



Delivering Prosperity Through Economic Development Opportunities

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- ▶ MDA – Background, Context, Perspective
- ▶ Market-Driven Guiding Principles
 - Fiscal Responsibility
 - Acknowledgement of Global Economy
 - Strategic Partnerships and Collaboration
 - Innovative Thinking
 - Consultative Selling
 - Relentless Continuous Improvement



Mississippi's Strategic Location

- ▶ Logistics
- ▶ Speed to Market
- ▶ Connectivity
- ▶ Value Proposition



Mississippi Connectivity



MSPA at Gulfport

“I believe twenty-five years from now people will look back on the Port of Gulfport Restoration Project and say, ‘That was the biggest economic development project in the history of Mississippi.’”



- Governor Haley Barbour

MSPA at Gulfport



MSPA at Gulfport

Considering the “What Ifs”

- ▶ Authority and Funding
- ▶ Program Goals
- ▶ Timelines and Measurables
- ▶ Stakeholders

Ongoing Challenges

- ▶ Avoiding Einstein’s Definition of Insanity
- ▶ Maintenance of Coordination and Communication
- ▶ Balance Vision with Reality
- ▶ Sustainability Planning

Delivering Prosperity

All Successful Economic Development is a Team Sport

- ▶ Gather the Cold, Hard Facts
- ▶ Think Regionally
- ▶ Prepare Your Product
- ▶ Demand Grade-A Execution
- ▶ Continuously Improve
- ▶ Recognize Revenue Generation Opportunities
- ▶ Respect Confidentiality
- ▶ Good Policy = Good Politics

Leadership Matters

Thank You!



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