



Way of Life

DeSoto County enjoys the best of both worlds being so near the cultural and recreational amenities of the metropolitan area of Memphis, Tennessee, yet offering a safe, secure, suburban environment. Each community has recognized the need for recreational opportunities and has recently constructed new parks throughout the county. The county is also rapidly becoming a regional retail trade center due to available property, ease of transportation access, and lower state retail sales tax.

Infrastructure improvements have helped the increased retail trade. Rich Wolfe, a writer for *USA Today*, agrees. In an article highlighting the improvements taking place in Mississippi, he says, "In DeSoto County, where distribution centers have cropped up to support the Federal Express headquarters in Memphis, development is booming. Some of the nation's largest-grossing retail outlets are here, thanks to the widening of east-west Route 302."



History



DeSoto County was formed from the last of the Chickasaw Indian Lands which were obtained through the Treaty of Pontotoc in 1832 and was named for Hernando DeSoto, who first discovered the Mississippi River within its boundaries. The formal organization of the county was completed in 1836 by an act of legislature.

DeSoto County is the most northwestern county in Mississippi. The county is 485 square miles, or 288,077 acres. It is bounded on the west by the Mississippi River and on the north by the Mississippi-Tennessee state line.

DeSoto County is the fastest-growing county in the Mid-South area. There is a wide range of social, religious, and community activities, in addition to an abundance of recreational outdoor facilities. Along with new residential neighborhoods and apartment complexes, medical and retail facilities are expanding, while education remains a strong part of the community.

DeSoto County has four major cities:

Hernando has been the county seat since 1836 and is a "Main Street" city. The Historic Hernando Courthouse at the center of the town square has murals on the walls of the rotunda depicting the discovery of the Mississippi River by Hernando DeSoto in 1542.

Horn Lake takes its name from a lake shaped like a cow horn formed when the Mississippi River changed its course in the late 18th century. Settlers cultivated crops and began the development of the community of Horn Lake in the mid-1800s, and it became an incorporated city in 1973.

Olive Branch transitioned from Indian territory to being the fastest-growing city in the county. The Indian trail known as Pigeon Roost is now a highway in the heart of the community which boasts 80 industrial and distribution centers and a full-service fixed base operations airport. Olive Branch is also a Main Street Community.

Southaven has been chosen as a retirement community. Incorporated in 1980, Southaven offers a variety of recreation, shopping, dining, a top-notch medical facility, and opportunities for higher learning. Southaven is also a Main Street Community.

The Town of Walls was incorporated as the Village of Memphis in 1973. An annexation in 2003 greatly increased the size of the town, prompting city leaders to change the name to Town of Walls.



Average Apartment Rent

Two-Bedroom Apartment
(unfurnished) \$769

Three-Bedroom Apartment
(unfurnished) \$879



Housing Costs

New Construction:
\$75-\$100 per square foot

Average Cost of Existing
Home: \$145,988

Residential Permits

	2006	2007	2008	2009	2010
DeSoto County	564	455	164	115	114
Hernando	366	187	74	73	92
Horn Lake	208	136	26	28	17
Olive Branch	560	378	123	109	90
Southaven	854	495	214	145	117
Town of Walls	29	36	2	17	7
Total	2581	1687	603	487	437

Communications

Television Stations

<u>Station</u>	<u>Affiliation</u>	<u>Channel</u>
WMC	NBC	5
WREG	CBS	3
WHBQ	FOX	13
WKNO	PBS	10
WPTY	ABC	24
WLMN	Ind.	30

Cable Company: ComCast



DeSoto County Newspapers

Newspaper	Coverage	Circulation
DeSoto Times-Tribune	DeSoto County	13,500
DeSoto Appeal	DeSoto County	26,000



ACCRA COST OF LIVING INDEX

1st Quarter 2011

U.S. Metro Average = 100.0

Metropolitan Area	Composite	Grocery	Housing	Utilities	Trans- portation	Health Care	Misc. Goods
New York, New York	218.4	154.8	397.9	158.9	117.7	130.3	144.3
Honolulu, HI	170.6	155.3	256.5	160.6	128.1	122.2	122.7
San Francisco, CA	163.6	113.1	279.6	90.8	110.9	112.7	126.1
San Jose, CA	150.0	110.0	238.1	137.9	118.7	116.3	105.6
Washington, DC	141.0	110.7	231.0	100.7	108.0	102.0	100.8
Boston, MA	137.6	120.5	157.6	146.4	107.1	121.9	135.2
Philadelphia, PA	126.2	125.5	140.7	130.3	109.6	105.8	119.9
Chicago, IL	115.3	112.5	133.4	96.6	118.4	107.1	106.3
Minneapolis, MN	112.1	110.2	121.5	98.7	108.6	101.8	111.1
Portland, OR	111.1	108.8	126.6	91.6	114.6	115.3	105.5
Tacoma, WA	108.0	111.3	113.3	95.3	103.4	112.2	106.7
Miami-Miami Beach, FL	107.7	109.6	112.8	93.2	112.1	104.6	106.0
Denver, CO	106.4	103.5	112.5	90.3	96.4	107.6	110.1
Cleveland, OH	103.8	111.8	96.5	101.9	101.7	106.0	107.9
Richmond, VA	102.6	108.1	101.1	111.7	100.7	104.5	99.1
Charleston, SC	99.6	107.2	93.1	101.9	98.9	104.6	101.1
Orlando, FL	97.2	99.1	79.6	107.2	101.4	96.9	107.8
New Orleans, LA	97.0	96.5	100.7	86.8	98.2	94.1	97.2
Dallas, TX	95.8	100.8	75.7	109.3	103.6	104.7	104.0
Atlanta, GA	95.2	96.4	91.0	89.4	98.2	98.9	99.0
Raleigh, NC	95.1	99.6	82.2	103.8	98.4	94.7	101.0
Jackson, MS	95.1	90.9	89.9	120.4	95.5	95.7	93.3
Pittsburg, PA	94.2	104.3	75.9	99.2	111.8	95.0	99.4
Little Rock, AR	94.1	91.7	85.3	98.8	96.3	92.5	101.0
Jacksonville, FL	94.0	103.5	82.8	101.2	106.9	90.5	94.4
Charlotte, NC	93.0	98.1	84.1	96.2	98.9	109.0	94.0
Tampa, FL	92.2	97.4	78.8	96.3	103.2	97.7	96.6
St. Louis, MO	91.3	97.3	74.4	102.4	94.0	99.1	98.7
Louisville, KY	91.1	84.7	84.6	99.0	98.3	87.3	95.4
Nashville, TN	90.8	96.2	72.1	89.5	91.3	93.2	105.0
Houston, TX	90.5	83.9	84.2	88.3	94.8	98.1	97.2
Cincinnati, OH	88.8	86.8	77.2	101.9	98.8	93.1	92.2
Jonesboro, AR	87.4	96.6	76.8	80.7	90.0	87.6	94.3
Memphis, TN-MS-AR	87.3	88.2	73.8	92.3	96.0	102.3	92.9
Weighting Factor:	100%	13%	30%	10%	10%	4%	33%

The Cost of Living Index measures differences between areas in the cost of consumer goods and services, excluding taxes and non-consumer expenditures. It is based on 59 items for which prices are collected quarterly by ACCRA Member organizations. Small differences should not be interpreted as showing any measurable difference, according to ACCRA.

The quarterly Cost of Living Index is available by subscription for \$165.00 per year. Send check, payable to ACCRA Subscription Office, PO Box 100127 Arlington, VA 22210. For additional information locally, contact the Greater Memphis Chamber Research Department at (901) 543-3500 or call C2ER at 703-522-4980.

5.04.2011 lam

Prepared By: The Greater Memphis Chamber & Memphis Light, Gas & Water
<http://www.memphischamber.com/>
www.mlgw.com



Recreation

DeSoto County offers recreational facilities for numerous athletic programs. From T-ball to junior football to cheerleading to horseback riding, youth of all ages can enjoy the outdoors.

Sports

- Archery
- Baseball
- Basketball
- Cheerleading
- Football
- Golf
- Horseback Riding
- Soccer
- Softball
- Swimming

Civic Center

The DeSoto County Civic Center, a 10,000-seat multi-purpose civic center, is located at the intersection of Interstate 55 and Church Road in Southaven. 20,000 square feet of meeting space is available, as well as an adjacent 400-seat performing arts theatre. The Civic Center is home to the Memphis RiverKings professional minor league hockey team.

Just across the state line to the north, Memphis is home to the AAA Baseball team the Memphis Redbirds and the NBA's Memphis Grizzlies.

Community Parks

Hernando

Hernando Civic Center—a fifty-acre park with baseball, softball, and T-ball fields as well as a riding arena.

J. F. Conger Park—a 13-acre park with picnic area, tennis courts, soccer fields, and exercise trail and equipment. Also includes Conger's Crossing, a volunteer-built playground.

Horn Lake

Latimer Lakes Park—features a nature walking trail, four lighted tennis courts, nine baseball fields, two football fields, three lakes, a playground and outdoor skating. The skate park is built for skateboards, bicycles and inline skates; the bowl type skating park covers a half-acre site and features ramps and slide rails.

Olive Branch

George Harrison Soccer Complex—located at the corner of Church Road and Highway 305, amenities include 5 lighted international-size soccer fields, automated lighting control system, automated irrigation, a small pavilion and lake.

Olive Branch City Park—an 80-acre park with fishing pond, tennis courts, ball fields, pavilion, soccer field, track, fitness trail, and concession stand.

Southaven

Father Phillip Leach Memorial Park—a three-acre park with play equipment and soccer fields.

Snowden Grove Park—America's largest youth baseball complex, Snowden Grove is a 100-acre multi-use park with baseball and softball fields and an outdoor amphitheatre. The park is home to the Southaven Springfest each April, and hosts the Dizzy Dean World Series. Southaven is also home to numerous city parks.

State Parks and Reservoirs

Arkabutla Lake

This lake boasts being the second-windiest body of water between Chicago and the Gulf Coast, making it ideal for sailing and sail racing. Also rated as one of the top five crappie fishing locations in the United States. Full camping, swimming, fishing, water skiing, and nature trails are available.

Other state parks nearby include Enid Lake, Grenada Lake, and Sardis Lake.



Golf

Public

Cherokee Valley

18 Holes

Plantation

18 Holes

Wedgewood

18 Holes

North Creek

18 Holes



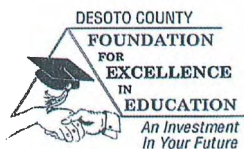
Private

Hernando Hills Country Club

18 Holes

Olive Branch Country Club

18 Holes



The Foundation is a Mississippi non-profit corporation formed to receive and maintain private funds to be used exclusively for educational purposes.

For more information on the Foundation contact 662-429-4414 or dmorgan@desotocounty.com



Leadership DeSoto is a program sponsored by the DeSoto Council and directed towards individuals in DeSoto County who demonstrates leadership potential.

For more information on the program, contact the coordinator at 662-429-4414 or lbiglane@desotocounty.com

Campgrounds

- ER Fuller Camper Park, Byhalia
- Memphis South Campground, Coldwater

Libraries

DeSoto County's five public libraries are a part of the First Regional Library System. This system is a five-county public Library system providing library services to the citizens of the area through a network of 13 branch libraries and a bookmobile service going to daycares, preschools, and Head Starts. The system has more than 589,865 cataloged items available to the public and a daily courier service. In 2007, the system's circulation was 1,283,175, the highest in the State of

DeSoto County Branch Libraries

Location	Annual Circulation
Hernando	157,456
Horn Lake	93,253
Olive Branch	161,373
Southaven	117,693
Walls	39,485
Total	569,260

All libraries provide public access computers with access to the vast educational and informational databases through the Internet. Bring your laptop in or use the one within the Library using the high speed WiFi connection. Access First Regional Library 24 hours a day at www.firstregional.org.

Arts



DeSoto County is home to two arts councils, the DeSoto Arts Council and the Olive Branch Arts Council. Both organizations work to bring a variety of multi-disciplined arts experiences to DeSoto County. Events include performing and cultural arts.

Three communities, Hernando, Olive Branch, and Southaven, are certified Main Street Communities, and Southaven is also a Certified Retirement Community.



Desoto County Greenways

The Desoto County Greenways' mission is to establish a greenway system that connects public and private open and green spaces with sidewalks throughout Desoto County Mississippi while protecting, restoring and linking the natural features and their functions in order to achieve a healthy natural environment and ecological diversity.

Desoto County Greenways, headed by the [Desoto County Economic Development Council](#) <http://www.desotocounty.com> and partially funded by the Desoto County Board of Supervisors, involves resources such as parks, greenways, rivers, and open space that encourages smart growth and sustainable development. Businesses are attracted to a community because of the business opportunities offered and they also look for a high quality of life for their families and the families of their employees. The Greenways system encompasses scenic pathways, protected green space and takes advantage of nature and its beauty and will encompass a variety of multipurpose trails suitable for hiking, skating, jogging, walking, running, equestrian use, canoeing and kayaking and biking.

Greenways and protected green space are an integral part and necessary for achieving a sustainable community. Sustainability is about more than just quality of life. It is about understanding the connections between and achieving balance among the social, economic, and environmental pieces of a community, including green space.

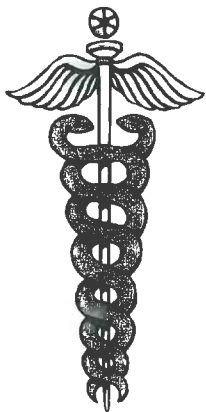
Greenways and associated trails provide a venue for regular exercise which promotes good health. Greenway not only improves quality of life; but, increases property values, enhances tourism, and generates an economic impact within the local economy.

Led by the Desoto County Economic Development Council, the Desoto County Greenways plan is supported by state and County Elected officials, an advisory council plus numerous public and private Desoto County individuals. The Greenways committee meets regularly and encourages you to get involved to make Desoto County a better place to live now and in the future. Everyone is welcome to help so visit www.desotogreenways.org online to find out how you can help make this plan a reality.



Medical

Nestled along the meandering Mississippi River, Memphis has gained fame during the past 10 years as the hub of multistate healthcare. DeSoto County's location next to Memphis enables its residents to utilize the services of 16 major hospitals including the largest private non-profit hospital in the nation, Baptist Memorial Hospital, and the leaders in research of children's diseases, St. Jude Children's Research Hospital and LeBonheur Children's Medical Center.



DeSoto County Hospitals

Baptist Memorial Hospital—DeSoto

Located in Southaven, DeSoto County's hospital offers 240 acute care beds, 30 physical rehabilitation beds, 20 ICU beds and 33 delivery beds. The Progressive Care Center is a skilled nursing facility and also offers outpatient rehabilitation, including physical, speech, and occupational therapy. A 15,500 square foot emergency room features 21 treatment rooms. Baptist DeSoto doubled its size when a \$40 million expansion project was completed; following the expansion, the hospital offers more health services, including open-heart surgery, heart catheterizations, expanded women's services, and an increased number of intensive care beds. An \$8 million comprehensive cancer center has also been constructed. Some services offered by Baptist DeSoto include the following:

- Anesthesia services
 - Blood Bank
 - Skilled nursing services
 - Laboratory services
 - Cardiopulmonary services
 - Rehabilitation services
 - Industrial health services
 - Home care and hospice
 - Childbirth classes
 - Cardiac rehab
 - Occupational therapy
 - Speech therapy
 - Physical therapy
 - Lithotripsy services
 - Step-Down unit
 - Computerized axial tomography (CT)
 - Carotid stents
 - Critical/Intensive Care Unit
 - Echo services
 - Heart Catheterization
 - Interventional radiology procedures
 - MRI
 - Mammography
 - Nuclear medicine
 - Oncology Services
 - Open heart surgery services
 - Ophthalmologic surgery
 - Orthopedic surgery
 - Renal dialysis (acute)
 - Urological Surgery
- In November 2006, Baptist Memorial Hospital-DeSoto completed a \$175 million expansion of 400,000 square feet, which includes a 10-story tower with 339 beds, 11 operating rooms and a 35-room emergency department.

Parkwood Behavioral Health System

Located in Olive Branch, Parkwood offers psychiatric and chemical dependency care for children, adolescents, and adults in a peaceful 38-acre wooded setting. The 106-bed facility provides programs for recovery from emotional, behavioral, and addictive disorders. Parkwood offers a full continuum of care including inpatient, partial hospitalization, residential treatment, and aftercare groups. Also located on the campus is a 30-event ropes course which can be utilized by outside groups. This course is designed to develop teamwork, communication skills, group cohesiveness, and increased self-discipline.



DeSoto County Department of Health

The Health Department's main office is located in Hernando, with a branch in Olive Branch.

Services offered include the following:

- Maternity clinic
- Medicaid screening
- Family planning
- Nutrition counseling
- Immunizations
- Well baby screening
- WIC clinics
- Tuberculosis clinic



DeSoto Health & Wellness Center

Located in Southaven, the DeSoto Health & Wellness Center provides affordable healthcare for the working uninsured. Founded in 2002 by Former Mississippi State Representative Valeria Robertson, this clinic operates solely on private funding.

Shelby County, Tennessee Hospitals

<u>Facility</u>	<u># Beds</u>
Baptist Memorial Hospital East	604
Baptist Memorial Hospital Germantown	68
Baptist Memorial Hospital Collierville	48
Lakeside Hospital	174
Delta Medical Center	134
LeBonheur Children's Medical Center	225
Methodist Healthcare Central	917
Methodist Healthcare Germantown	120
Methodist Healthcare North	234
Methodist Healthcare South	200
Regional Medical Center	383
St. Francis Hospital	558
St. Jude Children's Research Hospital	54
University of Tennessee Medical Center	103
Veterans Affairs Medical Center	274

DeSoto County Healthcare

There are a number of private physicians practicing in DeSoto County offering the following specialties:

- Cardiology
- Chiropractic medicine
- Dentistry
- Dermatology
- Family practice
- Gastroenterology
- General surgery
- Internal medicine
- Neurosurgery
- Obstetrics/gynecology
- Oncology
- Ophthalmology
- Optometry
- Orthodontics
- Orthopedics
- Otorhinolaryngology
- Pediatrics
- Physical therapy
- Plastic and reconstructive surgery
- Podiatry
- Psychiatry
- Radiology
- Urology



Churches

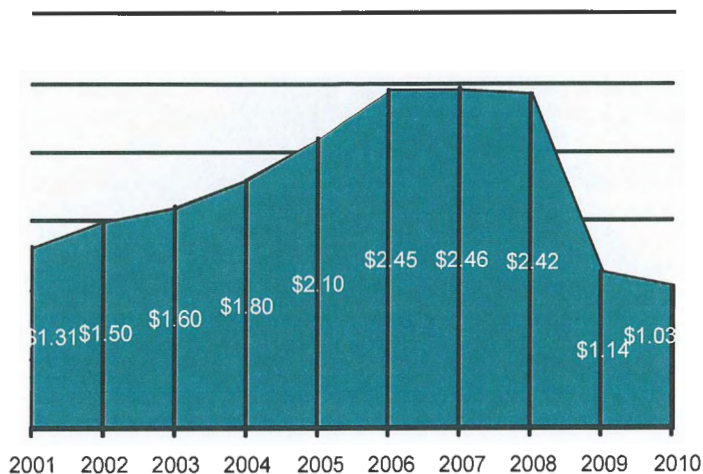


The quality of life is enhanced in DeSoto County by the influence of the religious community. Presently there are more than 170 churches and houses of worship.

DeSoto County denominations and affiliations:

- Assembly of God
- Baptist
- Catholic
- Christian
- Church of Christ
- Church of God
- Church of God in Christ
- Church of God in Prophecy
- Church of Jesus
- Church of the Nazarene
- Episcopal
- Holiness
- Jehovah's Witness
- Lutheran
- Methodist
- Non-denominational
- Pentecostal
- Presbyterian
- Seventh-Day Adventist
- Synagogues (in the Memphis area)

Retail Sales (in billions of dollars)



DeSoto County's retail sales grew more than \$246 million in FY 2005, the highest growth in the State of Mississippi.

Source: Mississippi State Tax Commission



DeSoto County offers numerous retail opportunities, with several shopping centers, a regional retail lifestyle center, restaurants, recreational centers, theaters, and hotels/motels located throughout the county. Large national chains as well as one-of-a-kind, locally-owned establishments await customers.





Area Events and Attractions

Southaven Springfest—Three day festival held in the month of April at Snowden Grove Park. Activities include Championship barbecue cooking contest, carnival midway with fun rides, vendors, concessions, 5K run, arts & crafts show and live musical entertainment.

Olive Branch Mayfest – Held the second Saturday in May in Olive Branch Old Towne. For more information www.olivebrancholdtowne.com

Olive Branch Spring and Fall Concert Series at Pigeon Roost Plaza – Fall concerts start September 11 and are on Saturday evenings through the fall. Spring concerts are Thursday evenings through May & June.

Hernando A'Fair—held the third Saturday each May; proceeds help benefit scholarships and other funds for area youths. Activities include arts & crafts show; bluegrass contest, 5K run, musical entertainment. Sponsored by the Hernando Optimist Club, between 7,500-10,000 attend. For more information: www.hernandooptimist.org

Blueberry Picking at Nesbit Blueberry Plantation – You can pick your own or they will pick them for you. Picking dates are approximately June 11 through July 31. For up-to-date information on weather, crop tendencies and best picking times, call 662-429-3778 or www.nesbitblueberry.com

Cedar Hill Farms – Kids as well as adults can enjoy a tractor drawn hayride around the farm, pet the animals in the petting zoo, ride a pony, catch a trophy bass in the private pond or divide up into teams to play volleyball, horseshoes or even paintball. Open to the public seasonally and open by reservation for private parties, corporate events, family reunions and weddings year round. Call 662-429-2540 or www.cedarhlfarm.com

Our Family Farm – Offers group tours of a real working farm. Summer and year round tours, as well as birthday parties. In the fall, there is a cotton patch, pumpkin patch, and a melon patch as well as “crop plots” of soybeans, corn, cotton and wheat. By reservation only they offer tours, hayrides, field trips, special events, “agri-classes” and private parties. Call 662-893-7888 or www.ourfamilyfarmtours.com

Hernando Music & Heritage Festival—held for three days in the fall, this festival includes arts and crafts, food, and music including local artists.

Hernando Point Camp Ground – Located on the east side of Arkabutla Lake, five miles south of Hernando. This campground offers 83 campsites and a trailer dump station. Nearby day use area includes one picnic shelter, playground, boat ramp, and numerous picnic tables, enjoy outdoor recreational activities such as camping, fishing, boating, swimming, biking or spend a relaxing day taking in all that nature has to offer. For more information call 662-562-6261.

For more information on area events and attractions, contact the *DeSoto County Tourism Association*, 662-393-8770 or www.sodesoto.com





City & County Government

The cities of Hernando, Horn Lake, Olive Branch, and Southaven, and the Town of Walls have Mayor-Board of Alderman forms of government.

DeSoto County is governed by a Board of Supervisors made up of one supervisor from each of five districts. The supervisors are elected by the citizens of DeSoto County and the board in turn elects its own president.

With highly-trained and well-equipped police and sheriff's department, DeSoto County enjoys low crime rates and a safe, secure environment.

Bond Rating

DeSoto County has a Moody's Bond Rating of Aa3, and a Standard & Poor's rating of AA-.

Planning & Zoning

DeSoto County and the cities of Hernando, Horn Lake, Olive Branch, and Southaven each have a planning commission.

The county and these cities have adopted zoning ordinances, subdivision regulations, and building, plumbing, gas, electrical, fire codes, and architectural ordinances. Flood plans and flood plain ordinances have also been adopted by the county and these four cities. There is a county-wide comprehensive zoning plan in place.

Police & Sheriff's Departments

<u>Department</u>	<u>Personnel Officers</u>	<u>Vehicles</u>	<u>Average Response Time</u>
DeSoto County Sheriff	225	100	4-5 minutes
Hernando Police	24	18	3-4 minutes
Horn Lake Police	61	50	1 minute, 15 seconds
Olive Branch Police	72	75	2 minutes
Southaven Police	102	88	3 minutes
Town of Walls Police	5	3	3 minutes



Fire Departments



<u>Department</u>	<u>Personnel</u>	<u>Rating</u>
Paid Departments		
Hernando	15	7
Horn Lake	53	6
Olive Branch	61	6
Southaven	77	5
Volunteer		
Summershill	24	7
Nesbit	22	10
Love	40	10
Walls	80	9
Lewisburg	25	9
Alphaba/Cockrum/Ingrams Mill	23	10
Bridgetown	20	10
DeSoto Woods	14	10
Eudora	45	8
Fairhaven	20	10