

## Feasibility Project Summary

The University of Georgia's Center for Agribusiness and Economic Development (CAED) was commissioned by Polk County to conduct a feasibility study. The purpose of the study was to determine the economic feasibility of constructing a multipurpose facility to host various agriculture and business events, canning operation and farmers market. A top-line summary of the study results is as follows:

- The proposed Ag Center might expect to attract a *maximum* of 101,900 people annually.
- 29,700 visitors to the arena facilities
- 3,600 visitors to the conference/auditorium facility
- 3,600 visitors to the meeting/breakout room facilities
- Cannery 50 people

The Ag Center is estimated to generate \$568,958 annually in revenue once established.

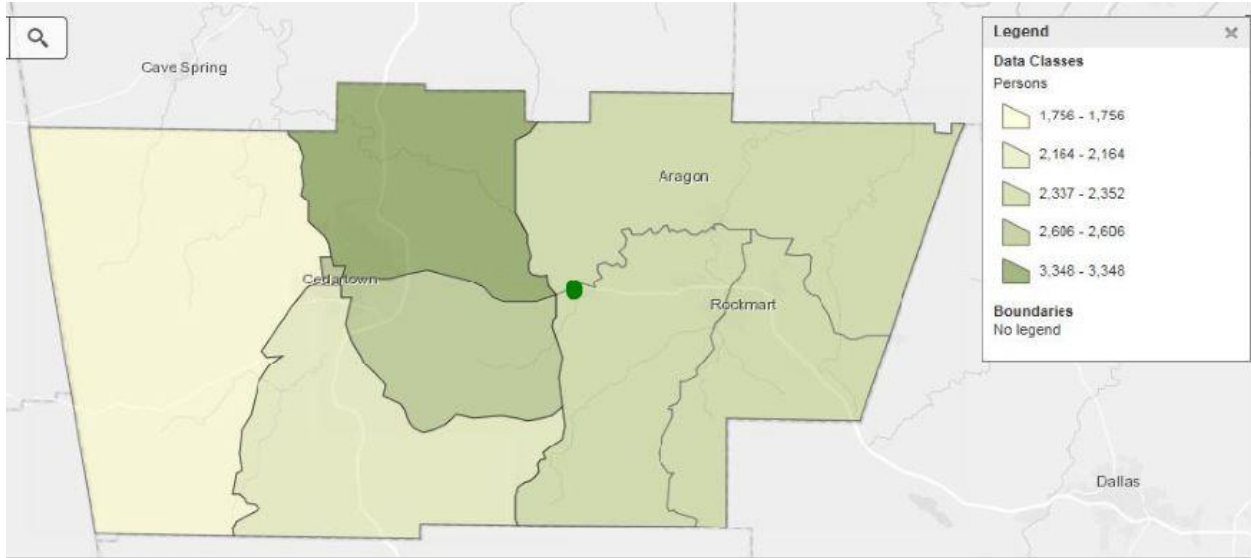
• Meeting/Breakout room Rental	\$ 73,272
• Conference Rental	\$ 54,670
• Arena Facilities Rental	\$ 345,344
• Canning Facility Rental	\$ 15,147
• Farmers Market Revenue	\$ 10,025
• Community events*	\$ 70,500

\*Based on county fair numbers as a proxy.

The estimated revenue generated from the proposed Ag Center generates a profit of over \$330,000 annually. The Center's impact on Polk County's economy is significant, estimated to be \$734,654. just under one million dollars annually to Polk County. The impact on the State's economy is also significant and estimate to be \$1,015,535 annually

**Site Conclusion:** The Fish Creek Site appears to be the best site due to its central location and accessibility.

Proposed Site Location Map based on housing unit locations (provided to CAED):



The land that is pledged as a donation for the building is in this area known as Fish Creek

**County Data Used to Support Site Location:**

Geographic area	Population	Housing units	Area in square miles			Density per square mile of land area	
			Total area	Water area	Land area	Population	Housing units
Polk County	41,475	16,908	312.14	1.81	310.33	133.6	54.5
<b>COUNTY SUBDIVISION AND PLACE</b>							
Aragon CCD	5,868	2,352	60.34	0.42	59.93	97.9	39.2
Aragon city (part)	1,185	475	1.06	0.02	1.04	1,139.2	456.6
Braswell town (part)	68	21	0.32	0.00	0.31	217.2	67.1
Rockmart city (part)	0	0	0.01	0.00	0.01	0.0	0.0
Taylorsville town (part)	28	13	0.45	0.00	0.45	61.7	28.6
Remainder of Aragon CCD	4,587	1,843	58.51	0.39	58.12	78.9	31.7
Cedartown CCD	24,695	9,874	186.72	0.66	186.06	132.7	53.1
Cedartown city	9,750	3,899	8.72	0.03	8.69	1,122.1	448.7
Remainder of Cedartown CCD	14,945	5,975	178.00	0.63	177.37	84.3	33.7
Rockmart CCD	10,912	4,682	65.08	0.73	64.35	169.6	72.8
Aragon city (part)	64	24	0.08	0.00	0.08	778.4	291.9
Braswell town (part)	71	26	0.67	0.01	0.66	107.4	39.3
Rockmart city (part)	4,199	1,899	5.70	0.07	5.63	745.7	337.3
Remainder of Rockmart CCD	6,578	2,733	58.62	0.65	57.97	113.5	47.1
<b>PLACE</b>							
Aragon city	1,249	499	1.14	0.02	1.12	1,112.7	444.6
Braswell town (part)	139	47	0.99	0.01	0.97	142.7	48.3
Cedartown city	9,750	3,899	8.72	0.03	8.69	1,122.1	448.7
Rockmart city	4,199	1,899	5.71	0.07	5.64	745.0	336.9
Taylorsville town (part)	28	13	0.45	0.00	0.45	61.7	28.6