



The Butler Center for Research and Economic Development

The Butler Center is dedicated to promoting a sustainable economic growth in the Columbus Area and inform public policy and business decision-making.



Fady Mansour, PhD
 Director of the Butler Center for Research and Economic Development, Sarah T. Butler Distinguished University Chair of Business & Finance, and Associate Professor of Economics

Butler Center's Role in Atlanta Braves MiLB Franchise Relocation to Columbus

A recent economic impact study by Dr. Fady Mansour of the D. Abbott Turner College of Business & Technology has helped the city of Columbus hit a grand slam in bringing professional baseball back to the Chattahoochee Valley.



According to the study, the region could expect an estimated \$475 million in direct and indirect economic output, an increase of \$260 million in Muscogee County's gross domestic product (with \$179 million in labor income), and the addition of 3,934 new jobs. Annually, the sports venue is anticipated to generate \$6.26 million in revenues, create 59 jobs, and provide more than \$2 million in labor income. The project includes a mixed-use development with apartment condominiums, retail and office spaces, and renovations to the sports venue.



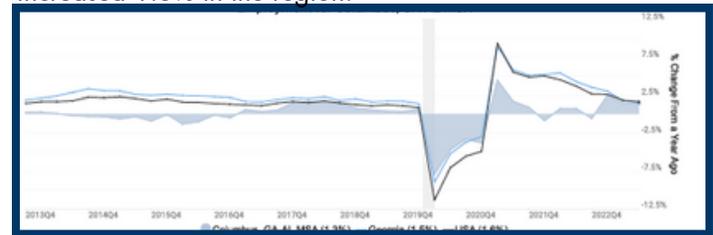
The Impact of Hosting the Kayak Championship

Hosting the Kayak Championship will create 23 jobs through direct, indirect, and induced spending. The project is expected to generate \$2.7 million in output, primarily from direct spending. However, after accounting for leakage, the value added is estimated to be around \$1,081,000. Additionally, the project will contribute \$473,000 in labor income. In total, the events are projected to generate \$176,000 in tax revenue, with \$35,000 for the city and \$37,000 and \$104,000 for state and federal governments, respectively.

Economic Overview for Columbus Area

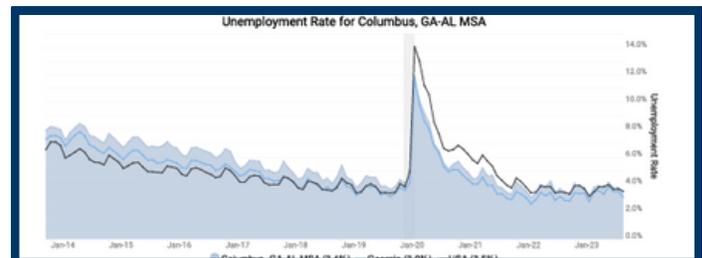
Employment Trends

As of 2023Q3, total employment for the Columbus, GA-AL MSA was 126,606 (based on a four-quarter moving average). Over the year ending 2023Q3, employment increased 1.3% in the region.



Unemployment Rate

The unemployment rate for the Columbus, GA-AL MSA was 3.4% as of November 2023. The regional unemployment rate was lower than the national rate of 3.5%. One year earlier, in November 2022, the unemployment rate in the Columbus, GA-AL MSA was 3.4%.

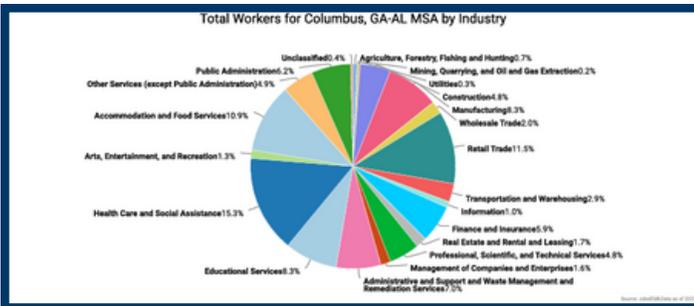


Wage Trends

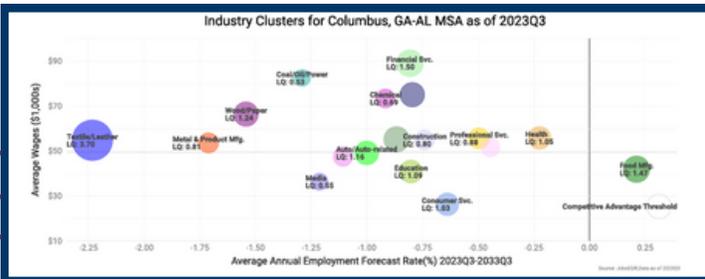
The average worker in the Columbus, GA-AL MSA earned annual wages of \$49,432 as of 2023Q3. Average annual wages per worker increased 2.2% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,183 in the nation as of 2023Q3.



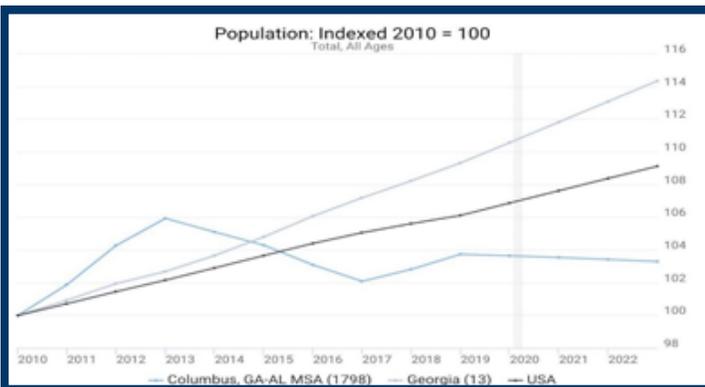
Industry Snapshot



Industry Clusters

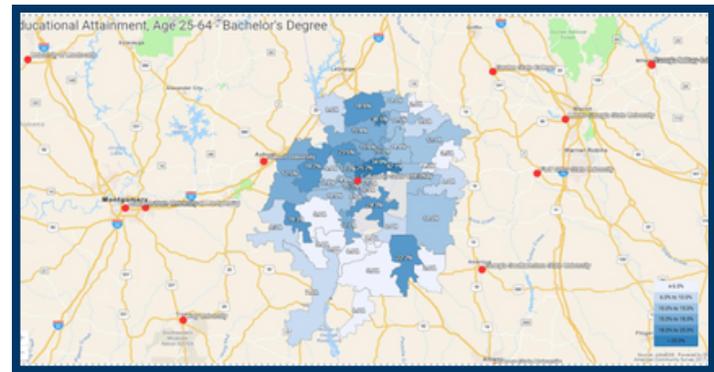


Educational Attainment



Population data indexed to 2010 reveals slower growth in Georgia compared to the U.S., while Columbus experienced a decline. In 2021 and 2022, Georgia's population growth exceeded the U.S., at 0.5% and 1.2%, compared to the U.S. rates of 0.2% and 0.4%.

Columbus's decline moderated to -0.8% and -0.7%, driven primarily by domestic migration. However, international migration showed slight positivity. Educational attainment in Columbus mirrors Georgia and the U.S., with reductions in those without high school diplomas and increases in those with associate and bachelor degrees, though slightly lagging in the percentage of bachelor's and postgraduate degree holders.



Zip codes around Columbus State University have the highest percentage of the population with bachelor's degrees. On the county level, Muscogee and Harris counties have the highest percentage of bachelor's degree holders. This reflects Columbus State University's positive role in developing the area's human capital.

Columbus Tech Meetup

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Dr. Rania Hodhod
 Professor
 TSYS School of Computer Science,
 Columbus State University



Curtis O'Neal
 CEO
 Cybernetics Global



Dr. Fady Mansour
 Director of the Butler Center for Research
 and Economic Development
 Professor of Economics
 Columbus State University

DISCUSSION TOPIC:
 Making Columbus the Next Major Technology Hub
 What are the key trends and opportunities
 shaping the future?

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Technology isn't just a tool; it's the engine of productivity. Research indicates a strong correlation, with a 70 percent link between productivity growth and digitization over the past three decades.

The average productivity growth in the United States from 1948 to 2019 stood at 2.2%. However, recent years have seen a slowdown, with growth diminishing to 1.4% between 2005 and 2019. The McKinsey Global Institute estimates that maintaining the long-term average of 2.2% productivity growth could add a staggering \$10 trillion to the US GDP by 2030, translating to \$15,000 per household.

While the US as a whole has shown notable productivity growth, regional variations are significant. Georgia, for instance, recorded a productivity growth of only 1.3% from 2007 to 2019, trailing behind states like California (2.14%), Colorado (1.77%), and Texas (1.33%). Bridging these gaps necessitates focused efforts to strengthen technological infrastructure, foster innovation, and enhance workforce skills.

By boosting productivity, technology offers solutions to a range of economic challenges, including debt problems, labor shortages, and energy constraints. However, formidable obstacles such as insufficient skilled labor supply, uneven technology adoption, and stagnating investment must be addressed. Join us tonight as we explore strategies for overcoming these challenges through collaborative efforts involving government, industry, and academia, creating an environment conducive to innovation and growth.

According to Fady Mansour, Director of the Butler Center, there are several key takeaways from the report regarding 10 occupational gaps that currently exist in the Columbus area. First, software development occupation exhibits the biggest labor shortage, with the report adding that the TSYS School has a bachelor's degree program in information technology along with a new AI track for the bachelor's degree in computer science, both of which can qualify students for this occupation. Other educational programs are in demand, such as computer programming and cloud computing. Second, there is a gap of 30 employees per year in general and operations management. This gap could be addressed by the Turner College's degree programs in business administration and general business with an entrepreneurship concentration.

Third, there is currently a shortage in the area of healthcare management. As Mansour explained, "This issue could be alleviated by adding a healthcare concentration to the undergraduate business administration program and/or the MBA program, but this will require either more resources or reallocating resources." Next, the report identified a gap in the area of business operations specialists. "This gap exists in the business administration and international business programs, and we have programs covering these two areas. However, there is a need for hotel management and an e-commerce specialization. Hospitality management is a growing field, and we don't have this concentration or minor," Mansour added.

The report also found a gap in accountants, auditors and financial managers that Mansour notes could be covered through the Turner College's undergraduate programs and the addition of a risk management concentration. Lastly, employment gaps related to other CSU colleges and schools were also identified. The most prominent of these are related to educational programs, including general education, curriculum and instruction, educational/instructional technology, and social/philosophical foundations of education. Other gaps were noted for the clergy, civil engineering and law.



New Butler Center Report Identifies Employment Gaps in the Columbus Area

Officials in the Turner College's Butler Center for Research and Economic Development recently put the finishing touches on an extensive report on trends in educational programs and occupations in the Columbus area. The report also includes data on business and technology trends.



"We serve with care."