

Community Profile - City of Marietta, Georgia

Introduction

The Marietta community originated as early as 1824 with a cluster of early settlers homes and established as a town in 1834. Early drivers of growth include the establishment of the Marietta based Western and Atlantic Railroad in the 1830's and the Bell Bomber factory, U.S. Army and the Army Air Force in the 1940's. Marietta is now the county seat for Cobb County, Georgia and one of the largest cities in the Atlanta Metropolitan Area with a resident population of about 62,000 and daytime population of more than 100,000.

Location

Located 15 miles northwest of Atlanta and south of the North Georgia Mountains, Marietta comprises approximately 22 square miles of the Piedmont Plateau in Northeast Georgia. The area enjoys close proximity to Atlanta, Chattanooga, Tennessee, and Birmingham Alabama



Climate

Marietta's climate includes four distinct seasons with sunny days exceeding and rainy days around the national average. The warmest month of the year is July with an average maximum temperature of approximately 90 degrees Fahrenheit, while the coldest month of the year is January with an average minimum temperature of approximately 30 degrees Fahrenheit. The winters are relatively short and mild with the most precipitation, on average, occurring in March.

Ground Transportation

Marietta's growth has been nourished by its accessibility and connectivity to the Southeast region of the U.S. Transportation provides convenient access to destinations, both near and far. The city is served by Interstate Highways 75 and 285 as well as Georgia Highways 120, 360 and 5. The CSX railroad goes through Marietta providing businesses with access to 21,000 miles of track, 70 ports and the largest intermodal network in the U.S., and nationwide transloading and distribution services. Ongoing efforts to establish a rail passenger service will benefit Marietta residents and business and complement the existing commuter transportation provided by the Cobb County Transit Authority.

Air Transportation

Air transportation is available a short distance from Marietta in Cobb County and via the Atlanta Hartsfield-Jackson International Airport located just 30 minutes from the city center. Cobb County Airport - McCollum Field is a major general aviation reliever airport for Hartsfield-Jackson Airport and offers first class service to both business and pleasure aircraft through its two full-service fixed base operators. McCollum Field has the longest general aviation runway in the Metro Atlanta area at 6,305' long, recently reconstructed with concrete. A full ILS and new High Intensity Runway Lights will assist the pilot in locating the runway in marginal weather conditions.

Utilities

The City of Marietta created its own community owned utilities in 1906 to provide low cost electric power, water and sanitary sewer service to the citizens of Marietta and Cobb County. Marietta Power and Marietta Water are operated under the Marietta Board of Lights and Water (BLW) which is governed by a board comprised of city and county citizens governs, ensuring that all utility customers are represented and the economic benefits of the utility are retained by the community.

As one of the largest municipal electric utilities in Georgia, Marietta Power serves over 45,000 electric customers. Marietta Power pledges to provide high-quality, reliable and competitive services to customers and a fair return to the citizens of Marietta. Marietta Water provides water and sanitary sewer service for over 17,000 customers within its service boundary. Marietta Water strives to provide quality water and sewer service by distributing safe drinking water and protecting the environment during the wastewater collection process.

Demographics

According to 2008 Claritas estimates, Marietta's population is 61,829 and projected to grow to 64,478 by 2013. Claritas projects growth in families, 3.4 percent, to outpace total household growth, 3.1 percent through 2013. There are an estimated 2,433 residents living in group quarters, such as assisted living facilities, while the remainder of the population occupies the city's housing units estimated at 26,633 in 2008. Read more on page 3.

City of Marietta Quick Facts, Source Claritas, Inc

	<u>2000 Census</u>	<u>2008 Estimate</u>	<u>2013 Projection</u>
Population	58,748	61,829	64,478
% Change*		5.24%	4.28%
Households	23,495	24,514	25,266
% Change		2.59%	3.07%
Families	13,140	13,426	13,888
% Change		3.12%	3.44%
Housing Units	25,399	26,633	27,444
% Change		5.57%	3.05%
Group Quarters Population	1,561	2,433	2,885
% Change		55.86%	18.58%
Average Household Size	2.37	2.42	2.44
% Change		1.24%	0.61%

*Percent Change is for 2000-2008 and 2008-2013

Housing

The City of Marietta offers a wide range of housing for its residents. From historic homes to newly completed condominiums, Marietta has housing to meet demand. Estimated in 2008, approximately 60 percent of occupied housing units were rental and 40 percent owner occupied. The 2008 Estimated median value of owner occupied housing units is \$210,626. Read more on page 5.

Business and Employment

The City of Marietta is a major business and employment center in Cobb County. According to 2008 Workplace, Business and Employment estimates from Claritas, more than 6,000 businesses operate in the City limits employing more than 115,000 persons. Read more on page 8.

Consumer Buying Power

Claritas estimates 2008 aggregate consumer buying power for the city of Marietta as \$1,139,387,411, of which \$687,122,707 is spent at retail stores. Read more on page 10.

Education

The City of Marietta offers its residents the opportunity to enroll their children in the Marietta City School System. The school system educates approximately 900 students each year independent from the county school system. The City is also home to a variety of private schools including the highly prestigious Walker School and Mt. Paran as well as a charter elementary school. Institutions of higher education include state universities and private colleges. Other Metro Atlanta universities are easily accessible from Marietta including Kennesaw State University. Read more on page 12.

Government

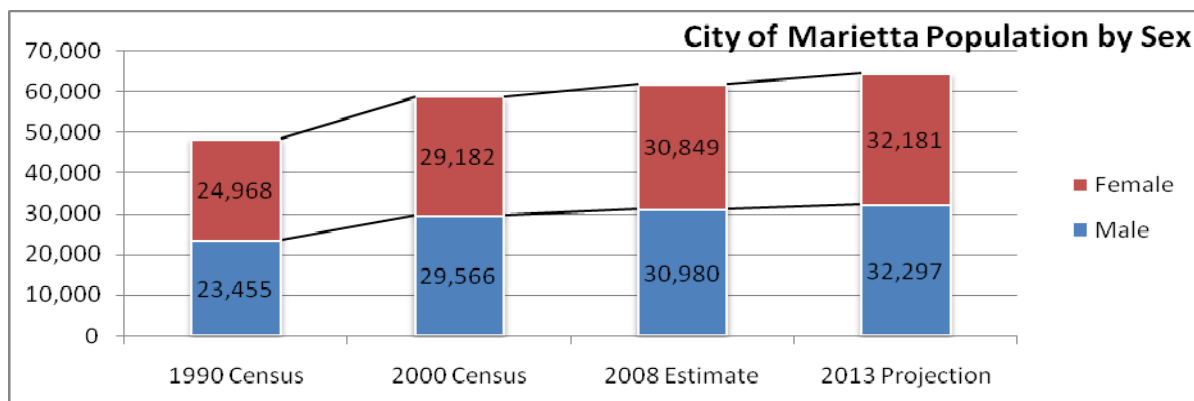
The City of Marietta operates with a Mayor/Council-City Manager form of government. The City is divided into seven wards, with a city councilmember elected from each. The Mayor is elected at large. Official policy is set by this elected body who serve four-year concurrent terms. The City Manager, a professional staff and 750 dedicated employees direct day-to-day operations. Read more on page 13.

Demographic Highlights

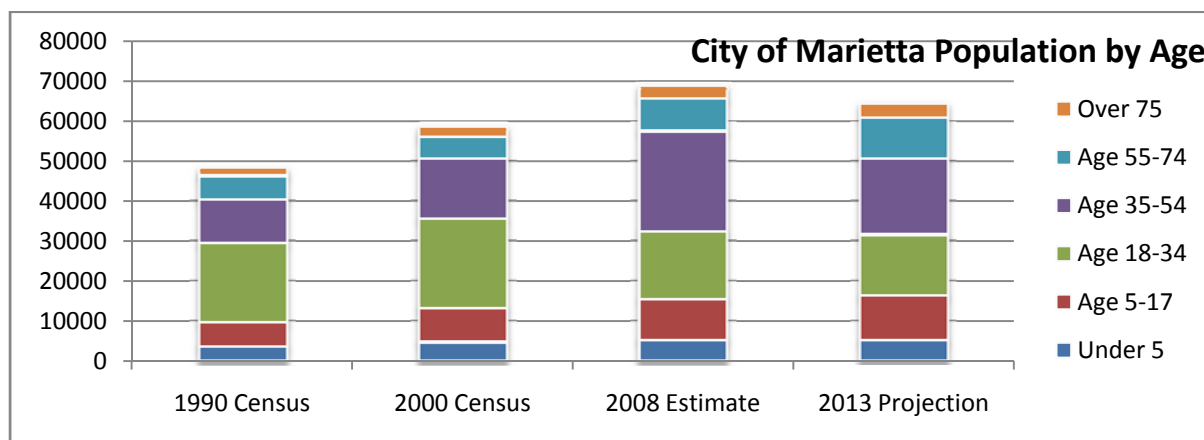
The city of Marietta's population has grown rapidly over the last several decades. With population growth Marietta has become diverse in housing and income, making Marietta a city that many can enjoy as a place to live, work and play.

Population Trends

According to 2008 estimates, Marietta's population is 61,829 and projected to grow to 64,478 or by 4.28 percent by 2013. Marietta saw its greatest population increase between 1990 and 2000 when the city gained more than 10,000 residents at a growth rate of 2.13 percent annually.

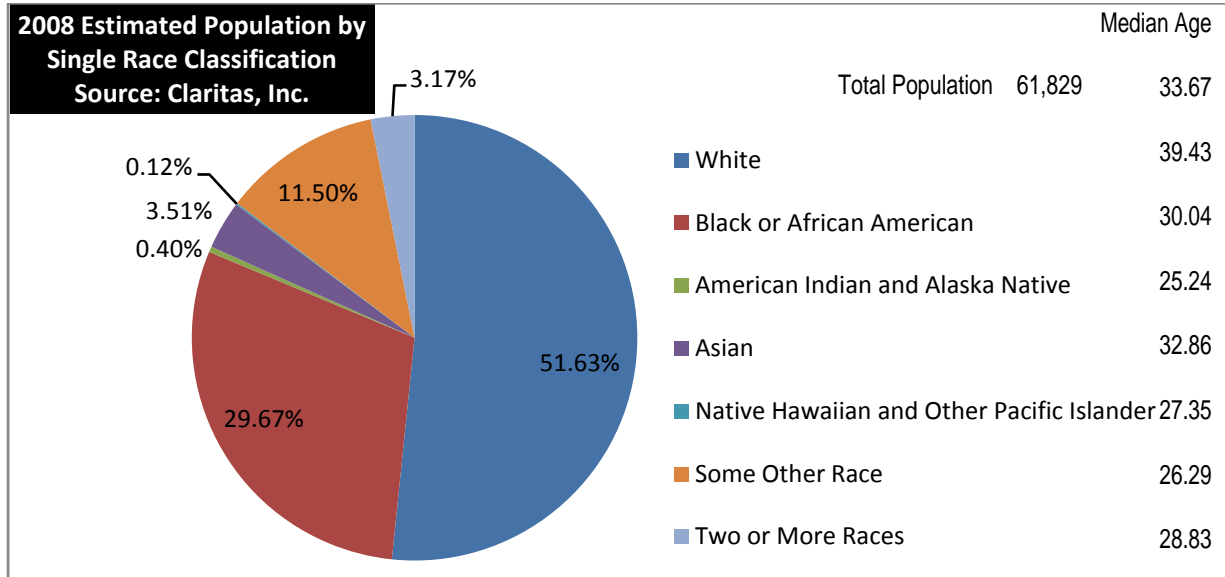


Since 2000 the population has been fairly evenly distributed between males and females. Females living in Marietta have a higher median age than males it is projected that by 2013, 14.5 percent of the females will be over age 65 compared to 8.25 percent of males.



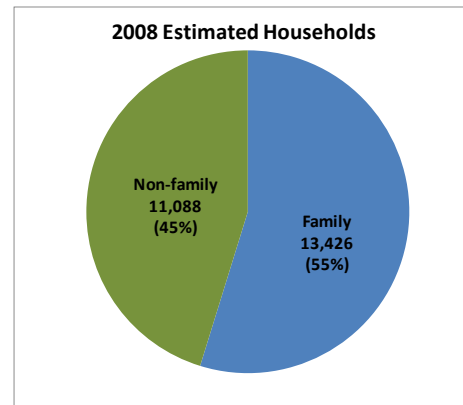
While, according to the US Census, in 1990 and 2000 the City of Marietta's largest population age category was 25-34, Claritas estimates and projects shifts in population from under 35 to over 35 age categories in 2008 and 2013. The 2008 estimated median age for the total population in Marietta is

33.67 and is estimated to grow to 35.66 by 2013. Median age varies by race and Claritas estimates the 2008 median age for Whites, who account for 51 percent of the population, at 39.43.



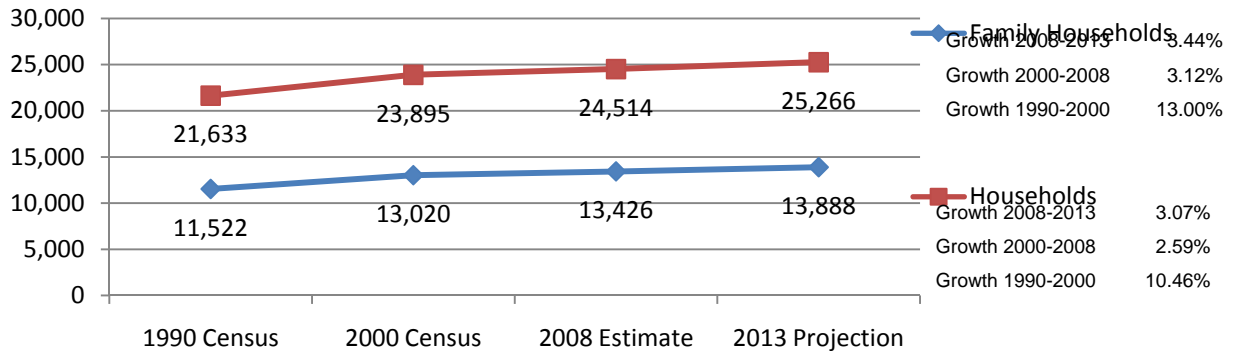
Household Trends

Claritas estimates that there were 24,514 households in Marietta in 2008 with an average household size of 2.42. Family households account for 55 percent and non-family households account for 45 percent of total households. Estimates and projections show that family household growth exceeds non-family household growth annually. Growth in families, 3.4%, is projected to outpace total household growth, 3.1% through 2013.



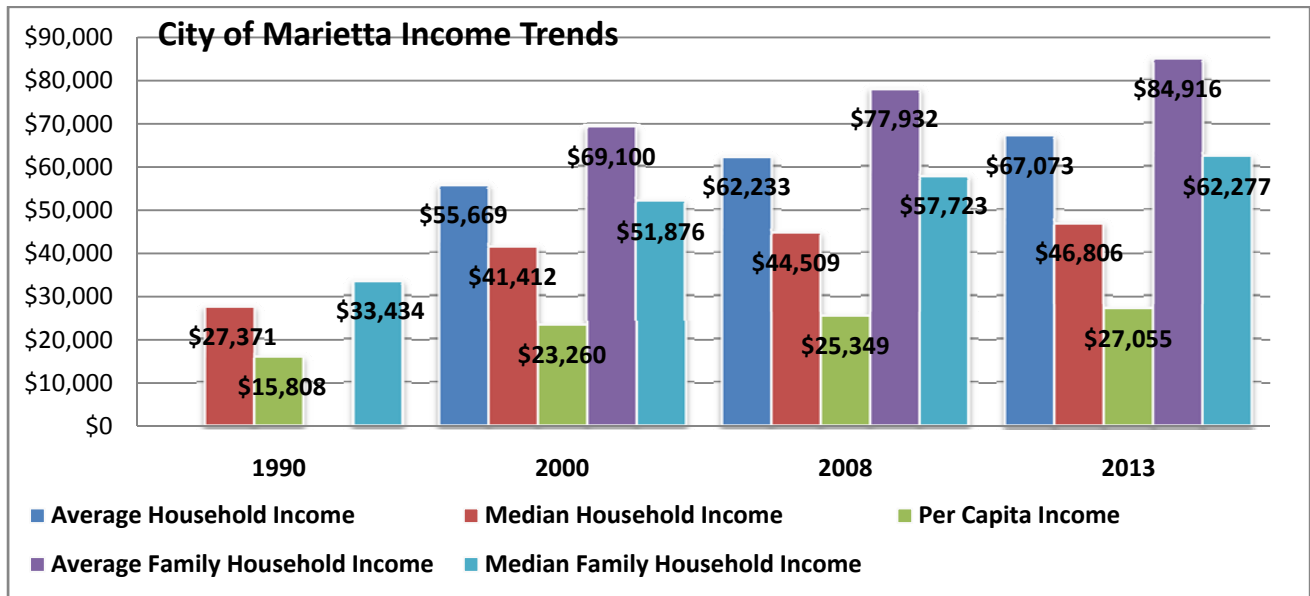
There are an estimated 2,433 residents living in group quarters, such as assisted living facilities, while the remainder of the population occupies the city's multifamily and single family housing units.

City of Marietta Household Growth



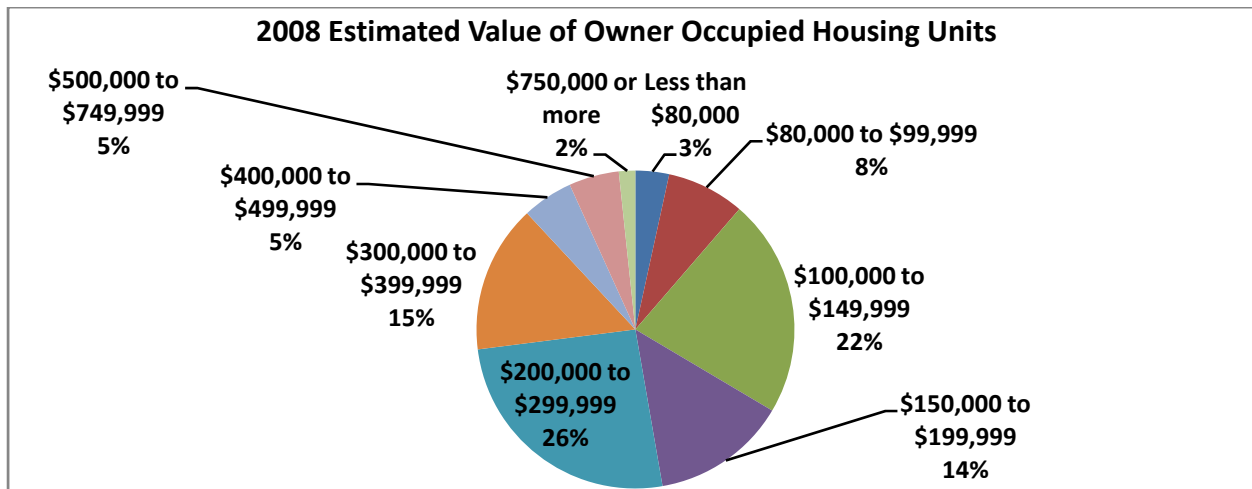
Income

Approximately 24% of Marietta families and 15% of total households had an estimated Household Income over \$100,000 in 2008. In addition, more than 37% of Marietta family households and 24% of total households were estimated to have an income greater than \$75,000 and more than 56% of family households and 43% of total households have an income greater than \$50,000. Between 2000 and 2008, Marietta's Average Household income grew by 11% and is projected to grow by 7% for all households and 8% for families by 2013.

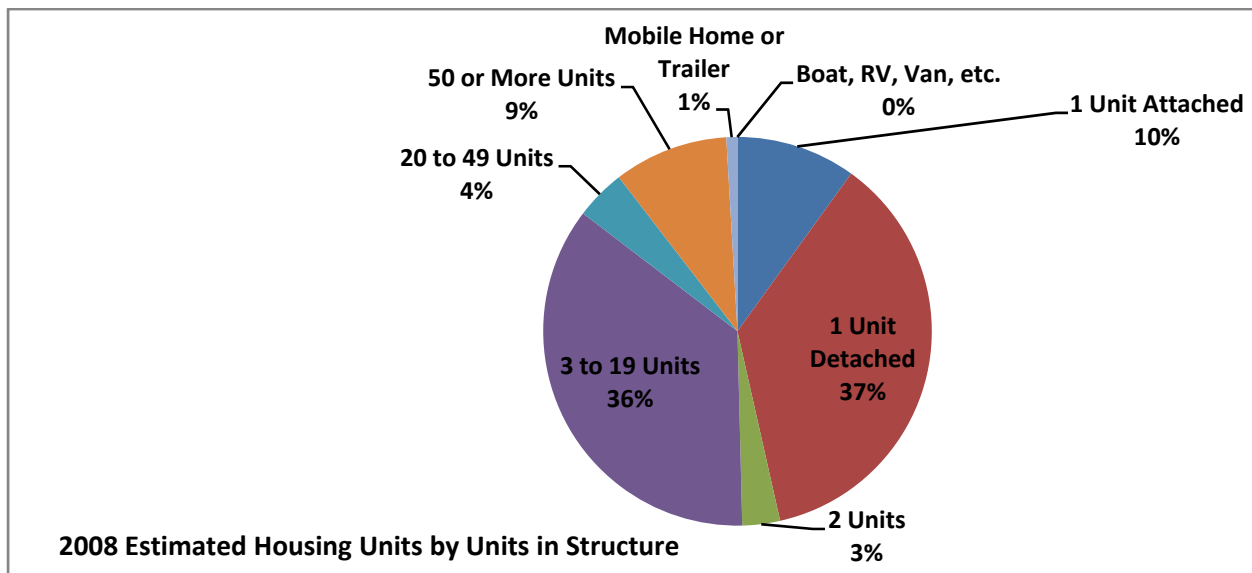


Housing Trends

The City of Marietta offers a wide range of housing for its residents. From historic homes to newly completed condominiums, Marietta has housing to meet demand. Caritas estimates that in 2008 approximately 60 percent of occupied housing units were rental and 40 percent owner occupied. The 2008 Estimated median value of owner occupied housing units is \$210,626.



The median year housing units built was 1982 with the majority, 7,865 units or approximately 30 percent of units built from 1980 to 1989. Single family detached homes are the dominant residential structure in the city. Claritas projects housing unit growth at approximately 3 percent from 2008 to 2013 bringing the projected total housing units from 26,633 to 27,444 in 2013.



Business & Employment

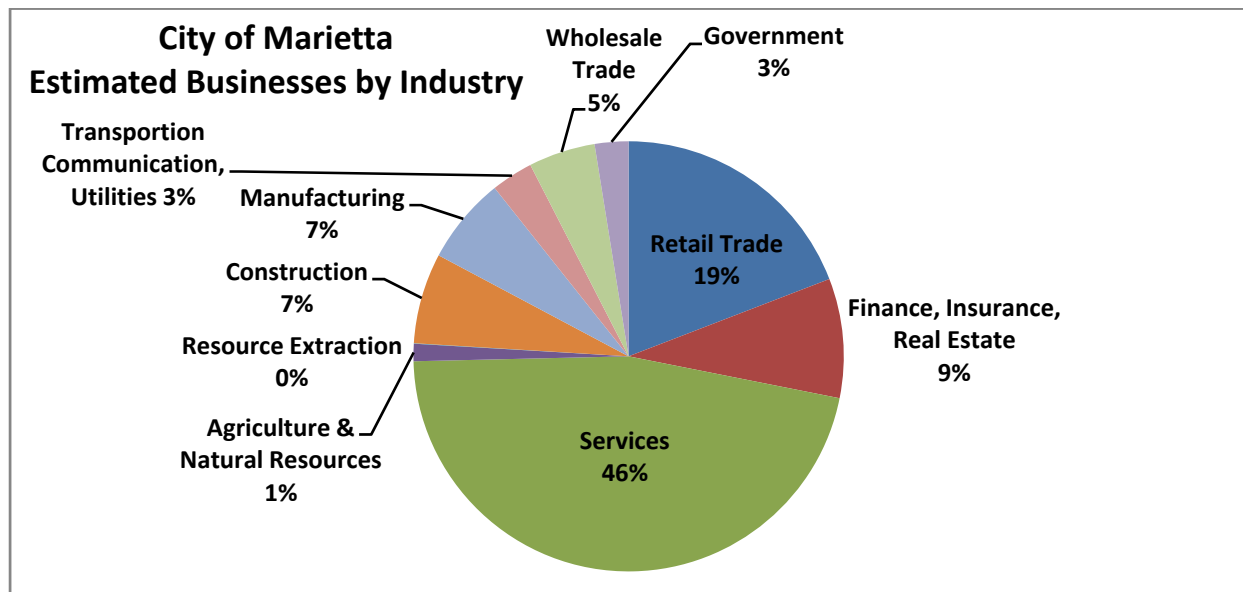
The City of Marietta is a major business and employment center in Cobb County. According to 2008 Workplace, Business and Employment estimates from Claritas, more than 6,000 businesses operate in the City limits employing more than 115,000 persons.

**City of Marietta, Georgia
2008 Workplace Business & Employment Estimate**

Number of Businesses	6,251
Number of Employees	115,586
Employees per Business	18.5
Residential Population per Business	9.9
Total Employees Working at Home	900

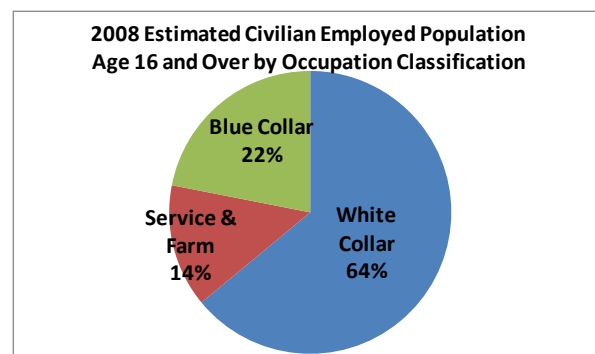
Business

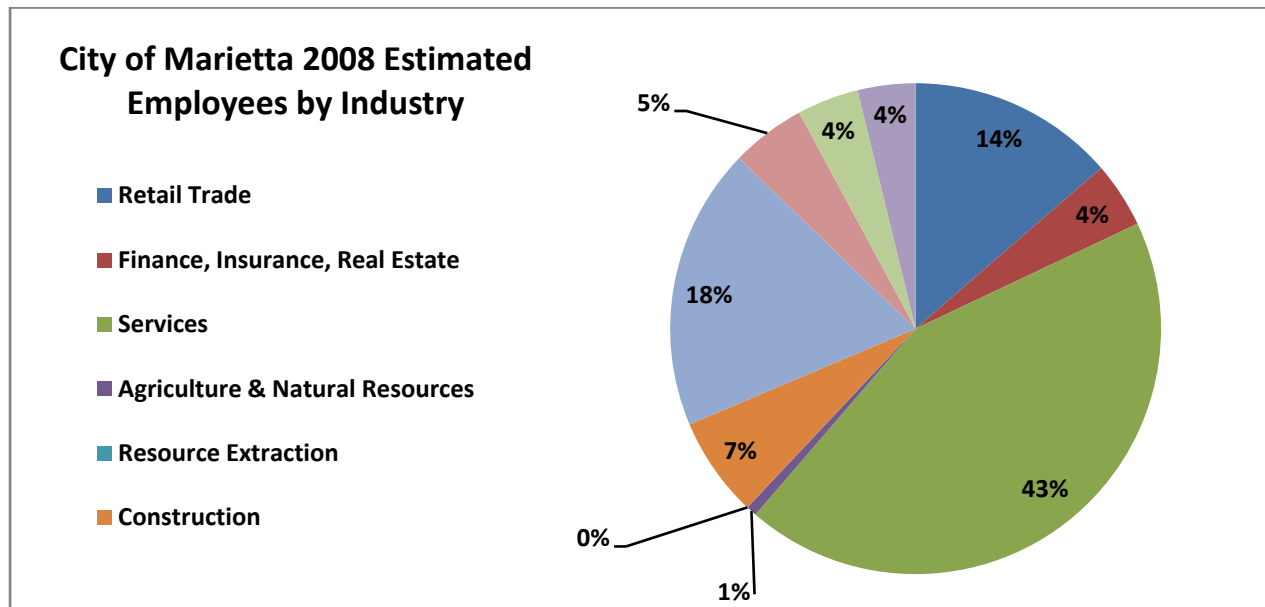
The majority, 92 percent, of Marietta’s businesses are private sector while an estimated 490 business are Government and Non-Profit. The leading industries and industry sectors in the city are Health Services, Personal Services, Business Services, Construction and Manufacturing based on the 2008 estimated number of businesses.



Employment

Government and Non-Profit organizations provide jobs to a significant percentage of total employees, 12 percent, although these organizations represent just 1 percent of total businesses. Manufacturing and health services industries rank highest, with each accounting for approximately 19 percent of total employees in the City.





Services

The Services industry is the workplace leader representing 47 percent of total business and 43 percent of total employees. Health, Business and Personal Services are the leading sectors under the Services industry accounting for 62 percent of industry businesses and 70 percent of industry employees. Health Services alone is estimated to employ 21,944 persons.

Retail Trade

Marietta is home to many boutique and locally owned retailers. These businesses combined with national retailers represent 19 percent of total businesses and 14 percent of total employees in the city. Leading sectors in the retail trade industry include eating & drinking establishments, automotive dealerships and retail gas stores, and retail stores.

Finance, Insurance, Real Estate

The Finance, Insurance, Real Estate Industry is estimated to represent 9 percent of total businesses and 4 percent of total employees. National banks, savings and lending institutions continue to establish branch operations in Marietta. Marietta is also home to numerous community banks providing access to a wide variety of financial services to residents and businesses. The Real Estate sector is the largest of the 5 Finance, Insurance, real Estate industry sectors with 232 businesses and 1,961 employees.

Construction, Manufacturing and Other Industries

Construction represents approximately 7 percent of a total businesses and employees. Like Construction Manufacturing represents 7 percent of total businesses and with an average 52.6 employees per business, represents 19 percent of total employees. Agriculture and Natural Resources as well as Resource Extraction also have a small industry presence in the City.

Consumer Buying Power

Claritas estimates 2008 aggregate consumer buying power for the city of Marietta as \$1,139,387,411, of which \$687,122,707 is spent at retail stores.

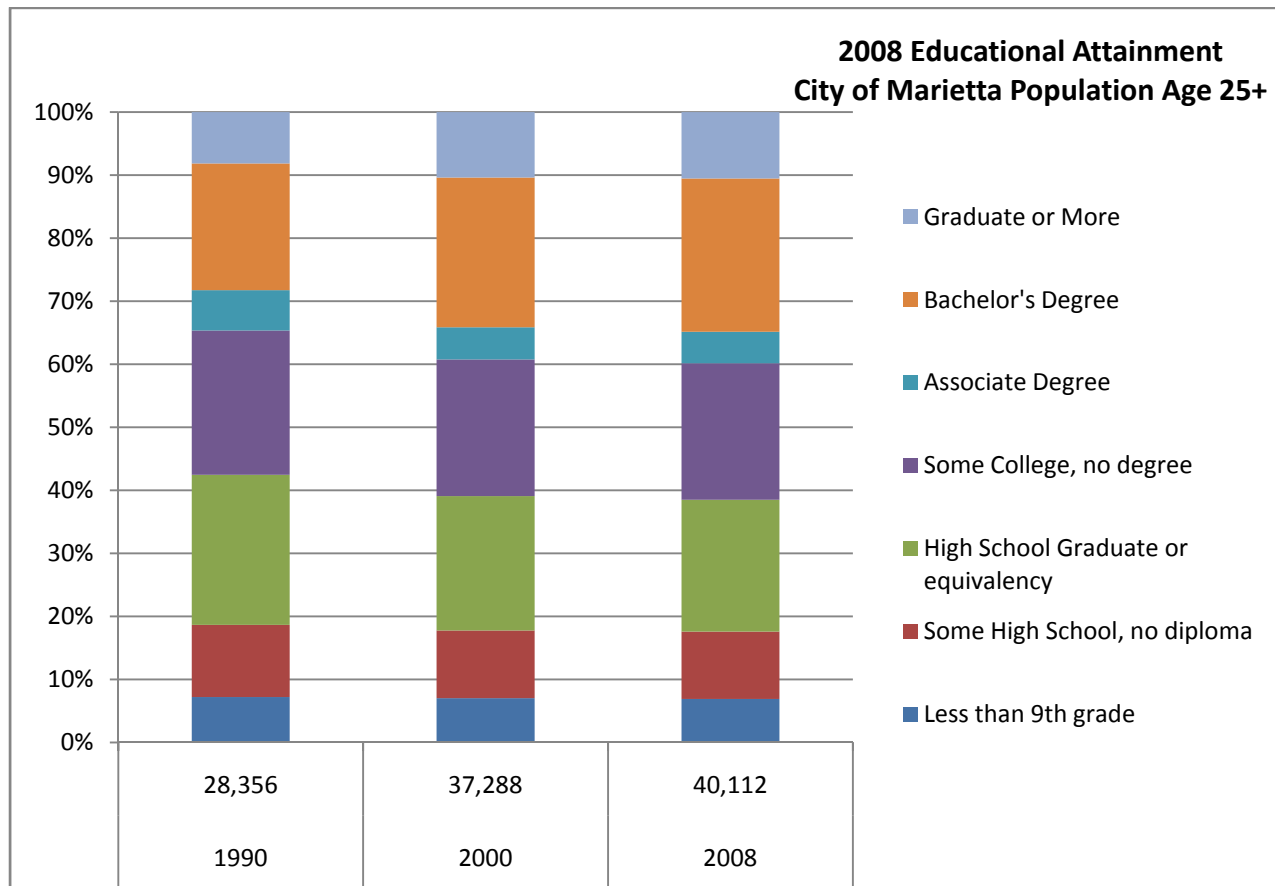
City of Marietta, GA Consumer Buying Power, Source: IXPRESS 2008 Retail Insight								
	2008 Aggregate Expenditure Estimate Aggregate	%	2013 Aggregate Expenditure Estimate	%	2008 Annual Average per Household	2013 Annual Average per Household	Average Annual Growth (%)	2008 Market Index to USA
TOTAL SPECIFIED CONSUMER EXPENDITURES	\$1,139,387,411		\$1,381,015,833		\$46,479	\$54,659	4.24%	91
FOOD AT HOME	\$137,123,718	12.03%	\$152,997,985	11.08%	\$5,594	\$6,055	2.32%	89
FOOD AWAY FROM HOME & ALCOHOL	\$153,557,345	13.48%	\$187,359,689	13.57%	\$6,264	\$7,415	4.40%	98
DAY CARE, EDUCATION & CONTRIBUTIONS	\$93,645,700	8.22%	\$111,646,803	8.08%	\$3,820	\$4,419	3.84%	99
HEALTHCARE	\$97,369,044	8.55%	\$142,600,376	10.33%	\$3,972	\$5,644	9.29%	93
HOUSEHOLD FURNISHINGS & APPLIANCES	\$57,467,218	5.04%	\$66,582,284	4.82%	\$2,344	\$2,635	3.17%	81
HOUSING RELATED & PERSONAL	\$106,883,012	9.38%	\$126,374,207	9.15%	\$4,360	\$5,002	3.65%	86
PERSONAL CARE & SMOKING PRODUCTS	\$42,421,705	3.72%	\$46,479,361	3.37%	\$1,731	\$1,840	1.91%	91
PET EXPENSES	\$9,720,559	0.85%	\$12,401,738	0.90%	\$397	\$491	5.52%	75
SPORTS & ENTERTAINMENT	\$121,901,228	10.70%	\$145,508,694	10.54%	\$4,973	\$5,759	3.87%	86
TRANSPORTATION & AUTO EXPENSES	\$210,762,455	18.50%	\$266,161,363	19.27%	\$8,598	\$10,534	5.26%	91
TOTAL APPAREL	\$108,535,427	9.53%	\$122,903,333	8.90%	\$4,427	\$4,864	2.65%	95

Education

The City of Marietta offers its residents the opportunity to enroll their children in the Marietta City School System. The school system educates approximately 9000 students each year independent from the county school system. The City is also home to a variety of private schools including the highly prestigious Walker School and Mt. Paran as well as a charter elementary school. Institutions of higher education include state universities and private colleges. Other Metro Atlanta universities are easily accessible from Marietta including Kennesaw State University.

Marietta City Schools (MCS) serve some 8,000 students at eight elementary choice schools—one of which is a Science, Technology, Engineering and Math (STEM) Magnet—one middle school, one sixth-grade school, and one high school. MCS is home to four Georgia Schools of Excellence and one National School of Excellence. The school district has approximately 1260 employees. MCS has consistently ranked among the top 15 percent of public school systems nationally for the past several years, and has also earned numerous recognitions.

Marietta City Schools enjoy low pupil-teacher ratios (18:1), high per pupil expenditures (\$9,964), and excellent support staff provisions. 69% of MCS certified staff have a Masters Degree or higher and our teachers are regularly recognized among the best in the state and nation.



Government

The City of Marietta operates with a Mayor/Council-City Manager form of government. The City is divided into seven wards, with a city councilmember elected from each. The Mayor is elected at large. Official policy is set by this elected body who serve four-year concurrent terms. The City Manager, a professional staff and 750 dedicated employees direct day-to-day operations.

State, regional and national awards for innovative public safety programs are frequent in Marietta. The Police Department was one of the first in the State to be internationally certified, and the Department's award-winning M-STAR program is credited for the City's 11.8% decrease in crime last year while the national rate was on the rise. Marietta's Fire Department has earned an ISO rating of 3, which means lower insurance rates for your business. All of the city departments work in concert to assure citizens and businesses the highest, most efficient services possible. And because long-term planning is important in Marietta, all the departments work together as a team and have their eyes on the same objective: high-quality, affordable services for everybody fortunate enough to call Marietta "home."

Prepared May 2009
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