

2022 FINANCIAL FORECAST BREAKFAST

presented by the
D. Abbott Turner College of Business



COLUMBUS STATE
UNIVERSITY

APRIL 28, 2022

**DR. CHRIS
MARKWOOD**
President



DR. DEBORAH KIDDER

Dean
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SYNOVUS CENTER OF COMMERCE AND TECHNOLOGY

The image shows the exterior of a modern building with a prominent glass facade. The building is identified by a sign as the Synovus Center of Commerce and Technology. The glass reflects the sky and surrounding environment. A person is walking on the sidewalk in front of the building. The building has a mix of brick and glass, with a large glass section on the right side. The sky is clear and blue.

SPECIAL THANKS FOR CONTRIBUTIONS BY:



TURNER
COLLEGE OF BUSINESS
COLUMBUS STATE UNIVERSITY

**BUTLER CENTER FOR
BUSINESS AND ECONOMIC DEVELOPMENT**

D. Abbott Turner College of Business
Columbus State University



Terry College of Business
UNIVERSITY OF GEORGIA

SELIG CENTER FOR ECONOMIC GROWTH

Terry College of Business
University of Georgia



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2022 Economic Outlook



GEORGIA

4.3%

**2022 EXPECTED
GROWTH**

3.1%

**MARCH 2022
UNEMPLOYMENT**



COLUMBUS

**FULL
PANDEMIC
RECOVERY**

2.0%

**EMPLOYMENT
INCREASE**

CONCERNS

Supply chain

*Worker
shortage*

SOURCE: Georgia Economic Outlook, 2022, 39th Annual Edition, Selig Center for Economic Growth, University of Georgia



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Barometers of our Regional Economy



**Survey of Local
Consumer Attitudes**



**Survey of Local
Business Attitudes**



Consumer Buying Trends

60%

**SHOP IN
COLUMBUS**

33%

**SHOP
ONLINE**



Survey of Local Consumer Attitudes



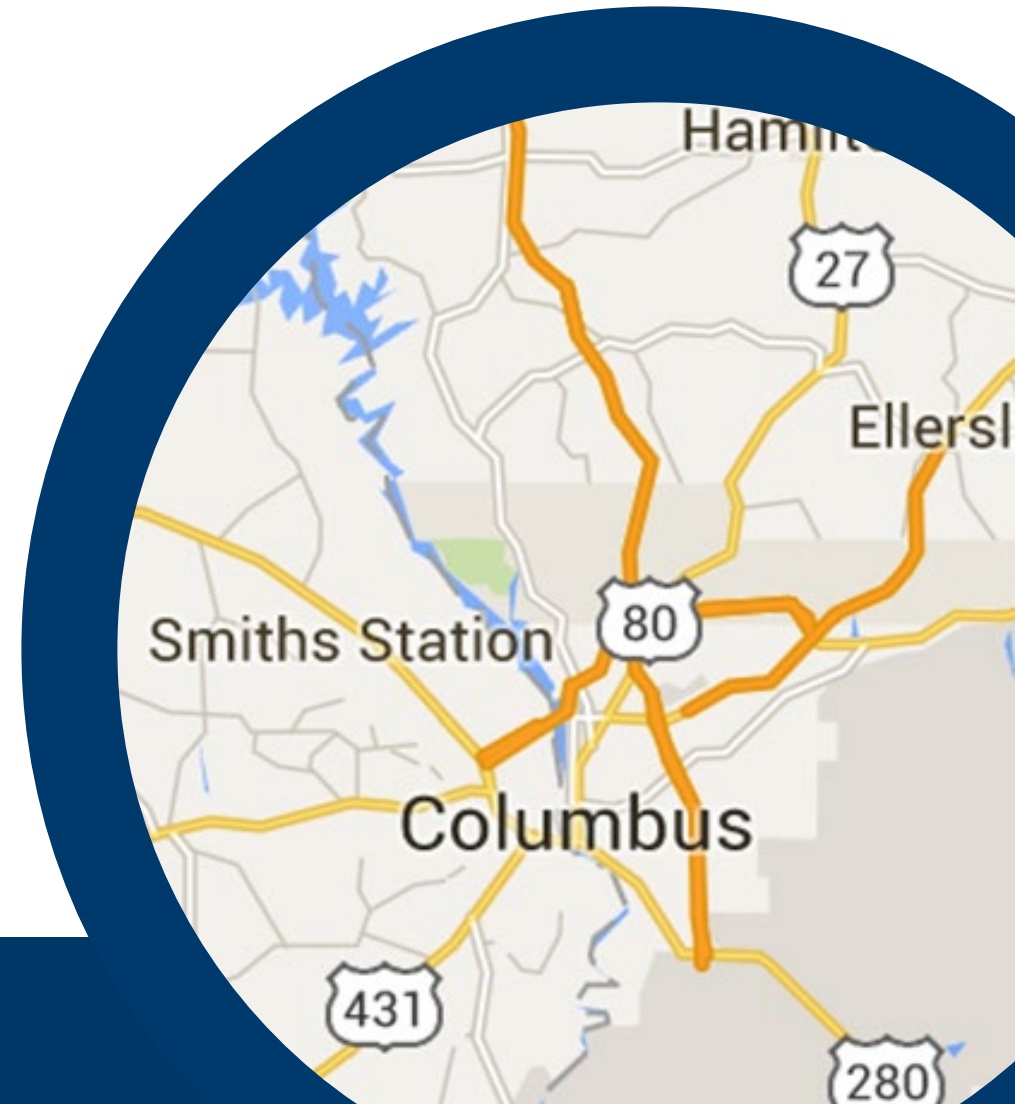
Better off or worse than last year?



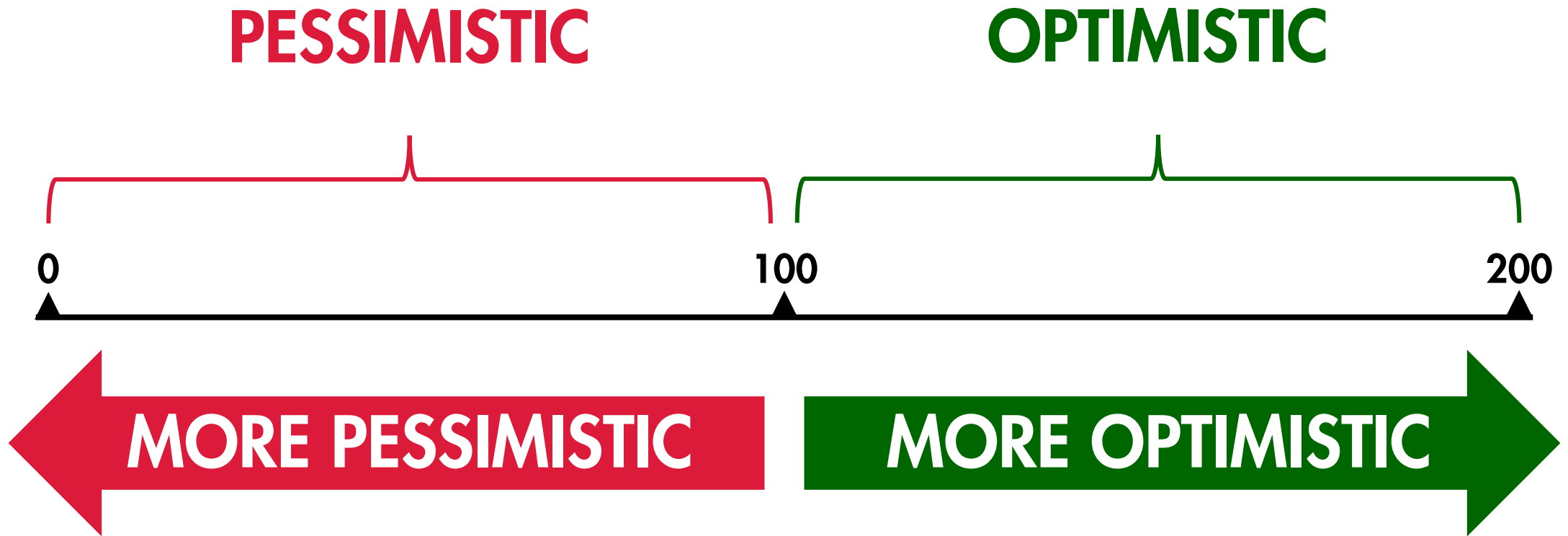
Better off or worse than next year?



Good or bad time for a major purchase?



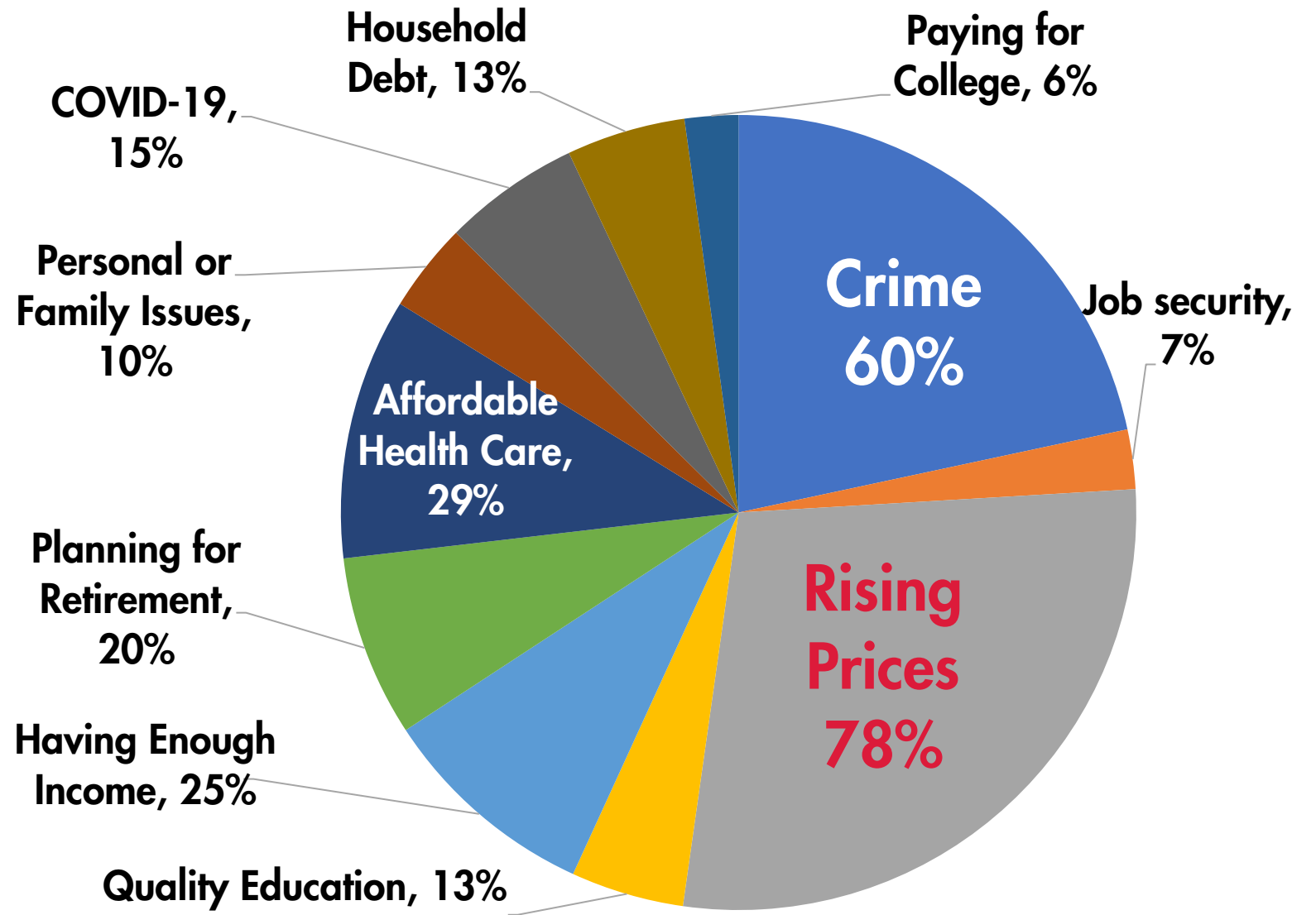
Measure of Sentiment

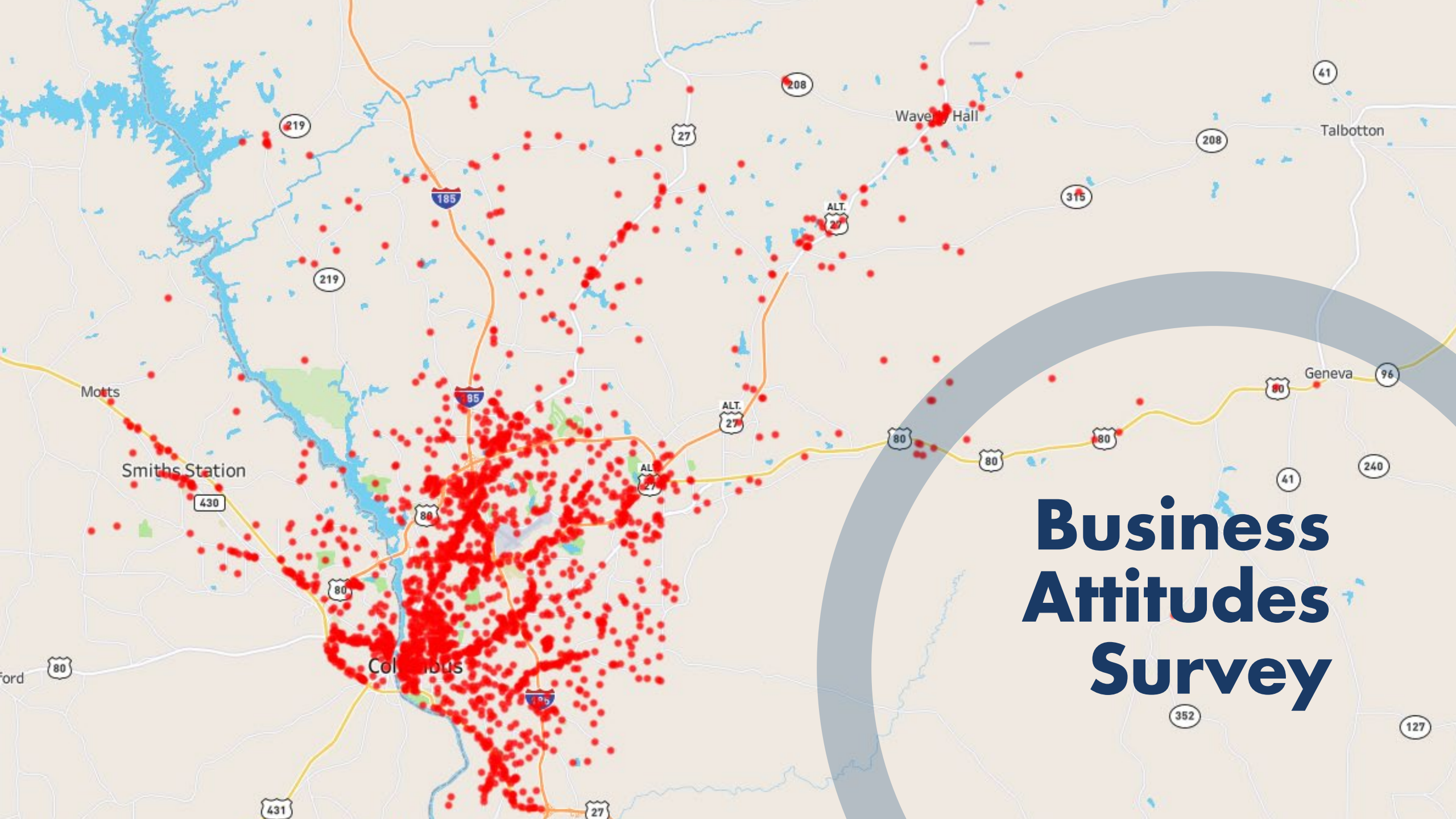


SURVEY QUESTION	CONSUMER SENTIMENT						
	2014	2015	2016	2017	2018	2019	2022
Would you say that you and your household are better off or worse off financially than you were a year ago ?	102.1	94.7	91.2	117.8	128.0	126.9	86.9
Do you think that a year from now you and your household will be better off financially, worse off , or just about the same?	132.1	104.0	124.5	131.0	131.7	143.6	99.7
Generally speaking, do you think now is a good or a bad time for people to buy major household items ?	166.0	100.6	126.5	144.2	146.0	152.0	64.3
Overall	133.4	99.8	114.1	131.0	135.3	140.8	83.6



Community Concerns



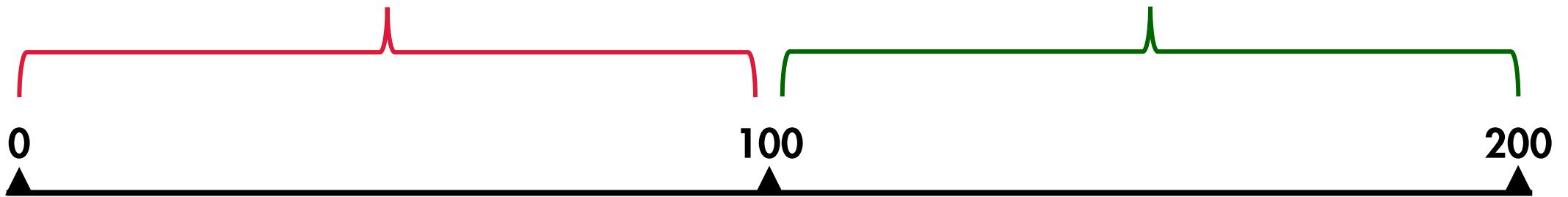


Business Attitudes Survey

Measure of Sentiment

PESSIMISTIC

OPTIMISTIC



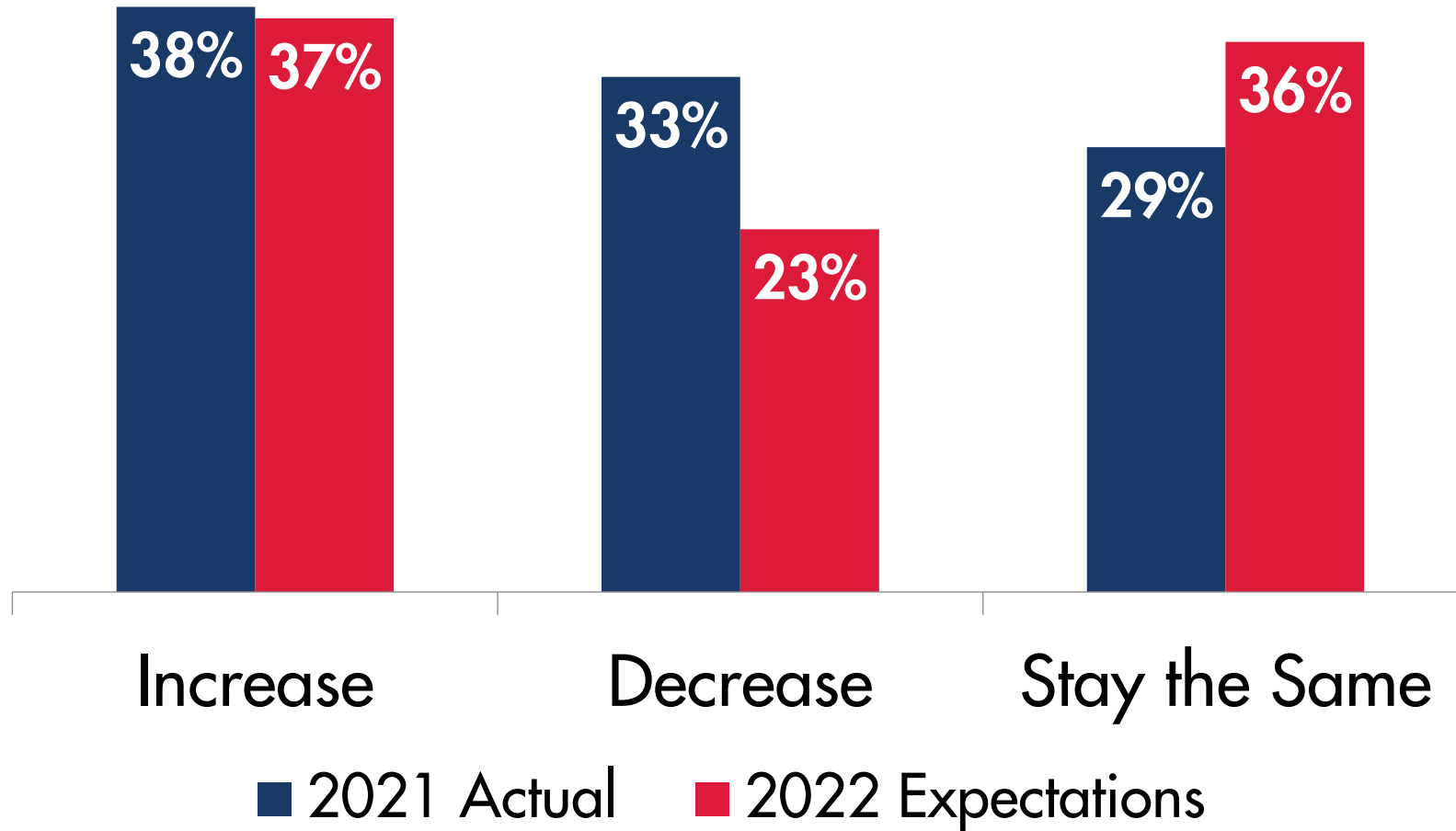
MORE PESSIMISTIC

MORE OPTIMISTIC



OVER THE NEXT 12 MONTHS...	EXPECTATIONS FOR THE YEAR					
	2016	2017	2018	2018	2020	2022
...the local economy will expand?	100	138	144	132	140	72
...the national economy will expand?	147	156	162	128	136	56

Business Review



Most Optimistic:

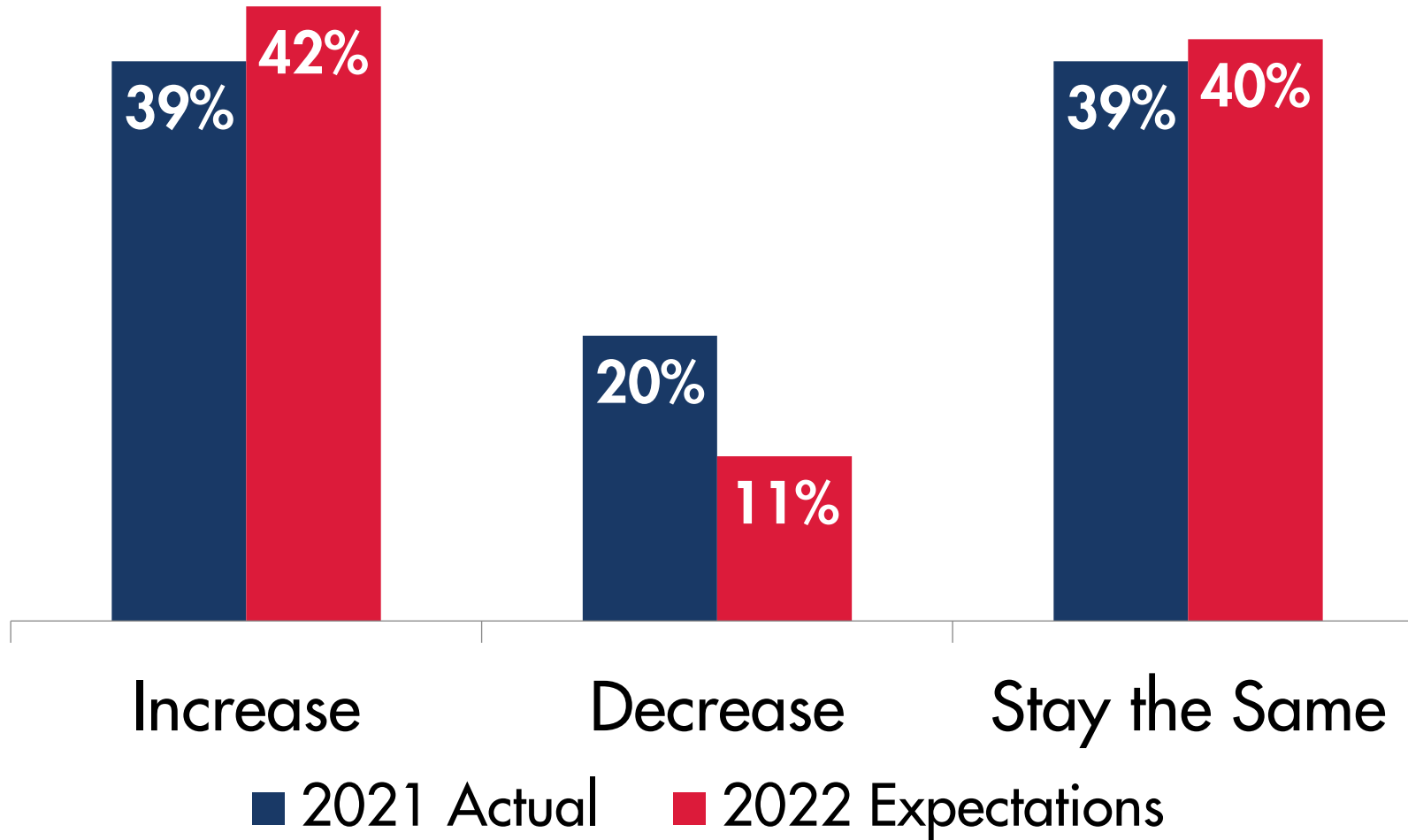
- Healthcare
- Banking/ Finance
- Nonprofits

Most Pessimistic:

- Retail



Capital Expenditures



Seeking to expand:

- Construction
- Real Estate
- Insurance
- Healthcare



How difficult is it for your business to **find** qualified employees?

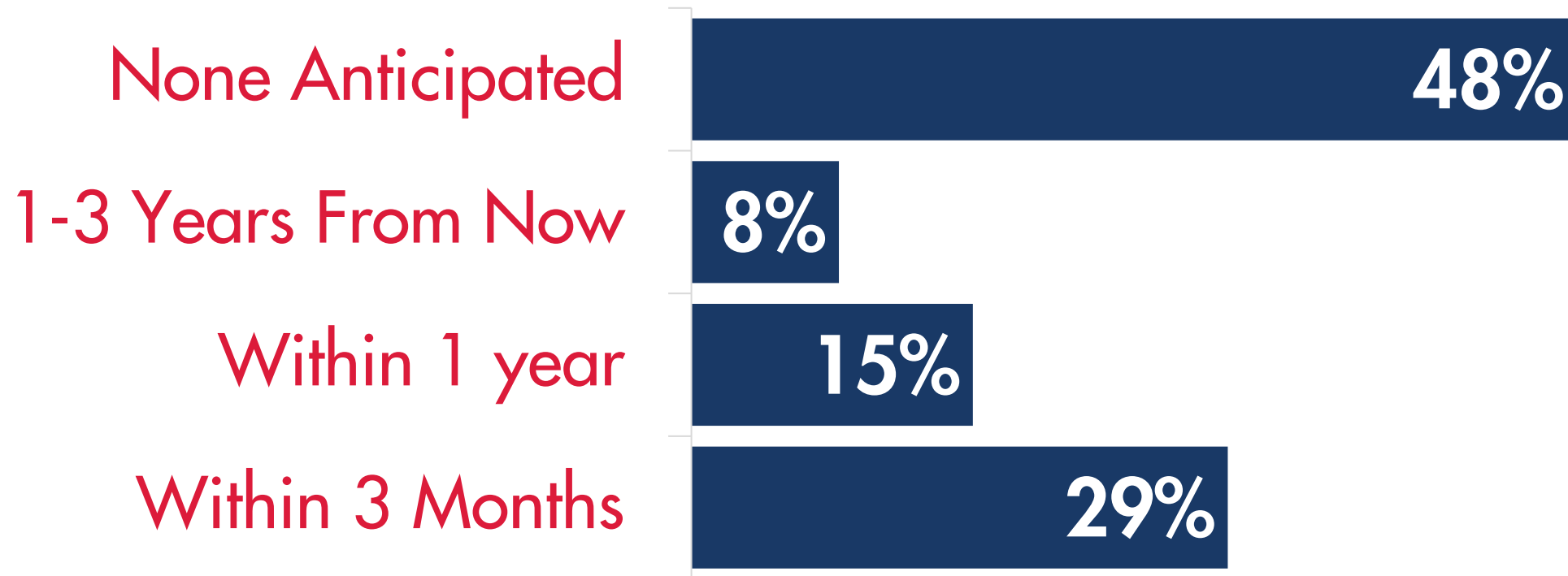
89%

How difficult is it for your business to **keep** qualified employees?

49%



How soon does your company anticipate hiring additional employees?



Georgia Economic Outlook 2022

“ Columbus State University is a pillar of the local economy and has been a reliable source of economic growth. Its annual crop of new graduates increases the pool of talent available locally and will help the area attract new high-tech businesses as well as spur entrepreneurial activity. ”

SOURCE: Georgia Economic Outlook, 2022, 39th Annual Edition, Selig Center for Economic Growth, University of Georgia



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KEVIN BLAIR
President & CEO
Synovus Financial Corp.



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