
Chapter 3

Economic Development

The economic development element provides local governments the opportunity to inventory and assess the community's economic base, labor force characteristics, and local economic development opportunities and resources; to determine economic needs and goals; and to merge this information with information about population trends and characteristics, natural resources, community facilities and services, housing and land use so that a strategy for the economic well-being of the community can be developed.

The purpose of this element is to plan for a healthy economy by doing the following:

- Identify the economic trends in the community
- Assess the trends to identify the community's strengths, weaknesses and resources, including regional comparisons in these areas
- Examine the appropriateness of the existing economy considering the community's population and its characteristics, housing availability, transportation network, natural resources and community facilities
- Determine which goals and objectives would affect a growing and balanced economy, consistent with prudent management of resources and which equitably benefit all segments of the population
- Develop implementation strategies that will achieve the desired economic goals and objectives

3.1 Inventory of Existing Conditions

The existing conditions of the community have been inventoried by addressing employment, wages and planned economic activities.

3.1.1 Economic Base

A. Employment and Earnings by Sector

Within this specific sub-element each economic sector within the community (e.g., retail trade, services, manufacturing, wholesale trade, etc.), including current, historic and projected employment and earnings will be compared with the state's percent figures.

Table 21 indicates that government is the largest employer in both the city and the state, with each employing 34.8 and 39.0 percent of the available work force. Retail, as shown by Table 21, is the second largest employer within the city and state, respectively 12.0 and 12.6 percent.

Because of growth within the coastal region and quick access to excellent transportation systems, the city has a higher percentage of individuals working in the construction, transportation, and manufacturing sectors than the state.

Table 22 displays information for the current planning year to 2025. From 2005-2025, no trends are noted that would indicate nothing other than a slow shift in the economy towards service. This transfer is very similar to what the state is experiencing at this time.

Table 21
Ludowici and State Employment 1990 to 2000: Percent by Sector

Category	1990		1995		2000	
	Ludowici (%)	GA (%)	Ludowici (%)	GA (%)	Ludowici (%)	GA (%)
Agriculture	3.7	2.0	2.3	1.6	1.0	1.4
Construction	10.9	0.9	10.7	1.1	10.4	1.1
Manufacturing	12.3	0.3	10.9	0.2	9.7	0.2
Wholesale	1.3	5.8	1.2	5.6	1.2	6.1
Retail	15.5	15.5	13.8	14.3	12.0	12.6
Transportation	8.3	5.9	8.8	5.7	9.1	6.1
Information	NA	6.2	NA	5.7	1.9	5.7
Finance	2.2	16.4	2.1	17.1	1.9	16.8
Professional	1.5	6.6	2.6	6.4	3.5	7.1
Education	16.8	23.8	20.5	26.6	23.8	28.6
Arts	0.4	2.8	3.7	2.3	6.6	1.9
Other	7.7	2.5	7.8	2.2	7.9	1.9
Public Admin	19.3	11.5	15.0	11.1	11.0	10.4
Total	100	100	100	100	100	100

Source: U.S. Bureau of the Census (SF3)

Key for Tables 21 -22

Agriculture	Agricultural, Forestry, Fishing, hunting & mining
Construction	Construction
Manufacturing	Manufacturing
Wholesale	Wholesale Trade
Retail	Retail Trade
Transportation	Transportation, warehousing, and utilities
Information	Information
Finance.	Finance, Insurance and Real Estate
Professional	Professional, scientific, management, administrative, and waste management
Education	Education, health and social services
Arts	Arts, entertainment, recreation, accommodation and food services
Other	Other Services
Public	Public Administration

Table 22
Ludowici and State Employment by Sector: 2005 to 2025

Category	2005				2010				2015			
	Ludowici		Georgia		Ludowici		Georgia		Ludowici		Georgia	
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)
Agriculture	5	1.0	64,877	1.2	4	<1.0	62,438	1.1	4	<1.0	60,240	1.0
Construction	60	11.0	60,079	1.1	65	11.5	65,359	1.2	71	12.0	70,538	1.2
Manufacturing	44	8.0	9,645	0.2	38	6.7	9,813	0.2	31	5.2	10,047	0.2
Wholesale	6	1.1	316,876	6.1	7	1.2	333,895	5.9	7	1.2	349,870	5.8
Retail	66	12.2	632,106	12.1	70	12.3	649,864	11.6	74	12.5	665,184	11.0
Transportation	51	9.4	322,804	6.2	55	9.7	347,846	6.2	58	9.8	371,521	6.2
Information	NA	NA	300,312	5.7	NA	NA	322,310	5.7	NA	NA	344,504	5.7
Finance	12	2.2	893,996	17.1	13	2.3	973,979	17.3	15	2.5	1,055,500	17.5
Professional	20	3.7	369,137	7.1	22	3.9	392,407	7.0	24	4.0	416,440	6.9
Education	133	24.5	1,532,290	29.3	142	25.0	1,692,630	30.1	152	25.7	1,873,380	31.1
Arts	37	6.8	91,889	1.8	41	7.2	91,883	1.6	44	7.4	92,089	1.5
Other	47	8.7	95,235	1.8	54	9.5	96,403	1.7	60	10.1	97,224	1.6
Public Admin	5	1.0	546,388	10.4	4	<1.0	584,820	10.4	4	<1.0	622,628	10.3
Total	542	100	5,235,630	100	567	100	5,623,650	100	592	100	6,029,160	100

Source: U.S. Bureau of the Census (SF3)

Category	2020				2025			
	Ludowici		Georgia		Ludowici		Georgia	
	No.	(%)	No.	(%)	No.	(%)	No.	(%)
Agriculture	3	<1.0	58,297	0.9	3	<1.0	56,584	0.8
Construction	76	12.3	75,465	1.2	82	12.8	80,033	1.2
Manufacturing	25	4.1	10,324	0.2	19	3.0	10,653	0.2
Wholesale	7	1.2	365,279	5.7	7	1.2	380,526	5.5
Retail	78	12.6	677,683	10.5	82	12.8	687,263	10.0
Transportation	62	10.0	392,902	6.1	66	10.0	411,295	6.0
Information	NA	NA	367,022	5.7	NA	NA	389,992	5.7
Finance	16	2.6	1,138,660	17.7	18	<1.0	1,223,640	17.8
Professional	26	4.2	440,943	6.8	28	4.4	465,714	6.8
Education	161	26.1	2,074,950	32.2	171	26.6	2,298,230	33.4
Arts	47	7.6	92,439	1.4	50	7.8	92,936	1.3
Other	66	10.7	97,709	1.5	72	11.2	97,839	1.4
Public Admin	3	<1.0	659,644	10.2	3	<1.0	695,636	10.1
Total	617	100	6,451,320	100	642	100	6,890,350	100

Source: U.S. Bureau of the Census (SF3)

Data on Long County and Georgia earnings by economic sector are similar (see Tables 23 and 24). Farm earnings have been declining. Construction earnings, which declined from 1990 to 1995 stabilized in 1995 and experienced an upward trend from 1996-2000. The service related sectors of the economy have been growing steadily since 1980.

Farm earnings in Long County are projected to increase from 2005 to 2025. However, the share of farming earnings compared to total earnings is projected to decline after 2015.

The construction sector of the economy experienced growth from 1990-2000. This trend holds true from 1990 to approximately 2019. From 2020-2025 construction earnings are projected to decline slightly as a percentage of total earnings.

Table 23
Long County and Georgia Earnings by Sector 1990 to 2000 (in thousands)

Category	1990				1995				2000			
	Long (\$)	Long (%)	Georgia (\$)	Georgia (%)	Long (\$)	Long (%)	Georgia (\$)	Georgia (%)	Long (\$)	Long (%)	Georgia (\$)	Georgia (%)
Farm	910	7.9	21,557	0.3	1,151	7.7	31,374	0.4	1,108	5.4	22,205	0.3
Ag. Services	201	1.7	35,543	0.5	275	1.8	45,353	0.6	332	1.6	53,660	0.6
Mining	342	3	1,279	0	466	3.1	1,168	0	301	1.5	4,615	0.1
Construction	1,345	12	540,188	8.3	1,154	7.7	395,266	5.2	1,661	8.2	514,457	5.8
Manufacturing	729	6.3	1,150,972	18	1,059	7.1	1,126,834	15	1,143	5.6	1,399,378	16
Transportation	395	3.4	456,594	7	478	3.2	452,591	6	791	3.9	561,622	6.3
Wholesale	102	0.9	232,787	3.6	234	1.6	272,918	3.6	74	0.4	294,881	3.3
Retail	483	4.2	584,964	9	1,184	7.9	723,714	9.6	1,285	6.3	865,676	9.8
Finance	19	0.2	226,558	3.5	227	1.5	267,253	3.5	674	3.3	376,549	4.2
Services	1,067	9.2	1,294,937	20	1,540	10	1,692,547	23	2,390	12	2,029,598	23
Fed. Civilian	375	3.2	415,396	6.4	395	2.6	518,618	6.9	479	2.4	514,108	5.8
Fed. Military	308	2.7	750,711	12	366	2.4	1,065,959	14	421	2.1	1,106,566	13
Total	11,550	100	6,497,052	100	14,942	100	7,534,006	100	20,361	100	8,860,918	100

Source: U.S. Bureau of the Census (SF3)

Key for Tables 23-24

- Farm
- Agricultural Services, Other
- Mining
- Construction
- Manufacturing
- Transportation, Communications & Public Utilities
- Wholesale Trade
- Retail Trade
- Finance, Insurance & Real Estate
- Services
- Federal Civilian Government
- Federal Military Government

Table 24
Long County and Georgia Earnings by Sector 2005 to 2025 (in thousands)

Category	2005				2010				2015			
	Long		Georgia		Long		Georgia		Long		Georgia	
	(\$)	(%)	(\$)	(%)	(\$)	(%)	(\$)	(%)	(\$)	(%)	(\$)	(%)
Farm	1,171	9.6	1,682,760	0.9	1,224	9.1	1,802,910	0.9	1,284	11	1,933,340	0.9
Ag. Services	386	3.2	1,086,060	0.6	437	3.3	1,239,330	0.6	488	4.2	1,400,730	0.6
Mining	323	2.7	445,441	0.2	344	2.6	456,347	0.2	365	3.2	471,301	0.2
Construction	1,720	14	10,606,800	5.9	1,775	13	11,506,000	5.7	1,837	16	12,401,400	5.5
Manufacturing	1,227	10	26,143,500	15	1,313	9.8	28,510,600	14	1,401	12	30,854,700	14
Transportation	831	6.8	18,059,600	10	865	6.5	20,304,900	10	897	7.8	22,610,400	10
Wholesale	81	0.7	15,124,900	8.4	86	0.6	16,662,400	8.2	91	0.8	18,269,600	8
Retail	1,405	12	16,215,300	9	15,390	12	18,126,500	8.9	1,681	15	20,144,900	8.9
Finance	745	6.1	13,862,800	7.7	815	6.1	15,688,500	7.7	890	7.7	17,666,000	7.8
Services	2,794	23	50,244,000	28	3,277	25	58,890,800	29	3,827	33	69,107,300	30
Fed. Civilian	518	4.3	5,621,590	3.1	560	4.2	5,826,300	2.9	603	5.2	6,051,600	2.7
Fed. Military	447	3.7	3,501,760	1.9	473	3.5	3,705,550	1.8	498	4.3	3,907,320	1.7
Total	22,360	100	180,866,000	100	24,339	100	202,919,000	100	26,483	100	227,019,000	100

Source: U.S. Bureau of the Census (SF3)

Category	2020				2025			
	Long		Georgia		Long		Georgia	
	(\$)	(%)	(\$)	(%)	(\$)	(%)	(\$)	(%)
Farm	1,361	9.1	2,075,970	0.8	1,457	7.2	2,233,020	0.8
Ag. Services	541	3.6	1,566,550	0.6	597	2.9	1,733,320	0.6
Mining	387	2.6	489,686	0.2	410	2.0	510,946	0.2
Construction	1,907	12.8	13,309,000	5.3	1,985	9.7	14,242,900	5.1
Manufacturing	1,492	10.0	33,129,100	13.1	1,584	7.8	35,298,600	12.5
Transportation	931	6.2	24,909,000	9.8	969	4.8	27,140,000	9.6
Wholesale	\$96	0.6	19,955,500	7.9	101	0.5	21,729,700	7.7
Retail	1,830	12.2	22,276,700	8.8	1,984	9.7	24,530,800	8.7
Finance	974	6.5	19,784,200	7.8	1,070	5.3	22,033,100	7.8
Services	4,438	29.7	81,084,500	32.0	5,110	25.1	95,046,200	33.7
Fed. Civilian	647	4.3	6,295,200	2.5	693	3.4	6,556,750	2.3
Fed. Military	524	3.5	4,105,500	1.6	548	2.7	4,298,440	1.5
Total	28,859	100	253,253,000	100	31,504	100	281,758,000	100

Source: U.S. Bureau of the Census (SF3)

B. Average Wages

The most current data on average weekly wages by economic sector are provided for Ludowici and Georgia (see Table 25). Currently, no historic information on weekly average wages is available for either the city or state. This limited the review to only current wages.

In 2003 the highest average weekly wages in the city are the federal and state government sectors. In Georgia as a whole the highest paid sector is the federal government followed by the goods producing sector. The average weekly wage paid in the state in 2003 was \$704, compared to \$559 in Ludowici.

**Table 25
Ludowici and Georgia Average Wages (2003)**

Category	<u>Ludowici</u>		<u>Georgia</u>	
	Average Weekly Wages (\$)	(%)	Average Weekly Wages (\$)	(%)
Goods producing	324	91	735	104
Agricultural, forestry & fishing Services	317	89	421	60
Construction	303	85	710	101
Service producing	259	73	702	100
Retail trade	277	78	454	65
Real estate and rental and leasing	442	124	715	102
Administrative and waste services	335	94	514	73
Accommodation and food services	135	38	261	37
Other services	380	107	483	69
Total private sector	277	78	709	101
Total government	403	113	681	97
Federal government	559	157	1,036	147
State government	545	153	640	91
Local government	385	108	610	87
Average for all industries	356		704	

Source: Georgia Employment and Wages 2003

C. Personal Income

Table 26 presents data on personal income by type. The table includes both historic and current information on personal income. In the 10 years from 1990 to 2000, the city increased its overall aggregate income by 67 percent. Considering that population growth in the city is slow, and there was no major industry relocation or development in the decade, residents are traveling outside of the city and county to earn higher wages. Within the state, total income and aggregate wages or salaries grew by 95 percent within the same ten-year period.

Table 26
Personal Income by Type (\$)

Category	Ludowici		Georgia			
	1990 Dollars	2000 (%)	1990 Dollars	2000 (%)		
Aggregate wage or salary income for households	7,225,581	71.9	12,683,900	75.7	78.5	78.2
Aggregate other types of income for households	318,256	3.2	366,400	2.2	1.1	1.7
Aggregate self employment income for households	470,993	4.7	611,600	3.7	6.3	5.6
Aggregate interest, dividends, or net rental income	253,583	2.5	257,900	1.5	5.6	5.3
Aggregate social security income for households	751,923	7.5	1,325,700	7.9	4.3	4.0
Aggregate public assistance income for households	182,572	1.8	327,200	2.0	0.7	0.0
Aggregate retirement income for households	841,871	8.4	1,172,600	7.0	3.4	4.6
Total Income	10,044,779	100	16,745,300	100	100	100

Source: U.S. Bureau of the Census (SF3)

D. Recent and Planned Community-Level Economic Activities

Currently the city has no major planned industrial or commercial developments. Long County is developing an industrial park and all large-scale commercial and industrial development will be guided towards the park where infrastructure will be readily available. The city will provide water and treat the waste.

Listed below are established community-level economic activities within the city.

- Georgia Department of Corrections Probation/Detention Center: A state-run correctional facility that will employ 40 people. Ludowici furnishes water to this facility even though the facility is outside of Ludowici's jurisdictional boundaries.
- Long County School System: Student population is approximately 2,178 and is one of the county's top employers with 279 employees.
- Coastal Manor Nursing Home: A 100 bed facility which employees 104 people.
- Coastal Forklift: Sells and services material handling equipment and has 10 employees.

The city has begun to capitalize on the uniqueness of its historic resources. Through promotion of its historic resources, local entrepreneurs hope to find new opportunities in the tourist trade. The city assists and supports the Long County Industrial Authority and the Long County Chamber of Commerce.

E. Special and Unique Economic Activities

The Long County Industrial Authority works with the Georgia Department of Economic Development, Georgia Power, Coastal Rural Electric Corporation and the city in recruiting industry. In addition, the authority assists industries in expanding and resolving problems that may arise with local governments. There are many tools used for industry recruitment such as:

- Quick Start Training
- Tax Credits
- Port Tax Credits
- Tax Abatements
- Site Location
- Providing Infrastructure
- Industrial Bonds
- A large pool of available people with diverse skills

The Long County Chamber of Commerce is a vital part of business and tourism through sponsorship of local programs and assisting with community events. In addition, they use local media as a tool for promotion.

The Long County Education System is competitive with other rural Georgia systems. It offers both pre-college and vocational training. Higher education is available within a one-hour drive. Four-year, two-year programs as well as two-year technical programs exist in neighboring counties.

3.1.2 Labor Force Characteristics

A. Employment by Occupation

Data on employment by occupation were presented in Section 3.1.1, part A.

B. Employment Status

The employment status of the residents of the city is compared with that of the state and nation in Table 27. Employment status includes total labor force, military and civilian, and participation by sex.

Labor force participation rates for Ludowici are similar to those of the state and nation. The state and national participation rates did not change significantly from 1990 to 2000. However, in Ludowici the labor force participation rates for *Male Civilian Employed* rose from 54 percent in 1990 to 89.5 percent in 2000.

Table 27
Ludowici, State and US Labor Force Participation 1990 and 2000 (%)

Category	1990			2000		
	Ludowici	GA	US	Ludowici	GA	US
In Labor Force:	61.3	67.9	65.3	61.9	66.1	63.9
Civilian Labor Force	55.2	66.4	64.4	55.5	65	63.4
Civilian Employed	49.7	62.6	60.3	50.2	61.4	59.7
Civilian Unemployed	5.4	3.8	4.1	5.2	3.6	3.7
In Armed Forces	6.1	1.5	0.9	6.4	1.1	0.5
Not in Labor Force	38.7	32.1	34.7	38.1	33.9	36.1
Male in Labor Force	72	76.7	74.5	77.5	73.1	70.8
Male Civilian Labor Force	60.9	73.9	72.8	63.3	71.2	69.8
Male Civilian Employed	54	70.1	68.2	89.5	67.7	65.8
Male Civilian Unemployed	12.8	3.8	4.6	6.7	3.6	4
Male in Armed Forces	11	2.8	1.7	14.2	1.9	0.9
Male Not in Labor Force	28	23.4	25.5	22.5	26.9	29
Female in Labor Force:	51.7	59.9	56.8	49	59.4	57.5
Female Civilian Labor Force	50	59.6	56.6	49	59.2	57.4
Female Civilian Employed	45	55.8	53.1	44.9	55.6	54
Female Civilian Unemployed	4	3.8	3.5	4.1	3.6	3.4
Female in Armed Forces	1	0.3	0.2	0	0.3	0.2
Female Not in Labor Force	48.3	40.1	43.2	51	40.6	42.5

Source: U.S. Bureau of the Census

C. Unemployment

Table 28
Unemployment Rate (%)

Year	Liberty Co.	Long Co.	McIntosh Co.	Region	State	U.S.
1993	8.6	4.9	7.1	5.6	6.7	6.9
1994	8.8	4.0	6.5	5.1	5.9	6.1
1995	8.7	4.2	5.9	4.8	5.8	5.6
1996	7.6	3.5	6.2	4.5	6.0	5.4
1997	7.4	3.8	5.3	4.5	6.0	4.9
1998	7.1	3.3	4.5	4.2	5.7	4.5
1999	6.3	3.0	4.2	3.8	5.4	4.2
2000	5.9	2.9	5.1	3.7	4.9	4.0
2001	5.1	2.3	4.2	3.4	5.2	4.8
2002	6.3	3.5	4.7	4.1	5.6	5.8
2003	4.3	2.5	3.7	3.3	4.0	6.0
2004	7.1	3.7	4.6	3.7	4.3	5.6

Source U.S. Census Bureau and Georgia Department of Labor

The Long County unemployment rate in 1993 was 4.9 percent. It dropped steadily and reached a low point of 2.3 percent in 2001. Unemployment has risen since then and in 1994 was estimated to be 3.7 percent. Long County's unemployment rate has consistently been lower than the unemployment rates in neighboring McIntosh and Liberty counties (see Table 28). The current unemployment rate in Long County is the same for the coastal region (3.7 percent) and lower than the state and national rates (4.3 and 5.6 percent respectively).

Figure 2

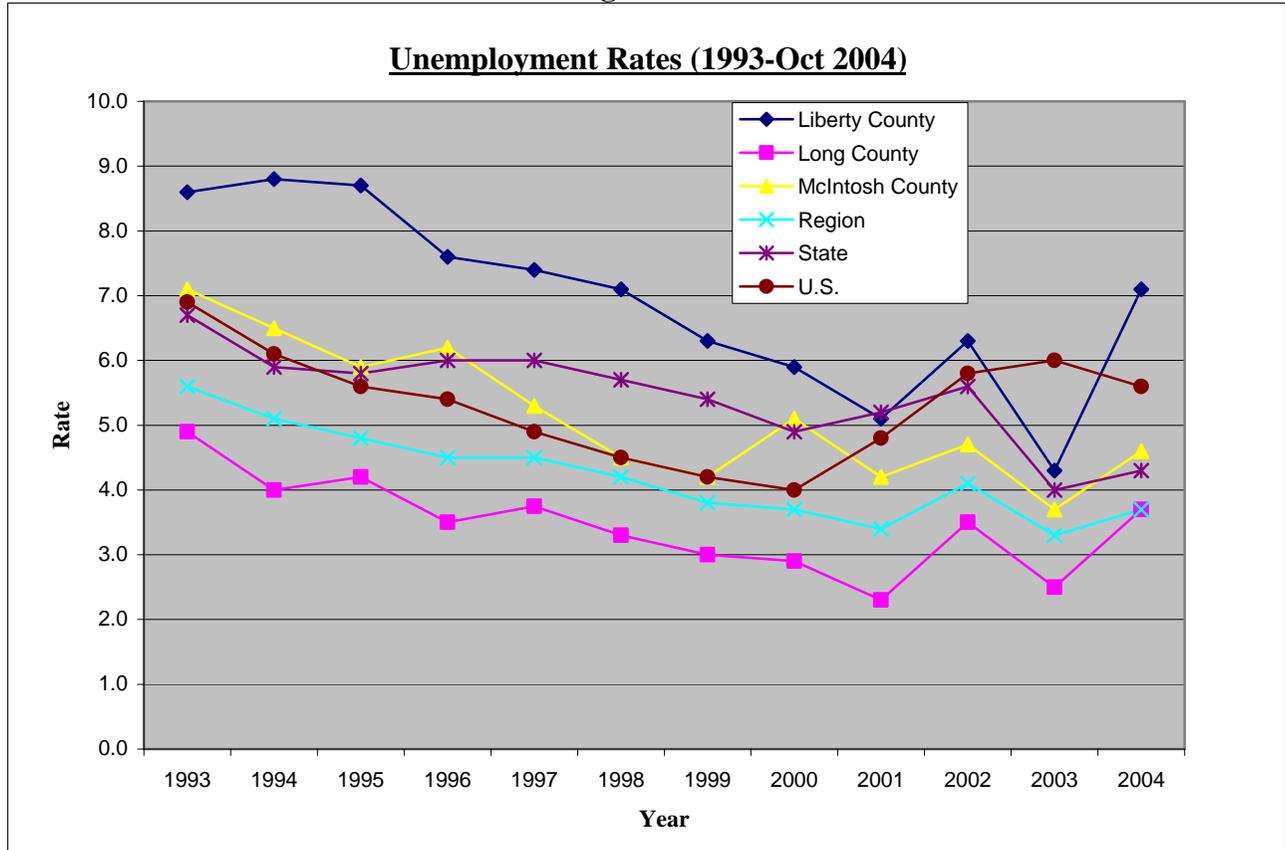


Figure 2 depicts, graphically, Long County's unemployment rate as lower than the surrounding counties, the state, the region and the nation as a whole. Liberty County, Long County, McIntosh County, the region, and the state are experiencing a general decline in unemployment rates. In 2000, the nation's unemployment rate began to increase, however as of 2003, it appears to be declining while unemployment rates in Georgia seem to be increasing slightly during this same period (2003-2004).

D. Commuting Patterns

The US Census captures basic commuting data including work location. In 1990 five hundred seven (507) Ludowici residents were employed. Thirty one (31) percent or 156 persons worked in Long County, and the remainder worked outside the county. In 2000 the percentage of residents working in Long County dropped slightly to 29 percent (See Table 29). No Ludowici residents worked outside the state in 1990 or 2000.

Table 29
Ludowici Commuting Patterns

Category	1990		2000	
	No.	(%)	No.	(%)
Worked in county of residence	156	31.0	168	29.0
Worked outside county of residence	351	69.0	406	71.0
Workforce residing in Ludowici	507	100.0	574	100.0

Source: 2000 U.S. Census Bureau

3.1.3 Local Development Resources

A. Economic Development Agencies

The Long County Chamber of Commerce is a vital part of the community. Its primary functions include providing information about local businesses and attractions to tourists as well as assisting existing businesses by offering a variety of events and networking opportunities.

The Chamber also sponsors an annual banquet, which is a wonderful networking opportunity for the local businesses and industry professionals. The chamber is constantly improving its services and support.

To develop a more diversified economy and to expand the economic base, the Long County Industrial Authority is developing a 55-acre park that is strategically located near US 84 approximately one-half mile east of Ludowici.

B. Economic Development Programs and Tools

The Long County Industrial Authority works with the Georgia Department of Economic Development, Georgia Power, Coastal Rural Electric Corporation and the city in recruiting industry. In addition, the authority assists industries in expanding and resolving problems that may arise with local governments. There are many programs and tools used for industry development and recruitment such as:

- Quick Start Training
- Tax Credits
- Port Tax Credits
- Tax Abatement
- Site Location
- Providing Infrastructure
- Industrial Bonds
- Large pool of people available with diverse skills in Ludowici and surrounding counties

C. Educational or Training Opportunities

The Long County Education System is competitive with other rural Georgia school systems. It offers K-12 grades. They offer both pre-college and vocational training. Higher education is available within a one-hour drive. Four-year, two-year programs as well as two-year technical programs are available.

3.2 Assessment of Current and Future Needs

The services sector of the economy will experience growth well into the next twenty-year planning period and beyond. The Long County Industrial Authority and the city are taking advantage of development in the service sector by developing programs and incentive packages for businesses. Contributing to growth within the service sector is the fact that the city is becoming a bedroom community of Liberty and Wayne counties. The other sectors of the economy appear to remain constant throughout the twenty-year planning period.

The economic sectors that paid the highest wages during the second quarter of 2003 were local governments and the goods producing sector. The average wages were \$704 for the state and \$356 for the city.

Compared to the state and U.S., the city has a far greater number of persons on active military duty due to the proximity of Fort Stewart. Eleven (11) percent of the total workforce in the city is active duty military, primarily associated with Ft. Stewart. In 2000, 1.1 percent of Georgians were employed by the armed forces, and .53 percent of employable individuals within the U.S. were employed by the armed forces.

From 1990-2000, the female labor force in the city decreased by 2.7 percent. During the same period, Georgia had a decrease of less than 0.07 percent; whereas the Nation during the same period experienced a 1.32 percent increase in the female labor force.

The decrease in the availability of female employees could indicate that many are staying home with children. The Long County Department of Family and Children Services (DFACS) had noticed an increase in the PO1 Medicaid for pregnant females from 1990-2000. These trends will more than likely continue. According to DFACS, more females at a younger age are having more children.

DFACS in Long County felt that work is available for females seeking employment. However, many of these jobs pay minimum wage. Affordable childcare is an issue when working a minimum wage job. According to the DFACS office in Long County, money is available for subsidized childcare, and they are encouraging individuals to apply. However, these funds are limited and may not be available throughout fiscal year 2006.

Long County has one of the lowest unemployment rates in the region. Long County, the City of Ludowici and the Long County Industrial Authority have done an outstanding job in planning for economic development, including recruitment and retention of industries that adequately utilize the skills, knowledge and abilities of the local residents.

Ludowici is similar to many other communities in the region that are near Metropolitan Statistical Areas (MSAs). A high percentage of the region's labor force works outside of the county in which they reside. Chatham and Glynn counties have the lowest percentage of commuting outside of the county of residence because they are manufacturing, retail and service centers

for the region. Ludowici's situation is unique because it is between Liberty and Wayne counties, and Glynn County is within a 30-45 minute drive.

Economic development is rarely confined to a single jurisdiction. Therefore, an assessment of economic assets, transportation, climate, education and infrastructure has been conducted.

The Long County Industrial Authority is completing a 55-acre park located strategically off US Highway 84. US 84 is a four-lane highway that splits Long County east and west. This four-lane highway provides quick access to the ports in Brunswick and Savannah. Another major transportation asset is the CSX railway that runs southwest to northeast.

The ports of Brunswick and Savannah are located 45 minutes from Ludowici, and the Port of Jacksonville is located about two hours south of Ludowici. All three ports provide roll-on, roll-off and break-bulk services. Ludowici offers Free Port Exemption for certain levels of raw materials, goods in process, and finished goods for export out-of-state.

Wright Army Airfield is the only commercial airfield within a 30 minute drive of the city. Savannah's International Airport is a 1-hour drive from Ludowici, and Jacksonville's International Airport is approximately two hours from Ludowici.

Long County has an abundant water supply; the city's water and waste water system is currently operating below capacity. The climate is mild, with an average temperature of 52°F in January and 81°F in July. Rainfall averages 51 inches per year. Currently no zoning exists in Long County or the City of Ludowici.

With additional funding, the industrial authority could actively recruit a more diversified range of industries and businesses. Long County, Ludowici and the Industrial Authority are taking full advantage of every resource available to them to ensure that local citizens have access to jobs that pay a reasonable wage.

Long County and Ludowici do have effective programs. This is evident by the low rate of unemployment, reasonable wages, and the number of industries recruited and retained that match the local resource pool. However, more coordinated planning between regional development authorities and local governments can only strengthen an already excellent economic development planning team.

The industrial authority is not passive, but very proactive. Market trends are identified and local entrepreneurs are encouraged to take advantage of the opportunities. Nationwide, existing businesses create at least 75 percent of all new jobs in the community.

In the previous section *Special and Unique Economic Activities*, a list of tools is provided that are available for local governments and the industrial authority to use to recruit and retain industry.

To take advantage of the tourism trade, the city is planning to develop a historic preservation ordinance and become a certified local government with the Georgia Historic Preservation Division (HPD). The City of Ludowici is planning to participate in the Better Home Town Program to revitalize the downtown area using neo-traditional principles. However, the city cannot survive if businesses do not exist in the downtown area. The city council is very active in promoting growth and wants to promote the entrepreneurial spirit.

There are several post-secondary institutions used by the city's residents to further their education and training, including:

- a. Altamaha Technical College in Jesup, with programs for completing an unfinished high school education, self-development, trade and professional skills, and special training courses.
- b. Coastal Georgia Community College in Brunswick, Georgia is a two-year college of the University System of Georgia, offering basic courses for transfer to four-year institutions and special courses for continuing education and self-development;
- c. Valdosta State University, a member of the University System of Georgia, has programs available at off-site locations in Kingsland and St. Marys;
- d. The Private Industry Council in Waycross is an eight county regional consortium which manages federal funding for programs including the Graduate Equivalency Diploma (GED), On the Job Training, TRYOUT, Youth Competency, Occupational Training, and specialized classroom training; and
- e. Other educational and training resources exist in Jacksonville, Florida and Savannah, Georgia.

Long County High School is in constant touch with employers within the region and is gearing the students' education towards modern employment needs, including requiring computer experience before a student graduates and making changes in the curriculum to teach usable skills to non-college track students.

The labor force is a key element of the economy. A community with a surplus of skilled workers has obvious opportunities to attract a new business. In contrast, communities with overly specialized or uneducated workers may have difficulty in attracting new industry. In Long County the industrial authority has done an excellent job of matching local resources, both human and natural, with the correct industry.

The industrial authority works well with the Long County School Board, Altamaha Technical College and local colleges to ensure that students have the necessary knowledge base, skills and basic abilities to become successful employees with local industries.

3.3 Goals and Implementation

Goal 1

Create an economic climate that promotes economic diversity and growth by encouraging a stable local economy compatible with planned growth, economic opportunities, and prosperity for all residents with an improved quality of life.

Objective 1.1

Ludowici and its community organizations will continue to promote employment opportunities for community residents.

Policy 1.1.1

The City of Ludowici will promote the availability of employment for all that desire it. This should be accomplished by:

- A. Coordinating with public and private agencies to identify and help individuals requiring special assistance to obtain and maintain employment;
- B. Encouraging local employers to provide job opportunities; and
- C. Encouraging public schools and local community colleges to determine what vocational and professional training is necessary and available for the current and future labor market needs with the possibility of setting up satellite programs in or near the community.

Objective 1.2

The City of Ludowici will continue to encourage cooperation and assist with private and public efforts to attract new employers and expand existing business firms in the community.

Policy 1.2.1

The City of Ludowici will continue to sponsor economic activities that will enhance the local economy. Incentives should be considered as a provision for job creation when appropriate.

Objective 1.3

The City of Ludowici will encourage the conservation and enhancement of the natural and cultural resources of the City.

Policy 1.3.1

The City of Ludowici will pursue economic development without endangering the quality of life in the City.

Objective 1.4

A core downtown business district should be developed.

Policy 1.4.1

The City of Ludowici should concentrate on businesses that will attract and serve tourists. However, this should not preclude the placement of other businesses downtown.

Objective 1.5

Ludowici will cooperate with community organizations to formulate an economic development strategic plan.

Policy 1.5.1

Short-term and long-term economic development plans should be formulated.

- a. If possible, submit a list of projects, when feasible, that includes their relative priority, timing and cost.
- b. Each project should have an impact statement that takes into consideration the City of Ludowici's Comprehensive Plan.
- c. Businesses should be encouraged to locate in areas that maximize the use of existing public facilities.

Objective 1.6

The City of Ludowici will support organizations that enhance economic development/growth and/or develop implementation strategies.

Policy 1.6.1

Support economic development authorities.

Policy 1.6.2

Support the chamber of commerce

Objective 1.7

Encourage and support programs to attract businesses that are compatible with the city's goals, natural resources and unique geological features.

Policy 1.7.1

Support businesses that are compatible with Ludowici's goals, natural resources and unique features.

Policy 1.7.2

Support eco-tourism businesses