



Columbus State University
Turner College of Business and Technology



The Butler Center for Research
and Economic Development

COCA-COLA SPACE SCIENCE CENTER

Economic Impact Study
Columbus, GA



THE BUTLER CENTER FOR RESEARCH AND ECONOMIC DEVELOPMENT

We Serve With Care.

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

We have been an invaluable resource for businesses, non-profit organizations, and local governments to find opportunities, bring new business and investment to the area, make effective data-driven decisions, and optimize returns on public spending for the workforce and economic development.

OUR SERVICE



Economic Research:

Informing local governments and the business community about recent regional and national trends. We investigate economic challenges, and find solutions.



Economic Impact

Studies: Assessing the economic impact of policies, events, and projects on businesses and communities.



Data Analytics:

Utilizing advanced analytical tools and techniques to derive practical insights from raw data.



Business Support:

We identify and solve business problems, assist in finding suitable locations for expansion or relocation, and help businesses make data-driven decisions.



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Visit our website to
access various data and
economic indicators.



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THE ECONOMIC IMPACT OF THE COCA-COLA SPACE SCIENCE CENTER

This study evaluates the impact of the Coca-Cola Space Science Center (CCSSC) in Columbus, Georgia, through four complementary perspectives that together capture its economic, educational, and strategic significance. First, it assesses the CCSSC's monetary impact on the regional economy by estimating how its ongoing operations and expenditures support employment, labor income, and economic activity in the Columbus, Georgia-Alabama Metropolitan Statistical Area, using a conservative framework that excludes visitor-related tourism spending. Second, the study presents quantitative evidence from student and teacher surveys to examine short-term educational outcomes, including students' interest and engagement among MCSD fourth-, fifth-, and sixth-grade participants and teachers' assessments of alignment with the Georgia Standards of Excellence. Third, it draws on qualitative testimonies from educators, community leaders, and former participants to illustrate plausible educational and career pathways shaped by early exposure to hands-on space and STEM programming. Finally, the analysis situates these findings within a broader context of national security and technological competitiveness, emphasizing the importance of early STEM engagement in sustaining the long-term workforce pipeline required for U.S. leadership in aerospace, defense, and advanced technologies amid intensifying global competition.



**“WE SERVE WITH
CARE.”**

Sincerely,

Fady Mansour



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2026

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