

Simpson County, Mississippi Strategic Plan for Economic Development 2019-2024



Acknowledgements

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Executive Summary

Simpson County **Development Foundation's (SCDF) mission is** to assist in the creation of new investments and jobs for the citizens of Simpson County, Mississippi. This strategic plan represents **the organization's** goals and objectives for 2019-2024. As the county works to diversify and strengthen its economy, SCDF is adopting a data-driven method of targeting new business by identifying industries with the highest growth potential and alignment **with the county's economic advantages**. This process should be reiterative so that the data is formally reviewed on an annual basis to measure progress and relevance. The following goals and objectives will guide the process.

Goal 1: Grow wholesale and retail trade by 1-2% annually over the next 5 years.

Objective 1.1: Prepare professional marketing materials to disseminate to targeted retail sectors.

Objective 1.2: Establish points of contact with each of the professional organizations in the retail sector by attending trade shows and professional events.

Objective 1.3: Invite well-performing prospective retail business developers from the Jackson MSA to review available property.

Goal 2: Achieve the average growth aligned with Jackson MSA in the annual rate of job growth.

Objective 2.1: Attract well performing market sub-sector businesses from the Jackson MSA that pay competitive median salaries and benefits utilizing data-driven, targeted industry strategies.

Objective 2.2: Target new business for the Magee Business Park defined in its covenants as data information processing center, light distribution facility, headquarters, or other office-related operations.

Goal 3: Establish a business retention and expansion (BRE) process that supports existing companies.

Objective 3.1: Identify existing county-based companies with plans to expand.

Objective 3.2: Identify existing county-based companies at risk of leaving/downsizing.

Objective 3.3: Build upon the existing business ecosystem by strengthening financial, workforce, and business acumen services.

Goal 4: Create a talented workforce as a means of attracting new business growth.

Objective 4.1: Align **the county's talent strategy with business strategy**.

Objective 4.2: Increase the labor force participation rate to meet or exceed the national average.

Objective 4.3: Leverage community assets and resources to ensure that all schools are the center for community learning.

Goal 5: Promote a rich culture and a high quality of life.

Objective 5.1: Advocate for a single, high-performing school system and seek qualified visionary leaders for the county school board.

Objective 5.2: Develop a long-**range plan for the county's healthcare system.**

Objective 5.3: Encourage and promote local government leaders that have a vision for county-wide zoning and the adoption of a land-use plan.

Objective 5.4: Develop a residential housing strategy with stakeholders, community leaders and elected officials for attracting where people want to live in the county.

When evaluating industry to Simpson County, the following checklist can be utilized as a guide to support existing and new industry growth:

- ✓ Develop advertisements geared to the industry markets and sub-markets
- ✓ Conduct targeted promotion activities (e.g., trade shows)
- ✓ Create specialized transportation, facilities, communication, and other infrastructure
- ✓ Develop customized workforce training programs
- ✓ Connect with university and encourage technology commercialization
- ✓ Conduct market information gathering and compilation
- ✓ Organize relevant government activities (e.g., hire industry specialists)
- ✓ Focus efforts to attract investments
- ✓ Conduct export promotion activities
- ✓ Encourage cluster-specific efforts to attract suppliers
- ✓ Sponsor forums or workshops of interest to the industry cluster
- ✓ Establish free trade zones, industrial parks, incubators, etc.
- ✓ Develop collaborations that facilitate the flow of information & resources
- ✓ Streamline regulatory standards specific to the industry

Introduction

Simpson County, Mississippi is located within the Jackson Metropolitan Statistical Area (MSA) in central Mississippi, approximately 40 miles south of the state capital of Jackson, and approximately 65 miles north of Hattiesburg. The close proximity of Simpson County **to the state's capitol**, the largest concentration of population in the state, makes for strong growth potential. Two cities in Simpson County are Magee and Mendenhall and together they account for **25% of the county's total population of approximately 27,400** (EMSI). Other notable communities and townships **include D'Lo, Braxton, Harrisville**, Pinola, and Weathersby.

According to the 2010 U.S. Census, the 50-mile radius around the city of Magee contains **824,707 persons or approximately 28% of the state's total population. With the exception** of the Mississippi Gulf Coast counties, the 50-mile radius of Magee has the highest persons per square mile density than any other region within the state.

Simpson County's Development Foundation is committed to advancing the economic and workforce development interests of the county. This economic development strategic plan was developed for Simpson County Development Foundation and sets forth goals, objectives and action plans for growing jobs and businesses in the county over the next five years. The goals are actionable and are connected with measurable economic indicator outcomes, **which the county's leadership wants to improve.** The purpose of this plan is to position the county to be highly competitive in attracting businesses, a talented workforce, and capital investments. The plan also provides guidance for retaining and expanding existing businesses in the county.

As the county works to diversify its economy, the Regional Economic Development Research Laboratory (REDRL) approach was utilized to identify specific target industries for Simpson County (see Appendix A). The REDRL approach identifies which industry sectors are performing well in the region and the nation and has potential for additional growth. These target industries include Wholesale and Retail Trade (NAICS 44 and 45); Motor Vehicle Parts Manufacturing (NAICS 3363); Sawmill and Wood Production (NAICS 32111); General Freight (NAICS 48411); Specialized Freight Trucking (NAICS 48422); and Electric Equipment Manufacturing (NAICS 3353).

This plan will utilize Location Quotient (LQ), an analytical tool used to measure a particular industry within the local economy, as a primary metric for regional industry comparison. LQs quantifies how concentrated a particular industry, cluster, occupation, or demographic group is within a region when compared to the nation. It can reveal what **makes a particular region "unique" in comparison to the national average.**

Business Climate

SCDF will utilize the “2017 Top Site Selection Factors” from *Area Development Magazine* to assist in county business climate decisions. These factors are important for site selection consultants in making decisions about where to locate new companies and include:

1. Highway accessibility
2. Labor costs
3. Availability of skilled labor
4. Quality of life
5. Tax exemptions
6. Occupancy/Labor construction costs
7. Proximity to major markets
8. Corporate tax rate
9. State and local incentives
10. Available land

On a case by case basis, Simpson County may partner with the Mississippi Development Authority to offer grant and loan programs to assist businesses in creating jobs and making capital investments in the county (MDA.org). Examples of programs include: Job Protection Grant Program, Job Protection Loan Program, Existing Industry Productivity Loan Program, Minority Business Enterprise Loan Program, Minority Business Micro Loan Program, and Minority Bond Surety Program.

Physical Infrastructure Assets

Simpson County offers multiple transportation and distribution options for companies to ship or receive products and materials via truck, air or rail (see Table 1). Canadian National (CN) railway maintains two main lines running north to Memphis, Tennessee that converge at a major switch yard in Jackson. The lines diverge to run south to New Orleans and Baton Rouge, Louisiana and southeast to Mobile, Alabama. U.S. Highway 49 runs north and south directly through Simpson County, connecting the region south to the Mississippi Gulf Coast and north to the Mississippi Delta (see Map 1).

Table 1.

Simpson County Infrastructure Assets

Type of Infrastructure Asset	Description
Highway (4-lane or interstate)	Centrally located halfway between Jackson and Hattiesburg — to East-West Interstates I20, I55 and North-South I59 via U.S. Hwy 49
Airport	Jackson-Evers International Airport within 30 miles and Magee Municipal Airport for light aircraft
Port	Vicksburg, Mississippi River Inland Port within 70 miles
Rail Service	Canadian National (CN)
Barge Facilities	Located on the Mississippi River with a 12-foot minimum channel depth, 150-ton crane, two 15-ton overhead cranes, 129,000 square foot warehouse, and access from barge to truck to rail

Five land sites and one building space are available for development. More information about these sites is available on the Entergy buildings and sites webpage buildingsandsites.com/Simpson. A MDOT map is located in the back of this report.

Table 2.

2018 Available Sites

Location	Description	City
Simpson County Commerce Park	112 Acre Land Site	Mendenhall
Simpson County Business Park	75 Acre Land Site	Magee
SCEDD Industrial Park	30.2 Acre Land Site	Magee
Ernest R Moore	23.5 Acre Land Site	Braxton
SCEDD Mendenhall	20 Acre Land Site	Mendenhall
Cooperland Trust	10,800 sq. foot Building Space	Mendenhall

Source: Entergy Buildings and Sites

Simpson County is centrally located within 500 miles from many major south and southeastern industry hubs, including New Orleans, Memphis, Nashville, Houston, Dallas, and Atlanta, making it an ideal location for shipping and receiving of products and resources (see Map 1).

Map 1. Simpson County Map within 500-miles



Source: Google Maps

Quality Utility Providers

Simpson County’s energy providers include Entergy, Southern Pine Electric Power Association, and Spire Energy. Communications provided by C-Spire, AT&T Enterprise Business (includes fiber optic lines) and Exede Satellite Internet Services. The water supply is provided by county, municipal and association owned wells.

Simpson County Assets for Expanding and Attracting Industry

This strategic plan recognizes that Simpson County has the benefit of potential growth because it is located within the Jackson Metropolitan Statistical Area (see Map 2). Nationally, job and population growth is occurring in urban areas while declines are occurring in rural areas. Data and research supporting this plan was evaluated using the Jackson MSA region rather than the county-only level.

Map 2. Jackson MSA Counties—Copiah, Hinds, Madison, Rankin and Simpson



Community Development

Goal 1: Grow wholesale and retail trade by 1–2% annually over the next 5 years.

Objective 1.1: Prepare professional marketing materials to disseminate to targeted retail sectors.

Objective 1.2: Establish points of contact with each of the professional organizations in retail sector by attending trade shows and professional events.

Objective 1.3: Invite well-performing prospective retail business developers from the Jackson MSA to review available property.

Wholesale and Retail Trade Strategic Priorities

Wholesale and Retail Trade (NAICS 42, 44, 45) are areas of potential growth within submarkets that are thriving in the Jackson MSA (inclusive of Simpson County). Simpson County represents a growing hub of retail trade, particularly in the southern part of the county.

Table 3.

Four-Year Gross Sales by Market Sector

Market Sector	Gross Sales 2014	Gross Sales 2015	Gross Sales 2016	Gross Sales 2017
Wholesale Trade	\$15,849,023	\$16,867,026	\$17,992,195	\$16,777,724
Retail Trade	\$151,121,521	\$152,642,828	\$152,639,713	\$152,754,018
Accommodation & Food Services	\$27,435,987	\$29,237,420	\$30,700,469	\$31,186,975
Mining, Quarrying, Oil & Gas Extraction	\$1,168,443	\$782,505	\$963,379	\$756,218
Utilities	\$6,579,275	\$6,354,307	\$5,476,098	\$5,144,895
Construction	\$11,536,319	\$25,161,248	\$18,306,712	\$31,418,051
Manufacturing	\$3,385,601	\$3,334,386	\$3,203,024	\$2,818,930
Information	\$10,948,610	N/A	\$12,001,956	\$12,074,262
Real Estate, Rental, & Leasing	\$3,363,992	\$3,343,701	\$3,285,861	\$3,377,458
Professional, Scientific, & Technical Services	N/A	\$21,685	\$6,640	\$506,743

Market Sector	Gross Sales 2014	Gross Sales 2015	Gross Sales 2016	Gross Sales 2017
Administrative Support, Waste Management, & Remediation Services	\$775,882	\$685,900	\$743,479	\$633,059
Health Care & Social Assistance	\$0	\$0	\$0	\$0
Accommodation & Food Services	\$27,435,987	\$29,237,420	\$30,700,469	\$31,186,975
Other Services	\$5,766,132	\$5,764,230	\$6,541,125	\$6,632,495
Total for County	\$238,067,676	\$256,692,292	\$251,954,558	\$264,235,322

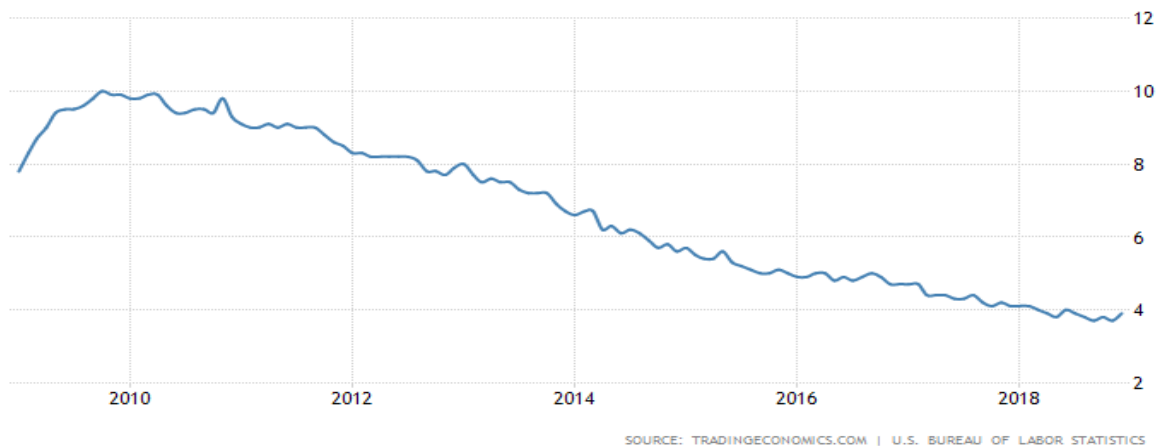
Source: State of Mississippi Department of Revenue

About Wholesale and Retail Trade Trends

The Retail Trade sector is comprised of twelve diverse subsectors of the U.S. economy, ranging from food and beverage stores to motor vehicle and parts dealers (IBISWorld, June 2018). According to IBISWorld, sector revenue is anticipated to increase at an annualized rate of 2.1% to reach nearly \$5.5 trillion, including a boost of 3.4% in 2018 alone. It is also anticipated to increase at an annualized rate of 1.2% over the five years to 2023 to total just under \$5.8 trillion (IBISWorld, June 2018).

Retail Trade is influenced by socio-economic conditions like unemployment and consumer confidence. The U.S. unemployment rate rose to 3.9% in December 2018 from a 49-year low of 3.7% in the previous month, and above market expectations of 3.7%. It was the highest jobless rate since July, as the number of unemployed persons rose by 276 thousand to 6.3 million. Unemployment Rate in the United States averaged 5.77% from 1948 until 2018, reaching an all-time high of 10.80% in November of 1982 and a record low of 2.50% in May of 1953 (<https://tradingeconomics.com/united-states/unemployment-rate>).

Graph 1: U.S. Unemployment Trend Graph, 2010-2018



Consumer Confidence Indicator (CCI) provides an indication of future developments of **households' consumption and saving, based upon answers regarding their expected** financial situation, their sentiment about the general economic situation, unemployment and capability of savings. **An indicator above 100 signals a boost in the consumers'** confidence towards the future economic situation, as a consequence of which they are less prone to save, and more inclined to spend money on major purchases in the next 12 months. Values below 100 indicate a pessimistic attitude towards future developments in the economy, possibly resulting in a tendency to save more and consume less (<https://data.oecd.org/leadind/consumer-confidence-index-cci.htm>).

Graph 2: CCI Trend Graph, 2008-2018



Source: OECD (2019), Consumer confidence index (CCI) (indicator). doi: 10.1787/46434d78-en (Accessed on 30 January 2019)

However, added price competition as a result of the shift toward online shopping is anticipated to constrain revenue growth. The average profit margin is anticipated to remain relatively stable, accounting for 3.4% of revenue in 2023 (IBISWorld, June 2018).

Key External Drivers

Over the next five years to 2023, Retail Trade sector is expected to continue growing, aided by more anticipated growth in per capita disposable income and consumer spending. More consumers are anticipated to use the Internet to do a growing portion of their shopping. Large operators such as Wal-Mart and Amazon with well-established e-commerce operations are expected to direct their focus more on Internet sales, while smaller retailers will invest in boutique shopping strategies (IBISWorld, June 2018).

Targeted Professional Organizations in Retail Trade

The wholesale retail trade industries are supported by a number of different trade organizations. These organizations provide an avenue for gaining information into retail trade, to establish business connections, for assisting existing local businesses make new connections, and for recruiting to the region.

Gaining access to the wholesale and retail markets requires coordinated strategies for connecting and building relationships. This can be accomplished initially by attending trade shows and joining targeted associations. The most widely recognized professional organizations are:

- Electronic Retailers Association www.retailing.org
- National Automobile Dealers Association www.nada.org
- National Grocers Association www.nationalgrocers.org
- National Retail Federation www.nrf.com
- Retail Industry Leaders Association www.rila.org
- International Council of Shopping Centers www.icsc.org

Trade-Area Distance

Trade-Area Distance is a type of measure for retail trade that estimates a point of indifference between two locations or to identify the distance in which two locations are equally attractive for shopping. The law assumes people want to shop in larger towns, but their desire declines the farther and longer they must travel to get to those larger markets.

Reilly’s Law of Gravitational Pull is a popular method of estimating the distance consumers will travel to buy goods and services after comparing prices, quality, styles, and other shopping factors (Myles, 2003). As it relates to population size, Magee residents living farther than 5.9 miles north will be more likely to shop in Jackson (see Table 4). Magee residents living more than 11.0 miles south of town will be more likely to shop in Hattiesburg.

Magee has a slight advantage over neighboring Mendenhall with potential retail trade growth because of its larger population and the presence of traffic light intersections on Highway 49. The traffic slows at intersections allowing travelers to look to businesses located along the frontage roads of the 4-lane highway. Magee attracts residents from other smaller communities. Pinola residents living more than 7.9 miles east from Pinola are more likely to shop in Magee; 9.9 miles west for Raleigh residents; 8.9 miles northwest for Taylorsville residents; and 9.1 miles north for Collins residents.

Table 4.

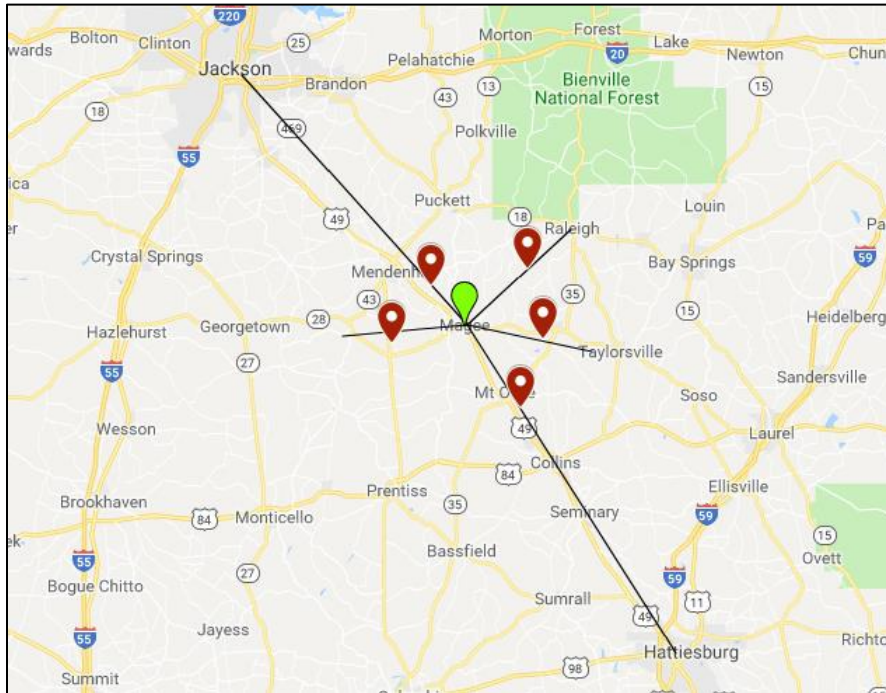
Trade Area Distance by Population for city of Magee

Larger Town (A)	Smaller Town (B)	Larger Population A	Smaller Population B	Mileage distance between cities	Trade Area Distance from larger town
Jackson	Magee	166,965	4,274	43	5.9
Hattiesburg	Magee	46,317	4,274	47	11.0
Magee	Pinola	4,274	1,572	21	7.9
Magee	Raleigh	4,274	1,423	27	9.9
Magee	Taylorsville	4,274	1,284	25	8.9
Magee	Collins	4,274	2,481	21	9.1

Source: Google Maps and Census Factfinder

Map 3 **shows the retail capture analysis for Simpson County determined by Reilly’s Law.** The starting point (represented by A) indicates the cities of Collins, Hattiesburg, Jackson, Pinola, Raleigh, and Taylorsville. Simpson County is the end point (represented by B).

Map 3. Retail Trade Capture



Source: Google Maps

For Simpson County, it is necessary to narrow the list of all wholesale and retail industry categories using targeted marketing criteria for the Jackson MSA region. This will aid in refining sub-sectors with potential to perform well. The list of market subsectors was reduced from dozens of sectors to the Top 30 most competitive in the region. The targeted marketing criteria includes:

1. At least 3 or more business establishments are already located in the region
2. Employment growth between 2013 and 2018 was 0.5% or higher
3. LQ of 1.0 or higher was observed in the region (EMSI, Industry Table, NAICS 42,44, and 45)

Then the Top 30 wholesale and retail subsectors (see Appendix B) were further refined to the Top 14 sectors which reported average earnings (salaries and benefits) of \$40,000 or higher (see Table 5). These subsectors represent the best performing in the Jackson MSA region and therefore considered prospect sectors for Simpson County.

Table 5.

Retail and Wholesale Trades Markets in the Jackson MSA (including Simpson County)

NAICS	Description	2018 Jobs	2013 – 2018 % Job Growth	2018 Businesses	Average Earnings per Job
424420	Packaged Frozen Food Merchant Wholesalers	122	Insf. Data	3	\$48,466
446110	Pharmacies and Drug Stores	1,423	10%	128	\$48,395
444190	Other Building Material Dealers	477	41%	50	\$55,468
441120	Used Car Dealers	583	29%	61	\$41,482
423930	Recyclable Material Merchant Wholesalers	257	17%	16	\$41,513
444120	Paint and Wallpaper Stores	148	83%	16	\$43,603
424410	General Line Grocery Merchant Wholesalers	881	9%	7	\$70,025
423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	652	14%	17	\$83,196
423110	Automobile and Other Motor Vehicle Merchant Wholesalers	545	10%	19	\$62,348
423820	Farm and Garden Machinery and Equipment Merchant Wholesalers	251	9%	17	\$95,182
444210	Outdoor Power Equipment Stores	76	55%	12	\$40,499
441228	Motorcycle, ATV, and All Other Motor Vehicle Dealers	152	19%	14	\$42,436
423850	Service Establishment Equipment and Supplies Merchant Wholesalers	107	24%	16	\$50,567
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	96	17%	3	\$54,290

Source: EMSI, Industry Table, NAICS 42,44, and 45 and sorted by: 1- 3 or more establishments; and 2-Employment growth between 2013 and 2018 of 0.5% or higher.

Attracting New Business

Goal 2: Achieve the average growth aligned with the Jackson MSA in the annual rate of job growth.

Objective 2.1: Attract well performing market sub-sectors in the Jackson MSA that pay competitive median salaries and benefits utilizing data-driven, targeted industry strategies.

Objective 2.2: Target new business for the Magee Business Park defined in its covenants as data information processing center, light distribution facility, headquarters, or other office-related operations.

One challenge for Simpson County is that from 2013 to 2018 jobs declined by 7.1% from 8,556 to 7,949 while the Jackson MSA grew by 4.8%. Jackson MSA job growth **outpaced the state of Mississippi’s 2.6% growth nationally by 7.4%**. However, Simpson County can position itself to compete within the Jackson MSA region by targeting industries with the most potential for growth.

Table 6.

Job Growth from 2013-2018

Region	% Job Growth (2013-2018)
Simpson County	↓ -7.1%
Jackson MSA	↑ 4.5
Mississippi	↑ 2.6
United States	↑ 7.4

Source: EMSI

Targeted industry sectors were adopted by **Simpson County’s** Development Foundation through a data-driven approach. These industries have shown positive growth in the Jackson MSA based on the following criteria:

- Three or more establishments in the region
- Regional industry employment greater than 0.5%
- Industry employment increased in the last 5 years
- Industry concentration (LQ) exceeds 1.00 as compared to the nation
- Shift share regional competitiveness (last 5 years) is positive
- Is considered a base-sector firm

The targeted subsectors with the highest potential for growth based on the REDRL method for economic development recruiting purposes include:

- Motor Vehicle Parts Manufacturing (NAICS 3363)
- Sawmill and Wood Production (NAICS 32111)
- General Freight (NAICS 48411)
- Specialized Freight Trucking (NAICS 48422)
- Electrical Equipment Manufacturing (NAICS 3353)

A business listing is provided in Appendix C of the larger corporations which have a presence in these industry sectors. **Each one's corporate office locations and contacts are included.**

The covenants of the Magee Business Park are unique in defining a set of targeted subsectors which go above and beyond the targeted list above. Within the targeted sectors defined within the covenants of the Magee Business Park, light distribution facilities would most closely align to those listed above. Economic data does not support as strong of a case for the other industry sectors defined in the covenants, and thus indicates a less competitive advantage for Simpson County to target.

Motor Vehicle Parts Manufacturing (NAICS 3363)

The initial report showed that Simpson County could benefit greatly from expanding their presence in the Motor Vehicle Parts Manufacturing (NAICS 3363) industry. Currently, Simpson County has one motor vehicle parts manufacturing facility, which employs 31 people (EMSI). This existing facility can be used to help springboard new facilities within the same industry. As composite manufacturing continues to grow in popularity in the motor vehicle parts manufacturing industry, Simpson County could work with the School of Polymer Science and Engineering at The University of Southern Mississippi to develop a composite manufacturing program. Two relatively new types of automotive polymer, carbon-reinforced polymer composites and nanocomposites are predicted to increase rapidly in usage within the industry in the near future (BCC Research). According to BCC Research, the consumption of composite parts in heavy trucks and busses is predicted to double by 2022. This specialized industry, composite motor vehicle parts manufacturing for heavy trucks and busses, will be on the cutting edge of industry technology.

Targeted Professional Organizations in Motor Vehicle Parts Manufacturing

The Motor Vehicle Parts manufacturing industry is supported by a number of different trade organizations. These organizations provide an avenue to gain insight and

information related to the industry, establish business connections and help existing local businesses make new connections, as well as aid in the recruitment of businesses to the region. The most widely recognized professional organizations are:

- Automotive Aftermarket Suppliers Association www.aftermarketsuppliers.org
- National Automobile Dealers Association www.nada.org
- Edmund's Industry Center www.edmunds.com/industry-center
- Original Equipment Suppliers Association www.oesa.org

Sawmills & Wood Production in the U.S. (NAICS 32111)

The IBISWorld (June 2018) report indicates that companies in this industry primarily saw dimension lumber, boards, beams, bolts, poles, shingles, siding and wood chips from logs. Industry operators also chemically treat lumber to preserve and protect it from fire, moisture, mold and insects. The primary activities of this industry are sawing hardwood and softwood logs and preserving lumber with chemicals and resins. The major products and services in this industry are hardwood lumber, softwood lumber, wood product preservation, wood chips, and other.

Targeted Professional Organizations in Sawmills & Wood Production

The IBISWorld (June 2018) report indicates that the Sawmills and Wood Production industry is supported by a number of different trade organizations. These organizations provide an avenue to gain insight and information related to the industry, establish business connections and help existing local businesses make new connections, as well as aid in the recruitment of businesses to the region. The most widely recognized professional organizations are:

- Binational Softwood Lumber Council www.softwoodlumber.org
- **Northeastern Loggers' Association Inc.** www.northernlogger.com
- Random Lengths www.randomlengths.com
- The Sawmill Database www.sawmilldatabase.com

General Freight Trucking in the U.S. (NAICS 48411)

July 2018 IBISWorld report indicates that operators in this industry provide general freight trucking services over short distances. General freight companies handle a variety of commodities, which are usually palletized and transported in a container or van trailer. Local general freight trucking companies commonly provide trucking within a

metropolitan area that may cross state lines, and the trips are typically same-day return. The primary activities of this industry are local truckload delivery, local less-than-truckload delivery, general freight trucking on a local basis, and bulk mail truck transportation on a contract and local basis. The major products and services in this industry are dry bulk transportation Intermodal transportation, less-than-truckload transportation, truckload transportation, and other.

Targeted Professional Organizations in General Freight Trucking

The IBISWorld report indicates that the General Freight Trucking industry is supported by a number of different trade organizations that provide industry information and insight and aid in establishing business connections and business recruitment to an area. These business connections can help organizations gain access to the trucking market and supply chain. The most widely recognized professional organizations are:

- American Trucking Associations www.trucking.org
- Logistics Management www.logisticsmgmt.com
- Transport Topics www.ttnews.com

Local Specialized Freight Trucking in the U.S. (NAICS 48422)

May 2018 IBISWorld report indicates that operators in this industry provide specialized road transportation for cargo using trucks and trailers. Local trucking establishments provide trucking within metropolitan areas that may cross state lines, and trips are often same-day return. Specialized freight transportation is the movement of cargo that **requires specialized equipment for transportation because of the shipment's size, weight and shape**. The primary activities of this industry are local agricultural products trucking, providing local automobile carrier services, local bulk liquid trucking, local dump trucking and flatbed trucking, and local refrigerated products trucking. The major products and services in this industry are automobile transportation, bulk liquid and gas transportation, climate-controlled transportation, dry bulk transportation, livestock transportation, waste transportation and disposal, and other transportation and value-added services.

Targeted Professional Organizations in Local Specialized Freight Trucking

The IBISWorld report indicates that the Specialized Freight Trucking industry is supported by a number of different trade organizations that provide industry information and insight and aid in establishing business connections and business recruitment to an area. Because this industry has strict product handling requirements, it is important to

seek as much information as possible from others in the industry in order to avoid improper product handling. The most widely recognized professional organizations are:

- American Trucking Associations www.trucking.org
- Transport Topics www.ttnews.com
- U.S. Department of Transportation www.dot.gov
- U.S. Environmental Protection Agency www.epa.gov

Electrical Equipment Manufacturing (NAICS 3353)

The initial report showed that Simpson County could feasibly target the Electrical Equipment Manufacturing (NAICS 3353) industry. Though Simpson County currently has no presence in this industry, the county could benefit from building an electrical equipment manufacturing facility. Since the recession, industry production has been steadily increasing to meet demand as commercial and residential building has increased (IBISWorld). Since the industry has such a wide range of consumers, both consumer and professional, finding regional customer bases for produced goods would be fairly straightforward.

Targeted Professional Organizations in Electrical Equipment Manufacturing

The Electrical Equipment Manufacturing industry is supported by a number of different trade organizations. These organizations provide an avenue to gain insight and information related to the industry, establish business connections and help existing local businesses make new connections, as well as aid in the recruitment of businesses to the region. The most widely recognized professional organizations are:

- National Electrical Manufacturers Association www.nema.org
- Coalition for Current Safety Codes www.coalition4safety.org
- Electronic Components Industry Association www.ecianow.org
- National Institute of Standards and Technology www.nist.gov
- Electrical Safety Foundation International www.esfi.org

Business Retention and Expansion

Goal 3: Establish a business retention and expansion (BRE) process that supports existing companies.

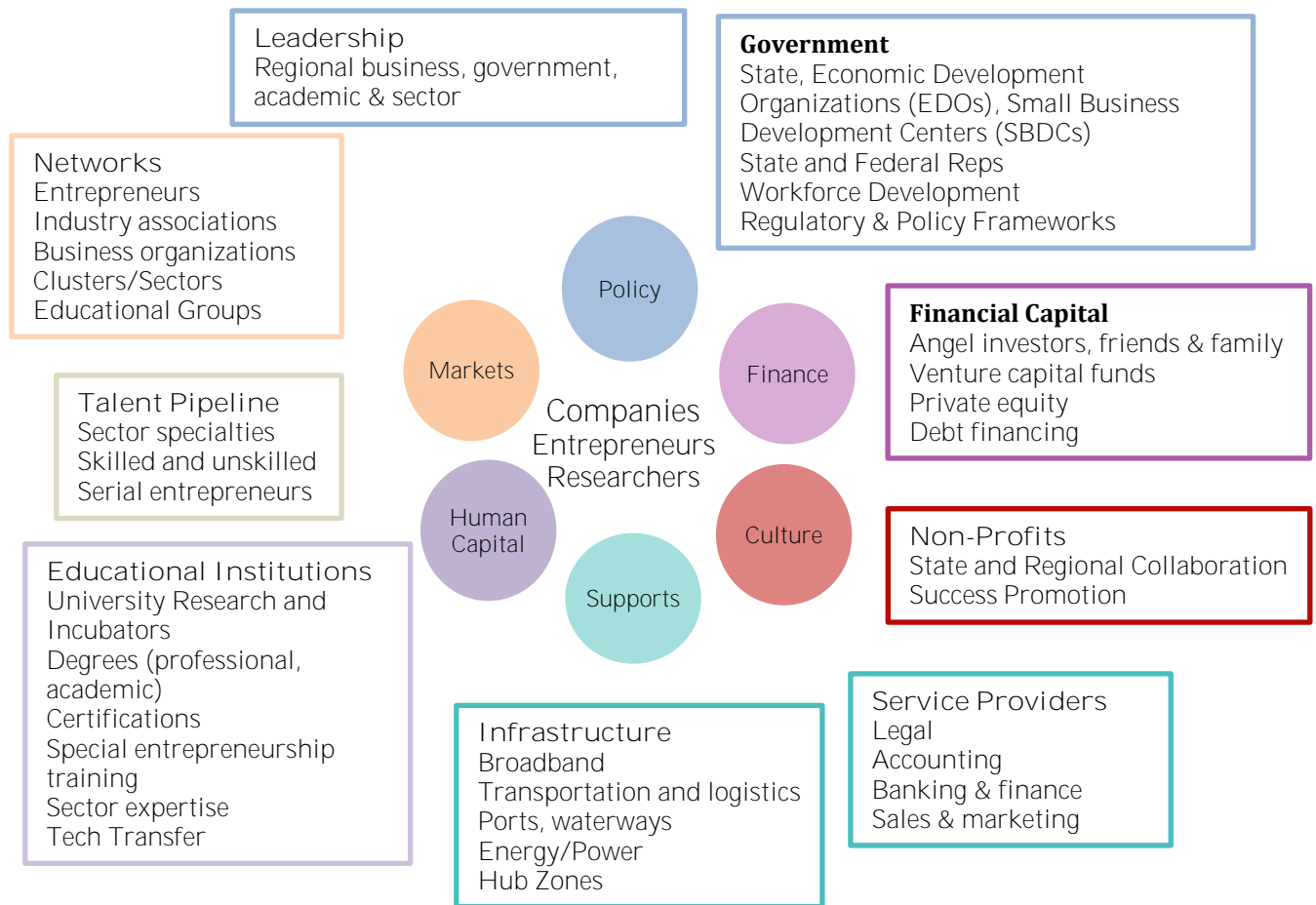
Objective 3.1: Identify existing county-based companies with plans to expand.

Objective 3.2: Identify existing county-based companies at risk of leaving/downsizing.

Objective 3.3: Build upon the existing business ecosystem by strengthening financial, workforce, and business acumen services.

Reasons for effective business retention and expansion planning include:

1. A strong business ecosystem allows for all companies to innovate and grow, leading to a stronger regional economy with increased jobs and opportunities.
2. Competing states might attract local companies away from the county.
3. There may exist opportunity to refine policies and strategies to improve the overall climate for investment, employment, and competitiveness.
4. It can improve mutual awareness between business and government.



Inventory of Existing Businesses

To fulfill the first two BRE objectives, a list of current companies need to be identified which have plans to expand as well as plans to potentially downsize or close. The **Mississippi Secretary of State's** Business Services Division launched a new website feature in 2016 that provides a real-time inventory of business listings that can be sorted by type of business, city, county, zip code, or formation date. Helping existing businesses learn how to utilize this online tool could prove beneficial in a variety of ways such as marketing goods and services to other companies, identifying potential suppliers, and competitor analysis.

Chart 1. Mississippi Business Report



Mississippi Business Reports

Welcome to Mississippi Business Reports. This free service allows you to conduct a customized search of the Mississippi Secretary of State's corporations database and export your results as a printable Excel report. The database includes all current registered businesses in Mississippi.

Home Reports ▾

Click [Here](#) for instructions on using this Service.

Public Search - Click on ▾ to filter each category and narrow your search

Reset Filters Formatted Export to Excel Export To Excel Find NAICS Code

Business Name	Busin... Id	Other Na...	Profile Type	Domi... Type	Status	NA... Co...	NA... Co...	NA... Co...	Address Line1	City	S... C...	Co... ▾
Lynn's General Cleaning LLC	1114426		Limited Liability Company	Domestic	Good Standing	<u>561720</u>			932 Highway 13 South	Mendenhall	MS	Simpson
STRONG RIVER HUNTING CLUB, INC.	519454		Non-Profit Corporation	Domestic	Good Standing				RR 1 BOX 141	MENDENHALL	MS	Simpson
STRONG RIVER CORPORATION	650243		Business Corporation	Domestic	Dissolved	<u>722110</u>			P O BOX 518	MAGEE	MS	Simpson

There are 143 active businesses in Simpson County that are currently listed on the MS **Secretary of State's website**. To be able to target industry sectors unique to the Magee **Business Park, Simpson County's leaders could investigate the** professional business sectors classified by the 2-digit NAICS codes ranging from 51 to 56 (see Table 7).

Table 7.

Simpson County Businesses Listed with MS Secretary of State - by NAICS code

Sector: Business Type	Number of Businesses	% Total Businesses
Sector 11: Agriculture, Forestry, Fishing and Hunting	13	9.1%
Sector 21: Mining, Quarrying, and Oil and Gas Extraction	2	1.4%
Sector 22: Utilities	0	0.0%
Sector 23: Construction	15	10.5%
Sector 31-33: Manufacturing	3	2.1%
Sector 42: Wholesale Trade	2	1.4%
Sector 44-45: Retail Trade	9	6.3%
Sector 48-49: Transportation and Warehousing	7	4.9%
Sector 51: Information	0	0.0%
Sector 52: Finance and Insurance	2	1.4%
Sector 53: Real Estate and Rental and Leasing	34	23.8%
Sector 54: Professional, Scientific, and Technical Services	8	5.6%
Sector 55: Management of Companies and Enterprises	2	1.4%
Sector 56: Admin, Support, Waste Mgmt. and Remediation Services	2	1.4%
Sector 61: Educational Services	1	0.7%
Sector 62: Health Care and Social Assistance	8	5.6%
Sector 71: Arts, Entertainment, and Recreation	2	1.4%
Sector 72: Accommodation and Food Services	4	2.8%
Sector 81: Other Services (except Public Administration)	11	7.7%
Sector 92: Public Administration	0	0.0%
NAICS code unavailable	18	12.6%
Total Businesses	143	100.0%

Source: Secretary of State

Workforce Development

Goal 4: Create a talented workforce as a means of attracting new business growth.

Objective 4.1: **Align the county’s talent strategy with business strategy.** The U.S. Chamber of Commerce Foundation provides a more detailed step-by-step guide for success. These steps include:

- Encourage the creation of employer collaboratives in the Jackson MSA to manage the talent pipeline around a shared need.
- Engage in demand planning to identify in-demand occupations in the Jackson MSA and estimate how many workers are needed.
- Align workforce training and education programs to meet employer needs.
- Recognize and reward accomplishments for achieving education, training, and certification milestones. Make a big deal of recognizing youth and adults who achieve new accomplishments.

Objective 4.2: Increase the labor force participation rate – working population currently employed or in search of a job, between the ages of 16-24 – to meet or exceed the national average.

Although the number of jobs declined between 2013 and 2018, **Simpson County’s** labor force participation rate increased from 50.1% to 52.1%. Comparatively, however, the Jackson **MSA increased from 56.9% to 60.0%**. **Mississippi’s labor force participation increased from 53.0% to 54.4%**, and the **United States’ increased from 61.2% to 61.4%** (see Table 8).

Table 8.

Labor Force Participation Rate 2018

Region	Labor Force Participation Rate 2018	Labor Force Participation Growth/Decline (2013-2018)	
Simpson County	52.1%	↑	2.0 %
Jackson MSA	60.0	↑	3.1
Mississippi	54.4	↑	1.4
United States	61.4	↑	0.2

Source: EMSI

Action Item 4.2a: Expand Mississippi Integrated-Basic Education and Skills Training (MI-BEST) social and workforce services to able-bodied adults not actively in the workforce. Copiah-Lincoln Community College's Wesson campus is participating in MI-BEST initiative. It is premised on the goal of increasing family-sustainable wages among high school dropouts and non-traditional students by improving educational outcomes and career-focused skills.

Action Item 4.2b: Continue advancing Simpson County's achievements in working toward certification as an ACT Work Ready Community. Join with other communities, employers, educators, and policy makers in the Copiah-Lincoln Community College district.

Action Item 4.2c: Reward and recognize accomplishments of the collaborations for achieving success in increasing workforce participation.

Objective 4.3: Leverage community assets and resources to ensure that all schools are the center of community learning.

For Simpson County to be able to effectively draw advanced manufacturing to the region, the county must be able to supply an educated workforce. Pursuing any advanced manufacturing facilities without first upgrading the workforce training opportunities in Simpson County would result in having to import workers from other counties, thus **hurting Simpson County's local economy**.

Quality of Life

Goal 5: Promote a rich culture and a high quality of life.

Objective 5.1: Advocate for a single, high-performing school system and seek qualified visionary leaders for the county school board.

- Expect an overall school rating from the Department of Education of an initial **minimum of 'C'** rating, progressively working toward a higher rating.
- Define expectations of school board members as leaders.
- Publicly endorse school board candidates.
- Evaluate the potential for a school board representative to serve on the SCEDF board who will help align educational programs with employer needs.
- Obtain a feasibility study of a centralized high school co-located near Copiah-Lincoln Community College.

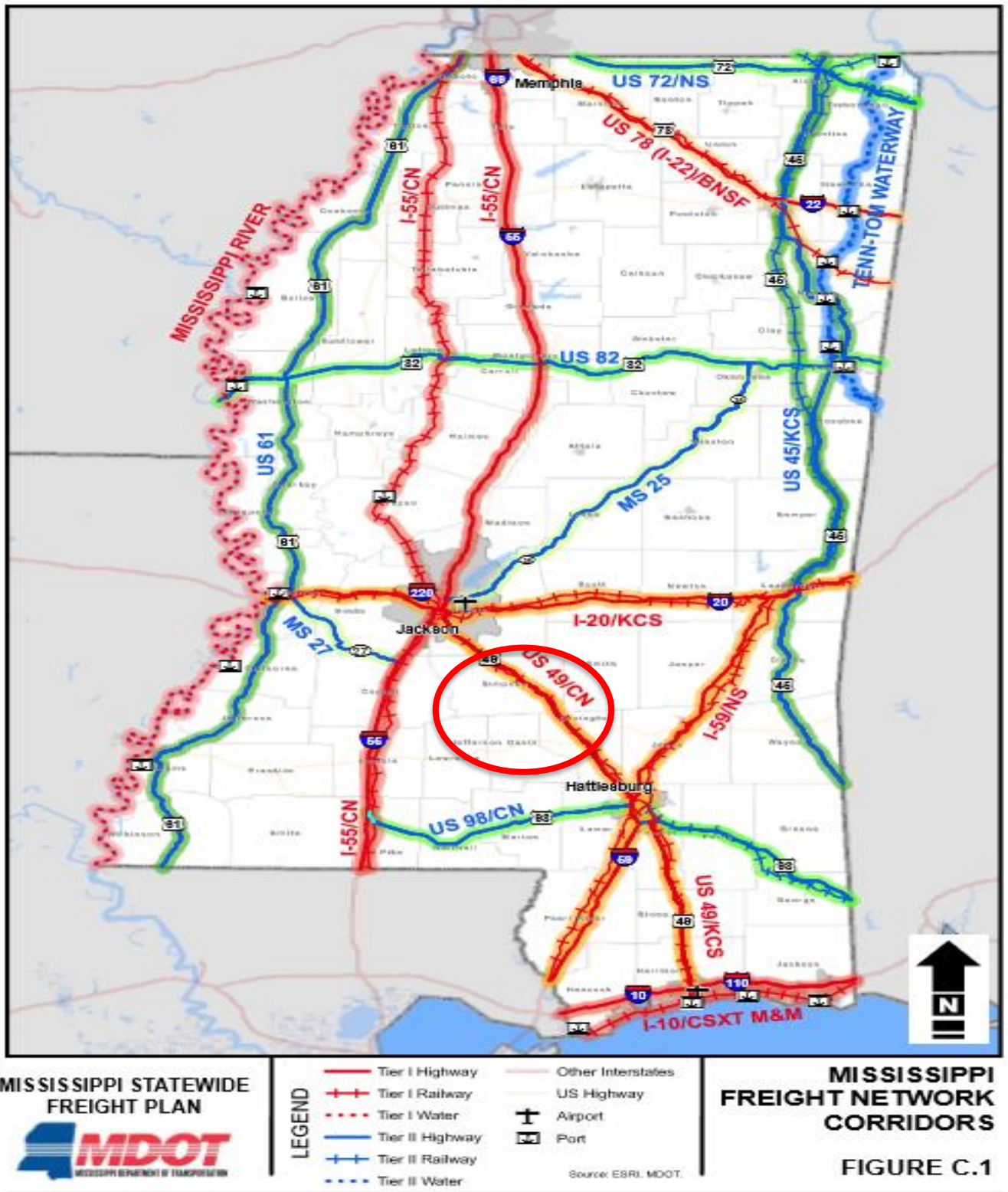
Objective 5.2: Develop a long-range plan for the **county's** healthcare system.

- Encourage the two privately owned hospital systems to work collaboratively to provide the best access to healthcare.

Objective 5.3: Encourage and promote local government leaders who have a vision for county-wide zoning and adoption of a land-use plan.

Objective 5.4: Develop a residential housing strategy with stakeholders, community leaders and elected officials for attracting where people want to live in the county.

Map: Freight Networks in Mississippi



Source: Mississippi Department of Transportation

Appendix A: Regional Economic Development Research Laboratory (REDRL) Method

The REDRL method provides objective, data-driven methodology to identify targeted industries to attract. This methodology can be repeated periodically to identify how industry trends are changing and if new potential industry sectors might emerge over time.

Step One

The first step in the REDRL process is to screen Simpson County, Mississippi, and the Jackson MSA. The initial screening was started at the 4-digit NAICS level of local industry and based on the following criteria:

1. Three or more establishments in the region
2. Region industry employment greater than 0.5% of region employment
3. Industry employment increased in the last 5 years
4. LQ exceeds 1.00
5. Shift share regional competitiveness (last 5 years) was positive
6. Base sector firms

Chart 1A: 4-digit NAICS Industry to Target in Simpson County

NAICS	Description	2017 Jobs	2013 - 2017 % Change	2017 Location Quotient	2018 Payrolled Business Locations	Competitive Effect
3211	Sawmills and Wood Preservation	0	0%	0.00	0	0
4841	General Freight Trucking	15	(44%)	0.32	3	(14)
4842	Specialized Freight Trucking	20	67%	0.92	5	7

Source: EMSI, 2018

Step Two

This step evaluates the regional supply chain for the NAICS chosen in Step One. This process will determine those companies who are buying products local versus non-local. For the purposes of recruitment, companies that show the highest imported purchases should be considered for Step Three.

Chart 2A: Industry Purchases for NAICS

NAICS	Description	2017 Demand met In-Region	2017 % Demand met In-Region	2017 Demand met by Imports	2017 % Demand met by Imports	2017 Total Demand
3211	Sawmills and Wood Preservation	\$0	0%	\$478,302	100%	\$478,302
4841	General Freight Trucking	\$6,747,230	57%	\$5,063,772	43%	\$11,811,002
4842	Specialized Freight Trucking	\$2,471,001	61%	\$1,586,036	39%	\$4,057,037

Source: EMSI, 2018

Based on Step Two above the following NAICS have been chosen for further evaluation:

- 3211 Sawmills and Wood Preservation
- 4841 General Freight Trucking
- 4842 Specialized Freight Trucking

Step Three

Based on the NAICS chosen in Step Two, the regional industries will be evaluated and ranked based on the potential prospectus of national growth and stability. The earnings and multipliers play a key role in deciding whether the industry forecast could produce new expansions or plant locations.

Chart 3A: Earnings and Multipliers of NAICS

NAICS	Description	2013 Jobs	2017 Jobs	Average Earnings Per Job	Nat'l Growth Effect	2017 Earnings Multiplier
321113	Sawmills	0	0	\$0	0	0.00
321114	Wood Preservation	0	0	\$0	0	0.00
484110	General Freight Trucking, Local	<10	0	\$0	1	1.15
484220	Specialized Freight (except Used Goods) Trucking, Local	<10	15	\$61,697	1	1.15

Source: EMSI, 2018

Step Four A

In Step Four, the NAICS discovered above will be used to **evaluate the industry's trends** and geographical location with IBISWorld to determine if they are available for potential relocation or new plant expansions based on cost forecasts. According to Cornell University, **"IBISWorld provides industry research reports and profiles for more than 700**

United States industries as well as a wide range of industries in China and Canada. Reports include industry performance, outlook, major companies, supply chain, demand drivers, cost structure, barriers to entry, and key statistics.”

IBISWorld Industry Report 32111

Sawmills & Wood Production in the U.S.

- Money tree: Construction spending will continue to rise, buoying industry revenue

IBISWorld Industry Report 48411

Local Freight Trucking in the U.S.

- Trucking on: Improving economic conditions and a surging price of diesel will benefit the industry

IBISWorld Industry Report 48422

Local Specialized Freight Trucking in the U.S.

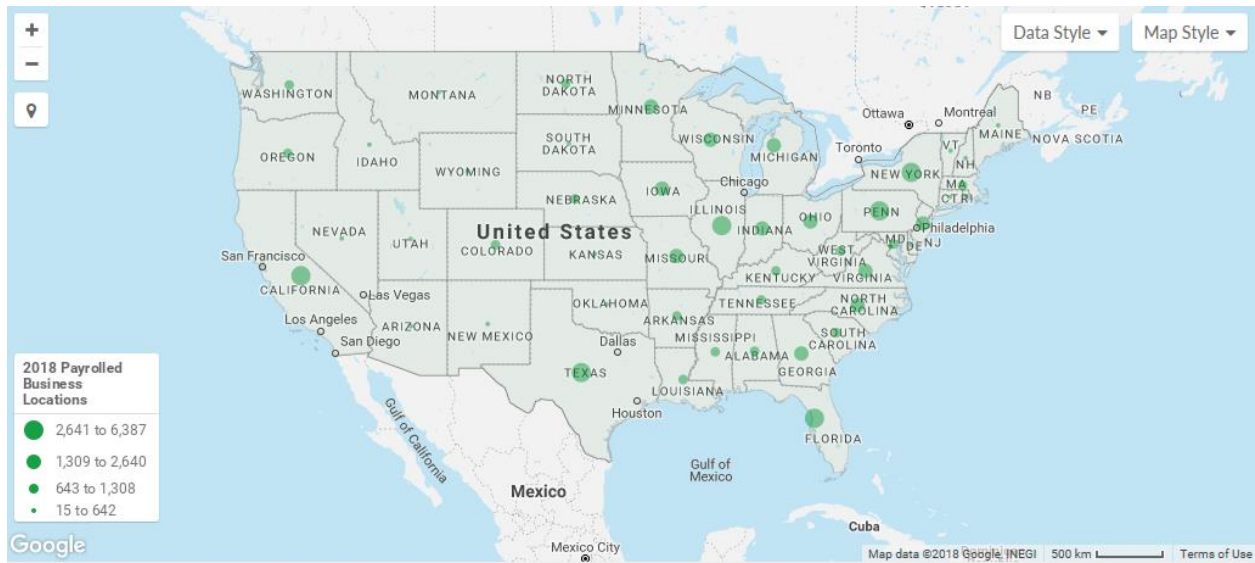
- En route: Improvements in consumer spending and construction will drive growth

Step Four B

Based on the selected Industries above EMSI can determine the state concentration of industries based on LQ. This will allow the Simpson County region to determine the states that should be targeted for prospective business based on high an LQ greater than 4.

- Illinois
- New York
- California
- Texas
- Florida
- Pennsylvania
- Michigan
- Massachusetts
- Virginia

Map 1A. State Concentration of Chosen Industries Based on LO



Source: EMSI, 2018

Step Five

Step Five takes EMSI regional data for the discovered industries in Step Four and gives detailed locations that can be targeted for recruitment to the Simpson County region.

Chart 4A: Earnings and Multipliers of NAICS

Detailed Locations	2018 Payrolled Business Locations	Average Earnings Per Job
Chicago, Illinois	4,328	\$67,063
New York, New York	2,935	\$68,344
Los Angeles, California	1,980	\$63,517
Riverside, California	997	\$67,123
Dallas, Texas	950	\$68,783
Miami, Florida	866	\$56,179
Philadelphia, Pennsylvania	863	\$68,068
Houston, Texas	842	\$69,470
Detroit, Michigan	835	\$66,379
Boston, Massachusetts	698	\$69,520
Arlington, Virginia	643	\$67,398

Step Six

REDRL’s Step Six recommends specific companies that match the profiles of REDRL from Step One to Step Five.

Chart 5A. Related to NAICS 32111 Sawmills & Wood Production in the U.S.

NAICS	Company	Description	Home Office	Total Revenue	# of Employees	Website
32111	Weyerhaeuser	Timberlands, Wood Products, Cellulose Fibers	Seattle, Washington	\$7.196 Billion	9,300	weyerhaeuser.com
32111	Georgia Pacific - LLC	Paper and Paper Products	Atlanta, Georgia	\$19.656 Billion	50,000	gp.com

Chart 6A. Related to NAICS 48411 Local Freight Trucking in the U.S.

NAICS	Company	Description	Home Office	Total Revenue	# of Employees	Website
48411	FedEx	General Freight Trucking, Local General Freight, Long-Distance, Less Than Truckload, Freight Transportation Arrangement	Memphis, Tennessee	\$65.450 Billion	117,000	fedex.com
48411	YRC Worldwide Inc.	Freight and Regional Transportation	Overland Park, Kansas	\$4.891 Billion	32,000	yrwc.com

Chart 7A. Related to NAICS 48422 Local Specialized Freight Trucking in the U.S.

NAICS	Company	Description	Home Office	Total Revenue	# of Employees	Website
48422	Kenan Advantage Group Inc.	General Freight Trucking Local, Support Activities for Oil and Gas Operations	North Canton, Ohio	Unavailable	10,000	thekag.com
48422	C. R. England Inc.	Specialized Freight (Except Used Goods), Long Distance	Salt Lake City, Utah	\$1.482 Billion	4,500	crengland.com
48422	New Prime Inc.	Specialized Goods (except Used Goods) Trucking, Long Distance	Springfield, Missouri	\$565 Million	600	primeinc.com

Appendix B: Retail and Wholesale Trade Markets in Jackson MSA region (including Simpson County). (Supports Goal 1)

NAICS	Description	2018 Jobs	2013 – 2018 % Job Growth	2018 Businesses	Average Earnings Per Job
452311	Warehouse Clubs and Supercenters	3,538	15%	14	\$24,416
441310	Automotive Parts and Accessories Stores	933	38%	92	\$33,415
446120	Cosmetics, Beauty Supplies, and Perfume Stores	634	80%	53	\$22,278
722514	Cafeterias, Grill Buffets, and Buffets	646	19%	40	\$20,119
444130	Hardware Stores	477	53%	27	\$26,544
811192	Car Washes	378	83%	26	\$28,116
424420	Packaged Frozen Food Merchant Wholesalers	122	Insf. Data	3	\$48,466
446110	Pharmacies and Drug Stores	1,423	10%	128	\$48,395
444190	Other Building Material Dealers	477	41%	50	\$55,468
448210	Shoe Stores	464	34%	52	\$19,937
441120	Used Car Dealers	583	29%	61	\$41,482
423930	Recyclable Material Merchant Wholesalers	257	17%	16	\$41,513
451110	Sporting Goods Stores	838	13%	52	\$21,356
448120	Women's Clothing Stores	945	2%	101	\$16,985
444120	Paint and Wallpaper Stores	148	83%	16	\$43,603
424410	General Line Grocery Merchant Wholesalers	881	9%	7	\$70,025
442299	All Other Home Furnishings Stores	324	28%	30	\$22,786
444220	Nursery, Garden Center, and Farm Supply Stores	413	23%	30	\$29,543
423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	652	14%	17	\$83,196
443141	Household Appliance Stores	211	9%	20	\$37,307
448130	Children's and Infants' Clothing Stores	145	25%	19	\$13,822

NAICS	Description	2018 Jobs	2013 – 2018 % Job Growth	2018 Businesses	Average Earnings Per Job
424920	Book, Periodical, and Newspaper Merchant Wholesalers	107	24%	3	\$29,189
446191	Food (Health) Supplement Stores	114	56%	13	\$17,889
442210	Floor Covering Stores	167	31%	20	\$39,404
423110	Automobile and Other Motor Vehicle Merchant Wholesalers	545	10%	19	\$62,348
423820	Farm and Garden Machinery and Equipment Merchant Wholesalers	251	9%	17	\$95,182
444210	Outdoor Power Equipment Stores	76	55%	12	\$40,499
441228	Motorcycle, ATV, and All Other Motor Vehicle Dealers	152	19%	14	\$42,436
423850	Service Establishment Equipment and Supplies Merchant Wholesalers	107	24%	16	\$50,567
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	96	17%	3	\$54,290

Source: EMSI, Industry Table, NAICS 42,44, and 45 and sorted by: 1- 3 or more establishments; and 2- Employment growth between 2013 and 2018 of 0.5% or higher.

Appendix C: Targeted Businesses for Potential Recruitment with Supporting Contact Information
(Supports Goal 2)

NAICS Code	Company Name	Description	Home Office	Total Revenue	# of Employees	Website
32111	Weyerhaeuser	Timberlands, Wood Products, Cellulose Fibers	Seattle, Washington	\$7,196,000,000	9,300	weyerhaeuser.com
32111	Georgia Pacific - LLC	Paper and Paper Products	Atlanta, Georgia	\$19,656,000,000	50,000	gp.com
48411	FedEx	General Freight Trucking, Local General Freight, Long-Distance, Less Than Truckload, Freight Transportation Arrangement	Memphis, Tennessee	\$65,450,000,000	117,000	fedex.com
48411	YRC Worldwide Inc.	Freight and Regional Transportation	Overland Park, Kansas	\$4,891,000,000	32,000	ycrw.com
48422	Kenan Advantage Group Inc.	General Freight Trucking Local, Support Activities for Oil and Gas Operations	North Canton, Ohio	Unavailable	10,000	thekag.com
48422	C. R. England Inc.	Specialized Freight (Except Used Goods), Long Distance	Salt Lake City, Utah	\$1,482,519,863	4,500	crengland.com
48422	New Prime Inc.	Specialized Goods (except Used Goods) Trucking, Long Distance	Springfield, Missouri	\$565,000,000	600	primeinc.com
33639	Denso Corporation	Supplier of automotive technology, systems and components	Kariya, Japan	\$39,838,902,400	154,493	denso.com
33639	Robert Bosch GmbH	Gasoline and diesel systems, electrical drives, automotive electronics, motors and generators, and car multimedia, among others.	Gerlingen, Germany	\$93,512,138,760	389,281	Bosch.com

NAICS Code	Company Name	Description	Home Office	Total Revenue	# of Employees	Website
33639	MAHLE GmbH	The company specializes in internal combustion engine and engine peripherals	Stuttgart, Germany	\$13,181,104,146	75,605	Mahle.com
33531	General Electric	Aircraft engines, power generation, and oil and gas production equipment.	Boston, Massachusetts	\$122,092,000,000	313,000	ge.com
33531	Eaton	Electrical products, hydraulics components, aerospace fuel, hydraulic and pneumatic systems, and truck and automotive drive-train and powertrain systems	Dublin, Ireland	\$19,747,000,000	95,000	eaton.com
33531	Schneider Electric	Automation, switches and sockets, industrial safety systems, industrial control systems, electric power distribution, electrical grid automation, critical power & cooling for datacenters	Rueil-Malmaison, France	\$29,638,649,980	142,000	schneider-electric.com



Services Offered by The University of Southern Mississippi College of Business and Economic Development and Trent Lott National Center for Economic Development and Entrepreneurship

The College of Business and Economic Development offers graduate education in economic development through the Master of Science in Economic Development (MSED) program and a Graduate Certificate in Economic Development. The Trent Lott National Center partners with the MSED program to further the students experience by working with economic developers, communities, companies, and non-profit organizations through five main approaches:

1. University Economic Development researchers provide technical assistance in defining problems or opportunities; evaluating the effects of change; and providing recommendations for improvements.
2. Graduate students work on applied research projects involving actual community or organization case scenarios (e.g., retail trade studies, economic impact studies).
3. Each student is required to complete a data analytics capstone project. The capstone project involves completing a Quality-of-Place (QOP) study for a community.
4. Each student is required to complete an internship in an economic development organization.
5. Communities may have sponsored research projects and tap into the faculty expertise and university data sources (e.g., EMSI and REMI).

Examples of class projects involving research for Mississippi communities:

- Retail Analysis for Marion County
- Feasibility of a multi-sports complex in Grenada County
- Economic Impact of the Gulfport-Biloxi International Airport
- Ecotourism Development for the Mississippi Aquarium in Gulfport
- Strategic Plans for the City of Pearl and Simpson County Development Foundation
- Community Study for the Hattiesburg Mid-Town District
- Competitiveness studies for defense-dependent communities
- Multimodal transportation research for Mississippi Port Directors
- Workforce Analyses for the Mississippi Department of Education and Department of Human Services

The University of Southern Mississippi also offers economic development training for working professionals and graduate students through its annual True South Basic Economic Development Course - an International Economic Development Council accredited introductory course. This course fulfills one of the prerequisites for those who wish to take the Certified Economic Developer (CEcD) exam.