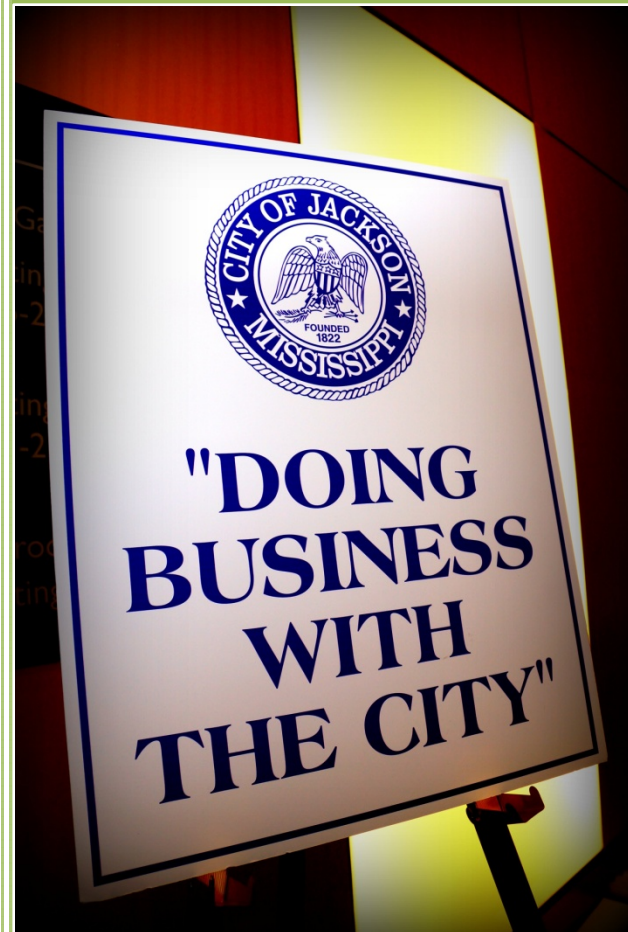


2014

End of the Year Report



OFFICE OF ECONOMIC DEVELOPMENT OVERVIEW

The Office of Economic Development (OED) works to maximize the city's potential as a thriving center for businesses, jobs, robust neighborhoods and economic opportunity for everyone in the Capital City. OED is comprised of two divisions: Business Development and Equal Business Opportunities.

WE ARE JACKSON

Jackson has a population of 172,638 with a Metropolitan Statistical Area population of 576,800. Jackson serves as a major hub of the south, 600 miles from 30 percent of the American population with national interstate systems, including Interstate 20 and Interstate 55, passing through the city.

Jackson has a strong the primary economic education, healthcare, entertainment. The in Jackson and the trade, retail trade, accommodation and



service industry that supports drivers: government, technology and majority of small businesses metro area are wholesale professional services, and food services.

Major educational State University, Belhaven University, Millsaps College, Mississippi College School of Law, Tougaloo College, and the University of Mississippi Medical Center. As a result, Jackson has a student population of 40,000-plus students.

Major hospitals and academic health science centers include Baptist Health Systems, St. Dominic Health Services, University of Mississippi Medical Center, VA Hospital and the Jackson Medical Mall.

The City of Jackson has been recognized in recent years by the following regional and national media outlets, publications and organizations:

- One of the Ten Best Places to Retire in America for Under \$40,000 – U.S. News and World Report
- One of the American Cities Beating the Recession – The Huffington Post
- One of the 20 Strongest Performing Metros in America – Brookings Institute's Metro Monitor Report
- Eleventh Best City in America to Launch a Small Business – CNNMoney.com
- Third Best Bang-for-the-Buck City in America – Forbes.com
- Eleventh Strongest U.S. Metro Economy in America – BusinessWeek Magazine
- Ninth Top City for Income Growth – Portfolio.com
- One of the Top Five Cities for Sensible Meetings – Convention South Magazine



- One of the Top 100 Places to Live in America – RelocateAmerica.com
- One of the Nation’s 100 Best Communities for Young People – America’s Promise Alliance and ING (2011 and 2012)
- One of the Most Socially Networked Cities in America – Men’s Health
- One of the Top 100 Metro Economies in America – United States Conference of Mayors’ Report “U.S. Metro Economies: Outlook – Gross Metropolitan Product, and Critical Role of Transportation Infrastructure”

There were several business and/or expansions that opened in Jackson, MS this year. This list includes but not limited to:

- Ross Dress for Less**
- The Vitamin Shoppe**
- Saltines Oyster Restaurant and Bar**
- Red Square Clothing**
- JSU WOW Wingery**
- CMMC Burn Center**
- LuckyTown Brewery**
- Drago’s**
- Conn’s Home Plus**



Business Development

The mission of the Business foster job creation, support the businesses and assist businesses by providing capacity and tools. Business Development Retention, Minority Business Certification Program, Brownfields a host of projects and initiatives development.

Mel Luna



Development Division is to growth of new and existing entrepreneurs and small building information, resources, houses Recruitment and Enterprise (MBE) Redevelopment Program, and that support economic

Recruitment and Retention

Recruitment and retention engages in business outreach, highlights exemplary businesses (both monthly and quarterly), facilitates City processes, and markets local assets such as Jackson’s industrial and commercial areas, workforce, population characteristics, and target industries. This program also administers business surveys and questionnaires to provide a basis for continual improvement of services to the business community and to deliver a common database for decision making or intervention.



In 2014 Small Business Outreach visited 234 businesses, facilitated 44 ribbon cuttings and highlighted three exemplary businesses: Mel Luna Saw Co., Medical & Disability Claims Services, Inc., and Chuk Stop, Inc. Background information on the businesses selected for Business Highlights are available here [business development webpage](#).

Brownfields Redevelopment Program

According to the US Environmental Protection Agency, *brownfields* are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties protects the environment, reduces blight, and takes development pressures off green spaces and working lands.

In 2014, the OED has been working to revamp the *Brownfields Redevelopment Program* through funding opportunities such as the US Environmental Protection Agency's Area-Wide Planning Grant, the composition of a *Brownfields Ordinance*, and the revision of the brownfields database (a listing of all current and redeveloped brownfields sites).

NEW Programs and Initiatives

In addition to ongoing programs, the OED will launch three new programs in 2015: Women-Owned Business Initiative, Workforce Development Program, and Startup Jackson.

The purpose of developing a program targeting women-owned businesses is to foster the participation of women entrepreneurs in the Jackson economy, especially those who have been historically under-served or excluded. The proposed workforce development program will provide Jacksonians with the training and certification necessary to secure jobs with the City of Jackson as a result of the Infrastructure Master Plan, Consent Decree, and any other contractual obligations. *Startup Jackson* will connect entrepreneurs with tools required to promote a sustainable startup community. Phase 1 of *Startup Jackson* produced the dissemination of the *Business Startup Checklist* which provides a step-by-step guide to opening a business.

Welcome to Jackson!

On behalf of the City of Jackson, we would first like to congratulate you on starting and developing your new business. It is our desire to see your entrepreneurial dreams come to fruition. The Office of Economic Development has prepared this general checklist which includes permits, licensing, and code services that will aid you through the process of getting your business approved as quickly as possible. During this process, a business coordinator will be assigned to navigate business owners through the checklist. This checklist will also guide you through the various city agencies that are needed to convert your entrepreneurial ideas to reality.

Before a business can open, there are several processes and approvals that are required. This checklist details those processes and helps to identify the requirements your business must meet before opening. The requirements will vary based on the type of business you intend to start or expand, but the following 9 steps will serve as an instrumental guide for this process.



Equal Business Opportunities

The mission of the Equal Business Opportunity (EBO) Office is to promote the inclusiveness of minority and female owned businesses within the city's procurement process and to facilitate via race and gender neutral tools, the equitable awarding of contracts to minority and female business enterprises.



To assist the EBO program in increasing minority participation, the City of Jackson created the Minority Business Enterprise (MBE) Certification Program. The purpose of the MBE Certification Program is to allow prime contractors to subcontract with Minority Business Enterprises (African Americans, Native Americans, Asian Americans, and Hispanic Americans) or Female

Business Enterprises that perform a commercially useful function (i.e. architectural/engineering and professional services, construction, and goods (commodities) and nonprofessional services) in the work of the contract. As of December 2014, there are a total of 182 certified minority business enterprises.

In December 2014, OED re-launched its annual “Doing Business with the City” business networking event which connected more than 300 attendees with City officials, primary contractors, subcontractors, vendors, and other stakeholders. The networking event highlighted the new EBO Executive Order which mandates that all projects over \$1,000,000 be a joint venture with an MBE/FBE firm. This will provide MBE/FBE firms an opportunity to build their capacity. Kishia Powell, Public Works Director also gave a presentation outlining the need for the city to improve its infrastructure, highlighted proposed projects for fiscal year 2015.



Key Economic Building Blocks for 2014

The Office of Economic achievements are just a portion of Jackson's accomplishments. In 2014, 1 Million Cups was established in Jackson, TEDex held a conference in November, we now have CSpire Fiber to Home with 1GB of download/upload speeds, and in October 2014 we facilitated Mississippi State University College of Veterinary Medicine and Jackson Zoo formalizing and expanding a partnership to allow for more research opportunities, marketing and enhanced operations.

MESSAGE FROM THE ECONOMIC DEVELOPER

Business Confidence is on the rise along with consumer spending. Jackson and Hinds County are leading the pack in consumer spending in the greater Jackson area. Government relations are mending and allegiances/ partnerships are being formed from the Federal, State, and County level. They all are feeling positive about the economic direction of this city and are assisting to make it come into fruition. We continue to be innovative in our approach and intentional in our actions. 2015 looks to be a year of progression, we intend on seeing developments announced with benchmarks in place and a roadmap to expand our economy. Economic Development has set the following goals in place for 2015, we intend to:

1. Continue to strengthen our retention efforts with creative incentives and programs
2. Roll out a plan for our Entertainment District with realistic benchmarks
3. Continue to support efforts to expand our Live-Work-Play communities
4. Aggressive recruitment of new retail options throughout Jackson, particularly in South and West Jackson
5. Roll-out plans to enhance our Healthcare, Technology, and Entertainment economies
6. Continue to foster a “Business-Friendly” environment
7. Roll-out an expansive workforce development program to complement our Infrastructure Master Plan that will put hundreds of Jackson residents to work



We are excited about what this new year will bring and thank you in advance for your willingness to share and assist in this unique time in our city's history. There has not been a better time to be in Jackson. Let us know your thoughts; we would love to hear from you.

Sincerely,

A handwritten signature in blue ink that reads "Jason Goree". The signature is written in a cursive, flowing style.

Jason Goree, *Economic Developer*
City of Jackson, MS