



MISSISSIPPI
DEVELOPMENT
AUTHORITY

MISSISSIPPI



ANNUAL
REPORT
FY 2013



Executive **Director's Message**

Brent Christensen

At the end of my first full year as executive director, I am truly pleased to see the hard work of our MDA team paying off with tremendous growth in state job creation. Our FY2013 Annual Report highlights MDA's divisions and showcases the successes the state of Mississippi has garnered over the last year.

At MDA, we are focused on recruiting new global businesses while also offering support to our state's existing industries. We have diligently pursued aerospace, automotive, advanced manufacturing, health care and energy as key growth sectors for Mississippi's economy. In FY2013, nearly 4,800 new jobs were announced in Mississippi, and our momentum has carried over into FY2014.

In April 2013, Mississippi was on the world's stage when Yokohama Tire Corporation chose West Point to locate its first U.S. built commercial tire facility. Yokohama's initial investment of \$300 million will create 500 jobs in Phase 1, with future phases totaling 2,000 jobs and more than \$1 billion in corporate investment. In this highly-competitive selection process, Mississippi was able to win and close the deal. Working together, that significant victory will lead to more economic wins for our state.

A strong workforce is vital to our job creation mission. MDA's workforce training partnerships with the state's community colleges and the research opportunities with our universities are a competitive advantage to industries choosing a Mississippi location. We will continue to put a strong emphasis on the importance of highly-skilled training programs.

Nationally, our state was ranked #2 for competitive utility costs in 2013, and our business climate ranked in the Top 10. These accolades are noteworthy to us, but they also entice site selectors and industries to choose Mississippi. At MDA, we will continue to pursue ways to stay at the top of the national ranking lists for states with which to do business.

The work performed by every division at MDA is essential to bolstering the state's economy and helping our communities thrive. It is an honor for us to serve our state in these capacities.

I look forward to sharing more economic development wins for Mississippi in FY2014.

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FY 2013 *at a* GLANCE

July 2012

BorgWarner Drivetrain Systems expanded its *Water Valley* location.

Teleflex Incorporated announced relocating its distribution operations to *Olive Branch*.

August 2012

AirGuide announced a new manufacturing location in *Clarksdale*.

MDA and the Mississippi Bed & Breakfast Association hosted **Bed and Breakfast workshops** across the state to educate entrepreneurs interested in starting a bed and breakfast inn.

Become part of the **inn** crowd



2012 Mississippi **Bed & Breakfast** Workshop Series

September 2012

Metso announced the expansion of its *Clarksdale* facility.



Comfort Revolution announced it was locating manufacturing operations in *Belmont*.

October 2012

Gov. Bryant proclaimed October **Energy Awareness Month** for the state of Mississippi. MDA and energy partners hosted activities across the state to raise awareness of the role of energy in Mississippi's economy.



November 2012

MDA's Minority and Small Business Division launched the **Mississippi Minority Business Registry** with the focus of increasing minority- and women-owned business participation in private and public contracting. www.mmb.org



December 2012

VT Halter Marine announced a major expansion at the company's *Port of Pascagoula shipyard*, expected to open in 2014.

January 2013

Aurora Flight Sciences held the ribbon cutting of the company's new facility at the *Golden Triangle Regional Airport*.

Helen of Troy announced the construction of a new distribution facility in *Olive Branch*.

February 2013

General Dynamics Information Technology announced the opening of new operations in *Hattiesburg*.



Von Drehle announced it was locating manufacturing operations in *Natchez*.

March 2013

The first **Model Contractor Development Program** of 2013 was launched. The workshops are designed to teach contractors practices that will improve operations and increase bonding capacity.

A report by the U.S. Department of Commerce showed that **MISSISSIPPI'S exports** reached a record high of **\$11.8 billion**



April 2013

Yokohama Tire Corporation announced the location of a commercial truck tire plant in *West Point*. Gov. Phil Bryant called the Legislature into special session to vote on an incentive package in support of the project.

GE Aviation celebrated the grand opening of a composites manufacturing facility in *Ellisville*.



May 2013

Governor Phil Bryant signed into law **landmark legislation** that positions Mississippi as a leading destination for energy-related economic development.

Roxul broke ground on the company's first U.S. manufacturing facility, located in *Byhalia*.



Area Development magazine awarded Mississippi a **2013 Silver Shovel Award**.

June 2013

MDA's Existing Industry and Business Division hosted record numbers at the 2013 **Mississippi Market Wholesale Show**. A record amount of sales were written, **\$1.4 million**.

GLOBAL

business & recruitment

MDA's Global Business Division's primary mission is to create new jobs in Mississippi by attracting new business and investment to the state.



in FY2013
the Global Division
welcomed
8 new companies
with
\$447.4 million
in new investment
and
2,393 new jobs

New Investment



Yokohama Tire Corporation

West Point

500 jobs | **\$300 million** investment
(Phase one)



General Dynamics

Hattiesburg

1,250 jobs



Teleflex

Olive Branch

225 jobs



Crown Healthcare Laundry Services, Inc.

Marion County

150 jobs | **\$6 million** investment



Five Below

Olive Branch

100 jobs | **\$2 million** investment



Green Circle Bio Energy

George County

75 jobs | **\$115 million** investment



Calstar

Columbus

53 jobs | **\$8 million** investment



AirGuide

Clarksdale

40 jobs | **\$720,000** investment

Aerospace Sector Growth

Aurora Flight Sciences

In January 2013, Aurora Flight Sciences, manufacturer of unmanned aerial vehicles and composite parts for commercial aircraft, opened its new 30,000-square-foot facility at the Golden Triangle Regional Airport in Columbus. The new facility, which has allowed the company to increase its commercial composites manufacturing operations, represents a corporate investment of \$17 million and the creation of 250 new jobs. For this project, MDA provided assistance for the construction of the new facility and for the purchase of new equipment.



30,000
SqFt Facility
250
New Jobs
\$17 million
Investment





Governor Bryant joins company executives and Mississippi leadership for the official Yokohama announcement in West Point.



500 jobs
\$300 million investment

Potential expansions of 2,000 jobs and more than \$1 Billion investment

Yokohama Tire Corporation

Yokohama Tire Corporation search for a North American manufacturing facility started with a list of 3,000 communities across the U.S. In April, Yokohama officially announced **West Point** in Clay County would be the home of their first U.S. manufacturing site built from the ground up. The new facility will initially create **500 jobs** with a company investment of **\$300 million**. Potential future expansions could increase the company's investment to more than **\$1 billion** and create up to **2,000 jobs**.

When Yokohama announced its intentions to locate its new manufacturing plant in West Point, Clay County's unemployment rate was more than 18 percent. The new facility will have a tremendous positive effect on the local community.

The Yokohama Project Timeline

December 2012

Prairie Belt Power Site in West Point selected as potential location for new plant.

February 2013

Mississippi is one of three states competing for the new plant. Starting with 3,000 communities, 26 counties in Mississippi considered. Six site visits conducted.

March 2013

MDA, The Golden Triangle-LINK travel to Japan to see Yokohama's existing facilities.

April 2013

Yokohama officially announces West Point as location of their 1st U.S. built manufacturing facility.

ASSET development

Mapping our Assets

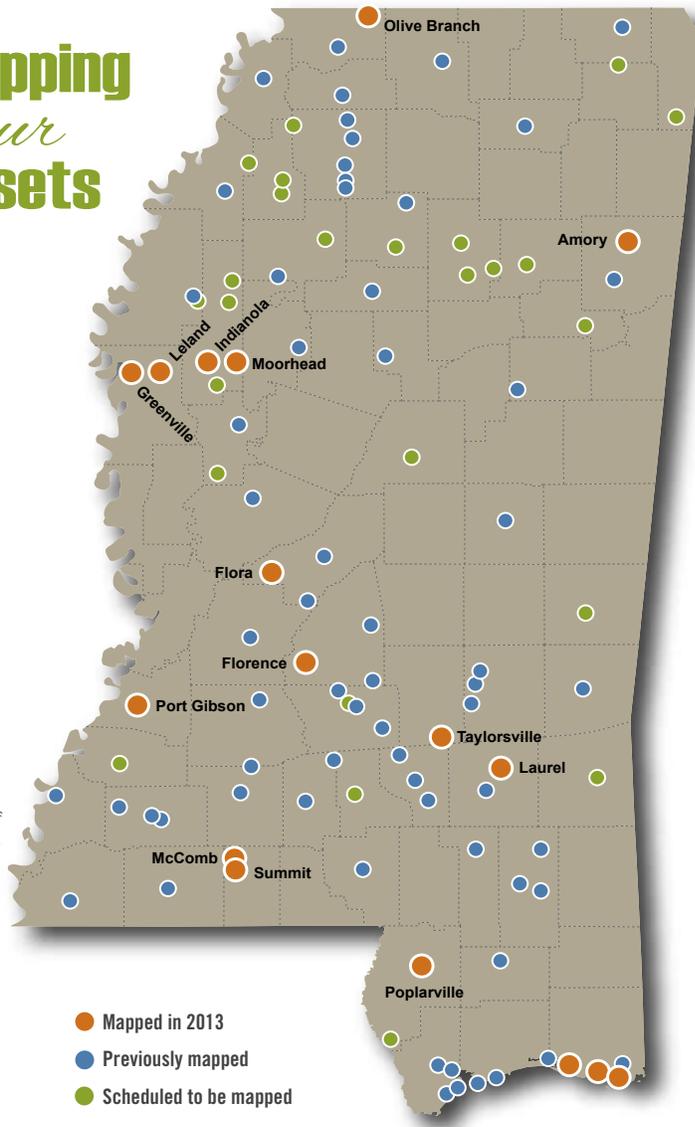
The Asset Development Division helps Mississippi communities assess local resources and maps the existing assets to make recommendations on how to best use the community's resources to their maximum advantage. Implementing the recommendations requires strong leadership and broad support. For that reason, community leadership is invited to participate in the process.

Asset Development also works in cooperation with the **Mississippi Main Street Association** and **Hometown Mississippi Retirement** programs.

Asset Mapping



In FY2013, the division partnered with Delta State University's College of Business. DSU professors and students aided asset mapping in the Delta communities of **Indianola**, **Greenville** and **Cleveland** and plan to assist the division with future asset mapping visits to **Moorhead**, **Inverness** and **Ruleville**.



Hometown Mississippi Retirement

www.bankrate.com ranked Mississippi

Fifth as
Best State for
RETIREMENT
in 2013



Rankings based on climate, medical care, cost of living, local crime & tax rates.



[facebook.com/mymshome](https://www.facebook.com/mymshome)



Since the inception of the **Certified Retirement Community** program in the early 1990s, over

6,600 RETIREES

have relocated to Mississippi, yielding an economic impact of

\$194 Million



Mississippi Main Street Partnership

The Asset Development Division and National Trust for Historic Preservation partner with the Mississippi Main Street Association to focus on community issues, encourage organization, promotion, design and economic restructuring around the state.

In FY2013
THE CITY OF LAUREL
 was recognized
 by MDA as
BEST PRACTICE COMMUNITY

Highlighting the downtown Laurel revitalization was the installation of five large banners displaying the images of local celebrities, including opera singer **LEONTYNE PRICE** and actor **TOM LESTER**.

More than
\$3 Million
 in private investment, including the expansion of
TEN existing Main Street businesses, occurred in
2013

15
facade
Improvements

115 *New* retail & service sector jobs were added



Woodville Mississippi

Three MDA asset mapping teams visited Woodville, in Wilkinson County. The teams looked at historic sites, restaurants, buildings, businesses and many other facilities and locations around the town.

The process to inventory these locations and assets includes taking pictures and GPS coordinates, which will become part of a web-based map to steer interested parties to places in the area they would like to visit and to perhaps invest their resources.



Outdoor trail in Woodville

The Asset Mapping Team recommended that Woodville utilize the area's natural beauty and invest in

eco
tourism

-  Promoting **bike rentals**, initiating a Downtown-to-Fort Adams bike race and fishing tournaments
-  **More hunting licenses are sold in Wilkinson County than any county in Mississippi** – the team recommended a plan to market the area's natural assets and encourage visitors to stay longer and enjoy Woodville's downtown
-  Woodville received a Creative Economy grant to build a **downtown park**, connecting a state welcome center, the library and a vacant green space
-  The town's **Main Street Deer & Wildlife Festival** continues to grow annually, connecting the county's natural assets with Woodville's downtown area

COMMUNITY services

MDA's Community Services Division oversees and administers nine federal and state economic and community development programs.



Town of Osyka

MDA awarded the Town of Osyka \$186,286 in CDBG funds to rehabilitate the water treatment plant to ensure there was plenty of safe water for residents.

150 new jobs
\$6 million corporate investment

Building improvements:



CDBG - \$2.1 million
CAP - \$715,000
DIP - \$145,000

Crown Health Care Laundry Services, Inc.

MDA provided assistance to help bring Crown Health Care Laundry Services, Inc. to Marion County. The company supplies linens, dry cleaning and industrial healthcare laundry services for clinics, nursing homes and surgery centers throughout the southern U.S.

Federal Grants



Assist with public infrastructure & facilities, housing and homeless prevention

- Community Development Block Grant (CDBG)
- HOME Investments Partnerships Grant (HOME)
- Emergency Solutions Grant (ESG)
- Neighborhood Stabilization Program (NSP)

State Programs



Support infrastructure upgrades and economic development projects, creating jobs and investment

- Capital Access Program (CAP)
- Development Infrastructure Program (DIP)
- Rail Loan (RAIL)
- Rural Impact Fund (RIF)
- Small Municipalities/Limited Populations Counties Program (SMLPC)



FY 2013

Total number of grants and funds awarded to Mississippi communities:

75 CDBG awarded
\$36,643,231

22 CAP awarded
\$11,394,122

30 ESG awarded
\$2,028,500

31 HOME awarded
\$12,694,343

20 DIP awarded
\$5,849,492

3 RIF awarded
\$600,000

MDA uses these programs to promote job creation. FY 2013 projects include:



Weyerhaeuser
RIF \$150,000
CAP Loan \$350,000
Columbus

Enersteel, Inc.
DIP \$150,000
Natchez



United Furniture Industries, Inc.

CDBG \$1.3 million

Okolona

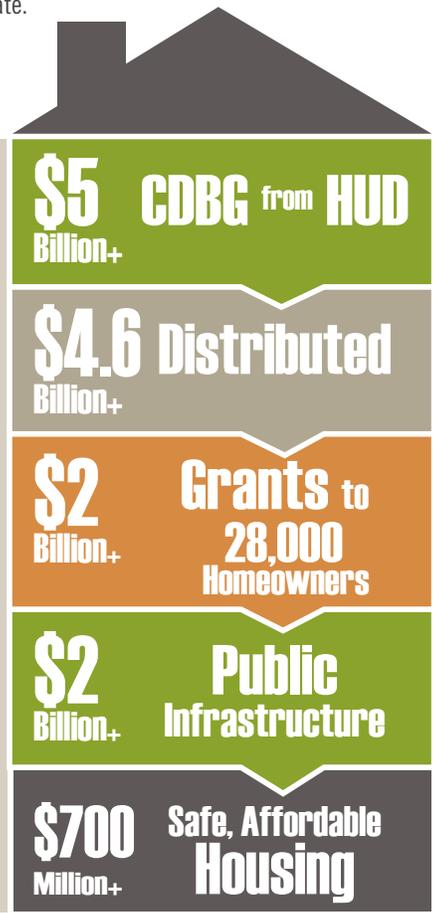


DISASTER recovery

msdisasterrecovery.com

The Disaster Recovery Division helps Mississippi communities with the difficult task of rebuilding public infrastructure and buildings after a disaster with the goal of rebuilding those communities to be more disaster resistant using comprehensive and long-term solutions. Eight years after Hurricane Katrina devastated many parts of the state, substantial progress has been made by building back public infrastructure and hardening it against future storms by creating more affordable housing on the Gulf Coast than before the storm and assisting in more than 60 job creation projects around the state.

The Disaster Recovery Division received more than \$5 billion in Community Development Block Grant funds from the U.S. Department of Housing and Urban Development after Hurricane Katrina for these programs. The division has disbursed \$4.6 billion, or about 84% of Katrina CDBG funds, including more than \$2 billion in grants to more than 28,000 homeowners whose homes were damaged or destroyed by the hurricane.



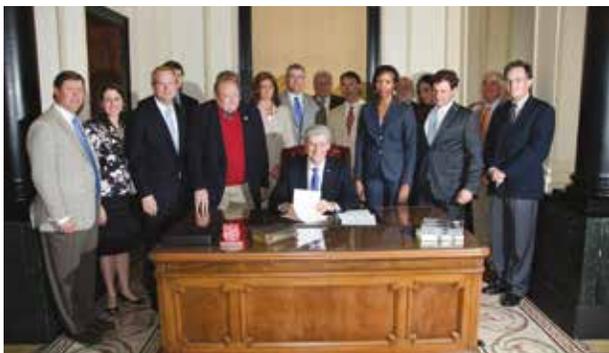
Disaster Recovery Division Grants

Community Development Block Grants assisted with more than 200 public infrastructure projects in the categories below:

<p>fire stations</p>	<p>police stations</p>	<p>waste water upgrades</p>	<p>storm shelters</p>	<p>emergency operations centers</p>	<p>drainage projects</p>	<p>evacuation routes</p>	<p>port of gulfport</p>
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ENERGY

and natural resources



Governor Bryant signs landmark energy legislation into law. Senate leadership, MDA and other stakeholders were present at the signing.

Governor Bryant tasked MDA's Energy and Natural Resources Division with executing his strategies for energy-related economic development utilizing four targeted approaches:

1 Responsible Resource Exploration and Extraction

2 Energy-intensive Industry Recruitment

3 Energy Systems Component Manufacturing

4 Biomass Development

The Energy and Natural Resources Division works with state policymakers and other partners to develop and advance a comprehensive energy policy, ensuring energy sector growth in Mississippi.

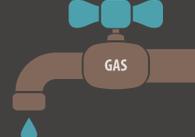
The division oversees energy management programs, provides technical assistance to businesses and units of government and promotes Mississippi as a prime location for energy-related business.

Mississippi is ranked

13th in oil production



19th in natural gas production



2nd in the world for OIL AND GAS investment



Fraser Institute, 2012

Mississippi's energy production is one of our largest economic engines, providing more than **28,000 jobs** and producing approximately **23 million barrels of oil a year**





Woolfolk State Office Building

2013 Energy Management CASE STUDY Woolfolk State Office Building

The Energy and Natural Resources Division administers the **State Energy Management Program**. Through this program, the division works with state agencies to track and benchmark energy usage in public facilities and develop energy management plans.

In early 2013, the Woolfolk State Office Building underwent an intensive energy consumption survey. It revealed that peak hourly electric demand on nights and weekends was nearly level with daytime demand and that none of the Woolfolk's thermostats were equipped with override switches, causing the air-handling units to run constantly.

An analysis of the building systems determined that, by adding 30 override switches to the building, one for each of two AHUs per floor, and reprogramming the energy management system controls, nighttime and weekend "unoccupied" temperature setback could be accomplished and the AHUs would not be constantly run.

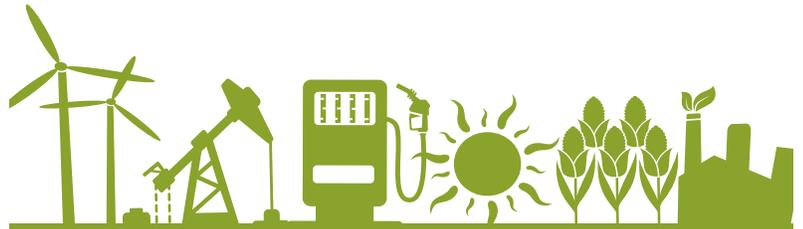
These improvements are projected to reduce run time for 280 kW of electric motors by 95 hours per week. This produces an average monthly savings of 115,200 kWh, with an average cost per kWh at \$0.07.

The project required a capital expenditure of \$5,200 and will save Mississippi taxpayers an estimated \$8,000 per month. The project will not only pay for itself in one month, it will save \$96,000 a year.

Mississippi's
Energy Costs
are
up to **20%**
BELOW
the
national average

Average
monthly
savings of **115,200** Kilowatt
Hours

Savings per
month of **\$8,000** **\$96,000**
Annually



2013 Landmark Energy Legislation

HB 1296 Energy Sustainability and Development Act

Restructures and provides direction for the state's energy office, MDA's Energy and Natural Resources Division.

HB 1281 Energy Efficiency Standards for Commercial Buildings

Increases the energy code standard for commercial buildings to meet the American Society of Heating, Refrigerating and Air Conditioning Engineers 2010 standard.

HB 1266 Enhanced Building Codes for State-Owned Buildings

Requires all major facility projects for state-owned buildings to be constructed to the ASHRAE 2010 standard.

HB 1685 Alternative Fuel Vehicle Revolving Loan Fund

Creates \$2.75 million zero-interest revolving loan fund allowing municipalities and school districts to cover the cost of converting vehicles to natural gas or propane and other costs.

HB 1698 Severance Tax Reduction for Horizontally Drilled Wells

Reduces the severance tax to 1.3 percent for oil and gas extracted from horizontally drilled well for a period of 30 months or until payout of the well.

HB 844 Sales Tax Exemption on Energy for Manufacturing

Exempts sales tax on energy used in manufacturing.

SB 2564 Energy Infrastructure Revolving Loan Fund

Gives Mississippi communities the ability to help finance energy infrastructure to companies that invest more than \$50 million in an economic development project.

HB 841 Sales Tax Reduction on Electricity for Enhanced Oil Recovery

Decreases the sales tax paid on electricity to 1.5 percent for oil and gas produced in the state using carbon dioxide as a method of enhanced oil recovery.

HB 826 Rebate on Research and Development Costs

Defrays the research and development costs for companies that operate in Mississippi and partner with a state institution of higher learning.

As part of his **Energy Works: Mississippi's Energy Roadmap** plan, Governor Phil Bryant signed into law landmark legislation that positions the state as a leading destination for energy-related economic development.

www.governorbryant.com

EXISTING industry and business

MDA's Existing Industry and Business Division helps with the retention and expansion of existing industries in Mississippi. The division works to ensure the needs of existing and home-grown businesses and economic development organizations in the state are met. The division helps companies with the site location, permitting and employee recruitment, screening and training.

Innovation Engineering

A new service that helps clients develop **new, creative ways** to GROW their business

EIB - in coordination with **Innovate Mississippi**

worked with companies such as
CITE Armored
Hunter Heaters
Long Branch
Custom Fabrication
Nissan

SUCCESS STORIES

Helen of Troy

which designs, develops and markets brand-name household, personal care and healthcare/home environment products around the world, opened a new facility in Olive Branch.

13 million square foot distribution center

More than **\$37** million in corporate investment

340 new jobs

30-50 new jobs created

\$4 million corporate investment

61 jobs retained

Metso

supplies technology and services to process industries like mining, construction, pulp and paper, power, oil and gas companies. In 2012, the company announced it was closing its facility in Canada and moving to Mississippi.

the Entrepreneur Center
Mississippi Development Authority

Assists small businesses and start-up companies throughout the state by providing technical, financial, marketing and management assistance.

In FY2013 —————
the Entrepreneur Center presented:

20 community-hosted events

32 workshops and webinars *with*

1,089 participants attending



Event topics included:

How to Write a Business Plan
How to Create a GREAT Retail Store
Entrepreneurship
Disaster Preparedness
How to Market Your Business

and many more

According to the
Kauffman Foundation
Annual Index of
Entrepreneurial
Activity for 2012:
Mississippi ranked
FIFTH
nationally
in Business
START-UP ACTIVITY
with a start up rate of
430 per **100,000**
adults engaged in
entrepreneurial
activity

International Trade

FY2013 Mississippi Top Export Markets and Values

The value of Mississippi exports in 2012 was **\$11.8 billion**

In 2012, Mississippi companies exported to **184 countries**

Export activities in Mississippi support **60,000** direct jobs & **120,000** indirect jobs

Mississippi exports increased from **\$10.9 billion** in 2011 to **11.8 billion** in 2012, an increase of nearly **8 percent**



1 Panama \$2.1 billion

2 Canada \$1.9 billion

3 Mexico \$1.1 billion

4 China \$863 million

5 Honduras \$413 million

Mississippi State Trade and Export Promotion Program

provides international access for Mississippi businesses. Funded by the SBA, the program allows MDA to provide financial assistance to qualified small businesses to export products and services globally. Assistance includes offsetting certain costs related to participating in trade missions, reimbursing businesses up to 50 percent of travel costs, providing translation services free of charge and more.

SUCCESS STORIES

Crystal Seas Seafood

An oyster processor in Pass Christian began exporting oysters for the first time with assistance from MDA's Trade Bureau and China representative. In September 2012, the company sent their first shipment to China and continues to enjoy a promising trade relationship with that market.

Thomasson Company

MDA helped this utility pole manufacturer in Philadelphia, expand their trade to international markets. They participated in MDA-sponsored trade missions to meet potential distributors in Colombia, Mexico and Peru. As a result, they have shipped several orders of utility poles and signed distributor agreements in those markets.

Mississippi Market

WHOLESALE SHOW



Mississippi Market is an order-only wholesale show helping promote Mississippi small businesses by providing a venue to connect with retailers throughout the South. The June 2013 Mississippi Market boasted an increase in sales of approximately **\$412,000** and had more than **1,000** buyers in attendance.

145 exhibitors with **188** booths

48 businesses exhibited for the first time

894 businesses have exhibited in total

2013 sales totalled **\$1.4 million**

Regional Offices

MDA's seven regional offices work with local economic developers, marketing Mississippi's resources to manufacturers and commercial businesses. In partnership with local economic developers and the state's electric utility providers, they implement the **Menu of Services** plan of work, the industry visitation program assisting Mississippi businesses with their individual needs. In FY2013, **535 industry visits** were conducted through the **PriorityOne** program that identified a number of potential expansions, some of which have already come to fruition.

- North MS**..... *Senatobia & Tupelo*
- Northwest MS** *Greenwood*
- East Central MS**.... *Meridian*
- West Central MS**... *Jackson*
- Southwest MS**..... *Summit*
- Southeast MS**..... *Hattiesburg*



MINORITY and small business development

The Minority and Small Business Development Division provides technical and financial assistance to minority, women-owned and small business enterprises to help them succeed and grow. It also manages the State Procurement and Technical Assistance Program that assists small businesses in identifying and competing for public contracts with all levels of government. The division provides training programs to help companies build their capacity to better compete for business opportunities and assists private and public entities in their efforts to achieve greater diversity in contracting.



Adjutant General Collins speaks at MDA's procurement conference



Exhibitors at MDA's 2013 Procurement Conference

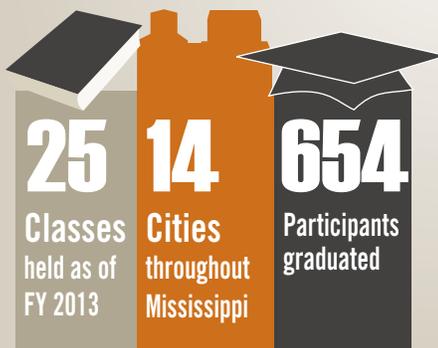
Access Mississippi Conference

facilitates increased participation of minority and women-owned businesses in government contracting. Procurement representatives from Mississippi's state agencies and boards were invited to take part as exhibitors. Participants were introduced to appropriate contacts from each agency to learn about the procurement process.

FY 2013 Programs and Events

Model Contractor Development Program

is a program designed to teach small contractors and businesses practices that will improve the companies' operations and increase their bonding capacity. In FY2013, three 9-week sessions were held in Gulfport (hosted by Roy Anderson Corporation), Greenwood (Greenwood Leflore Carroll Economic Development Foundation) and Picayune (Picayune Minority Business Group).



Government Procurement Opportunities Conference

is designed to build relationships between Mississippi businesses and federal, state and local government and corporate buyers and promote partnerships to aid Mississippi businesses to compete in the global marketplace.



The conference also launched the **Mississippi Minority Business Registry (mmbr.org)** website, a searchable database to identify and locate minority and women-owned businesses. The online database serves as outreach to state agencies to encourage use of qualified small businesses.



SUCCESS STORIES

DL MOORE & ASSOCIATES *Carriere, MS*

Participating in the Model Contractor Development Program enabled Debbie Moore, owner of D.L. Moore & Associates, to get a better understanding of everything from business planning and management to claims and dispute resolutions.

Through the MCDP, Moore learned how valuable the networking resources made available can be, particularly the South Mississippi Contract Procurement Office, the Mississippi Enterprise for Technology and the Magnolia Business Alliance. D.L. & Associates exhibited in MSET's Annual Minority & Women Owned Business Showcase and Stennis Business Consortium held at Stennis Space Center. "I found both to be beneficial to my business, and the exposure increased my client base and network," states Moore.

"[MCDP] offered information about opening a business, operating a business and how to increase contracting opportunities. The marketing class provided me with new alternatives to promote my business that are more economical and more effective than the usual television and newspaper routes. We are looking forward to taking the QuickBooks class to help with documenting our business financials."

-Debbie Moore, Owner, DL Moore & Associates



Helping Small Businesses Grow

Mack's Landscaping Service received a landscaping contract for Utica in 2012. Mac's is a 30 year-old, minority-owned business and needed help to fulfill the contract. MDA provided a \$5,000 Minority Business Micro Loan to assist with the hiring of two contract workers and equipment to complete the job. As a result, the company has added new business and has hired the two contract workers as full-time employees.

TRINITY BUILDERS AND REALTORS

Hickory Flat, MS

Trinity is growing at a steady pace, and Tory directly attributes that growth to taking part in MDA's Model Contractor Development Program. He says the program has been a powerful resource and has given him an awareness of economic development and the role his business can play.

Trinity Builders and Realtors is a general construction company specializing in residential and multi-unit construction. Established in 2000, the business is positioning itself to become a premier provider of construction services to the residential sector of north Mississippi.

Through membership with the Minority PUL Alliance, Tory Hayes, owner, learned of programs and opportunities available through MDA. He attended seminars and workshops and quickly started to implement things he had learned. He also began building a network of people who could help him take his company to the next level.

After successful completion of the Model Contractor Development Program, Trinity Builders became a certified minority business enterprise, opening the door to participating in MBE financial assistance programs. Most importantly for a company in the construction business, Trinity, once with no bonding capacity, now has a bond line of around \$200,000, enabling them to bid on government projects.



TOURISM

The Tourism division promotes Mississippi as a travel destination and film location by highlighting the state's culture, heritage, history, natural resources and recreational opportunities through a multi-faceted marketing effort. The division includes Mississippi's 13 welcome centers and the Film Office.

More than **21 million** visitors traveled to Mississippi in FY2013

Visitors spent about **\$6.2 billion** in the state in FY2013

Travel and tourism are responsible for **\$408 million** in General Fund revenues

Tourism yields a return of **\$6.46** to the state General Fund on every \$1 spent on domestic advertising

Tourism accounts for an estimated **85,000** direct jobs and another **32,000** indirect/induced jobs

Tourism accounts for direct annual payroll of **\$1.86 billion** in Mississippi

Tourism is Mississippi's **4th** largest private industries and one of the largest export industries

2.5 million visitors were served at the state's 13 Welcome Centers in FY2013



Mississippi Blues Trail

16 markers unveiled in FY13; 171 total

Pontotoc County Pontotoc

Holmes County Lexington

Delta Blues Museum Clarksdale

Otis Spann & Little Johnnie Jones Jackson

Notodden Blues Festival/ Global Influence Notodden, Norway

Sunflower River Blues & Gospel Festival Clarksdale

Town of Kilmichael/B.B. King Kilmichael

Choctaw County Weir

Mound Bayou Mound Bayou

Houston Stackhouse Wesson

Rufus Thomas Byhalia

Tate County/Coldwater Coldwater

Elmore James Ebenezer

Alligator Community Alligator

Holmes County/Tchula Tchula

Peavey Electronics Meridian

Country Music Trail

2 markers unveiled in FY13; 23 total

Chris Ledoux Biloxi

Johnny Russell Moorhead

Freedom Trail

8 markers unveiled in FY13; 13 total

Rev. George Lee Belzoni

Anzie Moore Cleveland

"Black Power" Greenwood

Woolworth Sit-in
Tougaloo College

Jackson State University
(2nd marker), Jackson

T.R.M. Howard Mound Bayou

James Meredith

Oxford/University of Mississippi

Culinary trail



MDA Tourism collected and produced the Mississippi

Culinary Collection and Exhibit for the Gallery of the South/States of Taste's permanent SoFAB Exhibit in New Orleans, La. In partnership with the National Arts Club in New York City, MDA Tourism showcased the state's culinary and music heritage during their Fourth Annual Mississippi Cultural Heritage Night.

Golfing



True South Classic, renamed the **Sanderson Farms Classic** in July 2013

Annandale Golf Club
Madison, Mississippi
Economic impact of **\$12.5 million**



Mississippi Gulf Resort Classic

Fallen Oak Golf Club
Saucier, Mississippi
Economic impact of **\$15 million**



50th Anniversary Gala for the Medgar Evers Institute

The Tourism Division was a sponsor of the 50th Anniversary Gala for the Medgar Evers Institute. As the state commemorated the death of this civil rights leader and icon, MDA recognized an opportunity to partner with the institute to promote the Mississippi Freedom Trail and the state's pivotal role in the American Civil Rights Movement. A marker was unveiled at Tougaloo College as part of the weeklong schedule of commemorative events.

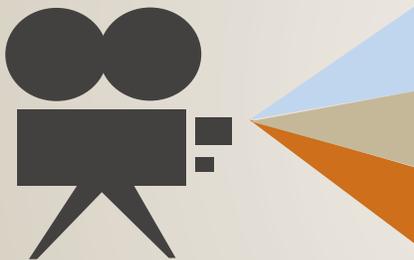


Welcome Centers

The 13 Mississippi Welcome Centers highlighted both local and statewide attractions monthly through a series of themed promotions. The staff worked with local partners to offer demonstrations, giveaways, performances and exhibits that spotlighted a different aspect of Mississippi's diverse tourism product each month.

Mississippi Film Office

The Mississippi Legislature made significant improvements to the Mississippi Motion Picture Incentive Program during the 2013 session by increasing the eligible salary cap from **\$1 million to \$5 million**, increasing the per project rebate cap from **\$8 million to \$10 million** and adding a **5% bonus** to the payroll rebate on the hiring of honorably discharged veterans of the U.S. Armed Forces. While keeping the overall cost of the program the same (\$20 million), these changes are substantial and make Mississippi more competitive in recruiting film projects to the state.



Film activity increased in FY13. Projects included:

As I Lay Dying filmed in Carthage, Jackson, Canton and Raleigh	Artists Die Best in Black filmed in Gulfport, Ocean Springs and Biloxi	The Shed TV Series Gulf Coast	Documentaries Gridiron Gold and Grudge Match
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Blunt Force filmed in Gulfport, Biloxi and Ocean Springs	Big Significant Things filmed in Jackson, Oxford and Gulfport	I Am Potential filmed in Tupelo	The Historian filmed in Hattiesburg	Blackbird filmed in Hattiesburg	Starve filmed in Canton	Cat 5 filmed in Gulfport, Waveland and Pass Christian
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WORKFORCE Development

Mississippi's workforce is one of the state's greatest assets, and companies often cite the skilled workers found here as a top reason for choosing to locate or expand operations in the state. While workers are the largest cost for businesses, quality-trained workers are the source of most successful businesses' innovation and process improvements – helping them maintain their competitive edge.

Steve Setzer
Executive Vice President
Sleep Innovations

"Since our first operation in Lee County in 2003, we knew this was where we wanted to grow our business. Our success in Baldwin and Lee County can be attributed to the assistance provided by the State of Mississippi, Lee County and many others - especially our workforce."

\$1 Million in workforce training funds *for:*

✓ **Mississippi Community Colleges**

✓ **WIN Job Centers**

GE Aviation in Ellisville



Huntington Ingalls



✓ **Franklin Furniture Institute**

Worked with supervisors from:

At
MSU



Bauhaus
Kevin Charles Furniture
Polo Custom Products
American Furniture
Master-Bilt
Stark Aerospace

In FY 2013

MDA provided **\$1 million** in Workforce Training funds to assist the state's community colleges, universities and WIN Job Centers in meeting critical training needs of businesses that were not met through programs available at those institutions. Activities funded included pre-employment training for workers at the new **GE Aviation** facility in Ellisville and an innovative pre-employment training program for **Huntington Ingalls** in Pascagoula. Leveraging funds from the company, the training program trained and certified 115 welders who went to work for Huntington Ingalls upon completion of the program.

MDA and the Franklin Furniture Institute at Mississippi State University joined to provide training in modern manufacturing, leadership and management to first-line supervisors at **Bauhaus, Kevin Charles Furniture, Polo Custom Products (MCI Industries), American Furniture, Master-Bilt and Stark Aerospace**. The training enriched the occupational, communication, leadership and operational skills of its participants.

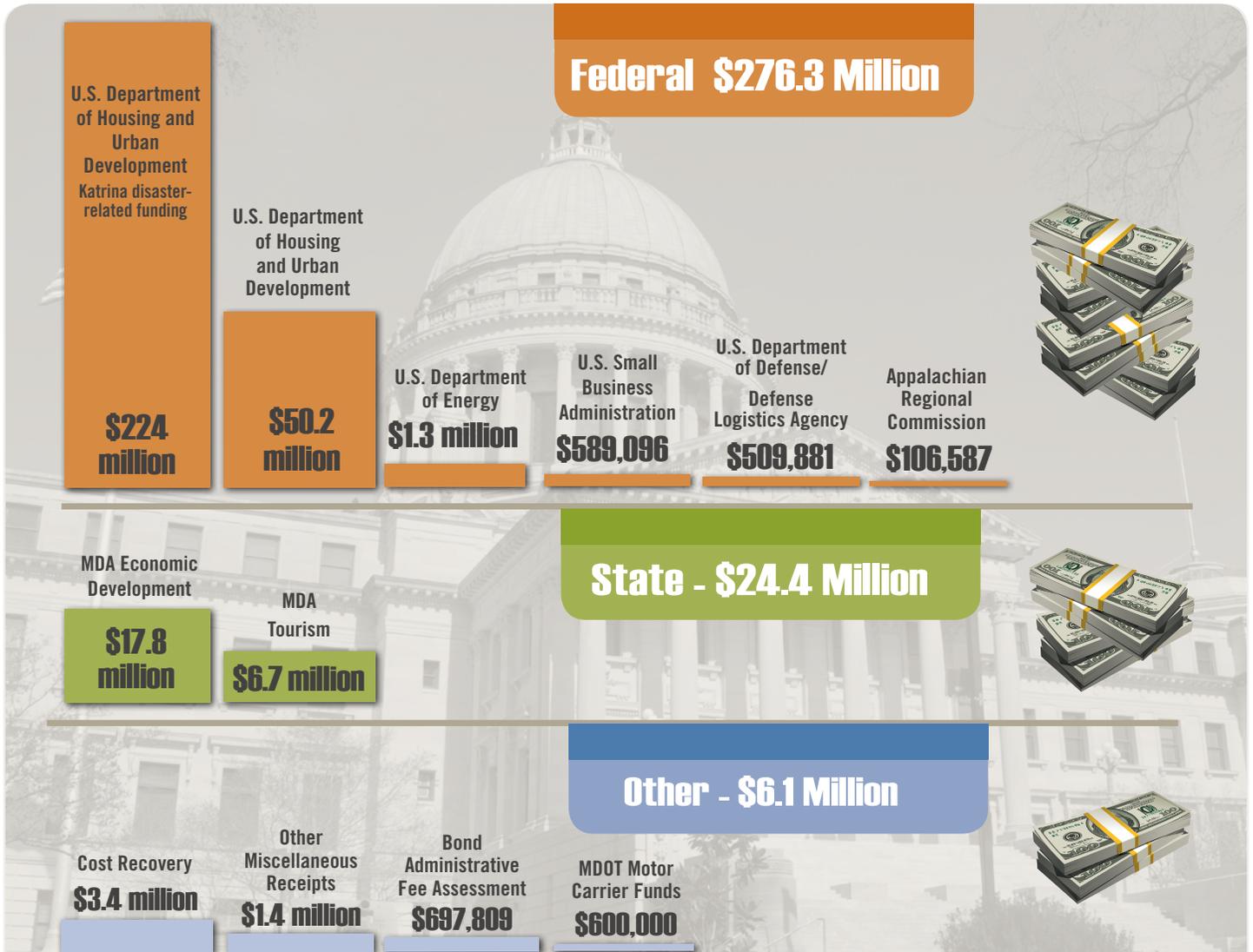
Michael Fux
Chief Executive Officer
Comfort Revolution

"I've always been impressed with the honesty and integrity of the people who live here. So when I started looking at site plans for a new plant, my thoughts naturally turned to Mississippi."

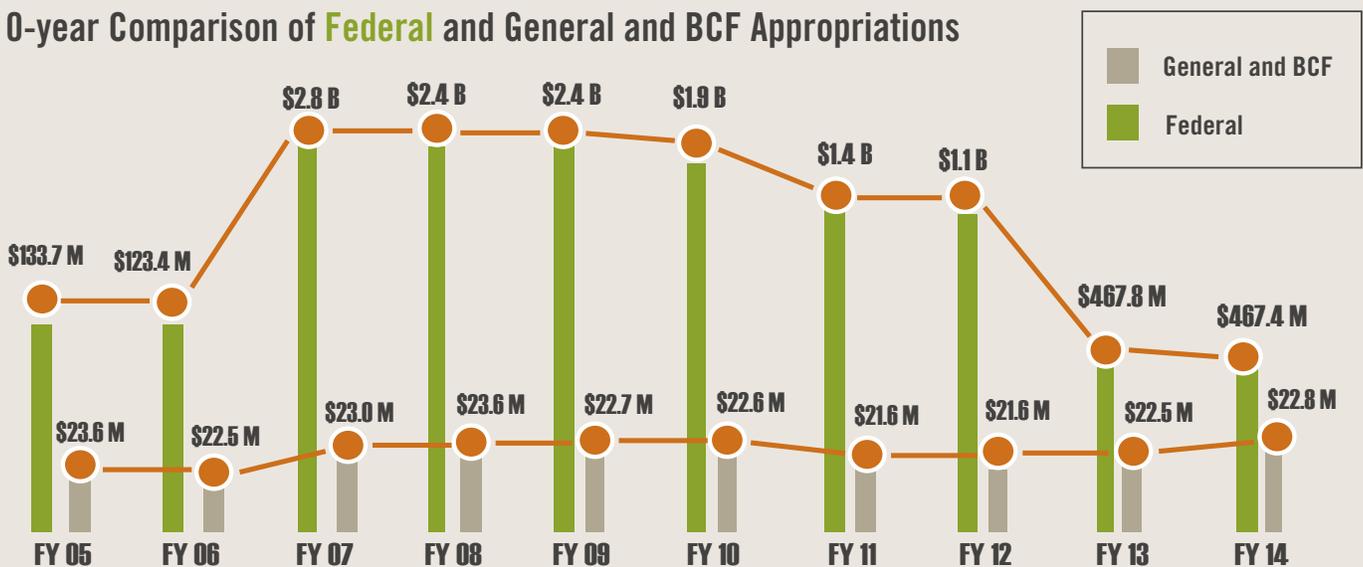
Bill Krueger
Vice Chairman
Nissan Americas

"As we look back on ten years of manufacturing in Canton, it's become clear throughout the Nissan network that 'Made in Mississippi' is a stamp of quality and great people."

MDA Sources of Funding - Total FY 2013 Income **\$306.9 Million**



10-year Comparison of Federal and General and BCF Appropriations



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