



**FORWARD
TOGETHER**
Driving Progress in Greater Hattiesburg

5 YEARS OF PROGRESS



\$1.69B
in capital
investment



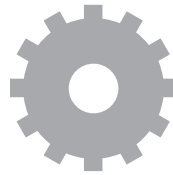
6,113
jobs
created



12%
increase in GDP
from 2014-2018
(BEA 2014-2018)

#1

MSA for job growth %
each year for the last
3 years
(BLS)



Further developed
workforce training offerings
like *pre-employment
testing, Pinebelt Works,
Workready Community
Certification, and Industrial
Electronics program
equipment funding*



Top 20
nationally for job
growth %
(BLS 2018-2019)

MAJOR NEW BUSINESSES RECRUITED

2015



SOFIDEL

2016



SOLAR

2017



DISTRICT AT MIDTOWN

2017



REGIONS



**OVER
\$243M
IN NEW PAYROLL**

2018



SAVILINX

2019



KOHLER



**12.5%
INCREASE IN
AVERAGE
HOUSEHOLD
INCOME
(ESRI 2015-2019)**



**OVER 8.7%
INCREASE IN
RETAIL SALES
(MDOR FY 2015-2018)**

NOW LET'S TAKE IT TO THE NEXT LEVEL!





Dear Forward Together Investors:

We are so excited to launch the Forward Together campaign. Forward Together is a compelling initiative to raise \$4 million in private funds that will allow the Area Development Partnership (ADP), a 501(c)(6) non-profit, to provide a robust economic development program of work from 2021-2025 here in Greater Hattiesburg.

Pinnacle, our previous five-year economic development plan, was extremely successful as the ADP team helped create over 6,000 new jobs with approximately \$1.69 billion in new capital expenditures. To continue this incredible momentum, the ADP has created an aggressive new Business Action Plan to guide Greater Hattiesburg's economic development efforts over the next five years. The ADP will continue to help local companies start, existing businesses expand, and proactively recruit new companies from around the world.

In addition, the new Forward Together program will unite public and private sector leaders to move our region forward by launching critical programs that enable us to compete in a new league. As private sector leaders with the ADP and The Partnership Foundation, we have already committed our time and financial resources to this important initiative. By investing in Forward Together, we know we are changing the trajectory of our region's economy in a way that catapults us to higher heights. As you review the new Business Action Plan in the following pages, we hope that you and your business will join us as we move Forward Together.

Sincerely,

A handwritten signature in black ink, appearing to read "Hoppy Cole".

Hoppy Cole
Chair

Area Development Partnership, Inc.

A handwritten signature in black ink, appearing to read "Shea McNease".

Shea McNease
Chair

The Partnership Foundation, Inc.



LAUNCH

6

CULTIVATE

8

UNITE

10

**NEW
LEAGUE**

12

LAUNCH

FORWARD TOGETHER will focus on creating new capital investment and new jobs in Greater Hattiesburg.

Aggressively market Greater Hattiesburg domestically and internationally



Recruit new companies in diverse sectors that will advance our region's economy

Market and develop The University of Southern Mississippi's Innovation and Commercialization Park



Attract significant development to Midtown Hattiesburg

Recruit
tenant(s) to
the Eagle One
Mega Site

Market and
develop new
industrial real estate
options throughout
the region



Establish regional
partnerships that will
benefit the Hub City



Hattiesburg-Laurel Regional Airport



Secure
\$200M in
new capital
investment

Create
1,000 new
and diverse
jobs

Generate
\$40M in
new payroll

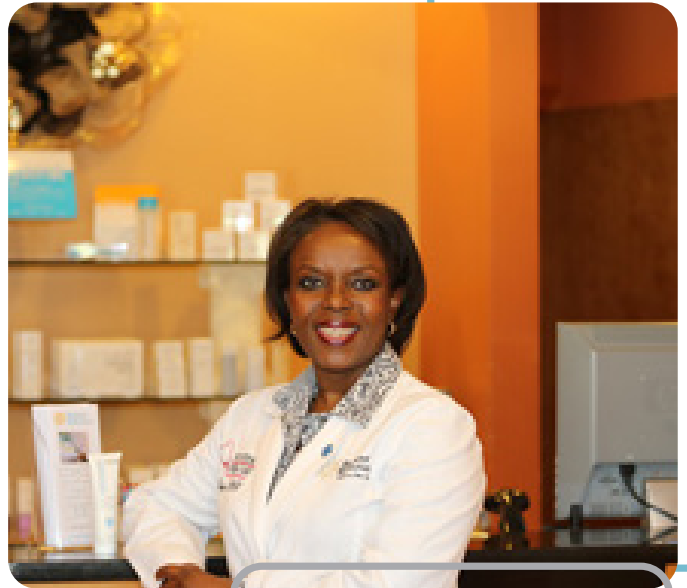
 **FORWARD
TOGETHER**
Driving Progress in Greater Hattiesburg

Annual Cost
\$250,000
Five-Year Cost
\$1,250,000

CULTIVATE

FORWARD TOGETHER will help existing companies grow and develop a place where top talent wants to live and work.

Support healthcare providers as a major economic driver in Greater Hattiesburg



Create 1,000 expanded and retained jobs with \$40M retained payroll

Help small businesses grow through SEMCIC lending

Connect over 5,000 local students and educators with real-world job opportunities in the region



Mission: **POSSIBLE**



Expand Community Development Efforts



Foster redevelopment projects in Midtown and Downtown Hattiesburg





Expand the Pinebelt Works program to multiple offerings per year

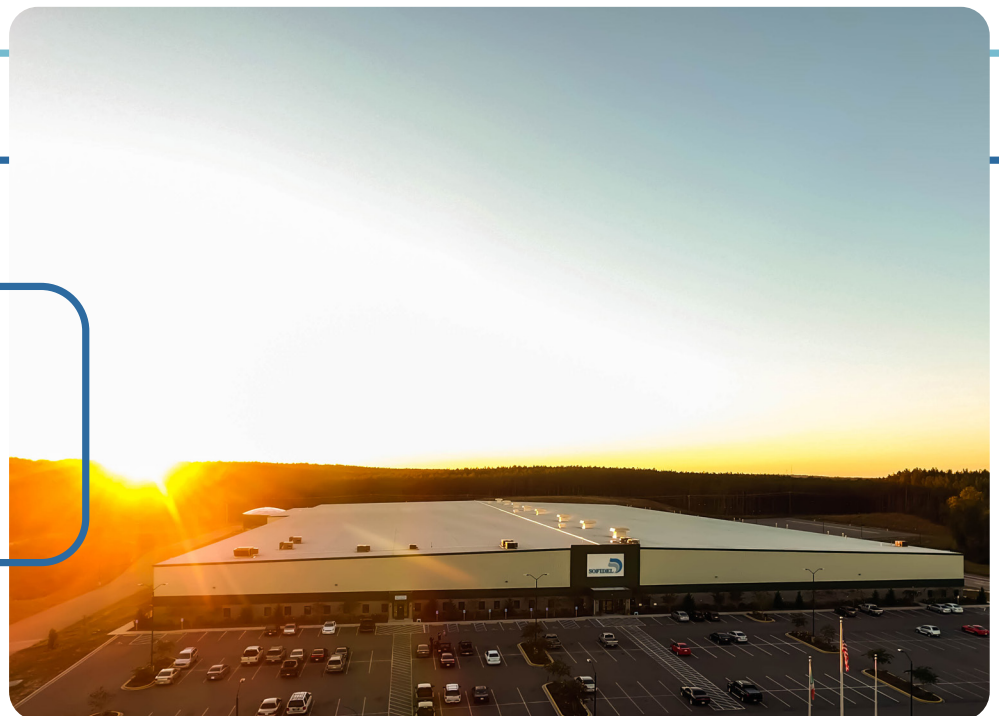
PINE BELT
WORKS



Launch new internship/ apprenticeship programs in coordination with Pearl River Community College to expand and enhance the labor pool and strengthen our existing employers



Generate \$200M in expansion projects with existing employers

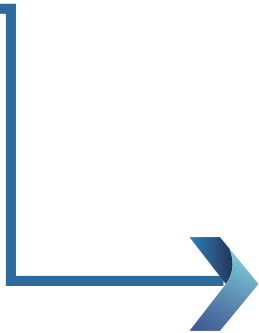


 **FORWARD TOGETHER**
Driving Progress in Greater Hattiesburg

Annual Cost
\$200,000
Five-Year Cost
\$1,000,000

UNITE

Be the unifying force that brings public and private sector leaders together to move **FORWARD TOGETHER** across the region.



Develop relationships with the new Governor and MDA staff to drive economic development projects, influence pro-business legislation, and secure grant funds to aid in our region's growth



Leverage state and federal resources to further enhance Camp Shelby capabilities

Host quarterly Industry meetings and Realtor Roundtables



LOCAL
INDUSTRY
LUNCHEON

REALTOR
ROUNDTABLE



Strengthen public/
private sector
partnerships
throughout Greater
Hattiesburg



Host area leaders on
the ADP's Leadership
Exchange as a must-
do annual trip for
corporate, community,
and political leaders

Enhance state
and federal
partnerships
to move key
legislation and
funding forward

Host quarterly
updates for
public sector
funding partners



NEW LEAGUE

FORWARD TOGETHER will drive the new vision of what is possible to take this community to the next level.



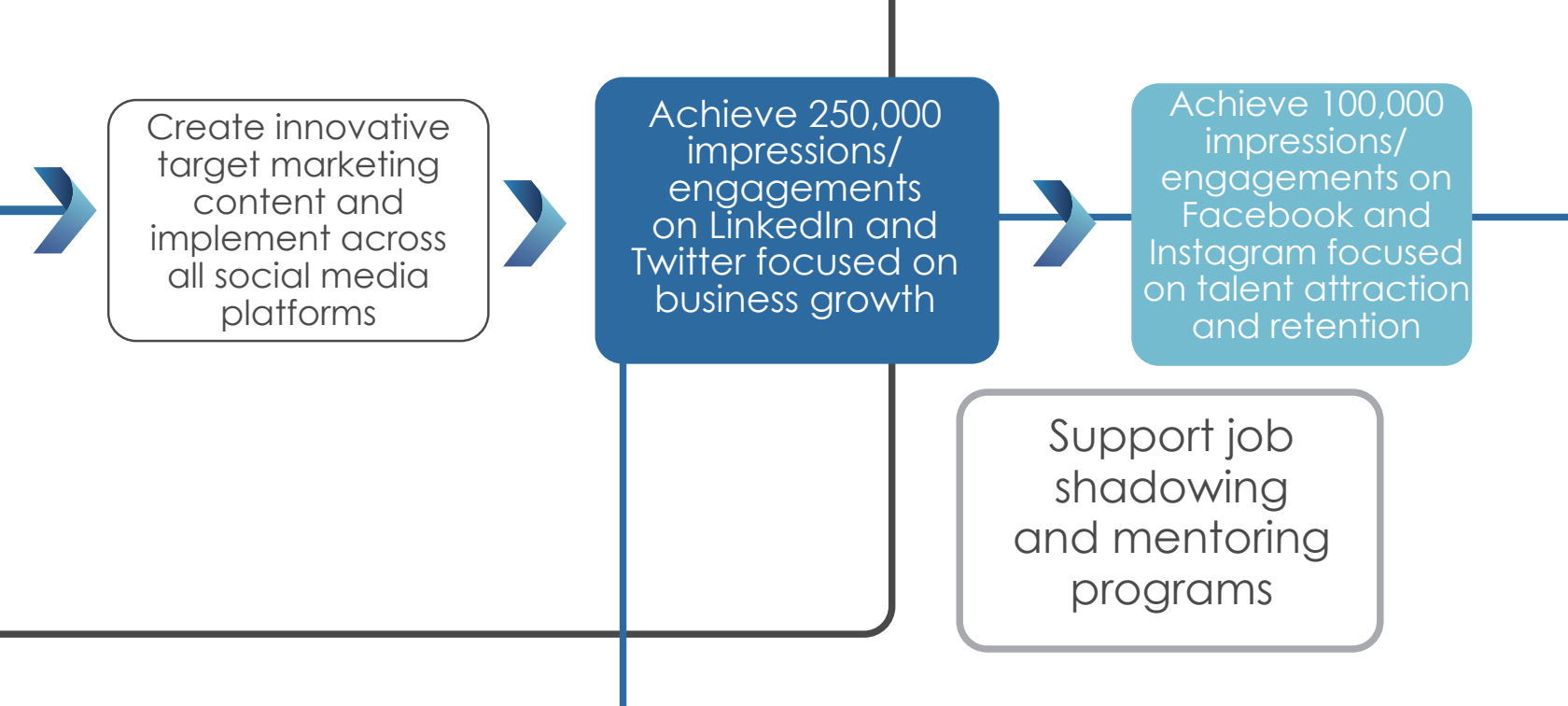
Partner in the development of key parks and recreation projects throughout Forrest and Lamar counties that enhance the attractiveness of our community

Attend 5 retiree tradeshow around the nation focused on recruiting high-value/low-impact retirees to the region

Develop and market real estate packages for each key corridor in the region

Establish the Greater Hattiesburg Beautification Taskforce with representatives from key businesses and local/state government





Work with Forrest Health, Merit Health Wesley, Hattiesburg Clinic and other key healthcare providers to recruit talented professionals to the region

Establish the NextGen Leadership Council focused on developing young professionals for future leadership positions





FORWARD TOGETHER

Driving Progress in Greater Hattiesburg

Annual Cost

\$800,000

Five-Year Cost

\$4,000,000



**PARTNERSHIP
FOUNDATION**

An Initiative of the ADP

