

MADISON COUNTY
HEALTHCARE ZONE

MCHZ





Mayor Arnel Bolden

Named one of America's Most Beautiful Town Squares in Travel and Leisure Magazine in 2013.



Existing Business and Industry

Mississippi Film Studios at Canton



- Purpose-built studio on 31 secure acres.
- A massive, 36,000-sq.-ft soundstage.
- Cash rebate incentives of 25% and more
- Scouted Locations
- Success Stories- As I Lay Dying premiering next month, My Dog Skip, A Time To Kill, etc.



Existing Business and Industry

Manufacturing – Recently Announced Nissan Expansion



Retail – Wal-Mart Super Center
(under construction)



Existing Business and Industry



Madison River Oaks Located in Canton - \$42 million, 67-bed state-of-the-art facility

Part II

MADISON COUNTY
HEALTHCARE ZONE



Tim Coursey, Executive Director
Madison County EDA



Outline

- Madison County Highlights
- Canton Area Commercial Development
- Health Care Industry Zone Evolution
- Overall Planning Effort
- Master Plan vs. Healthcare Zone
- Locational Assets – Drivers of Development
- MCEDA Marketing

Madison County *succeeds*. Madison County *leads* with abundant, skilled human capital.

- ▶ Madison County leads the state in average per capita personal income: \$46,427 in 2010.
(National PCPI: \$39,937. State PCPI: \$31,071)
- ▶ Growth rate for PCPI 1998-2010: 3.6%
(State growth rate 3.5%. National growth rate 2.8%)
- ▶ Population growth rate, 2000-2009: 24.03%, the third highest in the state
- ▶ Projected population: 108,688 by 2015; 128,427 by 2025

Madison County *succeeds*. Madison County *leads* with abundant, skilled human capital.

- ▶ State's second-highest growth of corporate income tax payers
- ▶ Higher employment index than U.S.
- ▶ Higher workforce participation than national average
- ▶ Greater educational attainment than national average

Development Timeline

Nissan Parkway Area (Pre Master Plan)



Total Investment – Over \$60 million

I-55 / Nissan Parkway Area of MCHC Zone

2002

Growing the Health Care Industry in Mississippi From Concept to Practice



Blueprint
Mississippi
HEALTH
CARE



Mississippi
Health Care
Industry Zone
Act (H.B. 1537)



Original
Health
Care
Industry
Zones

Governor Bryant's effort



MS Home Corp
Master Plan HC
Zone Alternative
(Private Sector
Incentive Driven)



Madison
County HC
Zone Master
Plan



Madison County Health Care Zone Master Plan

A Public/Private Partnership Effort

Critical Mass

- ◆ Private Sector Financing of HC Zone Master Plan.
 - (If funded by MHC) Facilitates construction of 40 lease purchase homes in Canton, MS.
- Local Canton Vision
- Countywide Support
- New Hospital Investment
- Medical Overlay District
- Partridge and Nissan Parkway Development
- Area assets and advantages

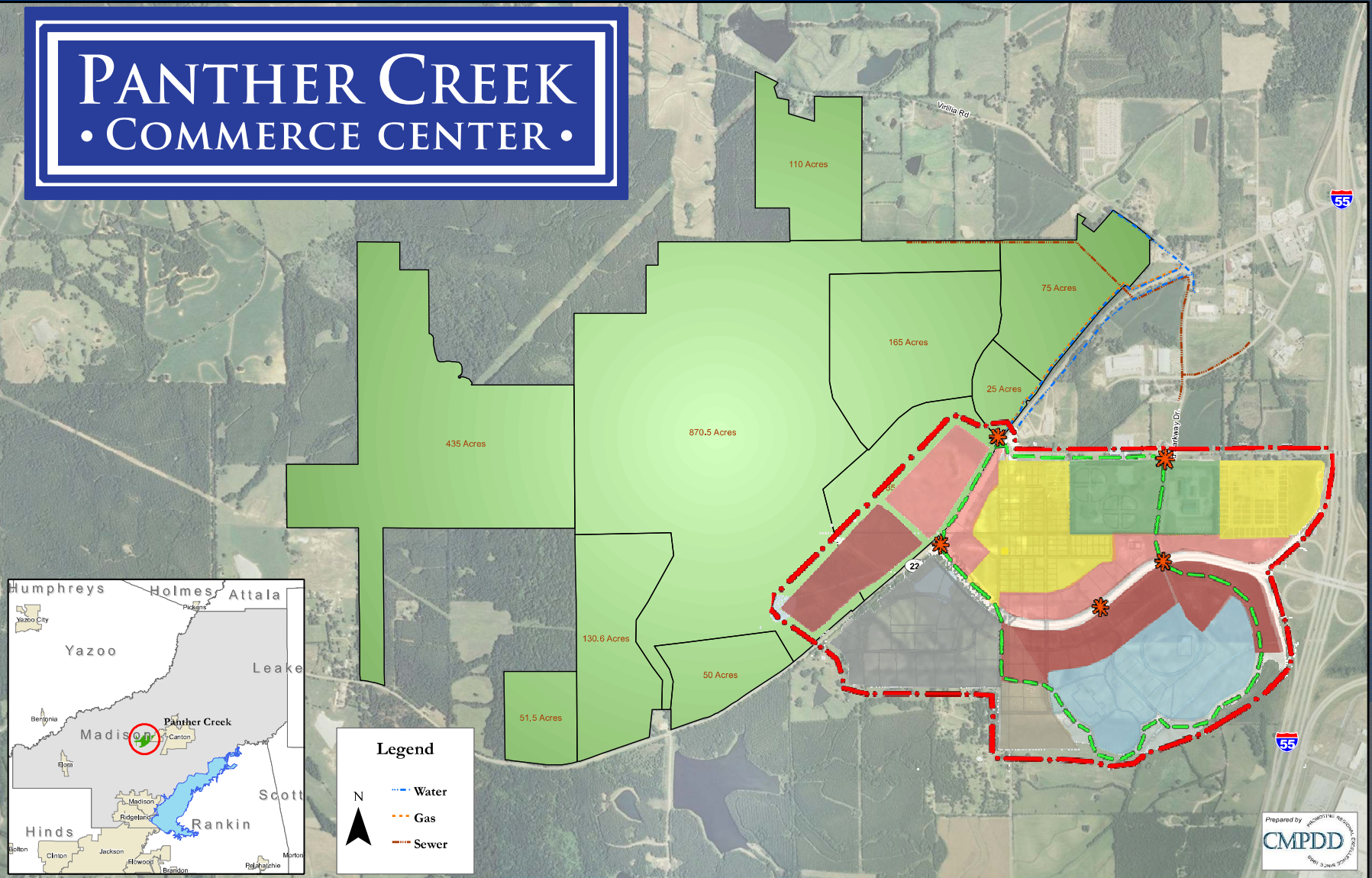


Focus Group with representatives from 15 different stakeholder organizations

MCHC Zone Locational Assets/ Competitive Advantages

- Madison County's High Development Potential
- Madison River Oaks Hospital
- Medical Overlay District (zoning)
- Growing Ancillary Services Sector (I-55 corridor)
- Infrastructure and on-site Utilities including Fiber
- Close Proximity to Jackson Hospitals
- Pharmaceutical Sector – eg. Cypress, Hawthorne, WraSer, Larken
- Medical Supply Companies – eg. First Choice Medical, Cardinal Health
- NEW Panther Creek Commerce Center Mega Site

PANTHER CREEK • COMMERCE CENTER •



Madison County Health Care Zone Master Planned Area



Gluckstadt

Canton

MADISON COUNTY
HEALTHCARE ZONE



5 Mile Zone

- 50,265 acres or
- 78.5 sq. miles

MCHZ Master Planned Area





The Next Move

Implement Plan Strategies

Marketing – getting the word out (MCEDA)

● Targeted Businesses



- Lab Testing
- Medical Office
- Pharmaceuticals and related R&D
- Medical Device and Manufacturers
- BioMed and related R&D, Biotechnology
- Medical Related Commercial Office

● Website – #1 Economic Development Marketing Tool (electronic brochure)

● Relationship Building with Site Selectors and Healthcare Facilities Design, Development & Management Firms

Web 2.0 Marketing

- Social Media Marketing

- Perpetual Campaign

- 100 tweets and posts / week
 - Market saturation re-tweets and repurposed data via web bots.



- Online Advertising

Google Ads | AdWords

- Advanced Website Analytics

Thank You

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