



The University of Georgia

Center for Agribusiness and Economic Development

College of Agricultural and Environmental Sciences

Economic Impact of the Sunbelt Agricultural Exposition

**Prepared by: Archie Flanders, Kent Wolfe and John McKissick
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Economic Impact of the Sunbelt Agricultural Expo

Executive Summary

The Sunbelt Agricultural Exposition is a trade show and attraction held annually in Moultrie, GA during October. The large number of attendees relative to the limited accommodations in the immediate Moultrie area leads to businesses throughout a 50-mile radius realizing economic activity during the Expo.

In addition to the trade show and attraction held over 3 days, the Expo maintains operations as an agribusiness enterprise throughout the year. Data for business activities are from financial records provided by the Expo administration. The Center for Agribusiness and Economic Development collected survey data from visitors and exhibitors during the Expo event. Survey data provided information for spending in the region related to attendance at the Expo.

Total economic output in a 20-county region attributable to the Expo is \$14.1 million. Income of \$4.7 million is generated for employees and proprietors in the region. Activities related to the Expo involve 411 part-time and full-time jobs. The 20 counties in the region collect \$271,672 in local tax revenues because of business activity associated with the Expo. State tax collections total \$590,273. With typical growth for the Georgia economy, the Sunbelt Agricultural Exposition is projected to contribute \$162.5 million in economic output over the next 10 years to the Moultrie region.

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Economic Impact of the Sunbelt Agricultural Exposition

Impact analysis evaluates the economic benefits of an enterprise on industrial sectors. This economic impact analysis measures economic impacts of the Sunbelt Agricultural Exposition (Expo) held annually in Moultrie, GA. The Expo has two components, the annual event held in October (event) and the operations of the Expo in organizing the event and maintaining agricultural plots (business).

IMPLAN is an economic input-output modeling program applied for impact estimation. IMPLAN can interpret the effects of an enterprise in a number of ways including output (sales), income (employee compensation and proprietary income), employment (jobs), and tax revenue. In general, input-output models work by separating the economy into various sectors, such as agriculture, construction, manufacturing, trade, and services. The model then calculates how a change in one industry changes output, income, and employment in other industries. These changes, or impacts, are expressed in terms of direct, indirect, and induced effects. *Direct effects* represent the initial impact on the economy of some feature (i.e. construction or operations) of an enterprise. *Indirect effects* are changes in other industries caused by direct effects of an enterprise. *Induced effects* are changes in household spending due to changes in economic activity generated by both direct and indirect effects. Thus, the total economic impact is the sum of *direct*, *indirect*, and *induced* effects.

Interpreting IMPLAN Impacts

Economic impacts result from a multiplier effect that begins with expenditures of an enterprise stimulating business to business spending, personal income, employment, and tax revenue. Enterprises vary in their multiplier effects due to differing expenditure levels, *RPC*'s, and sectors in which their expenditures are directed. Impact analysis involves quantification of spending levels and proper allocation to impacted sectors.

Output impacts are a measure of economic activity that results from enterprise expenditures in a specific industrial sector. Output is equivalent to sales, and this multiplier offers insights into how initial economic activity in one sector has breadth leading to sales in other sectors. Personal income impacts measure purchasing power that is created due to the output impacts. This impact provides the best measure of how standards of living are affected for residents in the impact area.

An enterprise involves a specified number of employees that is determined by the technology of the enterprise. Employment multipliers indicate the effect on employment resulting from the enterprise initiating economic activity. IMPLAN indirect and induced employment includes both full-time and part-time jobs without any distinction. Jobs calculated within an IMPLAN industrial sector are not limited to whole numbers and fractional amounts represent additional hours worked without an additional employee. With no measure of hours involved in employment impacts, IMPLAN summations for industrial sectors which include fractional employment represent both jobs and job equivalents. Since employment may result from some employees working additional hours in existing jobs, instead of terming indirect and induced employment impacts as “creating” jobs, a more accurate term is “involving” jobs.

Survey Results

This report presents impact results representing a region of 20 counties surrounding Moultrie. Visitors and exhibitors at the Expo event demand products and services to an extent that exceeds supply available in Colquitt County. Attendees purchase accommodations in an area that includes a 50 mile radius of Moultrie, which encompasses the 20-county region. Data for business impacts are obtained from expense accounts provided for research purposes by the Expo. Event impacts are estimated by applying results from a survey conducted by the Center for Agribusiness and Economic Development at The University of Georgia. Expenses are collected from 1045 surveys completed by visitors and 263 surveys completed by exhibitors. Tabulation of these surveys represents 4,378 attendees at the Expo with 3,037 visitors and 1,341 exhibitors.

The Expo event held in October attracts visitors from an average distance of 145 miles who average 1.47 days in attendance. Exhibitors travel an average of 550 miles to Moultrie and average 3.68 days at the Expo. Accommodations and services for these attendees involve business enterprises in Moultrie and the surrounding region of 20 counties. This report includes impacts for all visitors and exhibitors at the Expo regardless of residence. Inclusion of residents from within a 50 miles radius estimates Expo event impacts as a portion of the existing economy and does not attempt to speculate as to output, employment, and income in the absence of the Expo event.

Table 1 presents survey results for visitors and exhibitors who had lodging expenditures during the Expo event. For visitors, 20.7% lodged in hotels and motels within 50 miles of Moultrie during the Expo, and these positive responses averaged 2.12 nights of lodging. For exhibitors, 68.5% lodged in hotels and motels for an average of 4.58 nights. With exhibitors averaging 3.68 days at the Expo, survey results indicate that some exhibitors are in the Moultrie area before and/or after the event. The category of other is for lodging at a religious retreat center located near Moultrie. Nightly expenditures per person suggest that visitors participate in more room sharing than exhibitors, and exhibitors are more likely to lodge with one person in a room. Nightly expenditures per person for lodging outside of 50 miles indicate that lodging facilities are able to charge premiums for proximity to the Expo. Lodging outside of 50 miles includes respondents who may have lodged in Georgia either coming to, or returning home from the Expo, after lodging within 50 miles during the Expo.

Expenditures in *Table 2* are for respondents who had expenses in a specified category. Visitors were not asked to respond for spending outside of 50 miles. Visitors who purchased meals at restaurants within 50 miles of Moultrie averaged \$18.36 per person for each day at the Expo, while exhibitors averaged \$29.39 per day. The category for other in *Table 2* represents visitor expenditures for farm machinery and equipment, while for exhibitors other represents expenditures for business support services. There were no survey purchases of high value agricultural equipment such as tractors and harvesters. Although negotiations at the Expo may result in sales that are completed after the Expo, sales during the Expo consisted mostly of implements such as rotary cutters and trailers.

Table 3 reports expenditures for items sold inside of the Expo. Visitors purchased significantly higher priced items than exhibitors in the souvenirs/gifts category, as well as the category for other. For visitor spending in Table 3, other represents farm machinery and equipment as in Table 2. Other represents general merchandise purchases by exhibitors in Table 3.

Table 1. Survey Lodging Expenditures, Respondents Lodging

Within 50 Miles						
<i>Visitors</i>				<i>Exhibitors</i>		
Category	Percent	Nights	\$/Person/Night	Percent	Nights	\$/Person/Night
Hotel/Motel	20.7	2.12	44.11	68.5	4.58	72.69
Camp/RV	5.8	3.16	12.93	4.6	3.95	10.40
Other	0.2	3.00	33.13	4.2	1.91	42.27
Friends/Relatives	1.7	2.09	NA	0.5	4.00	NA
Beyond 50 Miles						
<i>Visitors</i>				<i>Exhibitors</i>		
Category	Percent	Nights	\$/Person/Night	Percent	Nights	\$/Person/Night
Hotel/Motel	1.5	1.75	41.28	2.4	1.33	62.44
Camp/RV	0.5	2.50	5.63	NA	NA	NA
Other	0.0	NA	NA	NA	NA	NA
Friends/Relatives	0.5	2.18	NA	NA	NA	NA

Table 2. Survey Expenditures, Respondents Spending Outside of the Expo Site

Category	<i>\$/Person/Day</i>				
	Within 50 Miles		Beyond 50 Miles		
	Visitors	Exhibitors	Visitors	Exhibitors	
Restaurants	18.36	29.39	NA	8.66	
Clothing	15.00	7.92	NA	43.01	
Fuel	21.73	17.92	NA	30.90	
Food/Drinks	9.49	9.66	NA	4.08	
Recreation/Entertainment	12.03	9.92	NA	4.10	
Other Retail	39.94	11.75	NA	10.69	
Other	774.07	39.11	NA	46.24	

Table 3. Survey Expenditures, Respondents Spending Inside of the Expo Site

Category	<i>\$/Person/Day</i>	
	Visitors	Exhibitors
Food/Beverages	11.47	10.34
Souvenirs/Gifts	20.81	9.58
Crafts	16.24	18.18
Other	239.96	203.91

Average expenditures for survey respondents making purchases in a specified category are reported in Tables 1 through Table 3. Average per person daily expenditures among all survey participants, without regard to their reported spending activity, are in Tables 4 through Table 6. Restaurant expenditures outside of 50 miles for visitors are estimated by multiplying their restaurant expenditures inside of 50 miles by a factor derived from dividing lodging expenditures outside of 50 miles by lodging expenditures within 50 miles which results in \$51,990. In order to derive total visitor spending at the Expo, visitor average daily spending is expanded on 55,393

visitors for an average of 1.47 days at the Expo. Exhibitor average daily spending is expanded on 8,065 exhibitors for an average of 3.68 days. Total spending presented in *Tables 4* through *Table 6* may differ from calculated totals due to rounding of reported averages.

Table 4. Expo Lodging

Within 50 Miles				
<i>Visitors</i>			<i>Exhibitors</i>	
Category	\$/Person/Day	Total	\$/Person/Day	Total
Hotel/Motel	8.91	723,864	59.98	1,778,579
Camp/RV	0.74	60,221	0.78	23,148
Other	0.05	4,050	1.63	48,401
Friends/Relatives	NA	NA	NA	NA
Beyond 50 Miles				
<i>Visitors</i>			<i>Exhibitors</i>	
Category	\$/Person/Day	Total	\$/Person/Day	Total
Hotel/Motel	0.64	52,086	1.70	50,434
Camp/RV	0.02	1,750	NA	NA
Other	NA	NA	NA	NA
Friends/Relatives	NA	NA	NA	NA

Table 5. Expo Spending Outside of the Expo Site

Within 50 Miles				
<i>Visitors</i>			<i>Exhibitors</i>	
Category	\$/Person/Day	Total	\$/Person/Day	Total
Restaurants	8.89	722,533		755,893
Clothing	1.08	87,503	0.54	15,975
Fuel	10.09	819,692		442,886
Food/Drinks	3.10	251,703		175,298
Recreation/Entertainment	0.69	56,117	0.71	21,013
Other Retail	2.79	226,717		55,682
Other	4.44	361,159		55,231
Beyond 50 Miles				
<i>Visitors</i>			<i>Exhibitors</i>	
Category	\$/Person/Day	Total	\$/Person/Day	Total
Restaurants	NA	51,990	2.68	79,462
Clothing	NA	NA	0.88	26,028
Fuel	NA	NA	9.99	296,109
Food/Drinks	NA	NA	0.53	15,648
Recreation/Entertainment	NA	NA	0.04	1,241
Other Retail	NA	NA	0.22	6,471
Other	NA	NA	1.89	55,968

Table 6. Expo Spending Inside of the Expo Site

Category	Visitors		Exhibitors	
	\$/Person/Day	Total	\$/Person/Day	Total
Food/Beverages	8.50	690,459	7.07	209,696
Souvenirs/Gifts	8.26	671,442	2.35	69,544
Crafts	1.83	149,004	2.29	67,848
Other	25.26	2,052,538	11.79	349,639

IMPLAN includes a regional purchase coefficient (*RPC*) for each industrial sector. An *RPC* represents percentage of demand that is satisfied by production within an impact area with larger *RPC*'s indicating more production within the area. Lower *RPC*'s signify more leakage of direct impacts as increased portions of a consumed good are imported from outside of the impact area. Goods purchased at retail only have a direct impact within the impact area that is equal to the retail mark-up, or margin. IMPLAN has an optional function for applying margins to direct impacts. *Table 7* shows expenditures within the 50-mile region for industrial sectors applied in an IMPLAN model. Direct impacts are determined by either the *RPC* or the retail margin. Leakage is the portion of expenditures that flow outside of the area without affecting economic impacts. Total visitor and exhibitor spending in the region is \$10.946 million, but 32% is leakage that has no economic impact.

Table 7. Regional Expenditures and IMPLAN Data, by Industry

Description	Expenditures			Impact		
	Visitors	Exhibitors	Total	Direct	Percent Leakage	RPC
Hotels & Motels	727,914	1,826,980	2,554,894	2,554,894	0.00	100%
Other Accommodations	60,221	23,148	83,369	83,369	0.00	100%
Food Services	722,533	755,893	1,478,426	1,478,426	0.00	100%
Clothing Stores	87,503	15,975	103,478	43,998	0.57	Margin
Petroleum Refineries	819,692	442,886	1,262,578	408,160	0.68	32.3%
Food & Beverage Stores	942,162	384,994	1,327,156	364,581	0.73	Margin
Other Amusement & Recreation	56,117	21,013	77,130	77,130	0.00	100%
Business Support Services	NA	55,231	55,231	55,231	0.00	100%
Miscellaneous Store Retailers	1,047,163	193,074	1,240,237	507,766	0.59	Margin
Farm Machinery & Equipment	2,413,697	NA	2,413,697	1,775,680	0.26	73.9%
General Merchandise Stores	NA	349,639	349,639	92,918	0.73	Margin
	6,877,002	4,068,833	10,945,835	7,442,153	0.32	

Total Economic Impact of the Sunbelt Agricultural Exposition

Table 8 presents the combined economic impacts of Expo business activities and the annual event to the region of 20 counties. Direct sales total \$9.047 million which lead to a total output impact of \$14.148 million. Direct income attributable to Expo business and businesses supporting the Expo event total \$2.915 million. Indirect and induced output leads to additional income that totals \$4.652 million for employees and proprietors. Employee jobs total 411 in the region. State tax revenues collected from activity in the region are \$485,121, while local revenues for the 20 counties are \$271,672. Tax revenues in this report do not include \$25,483 collected by Colquitt County for Expo ticket sales.

The input-output model is expanded to include all of Georgia and results are in *Table 9*. Total state output is \$16.365 million, and this activity creates \$5.653 million of income. The regional model is not a subset of the state model, but the models are independent. Fewer jobs involved in the state model than the regional model is due to differing *RPC's* and labor productivity between models. Total state revenues collected from taxes are \$590,273. Local revenues throughout the state are \$316,169 with the difference between *Table 8* and *Table 9* going to local government outside of the 20-county region.

Table 8. Business and Event: Annual Economic Benefits to Region

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	9,046,622	2,921,691	2,179,293	14,147,605
Income (\$)	2,915,050	1,040,495	696,042	4,651,588
Employment	350	35	27	411
State Taxes (\$)				485,121
¹ Local Taxes (\$)				271,672

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Table 9. Business and Event: Annual Economic Benefits to Georgia

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	9,150,451	3,964,408	3,253,310	16,365,185
Income (\$)	3,123,574	1,435,570	1,094,100	5,653,244
Employment	327	35	32	394
State Taxes (\$)				590,273
¹ Local Taxes (\$)				316,169

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Economic Impact of Expo Business Activities

Operations of the Expo generate \$1.595 million of annual revenue which is the direct output. Expo revenue covers expenses for items including employee salaries, business operations, advertising, agricultural inputs, fuel, and insurance. Distribution of expenditures creates secondary impacts throughout the economy and results are presented in *Table 10*. Indirect and induced impacts lead to total regional output of \$3.018 million. Output leads to \$1.145 million in wages and benefits for employees and proprietor income. This includes \$600,116 in wages and benefits paid to 216 part-time and full-time Expo employees. An additional 21 jobs are involved with businesses impacted by Expo operations. The Expo business generates \$49,948 in state tax revenue and additional revenue of \$25,031 for local governments in the 20-county region.

Expanding the input-output analysis to a state model incorporates impacts that are lost in the regional model due to leakages outside of the region. *Table 11* shows that output increases to \$3.259 million and income increases to \$1.263 million. Due to similar reasons as in the combined models, lower employment is estimated in the state model than the regional model. The state model indicates the total revenue generated for Georgia is \$62,765. The difference in local tax revenue between *Table 10* and *Table 11* are taxes collected by local governments outside of the region of 20 counties.

Table 10. Business: Annual Economic Benefits to Region

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	1,595,309	1,128,629	293,818	3,017,756
Income (\$)	600,116	451,327	93,843	1,145,286
Employment	216	17	4	236
State Taxes (\$)				49,948
¹ Local Taxes (\$)				25,031

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Table 11. Business: Annual Economic Benefits to Georgia

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	1,595,309	1,235,788	427,783	3,258,880
Income (\$)	600,116	519,315	143,865	1,263,296
Employment	216	15	4	235
State Taxes (\$)				62,765
¹ Local Taxes (\$)				30,457

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Economic Impact of the Expo Event

Table 12 presents impacts of the Expo event on the region of 20 counties. Direct output is value of sales for lodging, food, retail purchases, and services. Direct sales of \$7.451 million create additional sales that total \$11.130 million. These sales generate \$3.506 million in income for employees and proprietors. Employment of 174 jobs represents earners of wages and benefits, but does not include proprietors. State tax revenues are \$435,174 while \$246,641 is collected by local governments in the 20-county region.

Table 12. Event: Annual Economic Benefits to Region

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	7,451,313	1,793,062	1,885,474	11,129,849
Income (\$)	2,314,934	589,168	602,199	3,506,302
Employment	134	18	23	174
State Taxes (\$)				435,174
¹ Local Taxes (\$)				246,641

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Expansion of the event model to the state level incorporates not only leakages of the regional model, but includes expenditures of travelers that occur outside of the 20-county region. *Table 13* indicates a total output impact of \$13.106 million in Georgia that generates \$4.390 million of income. Total state revenue collected due to the event is \$527,508. Local governments throughout the state collect \$285,712 with the difference between local revenue in *Table 12* going to counties outside of the region of 20 counties.

Table 13. Event: Annual Economic Benefits to Georgia

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	7,555,142	2,728,619	2,825,527	13,106,304
Income (\$)	2,523,458	916,254	950,235	4,389,948
Employment	111	20	28	159
State Taxes (\$)				527,508
¹ Local Taxes (\$)				285,712

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Appendixes 1 through *Appendix 6* indicate the distribution of output, income, and employment among major industrial sectors for impacts reported in *Tables 8* through *Table 13*. This study classifies the Expo business in the agricultural sector. Both the Expo business and event greatly impact the service sector. Manufacturing and trade are significantly impacted by the Expo event.

Table 7 shows that with many more attendees visitors have larger expenditures than exhibitors in most categories. Larger average spending and a lengthier stay than visitors at the Expo cause exhibitors to spend more for lodging and food services. *Appendixes 7* through *Appendix 10* show the impacts and sector distributions in the 20-county region for visitors and exhibitors.

Summary

The Sunbelt Agricultural Exposition is a trade show and attraction that is held annually in Moultrie, GA during October. The large number of attendees relative to limited accommodations in the immediate Moultrie area leads to businesses throughout a 50-mile radius realizing economic activity during the Expo. Total economic output in a 20-county region attributable to the Expo is \$14.1 million. Income of \$4.7 million is generated for employees and proprietors in the region. Activities related to the Expo involve 411 part-time and full-time jobs. The 20 counties in the region collect \$271,672 in local tax revenues because of business activity associated with the Expo. State tax collections total \$590,273. With typical growth for the Georgia economy, the Sunbelt Agricultural Exposition is projected to contribute \$162.5 million in economic output over the next 10 years to the Moultrie region.

Appendix 1. Business and Event: Annual Economic Benefits to Major Sectors, Region

Sector	Output (\$)	Income (\$)	Employment
Agriculture	1,724,327	668,314	219
MC ¹	75,442	29,349	1
Utilities	97,893	20,860	0
Manufacturing	2,781,064	408,538	9
Transportation, Warehousing	290,396	133,109	3
Trade	1,687,779	790,176	42
FIRE ²	785,574	230,153	7
Services	6,243,613	2,340,560	130
Government & Non NAIC's	461,517	30,528	1
Total	14,147,605	4,651,588	411

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 2. Business and Event: Annual Economic Benefits to Major Sectors, Georgia

Sector	Output (\$)	Income (\$)	Employment
Agriculture	1,706,283	659,915	219
MC ¹	109,675	45,612	1
Utilities	279,115	57,504	0
Manufacturing	2,895,572	480,864	10
Transportation, Warehousing	340,723	159,518	3
Trade	2,098,593	975,146	38
FIRE ²	1,188,046	357,955	7
Services	7,210,164	2,880,752	114
Government & Non NAIC's	537,014	35,978	1
Total	16,365,185	5,653,244	394

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 3. Business: Annual Economic Benefits to Major Sectors, Region

Sector	Output (\$)	Income (\$)	Employment
Agriculture	1,645,982	643,677	218
MC ¹	12,513	4,826	0
Utilities	29,961	6,419	0
Manufacturing	111,716	15,021	0
Transportation, Warehousing	62,181	35,486	1
Trade	181,625	85,922	4
FIRE ²	269,911	112,904	3
Services	601,989	236,715	10
Government & Non NAIC's	101,878	4,314	0
Total	3,017,756	1,145,286	236

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 4. Business: Annual Economic Benefits to Major Sectors, Georgia

Sector	Output (\$)	Income (\$)	Employment
Agriculture	1,639,865	639,479	218
MC ¹	17,030	7,104	0
Utilities	71,337	14,867	0
Manufacturing	108,400	19,537	0
Transportation, Warehousing	68,464	38,802	1
Trade	223,824	104,546	4
FIRE ²	327,773	136,820	3
Services	691,887	297,385	9
Government & Non NAIC's	110,301	4,756	0
Total	3,258,880	1,263,296	235

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 5. Event: Annual Economic Benefits to Major Sectors, Region

Sector	Output (\$)	Income (\$)	Employment
Agriculture	78,345	24,637	1
MC ¹	62,929	24,523	1
Utilities	67,932	14,441	0
Manufacturing	2,669,348	393,517	8
Transportation, Warehousing	228,215	97,623	3
Trade	1,506,154	704,254	38
FIRE ²	515,663	117,248	4
Services	5,641,624	2,103,845	120
Government & Non NAIC's	359,640	26,214	1
Total	11,129,849	3,506,302	174

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 6. Event: Annual Economic Benefits to Major Sectors, Georgia

Sector	Output (\$)	Income (\$)	Employment
Agriculture	66,418	20,436	1
MC ¹	92,645	38,508	1
Utilities	207,778	42,637	0
Manufacturing	2,787,173	461,327	9
Transportation, Warehousing	272,259	120,716	3
Trade	1,874,769	870,601	35
FIRE ²	860,272	221,134	5
Services	6,518,277	2,583,367	105
Government & Non NAIC's	426,713	31,223	1
Total	13,106,304	4,389,948	159

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 7. Visitors: Annual Economic Benefits to Region

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	4,341,031	1,077,732	999,852	6,418,614
Income (\$)	1,182,702	358,415	319,341	1,860,457
Employment	64	10	12	87
State Taxes (\$)				215,467
¹ Local Taxes (\$)				119,482

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Appendix 8. Visitors: Annual Economic Benefits to Major Sectors, Region

Sector	Output (\$)	Income (\$)	Employment
Agriculture	39,744	12,594	0
MC ¹	30,285	11,813	0
Utilities	35,133	7,455	0
Manufacturing	2,346,711	357,595	7
Transportation, Warehousing	152,010	63,455	2
Trade	1,018,557	476,576	27
FIRE ²	279,885	64,738	2
Services	2,329,455	853,739	48
Government & Non NAIC's	186,835	12,493	0
Total	6,418,614	1,860,457	87

¹Mining and Construction

²Finance, Insurance, and Real Estate

Appendix 9. Exhibitors: Annual Economic Benefits to Region

	Direct Effect	Indirect Effect	Induced Effect	Total Effect
Output (\$)	3,110,282	715,331	885,623	4,711,235
Income (\$)	1,132,233	230,754	282,858	1,645,844
Employment	69	7	11	87
State Taxes (\$)				219,707
¹ Local Taxes (\$)				127,158

¹Does not include \$25,483 in taxes collected by Colquitt County for Expo ticket sales.

Appendix 10. Exhibitors: Annual Economic Benefits to Major Sectors, Region

Sector	Output (\$)	Income (\$)	Employment
Agriculture	38,601	12,043	0
MC ¹	32,644	12,710	0
Utilities	32,799	6,985	0
Manufacturing	322,637	35,922	1
Transportation, Warehousing	76,205	34,168	1
Trade	487,597	227,679	11
FIRE ²	235,778	52,510	2
Services	3,312,169	1,250,106	72
Government & Non NAIC's	172,805	13,722	0
Total	4,711,235	1,645,844	87

¹Mining and Construction

²Finance, Insurance, and Real Estate

The Center for Agribusiness and Economic Development



The Center for Agribusiness and Economic Development is a unit of the College of Agricultural and Environmental Sciences of the University of Georgia, combining the missions of research and extension. The Center has among its objectives:

- ▶ **To provide feasibility and other short term studies for current or potential Georgia agribusiness firms and/or emerging food and fiber industries.**
- ▶ **To provide agricultural, natural resource, and demographic data for private and public decision makers.**

To find out more, visit our Web site at: <http://www.caed.uga.edu>

Or contact:

**John McKissick, Director
Center for Agribusiness and Economic Development
Lumpkin House
The University of Georgia
Athens, Georgia 30602-7509
Phone (706)542-0760
caed@agecon.uga.edu**

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J. Scott Angle, Dean and Director