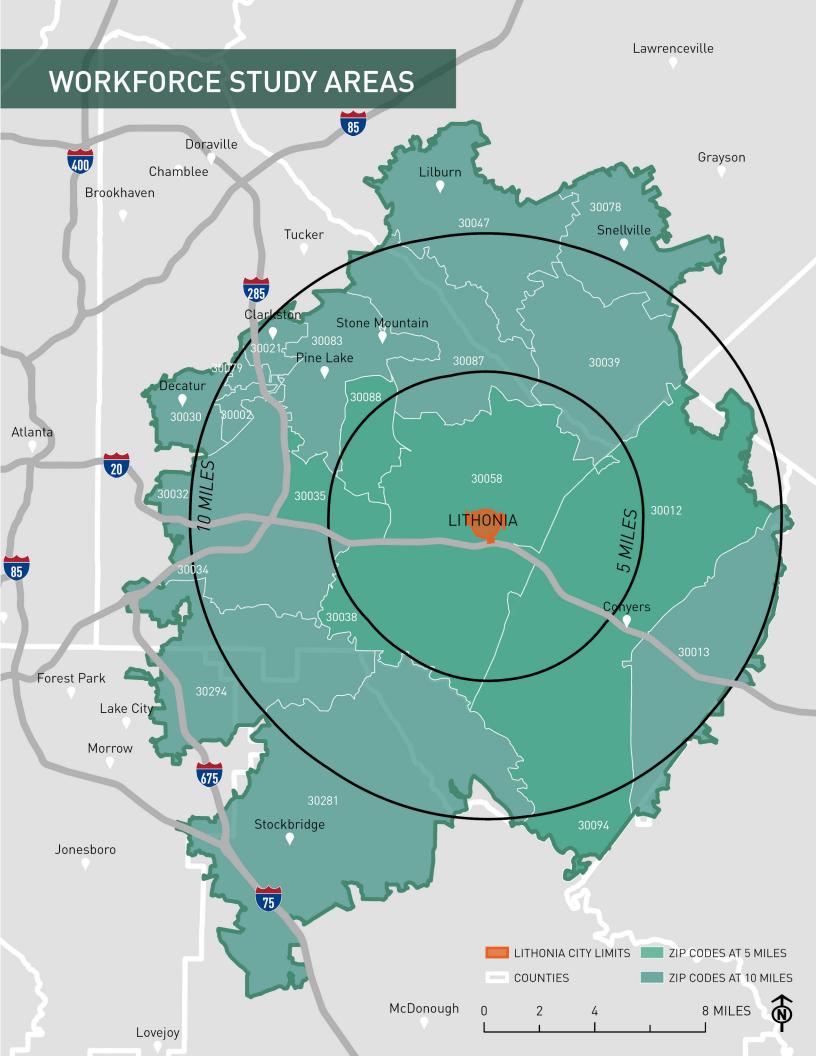
- Carpentry
- Masonry
- Roofing
- Plaster
- Terrazzo & Tile
- Door & Window Installation
- Scaffolding
- Ornamental & Architectural Metal Work
- Architectural Wood & Millwork

Professional, Scientific, and Technical Services

The professional, scientific, and technical service trades related to historic preservation and façade improvement include:

- Historic Preservation Research & Development Services
- **Architectural Consulting**
- Landscape Architects
- Structural Engineers
- Surveying & Mapping
- Drafting & Design Services
- Archaelogy Research

According to the tables to the left, both industries related to historic preservation and façade improvement are projected to grow over the next 10 years in Lithonia's surrounding areas. Furthermore, the average wages for these industries are higher than than the average wages for each study area, meaning that developing a workforce in these industries could boost economic outcomes.



Historic Preservation Occupations

CONSTRUCTION & EXTRACTION			
	5-Mile Area	10-Mile Area	
Number of Jobs	1,238	9,290	
Average Wage	\$47,000	\$42,800	
Growth Last 5 Years	-0.6%	+2.0%	
Projected Annual Growth	+0.9%	+1.3%	

ARCHITECTURE & ENGINEERING			
	5-Mile Area	10-Mile Area	
Number of Jobs	308	1,936	
Average Wage	\$81,600	\$78,900	
Growth Last 5 Years	+5.2%	+0.8%	
Projected Annual Growth	+0.4%	+0.7%	

PRODUCTION			
	5-Mile Area 10-Mile Area		
Number of Jobs	2,107	8,670	
Average Wage	\$36,800	\$35,800	
Growth Last 5 Years	+1.9%	+0.2%	
Projected Annual Growth	-0.5%	-0.3%	

ECONOMIC OVERVIEW

Occupations

Jobs related to historic preservation and façade improvements include construction and extraction, architecture and engineering, and production.

Construction and Extraction

Relevant construction and extraction jobs include:

- First-line Supervisors
- Carpenters
- Tile & Marble Setters
- Cement Masons & Marble Setters
- **Construction Laborers**
- Painters, Construction, Maintenance

Architecture and Engineering

Architecture and Engineering occupations related to historic preservation and façade improvement include:

- Architects
- Landscape Architects
- Cartographers
- Architectural and Civil Drafters
- Surveying and Mapping Technicians

Production

Relevant production jobs include:

- Painting, Coating, and Decorating Workers
- **Etchers & Engravers**
- Molding & Casting Workers

Aside from production, all historic preservation fields are projected to grow. The average wage for architecture and engineering occupations exceeds the average wages for Lithonia's surrounding areas, while the average wages for construction and extraction and production fall below the study-area average wages.

Comprehensive results of these overviews can be found in Appendices D and E.

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Chapter 2: Existing Conditions 15



SUMMARY OF STAKEHOLDER INPUT

The stakeholder engagement process involved the following activities to gather input for this report:

- One-on-one stakeholder interviews Mayor and Council, DDA, Arabia Mountain Heritage Area Alliance, local contractors, business owners, and residents; and
- Steering committee meetings consisting of DDA members, interested residents, and business owners.

Stakeholder Interviews

Stakeholder interview questions explored their relationship to downtown, thoughts on how, and by whom, downtown should be improved, and opinions of restrictions being placed on the types of façade improvements that could occur. Through these interviews, the following themes emerged, providing insight into the varied levels of comfort with preservation-related programming and regulations, as well as the strong belief in the role incentives and partnerships play in creating sustainable programming and regulation.

Adopt Regulations

Any programming or regulations should be simple and easy to understand and result in a cohesive downtown.

Create a Sense of Place

The creation of a sense of place, a "gathering spot," is the ultimate goal.

Establish Façade Grant Program

The establishment of a façade grant program with clear regulations and useful incentives would support the rehabilitation of a visually-unified downtown.

Continue the Historic Preservation Program

In addition to the existing historic preservation ordinance, the establishment of a historic preservation commission, designation of district(s), etc. would provide the most control over downtown improvements.

Provide Incentives

Monies should be provided only to those participating in established programs or following adopted renderings, guidelines, or regulations.

Offer Grants & Loans

The City and DDA should provide small grants and low-interest loans for downtown façade improvements.

Engage in Partnerships

Local Contractors

Local contractors should be encouraged to help support a sustainable apprenticeship program through incentives and steady job opportunities.

Downtown Business Owners

Existing downtown business owners should be consistently communicated with to develop shared goals and mutual support.

Nonprofits

Local nonprofits (e.g., Greening Youth Foundation) that specialize in workforce development within historic preservation should be consulted.

Film Industry

The film industry should be used to aid in, or required to complete, downtown façade improvements per adopted renderings, guidelines, or regulations.

DeKalb County School System

The school system should be consulted in visioning for the future of downtown.

Reduce Vacancy Rates

Additional businesses should be encouraged and incentivized to locate downtown.

"Unless Downtown Lithonia enhances its historic character, there will be no reason for people to go there." - Kelly Jordan



FAÇADE GRANT PROGRAMS

Typical Features of Façade Grant Programs

Funding Amounts and Stipulations

Typically, façade grant programs offer to match a property owner's or tenant's investment up to a certain limit. When establishing a façade grant program, a target number of annual awards should be determined as well as a maximum match based on the program's annual budget. Peer programs set matching limits as little as \$500 and as much as \$10,000 - smaller matching limits can fund aesthetic improvements for several properties, while larger amounts can finance structural improvements for a just a few. Many programs limit the number of times someone can receive a grant to provide others the opportunity to receive funds. A funding structure that suits the annual budget, program goals, and desired impact should be thoughtfully determined by the City and DDA.

As part of the Gratuities Clause (Ga. Const. art. III, § VI, para. VI) the State of Georgia prohibits local governments from directly granting revenue to private parties to stimulate economic activity. To legally implement a façade grant program with local government funding, the grant funds must be distributed through a DDA or a third-party nonprofit. Both DDAs and nonprofits may receive funds from local governments as well as administer grants to private parties.

Risk Reduction Requirements

Façade grant programs include several features to reduce the risk of funding poorly executed changes or historicallyinappropriate improvements. Most programs reimburse a property owner or tenant after the work is complete to ensure that the work meets program expectations. Some programs prescribe a time limit on work completion - if an owner or tenant fails to complete work within the specified time period, then the grant is forfeited. Also, some programs stipulate that an owner or tenant must maintain the improvement for a specific time period after completion - if the improvement falls into disrepair before the period ends, the owner or tenant must return the funds. Furthermore, historic preservation focused programs often require improvements to comply with historic district design guidelines and/or other historic preservation requirements before reimbursement. Program stipulations reduce risk and facilitate program goals - however, too many restrictions might discourage participation. The number and type of restrictions included in a program should be carefully determined by the City and DDA.





Chapter 4: Case Studies and Programs

FAÇADE GRANT PROGRAM CASE STUDIES

Many cities in the Atlanta region employ successful façade grant programs. The following section provides a description of three peer cities' programs including an overview of funding amounts and program requirements. These peer cities include the Cities of Conyers, Stockbridge, and Stone Mountain, Georgia. Full program descriptions and sample applications can be found in Appendix B.

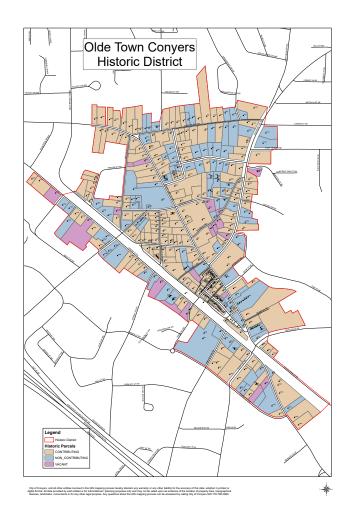
CASE STUDY COMPARISON

	Conyers, Georgia	Stockbridge, Georgia	Stone Mountain, Georgia
Total Annual Funding	\$12,000	Unspecified	Unspecified
Maximum Match	\$3,000	\$5,000	\$2,500
Maintenance Requirement	Unspecified	2 Years	5 Years
Can applicants reapply?	No	After 1 Year	After 2 Years
Program Funding Source	City/DDA Budget	City/DDA Budget	City/DDA Budget

Conyers, Georgia

The Conyers DDA Façade Grant Program funds improvements within Olde Town Convers, the local historic district (Convers Historic District or Downtown District). The DDA administers \$12,000 each year with a 50% match limit of \$3,000 per project. For example, a project totaling \$4,000 would receive a reimbursement of \$2,000 (50% of the total cost) while a project totaling \$8,000 would receive a reimbursement of \$3,000 (maximum match). Tenants may apply for grant assistance with written permission from the property owner. To ensure work meets expectations, the DDA reimburses the grant recipient upon project completion and DDA inspection.

Because of the district's historic significance, improvements must meet both historic preservation requirements and typical program stipulations. Improvements must adhere to the Olde Town Conyers Design Guidelines. In addition, work must begin within 60 days of funding approval and be complete within 120 days after commencement, though a time extension may be granted with DDA approval. To maximize program reach, only one grant is awarded per property in perpetuity.



FAÇADE GRANT PROGRAM CASE STUDIES



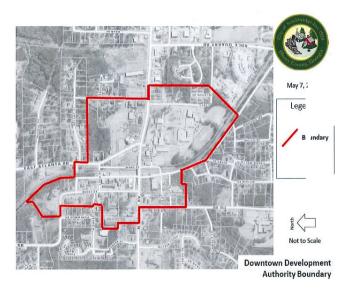
Moulton Law Firm utilized the Conyers façade grant program to rehabilitate the exterior of their Queen Anne Cottage on Railroad Street in 2016. Between December 2015 and January 2016, Senator Contracting, Inc. of Greensboro pressure washed the exterior, replaced rotten front porch posts and siding, and scraped, prepped, and painted the siding, doors, windows, trim, railings, and porches. The project cost totaled \$5,951 with Moulton Law Firm being reimbursed \$1,500 through the program. *Photo courtesy of Google Street View.*

Stockbridge, Georgia

The Stockbridge DDA offers grant assistance for façade improvements within its Downtown Business District through its Façade Improvement Program. The DDA provides up to \$5,000 in 50% matching funds to a project's total cost. For example, a project totaling \$6,000 would receive a reimbursement of \$3,000 (50% of the total cost) while a project totaling \$12,000 would receive a reimbursement of \$5,000 (maximum match). Application requirements include written permission from the property owner, current property and income taxes, and 2 years remaining on a lease (or renewal option). The applicant must be a property owner or tenant within the district.

The DDA evaluates applications based on the overall impact of the project on the downtown district, the permanence or maintenance needs of the improvement, the applicant's relationship with the community and current upkeep of their property, and the private investment of the applicant. Eligible improvements include restoration of original architectural details, window repair and replacement, repainting, exterior lighting, and gutters. Improvements must be maintained for at least 2 years - failure to maintain the improvements during that period could result in the DDA seeking reimbursement. Grant recipients may only be awarded one grant per year.

DOWNTOWN STOCKBRIDGE MAP FACADE GRANT BOUNDARIES



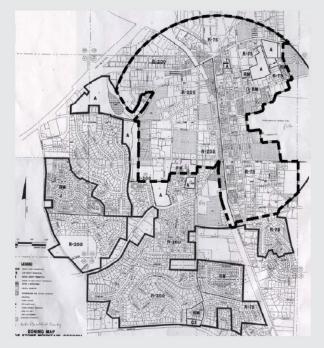
FAÇADE GRANT PROGRAM CASE STUDIES

Stone Mountain, Georgia

The Stone Mountain DDA administers its Façade Improvement Grant Program within its downtown business district, though it prioritizes grant funds for improvements made within the local historic district as well as the use of local businesses for design work. The DDA provides up to \$2,500 in 50% matching funds to a project's total cost. For example, a project totaling \$3,000 would receive a reimbursement of \$1,500 (50% of the total cost) while a project totaling \$6,000 would receive a reimbursement of \$2,500 (maximum match). Tenants may apply for grant assistance with the property owner as cosignatory. Like many programs, the DDA reimburses the grant recipient upon project completion and DDA inspection to ensure the quality of improvements.

To receive funds, grant recipients must adhere to several requirements. Work must be completed within 6 months of grant approval and improvements must be maintained for a period of 5 years - if the improvements fall into disrepair during that period, the DDA may seek reimbursement of the grant funds. Matching funds can only be spent on aesthetic improvements - signage, awnings, exterior painting, window, door, storefront, and/or back entry improvements and restorations, and landscaping. Finally, the program includes evaluative criteria for applications, including the aesthetic quality of proposed project improvements, the proposed project's impact on the downtown, the original condition of the building, as well as if the improvements remove historicallyinappropriate alterations. To expand program outreach, grant recipients can only reapply after a period of 2 years.

Map of Stone Mountain Historic District



The Stone Mountain Historic District boundary begins at the northern and eastern most points of the city limits, proceeding west to incorporate properties located on Ferndale Street to the intersection of Poplar Springs to Sexton Drive, proceeding southward along Sexton Drive to include McCurdy Park, proceeding south to include properties on Gordon Street, VFW Drive and Cloud Street, proceeding to the intersection of Sheppard Road, proceeding southward to include all properties fronting Main Street to the southern most boundary of the City intersection with Lucille Street, proceeding in an easterly direction to include properties facing Lucille Street.



The commercial store front on Stone Mountain's Main Street recently benefited from the city's façade improvement program. The improvement includes new windows, lighting, paint, and awning. Photos courtesy of Google Street View.

WORKFORCE DEVELOPMENT PROGRAMS

A number of successful workforce development programs, both educational and apprenticeship, exist throughout the Atlanta region. The City and DDA could encourage the use of these programs by individuals and entities interested in developing their own personal skills and the skills of their employees in the fields of architecture and construction detailed in Chapter 2 or furthering the downtown preservation and workforce development goals of the City and DDA. In addition, the City and DDA could partner with the entities responsible for these programs in an effort to bring their programming closer to Lithonia, thereby making them more accessible to their citizens. Finally, the City and DDA could cultivate a new workforce development program within Lithonia, modeled after programs such as Westside Works, through a collaboration with any number of the entities detailed below.

In an effort to encourage local workforce development through a façade grant program, the awarding of façade grant program funds could be tied to a requirement that the architect(s) and/or contactor(s) hired be local and/or employing a local apprentice. To support this requirement, the mission of the façade grant program in supporting local workforce development must be clear. In addition, the term "local" must be clearly defined, though a broader area, such as a 5- or 10-mile radius, may be more productive in developing a robust workforce. Initially, scaled grant funding could be considered - awarding more funds to those projects using local architects and/or contractors and/or the employment of a local apprentice - so as not to preclude façade work being completed as a local workforce is developed.

Westside Works Graduate Photo Credit: Hales Photo

A New Approach

Westside Works

Westside Works is a long-term neighborhood program focused on creating employment opportunities and job training for residents of the Westside community, including Vine City, English Avenue, Castleberry Hill, and other contiguous neighborhoods. Westside Works is a partnership among the Construction Education Foundation of Georgia, Integrity Community Development Corporation, Per Scholas, Invest Atlanta, Metro Atlanta YMCA, The Arthur M. Blank Foundation, and Atlanta Workforce Development Agency.

The City and DDA could spearhead the development of a similar collaboration and resulting program through partnerships with the educational and apprenticeship entities detailed below to support the development of a local workforce in architecture and construction through a façade grant program. The Atlanta Regional Commission's Community Development Assistance Program could assist in the facilitation of such a partnership.



Chapter 4: Case Studies and Programs

WORKFORCE DEVELOPMENT PROGRAMS

Existing Programs

Educational Programs

In addition to the educational programming detailed below, the Construction Education Foundation of Georgia (CEFGA), Technical College System of Georgia, and WorkSource DeKalb (WSD) are established and successful programs within the state, region, and county that could be utilized or partnered with to support the development of a local workforce in architecture and construction through a façade grant program.

Georgia Department of Education - Career, Technical, and Agricultural Education (CTAE)

The Georgia Department of Education's Career, Technical, and Agricultural Education (CTAE) integrates core academic knowledge with technical and occupational skills to prepare students for post-secondary education and the workforce. Georgia CTAE pathway course offerings leverage partnerships with industries and higher education institutions to ensure students have the skills they need to thrive in the future workforce. CTAE offers students more than 130 career pathways within the 17 career clusters.

The following Career Pathways are offered through the Architecture and Construction Cluster:

- Architectural design
- Carpentry
- Plumbing
- Electrical
- Masonry
- Machine Operations
- Welding

- Sheet Metal
- Heating, Ventilation, AC, & Refrigeration
- **HVAC** Electrical
- Furniture/ Cabinetmaking
- Industrial Maintenance

DeKalb County School District's Career, Technical, and Agricultural Education (CTAE)

The DeKalb County School District's CTAE program provides opportunities for advanced curriculum, dual enrollment, work-based learning, career awareness, career development, and employability skills in all 17 career clusters and multiple career pathways. The expansion, enhancement, and ultimately, certification, of the CTAE architecture and

construction programming at Lithonia Middle School and Lithonia High School could be assisted by the City and DDA through facilitation of partnerships with architecture and construction firms, higher education institutions, and nonprofits. The City and the DDA could support awareness of the programs through promotion and advocacy both within local schools and the community as a whole.

Industry Certified Programs

A number of high schools within the Atlanta region have Architectural Drawing & Design and Construction industry certified programs. Additional information and guidance may be provided by any one of these programs for methods by which the City and DDA could support the DeKalb County School District's CTAE program at Lithonia Middle School and Lithonia High School.

Apprenticeship Programs

Similar programs to those highlighted below could be established through a partnership with the Arabia Mountain National Heritage Area and its associated Arabia Mountain National Heritage Area Alliance to support the development of a local workforce in architecture and construction through a façade grant program.

Greening Youth Foundation Urban Youth Corps (UYC)

Greening Youth Foundation's Urban Youth Corps (UYC) focuses on the professional, economic, and character development of inner-city youth between the ages of 17 and 25 years old from challenging backgrounds. Participants receive training in the areas of conservation, urban agriculture, construction, financial literacy, cultural and societal awareness, professional development, and entrepreneurship, and are then placed into small crews to work on various projects within their community over the course of one year. In addition to working on various conservation and green infrastructure projects and being paid commensurate wages, participants receive a personal mentor, life coaching, entrepreneurship training, and career counseling. The goal of the program is to have 100% of all participants who graduate from the program to move on to either permanent employment, post-secondary education, or entrepreneurship.

WORKFORCE DEVELOPMENT PROGRAMS

Hands-On Preservation Experience (HOPE) Crew - National Trust for Historic Preservation

Since 2014, the Hands-On Preservation Experience (HOPE) Crew has completed 165 projects and trained more than 750 youth, including veterans. The program links preservation projects to local youth organizations and communities across the nation. Projects are completed through a large-scale community volunteer effort or paid training opportunity for participants, during which the Crew is instructed by a professional expert and taught techniques like repointing, carpentry, and window restoration.

Through HOPE, a group of young adults from the Greening Youth Foundation's Atlanta Youth Corps repaired and repainted the exterior of a pair of shotgun homes located on the Martin Luther King, Jr. National Historical Park. The structures, situated at the corner of Boulevard and Auburn Avenue, were built between 1905 and 1909 and are National Park Service-controlled and tenant-occupied residences. The month-long project provided the corps members with preservation trade skills and a bolstered resume.

HOPE Crew Restores a Column from a Historic Shotgun House Photo Credit: National Trust for Historic Preservation

Traditional Trades Apprenticeship Program - National Park Service

The Traditional Trades Apprenticeship Program was created by the National Park Service (NPS) to fulfill the NPS's and private industry's need for individuals with specialized skills in preserving and maintaining buildings and structures within our national parks and historic communities. The program provides hands-on, historic preservation trade skills training during an intensive six-month learning-while-working experience. In Georgia, the program is currently operating at the Chickamauga and Chattanooga National Military Park and the Fort Pulaski National Monument.





COMMUNITY AND ECONOMIC DEVELOPMENT INCENTIVE PROGRAMS

Utilizing a number of incentives, including tax credits, low-interest rate mortgages and down-payment assistance programs, the Georgia Department of Community Affairs is able to encourage private sector investment and the revitalization of communities. The City and DDA may consider utilizing the State Opportunity Zones and Rural Zones designations in an effort to realize their downtown preservation and workforce development goals. In addition, the City and DDA, in an effort to reduce downtown vacancy rates and breathe new life into Lithonia's historic commercial core, could also consider utilizing one or more of the following additional programs or resources: Federal Opportunity Zones; Georgia Agribusiness and Rural Jobs Act; Job Tax Credits; Less Developed Census Tracts; Military Zones; Enterprise Zones; Georgia Tourism Development Act; and Regional Economic Assistance Program (REAP).

State Opportunity Zones

The State Opportunity Zones program targets older commercial and industrial areas in which local governments undertake redevelopment and revitalization efforts. The incentive, which is available for new or existing businesses that create two or more jobs, is a Job Tax Credit of up to \$3,500 per job which can be taken against the business's Georgia income tax liability and payroll withholding tax. The credit is only available for areas designated by the Georgia Department of Community Affairs as an "Opportunity Zone".

Eligibility requirements:

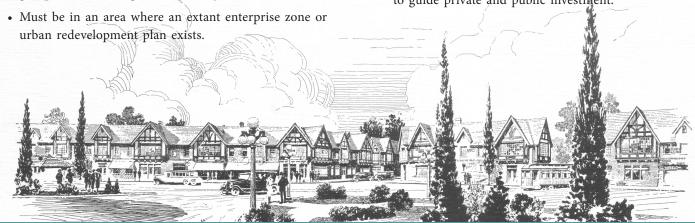
• Must be an area within or adjacent to a census block group with 15% or greater "poverty"; and

Rural Zones

The Rural Zones program targets rural downtown areas that have been adversely impacted by local economic conditions through the establishment of an incentive program to stimulate investment, job creation, and economic development. Once designated, tax credits are available for job creation activities (Job Tax Credit), investment in downtown properties (Investment Credit), and renovation of properties to make them operational (Rehabilitation Credit). The Rehabilitation Credit is equivalent to 30% of the qualified rehabilitation, not to exceed \$150,000 total or \$50,000 per year, provided two net, full-time equivalent jobs are created and maintained.

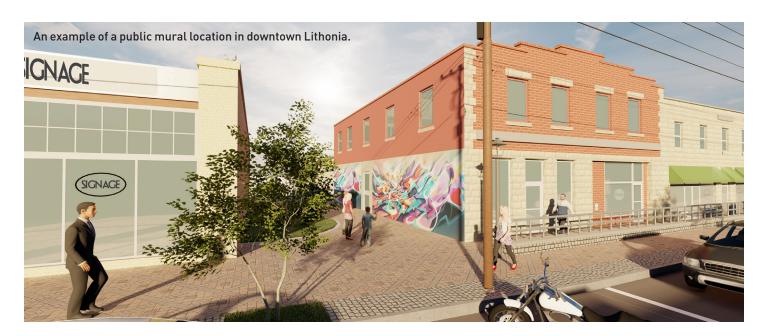
Eligibility Requirements:

- Must be a city or county with a population of less than 15,000;
- Must have a concentration of historic commercial structures at least 50 years old within the zone;
- Must prove economic distress based on poverty rate, vacancy of the downtown area, or blight;
- Must be in compliance with the state requirements regarding comprehensive planning and reporting, Service Delivery Strategy, Government Management Indicators (GOMI), and the Report of Local Government Finances;
- Must submit a feasibility study or market analysis identifying business activities that can be supported in the zone; and
- · Must submit a master plan or strategic plan designed to guide private and public investment.



Nearby Avondale Estates takes advantage of the rural zones program.

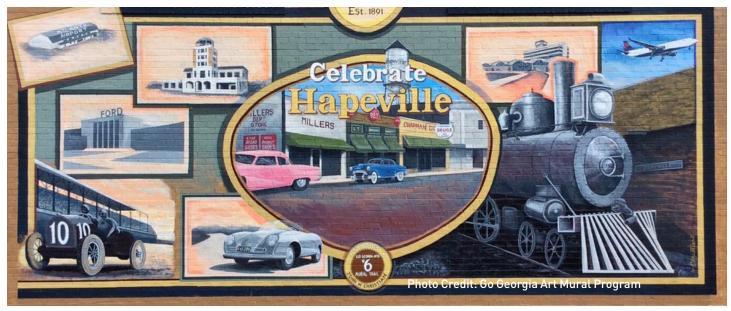
PUBLIC MURAL PROGRAMS



Public mural programs, whether it be for original artwork or the restoration of historic "ghost" signs, have been used in communities throughout the state to help revitalize historic downtowns and create a sense of place, or gathering spot, for residents and visitors alike. Public mural programs are an excellent opportunity to get local property and business owners and organizations involved in the revitalization of downtown while celebrating a community's history. These programs could be funded in part through a façade grant program in addition to the programs described in the following pages.

Go Georgia Art Mural Program

Stationed in Hapeville, the Go Georgia Arts organization offers financial assistance and arts consulting to small cities throughout the state. The organization's chief program is a mural grant. Along with John W. Christian Studios, Go Georgia Arts offers to paint a 10×10 foot mural in a small city's downtown district. Cities must have 10,000 or fewer citizens to be considered. The City must pay \$3,000 to cover design, paint, and supplies, while labor is free of cost. The organization aims to create a mural trail in these small communities that celebrates each city's unique heritage. To date, the organization has painted 19 murals in 17 small cities.



PUBLIC MURAL PROGRAMS

Color the World Bright

The University of Georgia's Lamar Dodd School of Art boasts a unique program - Color the World Bright - to create and restore public murals. Initially devised as a service element of studyabroad trips to the Caribbean and Central America, the Color the World Bright program brings teams of students together to collaborate on commissions and community projects ranging from an original mural, Never Forgotten, commissioned to honor veterans in Rutledge, to the restoration of historic "ghost" signs in Madison and Greensboro. In 2019, Color the World Bright worked with the Conyers-Rockdale Council for the Arts and City of Conyers to restore historic signs on The Pointe (c. 1925) depicted on the facing page. Three sides of the building's exterior feature advertisements for Coca-Cola and Walker-Owens Furniture, the name of the locally-owned furniture warehouse that formerly occupied the building. Restoration of the signs was made possible through the donation of in-kind goods and services by several local businesses and organizations.

Coco-Cola Company

Beginning in the late 1800s, the Coca-Cola Company began using large stencils and the official Coca-Cola red to paint wall signs on buildings across the country. Accounting for a quarter of their advertising budget nearly a century ago, these signs were eventually replaced with billboards. Demand for restoration of these historic "ghost" signs has soared over the past decade as community's strive to restore their historic downtowns. Working with its bottling partner in North Carolina, Consolidated, and specialty painter Jack Fralin, Coca-Cola restored the iconic Coca-Cola sign on Manuel's Tavern (c. 1956) for its grand reopening in 2016. Coca-Cola evaluates historic "ghost" sign restoration requests on a case-by-case basis, depending on the significance of the sign.







FAÇADE GRANT PROGRAM IMPLEMENTATION

To successfully implement a façade grant program, partnerships and community engagement are key. Collaboration between the City and DDA is paramount - however, significant outreach to property owners and tenants, architects and contractors, and real estate agents and community representatives, among others, is necessary. The following section describes the various elements essential to effectively implementing a façade grant program, including program funding, a check-list of program elements, and program promotion.

Program Funding

Façade grant programs are funded through a variety of means. The City and DDA can leverage one or more of the following funding strategies. The combination of funding sources is often necessary.

Tax Districts

Many cities leverage tax districts to fund façade grant programs. Examples of tax districts that have funded these programs include Community Improvement Districts (CIDs), Tax Allocation Districts (TADs), and Special Tax Districts. For example, the City of Madison allocates a portion of the tax revenue from its Special Tax District to support its façade grant program.

DDA Budget

DDAs may also provide funding for façade grant programs out of their own annual budget. For example, the City of Norcross DDA allocates \$10,000 of its yearly budget to its façade grant program.

Donations

Some façade grant programs are funded through donations. The City of Clarkesville DDA supports its façade and sign grant program through fundraisers and donations.

Federal and State Grants

Other façade grant programs rely on federal and state community development or economic development grants paired with other City-sourced revenue.

Low Interest or No-Interest Loans

Private lenders may be able to provide loans at little to no interest for a façade grant program, particularly local lenders with a community focus.

Main Street and Historic Preservation Organizations

Main Street America's "Made on Main Street" provides community action grants of \$25,000 for innovative beautification projects.



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FAÇADE GRANT PROGRAM IMPLEMENTATION

CHECK-LIST OF PROGRAM ELEMENTS

☑ Legal Structure for Distribution of Funds

To legally implement a façade grant program with local government funding, the grant funds must be distributed through a DDA or a third-party nonprofit. Both DDAs and nonprofits may receive funds from local governments as well as administer grants to private parties.

Amount of Annual Funding for Program

The total annual funding available for the grant program should be established. The funds can be obtained through one or more of the funding strategies described above.

Amount of Matching Funds Available for Each Project

The match limit for individual grants (e.g. 50% up to \$1,500) should be established and clearly stated in the grant application or other program materials. A maximum number of grants to be awarded per cycle may also be established.

☑ Types of Improvements Eligible for Funding

Eligible (e.g., cleaning, painting, fabrication and installation of awnings, etc.) and ineligible improvements should be determined and clearly stated in the grant application or other program materials. For example, some programs do not permit grant recipients to purchase new windows with grant funds, keep grant money to pay for sweat equity, or use the funds to pay for equipment.

☑ Decision-Making Body That Will Review Applications

The review and evaluation of grant applications should be assigned to an individual or entity. The establishment and utilization of a review schedule (e.g., 30 days), as well as clear evaluative criteria, will encourage participation in the program.

Documentation Required from Applicants

The documentation required for the completion of a grant application should be determined and clearly described in said application or other program materials. For example, some programs require multiple bids from contractors while others require design renderings.

☑ Time-Limit for Project Completion

If desired, the administering organization can establish a time restriction on project completion (e.g., 6 months), as well as a maintenance period (e.g., 3 years), to ensure prompt completion and continued maintenance of the

FAÇADE RENDERINGS

Many resources should be utilized when establishing guidelines for a façade grant program. In addition to the following façade renderings, thorough reference to the *Lithonia*, *Georgia: Proposed Design Guidelines* (April 2012) could help inform the development of tailored guidelines. Finally, thoughtful deliberation, and possible further research into the history of each downtown building, by the City and DDA, a newly established Historic Preservation Commission, or other qualified entity may provide the most comprehensive method for the development of Lithonia-specific, preservation-oriented program guidelines.





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Exampe of an infill/addition

egulated colors approved by the City Storefront to match historic character with storefront framing to resemble wood - painted or stained within

Standard placement for signage above awnings.

Roof cornice updated to historic character. Standard placement for signage above awnings.

Replace aluminum door and window painted or stained within regulated framing to a material resembling historic storefront - wood can be colors approved by the City.

storefront - wood can be painted or stained

colors approved by

the City.

within regulated

resembling historic

framing to a material

Replace aluminum

door and window

Standard placement

for signage above

awnings.

awning to match historic Solid colored, fabric

and window framing to a historic storefront - wood can be painted or stained Replace aluminum door within regulated colors material resembling

signage above awnings. Standard placement for

Replace aluminum door and window framing to

a material resembling historic storefront -

character.

stained within regulated wood can be painted or

colors approved by the

approved by the City.

signage

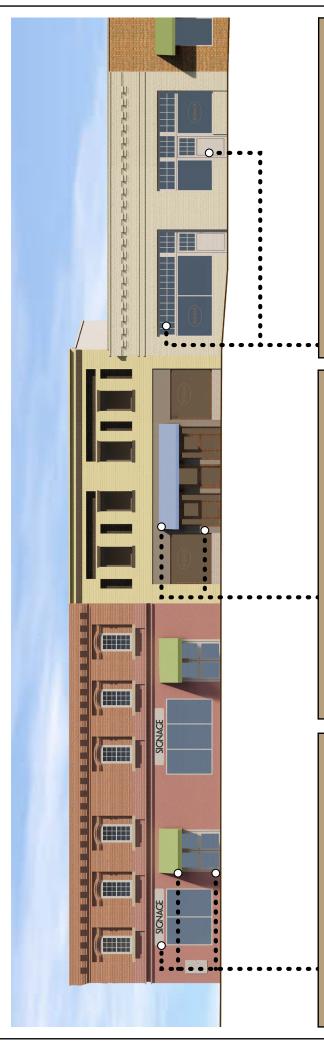
Appropriate location for

GENERAL NOTES

Standard placement for signage above awnings in the entablature.

Secondary signage (for pedestrians) on the windows. Recommend one window signage per storefront. Allow hanging signs compatible with the historic character of the district.

Recommend the City to develop a color palette based on historic character (ex. natural stone, brick, painted or stained wood, green awnings etc.).



Standard placement for signage above awnings.

Solid colored, fabric awning to match historic character.

Replace aluminum door and window framing to a material resembling historic storefront - wood can be painted or stained within regulated colors approved by the City.

Solid colored, fabric awning to match historic character.

Replace aluminum door and window framing to a material resembling historic storefront - wood can be painted or stained within regulated colors approved by the City.

Replace aluminum door and window framing to a material resembling historic storefront - wood can be painted or stained within regulated colors approved by the City.

Appropriate location for signage

GENERAL NOTES

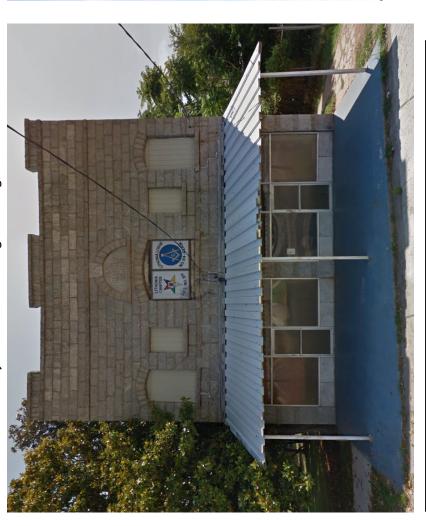
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Allow hanging signs compatible with the historic character of the district.

Recommend the City to develop a color palette based on historic character (ex. natural stone, brick, painted or stained wood, green awnings etc.).

Front Elevation - Conyers Street Building (existing)



GENERAL NOTES

Standard placement for signage above awnings in the entablature.

Secondary signage (for pedestrians) on the windows. Recommend one window signage per storefront.

Allow hanging signs compatible with the historic character of the district.

Recommend the City to develop a color palette based on historic character (ex. natural stone, brick, painted or stained wood, green awnings etc.).

Front Elevation - Conyers Street Building (recommendations)



Remove boards and replace second story windows.

Standard placement for signage above awnings.

Replace aluminum door and window framing to a material resembling historic storefront - wood can be painted or stained within regulated colors approved by the City.

City of Lithonia, Georgia



PART A

APPENDIX

FAÇADE GRANT PROGRAM COMPARISON

FAÇADE GRANT PROGRAM COMPARISON

In addition to the case studies presented in Chapter 4, the following table outlines some common features included in thirteen different façade grant programs in Georgia. This table demonstrates the range of options, but ultimately, the City and the DDA should decide which features meet its program goals.

City	Historic Preservation Requirements	Funding Recapture if Incomplete	Maintenance Requirement	Number of Bids Required	Grants Allowed per Business	Processing Time	Time Limit for Project Completion	Maximum Matching Funds
Carrolton, GA	Yes	Yes	5 years	2	1 per year	Reviewed once a month	1 year	\$2,500
Clarksville, GA	Yes	Yes	N/A	1	1 per 3 year period	Once a month	90 days	\$2,000
College Park, GA	No	Yes	5 years	N/A	1 per 2 year period	Reviewed quarterly	Not specified	\$5,000
Conyers, GA	Yes	Yes	N/A	N/A	1 per business premises	Once a month	120 days after start date	\$3,000
Dahlonega, GA	Yes	Yes	5 years	1	No more than \$2,000 in a 5 year period	Reviewed once a month	6 months	\$1,500
Douglasville, GA	Yes	N/A	N/A	N/A	1 Awarded twice a year		N/A	\$3,000
Greensboro, GA	Yes	Yes	N/A	N/A	1 per year	30-45 days	6 months	Typically \$500; larger projects \$1,000
Hapeville, GA	No	Yes	N/A	1	1 per year	Reviewed once a month	3 months	\$2,500
Kennesaw, GA	Yes	Yes, but extension possible	10 years	1	1 per 5 year period	Reviewed quarterly	120 days	\$5,000
Milledgeville, GA	Yes	Yes	N/A	2	N/A	Reviewed once a month	6 months	\$1,500
Norcross, GA	Yes	Yes	5 years	1	N/A	4 weeks	90 days-1 year depending on project size	\$1,500
Stockbridge, GA	Yes	Yes	2 years	N/A	1 per year	Within 60 days of deadline	N/A	\$5,000
Stone Mountain, GA	Yes	Yes	5 years	1	No more than \$2,500 in a 2 year period	N/A	6 months	\$2,500

PART B

APPENDIX

FAÇADE GRANT PROGRAM DOCUMENTATION

Conyers Downtown Development Authority Façade Grant Program

<u>Purpose</u>: The Conyers Downtown Development Authority Façade Grant Program is designed for the beautification and restoration of storefronts and facades in order to promote pleasing aesthetics, economic growth and vitality within the Conyers Historic District (also the Downtown District). The Façade Grant Program provides an incentive for property owners to rehabilitate and enhance awnings, signage and painting of buildings in the Historic District. It is the intent of the Conyers Downtown Development Authority that by awarding grants through the Façade Grant Program, it will stimulate and attract new investors, businesses and residents to the Olde Town Conyers community.

Eligibility: Properties must be located within the legal boundaries of the Conyers Historic District (see attachment). The program is open to both owners and tenants; however, the owner must sign the Conyers Downtown Development Authority Façade Grant Agreement.

Program Requirements: Applicants will be required to complete and submit an application form. The following program guidelines also apply:

- 1. Applicants must complete the attached grant application and submit to the Conyers Downtown Development Authority before proposed grant application work commences.
- 2. Program matching funds will be allocated at a maximum of \$3,000 of the total project cost per project for eligible properties.
- 3. Applicant must provide proof that all property taxes are current and that the subject property is properly insured.
- 4. The Conyers Downtown Development Authority will administer grants on a calendar year basis not to exceed \$12,000, or as funds are available. The Conyers Downtown Development Authority will make final determinations on individual project eligibility and can reject any application based upon required insufficient program funds.
- 5. All required municipal or governmental permits must be obtained prior to construction beginning.
- 6. Funds will be provided upon completion of work and payment of all funds due for work must be paid in full. Executed contracts and/or contractor invoices and cancelled checks must be presented prior to disbursement of program funds. An inspection by a member or members of the Conyers Downtown Development Authority will be conducted prior to funds being awarded.
- 7. Construction must commence within 60 days of approval for funding and be completed within 120 days after construction start date. Requests for time extensions must be submitted in writing and will only be approved upon the express written consent of the Conyers Downtown Development Authority.
- 8. Program funding is only allowed once per business premises.
- 9. Applicant must agree to abide by the items outlined in the General Design Guidelines.

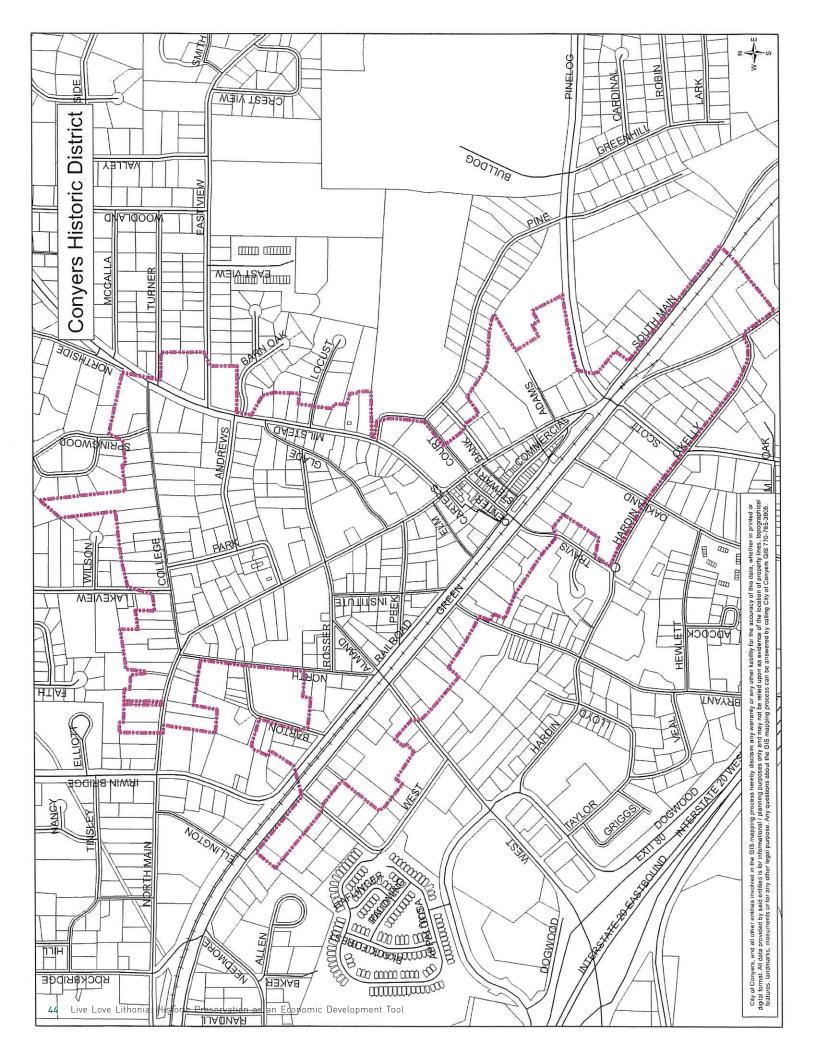
General Design Guidelines:

- 1. The criteria for the Conyers Downtown Development Authority will be based on the Secretary of the Interior's Standards for Rehabilitation and the City of Conyers Design Guidelines, a copy of which is on file in the office of Planning and Inspection Services and available at conversga.com. City of Convers Downtown District regulations must be followed and the Historic Preservation Commission must approve projects as specified by the ordinance prior to the Conyers Downtown Development Authority Board's consideration of the project.
- 2. Changes to the façade of the buildings will not remove, alter, damage, or cover up significant architectural features of the building which are original or which reflect a major alteration that is itself architecturally coherent, or which help create a unified and attractive appearance to the building.
- 3. Changes to the façade of buildings will either: 1) partially or fully restore the appearance of the building based on actual evident, including photographs, written documentation, data on the building or site other data, or 2) represent a modern treatment which blends into and is compatible with the building and adjoining buildings.
- 4. In general, the Conyers Downtown Development Authority will encourage repair and preservation of existing features of facades, unless alterations to these facades have resulted in an incoherent, unattractive or inharmonious appearance. While encouraging correction or such alterations, the Convers Downtown Development Authority Board will advocate minimal alterations of harmonious features.
- 5. For facades which have previously been substantially altered and for which a modern treatment is chosen, such a treatment will conform with the features, materials, rhythms, color and general appearance of the building and those adjoining, particularly if the building is one in a row of buildings with identical or similar design features.
- 6. Paint colors will either be based on original colors obtained from paint samples on the buildings, or be approved colors found in the paint palette for the Downtown District. Trim colors, also from approved colors found in the paint palette for the Downtown District, which highlight building details, will be encouraged.
- 7. The size, color and shape of a sign should complement the building and add to the historic flavor of the area. All signage should comply with Downtown District regulations found on conversga.com (Title 8 Planning and Development/Chapter 7/Section 8-7-41). The Historic Preservation Commission must approve signage prior to project consideration by the Conyers Downtown Development Authority Board.
- 8. The surface cleaning of the structures will be undertaken with the gentlest means possible. Cleaning methods that damage the historic building materials—particularly sandblasting—shall not be undertaken.

Application and Selection Process: Applications may be obtained in person at the Conyers Welcome Center, 901 Railroad Street, Conyers, Georgia 30012. Following completion and submission of the application, the project will be presented to the Conyers Downtown Development Authority for approval. The Conyers Downtown Development Authority will meet as needed (not more than once per month) to provide input, make suggestions to the scope of work and approve or deny individual projects. Upon approval of the Conyers Downtown Development Authority Board of Directors at a regularly scheduled monthly meeting, the grant application will be executed and the project can proceed.

NOTE: The Conyers Downtown Development Authority shall be held harmless for any disputes that may arise under any contracts between the applicant and contractor.

<u>Rights Reserved</u>: The Conyers Downtown Development Authority reserves the right to reject any application. The specific program guidelines herein are subject to revision or amendment by the Conyers Downtown Development Authority Board of Directors. The Conyers Downtown Development Authority may discontinue this program at any time, subject to the availability of program funding.



Conyers Downtown Development Authority Façade Grant Program Application Form

1. Applicant Information
Name:
Business Name:
Home Address:
Cell Phone: Business/Home Phone:
Email Address:
2. Project Information
Building Location:
Business(es) Located in Building:
Type of Business: Building Age:
Owner on Record:
If Leased: Lease Expires
3. Project Description
Describe in detail the proposed scope of work, including the contractor selected to perform the work. Use separate sheet if necessary.

Anticipated Construction Start Date:	Standard Commission Co
Anticipated Construction Completion Date:	
Total Project Cost:	
4. Other Required Documentation to be submitted with A	application
A. Contractor quotes/bid for total project	
B. Photographs of proposed project site	
C. Renderings of façade or signage	
D. Proof of property and liability insurance	
Signature of applicant	Date



FACADE IMPROVEMENT PROGRAM PROGRAM OVERVIEW



DEVELOPMENT AUTHORITY 4640 NORTH HENRY BLVD. STOCKBRIDGE, GA 30281

PROGRAM OBJECTIVES

Design changes that take place at commercial properties are a critical part of any successful revitalization strategy. Customers want to shop in an attractive and inviting environment, not in one that is poorly designed or maintained. Property owners want to generate adequate rents from their commercial properties while lessees want to have pride in their place of business. Stockbridge Downtown Development Authority (SDDA) vision is to improve the quality of life for its citizens by fostering an economically viable Downtown district that is culturally diverse where citizens can work, live and play. In order to reach this goal, Stockbridge Downtown Development Authority (SDDA), in collaboration with the City of Stockbridge, has established a Facade Grant Improvement Program. The program will be administered by the Facade Grant Committee of the Stockbridge Downtown Development Authority and will offer technical and financial assistance to commercial property owners seeking to renovate or restore the exterior of their buildings.

FINANCIAL ASSISTANCE

The City of Stockbridge provides matching grant money to be awarded to potential commercial projects in the Downtown Area (map attached) pursuant to the façade improvement program. Funding for approved façade projects will be paid through a reimbursement process. After an approved project has been completed and the work has been paid for, the applicant will be reimbursed for 50% of the project for maximum amount of \$5,000.00. How much an applicant is awarded is determined by the number of grant applications received and how the project scores within the set criteria. Grant assistance is limited by the amount available to the Stockbridge Downtown Development Authority. The applicant may apply for only one grant annually per building.

ELIGIBILITY CRITERIA

All improvements must comply with standards set forth in the City of Stockbridge Zoning Ordinance, Downtown Façade Guidelines and Objectives, and all applicable Building and Maintenance Codes. All signs and most exterior improvements must be approved

by Main Street and the Planning & Zoning Dept. More information on these standards can be obtained at the City of Stockbridge Department of Planning & Zoning.

Applicants for participation in the program must meet the following eligibility criteria:

- Applicants must be property owners, or be tenants with written permission from property owner
- Properties must be up to date on all property and income taxes
- Property must be in the Downtown Area (map attached) **
- Tenants must have a minimum of two years remaining on their lease or an option to renew
- The project must support a commercial business

ELIGIBLE IMPROVEMENTS

- Removal of materials which cover original architectural details
- Repair and/or replacement of original architectural details
- Replace of original architectural details
- Window repair or replacement including window framing (must match original size, style, and scale)
- Repainting and repair of façade
- Exterior lighting
- Gutters, and downspouts
- Other improvements can be made if they meet the objectives of the program and have prior written approval of the Stockbridge Downtown Development Authority (SDDA).

INELIGIBLE IMPROVEMENTS

- IMPROVEMENTS MADE PRIOR TO GRANT APPROVAL
- Interior improvements
- Removal of architecturally important features
- New construction and additions

- Sweat equity (payments for applicants own labor)
- Residential properties

HOW ARE PROJECTS SELECTED?

Applications will be ranked and selected based on a clear and documented set of evaluative criteria. Depending on the number of applications, we may assign "waiting list" status to projects that qualify for selection, but do not rank as high as other applications selected for funding.

The evaluative criteria are as follows:

- 1. Impact: Overall impact of the project on the Downtown Business District. Is the project in a highly visible location that has significant impact on surrounding properties? Does the project fall into a priority-funding category?
- 2. Sustainability/Permanence: How permanent are the improvements (signs are more changeable than new glazing, for example), and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease?
- 3. Community Contribution: Is the applicant a good neighbor? Is the area around the business kept clean and free of debris on a consistent basis? Does the applicant actively promote downtown Stockbridge and their own business?
- 4. Financial Leverage: How much private investment will be leveraged versus just the grant funding.

GENERAL CONDITIONS

- It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations.
- It is expressly understood and agreed that work completed prior to final approval is ineligible for funding.
- It is expressly understood and agreed that the applicant will not seek to hold the Stockbridge Downtown Development Authority and/or its agents, employees, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Facade Improvement Program.

- The applicant shall be responsible for maintaining valid and sufficient insurance coverage for property damage and personal injury liability relating to the Facade Improvement Program.
- The applicant agrees to maintain the property and improvements, including, but not limited to, promptly removing graffiti, trash, and sweeping and shoveling in front of the property.
- The applicant agrees to return a pro-rated amount of the grant money received if the improvement is removed within two years.
- The applicant must begin the project within three months of being notified that they have been awarded the grant and must complete the facade project within twelve months of beginning the project.
- The applicant authorizes the Stockbridge Downtown Development Authority to promote an approved project, including but not limited to displaying a sign at the site, during and after construction, and using photographs and descriptions of the project in the SDDA and/or City of Stockbridge materials and press releases.
- The applicant has read and understands the "Stockbridge Downtown Development Authority Facade Improvement Program Overview" document outlining program guidelines and procedures.
- The applicant understands that the Stockbridge Downtown Development Authority reserves the right to make changes in conditions of the Facade Improvement Program as warranted.

PROCEDURE

The application process is as follow:

- Applicant obtains an application for a Facade Grant from the Stockbridge Downtown Development Authority by downloading it at http://www.stockbridgegadda.com/.
- 2. All signs and most exterior improvements in the Downtown Area must be approved by the Planning & Zoning Dept. and/or Main Street before submitting an application. For more information on the Main Street's meetings and on the standards used please contact Kira Harris-Braggs at 678-833-3306, or email at kharris-braggs@cityofstockbridge-ga.gov.
- 3. Applicant mails an application postmarked on or before the deadline or deliver an application, along with color photographs that show existing building conditions,

detailed sketches or drawings of the proposed improvements (including placement, color, dimensions, and materials), two separate itemized bids from two separate contractors on their letterhead, and any other additional information that may be considered during the review process. Mailing and Delivery Address: 4640 North Henry Boulevard, Stockbridge, GA 30281.

- 4. The Stockbridge Downtown Development Authority (SDDA) will review all applications and determine which projects will be funded and what amounts each will receive. Applications will be scored based on the set criteria which included impact to the downtown business district and other factors. Projects that score higher are more likely to receive funding. Projects that do not score as high may not be funded or may be funded at a lesser amount.
- 5. The Stockbridge Downtown Development Authority will notify each recipient of the results within 60 days after the grant submission deadline. The successful applicant will need to sign a contract with the Stockbridge Downtown Development Authority before any work may begin, and within 30 days of being notified of the grant award.
- 6. When the Stockbridge Downtown Development Authority (SDDA) has received the signed contract, the applicant may begin their work. After an approved project has been completed and the work has been paid for, the applicant will be reimbursed for 50% of the project for maximum amount of \$5,000.00.
- 7. If applicant desires to make significant changes to a project or to a project's scope after signing a contract without written approval by the Stockbridge Downtown Development Authority, the Applicant may have to forfeit the grant.
- 8. Once the project begins, a Façade Improvement Program sign will be placed at the project location for the length of the project. (Sign will be provided)
- 9. A representative of the Stockbridge Downtown Development Authority or Planning & Zoning Dept. may conduct site inspections. Any minor changes in the approved work must have prior written approval of the Stockbridge Downtown Development Authority.

10. Applicant must submit copies of cost documentation (invoices, etc) along with copies of all cleared checks or method of payment to the Stockbridge Downtown Development Authority for reimbursement.

FUNDING AVAILABILITY

The Stockbridge Downtown Development Authority reserves the right to discontinue or modify funding for this program; however, all approved grants will be fulfilled as per contracted agreement.

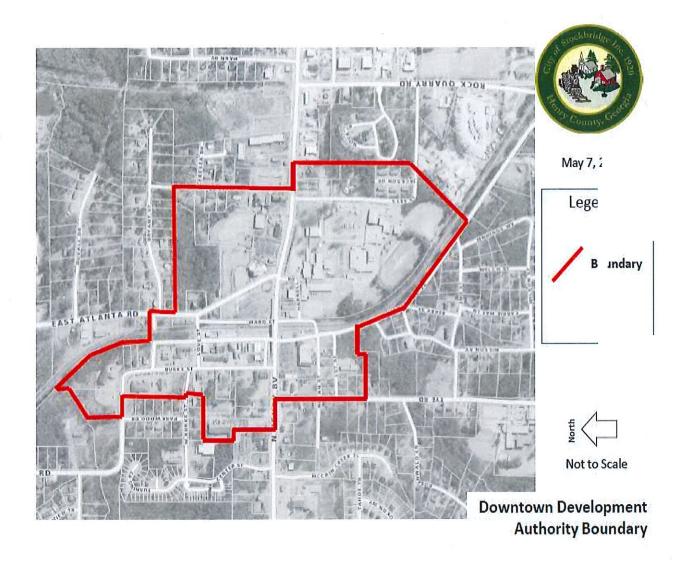
CHANGES TO THE FACADE AFTER COMPLETION

Participants must agree not to change or alter the improved façade without prior written approval from the Stockbridge Downtown Development Authority for 2 years from the date of reimbursement.

APPLICATION & INFORMATION

All applicants need to meet with either the Chairperson or a member of the Facade Grant Program Committee prior to filling out an application. Contact Authorized Board Member via email: RClarke-dda@cityofstockbridge-ga.gov.

DOWNTOWN STOCKBRIDGE MAP **FACADE GRANT BOUNDARIES**





2019 DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM GUIDELINES AND APPLICATION

Administered by the City of Stone Mountain Downtown Development Authority

Program Guidelines

- Façade Grants are available for exterior restorations/repairs of permanent buildings on a first come, first serve basis.
- The amount of the grant will be determined by the Board of Directors based on the funds available and the number of requests under consideration.
- The façade grant program operates in the City of Stone Mountain's commercial district, specifically within the locally designated downtown development area. Priority, however, will be given to businesses within the historic downtown commercial section (see attached map).
- Eligible applicants are downtown commercial property owners and business owners. Property owners must co-sign applications by business owners.
- Grant awards should not exceed \$2,500 in a two-year period per location. Funding must be matched dollar for dollar with total dollars being reimbursed not to exceed the grant amount.
- Project improvements funded with façade grants are to remain in place and maintained in good order for a minimum of five years. Any graffiti or vandalism should be promptly repaired. If improvements are removed or not maintained during the minimum five-year period, the DDA may at its discretion seek reimbursement for the full amount of the façade grant funds that were paid to the participant.
- All local taxes, licenses, and permits must be current during the minimum five-year maintenance period.
- Applicants are fully responsible for all aspects of the project and relationships with contractors and suppliers. Applicants must secure all necessary municipal permits before beginning construction, including Certificate of Appropriateness from the Historic Preservation Commission, if needed.
- Applicants must complete the work within six months of being approved and all grants
 must be closed out and reimbursements made within twelve months of the award notice.
 The DDA Façade Improvement Program will not consider applications on projects where
 the work has already been started.



Project Eligibility

Eligible projects should visibly improve the unique historic character of the storefront or back entryway or allow the non-conforming storefront to better fit within the historic area. These funds are available for exterior improvements only and may be applied to a front, side or rear façade, provided the façade faces a public street or parking lot. All work must align with the Secretary of the Interior's Standards for Rehabilitation (see attached).

ELIGIBLE PROJECT EXAMPLES

- Appropriate signage
- o Awnings
- o Exterior painting
- o Window, door, and storefront or back entry feature restorations and changes
- Landscaping

NOT ELIGIBLE PROJECT EXAMPLES

- General maintenance other than painting
- Roofs
- Personal property & equipment
- Window replacement
- Vinyl Siding
- Window tinting
- Lighting
- Interior window coverings and other interior renovations
- Security systems
- Nonpermanent fixtures
- Billboards
- Equipment Rental
- Fees and Permits

HOW DO I SUBMIT MY APPLICATION?

First schedule a conversation with Theresa Hamby (thamby@newsouthassoc.com, (770-498-4155) to talk about your project and determine if a Certificate of Appropriateness is needed.

The application form can be found on page 5 of this document.

Applications and accompanying documents should be hand delivered to City Hall or submitted by mail to: DDA, City of Stone Mountain, 875 Main Street, Stone Mountain, GA 30083.



HOW WILL MY APPLICATION BE EVALUATED?

Applications submitted for the grant will be evaluated for approval based on the following points:

- The extent of the overall proposed project and if the work advances the goals of improving the building's appearance
- Whether or not applicant is using local businesses for the design work
- The impact of the project on downtown streetscape
- The original condition of the building and the need for the proposed change
- The extent to which the original building features and/or significant modifications are preserved
- The removal of historically inappropriate alterations
- The prominence of the building
- The quality of the proposed work
- Frequency of grants requested; so that funds may be available to assist as many properties as possible

HOW WILL I FIND OUT IF I HAVE BEEN APPROVED?

The Design Committee will review the application then make a recommendation to the DDA Board of Directors to approve. You will receive in writing a formal acceptance letter stating the amount that you have been awarded by the Grant Program or you will receive a letter stating the grounds on which your application was denied.

ONCE I HAVE BEEN APPROVED HOW DO I GET MY MONEY?

You have one year from your date of approval of your grant to complete the work. If work is not completed in one year the grant will become void. Once work is complete a member of the Board and the Downtown Development Director must conduct a final inspection before grant funds are paid. The following must be submitted:

- Grant Project Expense Report for the work approved for the grant detailing the name, date paid, amount paid, and description of the work performed for all vendors and contractors
- Receipts and invoices with evidence of payment for the Grant Project Expense Report.
- Report by the Downtown Development Director to the DDA
- Before and after photographs of completed work.

We thank you for your interest in our City!



THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

Standard 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Standard 3: Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

Standard 4: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

Standard 5: Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

Standard 6: Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.

Standard 7: Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

Standard 8: Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

Standard 9: New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

Standard 10: New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



FAÇADE GRANT APPLICATION

Please read the Façade Grant Guidelines before completing the application. Please type or print all entries.

Applicant	Information

Business Name :		
Contact Name :		
Business Address :		
City, ST, ZIP :		
	formation (if different from Appli	
Property Tax Parcel II	D for project location:	
Property Owner :		
Project Description.	Check box and attach Historic	Preservation Commission approval if needed.
Print Project Descripti	ion Check boy [] if Project description	n or other plans, drawing, photos are attached.
Time Troject Descripti	on. Check box 🖂 if I Toject descriptio.	if of other plans, drawing, photos are attached.
Estimated Cost of P	roject (attach detailed budget)	: \$
Amount of Façade C	Grant Requested (See Guidelines)	: \$
I have read the guide accurate and true.	elines and affirm that to the best	of my knowledge all the entries on this application are
Signature of Applicant	t	Signature of Owner (if different from applicant)
Print Name of Applica	ant	Print Name of Owner (if different from applicant)

APPENDIX

HISTORIC PRESERVATION FUNDING SOURCES

HISTORIC PRESERVATION FUNDING SOURCES

A number of funding sources, both at the state and federal level, as well as through private foundations, are available for historic preservation projects. The City and DDA should consider utilizing any number of these in their effort to preserve the historic downtown and support the development and retention of a local workforce skilled in its rehabilitation, as well as to reduce downtown vacancy rates. The state level grants and loans, as well as state and federal tax incentives, relevant to the aforementioned goals are outlined below. Additional information regarding these and other incentives may be found through the Georgia Department of Natural Resources Historic Preservation Division's website.

Grants

Georgia Department of Economic Development / Georgia Council for the Arts

Provides Tourism Product Development Grants to communities who participate in the Tourism Product Development Resource Team program for tourism and arts projects, including the rehabilitation of historic properties.

Georgia Department of Natural Resources

Historic Preservation Division

Georgia Heritage Grants

Provides matching funds to local governments & nonprofits for the preservation of State/National Register-eligible properties.

Historic Preservation Fund Grants

Provides matching grants to certified local governments for projects that aid in the preservation of historic properties, such as historic resource or archaeological surveys, information and education projects, and rehabilitation projects.

Recreational Trails Program Grants

Provides Federal Highway Administration grants to qualified local governments, authorized commissions, and state and federal agencies for trail-related projects, including the rehabilitation of trail-related facilities.

Georgia Department of Transportation

Provides Transportation Enhancement (TE) program funds to government entities for projects that provide aesthetic and functional improvement to historic, natural, and scenic areas.

Safe, Accountable, Flexible, Efficient Transportation Equity Act

Provides reimbursement funds to state and local government agencies for transportation-related project enhancements, such as the historic preservation and rehabilitation of historic transportation buildings, structures, and facilities.

United States Department of Agriculture (Georgia)

USDA Rural Development Funds

Provides Community Facilities loans and grants to cities, towns, and unincorporated areas with a population of 20,000 or less for improvements to, and rehabilitation of, community facilities.

Rural Business Development Grants

Provides Enterprise grants to rural public entities to benefit small and emerging businesses in rural areas, including the construction, conversion, or renovation of buildings.

HISTORIC PRESERVATION FUNDING SOURCES

Loans

Georgia Cities Foundation

Provides low-interest loans to DDAs or similar entities for development projects to revitalize and enhance downtowns.

Georgia Department of Community Affairs

Community Development Block Grant Loan Guarantee Program

Provides grant funds to "non-entitlement" local governments for the rehabilitation of real property owned or acquired by the public entity or its designated public agency, as well as the acquisition, construction, reconstruction, rehabilitation, or installation of commercial or industrial buildings, structures, and other real property, equipment, and improvements.

Downtown Development Revolving Loan Fund

Provides below-market rate financing to assist cities, counties, and development authorities with a population of 100,000 to fund capital projects in core historic downtown areas and adjacent historic neighborhoods to spur commercial redevelopment.

Redevelopment Fund

Provides flexible financial assistance, including grants and loans, to "non-entitlement" local governments to assist with the implementation of economic and community development projects, including commercial, downtown, and industrial redevelopment and revitalization projects initiated by public/private partnerships.

Tax Incentives

State Tax Incentives

All properties must be listed in, or eligible for, the National/Georgia Register of Historic Places, either individually or as part of a National/Georgia Register Historic District. Project work must meet the Secretary of the Interior's Standards for Rehabilitation and the Georgia Department of Natural Resources Standards for Rehabilitation.

State Preferential Property Tax Assessment for Rehabilitated Historic Property

Provides a county property tax assessment freeze of personal residences and income-producing properties for 8+ years if the fair market value of the building has been increased by 50-100%.

State Income Tax Credit for Rehabilitated Historic Property

Provides a state income tax credit equaling 25% of qualifying rehabilitation expenses capped at \$100,000 for a personal residence, and \$300,000, \$5 million, or \$10 million for all other properties.

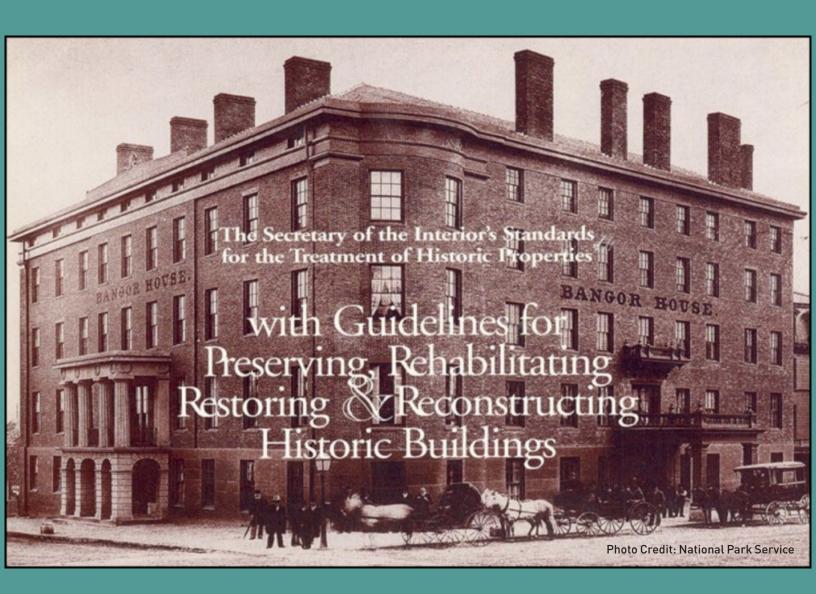
Federal Tax Incentives

Federal Rehabilitation Investment Tax Credit (RITC)

Provides a federal income tax credit equal to 20% of the project's qualified rehabilitation expenses for income-producing properties listed in, or eligible for, the National Register of Historic Places.

Charitable Contribution Deduction

Provides a one-time charitable contribution tax deduction for the placement of a conservation easement on a building's façade for property listed in the National Register of Historic Places.



PART D

APPENDIX

5-MILE RADIUS ECONOMIC OVERVIEW

"Lithonia, GA" refers to the 5-mile buffer around the City of Lithona as described in Chapter 2.

Demographic Profile

The population in the Lithonia, Ga * was 207,997 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 106,178 with a participation rate of 66.5%. Of individuals 25 to 64 in the Lithonia, Ga * , 27.1% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the Lithonia, Ga * is \$50,122 and the median house value is \$116,115.

Summary¹

Property			Percent			Value	
Population		•	Goorgia	LICA	•	Goorgia	LICA
Propulation (ACS) — — — 207,997 10,201,635 31,004,400 Male 454% 48,7% 49,2% 94,526 4,968,887 15,018,733 Female 454% 48,7% 49,2% 94,526 4,968,887 150,188,564 Median Age ¹ — — — — 35.8 36.4 273,865,64 Under 18 Years 26.4% 24.9% 2.29% 54,800 2,499,203 73,601,279 38 to 24 Years 8.9% 9.9% 9.7% 18,520 1,008,000 41,041,279 28 to 34 Years 3.13% 13.3% 13.4% 30,598 1,407,042 40,613,641 45 to 54 Years 1.17% 1.33% 13.4% 13.4% 30,598 1,407,042 40,611,134 55 to 64 Years 6.9% 7.9% 8.0% 1,407,042 40,747,538 75 Years, and Over 3.4% 4.9% 6.3% 7,125 498,033 20,212,122 8ace: State Orificar Africar American 1.2%	Demographics	Littionia, Ga	Georgia	USA	Litiloilla, Ga	Georgia	USA
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65 to 74 Years 6.9% 7.9% 8.6% 14,250 802,397 27,503,389 75 Years, and Over 3.4% 4.9% 6.3% 7,125 498,033 20,229,000 Race: White 15.9% 59.4% 73.0% 33,106 6,661,821 234,370,202 Race: White 15.9% 59.4% 73.0% 33,106 6,661,821 234,370,202 Race: Alan 79.4% 31.3% 12.7% 165,138 3,195,268 40,610,815 Race: Asian 1.3% 3.3% 5.4% 2,615 388,946 17,186,320 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,577 570,116 Race: You or More Races 1.8% 2.3% 1.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 3.3 1.0% 36,379 237,241 10,081,044 Hispanic or Latino (of any race) 6.0% 6.3% 106,178 4,978,910 161,559,470 Poolplation Growth 5.0%	45 to 54 Years	14.7%	13.8%	13.4%	30,598	1,407,042	43,091,143
75 Years, and Over 3.4% 4.9% 6.3% 7,125 498,033 20,229,000 Race: White 15.9% 59.4% 73.0% 33,106 6,061,821 234,370,202 Race: Black or African American 79.4% 31.3% 12.7% 165,138 3,195,268 40,610,815 Race: Asian 1.3% 3.8% 5.4% 2,615 388,946 17,186,320 Race: Asian 1.3% 3.8% 5.4% 2,615 388,946 17,186,320 Race: Asian Asian and Other Pacific Islander 0.1% 0.1% 0.2% 220 52.37 570,116 Race: Share Other Race 1.3% 2.8% 4.8% 2,713 282,57 551,518,80 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0 9.3 17,60 10,33 950,380 56,510,571 Population Growth Labor Force Participation Rate and Size (civilian population 16 years and over) 86.5% 62.7%	55 to 64 Years	12.9%	11.9%	12.7%	26,880	1,210,322	40,747,520
Race: White 15.9% 59.4% 73.0% 33,106 6,061,821 234,370,202 Race: Black or African American 79.4% 31.3% 12.7% 165,138 3,195,268 40,610,815 Race: American Indian and Alaska Native 0.3% 0.3% 0.8% 526 30,552 2,632,102 Race: Asian 1.3% 3.3% 5.4% 2,615 388,946 17,186,320 Race: Asian 0.1% 0.1% 0.2% 220 5,23 50,116 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.3% 2.3% 3.1% 3,679 237,241 10,010,104 Hispanic or Latino (of any race) 5.0% 9.3 17.6% 10,33 290,308 55,215,27 Population Growth 2.0% 5.0% 65.2% 63.3% 106,178 4,978,910 161,159,470 <t< td=""><td>65 to 74 Years</td><td>6.9%</td><td>7.9%</td><td>8.6%</td><td>14,250</td><td>802,397</td><td>27,503,389</td></t<>	65 to 74 Years	6.9%	7.9%	8.6%	14,250	802,397	27,503,389
Race: Black or African American 79.4% 31.3% 12.7% 165,138 3,195,268 40,610,815 Race: American Indian and Alaska Native 0.3% 0.3% 0.8% 526 30,552 2,632,102 Race: Asian 1.3% 3.8% 5.4% 2,615 388,946 17,186,320 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 220 5,237 570,116 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 9.3% 17,6% 10,334 950,300 56,510,571 Population Growth People per Square Mile — — — — — 182,9 96,380 56,510,571 People per Square Mile — — — — — — 182,9 92,26 Economic — —	75 Years, and Over	3.4%	4.9%	6.3%	7,125	498,033	20,229,000
Race: American Indian and Alaska Native 0.3% 0.3% 0.8% 526 30,552 2,632,102 Race: Asian 1.3% 3.8% 5.4% 2,615 388,946 17,186,320 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 220 5,237 570,116 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,34 950,380 56,510,571 Population Growth Extraction (of any race) 5.0% 9.3% 17.6% 182.9 92.6 Extraction (of any race) 5.0% 5.3% 106,178 4,978,91 161,159,470 Population Growth Extraction (of any race) 65.9% 62.7% 63.3% 106,178 4,978,91 161,159,470 Population Growth 5.	Race: White	15.9%	59.4%	73.0%	33,106	6,061,821	234,370,202
Race: Asian 1.3% 3.8% 5.4% 2,615 388,946 17,186,320 Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 220 5,237 570,116 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,334 950,380 56,510,571 Population Growth People per Square Mile — — — — — 182.9 92.6 Economic Labor Force Participation Rate and Size (civilian population 16 years and over) 66.5% 62.7% 63.3% 106,178 4,978,910 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 81.6% 81.6% 71,830 3,327,295 103,761,701 Aread Forces Labor Force Participation Rate and Size, (civilian population 25-54) 7.4% 6.1% 4.9	Race: Black or African American	79.4%	31.3%	12.7%	165,138	3,195,268	40,610,815
Race: Native Hawaiian and Other Pacific Islander 0.1% 0.1% 0.2% 220 5,237 570,161 Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,808 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,334 950,380 56,510,571 Population Growth Economic Economic Economic Economic Economic B3.6% 66.5% 62.7% 63.3% 106,178 4,978,910 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 83.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 83.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Armed Forces Labor Force Participation Rate and Size (civilian population 25-54) 7.6 4.9% 9,677 386,615 9,667,749 <	Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	526	30,552	2,632,102
Race: Some Other Race 1.3% 2.8% 4.8% 2,713 282,570 15,553,80 Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,044 Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,334 950,380 36,510,571 Population Growth People per Square Mile a a a a 182.9 92.6 Economic Labor Force Participation Rate and Size (civilian population 16 years and over) 66.5% 62.7% 63.3% 106,178 4,978,910 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 83.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 80.1% 81.6% 71,830 3,327,295 103,761,701 Area of Size (serial participation Rate and Size (civilian population 25-54) 7.4% 6.1% 4.9% 9,67 386,615 9,667,749	Race: Asian	1.3%	3.8%	5.4%	2,615	388,946	17,186,320
Race: Two or More Races 1.8% 2.3% 3.1% 3,679 237,241 10,081,048 Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,334 950,380 56,510,571 Population Growth People per Square Mile — — — — 182.9 92.6 Economic — — — — — 182.9 92.6 Economic — — — — — 182.9 92.6 Economic — — — — — — — — 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 16 years and over) 83.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 83.4% 80.1% 81.6% 71,830 3327,295 103,761,701 Veterans, Age 18-64 7.4% 6.1% 4.9% 9,677 386,615 9,667,749 Veterans Labor Force Participati	Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	220	5,237	570,116
Hispanic or Latino (of any race) 5.0% 9.3% 17.6% 10,334 950,380 56,510,571 Population Growth Feeple per Square Mile a a a a 182.9 92.6 Economic Labor Force Participation Rate and Size (civilian population 16 years and over) 66.5% 62.7% 63.3% 106,178 4,978,910 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 80.1% 81.6% 71,830 3,327,295 103,761,701 Armed Forces Labor Force Participation Rate and Size (civilian population 25-54) 80.1% 81.6% 71,830 3,327,295 103,761,701 Armed Forces Labor Force Participation Rate and Size (civilian population 25-54) 7.4% 6.1% 4.9% 9,67 386,615 9,667,740 Veterans, Age 18-64 7.4% 6.1% 4.9% 9,67 386,615 9,667,749 Veterans, Age 18-64 7.5% 75.3% 75.8% 7,335 291,136 7,326,514 Median Household Income ² - - 550,122 552,977 557,652	Race: Some Other Race	1.3%	2.8%	4.8%	2,713	282,570	15,553,808
Population Growth People per Square Mile G G G G 182.9 92.6 Economic Economic Bear of Company of	Race: Two or More Races	1.8%	2.3%	3.1%	3,679	237,241	10,081,044
People per Square Mile — — — — 182.9 92.6 Economic Book over 1 — — — — 182.9 92.6 Economic —	Hispanic or Latino (of any race)	5.0%	9.3%	17.6%	10,334	950,380	56,510,571
Economic Labor Force Participation Rate and Size (civilian population 16 years and over) 66.5% 62.7% 63.3% 106,178 4,978,910 161,159,470 Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) 83.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Armed Forces Labor Force 0.1% 0.6% 0.4% 215 47,396 1,024,855 Veterans, Age 18-64 7.4% 6.1% 4.9% 9,677 386,615 9,667,749 Veterans Labor Force Participation Rate and Size, Age 18-64 75.8% 75.3% 75.8% 7,335 291,136 7,326,514 Median Household Income ² — — \$50,122 \$52,977 \$57,652 Per Capita Income — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907	Population Growth						
Labor Force Participation Rate and Size (civilian population 16 years and over) Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) Ramed Forces Labor Force O.1.4 O.6.5 O.4.4 O.4.5 O.4.5 O.5.8 O.4.5 O.4.5	People per Square Mile	_	_	_	_	182.9	92.6
and over) Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) Armed Forces Labor Force O.1% O.6% O.4% O.4% O.6% O.4% O.5% O.5%	Economic						
population 25-54) 88.4% 80.1% 81.6% 71,830 3,327,295 103,761,701 Armed Forces Labor Force 0.1% 0.6% 0.4% 215 47,396 1,024,855 Veterans, Age 18-64 7.4% 6.1% 4.9% 9,677 386,615 9,667,749 Veterans Labor Force Participation Rate and Size, Age 18-64 75.8% 75.3% 75.8% 7,335 291,136 7,326,514 Median Household Income ² — — — \$50,122 \$52,977 \$57,652 Per Capita Income — — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64 — — — 5.1% 5.860 97,418 7,607,907		66.5%	62.7%	63.3%	106,178	4,978,910	161,159,470
Veterans, Age 18-64 7.4% 6.1% 4.9% 9,677 386,615 9,667,749 Veterans Labor Force Participation Rate and Size, Age 18-64 75.8% 75.3% 75.8% 7,335 291,136 7,326,514 Median Household Income² — — — \$50,122 \$52,977 \$57,652 Per Capita Income — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64		83.4%	80.1%	81.6%	71,830	3,327,295	103,761,701
Veterans Labor Force Participation Rate and Size, Age 18-64 75.8% 75.3% 75.8% 7,335 291,136 7,326,514 Median Household Income² — — — \$50,122 \$52,977 \$57,652 Per Capita Income — — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64	Armed Forces Labor Force	0.1%	0.6%	0.4%	215	47,396	1,024,855
Median Household Income ² — — — \$50,122 \$52,977 \$57,652 Per Capita Income — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64	Veterans, Age 18-64	7.4%	6.1%	4.9%	9,677	386,615	9,667,749
Per Capita Income — — — \$22,859 \$28,015 \$31,177 Mean Commute Time (minutes) — — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64	Veterans Labor Force Participation Rate and Size, Age 18-64	75.8%	75.3%	75.8%	7,335	291,136	7,326,514
Mean Commute Time (minutes) — — — 35.6 28.0 26.4 Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64	Median Household Income ²	_	_	_	\$50,122	\$52,977	\$57,652
Commute via Public Transportation 6.3% 2.1% 5.1% 5,860 97,418 7,607,907 Educational Attainment, Age 25-64	Per Capita Income	_	_	_	\$22,859	\$28,015	\$31,177
Educational Attainment, Age 25-64	Mean Commute Time (minutes)	_	_	_	35.6	28.0	26.4
	Commute via Public Transportation	6.3%	2.1%	5.1%	5,860	97,418	7,607,907
No High School Diploma 8.9% 12.3% 11.4% 10,047 664.881 19.230.541	Educational Attainment, Age 25-64						
2	No High School Diploma	8.9%	12.3%	11.4%	10,047	664,881	19,230,541

Source: JobsEQ®, http://www.chmuraecon.com/jobseq Copyright © 2019 Chmura Economics & Analytics, All Rights Reserved.

Summary¹

		Percent			Value	
	Proxy for			Proxy for		
	Lithonia, Ga *	Georgia	USA	Lithonia, Ga *	Georgia	USA
High School Graduate	27.6%	26.9%	26.0%	31,223	1,452,688	43,784,920
Some College, No Degree	26.3%	21.4%	21.2%	29,745	1,152,949	35,803,629
Associate's Degree	10.1%	8.1%	9.0%	11,467	436,687	15,199,517
Bachelor's Degree	18.2%	19.7%	20.5%	20,558	1,064,073	34,602,913
Postgraduate Degree	9.0%	11.5%	11.8%	10,172	622,118	19,917,735
Housing						
Total Housing Units	_	_	_	80,082	4,203,288	135,393,564
Median House Value (of owner-occupied units) ²	_	_	_	\$116,115	\$158,400	\$193,500
Homeowner Vacancy	2.5%	2.1%	1.7%	1,063	50,815	1,346,331
Rental Vacancy	7.8%	7.4%	6.1%	2,584	109,640	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	41.8%	37.0%	36.2%	30,102	1,356,332	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.4%	6.7%	8.8%	5,327	246,192	10,468,418
Social						
Poverty Level (of all people)	17.2%	16.9%	14.6%	35,461	1,679,030	45,650,345
Households Receiving Food Stamps/SNAP	18.4%	14.5%	12.6%	13,258	530,636	15,029,498
Enrolled in Grade 12 (% of total population)	2.0%	1.5%	1.4%	4,139	154,137	4,437,324
Disconnected Youth ³	3.6%	3.7%	2.7%	418	21,178	456,548
Children in Single Parent Families (% of all children)	61.2%	38.6%	34.5%	31,080	910,901	24,106,567
Uninsured	16.1%	14.8%	10.5%	33,253	1,481,625	33,177,146
With a Disability, Age 18-64	11.1%	10.7%	10.3%	14,486	669,968	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	43.2%	38.4%	41.4%	6,259	257,511	8,395,884
Foreign Born	9.2%	10.0%	13.4%	19,229	1,023,235	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	3.4%	5.6%	8.5%	6,657	536,445	25,654,421

Source: JobsEQ®

^{1.} American Community Survey 2013-2017, unless noted otherwise

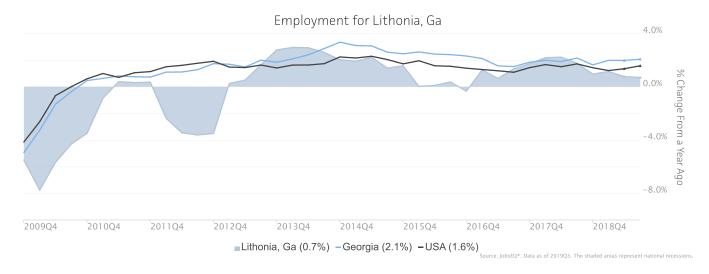
^{2.} Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

^{4.} Census 2018, annual average growth rate since 2008
* This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

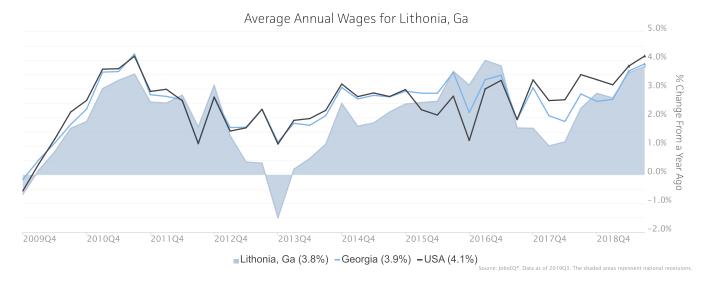
As of 2019Q3, total employment for the Lithonia, Ga was 30,797 (based on a four-quarter moving average). Over the year ending 2019Q3, employment increased 0.7% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Wage Trends

The average worker in the Lithonia, Ga earned annual wages of \$55,889 as of 2019Q3. Average annual wages per worker increased 3.8% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,681 in the nation as of 2019Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 2.1% lower in Lithonia, Ga than the U.S. average.

Cost of Living Information

		Cost of Living Inde	x
	Annual Average Salary	(Base US)	US Purchasing Power
Lithonia, Ga	\$55,889	97.9	\$57,101
Georgia	\$53,540	95.7	\$55,917
USA	\$57,681	100.0	\$57,681

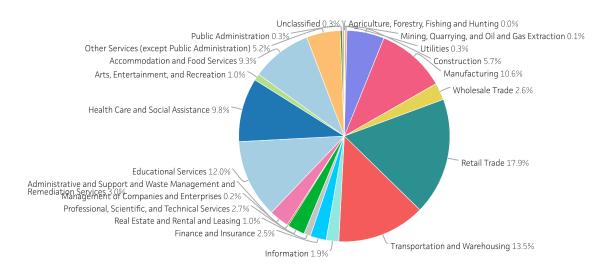
Source: JobsEQ®

Cost of Living per C2ER, data as of 2019q2, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Lithonia, Ga is Retail Trade, employing 5,526 workers. The next-largest sectors in the region are Transportation and Warehousing (4,166 workers) and Educational Services (3,707). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Transportation and Warehousing (LQ = 3.02), Retail Trade (1.73), and Educational Services (1.48).

Total Workers for Lithonia, Ga by Industry



ource: JobsEQ®,Data as of 2019Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Sectors in the Lithonia, Ga with the highest average wages per worker are Mining, Quarrying, and Oil and Gas Extraction (\$431,152), Utilities (\$126,237), and Management of Companies and Enterprises (\$115,996). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Educational Services (+453 jobs), Manufacturing (+363), and Accommodation and Food Services (+271).

Over the next 10 years, employment in the Lithonia, Ga is projected to expand by 1,197 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+413 jobs), Accommodation and Food Services (+281), and Transportation and Warehousing (+255).

			Current		5-Year History			10-Year Forecast				
			Avg Ann		Empl		Total			Empl	Ann %	
NAICS	Industry	Empl	Wages	LQ	Change	Ann %	Demand	Exits	Transfers	Growth	Growth	
44	Retail Trade	5,526	\$34,952	1.73	175	0.6%	7,055	3,197	4,044	-186	-0.3%	
48	Transportation and Warehousing	4,166	\$49,805	3.02	81	0.4%	4,796	1,939	2,602	255	0.6%	
61	Educational Services	3,707	\$72,474	1.48	453	2.6%	3,775	1,700	1,830	245	0.6%	
31	Manufacturing	3,276	\$56,350	1.29	363	2.4%	3,231	1,238	2,114	-121	-0.4%	
62	Health Care and Social Assistance	3,006	\$54,839	0.68	91	0.6%	3,417	1,476	1,528	413	1.3%	
72	Accommodation and Food Services	2,858	\$20,812	1.03	271	2.0%	5,124	2,144	2,699	281	0.9%	
23	Construction	1,760	\$61,480	1.00	-46	-0.5%	1,979	649	1,159	171	0.9%	
81	Other Services (except Public Administration)	1,588	\$32,161	1.15	86	1.1%	1,819	825	983	12	0.1%	
56	Administrative and Support and Waste Management and Remediation Services	929	\$36,992	0.47	145	3.5%	1,155	467	634	54	0.6%	
54	Professional, Scientific, and Technical Services	821	\$72,178	0.40	104	2.7%	778	271	454	54	0.6%	
42	Wholesale Trade	804	\$87,912	0.69	-172	-3.8%	814	314	520	-20	-0.2%	
52	Finance and Insurance	756	\$80,511	0.62	142	4.3%	731	274	443	14	0.2%	
51	Information	594	\$94,358	0.98	-3	-0.1%	566	208	365	-7	-0.1%	
53	Real Estate and Rental and Leasing	315	\$56,567	0.59	84	6.4%	332	148	176	8	0.2%	
71	Arts, Entertainment, and Recreation	310	\$23,474	0.50	48	3.4%	466	201	246	19	0.6%	
92	Public Administration	102	\$61,522	0.07	-11	-2.0%	94	40	54	0	0.0%	
22	Utilities	92	\$126,237	0.58	1	0.3%	80	30	52	-2	-0.2%	
99	Unclassified	91	\$55,933	2.45	-37	-6.6%	110	45	61	5	0.5%	
55	Management of Companies and Enterprises	62	\$115,996	0.13	11	4.0%	60	21	36	2	0.4%	
21	Mining, Quarrying, and Oil and Gas Extraction	28	\$431,152	0.21	-7	-4.4%	29	9	19	1	0.2%	
11	Agriculture, Forestry, Fishing and Hunting	5	\$17,610	0.01	1	2.3%	5	2	3	0	-0.3%	
	Total - All Industries	30,797	\$55,889	1.00	1,780	1.2%	35,407	14,651	19,558	1,197	0.4%	

ource: JobsEQ®

mployment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 ith preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Lithonia, Ga is Transportation and Material Moving Occupations, employing 4,244 workers. The next-largest occupation groups in the region are Sales and Related Occupations (4,224 workers) and Office and Administrative Support Occupations (3,895). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Transportation and Material Moving Occupations (LQ = 1.99), Education, Training, and Library Occupations (1.50), and Sales and Related Occupations (1.39).

Occupation groups in the Lithonia, Ga with the highest average wages per worker are Management Occupations (\$123,500), Legal Occupations (\$101,400), and Computer and Mathematical Occupations (\$88,500). The unemployment rate in the region varied among the major groups from 2.3% among Healthcare Practitioners and Technical Occupations to 8.7% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the Lithonia, Ga is expected to be Healthcare Support Occupations with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+290 jobs) and Transportation and Material Moving Occupations (+227). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (5,849 jobs) and Food Preparation and Serving Related Occupations (5,071).

Lithonia, Ga, 2019q31

			Current				5-Year History			10-Year Forecast				
soc	Occupation	Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
53- 0000	Transportation and Material Moving	4,244	\$36,100	1.99	417	6.0%	93	118	0.6%	5,245	1,980	3,038	227	0.5%
41- 0000	Sales and Related	4,224	\$39,200	1.39	495	6.5%	288	122	0.6%	5,708	2,591	3,258	-140	-0.3%
43- 0000	Office and Administrative Support	3,895	\$38,200	0.89	705	4.7%	91	93	0.5%	4,236	1,969	2,365	-98	-0.3%
35- 0000	Food Preparation and Serving Related	2,853	\$22,300	1.08	525	7.9%	184	283	2.1%	5,360	2,288	2,783	290	1.0%
25- 0000	Education, Training, and Library	2,582	\$56,900	1.50	147	4.4%	92	268	2.2%	2,408	1,113	1,102	193	0.7%
51- 0000	Production	2,107	\$36,800	1.14	172	4.8%	46	193	1.9%	2,216	860	1,463	-107	-0.5%
11- 0000	Management	1,603	\$123,500	0.84	96	2.6%	52	169	2.3%	1,401	413	882	105	0.6%
49- 0000	Installation, Maintenance, and Repair	1,283	\$47,300	1.08	149	3.3%	80	104	1.7%	1,253	444	773	35	0.3%
29- 0000	Healthcare Practitioners and Technical	1,275	\$80,200	0.72	115	2.3%	81	129	2.2%	835	352	344	138	1.0%
47- 0000	Construction and Extraction	1,238	\$47,000	0.88	175	6.7%	8	-39	-0.6%	1,414	447	850	117	0.9%
39- 0000	Personal Care and Service	1,011	\$27,100	0.75	227	6.0%	69	61	1.3%	1,607	785	703	119	1.1%
13- 0000	Business and Financial Operations	958	\$73,100	0.59	109	3.8%	27	80	1.8%	913	288	581	45	0.5%
37- 0000	Building and Grounds Cleaning and Maintenance	812	\$27,400	0.76	140	6.7%	32	-28	-0.7%	1,096	517	526	52	0.6%
27- 0000	Arts, Design, Entertainment, Sports, and Media	558	\$54,000	1.01	50	4.9%	6	85	3.4%	540	236	292	12	0.2%
31- 0000	Healthcare Support	485	\$31,400	0.58	110	3.8%	30	-2	-0.1%	658	285	291	82	1.6%
15- 0000	Computer and Mathematical	480	\$88,500	0.53	53	3.3%	8	17	0.7%	363	85	238	40	0.8%

Source: JobsEQ®, http://www.chmuraecon.com/jobseq Copyright © 2019 Chmura Economics & Analytics, All Rights Reserved.

Lithonia, Ga, 2019q31

			Current				5-Year History				10-Year Forecast			
soc	Occupation	Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21- 0000	Community and Social Service	424	\$49,000	0.81	22	3.3%	30	7	0.3%	541	186	299	56	1.3%
17- 0000	Architecture and Engineering	308	\$81,600	0.59	40	3.6%	8	69	5.2%	231	78	141	11	0.4%
33- 0000	Protective Service	194	\$41,200	0.29	79	3.5%	9	28	3.1%	277	137	136	4	0.2%
19- 0000	Life, Physical, and Social Science	142	\$68,700	0.58	16	4.3%	5	21	3.3%	141	41	88	12	0.8%
23- 0000) Legal	94	\$101,400	0.37	15	2.8%	2	0	0.0%	56	22	30	4	0.5%
45- 0000	Farming, Fishing, and Forestry	26	\$34,400	0.13	2	8.7%	n/a	1	1.2%	36	10	27	0	0.0%
	Total - All Occupations	30,797	\$51,700	1.00	3,860	4.9%	1,243	1,780	1.2%	36,536	15,127	20,211	1,197	0.4%

Source: JobsEQ®

Data as of 2019Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2019Q1, imputed where necessary with preliminary estimates updated to 2019Q3. Wages by occupation are as of 2018 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

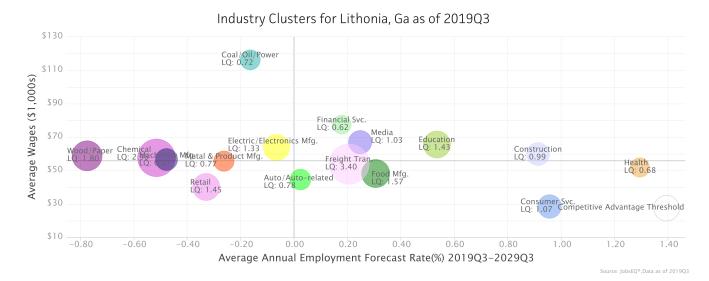
^{1.} Data based on a four-quarter moving average unless noted otherwise.

^{2.} Wage data are as of 2018 and represent the average for all Covered Employment

^{3.} Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Lithonia, Ga with the highest relative concentration is Freight Tran. with a location quotient of 3.40. This cluster employs 2,838 workers in the region with an average wage of \$53,895. Employment in the Freight Tran. cluster is projected to expand in the region about 0.2% per year over the next ten years.

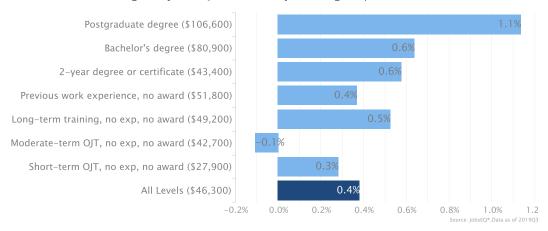


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q1 with preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Lithonia, Ga is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.1% per year, those requiring a bachelor's degree are forecast to grow 0.6% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.6% per year.





Employment by occupation data are estimates are as of 2019Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the "all industry" level to the 6-digit level. The first two digits define the top level category, known as the "sector," which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

PART E

APPENDIX

10-MILE RADIUS ECONOMIC OVERVIEW

Demographic Profile

The population in the Lithonia_I-20* was 744,907 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 384,753 with a participation rate of 66.6%. Of individuals 25 to 64 in the Lithonia_I-20*, 31.2% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the Lithonia I-20* is \$54,573 and the median house value is \$147,686.

Summary¹

		Percent			Value	
	Proxy for Lithonia_I-20*	Georgia	USA	Proxy for Lithonia_I-20*	Georgia	USA
Demographics	Eltiloliiu_i 20	GCOTBIG	034	zidioilla_i zo	GCOIBIG	55 A
Population (ACS)	_	_	<u> </u>	744,907	10,201,635	321,004,407
Male	46.8%	48.7%	49.2%	348,898	4,968,887	158,018,753
Female	53.2%	51.3%	50.8%	396,009	5,232,748	162,985,654
Median Age ²	_	_	_	36.6	36.4	37.8
Under 18 Years	25.4%	24.5%	22.9%	189,210	2,499,203	73,601,279
18 to 24 Years	9.1%	9.9%	9.7%	68,155	1,008,606	31,131,484
25 to 34 Years	13.4%	13.7%	13.7%	100,136	1,401,609	44,044,173
35 to 44 Years	13.7%	13.5%	12.7%	101,704	1,374,423	40,656,419
45 to 54 Years	14.5%	13.8%	13.4%	108,191	1,407,042	43,091,143
55 to 64 Years	12.8%	11.9%	12.7%	95,302	1,210,322	40,747,520
65 to 74 Years	7.3%	7.9%	8.6%	54,027	802,397	27,503,389
75 Years, and Over	3.8%	4.9%	6.3%	28,182	498,033	20,229,000
Race: White	25.6%	59.4%	73.0%	190,528	6,061,821	234,370,202
Race: Black or African American	64.5%	31.3%	12.7%	480,749	3,195,268	40,610,815
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	1,850	30,552	2,632,102
Race: Asian	4.7%	3.8%	5.4%	35,240	388,946	17,186,320
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	609	5,237	570,116
Race: Some Other Race	2.5%	2.8%	4.8%	18,845	282,570	15,553,808
Race: Two or More Races	2.3%	2.3%	3.1%	17,086	237,241	10,081,044
Hispanic or Latino (of any race)	6.6%	9.3%	17.6%	49,519	950,380	56,510,571
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	66.6%	62.7%	63.3%	384,753	4,978,910	161,159,470
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	83.5%	80.1%	81.6%	258,490	3,327,295	103,761,701
Armed Forces Labor Force	0.1%	0.6%	0.4%	555	47,396	1,024,855
Veterans, Age 18-64	6.5%	6.1%	4.9%	30,977	386,615	9,667,749
Veterans Labor Force Participation Rate and Size, Age 18-64	76.8%	75.3%	75.8%	23,780	291,136	7,326,514
Median Household Income ²	_	_	_	\$54,573	\$52,977	\$57,652
Per Capita Income	_	_	_	\$25,190	\$28,015	\$31,177
Poverty Level (of all people)	17.1%	16.9%	14.6%	125,651	1,679,030	45,650,345
Households Receiving Food Stamps/SNAP	17.6%	14.5%	12.6%	44,957	530,636	15,029,498
Mean Commute Time (minutes)	_	_	_	34.7	28.0	26.4
Commute via Public Transportation	5.4%	2.1%	5.1%	18,288	97,418	7,607,907
Educational Attainment, Age 25-64						
No High School Diploma	10.2%	12.3%	11.4%	41,287	664,881	19,230,541

Source: JobsEQ®, http://www.chmuraecon.com/jobseq Copyright © 2019 Chmura Economics & Analytics, All Rights Reserved.

Summary¹

		Percent			Value	
	Proxy for			Proxy for		
	Lithonia_I-20*	Georgia	USA	Lithonia_I-20*	Georgia	USA
High School Graduate	25.6%	26.9%	26.0%	103,755	1,452,688	43,784,920
Some College, No Degree	23.9%	21.4%	21.2%	96,971	1,152,949	35,803,629
Associate's Degree	9.1%	8.1%	9.0%	36,941	436,687	15,199,517
Bachelor's Degree	20.1%	19.7%	20.5%	81,498	1,064,073	34,602,913
Postgraduate Degree	11.1%	11.5%	11.8%	44,881	622,118	19,917,735
Housing						
Total Housing Units	_	_	_	282,312	4,203,288	135,393,564
Median House Value (of owner-occupied units) ²	_	_	_	\$147,686	\$158,400	\$193,500
Homeowner Vacancy	2.2%	2.1%	1.7%	3,546	50,815	1,346,331
Rental Vacancy	6.9%	7.4%	6.1%	7,246	109,640	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	38.1%	37.0%	36.2%	97,139	1,356,332	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.3%	6.7%	8.8%	18,700	246,192	10,468,418
Social						
Enrolled in Grade 12 (% of total population)	1.7%	1.5%	1.4%	13,009	154,137	4,437,324
Disconnected Youth ³	3.8%	3.7%	2.7%	1,587	21,178	456,548
Children in Single Parent Families (% of all children)	48.5%	38.6%	34.5%	86,267	910,901	24,106,567
With a Disability, Age 18-64	10.4%	10.7%	10.3%	48,734	669,968	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	43.2%	38.4%	41.4%	21,058	257,511	8,395,884
Foreign Born	13.8%	10.0%	13.4%	102,901	1,023,235	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	7.0%	5.6%	8.5%	48,422	536,445	25,654,421

Source: JobsEQ®

^{1.} American Community Survey 2013-2017, unless noted otherwise

^{2.} Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

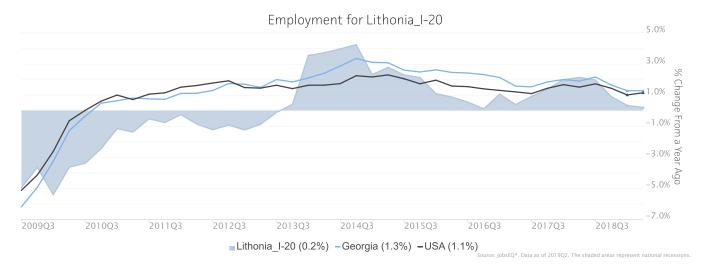
^{3.} Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

^{4.} Census 2018, annual average growth rate since 2008

^{*} This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

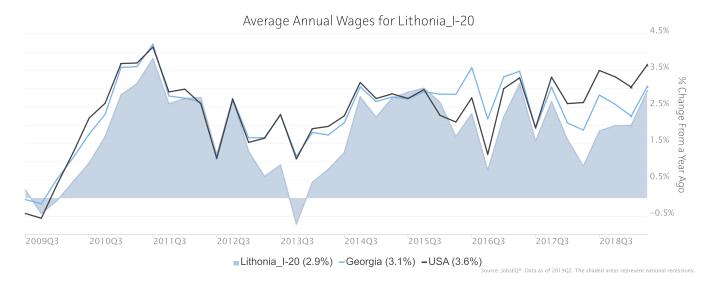
As of 2019Q2, total employment for the Lithonia_I-20 was 183,328 (based on a four-quarter moving average). Over the year ending 2019Q2, employment increased 0.2% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q4 with preliminary estimates updated to 2019Q2.

Wage Trends

The average worker in the Lithonia_I-20 earned annual wages of \$52,184 as of 2019Q2. Average annual wages per worker increased 2.9% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,025 in the nation as of 2019Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q4 with preliminary estimates updated to 2019Q2.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 3.2% lower in Lithonia_I-20 than the U.S. average.

Cost of Living Information

	(Cost of Living Index	K
	Annual Average Salary	(Base US)	US Purchasing Power
Lithonia_I-20	\$52,184	96.8	\$53,895
Georgia	\$52,765	95.4	\$55,299
USA	\$57,025	100.0	\$57,025

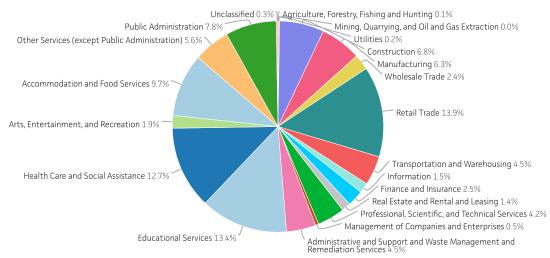
Source: JobsEQ®

Cost of Living per C2ER, data as of 2019q2, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Lithonia_I-20 is Retail Trade, employing 25,433 workers. The next-largest sectors in the region are Educational Services (24,539 workers) and Health Care and Social Assistance (23,208). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Public Administration (LQ = 1.66), Educational Services (1.64), and Retail Trade (1.33).

Total Workers for Lithonia_I-20 by Industry



Source: JobsEQ®,Data as of 2019C

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q4 with preliminary estimates updated to 2019Q2.

Sectors in the Lithonia_I-20 with the highest average wages per worker are Mining, Quarrying, and Oil and Gas Extraction (\$401,132), Management of Companies and Enterprises (\$107,590), and Information (\$86,978). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+3,107 jobs), Accommodation and Food Services (+2,269), and Educational Services (+1,899).

Over the next 10 years, employment in the Lithonia_I-20 is projected to expand by 16,477 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+5,003 jobs), Educational Services (+2,322), and Construction (+1,966).

			Current		5-Year	History		10-Year Forecast					
			Avg Ann		Empl		Total			Empl	Ann %		
NAICS	Industry	Empl	Wages	LQ	Change	Ann %	Demand	Exits	Transfers	Growth	Growth		
44	Retail Trade	25,433	\$33,036	1.33	1,394	1.1%	36,002	15,325	19,387	1,290	0.5%		
61	Educational Services	24,539	\$60,608	1.64	1,899	1.6%	25,996	11,400	12,274	2,322	0.9%		
62	Health Care and Social Assistance	23,208	\$51,580	0.88	3,107	2.9%	28,988	11,787	12,199	5,003	2.0%		
72	Accommodation and Food Services	17,710	\$18,997	1.07	2,269	2.8%	31,926	13,322	16,767	1,838	1.0%		
92	Public Administration	14,341	\$59,908	1.66	883	1.3%	13,585	5,640	7,655	291	0.2%		
23	Construction	12,529	\$59,466	1.19	1,394	2.4%	15,179	4,741	8,473	1,966	1.5%		
31	Manufacturing	11,506	\$57,564	0.76	26	0.0%	11,058	4,313	7,362	-616	-0.5%		
81	Other Services (except Public Administration)	10,202	\$31,515	1.28	85	0.2%	12,700	5,464	6,508	728	0.7%		
48	Transportation and Warehousing	8,262	\$46,134	1.00	1,698	4.7%	9,792	3,886	5,214	691	0.8%		
56	Administrative and Support and Waste Management and Remediation Services	8,225	\$39,793	0.70	827	2.1%	11,065	4,260	5,779	1,026	1.2%		
54	Professional, Scientific, and Technical Services	7,749	\$74,094	0.63	51	0.1%	7,841	2,606	4,370	865	1.1%		
52	Finance and Insurance	4,538	\$73,429	0.63	407	1.9%	4,708	1,681	2,723	305	0.7%		
42	Wholesale Trade	4,395	\$77,102	0.63	-627	-2.6%	4,946	1,781	2,945	220	0.5%		
71	Arts, Entertainment, and Recreation	3,555	\$23,525	0.97	777	5.1%	5,503	2,331	2,859	314	0.8%		
51	Information	2,791	\$86,978	0.78	-903	-5.5%	2,696	983	1,721	-8	0.0%		
53	Real Estate and Rental and Leasing	2,513	\$62,631	0.80	359	3.1%	2,728	1,192	1,418	118	0.5%		
55	Management of Companies and Enterprises	896	\$107,590	0.33	226	6.0%	881	308	523	50	0.5%		
99	Unclassified	475	\$50,204	2.41	-115	-4.3%	612	237	324	50	1.0%		
22	Utilities	336	\$86,756	0.35	32	2.0%	333	113	199	21	0.6%		
11	Agriculture, Forestry, Fishing and Hunting	94	\$22,249	0.04	-16	-3.2%	113	45	60	8	0.8%		
21	Mining, Quarrying, and Oil and Gas Extraction	32	\$401,132	0.04	-19	-8.9%	29	10	21	-2	-0.8%		
	Total - All Industries	183,328	\$52,184	1.00	13,754	1.6%	224,983	89,299	119,207	16,477	0.9%		

Source: JobsEQ®
Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q4 with preliminary estimates updated to 2019Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Lithonia_I-20 is Office and Administrative Support Occupations, employing 23,207 workers. The next-largest occupation groups in the region are Sales and Related Occupations (20,968 workers) and Food Preparation and Serving Related Occupations (17,983). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Education, Training, and Library Occupations (LQ = 1.65), Protective Service Occupations (1.19), and Sales and Related Occupations (1.15).

Occupation groups in the Lithonia_I-20 with the highest average wages per worker are Management Occupations (\$119,600), Legal Occupations (\$99,700), and Computer and Mathematical Occupations (\$85,800). The unemployment rate in the region varied among the major groups from 1.9% among Healthcare Practitioners and Technical Occupations to 8.4% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the Lithonia_I-20 is expected to be Healthcare Support Occupations with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+2,004 jobs) and Education, Training, and Library Occupations (+1,847). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (32,113 jobs) and Sales and Related Occupations (29,914).

Occupation Snapshot in Lithonia I-20, 2019q21

				Cı	ırrent			5-Year	History	10-Year Forecast			ist	
soc	Occupation	Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	23,207	\$36,900	0.89	2,440	4.5%	873	771	0.7%	27,063	12,162	14,169	732	0.3%
41-0000	Sales and Related	20,968	\$38,100	1.15	1,993	5.8%	1,600	923	0.9%	30,927	13,219	16,695	1,014	0.5%
35-0000	Food Preparation and Serving Related	17,983	\$21,400	1.14	2,233	7.6%	1,232	2,253	2.7%	34,117	14,441	17,672	2,004	1.1%
25-0000	Education, Training, and Library	16,824	\$52,500	1.65	637	3.7%	591	1,142	1.4%	16,561	7,427	7,287	1,847	1.0%
53-0000	Transportation and Material Moving	12,825	\$34,700	1.01	1,721	6.0%	603	1,274	2.1%	16,631	6,418	9,249	965	0.7%
11-0000	Management	10,071	\$119,600	0.89	411	2.3%	451	977	2.1%	9,242	2,671	5,529	1,042	1.0%
29-0000	Healthcare Practitioners and Technical	9,318	\$78,100	0.89	367	1.9%	969	1,146	2.7%	6,899	2,633	2,622	1,644	1.6%
47-0000	Construction and Extraction	9,290	\$44,800	1.09	911	6.7%	121	891	2.0%	11,225	3,461	6,439	1,325	1.3%
39-0000	Personal Care and Service	8,773	\$26,400	1.10	784	5.5%	387	1,554	4.0%	15,262	7,168	6,452	1,642	1.7%
51-0000	Production	8,670	\$35,800	0.79	805	5.0%	225	91	0.2%	9,362	3,601	6,032	-271	-0.3%
13-0000	Business and Financial Operations	7,903	\$71,400	0.82	501	3.3%	244	399	1.0%	7,745	2,424	4,707	614	0.8%
49-0000	Installation, Maintenance, and Repair	7,667	\$45,800	1.09	518	3.2%	468	846	2.4%	8,129	2,729	4,755	645	0.8%
37-0000	Building and Grounds Cleaning and Maintenance	5,620	\$26,800	0.89	652	6.4%	299	208	0.8%	7,880	3,428	3,824	629	1.1%
33-0000	Protective Service	4,700	\$40,300	1.19	288	3.4%	91	367	1.6%	4,658	2,068	2,395	196	0.4%
31-0000	Healthcare Support	4,343	\$30,800	0.86	366	3.8%	321	366	1.8%	6,336	2,653	2,664	1,018	2.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	3,623	\$52,200	1.12	226	4.2%	78	161	0.9%	3,766	1,602	1,920	244	0.7%
21-0000	Community and Social	3,476	\$48,000	1.14	106	2.7%	252	167	1.0%	4,379	1,485	2,434	459	1.2%

Source: JobsEQ®, http://www.chmuraecon.com/jobseq Copyright © 2019 Chmura Economics & Analytics, All Rights Reserved.

Occupation Snapshot in Lithonia_I-20, 2019q21

				Cu	urrent			5-Year	History	10-Year Forecast				
soc	Occupation	Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
	Service													
15-0000	Computer and Mathematical	3,342	\$85,800	0.62	235	2.8%	189	-28	-0.2%	2,631	606	1,672	353	1.0%
17-0000	Architecture and Engineering	1,936	\$78,900	0.62	123	2.8%	92	78	0.8%	1,576	502	924	149	0.7%
23-0000	Legal	1,454	\$99,700	0.95	60	2.2%	23	58	0.8%	977	353	499	126	0.8%
19-0000	Life, Physical, and Social Science	1,150	\$67,300	0.79	68	3.5%	37	108	2.0%	1,144	324	726	95	0.8%
45-0000	Farming, Fishing, and Forestry	184	\$32,400	0.16	27	8.4%	2	3	0.3%	266	71	189	6	0.3%
	Total - All Occupations	183,328	\$49,100	1.00	15,472	4.7%	9,148	13,754	1.6%	226,775	91,446	118,852	16,477	0.9%

Source: JobsEQ®

Data as of 2019Q2 unless noted otherwise

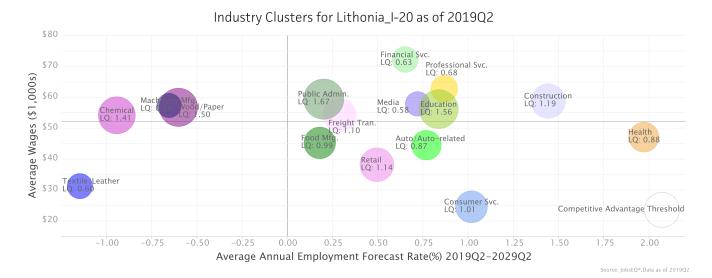
Note: Figures may not sum due to rounding.

- 1. Data based on a four-quarter moving average unless noted otherwise.
- 2. Wage data are as of 2018 and represent the average for all Covered Employment
- 3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2018Q4, imputed where necessary with preliminary estimates updated to 2019Q2. Wages by occupation are as of 2018 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Lithonia_I-20 with the highest relative concentration is Public Admin. with a location quotient of 1.67. This cluster employs 14,341 workers in the region with an average wage of \$59,375. Employment in the Public Admin. cluster is projected to expand in the region about 0.2% per year over the next ten years.

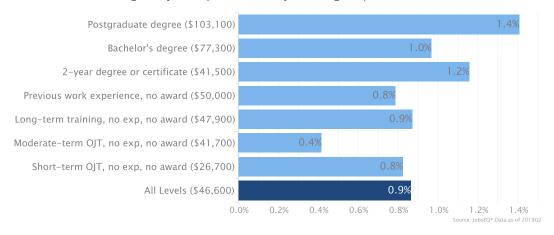


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q4 with preliminary estimates updated to 2019Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Lithonia I-20 is projected to grow 0.9% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor's degree are forecast to grow 1.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.2% per year.





Employment by occupation data are estimates are as of 2019Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the "all industry" level to the 6-digit level. The first two digits define the top level category, known as the "sector," which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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