

2010 Program of Work

Industrial/Commercial Development

Purpose: To provide a business climate that will encourage and support new and existing businesses' future growth.

Goals:

- **Attract** new jobs, payroll and tax revenue to DeSoto County by recruitment of domestic and international companies.
- **Provide** pertinent data on a timely basis for prospective industrial and commercial development; subscribe to online demographics resources.
- **Develop** close working relationships with professional and regional economic development associations.
- **Coordinate** recruitment activities with our allies the Mississippi Development Authority, Entergy, North Mississippi Industrial Development Association, TVA, and the Memphis Regional Chamber of Commerce.
- **Maintain** and promote current inventory listing and detailed specification information on all available industrial and large commercial buildings and sites in DeSoto County with the LOIS database programs.
- **Inform** elected officials and community of the benefits of the logistics industry.
- **Promote** the comprehensive marketing package and workforce development initiatives with our partners, NWCC and WIN Job Center and OJT Program.
- **Compile** and maintain files and databases on topics including demographics, labor, utilities, transportation systems, telecommunications, environmental issues, support services, health care, quality of life, education, costs and permits associated with starting a business.
- **Research and provide** cost/benefit analysis on specific projects for elected officials.
- **Monitor** and advise city/county boards on incentives and continue facilitating the Tax Advisory Committee process.
- **Redesign** new webpage targeting site selection consultants and prospective companies.
- **Promote** with our surrounding counties, the M3 Alliance for the purpose of marketing our region to manufacturing and distribution prospects.
- **Formulate** active corporate office recruitment marketing strategy.

The nation's first new leg of I-69 opened in October 2006, linking U. S. Highway 61 to Interstate 55. Preliminary work has begun for the planning phase of I-269, which will link the current leg of I-69 to U. S. Highway 78, through Marshall County, and to the Tennessee state line at Tennessee Highway 385.

DeSoto County Council of Governments, Inc. Mayor Nat Baker, 2010 Chairman

Purpose: A forum for county and city officials to meet and discuss areas of mutual interest in the development of DeSoto County; The promotion of unified strategies to address common growth challenges.

Goals:

- **Promote** coordination and make recommendations of programs of joint interest among units of government.
- **Study** areas of common governmental issues that greater efficiencies may be achieved.
- **Promote** a forum for improved communication among elected bodies.
- **Serve** as a clearinghouse of information of federal, state and local services.

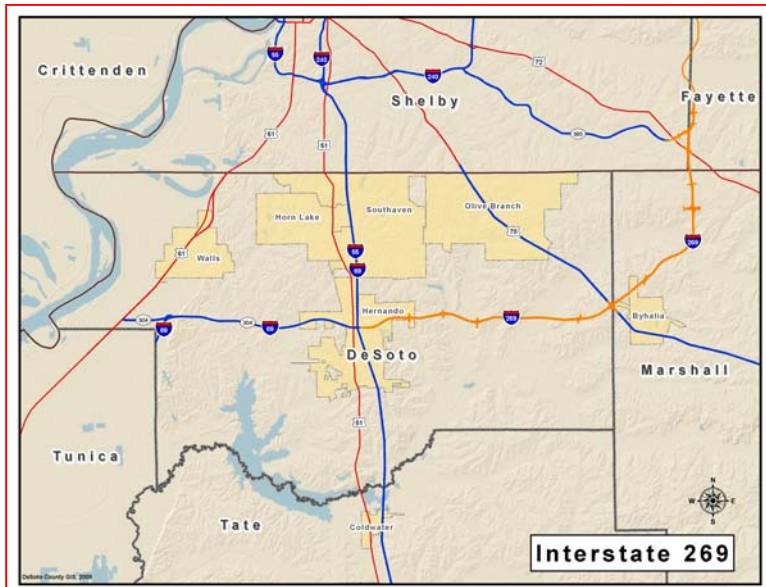
Leadership DeSoto

Ashley Jones, University of MS-DeSoto
2010 Chairman

Purpose: Identify and train future leaders who understand the challenges, opportunities and resources in DeSoto County.

Goals:

- **Create** a Scholarship Booklet for DeSoto County Students for help in locating scholarships at colleges in the surrounding area.
- **Participate** in Mentoring Program with Hernando Elementary School once a month to read/work with students at the school.
- **Become** tutors for Palmer Home to help children with their homework.
- **Hold** a county-wide tree preservation/planting campaign to improve the air quality/green spaces and provide social aesthetic benefits
- **Educate** area high school coaches on getting and using defibrillators in case of emergency situations.



2010 Program of Work

Salute to Industry

Casey Myers, Brannon Professionals
2010 Chairman

Purpose: To identify the needs and provide assistance to the existing business community through the development of effective value-added programs and resources

Goals:

- **Host** monthly meetings at industry locations with tours
- **Salute** DeSoto County industries annually with a series of events including a Plant Managers' Forum & Golf Tournament.
- **Advise** industry on changing state and federal regulations and legislation and conduct informational seminars on topics affecting business.
- **Update** annual Manufacturers and Distributors Directory.
- **Continue** opening communication channels with countywide plant managers to monitor workforce issues.
- **Continue** to seek effective ways to manage the dissemination of professional resumes to industry.

Infrastructure

Bill Renovich, DeSoto Bank
2010 Chairman

Purpose: To develop and promote comprehensive infrastructure plans and programs, incorporating immediate and long-range goals

Goals:

- **Promote** countywide wastewater treatment system as well as stormwater and drainage plans, studying avenues of funding mechanisms, municipal partnerships and coordination with comprehensive plan.
- **Support** major road construction projects including I-269 planning and widening I-55.
- **Monitor** environmental issues that impact DeSoto County, i. e. air quality, water quality and availability.
- **Promote** Greenways Plan to county, municipalities, developers and homeowners. Assist Greenways Coordinator in the Johnson Creek Greenway Project, newly formed Land Trust and identification of county wide green spaces.

Governmental Affairs

James Lunsford, A & B Distributing
2010 Chairman

Purpose: Maintain the County's pro-business climate and awareness of the need to promote cooperation among business, government and management.

Goals:

- **Host** Capitol Legislative Breakfast and Washington Congressional Briefing.
- **Monitor** state and federal legislation and inform legislators of County needs and the impact of legislation on County business.
- **Facilitate** Council of Governments to encourage cooperation and develop consensus on strategic issues.
- **Partner** with MEC, MMA and MEDC on joint economic development legislative issues.

Communications

Purpose: Develop professional communication channels to effectively promote the Council and provide public access to information.

Goals:

- **Prepare** quarterly newsletter to be posted online and emailed to DeSoto Council membership
- **Prepare** press releases for all Council programs.
- **Develop** and maintain media contact relationships.
- **Plan** and host groundbreaking and announcement ceremonies and press conferences for new and expanding businesses and industries in DeSoto County.

DeSoto County Foundation for Excellence in Education, Inc.

Judy Card, First Regional Library
2010 Chairman

Purpose: Identify, support and promote education at all levels throughout DeSoto County.

Goals:

- **Receive** and distribute grants and scholarships to teachers and students in DeSoto County Schools.
- **Promote** workforce/industry partnerships with classroom teachers through teacher grant program.
- **Recognize** individuals in public and private schools, kindergarten through graduate level and literacy training, through the annual Salute to Education Program.
- **Manage** Ben Flanagan Memorial Scholarship Fund & the Joel Walker Memorial Gifted Program.
- **Prepare** End-of-Year Financial Report to also include message from grant winners and sponsors.

The DeSoto County Foundation for Excellence in Education Inc. awarded 123 classroom teacher grants in DeSoto County totaling \$54,551.