



**FEBRUARY
16-18, 2027**

Join us on a

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.

During our Leadership Exchange & Benchmarking tour we will explore fresh ideas, learn best practices, and collaborate with peers to help shape the Fox Cities' future. Attendees will return home with new insights and practical ideas to help move our region forward. Highlights include:

- A discussion of Huntsville's sense of place and approach to economic development
- A case study on the transformation of a former mall into a thriving entertainment district
- A CEO panel featuring leaders from a variety of industries
- Tours of the Alabama School of Cyber Technology & Engineering and Polaris
- Dinner and a tour of the U.S. Space & Rocket Center

Learn alongside some of the Fox Cities' most engaged leaders and gain access to ideas, experiences, and insights you won't find anywhere else.



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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