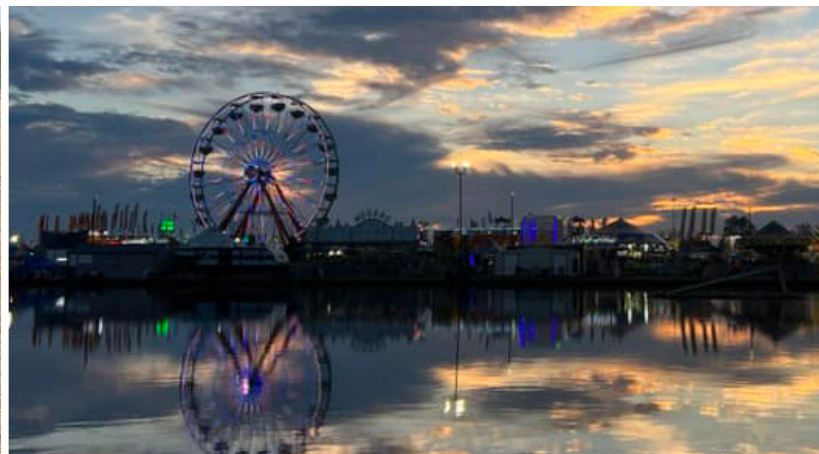




GEORGIA

NATIONAL FAIRGROUNDS
& AGRICENTER
PERRY, GA

ESTIMATED ECONOMIC IMPACTS OF THE Georgia National Fairgrounds and Agricenter





GEORGIA

NATIONAL FAIRGROUNDS & AGRICENTER PERRY, GA

In 2022 The Georgia National Fairgrounds & Agricenter held the Annual Georgia National Fair drawing more than half a million attendees, plus 180 other events ranging from small groups to large multi-day events, some drawing as many as 60,000 participants and spectators. Hosted events ranged from a single day to 11 days for the Fair. Several national associations held events at the facility bringing visitors from across the country. In all, more than one million people visited the facility in 2022 and the GNFA hosted 464 event days.

2022

Events

181

Event Days

464

Attendees

1,052,336



2022 National Junior High Rodeo Finals

National High School Rodeo Association

Seven-day event with over **1,300** Participants from **43** States, **5** Canadian Provinces, and Australia
29,093 Total Attendees

Source: GNFA



2022 Annual Georgia National Fair

11 Days October 6–16, 2022

543,120 Attendees

10,451 Exhibit Entries

8,148 Livestock Entries

Source: GNFA



2022 Georgia Junior National Livestock Show

Georgia 4-H; Georgia FFA; The Rhodes Animal & Dairy Science Department of UGA; UGA Extension

Three-day event with more than **1,900** exhibitors entered showing **2,800** animals in six categories.

39,000 Total Attendees

Source: GNFA



2022 NBHA Youth World Championships

National Barrel Horse Association

Seven-day event with over **2,300** Participants

64,260 Total Attendees

Source: GNFA

ESTIMATED ECONOMIC IMPACTS AND ECONOMIC MULTIPLIERS

Houston County

181 Direct Jobs* | Payroll **\$7.2** million
114 Indirect Jobs | Payroll **\$2.1** million
24 Induced Jobs | Payroll **\$827,932**
Total 319 Jobs | Payroll **\$10.1** million

Elsewhere in Georgia

91 Indirect and Induced Jobs
 Payroll **\$4.2** million

Georgia Total

410 Jobs | Payroll **\$14.3** million

Direct jobs are 147 positions at the GNFA and 34 full-time equivalent positions at Cox Concessions of Georgia.

Indirect jobs are those at firms providing goods and services to the facility.

Induced jobs are additional jobs supported in the community when people in the direct and indirect positions spend their salaries and wages.

*Includes contracted concession operations.



ECONOMIC MULTIPLIERS FROM DIRECT EMPLOYMENT AT GNFA*

Measure of Economic Activity	Houston County	Georgia
Jobs	1.76	2.26
Labor Income	1.41	2.00
Value Added	1.80	2.85
Economic Output	1.71	2.28

*Includes contracted concession operations.

ESTIMATED TOTAL JOBS, PAYROLL, VALUE ADDED, AND ECONOMIC OUTPUT FROM GNFA OPERATIONS

Region	Jobs	Payroll	Value Added*	Economic Output
		000's of 2022 Dollars		
Houston County	319	10,072	11,766	32,333
Surrounding Counties	44	958	1,685	3,788
Remainder of Georgia	47	3,281	5,128	9,032
Georgia Total	410	14,311	18,579	45,153

*Value Added is payroll, estimated business profits, and estimated taxes.



VISITOR SPENDING IMPACTS



An estimated **205,400** out-of-state visitors spent an average of four days at the Georgia National Fairgrounds and Agricenter and spent an estimated **\$56.2 million** at Georgia businesses for food, lodging, and other items.

TOTAL ESTIMATED OUT-OF-STATE VISITOR SPENDING, 2022



Lodging
\$25.8
million



Food
\$17.1
million



Retail
\$11.2
million



Fuel
\$1.1
million

Total **\$56.2 million**

2022 ESTIMATED NUMBER OF OUT-OF-STATE VISITORS FOR TOP EVENTS

15,800

NBHA World Championships

48,200

NBHA Youth World Championships

21,800

National Junior High Rodeo Finals

72,900

Annual Georgia National Fair



ESTIMATED TOTAL JOBS, PAYROLL, VALUE ADDED, AND ECONOMIC OUTPUT FROM OUT-OF-STATE VISITOR SPENDING

Region	Jobs	Payroll	Value Added*	Economic Output
		000's of 2022 Dollars		
Houston County	355	9,082.2	15,929.0	32,790.6
Surrounding Counties	349	11,626.2	19,632.8	36,921.0
Remainder of Georgia	85	6,443.0	10,428.6	18,454.9
Georgia Total	789	27,151.3	45,990.4	88,166.5

*Value Added is payroll, estimated business profits, and estimated taxes.

TOTAL ESTIMATED ECONOMIC IMPACTS FROM OPERATIONS AND OUT-OF-STATE VISITOR SPENDING



ESTIMATED TOTAL JOBS, PAYROLL, VALUE ADDED, AND ECONOMIC OUTPUT FROM GNFA OPERATIONS AND OUT-OF-STATE VISITOR SPENDING

Region	Jobs	Payroll	Value Added*	Economic Output
		000's of 2022 Dollars		
Houston County	674	19,154.2	27,695.4	35,123.1
Surrounding Counties	393	12,584.2	21,317.4	40,706.4
Remainder of Georgia	132	9,724.0	15,556.6	27,486.6
Georgia Total	1,199	41,462.4	64,569.4	133,319.1

*Value Added is payroll, estimated business profits, and estimated taxes.

ESTIMATED CAPITAL IMPROVEMENT IMPACTS Capital Spending Budget Amounts, 2019 - 2023

Year	Amount*
2019	3,035,000
2020	8,843,610
2021	1,710,000
2022	9,106,997
2023	476,015

Capital spending at the Georgia National Fairgrounds & Agricenter supports an average of **36 jobs** in the state each year. More importantly, capital maintenance and new capital construction keep the facility in good condition to hold events, attract new users, and give attendees the amenities needed for an enjoyable experience.

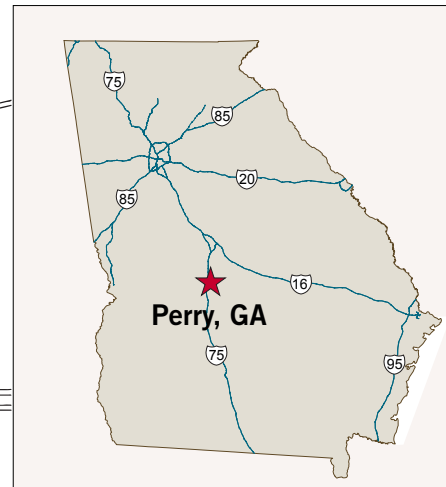
ESTIMATED ECONOMIC IMPACTS FROM CAPITAL SPENDING, 2019 - 2023

	Impact	Jobs	Labor Income*	Value Added*	Output*
Five-Year Average Georgia Total	Direct	17.8	1,080,679	1,876,492	4,057,487
	Indirect	9.8	639,904	1,165,413	2,119,115
	Induced	8.7	462,285	870,684	1,481,658
	Total	36.3	2,182,869	3,912,589	7,658,261



Located in Perry, Georgia, the Georgia National Fairgrounds & Agricenter is one of the foremost event venues and livestock facilities in the nation. It is home to the Georgia National Fair, the Georgia National Rodeo, and hundreds of annual livestock events, trade shows, exhibitions, conventions, and meetings. As an authority of the state of Georgia, the GNFA's mission is to effectively promote Georgia's agriculture/agribusiness contributions and to encourage education and participation in the field.

GEORGIA NATIONAL FAIRGROUNDS & AGRICENTER



**Carl Vinson
Institute of Government**
UNIVERSITY OF GEORGIA

The Carl Vinson Institute of Government is a Public Service and Outreach unit of the University of Georgia. The Institute shares the university's overarching public service mission of extending resources of professional knowledge and expertise to help communities in Georgia and beyond improve their quality of life. The Institute of Government is committed to promoting excellence in government through technical assistance, training programs, applied research and technology solutions. The Institute of Government works extensively with governments across Georgia and beyond to develop the knowledge and skills that elected officials, professional staff, and appointed board members need to manage effectively in the 21st century.