

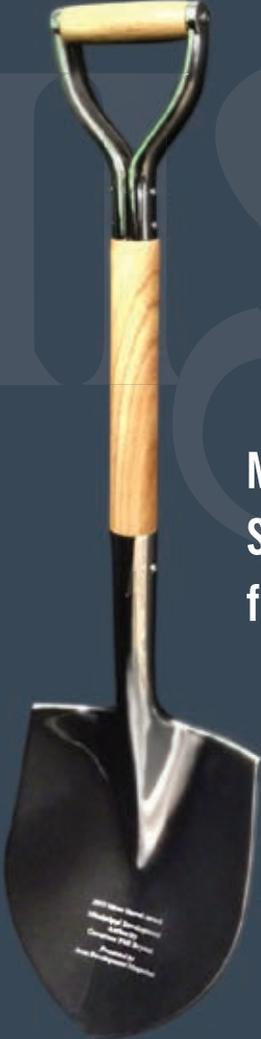


BUILDING A MORE COMPETITIVE MISSISSIPPI

MISSISSIPPI

FY2015 | **ANNUAL REPORT**

MISSISSIPPI DEVELOPMENT AUTHORITY

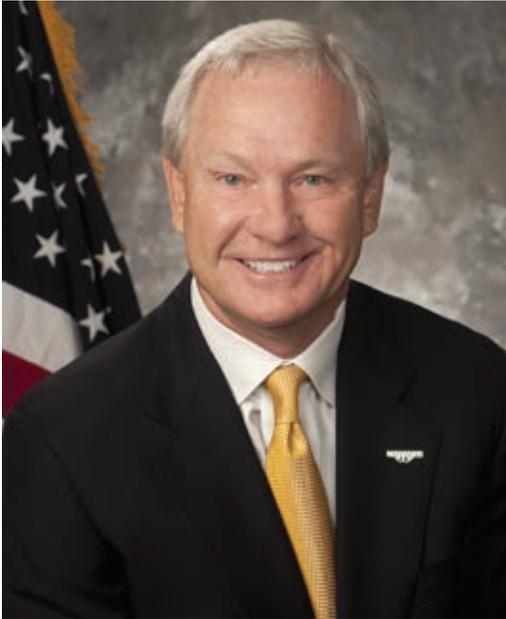


**Mississippi wins FIFTH consecutive
Silver Shovel Award for economic development
from *Area Development* magazine in 2015.**

COVER: University of Mississippi accounting major Madison Blankenship works on a project at the Center for Manufacturing Excellence. Blankenship has since received her undergraduate degree with a minor in manufacturing engineering.

DIRECTOR'S MESSAGE

Glenn McCullough, Jr.



As a lifelong Mississippian, I am honored to be appointed by Gov. Phil Bryant to lead our state's economic development efforts as Mississippi Development Authority's executive director. MDA is filled with energized and devoted people whose goal is helping to build a brighter economic future for Mississippi.

In my few short months at MDA, I have met with a broad cross section of Mississippians, including elected officials, economic developers, industry leaders and private business owners, who are just as passionate about strengthening our economy.

MDA's core mission is a critical one, which is recruiting new industries to the state and supporting our existing businesses. With the right tools and resources,

we can work together to cultivate a favorable business climate for today's industries to locate and grow. Our economic efforts pay immediate dividends by growing our tax base and providing quality jobs for Mississippians, but they also provide stability well into the future. By maintaining our core focus on economic growth, today's K-12 and college students can have opportunities close to home when they graduate or complete technical training programs.

We can succeed in keeping our best and brightest in Mississippi when they can secure employment, begin quality career pathways or start new businesses as entrepreneurs because of our strong, diverse economy.

While we work with site selectors and companies to recruit new investment to the state, we also focus on marketing Mississippi as a premier tourist destination to attract visitors and grow our creative economy. Tourism is a significant economic driver, and it provides immense rewards, both financially and culturally.

MDA is highly committed to being accountable as a state agency through performance-based budgeting and evaluating our operations by measurable standards.

The MDA team is dedicated to ensuring the state's economic development partners have the tools needed for sustainable success and growth. Gov. Bryant, our legislature and local elected leaders remain committed to consistently improving the quality of life in Mississippi while continuing to sharpen and strengthen the state's pro-business environment. As one team, we will be purposeful in our recruiting efforts and steadfast in this collaborative economic growth strategy.

TABLE OF CONTENTS

- 2 | **FY2015: Year in Review**
- 5 | **Global Recruitment**
- 8 | **Existing Industry & Business**
- 11 | **Tourism**
- 13 | **Mississippi Film Office**
- 14 | **At-A-Glance Facts**
- 16 | **Minority & Small Business**
- 18 | **Disaster Recovery**
- 20 | **Energy & Natural Resources**
- 21 | **Asset Development**
- 22 | **Community Services**
- 24 | **Workforce Development**
- 26 | **Marketing & Communications**
- 28 | **Financial Resources**



MISSISSIPPI

FY2015: A YEAR IN REVIEW



1



2



3

Q1 JULY–SEPTEMBER 2014

- Green Bay Converting announced the expansion of operations in Hattiesburg.
- BorgWarner announced plans to expand operations in Water Valley.
- Barefoot Carriers released expansion plans, including \$2 million in corporate investment, in Ripley.
- Officials from Columbia Parachute Company announced the company is expanding operations in Columbia. The project represents a \$300,000 corporate investment and will create 26 new jobs, bringing the total number employed by the company to 50. 1
- Data processor Aevctus Healthcare Solutions, LLC announced the company is expanding into the former Chadco building in downtown Corinth.

The project represents a corporate investment of \$300,000 and will create 50 new jobs while retaining the company's 150 existing employees.

- ROXUL, Inc. cut the ribbon on the company's first U.S. manufacturing facility in Byhalia. The project is a \$160 million corporate investment and is creating 150 new jobs.

Q2 OCTOBER–DECEMBER 2014

- Snack food manufacturer Calbee North America announced the location of operations in the former BMW distribution facility in Senatobia. The project represents a corporate investment of \$51.1 million and will create 254 jobs over the next five years.
- Officials from Innpack, Inc., manufacturer of packaging for the food industry, announced the company is locating manufacturing operations in Olive Branch. The project represents a \$2 million corporate investment.

- Ice Industries Grenada announced an expansion and operations improvements at its facility in Grenada. The project marks the company's fifth expansion since 2010. It represents a corporate investment of \$1.8 million and will create 50 new jobs, bringing the total number employed at the facility to approximately 290.
- Officials from Newpark Drilling Fluids announced the company is locating drilling fluid production operations in Summit. 2
- Mars Food North America, producer of Uncle Ben's® and Seeds of Change® products, announced the company is expanding operations at its manufacturing facility in Greenville. The project represents a corporate investment of \$31 million and will create 25 new jobs for its manufacturing and research and development operations. 3
- Villa International, the premier manufacturer of luxury furniture for motorhomes, announced its



location of operations in Belmont. The project represents a \$250,000 corporate investment and will create 75 jobs over a five-year period.

- Nissan celebrated the start of production of the 2015 Nissan Murano at the company's vehicle assembly plant in Canton. The Murano is the eighth model produced at the Canton plant. **4**
- Suburban Plastics, manufacturer of thermoplastic and engineered composites, announced the company is expanding operations at its Grenada location to accommodate an increase in production. The project represents a \$350,000 corporate investment and will create 60 jobs.
- Officials from mortgage technology firm FNC, Inc. broke ground at the site of the company's new headquarters complex in Oxford. The project represents a \$20 million corporate investment and will create 310 new jobs in the technology sector.



Q3 JANUARY—MARCH 2015

- Officials from Rayburn Foods, a food manufacturer specializing in heat-and-serve sandwiches, announced the company is locating manufacturing operations in the former Sara Lee building in Tupelo. The project represents a corporate investment of more than \$10 million and will create approximately 200 jobs. **5**
- Officials from von Drehle broke ground for the company's paper machine facility in Natchez. The project represents an estimated \$100 million corporate investment and will create at least 100 jobs with the potential to increase to 150 when completed. **6**
- BK Edwards Fabrication and Welding announced the company is expanding operations at its facility in Maben. The project represents a \$70,000 corporate investment and will create 18 new jobs.



Q4 APRIL—JUNE 2014

- Pro South announced its operations expansion with the addition of a sawmill at its location near Booneville. The project represents a \$2.75 million corporate investment and will create 57 new jobs.
- Gov. Phil Bryant names Glenn McCullough, Jr. as executive director of the Mississippi Development Authority at the 66th annual meeting of the Mississippi Economic Council.
- Officials from data processor Aectus Healthcare Solutions, LLC announced the company is expanding operations in Corinth. The project represents a \$400,000 corporate investment and 70 new jobs, bringing the total number employed at the facility to approximately 270.
- Raytheon Space and Airborne Systems gathered for a ribbon cutting ceremony at the company's new 20,000-square-foot Far Field Test Facility in Forest.



- Movie theater seating manufacturer VIP Cinema Seating announced the expansion of its operations in New Albany. The project represents a corporate investment of \$2 million and will create 50 new jobs.
- Officials from Ohio-based Kellex Seating, manufacturer of commercial upholstered seating, announced the company is expanding into Mississippi by locating operations in the former Tupelo Manufacturing facility in Tupelo. The project represents a \$600,000 corporate investment and will create 75 jobs.
- Officials from CertainTeed Corporation gathered for the grand reopening of the company's ceiling tile manufacturing operations in Meridian. The project is a \$24 million corporate investment and is creating 110 new jobs. 7
- Steel Dynamics, Inc. announced the company is expanding through the addition of painting and Galvalume® capabilities at its Columbus steel mill. The project represents a corporate investment of approximately \$100 million and will create 40 new full-time jobs.



- Officials from stationary furniture manufacturer Emerald Home Furnishings announced the company is locating operations in New Albany. The project represents a corporate investment of more than \$2 million and will create 150 jobs.
- Pride Mobility Products Corp., manufacturer of mobility chairs and scooters, announced the company is locating operations in the former Genesis Furniture facility in Pontotoc. The project represents a corporate investment of \$2 million and will create 150 jobs.
- Officials from ISA TanTec gathered for the grand opening of the company's first U.S. leather tannery in Vicksburg. The project represents a \$10.1 million corporate investment and is creating 366 jobs. 8
- Officials from upholstered furniture manufacturer H.M. Richards announced the company is expanding operations at its location in Guntown. The project represents a corporate investment of \$8 million and will create 500 jobs.
- Officials from MISA Metal Processing, Inc., supplier of coils and slit steel to Tier 1 automotive suppliers,



- announced the company is locating operations in Forest. The project is a \$9.8 million company investment and will initially create 11 jobs.
- Milwaukee Tool officials announced the company is expanding its operations in Greenwood. The project represents a corporate investment of \$16.8 million and the creation of 126 new jobs.
- Upholstered furniture manufacturer United Furniture Industries announced the company is locating distribution operations in Wren. The project will create 50 new jobs at the Wren location, as well as 50 new manufacturing jobs throughout United Furniture's Amory, Nettleton and Okolona facilities. 9
- Officials from Indianola Pecan House announced the company is expanding operations in Indianola.
- Next Gear Solutions, provider of management software for the restoration industry, announced the company is expanding its customer service operations in Oxford. The project represents a corporate investment of \$58,800 and will create 60 new jobs.

GLOBAL RECRUITMENT

The Global Business Division recruits domestic and overseas companies to Mississippi. Working with local economic developers throughout the state, the division helps companies identify and secure appropriate buildings, sites and locations and arrange other government services like environmental permitting, and employee recruitment, screening and training.



Thomas Schneider, CEO & President, ISA Industrial Ltd., addresses the May 2015 gathering at the opening of the company's first U.S. leather tannery operations in Vicksburg.

AmerisourceBergen, a global healthcare solutions leader, announced in June 2015 the company would be locating a distribution facility at the IDI-Crossroads Distribution Center in Olive Branch. The project represents a \$48 million corporate investment and will create 129 jobs. MDA provided assistance in support of the project for relocation needs, installation of equipment and public infrastructure improvements.

Steel Dynamics, Inc. announced in May 2015 it was expanding its steel mill in Columbus by adding painting and Galvalume® capabilities. SDI's Columbus location, the Flat Roll Group Columbus Division, was acquired from Severstal North America in 2014. The acquisition increased SDI's steel operations shipping

capacity to 11 million tons per year. The facility produces sheet steel products consisting of hot roll, cold roll and coated steel products. The addition of a paint line and Galvalume® capability will allow SDI to produce additional value-added steel products at the Columbus location. The project represents a \$100 million corporate investment and is creating 40 jobs. MDA provided assistance in support of the project for infrastructure improvements, rail construction and workforce training.

Snack food manufacturer **Calbee Foods North America** announced in October 2014 it had located operations in Senatobia. Calbee North America is a joint venture of Calbee, Inc., of Tokyo, Japan, and R.D. Offutt, of Fargo, North Dakota. The company became one of the first Japanese food manufacturers in North America when it began selling its



Gov. Phil Bryant speaks to the media after the Steel Dynamics, Inc. expansion announcement.

In 2015, more than **2,000** new jobs and more than **\$375 million** in new total investments were announced by businesses assisted by the MDA Global team.

Saya and Shrimp Chips brands in the early 1970s. Calbee's snack food brands include Harvest Snaps, Jagabee, Potato Chips, Saya Snow Pea Crisps and Shrimp Chips. The project represents a \$51.1 million corporate investment and will create 254 jobs. MDA provided assistance in support of the project for rail and infrastructure improvements.

TRADE BUREAU

From 2004–2014, Mississippi increased the state's Gross Manufactured Exports by 259 percent, leading other Southern states. The International Trade Office has also experienced an increase in more service companies beginning to export to foreign markets. Although service exports are not tracked, they contribute significantly to the state's exports.



Tupelo-based **Hyperion Technology Group** provides multi-disciplined engineering and custom manufacturing solutions to its clients, which include the U.S. military, Tier 1 and Tier 2 manufacturing customers, and government research organizations. The company manufactures infrasound and sniper detection sensors that are used by military and government organizations worldwide, including FireFly, a system used for sniper detection currently deployed protecting our forces in Afghanistan. The company has participated in several of MDA's International Trade Office business development missions, including missions to Israel and Europe. The company's participation has resulted in business relationships established in the UK, France and Israel. Hyperion has sold its equipment to customers in the United Kingdom and France and is currently working with the Israeli government and several Israel-based companies, with sales expected for products that will support its ongoing homeland security priorities.



U.S. military, Tier 1 and Tier 2 manufacturing customers, and government research organizations.

Trilogy Communications, Inc., headquartered in Pearl, manufactures advanced technology coaxial cables for cellular, PCS, paging and networking applications worldwide. Trilogy uses its expertise in research and development to manufacture the best cables in the business. Through participation in International Trade Office business development missions, the company has successfully identified customer relationships and sales in Chile, as well as other regions of South America and Mexico.



cables for cellular, PCS, paging and networking applications worldwide.

Trilogy uses its expertise in



Attendees at the Governor's Export Summit, hosted by MDA's Trade Bureau, meet with key industry officials in May 2015.

Belmont-based **Wood Industries, Inc.** manufactures and distributes top-of-the-line, high-quality air compressors, air tools, parts and air-powered accessories to the North American industrial, contractor and home user markets. The company's products can be found in the Eagle, IronHorse and MAXair brands. Through Wood Industries' participation in trade missions sponsored by the International Trade Office, the company has successfully forged new business relationships with customers in the South American market.



be found in the Eagle, IronHorse and MAXair brands. Through Wood

Exports from Mississippi support **51,892** direct jobs and **103,784** indirect jobs, according to the International Trade Administration.

Annual Joint Meeting
 East Association & Southeast U.S./Japan Association
 回日本・米国南東部会 日米合同会議
 "High Harmony, Tradition and Innovation" Sept. 18-20, 2014 Tokyo



MISSISSIPPI'S TOP 10 EXPORT PRODUCTS AND VALUES

1 Mineral Fuel, Oil, etc.	\$3,960,414,804	6 Vehicles, Not Railway	\$721,677,319
2 Machinery	\$1,023,291,317	7 Woodpulp, etc.	\$465,863,601
3 Tanning, Dye, Paint, Putty	\$825,874,793	8 Cotton+Yarn, Fabric	\$405,458,604
4 Optic, Nt 8544, Med Instr	\$804,285,423	9 Paper, Paperboard	\$272,754,052
5 Electrical Machinery	\$771,017,289	10 Plastic	\$242,004,008

MISSISSIPPI'S TOP 10 EXPORT COUNTRIES AND VALUES

1 Canada	\$1,830,455,652	6 Peru	\$451,109,496
2 Panama	\$1,478,737,210	7 Brazil	\$445,321,045
3 Mexico	\$1,225,051,352	8 Guatemala	\$360,459,137
4 China	\$644,183,631	9 Gibraltar	\$357,242,048
5 Honduras	\$531,513,520	10 Belgium	\$329,607,731



EXISTING INDUSTRY & BUSINESS

The Existing Industry and Business Division promotes the vitality of existing in-state industries through marketing, information and technical assistance programs.

In June 2015, the Existing Industry and Business Division provided assistance to **H.M. Richards**, located in Guttown, for the expansion of their upholstered furniture manufacturing operations. The company's entire line of furniture is manufactured in-house. H.M Richards currently has 977 employees and operates in a 900,000-square-foot building. The company will construct a new building on land purchased adjacent to its current facility. The expansion represents an \$8 million corporate investment and is creating 500 new jobs. MDA provided assistance in support of the project for infrastructure needs, site preparation, electrical needs, parking lot improvements and workforce training.

Milwaukee Tool announced in June 2015 it would expand operations at its Greenwood facility. This project represents a corporate investment of \$16.8 million and the creation of 126 jobs, bringing the total number employed at the facility to 508. The company



Industry-leading Milwaukee Tool announced expansion plans in April 2015.

will expand its operations into a facility adjacent to its existing facility. Milwaukee Tool is an industry leading manufacturer and marketer of heavy-duty, portable electric power tools and accessories for professional users worldwide. MDA provided assistance in support of the project for infrastructure improvements to the new facility, as well as for renovations to the current facility.

In September 2014, **Williams-Sonoma** announced it would be expanding its distribution operations in Olive Branch, creating 900 new jobs. In addition, the facility employs between 2,000 and 3,000 seasonal workers during peak periods each year, making the Olive Branch facility William-Sonoma's largest distribution and fulfillment operation in their portfolio. Williams-Sonoma is a multi-channel specialty retailer of high-quality products for the home. MDA provided assistance in support of the project to expand the existing parking lot and provide lighting for the parking area.



Gov. Phil Bryant speaks at the announcement that Williams-Sonoma would be creating 900 new jobs with its expansion in Olive Branch.

ENTREPRENEUR CENTER

The Entrepreneur Center at Mississippi Development Authority provides access to information and resources to help potential entrepreneurs and existing small business owners pursue and maintain successful operations in the state. Resources are provided free-of-charge to individuals interested in starting a new business or expanding their existing operations. Services include general business assistance, business plan development, as well as finance, accounting, marketing and retail assistance.

ENTREPRENEUR CENTER: A RECIPE FOR SUCCESS

Karen Kurr weaves her self-described "cooking magic" as the owner of **No Time 2 Cook**, a premium foods company producing and selling ready-to-eat Southern style casseroles. Founded in 2005, No Time 2 Cook now



No Time 2 Cook, producer of food products to multiple outlets, expanded from a home-based operation to a USDA-approved plant with assistance from MDA's Entrepreneur Center.

KEY BUSINESS RETENTION EFFORTS

AVECTUS HEALTHCARE SOLUTIONS

CORINTH, ALCORN COUNTY

150 JOBS RETAINED 150 JOBS CREATED

MARS FOODS/UNCLE BEN'S® RICE

GREENVILLE, WASHINGTON COUNTY

230 JOBS RETAINED 125 JOBS CREATED

PHILIPS LIGHTING

TUPELO, LEE COUNTY

350 JOBS RETAINED 150 JOBS CREATED



State and local officials break ground on the Avectus Healthcare Solutions project that retained 150 jobs and created 50 new jobs.

supplies packaged dishes such as Crab and Mushroom Penne, Chicken and Dumplings, Chicken Pie and Tamale Pie to multiple outlets, including more than 300 Kroger stores in Houston, Dallas and the grocery chain's Delta District.

A typical day at the plant yields 950 ready-to-eat trays of down-home goodness. Plant Manager Amanda Wilson says No Time 2 Cook has grown exponentially since she came on board in 2005.

"The process has evolved over the years while we were searching for an identity," she said. "When we got the Kroger stores, then Dallas and Houston, it was a game changer."

In 2010, Kurr decided the time was right to expand

from her home kitchen and build a USDA-approved plant. The Entrepreneur Center at Mississippi Development Authority assisted her with a minority certification designation through MDA's Minority and Small Business Division. The designation helped No Time 2 Cook facilitate a low-interest loan with Three Rivers Planning & Development District.

"There was no way I could have expanded and built the plant without The Entrepreneur Center at MDA," Kurr said. "In addition to the minority certification and loan, John Brandon and his staff were quite helpful with advice about marketing and social media."

MDA-assisted expansions in FY 2015 generated more than **\$326 million** in business and industry investment, created **3,543** new jobs and retained **726** existing jobs.



The Mississippi Market Wholesale Show connects Mississippi craftsmen, manufacturers, wholesalers and artisans with buyers. In the 2015 show, there were 215 booths with 143 exhibitors.



The only state-sponsored event of its kind designed specifically to promote products made in its home state, the Mississippi Market Wholesale Show features products from Mississippi craftsmen, manufacturers, wholesalers and artisans.

HIGHLIGHTS FROM THE 2015 MISSISSIPPI MARKET

- 215 booths with 143 exhibitors.
- 24 PERCENT of the exhibitors were exhibiting at the Mississippi Market for the first time.
- A total of 2,756 orders were written, with 1,530 from new customers.
- Approximately 1,156 credentialed buyers representing 555 stores attended; 78 PERCENT FROM MISSISSIPPI.
- 243 stores attended the Mississippi Market for the first time.
- Since 1996, 1,105 unique businesses have exhibited in the Market.

TOURISM

Visit Mississippi strives to create economic growth and opportunity through the promotion and development of Mississippi as a tourism and film destination. To fulfill its mission and achieve its strategic objectives, Visit Mississippi is organized into five areas: Communications/Advertising, Sales and Promotions, Film and Cultural Heritage, Welcome Centers/Visitor Services, and Administration and Research.

TRAILS OF MISSISSIPPI

Two Freedom Trail markers were placed in FY2015. They include Aaron Henry's Drug Store in Clarksdale and Carpenters for Christmas/Antioch Missionary Baptist Church in Blue Mountain.



ABOVE: In FY2015, 13 markers were placed on the Blues Trail, bringing the total number of markers to 186.

RIGHT: In FY2015, five markers were placed on the Country Music Trail. Markers placed include Hank Cochran, Smith County Jamboree, Narmour & Smith, Hoyt Ming and the Mississippi to Nashville marker.



LAUNCH OF THE AMERICANA MUSIC TRIANGLE – CLARKSDALE & TUPELO, MS

Spanning more than 30 communities along the “Gold Record Road” (the Natchez Trace Parkway, I-10, Highway 90, Highway 61 and I-40), the **Americana Music Triangle** is a milestone collaboration of cultural attractions across the South, with Mississippi at its core. The launch of the ambitious project marked the culmination of more than three years of work by a multi-state team of historians, musicians, tourism professionals and digital media experts.

The mission of the Americana Music Triangle is simple: launch a global grassroots movement for American music tourism and build an online

community dedicated to the Triangle’s culture and history. An online “web guide” establishes the Triangle’s digital footprint.

Social media channels educate and inspire a global audience with an online marketing campaign. Collateral materials and merchandise are distributed in partnership with state and local tourism agencies across the region.



VISIT MISSISSIPPI



With hard-driving rhythms and a classic blues style, Homemade Jamz pushes Mississippi's blues heritage into another generation.

The whistle-stop tour launching the Americana Music Triangle visited six locations along the Gold Record Road. Two of the six were in Mississippi – Clarksdale and Tupelo. Each event celebrated cultural attractions unique to its region. For the first time, these attractions will join hands across state lines to spread the full story of how the nine musical genres developed in the region's fields and along its riverbanks and in its churches, honky-tonks and juke joints.

POP-UP EXHIBIT AT MISSISSIPPI MUSEUM OF ART

Visit Mississippi and the Mississippi Museum of Art presented a pop-up exhibit, featuring painter William Dunlap and photographer Michael Ford, in January. The event, which was the final event of the

Year of the Creative Economy, was an after-hours, one-night-only exhibition at MMA's Trustmark Grand Hall and featured Visit Mississippi Director Malcolm White, who led an artist Q&A session.

The exhibition featured six pieces from Dunlap's "Brand Loyalty" series alongside six images from Ford's 1972 "HOMEPLACE" series, a collection of color photography of North Mississippi. Ford's 1985 documentary on Dunlap, *The Painter's Landscape*, screened throughout the evening. Funding for Museum After Hours was provided by Bradley Arant Boult Cummings LLP.

NATIONAL TRAVEL & TOURISM WEEK

Visit Mississippi and individual city tourism bureaus across the state celebrated the 32nd annual National Travel and Tourism Week in May. Communities across America celebrate each year to shine a light on what travel means for jobs, economic growth and personal well-being.



Attendees enjoy the evening at the pop-up exhibit presented by Visit Mississippi and the Mississippi Museum of Art.

Highlights from the most recent economic report were shared and highlighted, including numbers on total visitors, jobs, revenue and return on investment. The week-long celebration served to further strengthen the dynamic tourism industry.

VISIT MISSISSIPPI SWEEPSTAKES

With recent success regarding the spring 2014 Natchez Food and Wine sweepstakes, Visit Mississippi launched its second sweepstakes in April 2015. The Gulf Coast Golf Getaway awarded Don Mittag of Eagle, Wisconsin, a two-night stay at The Palace Casino and Resort, a round of golf for two at The Preserve Golf Club and a barbeque dinner, all located in Biloxi.

TOURISM
ACCOUNTS FOR AN ESTIMATED
84,225
DIRECT JOBS IN MISSISSIPPI

TOURISM
ACCOUNTS FOR A DIRECT PAYROLL OF
\$1.846
BILLION IN MISSISSIPPI

VISIT MISSISSIPPI GROWS THROUGH SOCIAL MEDIA

In FY2015, Tourism posted significant growth across a wide array of social media platforms.

Twitter followers of “@VisitMS” increased 43 percent. Facebook followers increased 70 percent. Followers on Instagram and Pinterest increased 289 percent and 336 percent, respectively. The separate Creative Economy Facebook page, in operation for only the last four months of the fiscal year, gathered nearly 3,000 new followers.

Mississippi’s trails and film office Facebook accounts also attracted an increasing number of regular readers during the fiscal year. The Mississippi Country Music Trail Facebook page, now with more than 5,000 followers, increased by 2,376 percent.

The Mississippi Blues Trail Facebook page followers increased by 53 percent. With more than 7,300 followers, the Mississippi Film Office Facebook page increased by 35 percent.



VisitMississippi.org
had nearly **488,000** visits
and nearly **1.9 million**
page views from more than
377,000 unique visitors.

MISSISSIPPI FILM OFFICE

In 2014, based upon the budget submissions of productions that have been made this year, direct spending by productions filming in Mississippi will be \$50–60 million. Additionally, research shows that approximately 30 percent of a production’s Mississippi spend is for Mississippi resident payroll, which means in 2014, the Mississippi resident payroll for the film industry will be \$15–18 million.

REALITY PROGRAMMING MADE IN MISSISSIPPI IN 2014

Swamp Hunters
Bring It!
The Primary Election
Local News
Party Down South
Mississippi Snake Grabbers



DOCUMENTARY PROGRAMMING MADE IN MISSISSIPPI IN 2014

Five V Men Live
Gulf South Outdoors
Honey Brake Experience
Ducks Unlimited Television
St. Joe High: Giant Killers
Y’all vs. Us

FILMS MADE IN MISSISSIPPI IN 2014

Get On Up
Midnight Special (partial)
Mississippi Grind (partial)
Big Bad
The Gift (short)
A Gift Horse
The Hollars
Impact Earth
The Livingston Gardener
By Way Of Helena
Worry Dolls
Dixieland
Olivia Martha Ilse (short)
Battlecreek
Life At These Speeds
Same Kind Of Different As Me
Texas Heart
The Race Of A Lifetime

MISSISSIPPI DEVELOPMENT AUTHORITY
FY2015
 AT A GLANCE

\$634.4
 MILLION
FY2015
 CORPORATE
 INVESTMENT

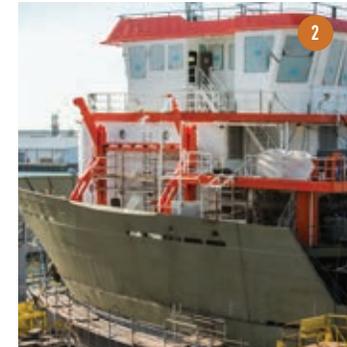
5,618
 NEW JOBS IN
FY2015

WORKFORCE FUNDS
 PROVIDED
 TRAINING AND SERVICES FOR
1,835
 IN FY2015



FY2015 MDA REACH BY COUNTY

In FY2015, MDA worked with projects and programs in **all 82 Mississippi** counties, including new business locations, expansion projects, grants and loans.



TOURISM
 ADVERTISING GENERATES A
\$12.93 TO \$1
 RETURN ON
INVESTMENT



MISSISSIPPI'S EXPORTS
GREW BY 259%

DURING THE PAST 10 YEARS. THE TOP FIVE EXPORT PARTNERS ARE CANADA, PANAMA, MEXICO, CHINA & HONDURAS.

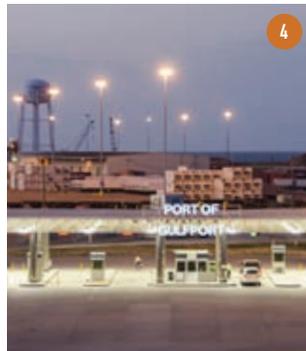
Source: International Trade Administration, Office of Trade and Economic Analysis

1 Mississippi ranks in the top 5 in advanced manufacturing, according to *Expansion Solutions* magazine.

2 Mississippi is a top 5 state for shipbuilding, according to the U.S. Department of Transportation MARAD Report.

3 The Fraser Institute ranks Mississippi #2 in the world for oil and gas development, according to a 2014 report.

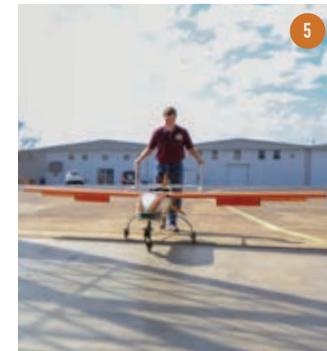
MISSISSIPPI RANKS
TOP 10
 STATE FOR
 DOING BUSINESS
 AREA DEVELOPMENT 2014



4

MISSISSIPPI IS A
 RIGHT TO WORK STATE
 WE OFFER STANDARD &
CUSTOMIZED
 SKILLS TRAINING

MISSISSIPPI
 DEVELOPMENT AUTHORITY
RANKS #9
 AMONG
 ECONOMIC DEVELOPMENT
 ORGANIZATIONS IN THE U.S.
 SOURCE: AEDI & POLINA CORPORATE
 REAL ESTATE, INC. 2014



5

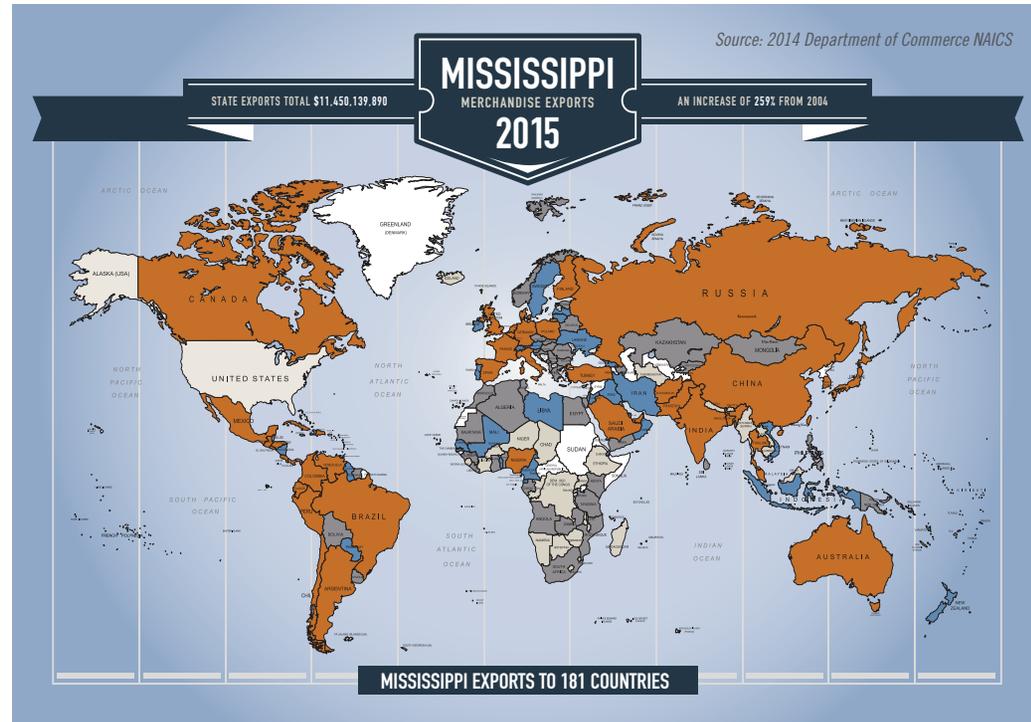


6

MISSISSIPPI RANKS
#5
 FOR BUSINESS GROWTH
 OF WOMEN-OWNED
 BUSINESSES
 American Express OPEN State of Women-Owned Businesses Report, 2014

2015
 TOTAL SALES
 MISSISSIPPI
 MARKET
 APPROXIMATELY
\$1.6 MILLION

TOURISM
 IN FY 2015 MORE THAN
22 MILLION
VISITORS
 BRINGING IN
\$6.09 BILLION



4 Mississippi has 15 ports and nearly 800 miles of commercially navigable waterways.

5 The Federal Aviation Administration selected a Mississippi State-led team to operate a new National Center of Excellence for Unmanned Aircraft Systems.

6 Mississippi ranks #1 as a best state to practice medicine. The state ranks in the top 7 among states earning an "A" grade for telemedicine, according to the American Telemedicine Association.

MINORITY & SMALL BUSINESS

MDA connects minority- and women-owned businesses with key industry partners from the public and private sectors to facilitate networking to create opportunities for these businesses. The division also helps identify joint venture and subcontracting opportunities, as well as technical and financial assistance to help these businesses better compete for federal, state and local government and commercial contracts.

ADVOCACY AND DIVERSITY INITIATIVE

Each year, the Minority and Small Business Development Division tracks the amount of state procurement expenditures awarded to minority business enterprises. In 2012, an initiative was launched to present and promote minority businesses to public entities in the state of Mississippi. FY2015's efforts reflected a continued positive trend of increased state agency awareness and procurement spending with minority- and women-owned businesses. The division considers this a main priority and makes annual visits to the leadership of at least 75 percent of the state's agencies, boards and institutions of higher learning to review relevant prior-year procurement spending



MISSISSIPPI PROCUREMENT TECHNICAL ASSISTANCE PROGRAM

2015

GOVERNMENT PROCUREMENT OPPORTUNITIES CONFERENCE

May 4-5, 2015

LANDERS CENTER
4560 Venture Drive
Southaven, MS 38671

LEFT: Division Director Bob Covington (seated) meets with attendees at the Government Procurement Opportunities Conference and Trade Fair in Southaven.

with minorities and women. These meetings also provide a forum to exchange solutions for continuous improvement. Going forward, an ongoing effort by all parties is necessary to assist minority businesses in gaining access and building capacity to compete effectively in both public and commercial markets.

2015 GOVERNMENT PROCUREMENT OPPORTUNITIES CONFERENCE

In May 2015, the division's Mississippi Procurement Technical Assistance Program Division presented the biennial Government Procurement Opportunities Conference and Trade Fair in Southaven. The conference is designed to build relationships between Mississippi businesses and federal, state and local government and corporate buyers. The conference is designed to promote partnerships and strategic alliances to aid Mississippi businesses in competing in the global marketplace.

More than 300 individuals attended the event, and more than 80 exhibitors participated in the trade fair. Exhibitors included the National Guard Bureau, General Service Administration, U.S. Army Corps of Engineers, DeSoto County Economic Development Council, Mississippi University for Women, Hinds Community College, Alcorn State University, Department

of Finance and Administration and more. Private companies participating included W.G. Yates & Sons Construction Co., LLC, Ingalls Shipbuilding, BankPlus, Entergy, Baxter, Southern Tire Mart and Jacobs.

MODEL CONTRACTOR DEVELOPMENT PROGRAM

In FY2015, the Model Contractor Development Program, which teaches best practices to Mississippi's small contractors and businesses to improve their operations and increase bonding capacity, was offered twice. To date, the division has offered 29 Model Contractor Development Programs in 14 different cities throughout the state, with 776 participants graduating the program.

In addition to the Model Contractor Development Program, the division continued its efforts to educate businesses regarding the state's lien law that was passed in 2014. Efforts to educate program graduates regarding the importance of maintaining good credit also was a high priority in FY2015.

SUCCESS STORIES TRANSITIONING FROM SUB TO PRIME

IBC began in 2010 as a family business. The family's patriarch had more than 40 years of experience in construction and helped his daughter and son-in-law start the company.

The couple, D. Andre and Roshelle Brown, cultivated a relationship with MDA's Minority and



D. Andre and Roshelle Brown, utilizing the support of MDA's Minority and Small Business Development Division, now pursue jobs as prime contractors.

Small Business Development Division in 2012 while participating in the Model Contractor Development Program. They started to build a very successful business, serving as a subcontractor on jobs of all sizes.

In early 2014 while attending a function at the Jackson State E-Center, Roshelle discussed the company's difficulties with securing bonding. Taking the advice of MDA's Entrepreneur Center staff, IBC submitted a request for consideration to participate in the state's Bond Guaranty Program. Although IBC had previously acquired bonding without the state's assistance, D. Andre credits the state's program with helping them overcome rigorous surety requirements that had severely crippled the company's cash flow in the past.

IBC has served as a subcontractor on major jobs resulting in contracts of more than \$1 million. Now, with the support of the Minority and Small Business Development Division, the company is

pursuing those same jobs as the prime contractor. The company was recently recognized as a top inner-city company and will be honored in October at an awards ceremony in Boston.

A SMALL PUSH IN THE RIGHT DIRECTION LEADS TO BURGEONING BUSINESS

In 2006, Craig Morris returned to Mississippi after a successful career in the military and as a business owner in Oklahoma. Although his primary focus upon returning has been his calling into the ministry, he wanted to put his skills in construction to good use as well. He formed his company, **CDM Construction**, and has performed mainly subcontractor jobs. Today, he serves as the construction manager for all construction projects for the city of Columbus, including the recently completed Trotter Convention Center renovation and the ongoing Columbus City Hall renovation.

As a result of the Minority and Small Business Development Division's outreach efforts during construction of the Yokohama plant in West Point, CDM Construction performed three small jobs at the site and received a letter of commendation from Kajima Building and Design, the company overseeing the project. It was also during this time that Craig began working with division staff to employ strategies to grow his company and establish it further, becoming a licensed general contractor and a licensed residential contractor. Being a general contractor has started to open doors for the company and has positioned it for tremendous growth.



DISASTER RECOVERY

The Disaster Recovery Division, created in 2005, oversees the comprehensive rebuilding plan necessitated by Hurricane Katrina.



FAR LEFT: Fort Maurepas State Park along Front Beach Drive in Ocean Springs.

LEFT: MDA's Disaster Recovery Division has disbursed more than \$4.97 billion in Hurricane Katrina Recovery Community Development Block Grants to support various recovery and disaster preparation efforts, including more than \$2 billion in direct grants disbursed to more than 28,000 Gulf Coast homeowners.

To date, the Disaster Recovery Division has disbursed \$4.97 billion in Katrina Community Development Block Grant funds.

These include more than \$2 billion in grants given to nearly 28,000 homeowners whose homes were damaged or destroyed. An additional \$760.1 million was disbursed to address housing needs in the disaster-affected areas, resulting in the construction or the rehabilitation of more than 14,000 housing units.

To date, 223 MDA-administered federal disaster recovery assistance public infrastructure projects have been completed, and 63 of the 95 economic development projects receiving MDA-administered federal disaster recovery assistance are also complete. These economic development projects account for 5,745 new jobs and 1,539 retained jobs. Low- to moderate-income individuals hold 4,258, or 58.5 percent, of these jobs.

Currently, the division is nearing completion of the remaining 38 public infrastructure projects under its Water/Sewer, Community Revitalization, Ground Zero and Go Zone programs. These initiatives, geared toward rebuilding or strengthening public services such as water/wastewater service, fire, police, permitting and other governmental activities, are being applied to projects throughout 49 counties affected by Hurricane Katrina.

The Disaster Recovery Division continues to disburse more than \$5 billion in federal disaster recovery funds channeled to the state through the U.S. Department of Housing and Urban Development. These funds are geared toward long-term Hurricane Katrina recovery efforts, as well as recovery efforts from later storms and necessary preparations should future disasters affect the state.

The **Neighborhood Home Program**, a final housing initiative tailored toward low-income, elderly Katrina survivors, is addressing some of the remaining housing-related unmet needs cases in the South Mississippi counties most acutely affected by Katrina and most susceptible to future storms. The Disaster Recovery Division has helped more than 4,100 households considered among the most critical unmet needs cases through this program.

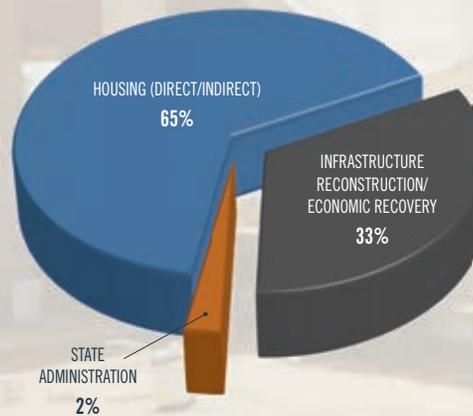
The division continually reviews Mississippi's recovery status and assesses the state's evolving recovery and disaster preparedness needs. As the division proceeds in its eighth year of operation, the knowledge and experience gained as a result of Hurricane Katrina — particularly as it relates to the efficient administration of long-term recovery and preparedness programs — has positioned Mississippi to not just realize its recovery goals, but to exceed them.



Reestablishing housing throughout the Mississippi Gulf Coast was a top priority in the Hurricane Katrina efforts of the Disaster Recovery Division.

CDBG DISASTER RECOVERY

% OF FUNDS DISBURSED BY CATEGORY



RECOVERING AND PREPARING

MDA's Disaster Recovery Division continues to disburse the more than \$5 billion in federal disaster recovery funds channeled to the state through the U.S. Department of Housing and Urban Development. These funds are geared toward long-term Hurricane Katrina recovery efforts, as well as recovery efforts from later storms and necessary preparations should future disasters affect Mississippi.

MDA's Disaster Recovery Division has three overall recovery and preparedness priorities:

- Recovering housing stock: single-family and multi-family
- Rebuilding and strengthening public works/facilities
- Economic development: programs designed to retain and recruit jobs within the affected counties



ENERGY & NATURAL RESOURCES DIVISION

The Energy and Natural Resources 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.

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 also oversees the state's Mineral Lease Program, which is designed to lease the state's interest in oil and gas resources on state-owned property. MDA facilitates the utilization, development and production of the state's mineral resources as required by law. The state owns more than 600,000 acres, and the Mineral Lease Program manages all state-owned minerals except those located on 16th Section and university lands.

NATURAL RESOURCES

Many companies gather data on state-owned minerals through a 3D seismic survey. In FY2015, the state issued one seismic permit for an on-shore development of 664 acres. Since the permit involved a state park, the Energy and Natural Resources Division coordinated the issuance of the seismic permit with the Department of Wildlife, Fisheries and Parks.

All proceeds from the permit, as well as any lease bonuses, rental fees and royalty income, are allocated to Mississippi's Educational Trust Fund (97.5 percent), the Gulf and Wildlife Protection Fund (2 percent) and to the administration of the Mineral Lease Program (0.5 percent).

ENERGY EFFICIENCY

The Energy Efficiency Revolving Loan Fund provides low-interest financing to assist for-profit businesses, state and local government entities and non-profit organizations in implementing projects



that make energy-conserving capital improvements, increasing the efficiency of industrial processes or utilizing alternative energy resources with the goal of improving energy efficiency and saving energy costs.

Through the Energy Efficiency Lease Program, public facilities and private, non-profit hospitals can finance the purchase of energy-efficient equipment and installation of energy-saving improvements.

The Energy Infrastructure Loan Fund gives local units of government a tool to finance the cost of installing energy infrastructure at a large economic development project site.

The Alternative Fuel Vehicles Loan Fund provides financing to assist public school districts and municipalities with the purchase of alternative fuel school buses and motor vehicles, the conversion of school buses and motor vehicles to use alternative fuels or to purchase alternative fuel system equipment and facilities.

Technical Energy Audits and Assessments help Mississippi businesses, state agencies, schools and local governments identify inefficiencies in equipment and building design and determine areas for potential energy savings.

The Energy and Natural Resources Division also works to promote energy efficiency across state government through the State Energy Management Program. Increased energy efficiency in Mississippi's public buildings reduces taxpayer burdens and frees up funds better spent on infrastructure, public safety and education.

ASSET DEVELOPMENT

The Asset Development Division assists Mississippi's communities in capitalizing upon their existing local resources and assets, helping them create plans to use them for future economic growth.

Spurred by the recommendations of the 2014 competitiveness study, the Asset Development Division is transitioning from asset mapping communities throughout the state to offering training to help make our communities more competitive for economic development.

The division also promotes the state's thriving creative economy and supports the Mississippi Main Street Association and Hometown Mississippi Retirement Programs.

GULFPORT: BUILDING ON ESTABLISHED ASSETS

With major reinvestments after Hurricane Katrina and with the help of the Main Street charrette program, downtown Gulfport developed an extensive façade master plan. So far, 83 façades have been updated, and more than 40 new businesses have opened downtown.

Members of the Asset Development Division, working in concert with residents and other community experts, recommended Gulfport consider itself a "destination" and adopt a plan to meet goals with this in mind. The teams further recommended that a full-time Main Street manager be hired to assist in meeting those goals. The developed plan continues to build on the town's appearance, retail opportunities, restaurants, high-end housing and overnight accommodations.

Mayor Billy Hewes and the new Gulfport Main Street director are working toward having upper-floor housing in the downtown area, constructing a walkable downtown and enforcing ordinances to



The Asset Development Division recommended Gulfport set its sights on presenting the city as a destination.

clean up the city. Other groups are also providing assistance, working to enhance parks and establish marketing campaigns to build upon their high standards for quality and character.

Another team recommendation was to use the Harbor Square district, with its attractive shops and restaurants, as the pilot for the entire community. The team also suggested the city leaders consider either beefing up the municipal golf course or finding other uses for the facility, with its prime location adjacent to a lake with a boat launch and near the airport.

HOMETOWN MISSISSIPPI RETIREMENT PROGRAM

In recognition of the Hometown Mississippi Retirement Program's 20th anniversary, Asset



Development asked Mississippi's 20 certified retirement communities to recommit to the program's guidelines and become recertified. Of the 20, 15

were successfully recertified and honored during the Mississippi Municipal League's winter conference. Those communities include: Aberdeen, Brandon, Brookhaven, Clinton, Corinth, Hattiesburg, Madison, McComb, Mississippi Gulf Coast, Natchez, Oxford, Picayune, Southaven, Tupelo and Vicksburg. In FY2015, 59 new retiree households relocated in the Hometown Mississippi Retirement-certified communities.



COMMUNITY SERVICES

MDA's Community Services Division administers federal and state economic and community development programs. The federal grants assist with public infrastructure, facilities, housing and homelessness prevention. The state programs support infrastructure, upgrades and economic development projects, which create jobs for Mississippians.

Jackson Furniture, manufacturer of motion and stationary furniture, located to an existing building in Itawamba County and expanded by an additional 80,000 square feet in its first year there. The expansion increased truck traffic for shipping and receiving to at least 100 trucks per day. The company's existing access road ran through a residential area and was deteriorating at an accelerated pace. Rural



Impact Funds in the amount of \$150,000 were combined with \$150,000 in local funds and \$300,000 via the Appalachian Regional Commission to help construct a new access road. The project created 15 new jobs and represented a corporate investment of \$250,000.

Von Drehle Corporation, paper products supplier to commercial and industrial users nationwide, expanded its operations and plant in Natchez. The expansion encroached upon the company's existing road to its raw product end of the plant, eliminating truck access. The Community Services Division assisted with the construction of a new entrance road to the company by providing Development Infrastructure Program funds in the amount of \$500,000. Local funds in the amount of \$50,000 also were used to assist with the project. Von Drehle committed to investing \$80

million into their expanded facility and creating 80 new jobs for the area's workforce.

Multiwall bag manufacturer **Drumheller Packaging** announced in November 2014 it would be expanding into an existing 46,000-square-foot facility in Clarksdale to accommodate an increase in production. The county-owned facility required building improvements, including roof panels and installation, wall panels and installation, lighting fixtures, floor repairs and more. The Community Services Division helped facilitate the improvements by providing \$400,000 in Community Development Block Grant funds. A local match of \$40,000 also assisted with the improvements. The project represented a corporate investment of \$360,000 and created 20 new jobs in Coahoma County.

COMMUNITY DEVELOPMENT BLOCK GRANT

To replace a 50-year-old concrete clearwell, the **Town of Ackerman** in Choctaw County sought \$454,000 in Community Development Block Grant Public Facilities funds and \$400,000 in Capital Access Program Loan funds to combine with \$291,225 from the Appalachian Regional Commission funds and \$37,225 in local funds. The clearwell treats water received from ground wells prior to transferring it to existing water storage tanks

for distribution to residential and commercial users. In addition, the size of the existing clearwell was too small for the number of customers it served. The town of Ackerman serves 721 residential customers and 155 commercial users. In addition, the town provides water to three other water associations serving 391 residential customers and 27 businesses and churches. Because of the age of the existing clearwell, there was concern that cracks could allow foreign matter to enter the tank, resulting in the failure of the clearwell and a health threat for the water consumers. The project involved replacing the clearwell with a pre-stressed composite clearwell and doubling the capacity to 200,000 gallons.

Standard Industrial, manufacturer of press brakes, hydraulic shears and hydraulic presses, expanded its operations in Clarksdale to accommodate an increase in production. The Community Services Division committed \$400,000 in Community Development Block Grant funds to assist with renovations to the company's existing facility. Local



funds in the amount of \$857,000 assisted with additional renovation costs, building additions and a truck drive and lay down area. The project represented a \$500,000 corporate investment.

FY2015 HIGHLIGHTS

Program	Number of Awards	Total Funds Awarded
CDBG	45	\$25,017,821
HOME	4	\$6,602,393
ESG	15	\$1,991,038
CAP	21	\$17,332,558
RIF	5	\$1,700,000
SMLPC	11	\$1,490,000
DIP	16	\$5,354,333
ARC	14	\$1,171,452
TOTAL	131	\$60,659,595

CDBG - Community Development Block Grant

HOME - HOME Investments Partnership Grant

ESG - Emergency Solutions Grant

CAP - Capital Access Program

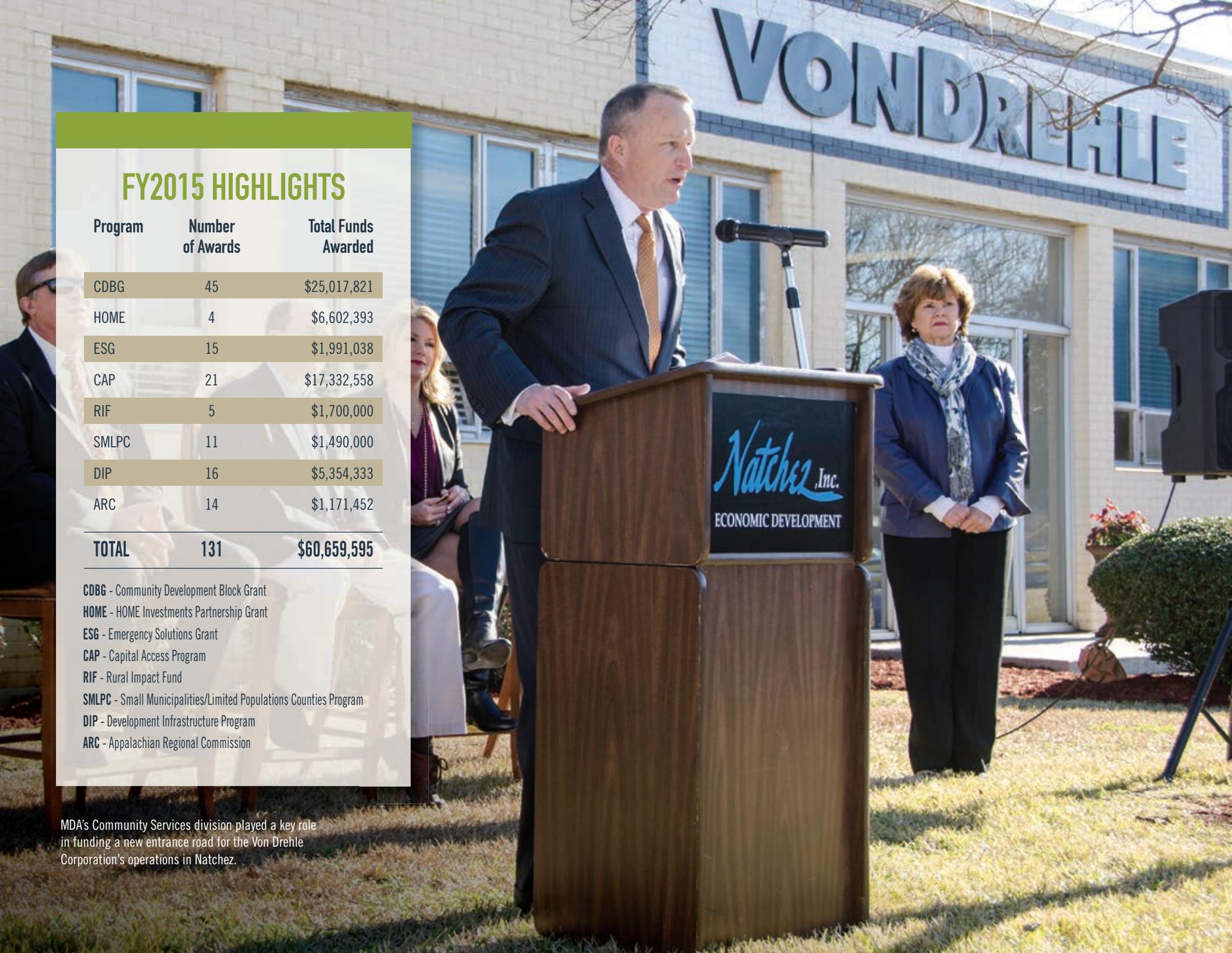
RIF - Rural Impact Fund

SMLPC - Small Municipalities/Limited Populations Counties Program

DIP - Development Infrastructure Program

ARC - Appalachian Regional Commission

MDA's Community Services division played a key role in funding a new entrance road for the Von Drehle Corporation's operations in Natchez.

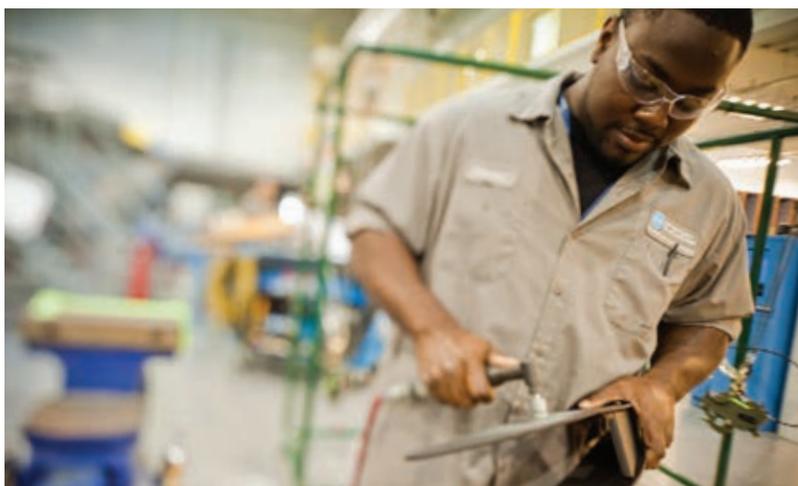


Natchez, Inc.
ECONOMIC DEVELOPMENT



WORKFORCE DEVELOPMENT

MDA's Workforce Bureau works to ensure a seamless link between workforce services and training through Mississippi's community colleges, WIN Job Centers and the businesses and economic developers that need ready-to-work employees. The bureau also provides Workforce Training Fund grants flexibly structured to meet businesses' skills training objectives.



While workers are the largest cost for businesses, quality trained employees are the source of most successful businesses' innovation and process improvements.

In FY2015, MDA provided more than \$1.5 million in Workforce Training funds to assist the state's community colleges, universities and WIN Job Centers in meeting the critical hiring and training-related needs of businesses that were not previously met through programs available at those institutions. One activity funded by MDA is the Troops to Technology Workforce Development Initiative. The initiative serves as an accelerated pathway for service member employment in the advanced

manufacturing sector. MDA has worked with the Mississippi National Guard's Employment Outreach Office to connect service members with community colleges for additional training and businesses for employment opportunities.

To assist **FEUER Powertrain North America, Inc.** in the ramp-up of its first

North American manufacturing plant, which is located in Tunica, MDA's Workforce Division partnered with Northwest Mississippi Community College and the Delta Workforce Investment Area to ensure the company has a highly trained workforce. FEUER's highly specialized equipment demands its employees comply with the high standards of the automotive industry. Northwest Mississippi Community College worked closely with FEUER to develop a 320-hour new employee training plan. After employees go

through the intensive training program, they are sent to Germany to train for an additional 320 hours.

MDA's Workforce Division is working with Delta Council, Delta Developers and Delta Regional Authority to create six ACT® Work Ready Communities in the Mississippi Delta region. ACT® Work Ready Communities empowers states, regions and counties with data, processes and tools that drive economic growth. Participants are leveraging the National Career Readiness Certificate to measure and close the skills gap, while building frameworks that link, align and match their workforce development efforts.

MDA's Workforce Division also partnered with the Governor's Job Fair Network and the Mississippi Department of Rehabilitation Services for the Mississippi EmployAbility Job Fair in Jackson. The goal of the EmployAbility Job Fair is to put people with disabilities on the fast track to gaining a job, help companies fill vacancies and solve workforce issues in the community. More than 400 job seekers participated, and 88 job offers were extended at the event. A new component was added to this year's job fair, which allowed job seekers to visit booths of various workforce training institutions and inquire about educational opportunities in order to develop new skill sets.



WORKFORCE TRAINING FUNDS HAVE BEEN DESIGNATED TO ASSIST THE FOLLOWING:

Mississippi Community Colleges

- Raytheon Aerospace - *Forest*
- GE Aviation - *Ellisville*
- Airbus Helicopters - *Columbus*
- Yokohama Tire Manufacturing Mississippi - *West Point*
- Helen of Troy - *Southaven and Olive Branch*
- Rolls-Royce - *Stennis Space Center*
- FNC - *Oxford*

WIN Job Centers

- Crown Health - *Columbia*
- FEUER Powertrain - *Tunica*
- Raybern Foods - *Shannon*
- Foley Products - *Prentiss*
- Von Drehle - *Natchez*

Recipients of workforce training through Mississippi community colleges include Rolls-Royce in Hancock County.



MARKETING & COMMUNICATIONS

The Marketing and Communications Division promotes the agency's job and investment creation efforts taking place throughout the state. The division serves each of MDA's divisions in the capacities of public relations, marketing, event planning, graphic design, website management and advertising.

For FY2015 state-assisted economic development projects, the public relations team worked with business representatives, local and regional economic development partners and media as businesses announced new or expanded locations throughout the state. Additionally, the marketing team continued to produce award-winning marketing materials and planned and hosted business relationship-building events that attracted site selection consultants from around the country.



In April 2015, the Marketing and Communications Division launched MDA's new website to successfully provide targeted information about the state's thriving business climate and robust competitive advantages. The comprehensive marketing tool features essential economic and industry data for the state's target industries and

workforce development resources. Other interactive features include an infrastructure and industry density mapping component and an enhanced GIS database for available sites and buildings. The online tool more effectively positions Mississippi as a prime location for new business investment as corporate executives and site selection consultants search for new investment locations. Compared to the same three-month period in 2014, the new website has generated 28 percent more visits, attracting visitors from 130 different countries. The countries of origin for the top 10 visitors to MDA's website are the United States, India, United Kingdom, Japan, Canada, Germany, France, China, Philippines and Brazil.

An important feature of the new MDA website is video testimonials provided by state leaders, corporate partners, community colleges and current and former students. These first-person testimonials focus on the state's distinct business advantages, workforce training and collaborative partnerships that companies benefit from in Mississippi. Marketing and Communication's Brand Management and Public



MDA's Public Relations Manager Jeff Rent conducts an interview for the video testimonials on the new MDA website.



**GAINED MORE THAN
31,500 PAGE LIKES**



**GAINED NEARLY
3,000 NEW FOLLOWERS**



**LINKEDIN GAINED
MORE THAN
500 NEW CONNECTIONS**

Relations bureaus teamed with an independent video production company and conducted more than 40 interviews throughout the state, resulting in more than 30 videos. Additionally, these videos are used in MDA's recruiting efforts domestically and internationally.

Also in April, the division, in collaboration with the International Trade Office, successfully planned and executed the "Israel Meets Mississippi" Business



Ambassador of Israel to the United States of America Ron Dermer, right, and Gov. Phil Bryant address the media after the "Israel Meets Mississippi" Business Summit in April 2015.

Summit, which was hosted by Gov. Phil Bryant. The summit linked 194 business representatives from Mississippi and Israel with pre-qualified, prospective trade partners and allowed them to gain first-hand knowledge about innovative products and services. During the summit, Gov. Bryant and Ambassador Opher Aviran, Consul General of Israel to the Southeast U.S., hosted a luncheon for summit attendees and local economic development professionals. Speakers at the summit included Gov. Bryant; Ambassador

Aviran; His Excellency Ron Dermer, Ambassador of Israel to the United States of America; and General Robert Fogelsong, CEO of Israel Aerospace Industries North America. Topics included healthcare, aerospace, defense and advanced manufacturing.

In June, Marketing and Communications Division staff, along with other MDA staff and delegates from local community development agencies, utility companies and Mississippi State University, represented the state at the Paris Air Show in Paris, France. The air show attracted more than 150,000 professional visitors from 80 countries this year. Major international manufacturers, as well as representatives of military forces from numerous countries, attend the event.

ONE Mississippi, a recruiting model for the state's economic development efforts, showed great success through in-state and out-of-state meetings and events. The partnership between MDA and local economic developers and utility partners gave ONE Mississippi a collaborative voice to promote Mississippi's business-friendly climate and competitive advantages to national and international site selectors and consultants in cities including Dallas, Chicago, Atlanta and New York.

The Marketing and Communications team was recognized in April with a PRISM Award for MDA's FY2014 Annual Report, *Creating Opportunities and Strengthening Communities*, during the Public Relations Association of Mississippi's Annual Conference in Tupelo. The PRISM Award honors and recognizes outstanding work of public relations



Attendees at the Paris Air Show, which attracted more than 150,000 professionals from 80 countries, met at the Mississippi booth during the event. Mississippi exhibited a strong presence at the Paris Air Show thanks to MDA's Marketing & Communications team.

professionals in Mississippi. Award recipients are determined by professionals outside of Mississippi, Alabama, Florida and Louisiana — the states that comprise the Southern Public Relations Federation.

The American Advertising Federation at the American Advertising Awards, held in Las Vegas in June, honored MDA's design team with a National Silver ADDY Award for the Blues Roadtrip invitation. More than 40,000 entries from across the country were submitted for the judges' consideration.



FINANCIAL RESOURCES

MDA's Financial Resources Division provides technical assistance for the various business incentive programs available in Mississippi and administers many of the financing and incentive programs that Mississippi offers new and expanding businesses in the state.

The division provides guidance to agency staff and other economic development professionals, as well as to prospective businesses and current employers, about the statutory tax incentives that Mississippi

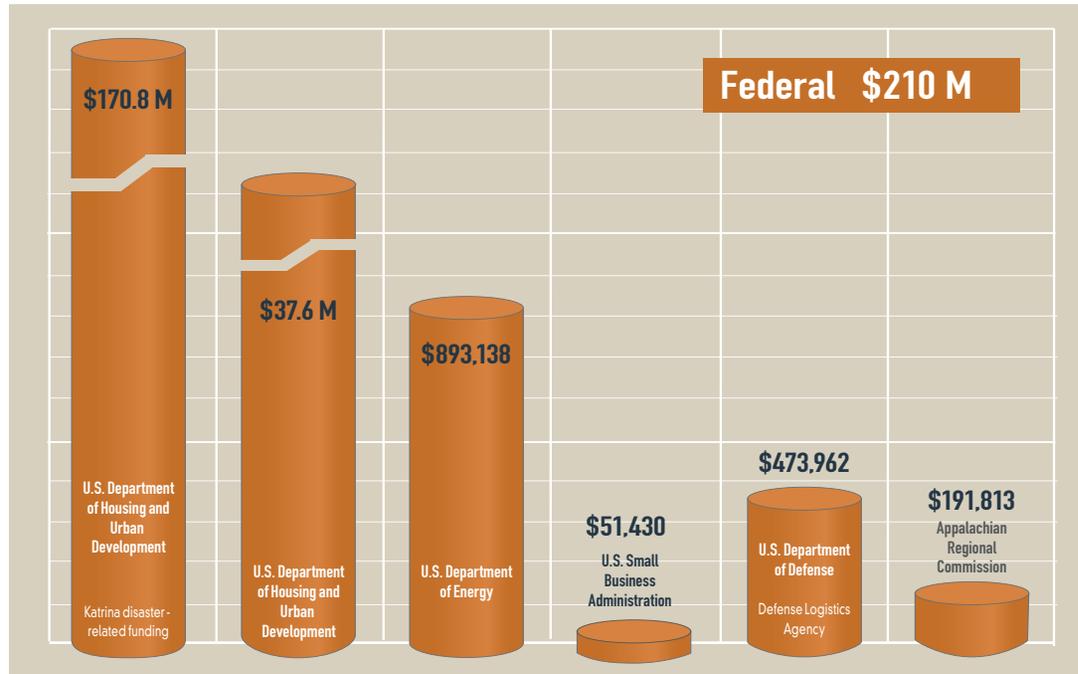
offers businesses, creating jobs and making financial investments in the state. Financial Resources also manages a variety of economic development loan, grant and incentive programs essential to maintaining

Mississippi's competitiveness in attracting new jobs and investment. These programs play a key role in supporting the business location and expansion projects highlighted throughout this report.

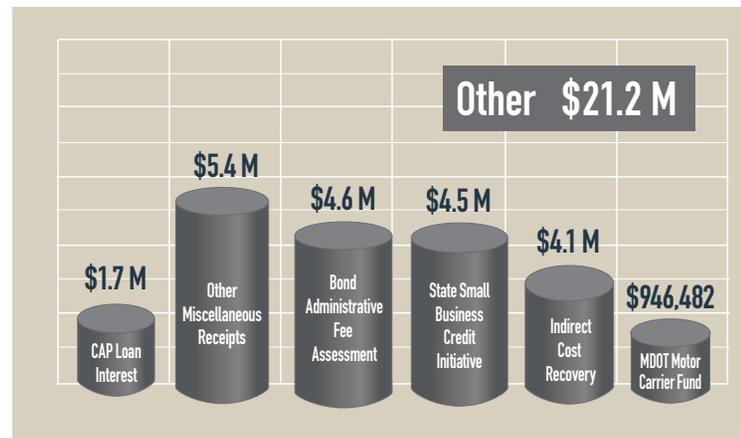
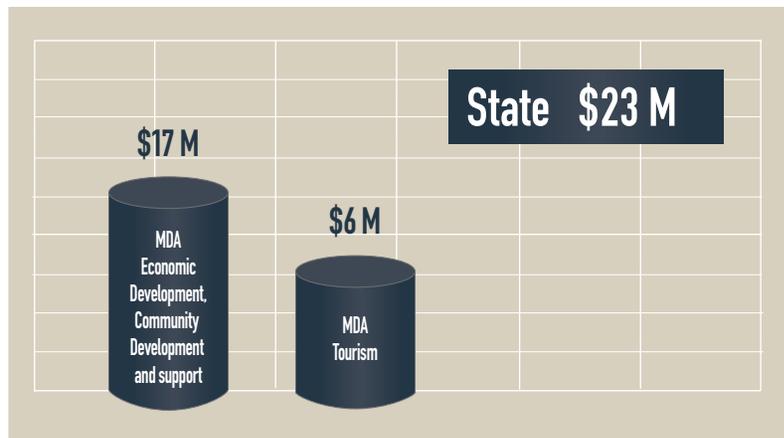
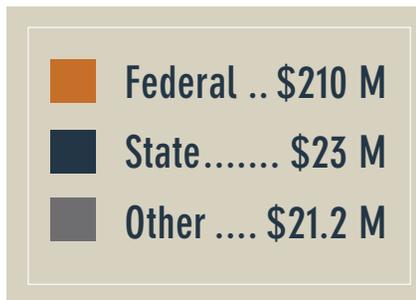
10-year Comparison of Federal and General and BCF Appropriations



SOURCE OF FUNDING



**Total FY2015
Income
\$254.2 Million**





mississippi development authority
MISSISSIPPI
mississippi.org

**MDA PROGRAMS ARE ESSENTIAL TO MAINTAINING
MISSISSIPPI'S COMPETITIVENESS.**

An Ingalls Shipbuilding employee practices a weld as part of a workforce training program.

MISSISSIPPI DEVELOPMENT AUTHORITY
P.O. Box 849 | Jackson, Mississippi 39205
800.360.3323



Produced by the MDA Marketing and Communications Team