



# 2015 ANNUAL REPORT

MADISON COUNTY ECONOMIC DEVELOPMENT AUTHORITY



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MADISON COUNTY ECONOMIC DEVELOPMENT AUTHORITY

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*“Thank you for your support, investment, and involvement in Madison County’s economic development success.”*

TIM COURSEY  
MCEDA  
EXECUTIVE DIRECTOR



## MESSAGE FROM THE



# EXECUTIVE DIRECTOR

**On** behalf of our Board of Directors and staff, I am pleased to share the 2015 Annual Report for the Madison County Economic Development Authority.

Madison County’s economic success continued from 2014 into 2015.

Significant developments that were announced, initiated, or completed accounted for over \$100 million in new investment and more than 1,635 new jobs. Key contributors to these numbers were major new facilities and expansions in the automotive sector accounting for the majority of new jobs and investment. Companies that were integral in creating new jobs and investment include: Nissan’s Integrated Logistics Center, Systems Electro Coating, Topre America Corporation, Tower Automotive, IMS Autrans Suppliers, DBC, American Howa Kentucky, First Choice Medical, M-TEK and Sam’s Club.

It has been an exciting and prosperous time for the Madison County Area, and we are grateful for having had an opportunity to play a role in these developments. We are also excited about the growth that is occurring in our medical healthcare zone including a new medical office, the Collaboratory, and our new MCEDA office....it’s great to finally have a home!

While we are excited about recent development activity and optimistic about Madison County’s future prospects, we are not satisfied. We hope to leverage this recent success to spur development in areas of the community that suffer from under investment. We also plan to continue working with employers, educational institutions and workforce development partners to ensure that new and expanding businesses can get the talent they need to fuel their growth.

Thank you for your support, investment, and involvement in Madison County’s economic development success.

Best wishes for a prosperous 2016,

*TIM COURSEY*

## ABOUT MCEDA'S

# MISSION

**The mission** of the Madison County Economic Development Authority is to assist our existing businesses and to attract new investments and higher-paying jobs to Madison County in an effort to increase our tax base and improve the quality of life and economic wealth of our citizens.

**Our goal** is to provide economic development leadership and broaden the overall scope of economic development by continuing to implement creative, progressive economic development initiatives for Madison County.

**MCEDA** offers a broad array of economic development, business development, and corporate site location assistance services to new and expanding businesses and industry. One of our primary goals is to help companies and clients save time and money by helping them to get into business as quickly and as efficiently as possible. We are a primary point of contact when it comes to new business development or the expansion of an existing enterprise.

### Our Service Areas

- E.D. Marketing and Asset Development
- Business and Industrial Recruitment
- Managing Site Selection and RFP Process
- Existing Industry
- Development and Sales of Business and Industry Sites
- Assist with Securing Project Funding
- Coordination of State and Local Incentives
- Expand High Paying Job Opportunities
- Foster Growth of R&D and the Healthcare Industry
- Manage a Portfolio of Strategic Change Initiatives



**“One of our primary goals is to help companies and clients save time and money by helping them to get into business as quickly and as efficiently as possible.”**



# ABOUT MCEDA'S TEAM



## TIM COURSEY

**T**im Coursey has been the Executive Director of MCEDA since 2004. As director, Mr. Coursey is responsible for leading the organization and facilitating the overall mission of MCEDA.

**H**is primary focuses are on meeting business client/customer needs, making shovel ready sites available, marketing our county to site consultants and others, and recruiting new jobs and investment.



## DANIELLE WINNINGHAM

**D**anielle Winningham joined Madison County Economic Development Authority in 2012, as the Business Development Manager.

**W**inningham specializes in planning, organizing, managing and monitoring economic development project activities. She is involved in coordinating, directing and implementing programs and projects that support recruitment, expansion and retention for Madison County EDA.



## TAQUANA MACK

**T**aquana Mack was promoted to Office/Finance Manager for Madison County Economic Development Authority in June 2014.

**I**n this capacity, she is responsible for a wide range of duties involving business and fiscal affairs of the company and is heavily involved in the administration of the office. Over the years, Taquana worked as an Office Administrator, Director, and Executive Assistant and brings many years of experience.

## BOARD OF TRUSTEES

Bill Guion      Calvin Harris      Dick Hutchinson  
Lanny Slaughter      Jim Smith      Baxter Strain      Bob Williams

## MADISON COUNTY

# ACTIVITIES & ACCOMPLISHMENTS

**“Madison County is one of the fastest growing areas in the state. It has a diverse portfolio and workforce to support many types of industry.”**

### Asset Development

#### LAND DEVELOPMENT

During the year, MCEDA invested much time and effort into land development in order to have marketable assets for Madison county.

- > Brought land by Levi up to grade
- > Minor dirtwork at Parkway East
- > Secured an option for 5 acres in Sulphur Springs
- > Branded the megasite

**MADISON  
MEGASITE**  
A BIOTECHNOLOGY + ADVANCED  
MANUFACTURING PARK

MCEDA hosted a brand unveiling for the 2,000 acre megasite in conjunction with the annual Industry Appreciation Celebration at the Madison Megasite on May 7, 2015. Governor Phil Bryant served as the guest speaker and unveiled a new brand for the megasite, formerly known as Panther Creek Commerce Center located on Highway 22 near Nissan Parkway in Madison County.

Thanks to Governor Bryant's leadership, the Walker Family and

partners, MCEDA has been able to create the new brand “Madison Megasite: A Biotechnology and Advanced Manufacturing Park,” which provides the megasite with an identity that stands out to site selectors and conveys the targeted industries for this park. We were particularly excited to unveil the new brand and logo in conjunction with our industry appreciation celebration, as there may be opportunities for future expansion of existing businesses into the Madison Megasite.

In April of 2012, the megasite earned Entergy's Qualified Site certification. From qualification to present, the site has gained the interest of many site selectors, company representatives, CEO's and other parties. Many of them continue to view the megasite as the premiere shovel-ready location for development in the southeastern United States.

### Existing Industry

#### EXISTING INDUSTRY COMMITTEE

The Existing Industry Committee is comprised of representatives from Entergy Mississippi, Mississippi Manufacturers Association,





Mississippi Development Authority, Holmes Community College and is overseen by MCEDA staff.

### INDUSTRY VISITATION PROGRAM

MCEDA's goal is to help open the lines of communication and connect businesses with resources for continued success. One way we do this is through our industry visitation program. During industry visits, we engage in dialogue regarding the current business climate at the companies and also tour their facilities.

### INDUSTRY APPRECIATION SOCIALS

MCEDA held 2 industry appreciation socials during the year. The first event was an exclusive holiday luncheon at Two Rivers for industry Plant Managers and HR Managers, along with board members from MCEDA, MCBL&F and MDA. The spring event was held in conjunction with the brand unveiling for Madison Megasite. Approximately 200 Madison County business men and women attended these industry appreciation events.

### RETENTION AND EXPANSION

Madison County is fortunate to have so many thriving industries. MCEDA works to assist these industries in growth and development. One way we directly impact these industries is through the Ad Valorem Tax Exemption Process. This year, we were able to recommend tax exemptions for companies that invested over \$17,000,000.00 in Madison County.

## Marketing

MCEDA markets Madison County to a targeted group of industries and corporate site location consultants around the world and in our own backyard.

We employ a number of proven measurable strategies to generate leads and inquiries, which over time, can be developed into business recruitment prospects- thereby creating jobs and wealth for Madison County. MCEDA also recognizes that corporate site location consultants do not recognize municipal boundaries when conducting site searches. Hence, we take a very effective front line regional and state approach to economic development marketing work with our partner agencies to maximize the return on our marketing dollars. These partner agencies include the Mississippi Development Authority, Entergy, and the Greater Jackson Alliance (GJA), our primary marketing partner.

To attract business and industry, we must market beyond our geographic boundaries. MCEDA uses many different approaches for marketing the area, including going after our target industries. Our marketing program includes custom drone videos, maps and presentations, printed materials, social media, website, consultant visits, branding and much more.

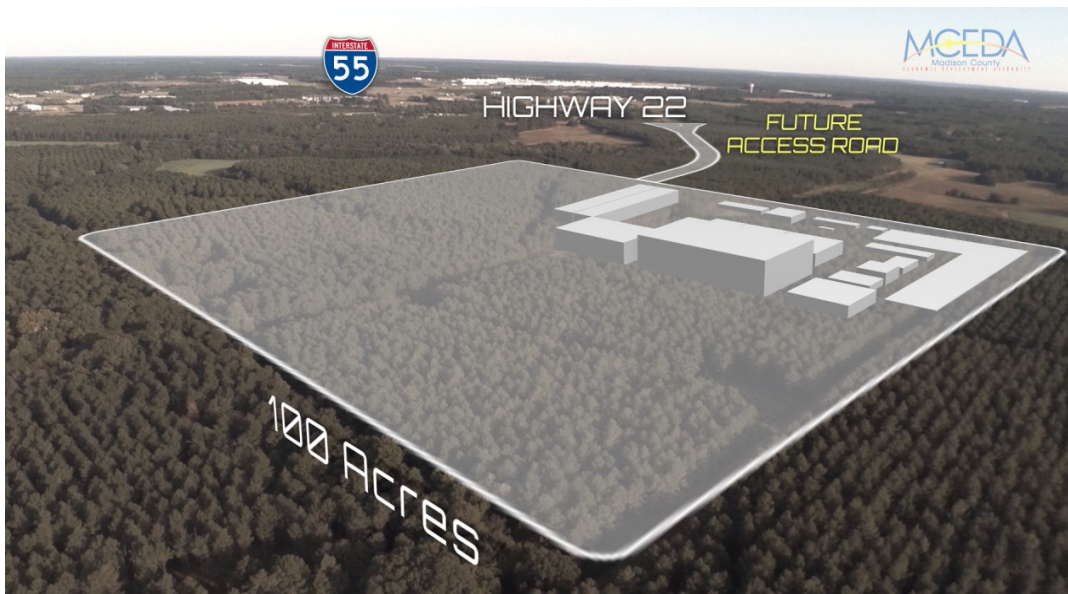
### TARGET INDUSTRIES

The industry sectors represented in our prospect and project activity include:

- >Healthcare
- >Specialized Manufacturing (Automotive Suppliers)
- >Professional and Information Services
- >Software and Computer Systems Design
- >Logistics

### CUSTOM DRONE VIDEOS, MAPS & PRESENTATIONS

We use the latest technology to provide cutting edge drone and graphic capabilities to provide the most attractive maps, presentations, and videos for our prospects.





## SOCIAL MEDIA

MCEDA utilized the Edge Theory platform to create conversation reach for our organization, by creating and deploying messages on social networks, measuring their effectiveness and reporting the business intelligence. First and foremost, social profiles are great assets for building our online presence. Maintaining an active presence on social media is no longer just a marketing trend. In today's market, organizations have to maintain a social presence simply to be relevant.

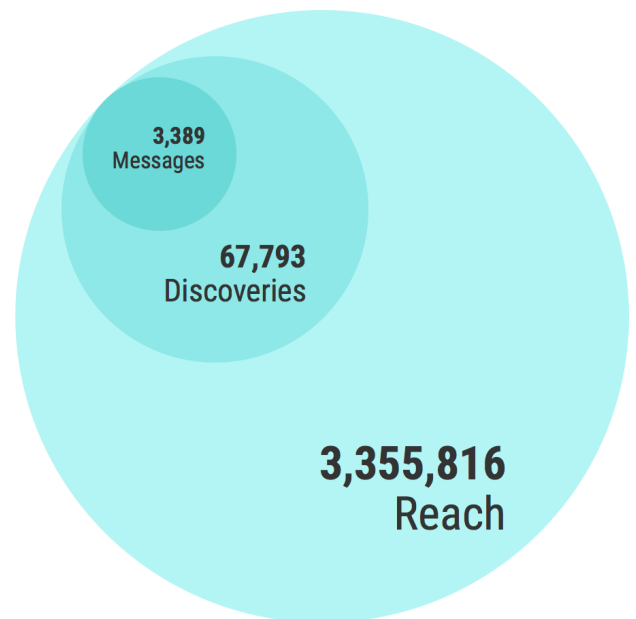
### Benefits of Social Media:

- >Expands Brand Reach (allows more people to discover our organization)
- >Improves Overall Customer Engagement (with prospective clients and existing customers)
- >Amplifies Content (such as events, company announcements, etc.)
- >Captures More Search Visibility (helps ensure MCEDA comes up on the first page of search results; Organic SEO)
- >Twitter actually helps Google to discover new content. Tweets can be displayed in search results and allow for timelier consumption of relevant information.

### EdgeTheory | MCEDA Highlights

- >Impressions are the total number of times a Tweet from our account or mentioning our account could appear in users' Twitter feeds during the report period. This number includes our Tweets, Tweets that mention our brand handle, and Retweets of our content.  
Throughout the year, @MCEDA Averaged 788 Impressions Per Day.
- >Engagement Rate is the total number of time a user has interacted with a tweet (clicks, replies, impressions, favorites, retweets, link clicks) divided by number of impressions.  
Engagement Rate: 1.5 %

- >Averaged 3 Link Clicks Per Day (at least three people visited our website daily because of social messaging)
- >Conversation Share is the portion of the conversation that we own, listed by keyword. EdgeTheory measures the total number of mentions of keywords that they publish, compared to the total number of mentions on Twitter. This comparison provides a percentage to give a sense of conversation ownership. The relative ownership of keywords and topics creates increased brand awareness and a greater influence on Twitter.  
MCEDA owns 23% Ridgeland conversation  
MCEDA owns 0.5% of the Mississippi Business conversation  
Increased Follower Base: 38%  
Averaged 40 new followers per month



### EDGE THEORY REACH CHART

**Messages:** Edge Theory disseminated a total of 3,389 tweets on Twitter during the year. Those messages included promotional and non-promotional content. This content increased our authority and triggered engagement (for example retweets, favorites and replies).

**Discoveries:** Authentic messaging yielded discoveries by humans as well as services that continually crawl the web, such as search engines (Google, Bing, Yahoo), content aggregators (Flipboard, Zite, Pulse), and similar services that catalog, index, or repurpose our messages.

**Reach:** Authentic messaging yielded discoveries by people and bots, which yielded increased exposure for our MCEDA brand through a number of ways, such as online engagement, and increase in words of mouth, in web traffic, and in SEO rank. The combined effect was conversation reach, and an increase in our business.

## EMAIL CAMPAIGNS

MCEDA ran 3 separate targeted email campaigns to a select audience of site selectors, existing industry professionals and stakeholders. The campaigns featured information about our MS Bio-Medical Business Collaboratory, Industry Appreciation Event and Talent Attraction Video. These email campaigns allowed us to target a specific audience of over 850 individuals per campaign to bring awareness and to pique interest in our meaningful and timely messages.

## BRAND CREATION AND MANAGEMENT

Additional marketing efforts have centered around the branding of both the Madison Megasite and the Mississippi Bio-Medical Business Collaboratory, both located in Canton, Mississippi.

The Madison Megasite, formerly known as Panther Creek Commerce Center, required a branding campaign with a quick turn-around time to create a visualization of what the future site will represent. With the help of Mad Genius Advertising Agency, we were able to create a new brand for the megasite that represented a location for advanced manufacturing and bio-technology businesses to locate and receive benefits of being in an area zoned for healthcare and to share resources with like-minded businesses.

The goal was to design an image that reflected a clean, high-technology and modern feel which would have a larger appeal and help in recruiting new businesses to the area. In addition, new signage was created and erected at the site through Southeastern Sign Company. The new sign stands 16' tall by 16' wide and was erected at the site, visible from the intersection of Nissan Parkway West and Highway 22. The new sign was updated to include the new logo and a rendering of what the site could look like in the future. In addition, an updated "You are here" map sign was created to reflect the new branding, and the mailbox was repainted with the new logo added.

The branding for the Mississippi Bio-Medical Business Collaboratory has presented a few more challenges, as we are working to make sure we select the best design to illustrate what The Collaboratory represents. One point of discussion was to consider branding "The Collaboratory" because this is often how it is referred to and is easier to say. After multiple concepts and changing to a new designer, we are definitely making progress, and hope to have a final design within the next few weeks. Once the branding is secured, we will move toward creating a website. After reviewing proposals from various advertising agencies to create a custom site, which will cost anywhere from \$7,000 - \$10,000, we have decided to use a free website builder tool called Wix.com.

They have thousands of templates to choose from and will offer us the ability to create a clean, functional landing page at no cost. Two domain names have been secured through godaddy.com: [www.msbiomed.com](http://www.msbiomed.com) and [www.collaboratory.com](http://www.collaboratory.com).

## NEW INDUSTRIAL PROPERTY SIGNS

MCEDA installed new industrial property signs to showcase available land in Madison County. New signs were placed at Canton Commercial and Industrial Center, Madison Megasite, Central Mississippi Industrial (directional sign for tenants), Parkway East, Surplus Land at Homestead Drive, and land behind Levi's.

## TALENT ATTRACTION VIDEOS

In an effort to assist our local businesses with recruiting young talented professionals, MCEDA hired Mad Genius to produce two talent recruitment videos. Each video showcases the area and the things that are attractive to either single young professionals (Video 1) or young professionals with families (Video 2). Both of the videos are viewable on the quality of life section of our website and also on YouTube. [http://madisoncountyed.com/index.php/living\\_here/think-big-madison-county](http://madisoncountyed.com/index.php/living_here/think-big-madison-county)



TALENT ATTRACTION VIDEO 1



TALENT ATTRACTION VIDEO 2



## CUSTOM MARKETING VIDEOS FOR THE MISSISSIPPI BIO-MEDICAL BUSINESS COLLABORATORY

In order to promote "The Collaboratory" to prospective collaborators, clients and partners, MCEDA hired Mad Genius to produce and customize videos that convey the mission, goals and impact of the Mississippi Bio-Medical Business Collaboratory. The videos feature Governor Phil Bryant and tenants of "The Collaboratory".



## MARKETING EVENTS, CONFERENCES & CONSULTANT

### ENGAGEMENT

Throughout the year, MCEDA directly or indirectly participated in the following marketing events and conferences:

- > Site Selectors Guild Conferences
- > IEDC Conferences
- > MEDC Conferences
- > One Mississippi Consultant Venues including:
  - New York
  - Atlanta
  - Chicago
  - Dallas

During the One Mississippi Consultant- Chicago Venue- MCEDA staff were able to meet directly with many site selection consultants. One of the meetings prompted a consultant's invitation from MCEDA to attend the MedStartUp in New York at the Alexandria Life Sciences Center at the end of October. During the New York trip, MCEDA staff will have the opportunity to have face-to-face meetings with companies interested in expanding, partnering and relocating their businesses. It's an honor to be invited to this important venue where we can connect with businesses that may be a good fit for the Mississippi Bio-Medical Business Collaboratory.

## Financial Activity

### \$10 MILLION BONDS PRE-APPROVAL RENEWAL

Two years ago we went through a process to pre-clear up to \$10,000,000.00 in Industrial Revenue Bonds in order to have the capability to close quickly on any time sensitive large projects. MCEDA's goal is to renew that preclearance before the sunset in February of 2016.

### ANNUAL AUDIT

Our 2014 audit was conducted and submitted to the MCEDA board by CPA Phillip LeRoux. A copy of the audit is on file with the Board of Supervisors and at the MCEDA office. All procedures and expenditures were deemed in order and the audit was approved.

### INCENTIVE MODEL

MCEDA engaged attorney Chris Pace to provide a model for incentives being considered for large businesses moving to Madison County. Pace provided proforma numbers to MCEDA on a case-by-case basis.





## Outreach, Assistance, and Sponsorship

### MARKETING GRANTS

Our \$2,500 marketing grants were made available to all cities and towns this year. City of Canton and Town of Livingston were awarded funds for annual events they host each year.

### WAL-MART SHADOW CENTER DEVELOPMENT

MCEDA has teamed up with a local developer to maximize our return on land adjacent to the new Wal-Mart in Canton. The developer plans to construct approximately 15,000 square feet of retail space in three phases.

### CANTON FILM STUDIO

The investments into the Mississippi Film Studio that JoAnn Gordon made possible are tremendous. Last year, over \$2.5 Million was invested in the building and new offices alone, which does not include other campus improvements. Prior to last year, the Canton Convention and Visitors Bureau (CCVB) leased the facility from MCEDA for five years. During that time, MCEDA provided lease reductions to free up funds for marketing to the film industry. The CCVB released the facility back to MCEDA last year, which in turn is leasing the Film Studio to Mad Genius.

County Business League and Foundation, and MCEDA for a conference center was conducted by Johnson Consulting last year to determine the viability of such a facility in Madison County and to evaluate the reasonableness for such a development in this market. The market analysis supports the development of a full-service 60,000 square foot facility at a cost of approximately \$18 million dollars. In July of this year, a group representing the MCBLF and MCEDA presented the analysis and supporting testimonials from the business leaders to the Board of Supervisors for their input and guidance. The next possible steps may include developing a solid finance model, soliciting RFPs for a hotel partner, choosing a site, garnering support and hopefully commencing construction.



### MADISON COUNTY YOUTH LEADERSHIP

The Madison County Business League and Foundation and MCEDA hosted the Madison County Youth Leadership Program for the fifth year. Two of the best and brightest well-rounded juniors from each of the twelve public, private and parochial high schools in Madison County, Jackson Academy and New Summit School, were selected by their school administration to participate in this special program. The students were assisted by four university/college mentors and recruiters. The purpose of the program was to expose and inspire students to a variety of leading businesses, successful business persons and career opportunities in Madison County. The goal was to help the students understand that our community is a great place to live, work and raise a family. During the program, the students visited manufacturers, accounting, engineering, hospitality, architecture, law, banking, healthcare, and a TV/movie production company-among others. Each student who completed the program received a \$250.00 scholarship.

### OTHER OUTREACH

MCEDA donated 300 computer monitors to Canton Schools and also donated office furniture to the new E911 office.



### MADISON COUNTY CONFERENCE CENTER

Having our own conference center conveniently located in Madison County has been a goal of the business community for almost fifteen years. An attempt in 2004 to promote the construction of a conference center ended due to lack of an acceptable financing model and waning support. Recently, a new conference center effort was initiated as one of the centerpieces of the Madison County Strategic Plan. A second feasibility analysis (similar to the 2004 study) funded by the Board of Supervisors, the Madison





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## OVERALL ACHIEVEMENTS

### New Business, Projects & Prospects

#### NISSAN INTEGRATED LOGISTICS CENTER

MCEDA took a lead role in assisting Nissan with its latest venture, the ILC. Our task was to administer the \$14,000,000.00 grant MDA provided for site work. This involved the creation of a single purpose entity to manage the budget, payments, and all associated contracts.

#### The Integrated Logistics Center

- >A 1.5 million square foot ILC
- >250 acres of MMIA land north of Nissan parkway
- >Building costs approximately \$75 million dollars
- >Mississippi provided \$25,000,000.00 to assist with the company's latest expansion in Canton. Nissan constructed the ILC near the company's Canton vehicle assembly plant. The new logistics center supports 1,400 jobs, including 500 newly created supplier jobs and 1,000 hires Nissan made with the new automobile production lines. MDA provided assistance in support of the integrated logistics center for site preparation and infrastructure. To assist with the renovation of the supplier logistics center, the agency provided assistance for building upgrades, modifications and worker training.
- >MCEDA, acting through the Madison County Project Initiatives Corp served as the administrator of \$14,000,000.00 for site improvements.



NISSAN INTEGRATED LOGISTICS CENTER

# 200

#### ATTENDEES AT INDUSTRY APPRECIATION SOCIALS

*"MCEDA's Existing Industry Committee hosted 2 industry appreciation socials this year. The holiday luncheon was held for industry plant managers and human resource managers, and an outdoor industry appreciation celebration was an event featuring remarks by Governor Phil Bryant, live music and food by Georgia Blue."*

# 31

#### NEW AND EXISTING INDUSTRY VISITS

*"MCEDA actively engages existing industries through site visits and event meetings, as well as, connects and presents assets to new prospective clients."*

# 20

#### REQUESTS FOR INFORMATION

*"Throughout the year, MCEDA engages MDA and GJA for project leads. Often times, these entities provide us with RFIs from various consulting companies across the world. These projects are vetted by these entities before coming down the pipeline to the locals. We, the locals, respond with our best assets and capabilities that fit the scope of the project. In turn, we are able to market Madison County across the globe and as a great site location."*

# 7

#### SHORTLISTED PROJECTS AND VISITS

*"Of the 20 requests for information that were submitted, we were shortlisted and/or received 7 site visits."*

# 9

#### AD VALOREM TAX EXEMPTION APPROVALS

*"Ad Valorem tax exemption applications are accepted by the Chancery Clerk's Office from January 1-March 1. After the deadline, the Chancery Clerk and the Tax Assessor offices verify exemptions and submit their recommendations for approval to the MCEDA Board. This year the MCEDA board recommended tax exemptions for companies that invested over \$17,000,000.00 in Madison County."*

# MISSISSIPPI Bio-Medical Business COLLABORATORY



The Mississippi Bio-Medical Business Collaboratory in Canton is designed to foster relationships, cooperation and innovation among healthcare related companies that operate within the facility. Creating the sustainable higher paying healthcare and bio-medical jobs of the future, tenant companies of the facility are focused on providing advanced healthcare services, medical training and simulations, long term care IT asset management, pharmacy services, research and testing and medical equipment manufacturing.



The Global Training Institute is currently accepting registrations for healthcare, first responder and law enforcement training.



Global Training Institute

Visit [www.globaltraining.institute](http://www.globaltraining.institute) for a full listing of courses.

*When like-minded companies such as these are in the same building and collaborate, great things happen in the fields of healthcare and healthcare technology.*



**If your healthcare company is interested in learning more about the Mississippi Bio-Medical Business Collaboratory, please contact the Madison County Economic Development Authority at 601-605-0368 or visit [www.madisoncountyyeda.com](http://www.madisoncountyyeda.com).**

## 2015 BUILDING PROJECTS

# MISSISSIPPI BIO-MEDICAL BUSINESS COLLABORATORY

**“When like-minded companies are in the same building and collaborate, great things happen in the fields of healthcare and healthcare technology.”**

**In** an effort to help grow and strengthen our health-care economy in Madison County, MCEDA embarked upon a two-year plan to repurpose our former training center building in Canton. The idea was to create a look and an environment within the building that would give us an edge in attracting healthcare technology companies with higher paying jobs to the facility. So, last year we announced that we were going to create the Mississippi Bio-Medical Business Collaboratory, or the “Collaboratory” as we call it. The newly renovated building is nearing completion and open for business.

**We** have made significant progress this year as we have aimed our focus on completing the renovations and on business recruitment. Some of the companies we have targeted for recruitment include non-ancillary healthcare companies with a concentration in medical device manufacturing, medical skills training and surgical simulations, telemedicine, medical research and development, medical association management, specialized laboratory testing, healthcare IT

and application development, and biotech and biomed, etc.

**Th**e Collaboratory is an entrepreneurial-based facility where entrepreneurs, healthcare specialists, scientists, and educators can share a common address to grow and learn from each other, or to collaborate. The success of the Collaboratory is being measured by our ability to attract, grow and develop tenant companies with similar backgrounds and by the number of new jobs these companies create. The success of any collaboration center is founded upon providing: 1) the right physical environment, in this case we will create office, medical, research, and laboratory settings within a single facility, and 2) the purposeful sharing of knowledge, research, technology and information, which in turn creates the synergistic relationships that allow technology companies to grow and thrive. A healthcare job-generating project based on this model has never been attempted before in Mississippi, so this is a first for our state and a first for Madison County.

**We** are very proud that this year we have seen the one-year anniversary of our first tenant TelehealthOne. TelehealthOne is thriving and growing as they are hiring people and have already formed business partnerships with well known companies such as Merit Health and Fred’s Dollar Stores. The Global Training Institute (GTI) also opened in September and kicked things off by hosting an advanced suturing class for the Mississippi Association of Nurse Practitioners (MANP). GTI is changing the way healthcare providers are trained in Mississippi. Speaking of the MANP, the Mississippi Association of Nurse Practitioners is also our newest tenant at the Collaboratory.

**Th**e Mississippi Bio-Medical Collaboratory in Canton is designed to foster relationships, cooperation and innovation among healthcare related companies that operate within the facility. When like-minded companies are in the same building and collaborate, great things happen in the fields of healthcare and healthcare technology.





RENDERING OF THE MISSISSIPPI BIO-MEDICAL COLLABORATORY



MCEDA'S NEW OFFICE BUILDING IN CANTON, MS.

## 2015 BUILDING PROJECTS

# MCEDA OFFICE BUILDING

**“M**CEDA has a new office located near Nissan Parkway, which is in close proximity to our industrial properties and existing industries.”

**T**he New MCEDA Headquarters is 5,500 Total Square Feet providing a central location adjacent to the Nissan Parkway in Canton. The new building will enable MCEDA staff the ability to react and recruit new industry, retain existing industry/business, pursue more economic development projects and promote Madison County in a modern office environment. The new building provides

for MCEDA's executive offices, MCEDA Board Room, the Madison County Business League & Foundation Office Suite, a conference room, kitchen, and records storage.

**T**he New HQ comes complete with a Large Event Meeting Room wired with Audio/Visual and capacity for 60-65 in classroom or round table arrangements for presentations and meetings.

The Large Meeting is lined with glass and doors that empty to an outdoor courtyard and patio for additional event space.

### Building Features:

- MCEDA Executive Office Suite
- MCBL&F Office Suite
- MCEDA Board Room
- Conference Room
- Large Meeting/Event Room with A/V (60-65 Seating Capacity/900SF)



### NEW MCEDA OFFICE IS A GAME CHANGER

MCEDA's new office provides an appealing professional atmosphere where we are proud to host prospects and clients. Favorable first impressions are extremely important in this profession. Our new office offers that great first impression to potential business recruits.



**\$250K**  
ACE GRANT FOR  
TELEHEALTHONE



**\$14MILLION**  
INDUSTRY INCENTIVE FINANCE GRANT  
FOR NISSAN'S INTEGRATED  
LOGISTICS CENTER (ILC)

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# GRANTS

**\$123K**  
ACE GRANT FOR THE  
MISSISSIPPI FILM  
STUDIO



**\$5K**  
ENERGY MISSISSIPPI  
MARKETING GRANT



**\$1MILLION**  
ACE GRANT FOR THE MISSISSIPPI  
BIOMEDICAL COLLABORATORY



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**THANK YOU!**

Thank you to each entity that awarded our project specific grants!





IMPLEMENTING THE

# STRATEGIC PLAN

**“MCEDA was tasked with implementing 13 Strategic Actions as part of Madison County’s Strategic Plan. MCEDA continues to address and implement these action items as funding is available.”**

**In** November 2012, the Madison County Board of Supervisors and the Madison County Foundation located in Mississippi formally adopted the Economic Development Strategic Plan originally prepared by Tamerica Management Company. The purpose of the plan was to establish goals and strategies for economic development over the next decade. Then in early 2015, the Madison County Foundation formally merged with the Madison County Business League, and the strategic plan became a working document of the Madison County Business League & Foundation (MCBL&F).

**T**he University of Southern Mississippi Lott National Center for Economic Development and Entrepreneurship was hired to facilitate the annual review on behalf of the MCBL&F. The format of the review consisted of five consecutive subcommittee meetings each lasting 1.5 hours. The review sessions targeted representation from the subcommittee members and were also opened to MCBL&F membership at large.

**S**trategic actions and status updates are listed on the following pages.

ANNUAL REPORT



## STRATEGIC PLAN IMPLEMENTATION

### Performance Measure/

### Status

#### Strategic Action 7.1:

The Transformation Team should appoint a subcommittee consisting of MCEDA and other members to develop an annual dashboard of indicators that charts progress (or lack thereof) across key economy development indicators for the County.

#### Status 7.1.

Complete. Dashboard of indicators are available on the MCEDA website.

#### Strategic Action 7.2:

MCEDA will develop a three-year written marketing and promotion plan and budget with key performance indicators.

#### Status 7.2.

On-going. MCEDA contracted with Leadify/Edge Theory to develop a social media marketing plan which

includes detailed metrics of user activity: first-time users, repeat users, number of times publishes, etc.

#### Strategic Action 7.3:

MCEDA will conduct annual visits to the 50 most significant companies in the County.

**Status 7.3.** On-going. Over the past year, MCEDA conducted 25 visits of existing companies in the county. MCEDA plans to increase the number of visits over the next fiscal year where feasible for the benefit of the companies.

#### Strategic Action 7.4:

Workforce subcommittee should introduce a series of curricula for students in K-14 that encourages entrepreneurial thinking and innovation.

#### Status 7.4.

On-going. Results for 2014-15, statistics provided by USM Southern Entrepre-

neurship Program Director, James Wilcox: --Germantown and Ridgeland high schools participated in the Southern Entrepreneurship Program (SEP).

--Four teachers (3 at Germantown, 1 at Ridgeland) have participated in 40-hr, intensive Master Teacher of Entrepreneurship training.

--14 Germantown students participated in SEP's live education events this school year (2014-2015).

--53 Madison Co students have participated in SEP's live educational events since the 2012-2013 school year.

The 2014-2015 school year was the first year for Madison Co to compete. Germantown had a team of 3 students compete in the SEP regional/virtual qualifier round this spring and advance to win 3rd place in their division at the SEP State Business Plan Competition.



CONTINUED

# STRATEGIC PLAN

## Strategic Action 7.5:

MCEDA will communicate with the Board of Supervisors on industrial zoning to maintain selected existing areas that allow for manufacturing uses.

**Status 7.5.** Complete, but periodically updated. Board of Supervisors work directly with the Planning and Development District to update with input provided by MCEDA.

## Strategic Action 7.6:

The key sites previously identified by MCEDA suitable for development or redevelopment, as manufacturing and distribution

sites should be studied for their feasibility of acquisition and development.

**Status: 7.6.** On-going. MCEDA routinely evaluates development sites like the Madison County Mega Site and other properties like Parkway East and area on the backside of Levis.

## Strategic Action 7.7:

MCEDA will develop and maintain an incentives policy for companies and projects considering location in Madison County

**Status: 7.7.** Complete, but periodically reviewed for any needed updates. MCEDA developed a policy for large projects that meet criteria for capital investments and job creation. The Board of Supervisors preliminarily authorized the use of \$10 million in loan funding toward major projects.

## Strategic Action 7.8:

MCEDA will augment the market-research for Greater Jackson Chamber Partnership for its own

target industry intelligence and maintain resource information for target industries.

**Status 7.8.** Complete. Targeted marketing is conducted with the assistance of Marketing Alliance, Inc., which has been trending pertinent data over two years.

## Strategic Action 7.9:

MCEDA will revise its web site to reflect the new strategic agenda of the County.

**Status 7.9.** Complete. On-going.

## Strategic Action

**7.10:** MCEDA will revise its marketing materials to incorporate the locational concerns of the target industries.

**Status 7.10.** Complete, On-going.

## Strategic Action

**7.11:** MCEDA will launch a program to generate favorable publicity among national media as well as within Madison County. The Transformation Team will organize a media task force to develop stories and to gain national and regional press coverage about the County, working closely with the GJCP

**Status 7.11.** No activity

## Strategic Action

**7.12:** MCEDA will collaborate with other economic development groups to promote the community and region to the target industries.

**Status 7.12:** As a part of its normal functions, MCEDA actively participates in state and regional entities that promote economic development.

## Strategic Action

**7.13:** MCEDA will set up speaking engagements at local meetings of various civic organizations to educate people about the nature of the local economic development

**Status 7.13.** On-going

## Strategic Action

**7.14:** MCEDA will collaborate with MDA and GJCP to develop and implement a site consultant's tour of the Jackson metro region that highlights its locational assets at least every 2 years.

**Status 7.14.** Over the last 12 months, MCEDA has hosted 4 familiarization tours for economic development groups.

## Strategic Action

**7.15:** MCEDA will report its activities and accomplishments quarterly to the Board of Supervisors and publish an annual report that tracks its accomplishments.

**Status 7.15.** Complete. The annual report is published on the MCEDA website.

MADISON COUNTY  
ECONOMIC DEVELOPMENT  
AUTHORITY

2015

ANNUAL  
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