



APPENDICES

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REPORTS OF ACCOMPLISHMENTS

This is the review of the Community Work Program from the previous five years. As a new work program is produced every five years, the items within the previous work program must be identified for their status as complete, in progress, either postponed or cancelled. Those items that have been postponed or are in progress must be shown in the next Community Work Program where appropriate, while those items that have been postponed or cancelled must also include a reason for their status.

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REPORT OF ACCOMPLISHMENTS – WHITE COUNTY

ACTION	STATUS	COMMENT
Redesign and implement new White County Website to include "Improve and expand Building and Code webpage information and date"	Complete	
Work with Planning and GIS to track building permits to help determine development patterns	In Progress	In progress for current work program 2026-2030
New aerial maps for the county	Complete	
Personal Property Audit	Complete	
Encourage the development of quality health care facilities and services	In Progress	In progress for current work program 2026-2030
Create opportunities for broadband expansion throughout the county	In Progress	In progress for current work program 2026-2030
Create a workforce development program that links local education to local business and industry	Complete	
Annually or as needed revise county E911mapbook	Complete	
Revise county road map and inset maps	In Progress	In progress for current work program 2027 and 2029
Update mapping for Part V and for floodplain	In Progress	In progress for current work program 2027 and 2029
Update Land Use Map as needed	In Progress	In progress for current work program 2026-2030
Provide assistance to Fire Department with station site selection	In Progress	In progress for current work program 2026-2030
Continue Managerial Training Program	In Progress	In progress for current work program 2026-2030
Locate and construct new facility in Cleveland	In Progress	In progress for current work program 2027-2030
Grow the E-book program	In Progress	In progress for current work program 2026-2030
Diversify library activities to include community programs	In Progress	In progress for current work program 2026-2030
Create a historic overlay district/map for the land use ordinance	In Progress	In progress for current work program 2026-2027
Develop a Wayfinding signage program for tourism industry	In Progress	In progress for current work program 2026-2030
Update Bicycle and Pedestrian Plan	In Progress	In progress for current work program 2026-2027, and 2029
Locate and construct a new convenience center	Canceled	No longer a county project
Develop policies to encourage senior housing and workforce housing	In Progress	In progress for current work program 2026-2030
Review and Update Service Delivery	In Progress	In progress for current work program 2030
Create strategic economic development plan	Complete	
Implement economic development plan	In Progress	In progress for current work



		program 2028-2030
Canine Stainless-Steel Cages Quarantine Room	Complete	
Replace Transport Vehicle New F150 Transport Unit	Complete	
Feline Steel Cages Quarantine Room	Complete	
Replace Transport Vehicle F250 Transport Unit	In Progress	In progress for current work program 2029
Parking Lot – Pavement and Striping	Complete	
Computer Aided Dispatch/Records Management	Complete	
Ongoing Replacement/Upgrades Base Stations, Repeaters	In Progress	In progress for current work program 2026-2030
Ongoing Replacement/Upgrades User Devices	In Progress	In progress for current work program 2027 and 2029
Outdoor Warning Siren Sautee, Mossy Creek FS#4, FS#2 Barrett Hill, HS, JP Nix, Duncan Bridge, White Creek Academy, White Co HS/Relocate 129N	Complete	
Generator Replacement County Admin/Morgue	Complete	
Weather Alert Radio's School System	Canceled	No longer a county project
Station Driveway/Parking Repairs In Priority Order of 2, 4, 7, 5 and 3.	In Progress	In progress for current work program 2026-2030
Station Addition Fire Station 6 – 1200 Sq. Ft.	Canceled	No longer a county project
Replace Tanker 5 1500GL FS#5 New 2000GL Tanker	In Progress	In progress for current work program 2026
Replace Extrication Equipment	In Progress	In progress for current work program 2027
Replace Ford F150 QRV New Ford F150	In Progress	In progress for current work program 2027
Replace Engine 2 FS#2 New 1250GPM/1000GL	Complete	
Replace Engine 7 FS#7 New 1250GPM/1000GL 4X4	In Progress	In progress for current work program 2028
Replace Engine 5 FS#5 New 1250GPM/1000GL	In Progress	In progress for current work program 2029
Replace Tanker 6 FS#6 New 3000 GL Tanker	In Progress	In progress for current work program 2029
Fire Station 9 – Panorama Building/Apparatus/Equipment	Complete	
Implement Yonah Preserve Recreation Plan	In Progress	In progress for current work program 2026-2030
Create YP Recreation Master Plan	In Progress	In progress for current work program 2026-2027
Pay off debt on new ballfield facility @ YP	In Progress	In progress for current work program 2026-2030
Addition double gymnasium facility at YP	Complete	
Identify and complete LMIG projects annual	In Progress	In progress for current work

		program 2026-2030
Design and build Claude Sims Road Extension	Canceled	No longer a county project
Vehicle replacement	In Progress	In progress for current work program 2026-2030
Continue drug education programs	In Progress	In progress for current work program 2026-2030
Courthouse renovation/addition	In Progress	In progress for current work program 2026-2028
Addition/renovation and 2 nd drive through	Complete	
Chattahoochee River access improvements at Hwy. 255 Bridge	In Progress	In progress for current work program 2027
Chattahoochee River access improvements at Hwy 17 bridge	In Progress	In progress for current work program 2026-2029

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REPORT OF ACCOMPLISHMENTS – CLEVELAND

ACTION	STATUS	COMMENT
Additional ground water well in service to support water resources	Complete	
Repair and replace aging water and sewer lines. Continue to loop dead ends	Complete	
Widen, repave streets, build sidewalks, culverts throughout city	Complete	
Build Talon City Municipal Complex – city hall, police, fire, council room, community room, city park and walking trail	In Progress	In progress for current work program 2026-2030
Upgrade wastewater treatment plant to meet new environmental standards and future growth	In Progress	In progress for current work program 2026-2028
Update City Zoning Ordinance and Subdivision Requirements	Complete	
Update City Personnel Policy	Complete	
Review and Update Service Delivery Strategy	In Progress	In progress for current work program 2026 and 2030
Develop housing strategy and plan	Complete	
Update Comprehensive Plan	Complete	
Develop Gateway Corridor Plan, including entry signage and by-pass nodes	In Progress	In progress for current work program 2027-2029

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REPORT OF ACCOMPLISHMENTS – HELEN

ACTION	STATUS	COMMENT
Land Application System (LLS) Improvements at spray fields.	In Progress	
Improvements to Unicoi (Pete's) park and Riverside Park to include additional playground equipment and picnic areas.	Complete	
Continue Community programs through the Police and Fire Departments	Complete	Ongoing Policy
Improving water and wastewater management through training and State Certification of additional operations	Complete	
Install additional wells to support limited water resources, including Well #11	In Progress	
Extension and Improvements of Sewer Lines and Pump Stations	In Progress	
Sidewalk additions and Replacement	Complete	
Police Dept. Facility	Complete	
Continue to provide building and revenue for the Helen Library	Complete	Ongoing Policy
Replace Main Sewer Lift Station	Complete	
Sewer System Improvement (SSES)	Complete	
Chattahoochee River Sewer Line	Complete	
Ground Water Development	In Progress	
Meter Replacement	Complete	
Solids Removal - WWTF	Complete	
Improving conservation of water usage through public education	Complete	Ongoing Policy
Install additional streetlights and replacement of existing streetlights	In Progress	
Continue to improve building and support to Arts Center	In Progress	
Continue to participate in the Tree City USA program, Improve Tree Ordinance, and Celebrate Arbor Day	Complete	
Use available areas for additional planting and landscaping	In Progress	
Allocate Percentage of Hotel/Motel tax for the promotion of Tourism	Complete	Ongoing Policy
Continue utilizing manned convenience center for recycling	Complete	Ongoing Policy
Continue utilizing manned transfer station for recycling	Complete	Ongoing Policy
Contract with private company for collection and disposal of residential solid waste	Complete	
Commercial establishments to contract for collection	Complete	
Annual Christmas tree recycling and chipping service	Complete	Ongoing Policy



Education program using local media, in conjunction with White County	Complete	Ongoing Policy
Participate in the Adopt –A-Highway program	Complete	Ongoing Policy
Public Education to Increase Awareness of Recycling and Composting	Complete	Ongoing Policy
Begin Comprehensive Plan Update	Complete	
Complete Comprehensive Plan Update	Complete	
Review and Update Service Delivery	Postponed	Moved to 2026

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QCO ASSESSMENT

Since 1999 the Board of the Department of Community Affairs has identified various Quality Community Objectives (QCOs) as value statements of the development patterns and options that will help Georgia preserve her unique cultural, natural, and historic resources while looking to the future and developing to her fullest potential.

These ten objectives are adapted from generally accepted community development principles to fit the unique qualities of Georgia's cities and counties. Although these objectives are only recommendations, we are convinced that implementing these principles will result in greater efficiency and cost savings for local governments and a higher quality of life for their citizens.

- **Economic Prosperity:** Encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.
- **Resource Management:** Promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; utilizing appropriate waste management techniques; fostering water conservation and reuse; or setting environmentally sensitive areas aside as green space or conservation reserves.
- **Efficient Land Use:** Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.
- **Local Preparedness:** Identify and put in place the prerequisites for the type of future the community seeks to achieve. These prerequisites might include infrastructure (roads, water, and sewer) to support or direct new growth; ordinances and regulations to manage growth as desired; leadership and staff capable of responding to opportunities and managing new challenges; or undertaking an all-hazards approach to disaster preparedness and response.
- **Sense of Place:** Protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.
- **Regional Cooperation:** Cooperate with neighboring jurisdictions to address shared needs. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.

- **Housing Options:** Promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.
- **Transportation Options:** Address the transportation needs, challenges, and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.
- **Educational Opportunities:** Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, or pursue life ambitions. This can be achieved by expanding and improving local educational institutions or programs; providing access to other institutions in the region; or coordinating with local economic development programs to ensure an adequately trained and skilled workforce.
- **Community Health:** Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.



BROADBAND ASSESSMENT

The growing importance of access to reliable and high-speed, high-capacity internet connections cannot be overestimated. Unserved and underserved areas of Georgia will not remain economically competitive without sufficient internet infrastructure, as this technology becomes the default utility for all manners of communication. To address this issue the Georgia General Assembly amended the provisions of local planning in Georgia by passing the "*Achieving Connectivity Everywhere (ACE) Act*" to facilitate the enhancement and extension of internet access in communities. The State will add future support programs and initiatives aimed at delivering the community improvement that reliable, high-speed internet access can provide to even the most difficult-to-serve citizens, schools, and businesses.

Achieving these goals at the local level begins with communities pursuing the *Broadband Ready Community Designation*, demonstrating that they have taken steps to reduce obstacles to broadband infrastructure investment by incorporating a broadband assessment into their comprehensive plan and has adopted a model ordinance. Here the ACE Act requires all local governments to incorporate the "*promotion of the deployment of broadband internet services*" into their local plan. Once these are in place the Georgia Department of Community Affairs and the Department of Economic Development will identify and promote facilities and developments that offer broadband services at a rate of not less than 1 gigabit per second in the downstream to end users that can be accessed for business, education, health care, government.

One of the first products to come out of the Georgia Broadband Initiative was an inventory of general conditions across the State regarding access to high speed/ high-capacity broadband technology. Utilizing demographic data from the US Census Bureau and cross-referencing that information with knowledge of broadband infrastructure, the Department of Community Affairs produced a series of maps depicting the state of broadband accessibility in rural areas. (See *map below*).

White County:
Unserved Locations: 3,254
Served Locations: 13,151
Percent Unserved: 20

Legend

■ GBDI Petitions

Served & Unserved Areas

■ Served
■ Unserved
■ No Locations

Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

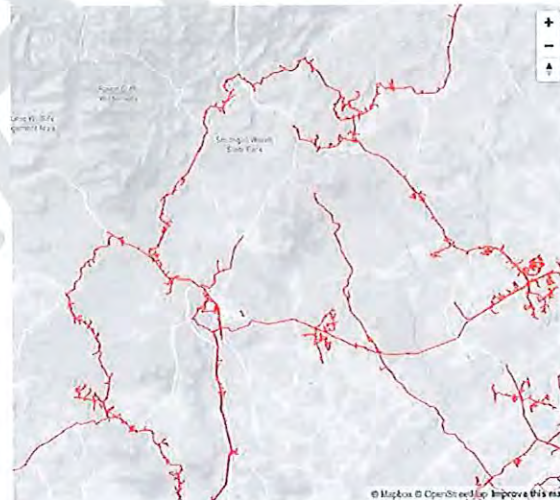
County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.



White County rates well in that they do have access to the North Georgia Network (NGN), an incorporated cooperative providing a regional fiber optic system with over 1,600 linear miles of infrastructure. The NGN was conceived as part of visions for a more prosperous rural Georgia, with the knowledge that a fiber optic network that is fast, reliable, and affordable is vital to modern economic development. The NGN provides infrastructure that loops through the northeast Georgia mountains with 100 gigabit core line and connects to almost all the schools and colleges in the region as well as reaching many government structures and prominent business parks.



Priorities for Future Network Enhancements

- Ability to increase “last-mile” connections
- Higher-capacity trunk lines westward from NGN
- Expansion of NGN

As an additional reference White County were included in the 2014 Georgia Mountains Digital Economy Plan (DEP), one of several plans developed for each region across Georgia in accordance with standards defined by the Georgia Technology Authority (GTA). The DEP was designed to identify and coordinate the resources and efforts related to improving the region’s infrastructure in support of hi-tech



industries and economies. As each regional plan is completed, the State and its partners can begin directing their energy and resources with clearer focus and understanding of needs from every part of Georgia. While specific investment actions have not been identified as part of this initial process, the DEP provides a work scope that addresses key focus areas and recommendations that will help the GMRC, its member governments and regional stakeholders move forward with an understanding of the regional and state context for building network connectivity, improving educational resources and fostering technology hubs. With continued coordination and monitoring of progress, it is hoped these efforts will make the region a more effective and efficient place enabling all manners of business to realize their potential in accessing and utilizing electronic data.

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SWOC Assessment – GMRC Digital Economy Plan

	Strengths	Weaknesses	Opportunities	Challenges
Workforce/ Education	Higher Educational Institutions – University of North Georgia, Brenau, North Georgia Technical School, Lanier Technical School,	Limited existing hi-tech labor force	Economic and demographic growth of metro Atlanta	Attraction/ Retention of top technology talent
	Faster Business Start-up Time	Low family income	Job fairs held within the region by GMRC Workforce Development	Competition from other metro areas
	Dawson GigCenter – Business start-ups			
	GMRC Workforce Development			
Strong Development Authorities and Chamber offices to assist start-up businesses and industries				
Infrastructure	Cooperative EMC's that deliver good products	System Redundancy. Residents and Businesses need more choices for internet service.	Tourism/outdoor recreation related industry	Topographically the GMRC Region is difficult to traverse for aerial line installation
	North Georgia Network	Cost prohibitive		
	Access to metro Atlanta	Geographic isolation		
	Ga 400 – Technology Corridor			
	Residents ability to telecommute			
Local Government	GMRC fostering cooperation	Limited funding resources	Educating local government on importance of broadband access	Finding Grant funds for broadband projects
	Quality Development Authorities and Joint Development Authorities	State needs to put more emphasis on education		Need a better way to communicate to State Legislators what is going on in the GMRC Region regarding broadband needs, initiatives and projects
	<p>Goal: <i>Ensure new telecommunication networks for needed accessibility and reliability to support the growth of the regional economy.</i></p> <p>Strategy: <i>Prepare to meet industry and business telecommunication needs by assisting with fiber optic network development.</i> The purpose of this strategy is to support, develop, and provide educational opportunities regarding telecommunication systems in the region.</p> <p>Strategy: <i>Promote and support the use of health information technology (IT).</i> The purpose of this strategy is to encourage local partnerships between health providers and local leaders in using telecommunications and other information technology to improve care to patients and lower health costs.</p>			

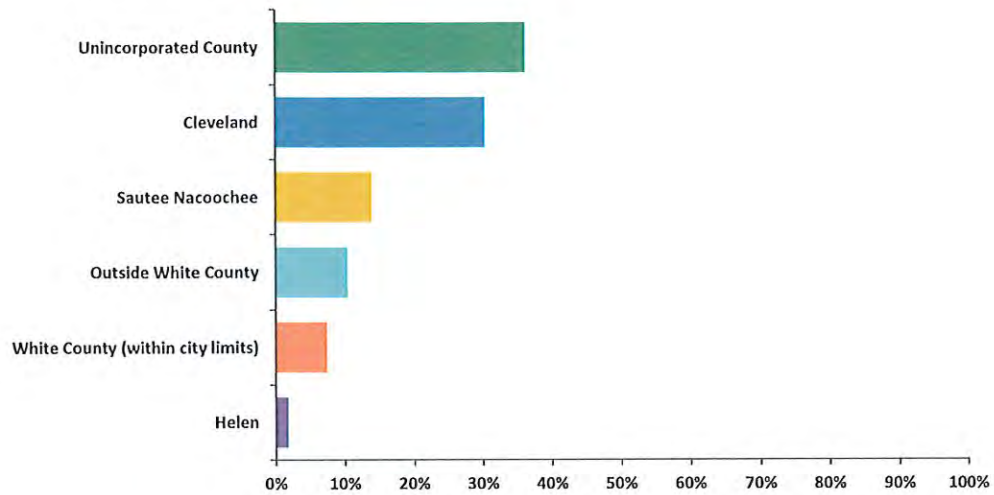


SUMMARY OF PUBLIC SURVEY

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Q1: Where is your primary residence?

Answered: 993 Skipped: 0

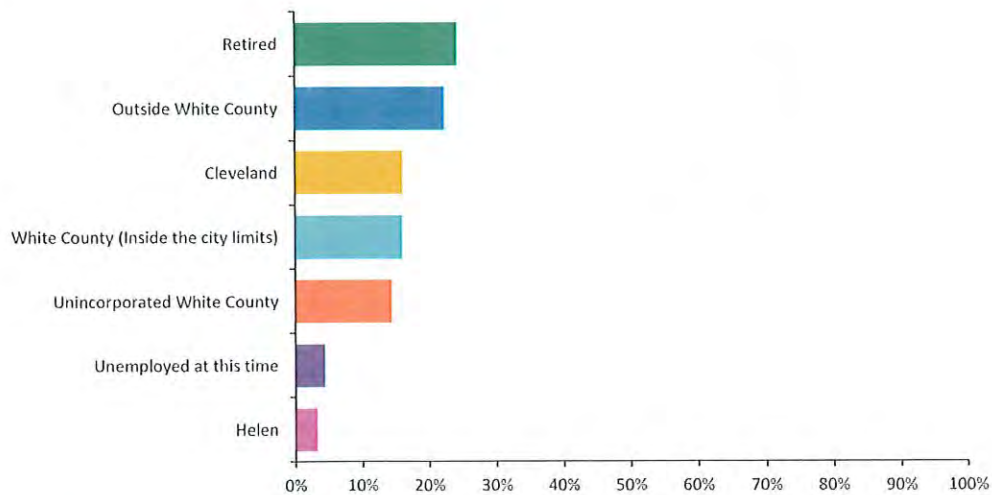


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1

Q2: Where do you work?

Answered: 993 Skipped: 0

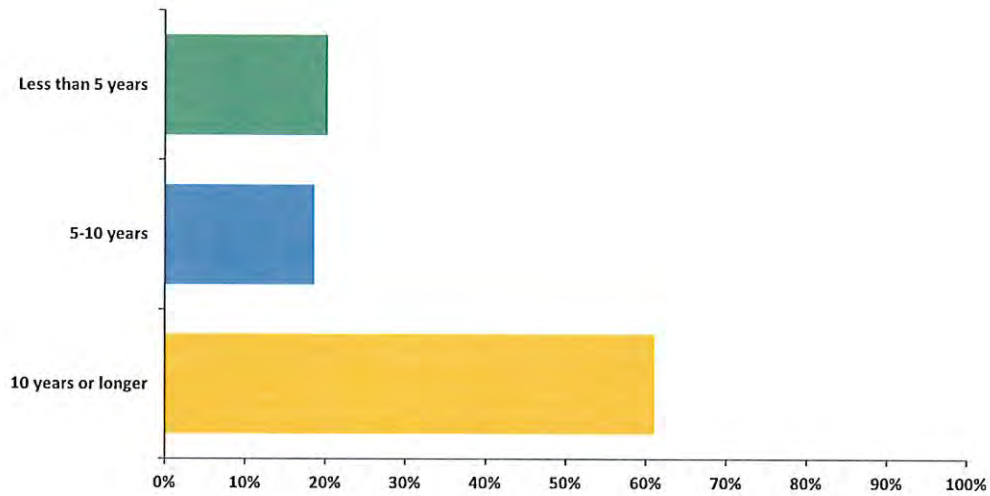


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2

Q3: How long have you been living or working in White County, Cleveland, or Helen?

Answered: 977 Skipped: 16

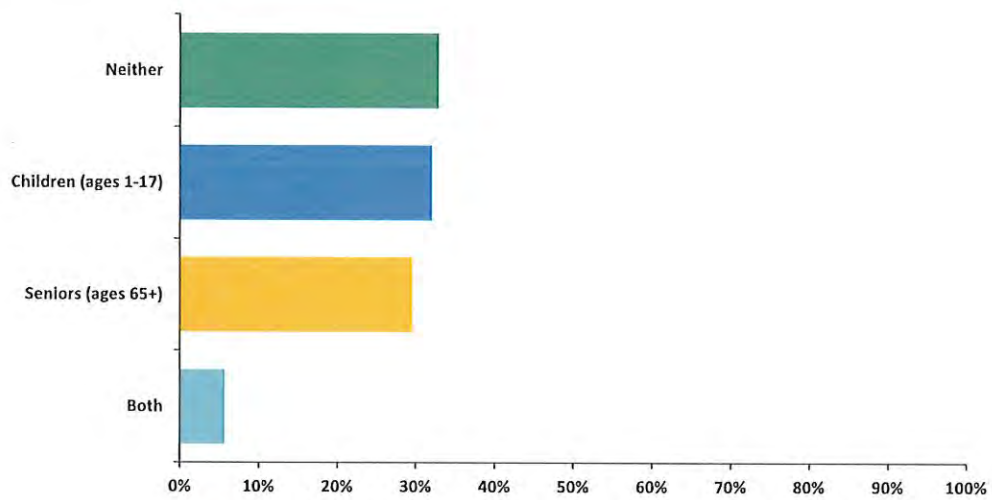


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3

Q4: Do you have any seniors or children in your household?

Answered: 993 Skipped: 0

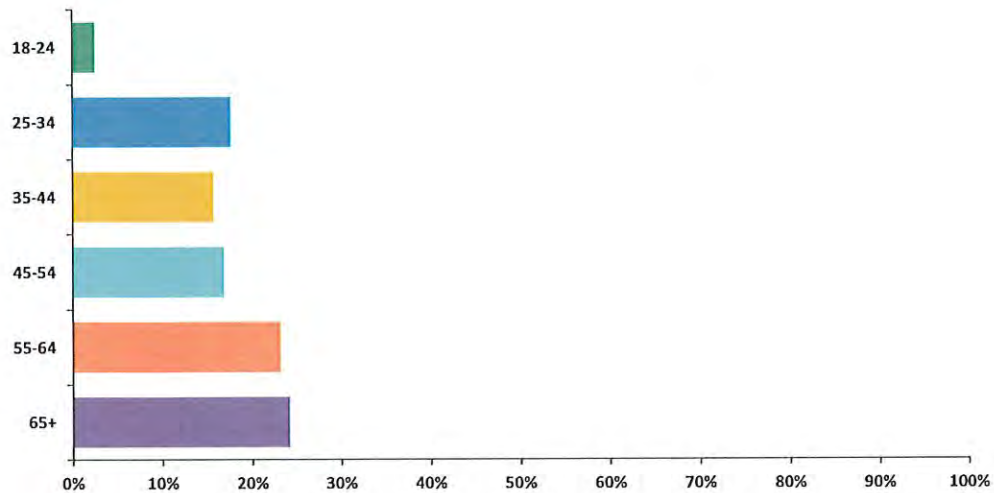


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Q5: What is your age range? (Area high school-age youth should take the survey specifically designed for them.)

Answered: 993 Skipped: 0

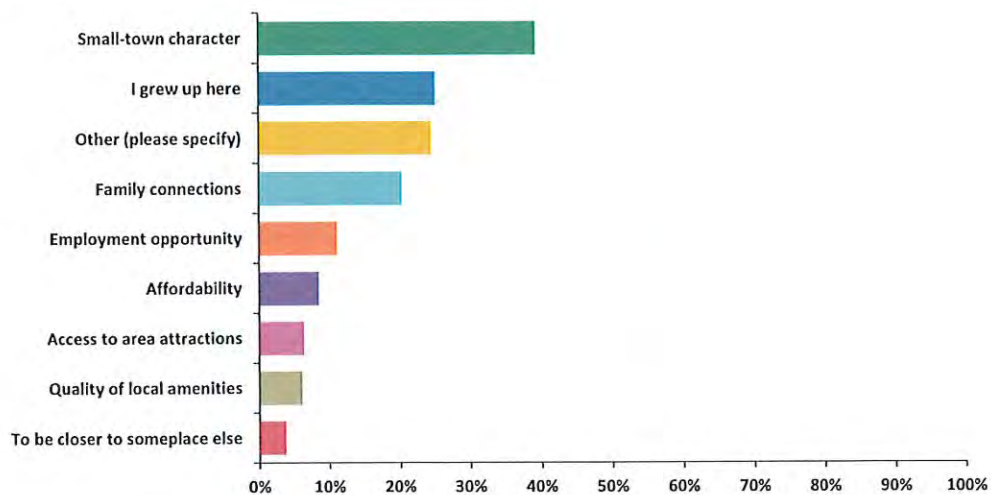


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5

Q6: If you moved to White County, Cleveland, or Helen from somewhere outside the area, what was the main reason for your move.

Answered: 846 Skipped: 147

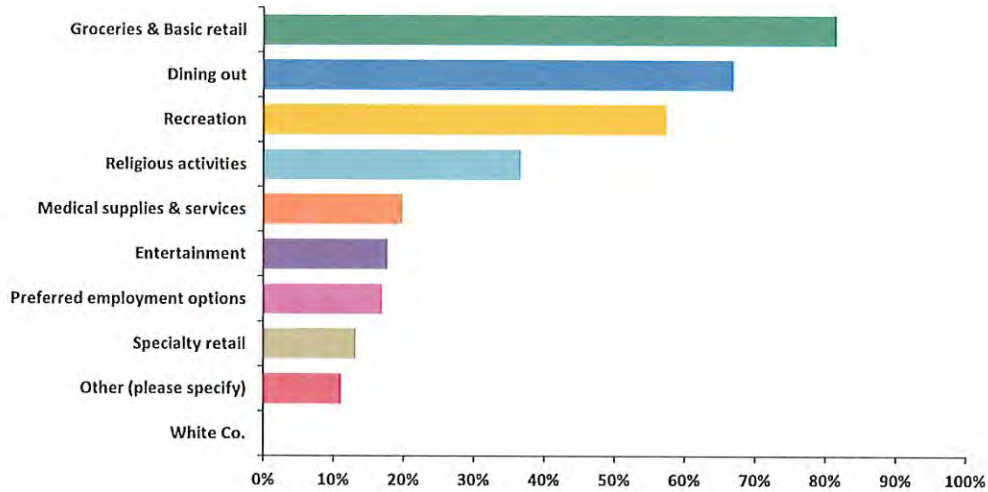


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6

Q7: Which of the following activities do you do mostly in White County, Cleveland, or Helen (Choose all that apply)

Answered: 993 Skipped: 0

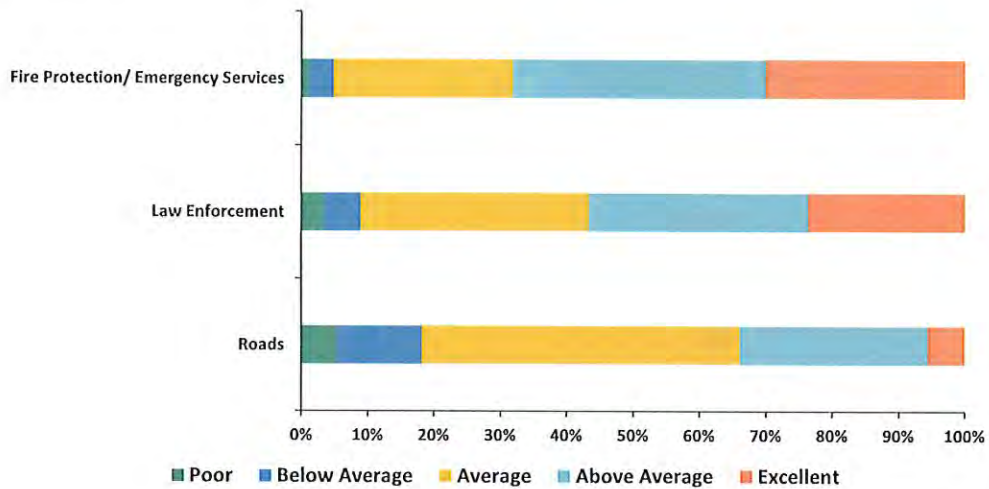


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7

Q8: On a scale of 1 (Very Poor) to 5 (Excellent), please rate your current level of satisfaction with the following services:

Answered: 668 Skipped: 325

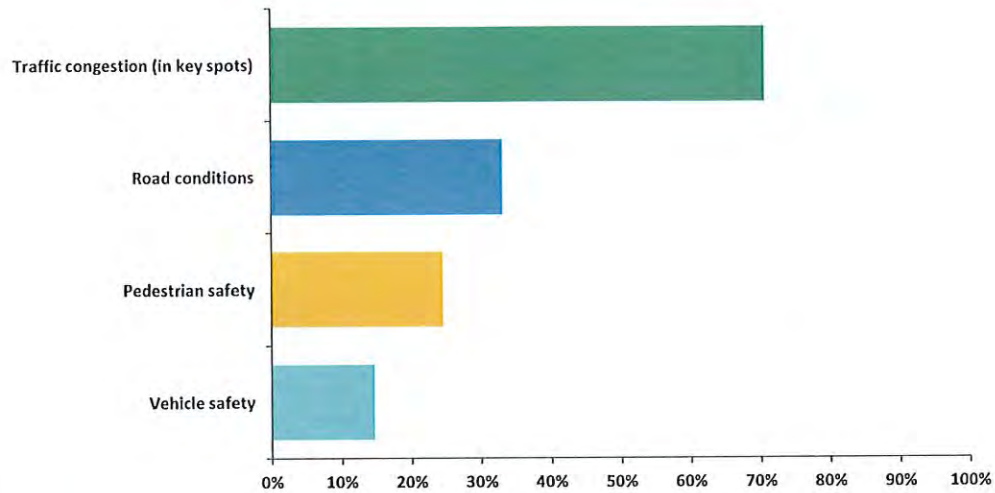


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Q9: What do you consider the foremost problem for roadways in White County, Cleveland, or Helen? Please check all that apply.

Answered: 668 Skipped: 325

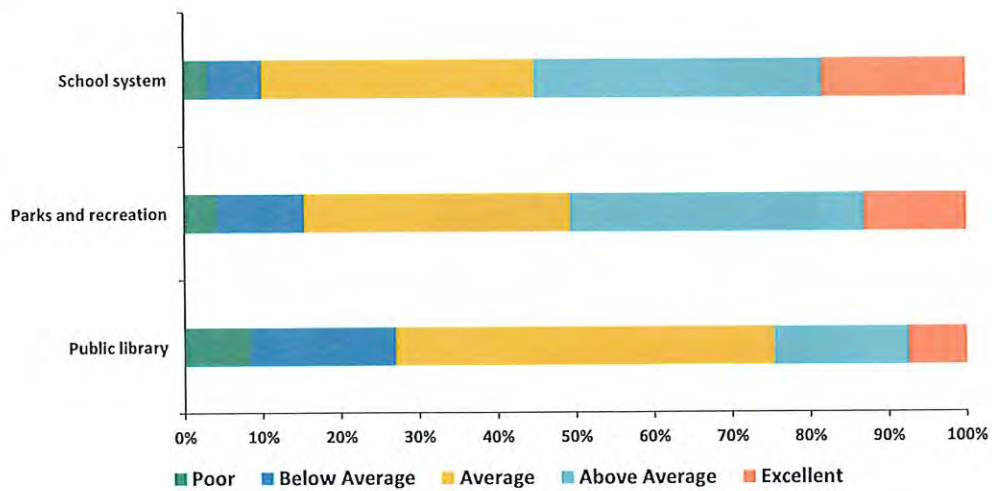


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With the following public facilities or services are some of the essential services provided to residents. On a scale of 1 (Very Poor) to 5 (Excellent), please rate your current level of satisfaction with these resources.

Answered: 668 Skipped: 325

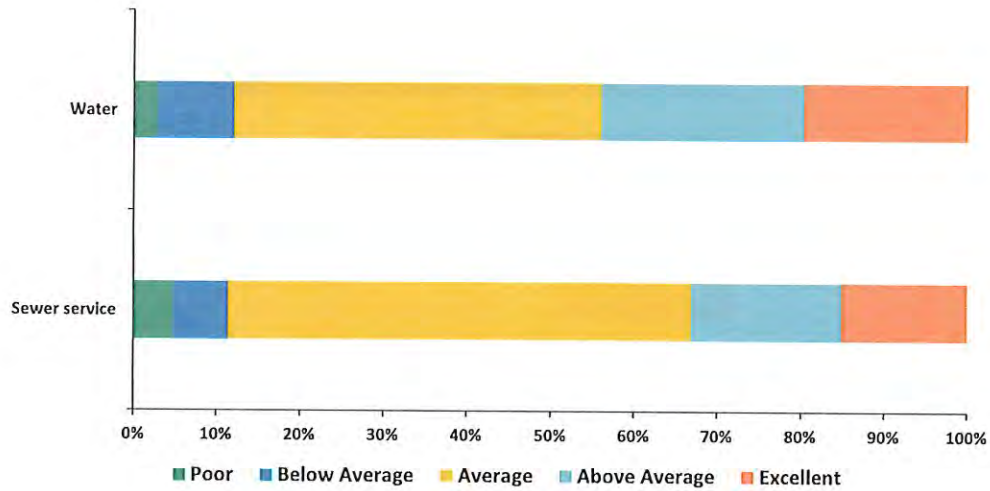


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Q12: If you have water and/or sewer service, please rate your current level of satisfaction with the service:

Answered: 350 Skipped: 643

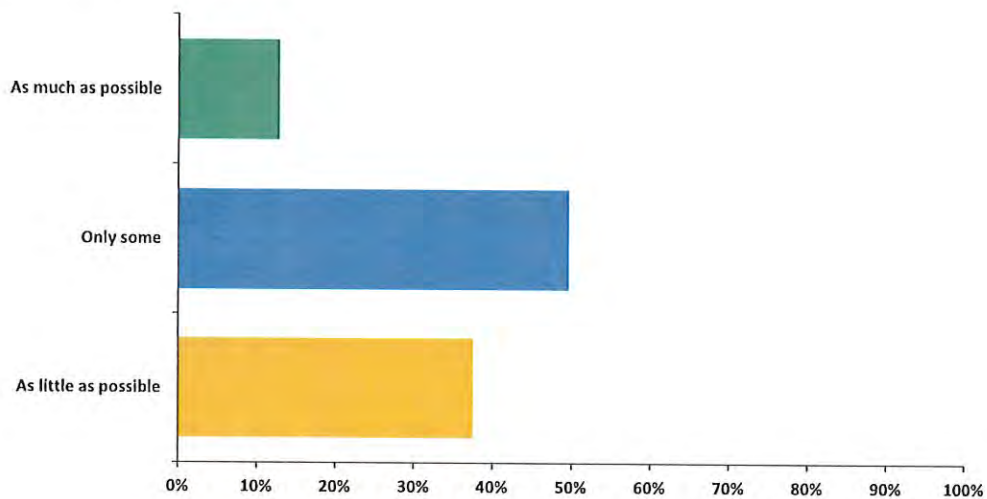


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Q19: How much new growth and development should be welcomed inside or immediately around White County, Cleveland, or Helen? (Choose one)

Answered: 624 Skipped: 369

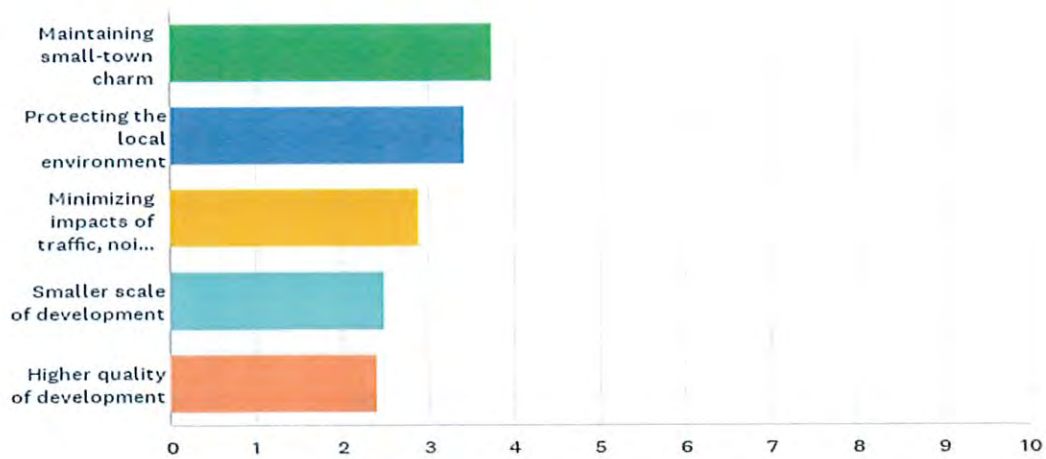


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Q20: Prank the following issues in terms of what you consider the highest priority, with #1 being the most important.

Answered: 624 Skipped: 369

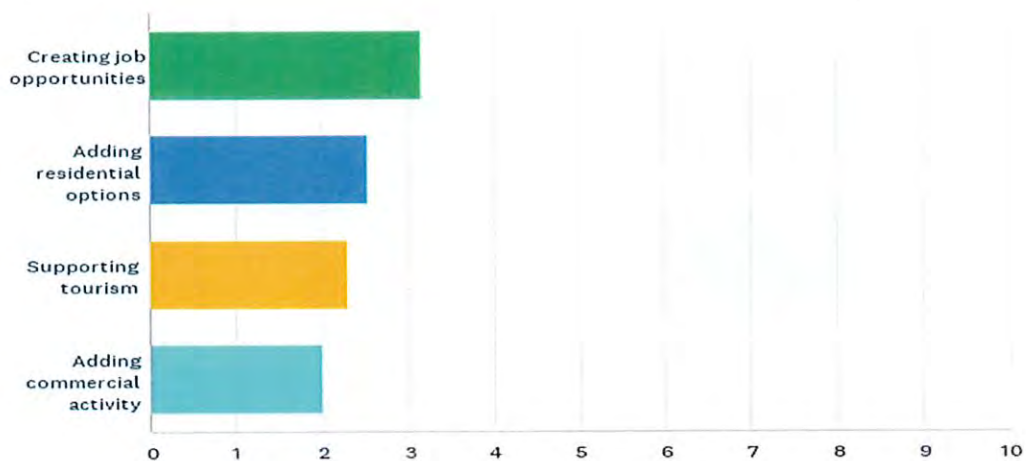


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Q21: Please rank the following issues in terms of what you consider the highest priority, with #1 being the most important.

Answered: 624 Skipped: 369

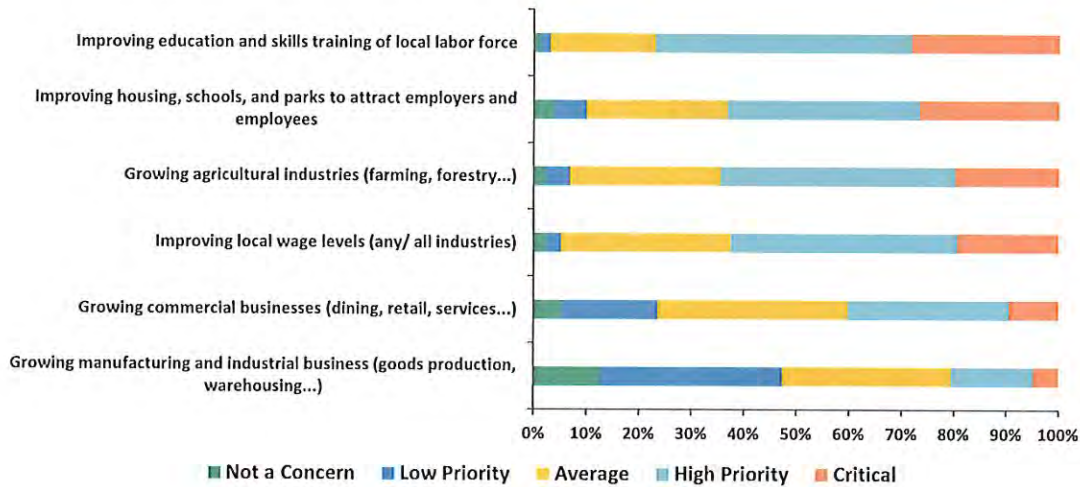


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Q22: Please rate the following as economic development priorities for White County, Cleveland, or Helen.

Answered: 624 Skipped: 369

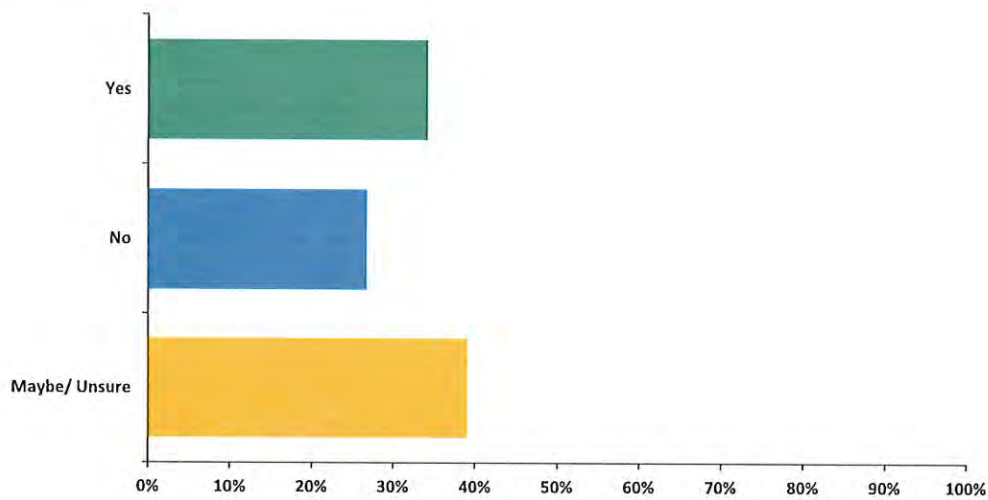


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Q24: Would you favor pursuing new commercial and/ or industrial development to strengthen the property tax base and help fund capital improvements?

Answered: 624 Skipped: 369

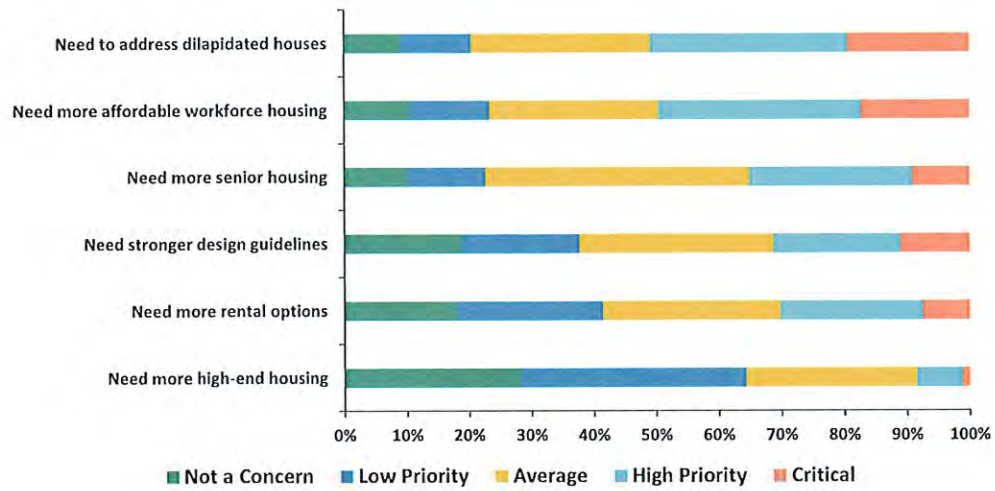


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Q25: RHow strongly you feel any of the following issues applies to White County, Cleveland, or Helen.

Answered: 624 Skipped: 369



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CLEVELAND DEMOGRAPHIC PROFILE

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Community Profile

Cleveland City, GA
Cleveland City, GA (1316824)
Geography: Place



Population Summary Cleveland cit...


2010 Total Population	3,408
2020 Total Population	3,514
2020 Group Quarters	526
2025 Total Population	3,665
2025 Group Quarters	488
2030 Total Population	3,753
2025-2030 Annual Rate	0.48%
2025 Total Daytime Population	5,573
Workers	3,754
Residents	1,819

Household Summary

2010 Total Households	1,303
2010 Average Household Size	2.46
2020 Total Households	1,226
2020 Average Household Size	2.44
2025 Total Households	1,271
2025 Average Household Size	2.50
2030 Total Households	1,297
2030 Average Household Size	2.52
2025-2030 Annual Rate	0.41%
2025 Families	752
2025 Average Family Size	3.37
2030 Families	803
2030 Average Family Size	3.30
2025-2030 Growth Rate	1.3%

Median Household Income

2025	\$62,717
2030	\$65,455

 **Source:** Esri forecasts for 2025 and 2030, U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income

Cleveland cit...

2025	\$24,474
2030	\$26,272

2025 Households by Income

Household Income Base	
<\$10,000	7.4%
\$10,000-14,999	3.3%
\$15,000-19,999	5.2%
\$20,000-24,999	3.1%
\$25,000-29,999	6.8%
\$30,000-34,999	0.5%
\$35,000-39,999	1.2%
\$40,000-44,999	6.7%
\$45,000-49,999	5.3%
\$50,000-59,999	6.8%
\$60,000-74,999	16.4%
\$75000-99999	19.0%
\$100,000-124,999	10.1%
\$125,000-149,999	2.6%
\$150000-199999	4.9%
\$200,000-249,999	0.5%
\$250,000-299,999	0.2%
\$300,000-399,999	0.1%
\$400,000-499,999	0.0%
\$500,000+	0.1%
Average Household Income	\$69,583

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	78
Percent of Income for Mortgage	30.2%
Wealth Index	43

Median Home Value

2025	\$302,826
2030	\$315,927



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.


2025 Home Value

Cleveland cit...

Total Owner Occupied Housing Units	729
<\$50,000	0.6%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	14.4%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	31.6%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	0.7%
Average Home Value	\$344,410

Housing Unit Summary

2010 Total Housing Units	1,339
Owner Occupied Housing Units	45.4%
Renter Occupied Housing Units	54.6%
Vacant Housing Units	20.5%
2020 Housing Units	1,347
Owner Occupied Housing Units	45.3%
Renter Occupied Housing Units	54.7%
Vacant Housing Units	9.0%
2025 Housing Units	1,389
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	42.6%
Vacant Housing Units	8.5%
2030 Total Housing Units	1,411
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	39.3%
Vacant Housing Units	8.1%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex

Cleveland cit...

Males	1,717
Females	1,948

Median Age

2010	31.5
2020	29.4
2025	31.0
2030	31.7

2025 Population by Age

Total	3,665
0 - 4	5.6%
5 - 9	5.9%
10 - 14	5.0%
15 - 24	25.7%
25 - 34	12.9%
35 - 44	10.0%
45 - 54	10.2%
55 - 64	9.5%
65 - 74	7.4%
75 - 84	6.0%
85 +	1.7%
18 +	79.8%

2025 Population 15+ by Marital Status

Total	3,062
Never Married	36.1%
Married	40.7%
Widowed	6.9%
Divorced	16.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment

Cleveland cit...

Total	2,120
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	14.6%
High School Graduate	28.2%
GED/Alternative Credential	9.1%
Some College, No Degree	18.9%
Associate Degree	4.6%
Bachelor's Degree	10.0%
Graduate/Professional Degree	10.7%

2020 Population by Race/Ethnicity

Total	3,514
White Alone	81.2%
Black Alone	7.6%
American Indian Alone	0.8%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.9%
Hispanic Origin	5.1%
Diversity Index	39.4

2025 Population by Race/Ethnicity

Total	3,665
White Alone	80.0%
Black Alone	8.0%
American Indian Alone	0.8%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	6.8%
Hispanic Origin	6.1%
Diversity Index	42.2

① **Source:** Esri forecasts for 2025 and 2030, U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

Cleveland cit...

Total	1,899
White Collar	44.3%
Management/Business/Financial	8.1%
Professional	17.5%
Sales	8.2%
Administrative Support	10.5%
Services	35.0%

2025 Employed Pop 16+ by Occupation

Total	1,899
Blue Collar	20.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	2.5%
Production	5.4%
Transportation/Material Moving	7.8%
White Collar	44.3%
Management/Business/Financial	8.1%
Professional	17.5%
Sales	8.2%
Administrative Support	10.5%
Services	35.0%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,899
Population 16+ Employed	99.8%
Population 16+ Unemployment rate	0.2%
Population 16-24 Employed	34.5%
Population 16-24 Unemployment rate	0.6%
Population 25-54 Employed	50.8%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	13%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	2%
Population 65+ Unemployment rate	0.0%



Source: Esri forecasts for 2025 and 2030, U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry

Cleveland cit...

Total	1,895
Agriculture/Mining	0.0%
Construction	4.5%
Manufacturing	8.7%
Wholesale Trade	1.6%
Retail Trade	10.6%
Transportation/Utilities	4.8%
Information	1%
Finance/Insurance/Real Estate	2.0%
Services	56.4%
Public Administration	10.1%

2025 Consumer Spending

Apparel & Services: Total \$	\$1,939,529
Average Spent	\$1,525.99
Spending Potential Index	62
Education: Total \$	\$1,272,152
Average Spent	\$1,000.91
Spending Potential Index	56
Entertainment/Recreation: Total \$	\$3,141,727
Average Spent	\$2,471.85
Spending Potential Index	60
Food at Home: Total \$	\$5,998,804
Average Spent	\$4,719.75
Spending Potential Index	63
Food Away from Home: Total \$	\$3,231,805
Average Spent	\$2,542.73
Spending Potential Index	62
Health Care: Total \$	\$6,031,680
Average Spent	\$4,745.62
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$2,244,344
Average Spent	\$1,765.81
Spending Potential Index	61
Personal Care Products & Services: Total \$	\$821,700
Average Spent	\$646.50
Spending Potential Index	62

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending

Cleveland cit...

Shelter: Total \$	\$20,475,230
Average Spent	\$16,109.54
Spending Potential Index	61
Support Payments/Gifts in Kind: Total \$	\$2,518,279
Average Spent	\$1,981.34
Spending Potential Index	60
Travel: Total \$	\$2,632,774
Average Spent	\$2,071.42
Spending Potential Index	57
Vehicle Maintenance & Repairs: Total \$	\$1,083,503
Average Spent	\$852.48
Spending Potential Index	63

Top Tapestry Segment

Cleveland cit...

Rural Versatility (E5):

This segment is characterized by rural areas with car-dependent homeowners.

[Learn more about this segment...](#)

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



HELEN DEMOGRAPHIC PROFILE

DRAFT

Community Profile

Helen City, GA
Helen City, GA (1337788)
Geography: Place



Population Summary


	Helen city, G...
2010 Total Population	523
2020 Total Population	531
2020 Group Quarters	0
2025 Total Population	527
2025 Group Quarters	0
2030 Total Population	533
2025-2030 Annual Rate	0.23%
2025 Total Daytime Population	1,412
Workers	1,080
Residents	332

Household Summary

2010 Total Households	256
2010 Average Household Size	2.04
2020 Total Households	247
2020 Average Household Size	2.15
2025 Total Households	240
2025 Average Household Size	2.20
2030 Total Households	238
2030 Average Household Size	2.24
2025-2030 Annual Rate	-0.17%
2025 Families	149
2025 Average Family Size	2.77
2030 Families	156
2030 Average Family Size	2.72
2025-2030 Growth Rate	0.9%

Median Household Income

2025	\$44,313
2030	\$61,996

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	Helen city, G...
2025	\$36,729
2030	\$39,670

2025 Households by Income

Household Income Base	
<\$10,000	240
\$10,000-14,999	2.5%
\$15,000-19,999	1.3%
\$20,000-24,999	4.2%
\$25,000-29,999	4.6%
\$30,000-34,999	2.1%
\$35,000-39,999	0.8%
\$40,000-44,999	10.0%
\$45,000-49,999	27.5%
\$50,000-59,999	5.0%
\$60,000-74,999	1.3%
\$75000-99999	6.3%
\$100,000-124,999	10.4%
\$125,000-149,999	12.1%
\$150000-199999	5.0%
\$200,000-249,999	1.7%
\$250,000-299,999	0.8%
\$300,000-399,999	1.7%
\$400,000-499,999	1.3%
\$500,000+	0.0%
Average Household Income	1.7%
	\$80,651

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	46
Percent of Income for Mortgage	50.8%
Wealth Index	87


Median Home Value

2025	\$359,211
2030	\$338,571

2025 Home Value	Helen city, G...
Total Owner Occupied Housing Units	181
<\$50,000	2.8%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	19.3%
\$500,000 - \$749,999	11.6%
\$750,000 - \$999,999	9.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$393,149

Housing Unit Summary

2010 Total Housing Units	844
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	48.0%
Vacant Housing Units	69.7%
2020 Housing Units	646
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	61.8%
2025 Housing Units	625
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	61.6%
2030 Total Housing Units	625
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	20.6%
Vacant Housing Units	61.9%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex

Helen city, G...

Males	259
Females	268

Median Age

2010	52.5
2020	56.5
2025	55.7
2030	54.9

2025 Population by Age

Total	527
0 - 4	4.2%
5 - 9	4.9%
10 - 14	3.8%
15 - 24	5.3%
25 - 34	9.5%
35 - 44	9.3%
45 - 54	12.1%
55 - 64	13.3%
65 - 74	23.0%
75 - 84	12.1%
85 +	2.3%
18 +	85.0%

2025 Population 15+ by Marital Status

Total	459
Never Married	24.0%
Married	61.0%
Widowed	4.1%
Divorced	10.9%

2025 Pop 25+ by Educational Attainment

Helen city, G...


Total	431
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	0.2%
High School Graduate	14.2%
GED/Alternative Credential	8.1%
Some College, No Degree	30.6%
Associate Degree	10.7%
Bachelor's Degree	16.9%
Graduate/Professional Degree	11.4%

2020 Population by Race/Ethnicity

Total	531
White Alone	89.3%
Black Alone	0.8%
American Indian Alone	0.0%
Asian Alone	3.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	0.6%
Hispanic Origin	2.1%
Diversity Index	23.1

2025 Population by Race/Ethnicity


Total	527
White Alone	89.8%
Black Alone	3.6%
American Indian Alone	0.0%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	4.9%
Hispanic Origin	1.5%
Diversity Index	21.5

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation	Helen city, G...
Total	196
White Collar	59.6%
Management/Business/Financial	17.0%
Professional	24.5%
Sales	5.8%
Administrative Support	12.2%
Services	19.7%

2025 Employed Pop 16+ by Occupation	
Total	196
Blue Collar	20.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	2.1%
Production	3.2%
Transportation/Material Moving	12.8%
White Collar	59.6%
Management/Business/Financial	17.0%
Professional	24.5%
Sales	5.8%
Administrative Support	12.2%
Services	19.7%

2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	196
Population 16+ Employed	95.9%
Population 16+ Unemployment rate	4.1%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	27.3%
Population 25-54 Employed	66.8%
Population 25-54 Unemployment rate	0.0%
Population 55-64 Employed	13%
Population 55-64 Unemployment rate	3.7%
Population 65+ Employed	8%
Population 65+ Unemployment rate	6.3%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.


2025 Employed Population 16+ by Industry

Helen city, G...

Total	188
Agriculture/Mining	5.3%
Construction	5.8%
Manufacturing	13.3%
Wholesale Trade	1.6%
Retail Trade	10.1%
Transportation/Utilities	0.0%
Information	3%
Finance/Insurance/Real Estate	1.6%
Services	39.4%
Public Administration	20.2%

2025 Consumer Spending

Apparel & Services: Total \$	\$369,204
Average Spent	\$1,538.35
Spending Potential Index	63
Education: Total \$	\$211,720
Average Spent	\$882.17
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$771,750
Average Spent	\$3,215.63
Spending Potential Index	78
Food at Home: Total \$	\$1,336,820
Average Spent	\$5,570.08
Spending Potential Index	75
Food Away from Home: Total \$	\$622,845
Average Spent	\$2,595.19
Spending Potential Index	63
Health Care: Total \$	\$1,642,724
Average Spent	\$6,844.68
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$524,734
Average Spent	\$2,186.39
Spending Potential Index	75
Personal Care Products & Services: Total \$	\$159,032
Average Spent	\$662.63
Spending Potential Index	63

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	Helen city, G...
Shelter: Total \$	\$4,387,612
Average Spent	\$18,281.72
Spending Potential Index	69
Support Payments/Gifts in Kind: Total \$	\$675,011
Average Spent	\$2,812.55
Spending Potential Index	85
Travel: Total \$	\$611,850
Average Spent	\$2,549.38
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$269,419
Average Spent	\$1,122.58
Spending Potential Index	83

Top Tapestry Segment

Helen city, G...

Rural Resort Dwellers (I5):

This segment is characterized by rural areas with seasonal homes and seniors with skilled jobs.


[Learn more about this segment...](#)

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



WHITE COUNTY DEMOGRAPHIC PROFILE

DRAFT

Community Profile

White County, GA 3
White County, GA (13311)
Geography: County




Population Summary

White County,...

2010 Total Population	27,144
2020 Total Population	28,003
2020 Group Quarters	720
2025 Total Population	29,629
2025 Group Quarters	668
2030 Total Population	30,442
2025-2030 Annual Rate	0.54%
2025 Total Daytime Population	26,762
Workers	10,443
Residents	16,319

Household Summary

2010 Total Households	10,646
2010 Average Household Size	2.52
2020 Total Households	10,942
2020 Average Household Size	2.49
2025 Total Households	11,363
2025 Average Household Size	2.55
2030 Total Households	11,587
2030 Average Household Size	2.57
2025-2030 Annual Rate	0.39%
2025 Families	7,818
2025 Average Family Size	3.02
2030 Families	7,906
2030 Average Family Size	3.06
2025-2030 Growth Rate	0.2%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Housing Unit Summary

2010 Total Housing Units	16,062
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	33.7%
2020 Housing Units	13,535
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	19.2%
2025 Housing Units	13,973
Owner Occupied Housing Units	78.0%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	18.7%
2030 Total Housing Units	14,189
Owner Occupied Housing Units	80.0%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	18.3%

Median Household Income

White County,...


2025	\$72,844
2030	\$78,957

Per Capita Income

2025	\$33,774
2030	\$36,264

2025 Households by Income

Household Income Base	11,363
<\$15,000	6.8%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	8.1%
\$200,000+	5.3%
Average Household Income	\$87,901

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	85
Percent of Income for Mortgage	27.7%
Wealth Index	78

Median Home Value

2025	\$322,291
2030	\$338,216

2025 Home Value

White County,...

Total Owner Occupied Housing Units	8,868
<\$50,000	2.5%
\$50,000 - \$99,999	4.6%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	8.4%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	25.4%
\$400,000 - \$499,999	15.2%
\$500,000 - \$749,999	11.1%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$356,158

2025 Population by Sex

Males	14,626
Females	15,003

Median Age

2010	42.2
2020	45.9
2025	45.7
2030	45.6

2025 Population by Age


	White County,...
Total	29,629
0 - 4	4.8%
5 - 9	5.3%
10 - 14	5.2%
15 - 24	12.1%
25 - 34	11.3%
35 - 44	10.6%
45 - 54	10.8%
55 - 64	14.2%
65 - 74	13.9%
75 - 84	8.7%
85 +	2.3%
18 +	81.4%

2025 Pop 25+ by Educational Attainment

Total	21,511
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	23.4%
GED/Alternative Credential	7.8%
Some College, No Degree	20.5%
Associate Degree	7.9%
Bachelor's Degree	14.5%
Graduate/Professional Degree	11.9%

2025 Population 15+ by Marital Status


Total	25,104
Never Married	25.4%
Married	57.2%
Widowed	6.0%
Divorced	11.5%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2020 Population by Race/Ethnicity	White County,...
Total	28,003
White Alone	90.2%
Black Alone	1.7%
American Indian Alone	0.5%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.2%
Hispanic Origin	3.3%
Diversity Index	23.4

2025 Population by Race/Ethnicity	
Total	29,629
White Alone	89.2%
Black Alone	1.9%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	6.3%
Hispanic Origin	3.9%
Diversity Index	25.9

2025 Employed Pop 16+ by Occupation	
Total	13,902
White Collar	57.3%
Management/Business/Financial	14.0%
Professional	22.8%
Sales	9.1%
Administrative Support	11.4%
Services	18.4%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

White County,...


Total	13,902
Blue Collar	24.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.3%
Installation/Maintenance/Repair	7.2%
Production	6.1%
Transportation/Material Moving	7.5%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	13,902
Population 16+ Employed	96.7%
Population 16+ Unemployment rate	3.3%
Population 16-24 Employed	14.9%
Population 16-24 Unemployment rate	8.8%
Population 25-54 Employed	55.3%
Population 25-54 Unemployment rate	2.3%
Population 55-64 Employed	19%
Population 55-64 Unemployment rate	0.5%
Population 65+ Employed	8%
Population 65+ Unemployment rate	5.8%

2025 Employed Population 16+ by Industry

Total	13,448
Agriculture/Mining	1.5%
Construction	7.4%
Manufacturing	10.6%
Wholesale Trade	1.7%
Retail Trade	14.1%
Transportation/Utilities	5.4%
Information	1%
Finance/Insurance/Real Estate	3.3%
Services	48.5%
Public Administration	6.3%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	White County,...
2025 Consumer Spending	
Apparel & Services: Total \$	\$20,322,205
Average Spent	\$1,788.45
Spending Potential Index	73
Education: Total \$	\$12,797,630
Average Spent	\$1,126.25
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$36,871,465
Average Spent	\$3,244.87
Spending Potential Index	79
Food at Home: Total \$	\$68,015,704
Average Spent	\$5,985.72
Spending Potential Index	80
Food Away from Home: Total \$	\$34,842,545
Average Spent	\$3,066.32
Spending Potential Index	74
Health Care: Total \$	\$76,966,884
Average Spent	\$6,773.47
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$26,164,020
Average Spent	\$2,302.56
Spending Potential Index	79
Personal Care Products & Services: Total \$	\$8,926,192
Average Spent	\$785.55
Spending Potential Index	75
Shelter: Total \$	\$218,249,986
Average Spent	\$19,207.07
Spending Potential Index	72
Support Payments/Gifts in Kind: Total \$	\$33,074,880
Average Spent	\$2,910.75
Spending Potential Index	88

2025 Consumer Spending

White County,...

Travel: Total \$	\$30,191,144
Average Spent	\$2,656.97
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$12,694,616
Average Spent	\$1,117.19
Spending Potential Index	83

Top Tapestry Segment

White County,...

Southern Satellites (I6):

This segment is characterized by suburban, low-cost areas with long commutes and diverse ages.


[Learn more about this segment...](#)

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



WHITE COUNTY AREA LABOR PROFILE

DRAFT



White

County



Area Labor Profile

Updated: Aug 2025

Labor Force Activity

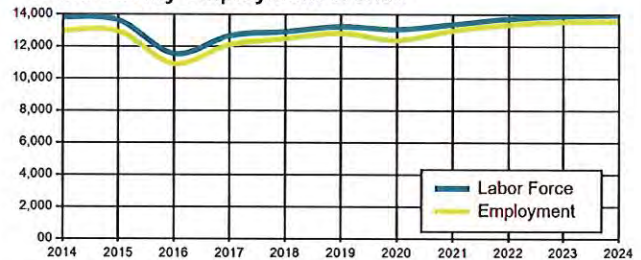
July 2025

	Labor Force	Employed	Unemployed	Rate
White	14,006	13,580	426	3.0%
Habersham	22,247	21,550	697	3.1%
Hall	108,702	105,421	3,281	3.0%
Lumpkin	16,671	16,003	668	4.0%
Towns	5,172	4,987	185	3.6%
Union	9,654	9,293	361	3.7%
White Area	176,452	170,834	5,618	3.2%
Georgia	5,385,528	5,190,979	194,549	3.6%
United States	171,646,000	163,799,000	7,847,000	4.6%

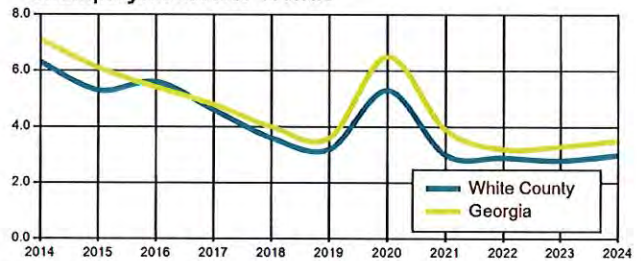
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.

White County Employment Trends



Unemployment Rate Trends

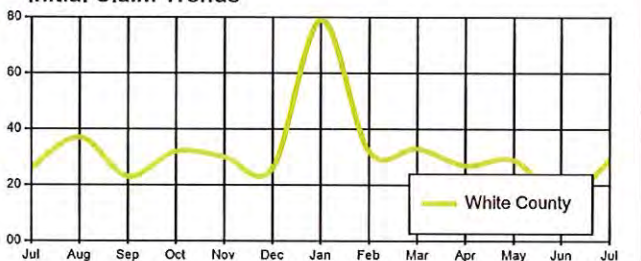


Initial Claims Activity

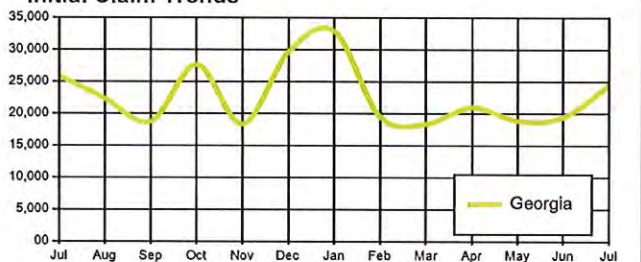
	July 2025	June 2025	May 2025	Total
White	29	15	29	73
Habersham	47	54	39	140
Hall	428	374	299	1,101
Lumpkin	28	26	32	86
Towns	11	10	6	27
Union	16	18	16	50
White Area	559	497	421	1,477

Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.

Initial Claim Trends



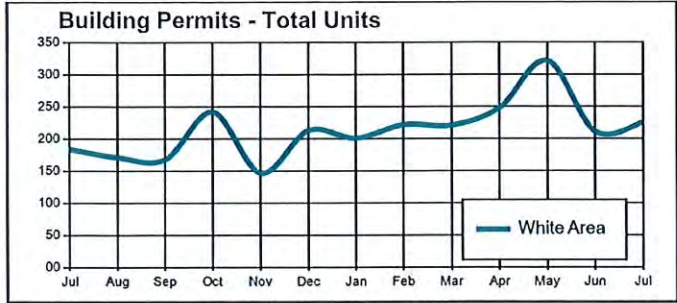
Initial Claim Trends



Building Permit Construction Activity

	July 2025	June 2025	May 2025	Total
Totals	225	211	321	757
Family residential	208	211	302	721
Multi family resident	17	0	19	36

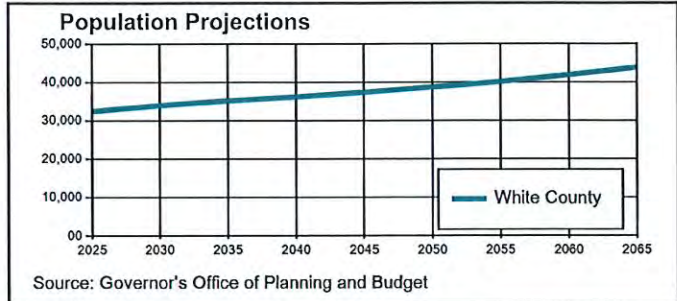
Source: U.S. Census Bureau.



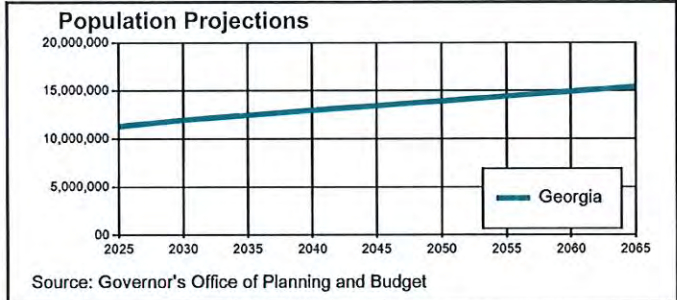
Population Activity

	Annual 2023	Annual 2022	Difference
White	29,026	28,806	220
Habersham	48,757	47,475	1,282
Hall	217,267	212,692	4,575
Lumpkin	35,258	34,796	462
Towns	13,035	12,972	63
Union	27,124	26,388	736
White Area	370,467	363,129	7,338
Georgia	11,029,227	10,912,876	116,351
United States	334,914,895	333,287,557	1,627,338

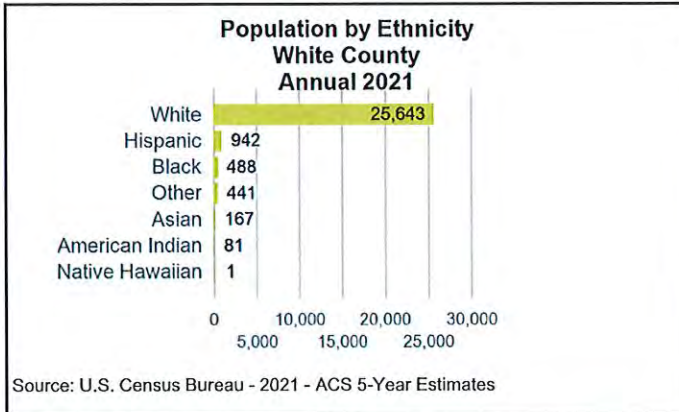
Source: Georgia Department of Labor; U.S. Census Bureau.



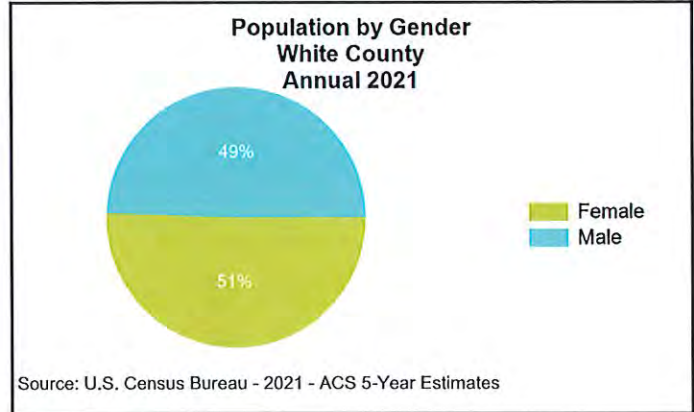
Source: Governor's Office of Planning and Budget



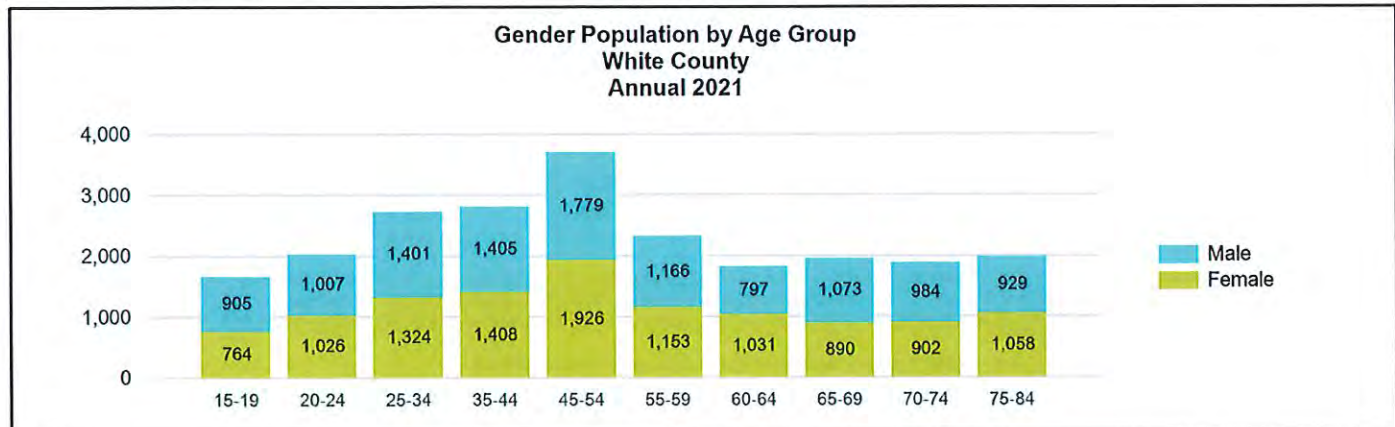
Source: Governor's Office of Planning and Budget



Source: U.S. Census Bureau - 2021 - ACS 5-Year Estimates



Source: U.S. Census Bureau - 2021 - ACS 5-Year Estimates



Industry Mix - 1st Quarter of 2025

INDUSTRY	White				White Area			
	NUMBER	EMPLOYMENT		WEEKLY	NUMBER	EMPLOYMENT		WEEKLY
	OF FIRMS	NUMBER	PERCENT	WAGE	OF FIRMS	NUMBER	PERCENT	WAGE
Goods-Producing	156	1,470	16.2	1,360	1,670	39,869	27.2	1,259
Agriculture, Forestry, Fishing and Hunting	16	180	2.0	1,183	77	825	0.6	1,158
Mining, Quarrying, and Oil and Gas Extraction	0	0	0.0	0	6	126	0.1	1,525
Construction	97	633	7.0	1,622	1,064	7,766	5.3	1,467
Manufacturing	43	657	7.2	1,156	523	31,152	21.2	1,209
Food	6	28	0.3	448	78	15,890	10.8	1,074
Beverage and Tobacco Product	6	58	0.6	618	31	572	0.4	1,125
Wood Product	5	66	0.7	973	24	310	0.2	951
Printing and Related Support Activities	2	*	*	*	32	294	0.2	1,110
Chemical	1	*	*	*	29	944	0.6	1,917
Plastics and Rubber Products	2	*	*	*	22	1,079	0.7	1,226
Nonmetallic Mineral Product	2	*	*	*	23	244	0.2	1,177
Fabricated Metal Product	5	26	0.3	1,108	74	2,061	1.4	1,509
Machinery	1	*	*	*	36	2,985	2.0	1,368
Transportation Equipment	4	*	*	*	21	3,327	2.3	1,090
Furniture and Related Product	1	*	*	*	27	189	0.1	986
Miscellaneous	8	26	0.3	705	58	1,452	1.0	1,764
Petroleum and Coal Products	0	0	0.0	0	4	*	*	*
Paper	0	0	0.0	0	5	35	0.0	1,022
Textile Mills	0	0	0.0	0	6	308	0.2	1,145
Apparel	0	0	0.0	0	7	*	*	*
Textile Product Mills	0	0	0.0	0	7	55	0.0	587
Primary Metal	0	0	0.0	0	7	527	0.4	1,541
Computer and Electronic Product	0	0	0.0	0	14	120	0.1	1,148
Electrical Equipment, Appliance, and Component	0	0	0.0	0	18	596	0.4	1,244
Service-Providing	634	6,266	69.1	631	7,418	86,370	58.9	1,147
Utilities	1	*	*	*	23	741	0.5	1,931
Wholesale Trade	17	70	0.8	1,315	417	5,488	3.7	1,528
Retail Trade	147	1,504	16.6	660	1,271	15,920	10.9	701
Transportation and Warehousing	11	64	0.7	572	275	5,576	3.8	1,274
Information	11	67	0.7	1,236	143	984	0.7	1,881
Finance and Insurance	33	160	1.8	1,625	527	2,680	1.8	1,765
Real Estate and Rental and Leasing	34	105	1.2	690	460	1,199	0.8	990
Professional, Scientific, and Technical Services	65	177	2.0	1,431	877	3,947	2.7	1,529
Management of Companies and Enterprises	1	*	*	*	37	1,782	1.2	1,678
Administrative and Support and Waste Management and Remediation Services	49	195	2.2	699	601	6,646	4.5	822
Educational Services	13	1,239	13.7	331	91	3,301	2.3	628
Health Care and Social Assistance	52	654	7.2	866	1,018	20,157	13.7	1,511
Arts, Entertainment, and Recreation	19	147	1.6	355	146	1,384	0.9	5,406
Accommodation and Food Services	121	1,616	17.8	498	873	13,753	9.4	460
Other Services (except Public Administration)	60	250	2.8	667	659	2,812	1.9	850
Unclassified - industry not assigned	44	38	0.4	837	601	327	0.2	1,222
Total - Private Sector	834	7,774	85.7	770	9,689	126,566	86.3	1,183
Total - Government	29	1,289	14.2	978	276	20,112	13.7	1,051
Federal Government	3	50	0.6	1,368	47	839	0.6	1,682
State Government	13	290	3.2	980	106	5,060	3.4	1,036
Local Government	13	949	10.5	957	123	14,213	9.7	1,019
ALL INDUSTRIES	863	9,066	100.0	800	9,965	146,685	100.0	1,165
ALL INDUSTRIES - Georgia					395,004	4,850,208		1,491

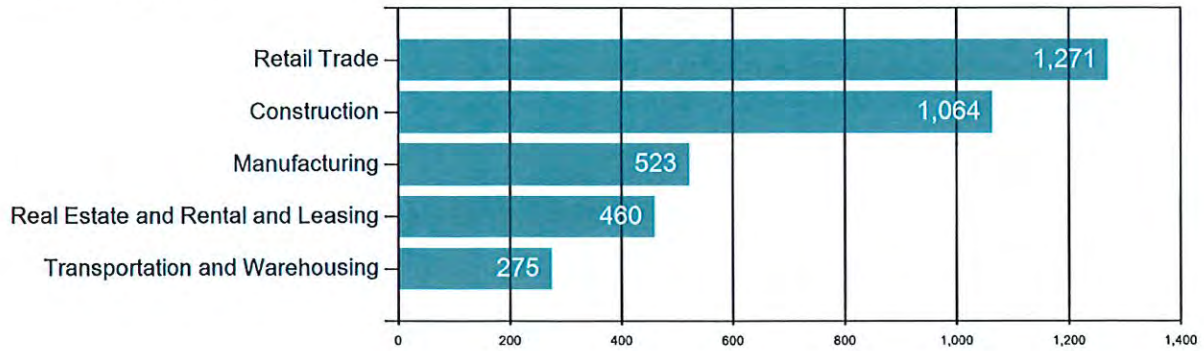
Note: *Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System (NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 1st Quarter of 2025.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

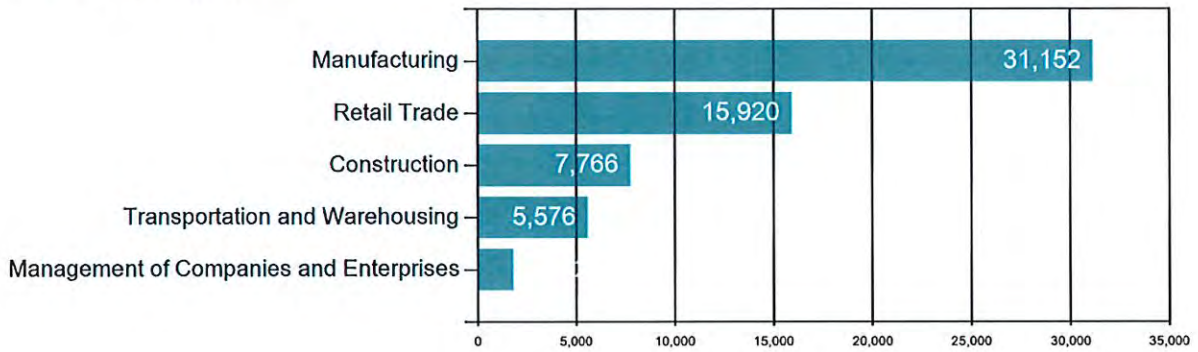
Top Industries - 1st Quarter of 2025

White Area

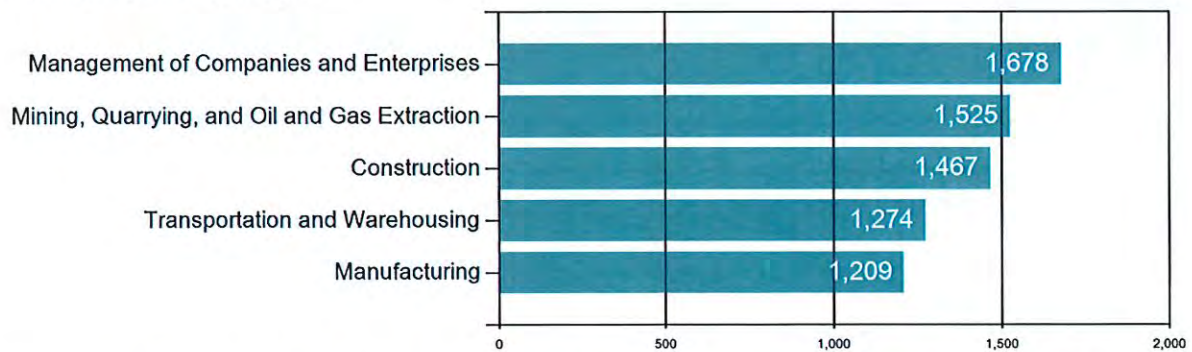
Top Industries by Firms



Top Industries by Employment



Top Industries by Weekly Wages



Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

Technical College Certificate Graduates - 2024

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2022	2023	2024	2022-2023	2023-2024
Welding Technology/Welder	155	365	484	135.5	32.6
Automobile/Automotive Mechanics Technology/Technician	161	273	338	69.6	23.8
Cosmetology/Cosmetologist, General	160	275	326	71.9	18.5
Business Administration and Management, General	145	162	248	11.7	53.1
Child Care Provider/Assistant	170	252	201	48.2	-20.2
Nursing Assistant/Aide and Patient Care Assistant/Aide	107	176	147	64.5	-16.5
Industrial Mechanics and Maintenance Technology	124	145	142	16.9	-2.1
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	42	89	99	111.9	11.2
Electrician	69	105	95	52.2	-9.5
Lineworker	76	58	84	-23.7	44.8

Source: Technical College System of Georgia

Note: Please visit TCSG website for any college configuration changes.

Technical College Diploma Graduates - 2024

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2022	2023	2024	2022-2023	2023-2024
Cosmetology/Cosmetologist, General	72	102	100	41.7	-2.0
Licensed Practical/Vocational Nurse Training	63	51	72	-19.0	41.2
Welding Technology/Welder	43	64	65	48.8	1.6
Medical/Clinical Assistant	67	59	54	-11.9	-8.5
Business Administration and Management, General	39	24	49	-38.5	104.2
Electrician	29	47	33	62.1	-29.8
Industrial Mechanics and Maintenance Technology	23	20	24	-13.0	20.0
Automobile/Automotive Mechanics Technology/Technician	10	14	21	40.0	50.0
Emergency Medical Technology/Technician (EMT Paramedic)	24	24	17	0.0	-29.2
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/	28	18	17	-35.7	-5.6

Source: Technical College System of Georgia

Note: Please visit TCSG website for any college configuration changes.

Technical College Degree Graduates - 2024

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2022	2023	2024	2022-2023	2023-2024
Business Administration and Management, General	47	41	60	-12.8	46.3
Accounting Technology/Technician and Bookkeeping	35	40	32	14.3	-20.0
Criminal Justice/Safety Studies	26	22	24	-15.4	9.1
Industrial Mechanics and Maintenance Technology	36	23	24	-36.1	4.3
Radiologic Technology/Science - Radiographer	17	18	22	5.9	22.2
Computer and Information Systems Security	4	8	16	100.0	100.0
Network and System Administration/Administrator	17	10	14	-41.2	40.0
Administrative Assistant and Secretarial Science, General	18	15	13	-16.7	-13.3
Early Childhood Education and Teaching	15	14	12	-6.7	-14.3
Automobile/Automotive Mechanics Technology/Technician	9	13	11	44.4	-15.4

Source: Technical College System of Georgia

Note: Please visit TCSG website for any college configuration changes.

Top Ten Largest Employers - 2025*

White County

Black Bear Treatment Center, LLC
 Chick-Fil-A
 Cobb Vantress, Inc.
 Freudenberg-NOK General Partnership
 Gateway Health & Rehab, LLC
 Ingles Markets, Inc.
 John Megel Ford, LLC
 Mountain Education Center, Inc.
 Truett-McConnell College
 Walmart

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the First Quarter of 2025. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

White Area

	<u>COUNTY</u>
Cottrell, Inc.	Hall
Fieldale Farms Corporation	Hall
Fieldale Farms Corporation	Habersham
Gold Creek Processing, LLC	Hall
Kubota Manufacturing of America Corporation	Hall
Northeast Georgia Medical Center, Inc.	Hall
Northeast Georgia Physicians Group	Hall
Pilgrim's Pride Corporation	Hall
Soulshine Farms, LLC	Hall
University of North Georgia	Lumpkin

Education of the Labor Force

White Area

PERCENT DISTRIBUTION BY AGE

	PERCENT					
	OF TOTAL	18-24	25-34	35-44	45-64	65+
Elementary	7.9%	3.4%	6.7%	13.2%	8.7%	6.6%
Some High School	9.0%	10.7%	9.3%	11.9%	6.9%	8.8%
High School Grad/GED	30.9%	39.4%	32.4%	26.4%	29.8%	29.5%
Some College	22.6%	35.3%	21.9%	18.2%	22.1%	19.4%
College Grad 2 Yr	6.9%	5.8%	8.4%	6.9%	7.0%	6.3%
College Grad 4 Yr	14.1%	4.9%	16.1%	13.7%	15.6%	16.1%
Post Graduate Studies	8.7%	0.5%	5.2%	9.6%	10.0%	13.3%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. Some College category represents workers with some

Source: U.S. Census Bureau - 2021: ACS 5-Year Estimates.

Georgia Department of Labor Location(s)

Career Center(s)

2756 Atlanta Hwy
 Gainesville, GA 30504
 Phone: (770) 535 - 5484 Fax: (770) 531 - 5699

For copies of Area Labor Profiles, please visit our website at: <http://dol.georgia.gov> or contact Workforce Statistics Division, Georgia Department of Labor, 148 Andrew Young International Blvd N.E. Atlanta, GA. 30303-1751. Phone: 404-232-3875; Fax: 404-232-3888 or Email us at workforce_info@gdol.ga.gov

BÁRBARA RIVERA HOLMES - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR

Equal Opportunity Employer/Program

Auxiliary Aids and Services Available upon Request to Individuals with Disabilities

Workforce Statistics Division; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875



SAMPLES OF PUBLIC NOTIFICATIONS/ INVOLVEMENT

DRAFT

WHITE COUNTY
JOINT COMPREHENSIVE PLAN – Organizational Mtg.
County Offices ~ 3/24/25

Please Sign In

Name

Name

John Sell - White County

Derick Casuff - White Co.

Shanda Murphy - White Co.

Mayor Josh Turner - Cleveland

Travis Turner - Chairman

Tom O'Bryant - Cleveland

Kevin Harris - Cleveland

WHITE COUNTY JOINT COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
WHITE COUNTY ADMINISTRATION BUILDING

6:00 - 7:00 PM - Tuesday June 24, 2025

Sign In Sheet

Name

John Se.li
Neil K McLEAM
Dean Oyer
Robby Crane
Angelo Lembo
Paola Lembo
Lexi Martin
Beth Truelove
Mike Meuse
Terry Goodner
JOHN ERBELL
LINDA
Ridley Kinsey
Garnet J Taylor
Mike Grubel
Steph & Nadia Gooddard
PAT GUSSON
Cari Kinnear
Kevin Harris

Christy Traylor
Deena Siggekkow
ED Siggekkow
T. B. S.
Sherril Finley
Johnna Tuttle
Bryce Barrett, WCBOC
Tom O'Bryant, City of Cleveland
James Sweeney Santee
Dennis Cines
Lyle Hearn
Dennis W. Hendry - WCNews
Renee Allen
Tessa Umstien
Diane Winston
Kari Hays

WHITE COUNTY JOINT COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
WHITE COUNTY ADMINISTRATION BUILDING

6:00 – 7:00 PM - Tuesday June 24, 2025

Sign In Sheet

Name

Margaret H. McRea
Lindsay D. Underwood, White Co. BOE

WHITE COUNTY JOINT COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
WHITE COUNTY COMMUNITY CENTER

Tuesday September 9, 2025

Sign In Sheet

Name

Russell Sank

Eric Miller

Jason Hogan

Danny Hendrix

Ward Gann

Terry Goodrich

Larry Turner

John Sell

WHITE COUNTY JOINT COMPREHENSIVE PLAN
STAKEHOLDER MEETING
WHITE COUNTY ADMINISTRATION BUILDING

2:30 – 4:30 PM - Thursday September 18, 2025

Sign In Sheet

Name

Ward Gann

Jonathan Hilly

Jason Hogan

Derick Canuff



Mercedes Dodd

WHITE COUNTY JOINT COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
HELEN CITY HALL

Monday September 29, 2025

Sign In Sheet

Name

Gloria Seymour

Jonathan Berry

Michaela Mays

Andrea Irvin andrea.stewart.irvin@gmail.com ^{Ppt} →

Steve Town

Axel Jones



Mercedes Dodd

Cliff Hood

WHITE COUNTY JOINT COMPREHENSIVE PLAN
PUBLIC COMMENT MEETING
OAK SPRINGS POLICE DEPARTMENT

4:00 – 6:00 PM - Tuesday October 14, 2025

Sign In Sheet

Name

Beth True Love

WHITE COUNTY JOINT COMPREHENSIVE PLAN
STAKEHOLDER MEETING
WHITE COUNTY ADMINISTRATION BUILDING

2:00 – 4:00 PM - Thursday October 16, 2025

Sign In Sheet

Name

Ward Gann
Jonathan Stubling
Jason Hogan
Eric Miller
John Sell staff
Mercedes Doolal staff

WHITE COUNTY JOINT COMPREHENSIVE PLAN
STAKEHOLDER MEETING
OAK SPRINGS POLICE DEPARTMENT

4:00 – 6:00 PM - Wednesday October 29, 2025

Sign In Sheet

Name

Jerry Goodger

Tom O'Bryant

Danny Hendrix

WACY Turner

Beth Truelove

Please Sign In

10-20-25

Michael A. Mays

JOHN ERBELE

Michael Yarbrough - Mary

John Sell

Bith Truelove

Ben Moul + 1

~~E~~

Jamy Freeman

Jonathan Berry

~~W. D. Jones~~

Axel Jones

White Co
Plan Mtg
→ cut a path
to new
leaders



WHITE COUNTY JOINT COMPREHENSIVE PLAN

Open House Forums

County Recreation Center ~ 11/11/25

Please Sign In

Name

Beth Truelove

John Sell

Debora Palmer

Jahna Tuttle

JOHN ERBELE

Holly Alwine

Michael A. Mays

Linda Erbele

Name

WHITE COUNTY JOINT COMPREHENSIVE PLAN
STAKEHOLDER MEETING
OAK SPRINGS POLICE DEPARTMENT

4:00 – 6:00 PM - Wednesday November 12, 2025

Sign In Sheet

Name

Beth Truelow

Danny Hendrix

Tom O'Bryen

Way Turner

WHITE COUNTY JOINT COMPREHENSIVE PLAN
STAKEHOLDER MEETING
OAK SPRINGS POLICE DEPARTMENT

4:00 – 6:00 PM - Wednesday December 3, 2025

Sign In Sheet

Name

Beth Trullone	WC Chamber
Tom O'Bryant	Cleveland
Terry Goodger	TMU
Danny Hendrix	

Help Plan White County's Future!

North Georgia is growing! Residents and businesses are drawn to the area for industry, the mountains and lakes, or the rural lifestyle of the many charming small cities and towns.

White County and its Cities are preparing! They're updating their joint *Comprehensive Plan*, the document that helps shape and coordinate local work programs.

They want to hear from you! A brief online survey asks citizens about their issues and priorities for the community. These surveys will be accessible through June 30, and all responses will be anonymous. There will also be public meetings held throughout the summer of 2025. Check the County's web site for meeting dates and locations.

For any questions or comments, please contact:
Adam Hazell, Planning Director
770.538.2617 | ahazell@gmrc.ga.gov

Take the Public Survey!

www.surveymonkey.com/r/WhiteCounty2025

