

# November 2011



## Building for the Future

Nov 2011

*The DeSoto Council's mission is to facilitate, promote and provide effective, unified leadership for economic development and improved quality of life.*

## Desoto County Greenways Gets 1.4 Million Grant

Desoto County officials have announced the awarding of a grant for more than \$1.4 million from Uncle Sam to be used on Greenways projects across the county.

County officials were presented a symbolic check from Mississippi Transportation Commissioner Mike Tagert as they announced the funding and how the funds would be spent. The funds will enhance portions of the DeSoto Greenways system, building upon and linking segments in place or under construction.

\$610,000 will be used for a bicycle-pedestrian "linear park" in the eastern part of Hernando. Plans include a landscaped pathway with benches and lighting along McIngvale Road from its intersec-



tion with East Commerce to Hernando Hills Elementary School.

\$800,000 will be used to furnish asphalt pavement on the Johnson Creek multipurpose trail, providing improved access from U.S. 61 to the existing Latimer Lakes Park in Horn Lake with pavement and gravel base and ultimately to the Bass Landing boat ramp, DeSoto's

only Mississippi River access. It will also provide signs for four proposed linkage routes and expand the existing signed bicycle routes to connect the northeast corner of the county with Arkabutla Lake. Lastly, the funds will provide design and construction of a new trailhead and trails at the Cockrum Civic Center.

Larry Jarrett, credits the county's unity in linking "open space, quality growth and sustainable development." This grant shows greenways aren't only a good thing for wellness, aesthetics, and quality of life, but also plays a part in economic development as well.

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## Anda Distribution to Build Facility in Olive Branch

Watson Pharmaceuticals Inc. has announced it will build a \$23.5 million distribution center in Mississippi to replace a larger leased space it has been using in Ohio.

The drug maker's Anda Distribution subsidiary said the 234,000 square-foot building in Olive Branch, Miss., will employ 70 workers and should begin operation in the second quarter of 2012.

The company said the size of the new facility will offer better efficiencies than the Groveport, Ohio, warehouse it now uses. Anda's website said the Groveport facility offers 355,000 square feet.

The new site, southeast of Memphis, will also help maximize Anda's relationship with FedEx Corp. (FDX), the generic drug distributor's primary shipper.

"We are very appreciative of the pro-business, pro-investment climate of Mississippi," Anda Distribution Chief Operating Officer Albert Paonessa III said.

Headquartered in Weston, Fla., Anda Distribution, which is a division of Watson Pharmaceuticals, Inc., is the fourth largest U.S. distributor of generic pharmaceutical products, vaccines,

injectables and over-the-counter medicines from more than 200 suppliers to more than 65,000 locations. These include 11,000 physician accounts, 17,000 independent pharmacies and over 35,000 chain locations. To learn more, please visit [anda.andanet.com](http://anda.andanet.com).



## Southaven Lands Outlet Shops of the Mid-South

Officials have announced plans to build an outlet mall in Southaven. Memphis-based Poag Lifestyle Centers and the Simkin Group have announced plans to build the outlet center at Interstate 55 and Church Road.

Construction on The Outlet Shops of the Mid-South is scheduled to start next summer with the mall opening in fall 2013. The outlet center will be a 330,000-square-foot facility, the same size as the Shops of Grand River, which opened last year in Leeds, Ala. Poag Lifestyle Centers, formerly Poag and McEwen, also built the Shops of Saddle Creek in Germantown.

"The Memphis metropolitan area needs an outlet center, and we feel like this is the best location because it is in the metro area and will serve Memphis and other areas within a 150 mile radius," said Bob Rogers, the chief operating officer of Poag Lifestyle Centers. "The location is excellent with I-55 and I-69 being able to handle the traffic from all directions. We are real pleased the center will serve Memphis and the outlying areas."

The outlet center is expected to provide millions to the local and state economy.

Developers said the \$50 million to \$60 million project is also expected to bring hundreds of jobs in construction and retail to the area.

Southaven Mayor Greg Davis said the proposed outlet mall will further cement the city as a true regional retail destination. "This is not your typical strip outlet that will be located within our vicinity," Davis said. "It will not only set the standard, but be a destination retail center like other towns and states have built." He compared the proposed outlet center in Southaven with the Silver Sands Outlet Mall in Destin, Fla. and the Tanger Outlet in Foley, Ala.

This will be the second major retail shopping mall for the city. In 2005, CBL & Associates Properties Inc. opened Southaven Towne Center, the 450,000-square-foot outdoor shopping center, located one block south of Goodman Road on Airways. The Towne Center is anchored by stores such as Dillard's, JCPenney, hhgregg, Sportsman's Warehouse and Bed Bath & Beyond.

Davis said he thinks the city, the third largest in the state, will be able to support two malls.

"You're looking at two different malls that will offer more choices to residents and visitors," he said. "With the outlet mall, shoppers will no longer have to travel to Memphis and pay full price for items. They will have top level outlet stores in our city."

Davis believes the city will also benefit with more sales tax revenue from the proposed new retail center. Currently, Southaven receives a little more than \$1 million annually in sales tax revenue from the Southaven Towne Center. It is projected that the outlet mall could also bring in \$1 million a year in sales tax revenue, Davis said.

The TIF plan was originally adopted by the city in 2004 for the DeSoto Pointe retail development project. That project was stalled by the economy and never got off the ground. Developers of the outlet mall said the mall will be built on 40 acres of the 144-acre DeSoto Pointe site. "Our mall was not part of the original DeSoto Pointe project," Rogers said. Rogers said developers have been busy working to secure leases for the mall. "All I can say at this point is we will have some top-level stores, and we are excited about the project."

## Desoto County Gets Positive National Publicity

Desoto County has received positive national recognition from multiple publications and websites recently.

The county received accolades in Bloomberg Businessweek with Olive Branch being named the Fastest-Growing City in the US. The county received national recognition in CNN Money.com for being named #7 on the list of "Top 10 places in America Where the Jobs Are." CNN Money.com recently designated Southaven as one of the "25 Best Places to Retire." CNN Money.com also named Southaven #24 on its list of, "Where Homes are Affordable." Hernando has been named #79 among the "Top 100 Places to Live in the US" among small towns in CNN Money.com.

Money Magazine specifically mentions towns and cities such as Hernando, Olive Branch, and Southaven. The magazine states that, "Jobs are heading down the Mighty Mississippi to Desoto County, that is located just below the Tennessee border." The magazine goes on further to mention the area is attracting businesses with lucrative tax breaks and incentives.

Distribution centers are a popular venture in Desoto County. Pharmaceutical giant McKesson is building a \$120 million hub in Olive Branch (while moving 300 jobs from Memphis.) The article sites appliance maker Hamilton Beach as also relocating more than

100 jobs from Memphis to Olive Branch. And then it goes further by mentioning Siemens Industry which brought another 150 jobs to a new center in Desoto County.

Money Magazine states that "Over the last 10 years, Desoto County has become home to more than 200 new and expanding businesses with more than 10,000 added jobs."

With that kind of growth and expansion in a state almost always near the bottom in every category or list, it is easy to see why Desoto County is so excited to have others notice why the county is "Tops in Mississippi.....and now in the Nation too!"

## Memphis #1 Again As Top Shipping Hub in America

Memphis, TN, which bills itself as America's Aerotropolis™, repeats as the first-place finisher in the Top Logistics/Distribution/Shipping Hubs category in *Business Facilities'* 2011 Metro Rankings.

"Memphis has an unsurpassed combination of air, rail, land and water shipping possibilities," said Business Facilities Editor-in-Chief Jack Rogers. "When it absolutely, positively has to get there, it usually goes through Memphis." Memphis is generally considered North America's premiere, perhaps its only, aerotropolis.

The world headquarters of FedEx, Memphis International Airport has the distinction of being the busiest cargo airport in the world and also a major passenger airline hub. The airport pumps more than \$28 billion into the region's economy, and airport-related companies are responsible for 220,000 jobs, or one in every three in Memphis.

While the airport is the heart of the aerotropolis, it is just one part of the robust transportation system that is crucial to Memphis' success. Equally vital to the city's strength as a logistics hub are its superior road and rail networks and its port on the Mississippi River. All play integral roles in the economy of a city that is forecasted to see increased activity in both freight and passenger traffic in the years

ahead.

Memphis has been nurturing its assets and preparing for an even brighter future. The airport itself has been modernized and expanded over the past 15 years with nearly \$1 billion in improvements. One recent accomplishment was a land exchange that saw the Tennessee Air National Guard's base moved from a 103-acre airport site that was surrounded by FedEx to another part of the air field where it built a state-of-the-art base. Years in the making, the exchange allowed FedEx to accomplish a critical expansion onto the former base.

Memphis' five Class I railroads have in recent years invested more than \$500 million in new or expanded rail systems, which already bring more than 200 trains through Memphis each day.

The city's port will also get busier as river traffic increases with the planned expansion of the Panama Canal, so more rail connections to the water are in the works.

The highway network is also growing. Memphis is located at the intersection of interstates 40 and 55, which both cross the Mississippi River, and the city will be a central location on I-69, nicknamed the NAFTA Superhighway

since it will run from Mexico to Canada. Also, the construction of I-22 from Memphis to Birmingham is nearly complete, providing yet another direct connection to major East Coast markets.

Meanwhile, plans call for the city to gain a third bridge across the Mississippi, accommodating road and rail.

Here are the top 10 finishers in our logistics/shipping category:

### **2011 METRO RANKING: TOP LOGISTICS/DISTRIBUTION/SHIPPING HUBS**

- 1. MEMPHIS, TN**
- 2. CHICAGO, IL**
- 3. HOUSTON, TX**
- 4. LOS ANGELES, CA**
- 5. NEW ORLEANS, LA**
- 6. PORT AUTHORITY OF NY/NJ**
- 7. PHILADELPHIA, PA**
- 8. MOBILE, AL**
- 9. CHARLESTON, SC**
- 10. SAVANNAH, GA**

## Hernando Land Donation to Create Renasant Park

Renasant Corporation has announced that its wholly-owned subsidiary, Renasant Bank, a \$4.3 billion, 107-year-old financial institution, is donating 40 acres of land to the City of Hernando, that will become Renasant Park.

"As a community and relationship driven bank, we are honored for the opportunity to donate this land to Hernando for the creation of Renasant Park," said Shawn Clayton, DeSoto Division President. "A high quality of life for the communities Renasant serves is very important to us, and this park will provide a great place for families, individuals and children to enjoy being active outside."

The city of Hernando currently owns approximately 35 acres which adjoins the 40 acres Renasant is donating. The majority of the land is part of an old lagoon that will be reclaimed for use as Renasant Park. When finished there is potential for Renasant Park to have approximately 75 acres of usable outdoor space. In exchange for the land donation, Renasant will be granted naming rights to the park.

"Renasant has always been a great community partner for Hernando and this land donation is just another example of their commitment to bettering our quality of life," said Hernando Mayor Chip Johnson.

"On behalf of the citizens of Hernando, we are grateful for this donation and look forward to cutting the ribbon to officially open Renasant Park in the near future."

Renasant Corporation, a 107-year-old financial services institution, is the parent of Renasant Bank and Renasant Insurance. Renasant has assets of approximately \$4.3 billion and operates over 75 banking, mortgage, financial services and insurance offices in Mississippi, Tennessee, Alabama and Georgia. For more information please visit [www.renasant.com](http://www.renasant.com).

## Education Foundation Raises More than \$80,000 for Teachers

The Desoto County Education Foundation has raised more than \$80,000 for teachers in Desoto County schools this year. The money raised was awarded to 177 deserving teachers who received grants from the Foundation on behalf of their students and classrooms.

The teachers, sponsors, and school administrators were recognized with an awards reception. During the reception the teachers received their grant certificates.

The money raised came from individuals, businesses, and industries who believe in education. The sponsor amounts were varied with donations made from \$25 to \$20,000 which is the largest donation ever received by the Foundation.



## Leadership Desoto Announces 2011-2012 Class

The 21st Leadership Desoto class has been selected and is ready to begin orientation on November 17 and 18.

The 2011-2012 class is made up of 30 participants, representing all facets of business, industry, and government. The seven-month program gives a comprehensive view of the county's strengths and opportunities.

The program begins Thursday, November 17, with an orientation session held at Whispering Woods Hotel & Conference Center. The class will also participate in a ropes course chal-

lenge at Parkwood Hospital in Olive Branch on Friday, November 18.

The group will then meet once each month, on sessions including: health care, economic development, education, state government, and local government, with a graduation program in May. Class members will also be required to work on a community service project, which will be completed by the end of the program.

**The 2011-2012 Class Includes:** Steve Allen, Heather Bradham, Jennifer Brunetti, Robert

Carter, Jason Clinton, Marty Coleman, Allen Courson, Margaret Devine, Brenylle Farmer, Keith File, Lakita Fox, Donald Hall, Zelda Hill, James Huffman, Joann Ledbetter, Hank Ludwig, Todd Mastry, Leigh Anne Mehr, Michael Montgomery, Ben Murphy, Andy Nichols, Carla Paradine, Ethan Permenter, Robert Quimby, Keith Schreiber, Billy Sears, Courtney Tomlinson, Scott Trapolino, Maleiah Tyus and Ashley Utley.

## Leadership Desoto Alumni Group Looking for Members

This fall, Leadership Desoto and the Desoto County Economic Development Council are excited to announce plans to introduce a "Leadership Desoto Alumni Group" that will be open to all graduates of Leadership Desoto.

For \$30 a year, alumni can join the Leadership Desoto alumni group. The \$30 dues will include discounted admission to alumni events, access to an alumni directory, and a copy of an annual Alumni newsletter that will highlight LD graduates in their work after leaving the Leadership Desoto program.

*Leadership*  
**DeSoto**

Leadership Desoto graduated its first class of participants in 1991. In May, Leadership Desoto graduated its 20th class. The program now has nearly 500 alumni. Until now, the program hasn't had a formal "alumni group."

The Desoto Council is hosting the first alumni event which will be held on Friday, November 18, at Whispering Woods in Olive Branch. This first social and networking event will be free to all alumni. At least two events a year will be planned.

If interested in joining the Leadership Desoto Alumni Group, please contact Leadership Desoto Coordinator Lisa Biglane, at the Desoto Economic Council Office by email at [lbiglane@desotocounty.com](mailto:lbiglane@desotocounty.com) or 429-4414.

## Leadership Desoto Alumni Group Holds First Event

# Leadership DeSoto Alumni Group

Presents:

**First Ever Alumni Social and Brunch**

***This Alumni Event Will Include:***

- ~Networking and Social Time*
- ~Catered Brunch*
- ~Overview of Alumni Group*
- ~Introduction of 2012 Class*

**Whispering Woods Hotel & Conference Center**

**Friday, November 18**

**9:30am-10:45 am**

**Brunch for Leadership Desoto Alumni is**

**Compliments of the Desoto Council**

**RSVP to [lbiglane@desotocounty.com](mailto:lbiglane@desotocounty.com) by Nov. 11**



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Leadership DeSoto  
Quarterly Newsletter  
Education Foundation

**Larry Jarrett**  
DeSoto Co Greenways

## 2011 Calendar of Events

*Dates Subject to Change*

### November

10	Tax Advisory Committee
16	Executive Committee
17	Salute to Industry Committee Meeting
17	Metro Industrial Park Luncheon
17	Leadership Desoto- Opening Session
18	Leadership Desoto- Alumni Brunch & Ropes Course
24-25	Thanksgiving Holiday
29	Chamber Directors' Lunch

### December

8	Tax Advisory Committee
8	Leadership Desoto- Economic Development
9	Infrastructure Committee
14	Governmental Affairs Committee
15	Salute to Industry Committee Meeting
15	Metro Industrial Park Luncheon
16	4th Quarter Board of Directors
16	4th Quarter Membership Luncheon
23-26	Christmas Holiday
27	Chamber Directors' Lunch

## Dan Wilkinson Receives Well-Deserved Recognition

Desoto County has a special friend in Dan Wilkinson. Wilkinson is the chairman of Colliers International, a commercial real estate company located in Memphis. Wilkinson has been doing work in the mid-south and in Desoto County for fifty years. He has made significant contributions in the development of industrial parks in North Mississippi, specifically in Desoto County.

He has received many awards throughout his career including: serving as national president of the Society of Industrial and Office Realtors, a frequent recipient of the Memphis Area Association of Realtors'



**Pictured Above: Dan Wilkinson, Chairman of Colliers International, receives the 2011 Tom Richardson Award.**

“Pinnacle Award,” and has been awarded Lambda Alpha Real Estate Fraternity’s Lifetime Achievement Award for Excellence in Real Estate. And the Mississippi House and Senate have passed special resolutions recognizing Wilkinson for his work in industrial development of North Mississippi.

After 50 years, Wilkinson is still very active in the world of commercial real estate. He is also a guest speaker each year to the Leadership Desoto class during the session on Economic Development. The Economic Council is fortunate to call him our friend and congratulates him on his latest accomplishment.

## The DeSoto Council welcomes its newest members:

Tri – Anim

MVP Group International

Hamilton Beach

McKesson Corporation

Cintas Corporation



## DeSoto County Economic Development Council

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