



**FEBRUARY
16-18, 2027**

HUNTSVILLE

Leadership Exchange

AND BENCHMARKING TOUR

Huntsville, Alabama (Rocket City) is a fast-growing innovation hub driven by aerospace, technology, and advanced manufacturing. It offers powerful lessons in economic growth, talent attraction, and regional success.

WHY HUNTSVILLE:

- The city is a national and innovative leader in key industries.
- Huntsville has seen rapid population and job growth driven by high-skill industries.
- The community has a highly educated workforce and strong talent attraction strategies.
- Collaboration between business, government, and education partners has been key in their success.
- They have a proven model for balancing economic growth with quality of place and livability.

We invite you to join us and travel with other leaders to explore fresh ideas, learn best practices, and engage in peer-to-peer learning that can fuel the Fox Cities' future. Attendees will gain insights, build stronger relationships with fellow leaders, and return better equipped to move our region forward. It's a strategic investment in the future of the Fox Cities!



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**FOX CITIES CHAMBER
FOUNDATION, INC.**



Building Excellence

Regional Snapshot Comparison

	FOX CITIES	HUNTSVILLE
Population	314,500	249,102 (City), 542,297 (Metro)
Employment	177,564	178,900 (City), 292,000 (Metro)
Unemployment	2.30%	2.80%
Cost of Living (national average: 100)	101.5	99
Largest Industries	Largest Industries: Manufacturing & Healthcare	Aerospace, Defense, Engineering, Advanced Manufacturing, Healthcare
Bachelor's Degree or Higher	32.50%	47.20%
Median Household Income	\$78k-80k	\$70k-75k
Population Growth Trend	Stable/Moderate Growth	Rapid Growth
Key Economic Assets	Manufacturing Base, ATW Airport, Gulfstream	NASA Marshall, Redstone Arsenal, Cummings Research Park
Median Age	39-40	37
Geographic Size	approx. 1,000 square miles	1,365 square miles
Overall Safety Perception	High	Moderate-High
Housing Pressure	Stable	Increasing
Commute Times	Low	Moderate