

GEORGIA INSTITUTE OF TECHNOLOGY
Engineering Experiment Station

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PROJECT INITIATION

Date: July 31, 1968

Project Title: **A Preliminary Study to Identify Specific Economic Development Opportunities on the Chattahoochee River Basin Area of Alabama**
Project No.: **A-1115**
Project Director: **G. I. Whitlatch**
Sponsor: **Auburn University, Alabama Agricultural Experiment Station**
Effective: **7/1/68** Estimated to run until: **11/15/68 ***

Type Agreement: **Memorandum of Agreement dated 7/1/68** Amount: **\$ 12,300.00**

Contact Person: **Mr. J. H. Blackstone, Project Leader**
Alabama Agricultural Experiment Station
Auburn University
Auburn, Alabama 36830

Reports: **Progress Report - August 1, 1968**
- October 1, 1968
Draft Final Report - November 15, 1968

* Expenses will probably be incurred after this date since we have an obligation to review the Final Comprehensive Draft Report prepared by Auburn and to make suggestions for improvements or changes

Assigned to **Industrial Development** Division

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GEORGIA INSTITUTE OF TECHNOLOGY
Engineering Experiment Station

PROJECT TERMINATION

Date May 19, 1969

PROJECT TITLE: A Preliminary Study to Identify Specific Economic Development Opportunities on the Chattahoochee River Basin Area of Alabama

PROJECT NO: A-1115

PROJECT DIRECTOR: G. I. Whitlatch

SPONSOR: Auburn University

TERMINATION EFFECTIVE: November 15, 1968

CHARGES SHOULD CLEAR ACCOUNTING BY: All charges have cleared.

IDD

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ECONOMIC DEVELOPMENT POSSIBILITIES
IN THE
CHATTAHOOCHEE RIVER BASIN

PART II: ALABAMA

STATUS OF IDD ACTIVITIES
August 5, 1968



Introduction

Project work initially has been devoted to the essential preliminary tasks of planning and developing working relationships, personnel assignments, and delineating program activities. IDD has negotiated a formal agreement with Auburn University and has made contact with several agencies in Alabama.

Specifically, IDD is focusing its efforts toward the investigation of three specific resource categories as described in the original program of work:

1. Industrial Resources: An analysis of existing information on manufacturing activities and the requirements of major manufacturers with respect to raw materials, components, and services. These are being surveyed to identify the potentials for satellite operations, supplemented by field interviews with selected manufacturers.
2. Mineral Resources: Data on known mineral deposits are being reviewed and undeveloped mineral deposits are being investigated. It is anticipated one or more locations showing promise for commercial developments will be identified for further study. Heavy minerals, bauxite and kaolins, and iron ore will receive particular attention.
3. Industrial Sites: Based on a preliminary review of existing site information, a listing of land in the area presently available and suitable for industrial location will be prepared. Size, location, topography, road and rail access, utility services, price, and other significant items of interest in prospective areas will be noted.

Schedule

In order to insure meeting the deadlines prescribed in the contract between the Economic Development Administration (EDA) and Auburn University, a project plan was developed by IDD staff members. Attached as Exhibit 1 is

a copy of the project plan. The successful accomplishment of the elements in the project plan will permit submission of findings and reports by IDD to Auburn in sufficient time for the University to assemble them into the final report to EDA. To date, the project is on schedule.

Project Approach

Each resource category requires similar but separate investigative techniques. Wherever possible, however, similar elements of each category are investigated simultaneously. Following is a brief discussion of the project approach used for each resource category:

Industrial Resources. It was decided at the outset to concentrate investigation in four major research areas which have proved to be productive as industrial development idea generators in previous IDD efforts. These four research areas are (1) a review of national and southeast industrial growth, (2) a study of specific county industrial growth patterns, (3) interviews with major manufacturers in the area, and (4) a screening of existing applicable published and unpublished literature.

- (1) External Evaluation. IDD's general knowledge of growth industries in the United States and more importantly in the Southeast suggested industry groups which may be requiring additional plant capacity. If locational factors can be found in the study area which meet these industries' requirements, then obvious possibilities emerge. Several potentials have already been identified.
- (2) Historical Growth. The growth of a specific industry or of industrial development as a whole in a county or multi-county area may indicate an area's particular industrial suitability. When the factors causing the growth are identified, they can be used to stimulate further growth. This section of the study, which is almost complete, closely ties in with the external evaluation above.
- (3) Interviews with Manufacturers. Interviews with major manufacturers in the area develop information available from no other sources. Emphasis here is placed on companies recently established in the area. The interviews conducted were informal and general in nature

but designed especially to elicit information concerning reasons for locating in the area, new ideas for economically feasible industry, problems associated with doing business in the area, and the company's needs for closer or better sources of supply. Satellite possibilities have been uncovered by this means.

The first step was the selection of manufacturers in the study area to be interviewed. The criteria used varied from county to county but essentially included:

1. The size of the company,
2. The date established,
3. The type of activity,
4. The likelihood of being able to contribute pertinent information.

The next step was to schedule the interviews. This was done by telephone with follow-up letters. (See Exhibit 2.) Following is a list of the companies which have been interviewed:

International Latex, Lafayette, Chambers County
West Point Pepperell, Lanett, Chambers County
Precision Metals, Opelika, Lee County
Ampex Corporation, Opelika, Lee County
U. S. Rubber, Opelika, Lee County
Phenix City Carpet Mill, Phenix City, Russell County
Swift Manufacturing Company, Phenix City, Russell County
American Buildings, Eufaula, Barbour County
A. P. Green Refractories, Eufaula, Barbour County
Gilbert Manufacturing Company, Eufaula, Barbour County
Phillips-Van Heusen Corporation, Clayton and Clia, Barbour County
County
Dixie Veneer Company, Abbeville, Henry County
United Chemical Corporation, Headland, Henry County
Akwell Industries, Dothan, Houston County
Hayes International Aircraft, Dothan, Houston County

- (4) Existing Reports. A review of existing economic, demographic, and feasibility reports suggests untapped resources in the area and several product/area feasibility study possibilities. This part of the study is currently under way.

Mineral Resources. Early in July, contacts were made with the Alabama State Geological Survey at the University of Alabama in Tuscaloosa. Staff members were interviewed to determine available existing literature pertinent to the study area. Numerous publications were obtained during that visit.

The publications were preliminarily screened to develop background information on the study area. A field trip then was made in late July to the study area to interview mining and other mineral industries in an effort to augment the published information. Following is a list of the mineral-using companies interviewed during the field trip:

Black Warrior, Wedowee, Randolph County
Auburn Stone Company, Auburn, Lee County
Bickerstaff Clay Products Company, Phenix City, Russell County
Calhoun Sand & Gravel, Phenix City, Russell County
A. P. Green Refractories, Eufaula, Barbour County
Eufaula Bauxite Mining, Eufaula, Barbour County
Harbison-Walker Refractories, Eufaula, Barbour County
Wilson-Snead Mining, Eufaula, Barbour County
General Refractories, Abbeville, Henry County
Brewton Material Company, Dothan, Houston County
Couch Sand Company, Dothan, Houston County

Subsequent to these industry interviews, the information obtained will be assembled and combined with that obtained from the mineral resource publications. The preliminary draft of the mineral resources section will be completed by August 18.

Industrial Sites. The first step was to identify existing available industrial site information sources in Alabama. Auburn personnel have proved invaluable in this regard. During the first week in July, a trip was arranged by Auburn to several Alabama agencies to specifically inquire about industrial site information. Interviews were conducted with several departments of the Alabama State Planning and Development Board and with the State Chamber of Commerce. Some published site information was obtained, and names and addresses of other potential information sources (principally local chambers of commerce) were developed.

Secondly, letters (see Exhibit 3) were mailed to the chambers of commerce requesting any available information and informing them of a follow-up visit to develop additional data and to inspect available properties. This data collection-inspection work was done concurrently with the field investigation of mineral resources. Subsequent to the tour of the study area, the industrial properties will be screened and listed in the final report.

PROJECT PLAN

Project No. A-1115

Title: Chattahoochee River Basin Study for Alabama

Director: G. I. Whitlatch Associate: Ronald Parker

Project begun	June 17
Review of mfg. literature (P)	June 17-28
Field trip to Alabama agencies (P & W)	June 8-10
Planning industry-mineral survey (P)	July 11-15
Data analysis & preliminary drafting of industry section (P)	July 16-25
Status report writing (P)	July 26
Field trip to Alabama - interviews with industry and chambers of commerce (P & W)	July 28-Aug. 3
Delivery of status report to Auburn	Aug. 5
Preliminary report writing (P & W)	Aug. 5-16
Internal revision & editing, including review by Alabama Geological Survey	Aug. 19-23
Submission of first-draft report to Auburn	Aug. 30
Review of report by Auburn	Sept. 1-13
Revision of final report	Sept. 16-20
Submission of final report to Auburn & completion of project	Sept. 25



GEORGIA INSTITUTE of TECHNOLOGY

Industrial Development Division

July 23, 1968

1132 W. Peachtree Street
Atlanta, Georgia 30309
873-2931 Area Code 404

Mr. James D. Murphy, President
American Buildings Company
American Building
Eufaula, Alabama

Dear Mr. Murphy:

This letter is to confirm arrangements made for an interview with you in the afternoon of Wednesday, July 31st. Thanks for granting me the time.

As I stated in our telephone conversation, in cooperation with Auburn University, we are making a study of the economic development potential of the Chattahoochee River Basin counties in Alabama. Attached is a map showing the study area.

One of the objectives of our study is to identify opportunities for economic growth offered by existing industry -- through expansion or diversification -- and by new companies which might be developed to serve firms already in the area.

To assist in realizing this objective, I need to know something about the manufacturing activity in your area. I will, therefore, want to discuss with you your sources of raw materials; products made, methods of production, and production capabilities; disposition of by-products and/or waste; expansion and diversification possibilities; market area and marketing methods and patterns; employment needs and problems; transportation service and patterns; and the history of your growth and future expectations.

Prior to our interview, will you be thinking about possible sound business opportunities available in your area, services or supplies needed, employment problems, diversification possibilities of your or other's firms, and advantages and disadvantages of doing business in your location.

You may be certain that the information you share with me will be held in strictest confidence and will be used only for the purpose of assisting in the stimulation of the economic growth of the Chattahoochee River Basin Area.

Sincerely, 1

Ronald Parker
Special Projects Branch

RP:aw

Enclosure (1)



GEORGIA INSTITUTE of TECHNOLOGY

Industrial Development Division

1132 W. Peachtree Street
Atlanta, Georgia 30309
873-2931 Area Code 404

July 15, 1968

Mr. R. H. McSwean, President
Abbeville Chamber of Commerce
P. O. Box 202
Abbeville, Alabama 36310

Dear Mr. McSwean:

In cooperation with Auburn University, we are making a study of the economic development potential of the Chattahoochee River Basin counties of Alabama.

As a part of this study, we will include a review of the available industrial sites and/or industrial districts in the various counties of that area.

We are especially anxious to incorporate in this study any information on sites or districts available in or near the principal cities and towns in each of the seven counties in the area under study.

Consequently, we shall appreciate your sending us any information on sites or districts in your area. If you have printed descriptive materials and/or maps on these properties, they will be particularly welcome but we also will be glad to have simply a listing of such properties by name, location, ownership, acreage, and available utility services, if that is all that can be furnished at this time.

We are now planning to spend the week of July 28 in the Chattahoochee River Basin and, during that trip, we shall endeavor to visit your offices for further discussion of this project as it relates to your local situation.

Please be assured of our appreciation for your cooperation in this study.

Sincerely,

George I. Whitlatch
Principal Research Scientist

GIW:bd

ECONOMIC DEVELOPMENT POSSIBILITIES
IN THE
CHATTAHOOCHEE RIVER BASIN
PART II: ALABAMA

Status of Activities of
Industrial Development Division
Georgia Institute of Technology

(Project No. A-1115)

October 1, 1968

Industrial Resources: A 41-page report has been completed on this aspect of the seven-county area included in the Basin study. Based on the field studies and related research outlined in the August 15th status report, this phase of the study reviews the existing industrial development of the area by counties; analyzes the Chattahoochee River in respect to its industrial transportation potential and the labor supply potential of the area; and suggests the possibilities for development of eleven different types of industry that might be supported by the area's resources.

Mineral Resources: A 28-page report has been completed on the existing mineral production in the Basin and on those minerals that appear to have future economic potential. The minerals now in production include clays, bauxite-kaolins, dolomite, mica, and sand-gravel. An additional eighteen minerals are reviewed as to their future economic possibilities. The findings are based upon the field investigations outlined in the August 15th status report and on an extensive review of published geological information.

Industrial Sites: A county-by-county review of available industrial sites and site areas in the Basin is included in the 37-page report completed on this phase of the study. Approximately 55 sites and areas are discussed from some 15 different localities, with an accompanying 17 site sketches and location maps.

Work is proceeding on the final drafting and editing of the various maps and sketches which will accompany this section of the study.

Preliminary drafts of each of the above three sections of the study were submitted on August 30, 1968 for review by Professor J. Homer Blackstone, Project Leader, Alabama Agricultural Experiment Station, Auburn University.