



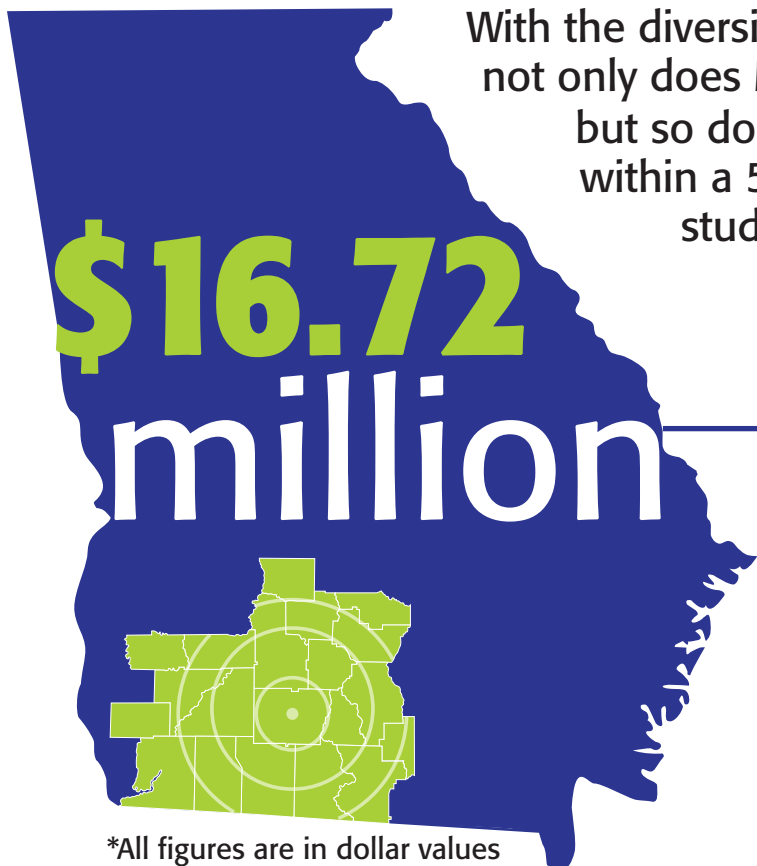
GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College

Sunbelt Ag Expo 2020 Strategic Plan

CENTER FOR RURAL PROSPERITY AND INNOVATION

ECONOMIC IMPACT 2019



With the diversity and reach of the Sunbelt Ag Expo, not only does Moultrie and Colquitt County benefit but so does the surrounding 20-county region within a 50-mile radius. The economic impact study was completed by the UGA Center for Agribusiness and Economic Development, Athens, Georgia.

 in economic output for a 20-county region.

*All figures are in dollar values

\$1.1
million

state and local tax revenue



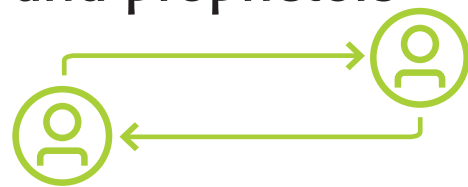
187
jobs

full + part time opportunities



\$5.10
million

associated income generated for employees and proprietors



STRATEGIC PLAN 2020

Purpose + Objectives

The purpose of this project was to create a strategic plan for the Sunbelt Ag Expo based on research collected through interviews with key stakeholders and an economic impact study.

The following objectives guided this effort:


- Determine the economic impact of the Sunbelt Ag Expo. (See UGA Report)
- Conduct interviews with stakeholders of the Sunbelt Ag Expo.
- Define themes from the collection of interviews.
- Create a strategic plan based on research collected from the interviews and economic impact study.

Key Stakeholders








- City Personnel
- County Personnel
- Economic Developers
- Sunbelt Ag Expo Staff
- Sunbelt Ag Expo Executive Board
- Sunbelt Ag Expo Exhibitors/Sponsors



Methods

-  Conducted Fall 2019
-  Surveys developed by CRPI staff
-  Surveys approved by SAE staff
-  Qualitative Survey
-  Qualitative Interviews + Focus Groups
-  Interviews Transcribed
-  Confidential data collection
-  Analyzed Transcripts
-  Themes Established

Key Results

-  **Attendance:** Stakeholders discussed how weather attributes to the fluctuation of attendance year to year. Some thought the right audience was attending, and others wanted to target new audiences.
-  **Communication:** Communication conversations varied from stakeholder group to stakeholder group, but overall intentionality, proactivity, and transparency were key ideas to execute future communication.
-  **Customer Care + Networking:** Participants saw the Sunbelt Ag Expo as a venue to care for future, current, and past customers. It is an opportunity to network with others they may not have been able to meet otherwise.
-  **Education:** The Sunbelt Ag Expo stakeholders viewed it as a “hub” for information and knowledge not only for farmers and ranchers but also students and the general public.
-  **Impact:** When stakeholders talked about the impact of the Sunbelt Ag Expo, they focused on agriculture, Moultrie, the region, economic activity and financial impact, and Moultrie/Colquitt County as the location.
-  **Positive Feedback:** Each stakeholder group mentioned an abundance of positive feedback because most saw it as a valuable asset. Overall, the performance and quality of staff personnel at the Expo was number one.
-  **Suggestions and Opportunities:** Stakeholders offered unique, creative, and practical suggestions and opportunities. They have a desire to see it navigate the changing landscape of agriculture and agribusiness.

Goals for the Future

- Increase external communication with stakeholders and the public.
- Engage exhibitors with the Sunbelt Ag Expo more than just as an exhibitor/sponsor.
- Increase local confidence and optimism.
- Better internal communication through the development of strategic communication and marketing efforts.
- Create an enjoyable, engaging, and educational experience for attendees and exhibitors at the Sunbelt Ag Expo.

