

# **Economic Impact of the Bulloch County Mixed Use Agricultural and Convention Center**

**Prepared for: Bulloch County**

**Prepared by: Bureau of Business Research  
and Economic Development  
Georgia Southern University**

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## **Economic Impact of the Bulloch County Mixed Use Agricultural and Convention Center**

This study analyzes the economic impact, benefits, and costs associated with the proposed Bulloch County Mixed Use Agricultural and Convention Center within Bulloch County's economy.<sup>1</sup> This study examines the tourism impact of both the agricultural arena (i.e. equestrian shows, general agricultural shows, and expositions) and the business center (i.e. meetings, conventions, dinners, and concerts) within the county. This study does not look at the feasibility of the operations for the center.<sup>2</sup> Rather, it looks only at the net new economic tourism-related activity. With the completion of this project, the local economy will not only benefit from the tourism-related aspects of the project (hotels, restaurants, and conference fees), but also from the value-added components of the agricultural and business communities (cost savings and productivity gains).

### **Economic Impact Summary**

The proposed Bulloch County Mixed Use Agricultural and Convention Center is expected to increase employment and output in both Bulloch County and in the area. The following highlights these economic impacts.

- Employment is expected to increase by a minimum of 172 jobs (based on the Low Scenario) and a maximum of 267 jobs (based on the High Scenario).
- From the Low Scenario, the sectors that increased the most in employment were Wholesale/Retail Trade and Services by 92 and 51 additional jobs, respectively. From the High Scenario, the sectors that increased the most in employment were also Wholesale/Retail Trade and Services by 135 and 84 additional jobs, respectively.
- The employment multipliers for the Low Scenario and High Scenarios are 1.26 and 1.27, respectively.
- Output is expected to increase by a minimum of \$8.9 million (based on the Low Scenario) and a maximum of \$14.1 million (based on the High Scenario).
- From the Low Scenario, the sectors that increased the most in output were Wholesale/Retail Trade and Services by \$3,776,175 and \$2,485,398, respectively. From the High Scenario, the sectors that increased the most in output were also Wholesale/Retail Trade and Services by \$5,629,435 and \$4,083,006 respectively.
- The output multipliers for the Low and High Scenarios were both 1.43.

This study shows that the proposed Bulloch County Mixed Use Agricultural and Convention Center will at minimum increase total employment within the county by 172 jobs and output by \$8.9 million, according to the Low Scenario. When the Center reaches full operational capacity, the total employment impact will be 267 jobs and the output impact will be \$14.1 million, according to the High Scenario.

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<sup>1</sup> This project includes the visitor impacts of the agricultural arena and business center. This project does not include the economic impact of construction of any of the facilities or the operations of the existing agricultural center.

<sup>2</sup> This study does not include any additional government related expenditures that would incur to operate the facility. Such a cost would be considered a transfer of payment and would not have a net new impact within Bulloch County. Furthermore, it is possible that the local government may have to subsidize this project to ensure long term stability, but this study does not analyze that affect.

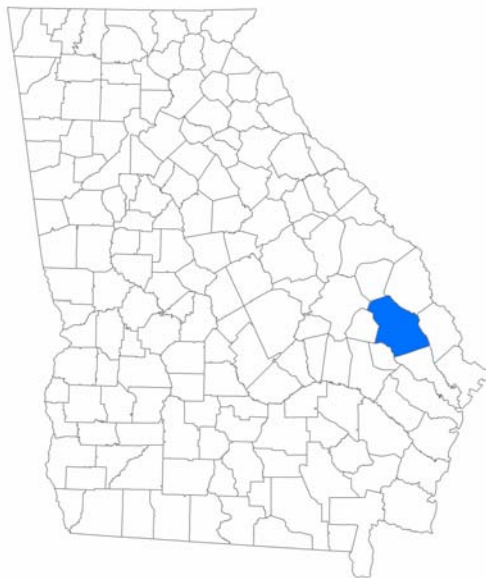
## Data and Region

The data supplied for this economic impact analysis came from four different sources. The primary source used was the Travel Industry Association. In particular, this included the tourism data for each of the tourism markets analyzed in this study, business, equestrian, and special events.<sup>3</sup>

The other major source used for this study came from a survey that was conducted by the Bureau of Business Research and Economic Development and Wilbur Smith Associates. This study was both a phone and personal interview survey with similar agricultural/business centers within the United States.<sup>4</sup> The information used from this survey consisted of both the operations and understanding of the market.

Figure 1 represents the economic region used in this study, Bulloch County. Even though this study used Bulloch County as the primary economic region, it is expected that this event will impact a much larger area, mostly within a 60-mile radius of the county. This means that both Bulloch County and the surrounding area will be affected, positively or negatively, by this impact.

**FIGURE 1**  
**Bulloch County**



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<sup>3</sup> *Profile Expenditure Patterns of Travelers in the U.S., 2002 Edition*. Travel Industry Association of America, 2002.

*Economic Impact of Travel on Georgia, 2002 Profile*. Travel Industry Association of America, 2003.

*Business and Convention Travelers, 2004 Edition*. Travel Industry Association of America, 2004.

*Domestic Travel Market Report, 2004 Report*. Travel Industry Association of America, 2004.

<sup>4</sup> This survey was conducted in January of 2005. There were 15 completed surveys from both business and agricultural related centers and 14 completed surveys from companies/organizations that market these centers.

Since there were no preexisting numbers on occupancy rates, visitors, or expenditure patterns, several assumptions were made to create a realistic profile of the impact of the proposed mixed use facility. To ensure that the assumptions were realistic, two scenarios were created, low and high. For policy analysis, one could use the Low Scenario as a short term impact of the facility, one to five years, and the High Scenario as a long term impact, more than five years.

The two scenarios each have three basic tourism markets. These markets include the three major uses of the facility: business, equestrian, and special events. The business-tourism market includes the facility being used for business meetings, as a conference center, and for dinners. The equestrian-tourism market includes not only equestrian-related activities, but other agricultural-related activities as well. The special event-tourism market represents the facilities being used for an event such as a concert.

Table 1 represents the Low Scenario. This scenario assumes that the facility will only be used about 30% of the year for business activities, 25% of the year for equestrian-related activities, and for 2 special events.<sup>5</sup> Therefore, it is estimated that there will be 39 business events, 13 equestrian events, and 2 special events in a year.

The Low Scenario also assumes that the number of potential visitors is based on the available seating capacity for each type of event. The total seating capacity for the business component was estimated at a maximum of 900, depending on the arrangement of seats. Assuming that the average attendance will be about 25% full, the total potential number of visitors will be approximately 8,799 per year ( $900 \times .25 \times 39.107$ ).

The total seating capacity for the equestrian component was estimated at a maximum of 1,000 seats. For the Low Scenario it was assumed that the average attendance will be about 50% full, the total potential number of visitors will be approximately 6,500 per year ( $1,000 \times .5 \times 13$ ).

The total seating capacity for the special event component was estimated at a maximum of 5,000. For the Low Scenario it was assumed that the average attendance will be about 75% full, the total potential number of visitors will be approximately 7,500 ( $5,000 \times .75 \times 2$ ). Thus, the visitor components, business, equestrian and special events, combine for a total of about 22,799 visitors for the center in one year.

The third major assumption used in this study pertains to the percent of the visitors from within the local and non-local markets. Visitors from within the local market will spend less on such items as transportation, accommodations, and entertainment. The visitors from the business tourism market and the equestrian tourism market were both assumed to be only 20% within the local market area, Bulloch County. The special event tourism market, however, was assumed to be almost exclusively within the local market area, 75%.

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<sup>5</sup> The business tourism market was estimated based on 365 days and the equestrian tourism market was estimated based on 52 weeks. Each day or week was considered as a potentially available unit and could not be broken into smaller units.

**TABLE 1**  
**Scenario 1 - Low**

	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Number of Weeks/Days	365	52	
Utilization by week		25%	
Utilization by day	30%		
Event Duration	2.8	4	1
Estimated no. of events	39	13	2
<b>Total Utilization (Day Equivalent)</b>	<b>110</b>	<b>52</b>	<b>2</b>
	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Seating Capacity	900	1,000	5,000
Avg Attendees (25%)	225		
Avg Attendees (50%)		500	
Avg Attendees (75%)			3,750
Estimated no. of events	39.1	13.0	2.0
<b>Total Visitors</b>	<b>8,799</b>	<b>6,500</b>	<b>7,500</b>
	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Utilization Equivalent	110	52	2
Avg Attendees	225	500	3,750
<b>Visitor Equivalentents</b>	<b>24,638</b>	<b>26,000</b>	<b>7,500</b>
	<b>Visitors</b>	<b>Visitor Equivalentents</b>	
Business	8,799	24,638	
Equestrian	6,500	26,000	
Special Event	7,500	7,500	
<b>Total</b>	<b>22,799</b>	<b>58,138</b>	

**Assumptions for Local and Non-Local Visitors**

	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
<b>Local</b>	20%	20%	75%
<b>Non-Local</b>	80%	80%	25%

**Number of Visitors**

	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
<b>Local</b>	1,760	1,300	5,625
<b>Non-Local</b>	7,039	5,200	1,875
<b>Total</b>	<b>8,799</b>	<b>6,500</b>	<b>7,500</b>

Table 2 represents the High Scenario, or the long-term full operations of the center.<sup>6</sup> The only significant difference between this scenario and the Low Scenario is the assumption in utilization of the facility. The High Scenario assumes that both the business and equestrian components have a utilization rate of 50%. No change was made to the special event category.

<sup>6</sup> It typically takes three to five years for a new center to establish itself. This is because large events usually book at least three years out.

**TABLE 2**  
**Scenario 2- High**

	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Number of Weeks/Days	365	52	
Utilization by week		50%	
Utilization by day	0.5		
Event Duration	2.8	4	1
Estimated no. of events	65	26	2
<b>Total Utilization (Day Equivalent)</b>	<b>183</b>	<b>104</b>	<b>2</b>
	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Seating Capacity	900	1000	5000
Avg Attendees (25%)	225		
Avg Attendees (50%)		500	
Avg Attendees (75%)			3750
Estimated no. of events	65	26	2
<b>Total Visitors</b>	<b>14,665</b>	<b>13,000</b>	<b>7,500</b>
Utilization Equivalent	183	104	2
Avg Attendees	225	500	3750
<b>Visitor Equivalents</b>	<b>41,063</b>	<b>52,000</b>	<b>7,500</b>
	<b>Visitors</b>	<b>Visitor Equivalents</b>	
Business	14,665	41,063	
Equestrian	13,000	52,000	
Special Event	7,500	7,500	
<b>Total</b>	<b>35,165</b>	<b>100,563</b>	

**Assumptions for Local and Non-Local Visitors**

	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
<b>Local</b>	20%	20%	75%
<b>Non-Local</b>	80%	80%	25%
	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
<b>Local</b>	2,933	2,600	5,625
<b>Non-Local</b>	11,732	10,400	1,875
<b>Total</b>	<b>14,665</b>	<b>13,000</b>	<b>7,500</b>

Table 3 represents the estimated average trip spending per person per trip. This takes into consideration each visitor during their entire visit. The average length of stay for each tourism market was 2.8 for business, 4.0 for equestrian, and 1 day for special events. As such, the total average spending per person per trip for non-local visitors was \$430.25 for business, \$270.73 for equestrian, and \$191.19 for special events.

**TABLE 3**  
**Average Trip Spending per Person per Trip (2004\$)**

<b>Non-Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Public Transportation	\$125.20	\$62.87	\$29.63
Auto Transportation	\$44.32	\$32.52	\$26.38
Lodging	\$135.10	\$43.90	\$34.61
Foodservice	\$64.11	\$82.93	\$35.37
Entertainment & Recreation	\$12.05	\$20.33	\$23.52
General Retail Trade	\$49.48	\$28.18	\$41.68
<b>Total</b>	<b>\$430.25</b>	<b>\$270.73</b>	<b>\$191.19</b>

<b>Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>
Auto Transportation	\$44.32	\$32.52	\$11.75
Foodservice	\$64.11	\$82.93	\$15.67
Entertainment & Recreation	\$12.05	\$20.33	\$10.63
General Retail Trade	\$49.48	\$28.18	\$18.46
<b>Total</b>	<b>\$169.95</b>	<b>\$163.96</b>	<b>\$56.51</b>

\*The average trip length for business, equestrian, and special events were 2.8, 4, and 1 days, respectively.

### Direct Economic Impact – Input Data

Table 4 represents the direct output impact associated with each tourism market by both local and non-local visitors for the Low Scenario. As such, it is expected that this project will directly support (increase or retain) approximately \$5.9 million of economic activity within Bulloch County. This is the direct value used to estimate the total economic impact of the center for the Low Scenario.

**TABLE 4**  
**Total Direct Impact (2004\$)**  
**Scenario-Low**

<b>Non-Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>	<b>Total</b>
Public Transportation	\$881,342.23	\$326,934.40	\$55,564.43	\$1,263,841.06
Auto Transportation	\$311,952.75	\$169,104.00	\$49,470.26	\$530,527.01
Lodging	\$951,001.58	\$228,290.40	\$64,884.91	\$1,244,176.90
Foodservice	\$451,271.45	\$431,215.20	\$66,318.83	\$948,805.49
Entertainment & Recreation	\$84,802.69	\$105,690.00	\$44,093.06	\$234,585.75
General Retail Trade	\$348,296.76	\$146,556.80	\$78,148.68	\$573,002.24
<b>Total</b>	<b>\$3,028,667.47</b>	<b>\$1,407,790.80</b>	<b>\$358,480.18</b>	<b>\$4,794,938.44</b>

<b>Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>	<b>Total</b>
Auto Transportation	\$77,988.19	\$42,276.00	\$66,087.56	\$186,351.74
Foodservice	\$112,817.86	\$466,458.75	\$88,116.74	\$667,393.35
Entertainment & Recreation	\$21,200.67	\$26,422.50	\$59,793.50	\$107,416.67
General Retail Trade	\$87,074.19	\$36,639.20	\$103,851.87	\$227,565.26
<b>Total</b>	<b>\$299,080.91</b>	<b>\$571,796.45</b>	<b>\$317,849.67</b>	<b>\$1,188,727.03</b>



Table 5 represents the direct output impact associated with each tourism market by both local and non-local visitors for the High Scenario. As such, it is expected that this project will directly support (increase or retain) approximately \$9.5 million of economic activity within Bulloch County. This is the direct value used to estimate the total economic impact of the center for the High Scenario.

**TABLE 5**  
**Total Direct Impact (2004\$)**  
**Scenario- High**

<b>Non-Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>	<b>Total</b>
Public Transportation	\$1,468,903.72	\$653,868.80	\$55,564.43	\$2,178,336.95
Auto Transportation	\$519,921.25	\$338,208.00	\$49,470.26	\$907,599.51
Lodging	\$1,585,002.64	\$456,580.80	\$64,884.91	\$2,106,468.35
Foodservice	\$752,119.09	\$862,430.40	\$66,318.83	\$1,680,868.32
Entertainment & Recreation	\$141,337.82	\$211,380.00	\$44,093.06	\$396,810.88
General Retail Trade	\$580,494.60	\$293,113.60	\$78,148.68	\$951,756.88
<b>Total</b>	<b>\$5,047,779.11</b>	<b>\$2,815,581.60</b>	<b>\$358,480.18</b>	<b>\$8,221,840.89</b>
<b>Local Visitors</b>	<b>Business</b>	<b>Equestrian</b>	<b>Special Event</b>	<b>Total</b>
Auto Transportation	\$129,980.31	\$84,552.00	\$66,087.56	\$280,619.87
Foodservice	\$188,029.77	\$215,607.60	\$88,116.74	\$491,754.11
Entertainment & Recreation	\$35,334.45	\$52,845.00	\$59,793.50	\$147,972.96
General Retail Trade	\$145,123.65	\$73,278.40	\$103,851.87	\$322,253.92
<b>Total</b>	<b>\$498,468.19</b>	<b>\$426,283.00</b>	<b>\$317,849.67</b>	<b>\$1,242,600.86</b>

### The Model- Economic Impacts

The model used to show the economic impact of the proposed Bulloch County Mixed Use Agricultural and Convention Center was IMPLAN.<sup>7</sup> This model is a static economic impact model that can analyze impacts geographically at only one specified point in time. Additionally, this model shows the interaction of the impact through the various sectors of the economy. The results of the impact are shown as employment, output, and tax increases or decreases.

The concept of how IMPLAN isolates the economic impact is shown in Figure 2. In this figure there is a base economy (the preexisting economy absent of the proposed impact), an alternative economy (the new economy with the proposed project), and the economic effect (an isolation of the economic impact or the difference between the base economy and the alternative economy). For the purpose of this study, the following tables and numbers only refer to the economic effect.

<sup>7</sup> For more information about IMPAN and documentation supporting it, please visit [www.implan.com](http://www.implan.com).

**FIGURE 2**  
**Estimating the Economic Effect**

	<u>Base Economy</u>			<u>Alternative</u>
<b>Manufacturing</b>	\$ 30,000,000		<b>Manufacturing</b>	\$ <b>50,000,000</b>
<b>Transportation</b>	\$ 10,000,000		<b>Transportation</b>	\$ 10,000,000
<b>Services</b>	\$ 30,000,000		<b>Services</b>	\$ 30,000,000
<b>Finance</b>	\$ 10,000,000		<b>Finance</b>	\$ 10,000,000
<b>Government</b>	\$ 20,000,000		<b>Government</b>	\$ 20,000,000
<b>Total</b>	<u>\$ 100,000,000</u>		<b>Total</b>	<u>\$ 120,000,000</u>

		<u>Economic Effect</u>	
	<b>Manufacturing</b>	\$ 20,000,000	
	<b>Transportation</b>	\$ -	
	<b>Services</b>	\$ -	
	<b>Finance</b>	\$ -	
	<b>Government</b>	\$ -	
	<b>Total</b>	<u>\$ 20,000,000</u>	

**Economic Impact**

The economic impact of the proposed Bulloch County Mixed Use Agricultural and Convention Center is shown in two ways, Low Scenario and High Scenario. The Low Scenario should be considered the most conservative and short-term estimate of the economic impact. The High Scenario should be considered as a more representative estimate of the economic impact after some longer period of time.

The Low Scenario assumes that the utilization rate for the business-tourism market will be 30%, the equestrian-tourism market will be 25%, and that there will be two special events in a year. This makes the total estimated number of visitors for the center to be about 22,799 for the Low Scenario. The High Scenario, on the other hand, assumes that the utilization rate for the business-tourism market will be 50%, the equestrian-tourism market will be 50%, and that there will be two special events in a year. This makes the total estimated number of visitors for the center to be about 35,165 for the High Scenario.<sup>8</sup>

<sup>8</sup> For more information on the assumptions used, please refer to the “Data and Region” section of this study.

## Low Scenario - Employment

Table 6 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs.<sup>9</sup> The employment multiplier for the Low Scenario is 1.26.<sup>10</sup> Therefore, for every 100 employees in one of these tourism sectors, 26 employees are generated somewhere else in the economy.

Table 6 also shows that 136 people will be directly employed, and as a result, a total of 36 new jobs will be produced from the indirect and induced effects. Therefore, the total number of jobs in the economy will increase by 172. The largest growth in jobs will be within the Wholesale/Retail Trade sector with 92 new employees. The second largest growth in employment will be the within Service sector with 51 jobs.

**TABLE 6**  
**Low Scenario**  
**Employment Impact for Bulloch County**

Industry	Direct	Indirect	Induced	Total
<b>Manufacturing</b>				
Durables	0	1	0	1
Non-Durables	0	1	0	2
<b>Non-Manufacturing</b>				
Agriculture and Fish Products	0	0	0	1
Mining	0	0	0	0
Construction	0	1	0	1
Transportation	18	2	1	21
Wholesale/Retail Trade	80	2	10	92
Finance, Insurance, Real Estate	0	2	2	3
Services	37	7	7	51
<b>Government</b>	0	0	0	0
<b>Dummy</b>	0	0	1	1
<b>Institutions</b>	0	0	0	0
<b>Total*</b>	<b>136</b>	<b>15</b>	<b>21</b>	<b>172</b>

\*Numbers may not add up due to rounding.

## Low Scenario - Output

In addition to the total number of employees that will increase in the area, IMPLAN calculates an estimated value. Table 7 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the Low Scenario due to the Mixed Agricultural Arena and Conference Center will be about \$6.3 million and the total increase in output in the area would be \$8.9 million. This total

<sup>9</sup> Indirect effects include the inter-industry purchases necessary to produce the product or service. Induced effects include the changes associated with the household income generated by the direct and indirect effects. The total impact is the summation of direct, indirect, and induced effects.

<sup>10</sup> A multiplier is a concept of how goods and services move through an economy and is calculated by dividing the total economic impact by the direct impact.

includes the indirect and induced amount of \$2.7 million. Thus, the output multiplier for the Low Scenario is 1.43. Therefore, for every \$100 spent in one of these tourism sectors, \$43 are generated somewhere else in the economy.

**TABLE 7**  
**Low Scenario**  
**Output Impact for Bulloch County (2006\$)**

Industry	Direct	Indirect	Induced	Total
<b>Manufacturing</b>				
Durables	0	20,624	7,249	27,873
Non-Durables	0	130,182	55,129	185,311
<b>Non-Manufacturing</b>				
Agriculture and Fish Products	0	20,592	16,100	36,693
Mining	0	0	0	0
Construction	0	50,786	18,583	69,369
Transportation	1,313,369	226,704	102,982	1,643,055
Wholesale/Retail Trade	3,256,925	102,784	416,467	3,776,175
Finance, Insurance, Real Estate	0	244,839	404,469	649,307
Services	1,686,965	371,524	426,908	2,485,398
<b>Government</b>	0	29,881	25,805	55,686
<b>Dummy</b>	0	0	5,075	5,075
<b>Institutions</b>	0	0	0	0
<b>Total*</b>	<b>\$6,257,259</b>	<b>\$1,197,915</b>	<b>\$1,478,768</b>	<b>\$8,933,942</b>

\*Numbers may not add up due to rounding.

### High Scenario - Employment

Table 8 shows the direct, indirect, and induced effects of the economy for each industry based on number of jobs. The employment multiplier for the High Scenario is 1.27. Therefore, for every 100 employees in one of these tourism sectors, 27 employees are generated somewhere else in the economy.

Table 8 also shows that 210 people will be directly employed, and as a result, a total of 57 new jobs will be produced from the indirect and induced effects. Therefore, the total number of jobs in the economy will increase by 267 employees. The largest growth in jobs will be in within the Wholesale/Retail Trade sector with 135 new employees. The second largest growth in employment will be within the Service sector with 84 jobs.

**TABLE 8**  
**High Scenario**  
**Employment Impact for Bulloch County**

Industry	Direct	Indirect	Induced	Total
<b>Manufacturing</b>				
Durables	0	0	0	0
Non-Durables	0	2	1	2
<b>Non-Manufacturing</b>				
Agriculture and Fish Products	0	1	1	1
Mining	0	0	0	0
Construction	0	1	0	2
Transportation	32	3	1	36
Wholesale/Retail Trade	117	3	16	135
Finance, Insurance, Real Estate	0	3	2	5
Services	61	11	11	84
<b>Government</b>	0	0	0	1
<b>Dummy</b>	0	0	1	1
<b>Institutions</b>	0	0	0	0
<b>Total*</b>	<b>210</b>	<b>24</b>	<b>33</b>	<b>267</b>

\*Numbers may not add up due to rounding.

### High Scenario - Output

In addition to the total number of employees that will increase in the area, IMPLAN calculates an estimated value. Table 9 shows the direct, indirect, and induced effects of the economy for each industry. One can see that the total direct increase in dollars for the High Scenario due to the Mixed Agricultural Arena and Conference Center will be about \$9.9 million and the total increase in output in the area would be \$14.1 million. This total includes the indirect and induced amount of \$4.2 million. Thus, the output multiplier for the High Scenario is 1.43. Therefore, for every \$100 spent in one of these tourism sectors, \$43 are generated somewhere else in the economy.

**TABLE 9**  
**High Scenario**  
**Output Impact for Bulloch County (2006\$)**

Industry	Direct	Indirect	Induced	Total
<b>Manufacturing</b>				
Durables	0	33,230	11,533	44,763
Non-Durables	0	196,345	87,709	284,054
<b>Non-Manufacturing</b>				
Agriculture and Fish Products	0	30,235	25,615	55,850
Mining	0	0	0	0
Construction	0	80,160	29,566	109,726
Transportation	2,263,703	363,478	163,839	2,791,021
Wholesale/Retail Trade	4,815,727	151,118	662,591	5,629,435
Finance, Insurance, Real Estate	0	386,762	643,503	1,030,264
Services	2,820,073	583,735	679,198	4,083,006
<b>Government</b>	0	47,301	41,055	88,356
<b>Dummy</b>	0	0	8,075	8,075
<b>Institutions</b>	0	0	0	0
<b>Total*</b>	<b>\$9,899,502</b>	<b>\$1,872,364</b>	<b>\$2,352,683</b>	<b>\$14,124,550</b>

\*Numbers may not add up due to rounding.