

Helping the Marshall County Industrial
Development Authority (MCIDA) Make Data
Driven Decisions
Cayce Community Project

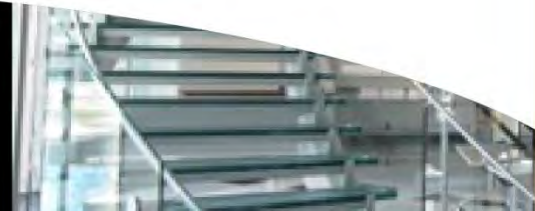


THE UNIVERSITY OF
SOUTHERN
MISSISSIPPI®



THE UNIVERSITY OF
MEMPHIS™

TRENT LOTT NATIONAL CENTER FOR EXCELLENCE
IN ECONOMIC DEVELOPMENT & ENTREPRENEURSHIP



Scope of Work

Develop highest-and-best use alternatives of approximately 682.5 acres located in the county's Cayce Community.

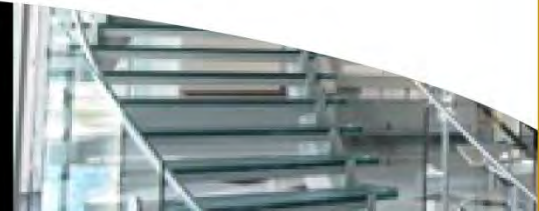
1. Collect Citizen and Community Leader Input
2. Develop Two Development Options
3. For each option follow IEDC guidelines for:

Political Feasibility

Market Feasibility

Site & Engineering Feasibility

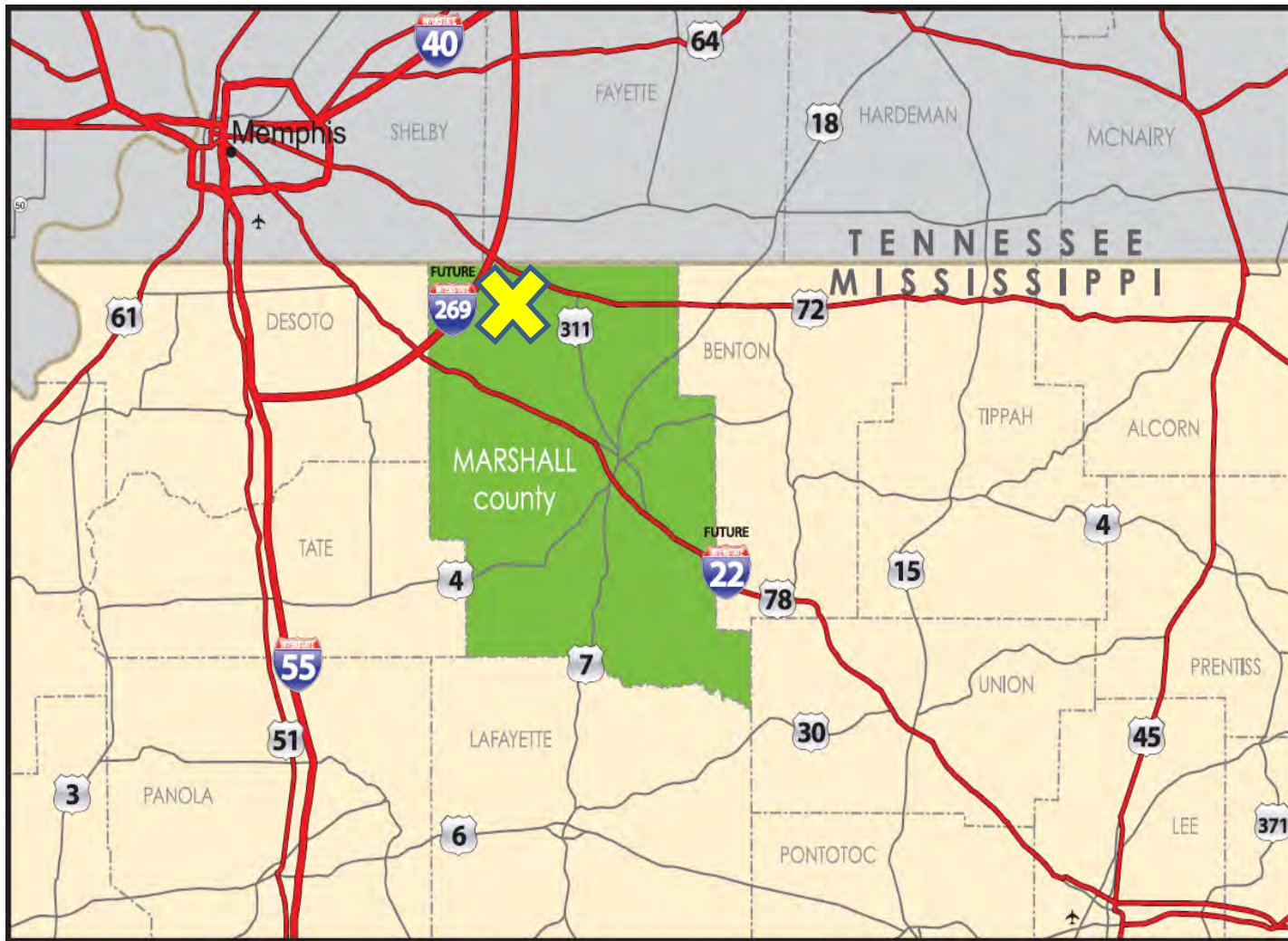
Financial Feasibility



IEDC Feasibility Study Steps

- Political Feasibility
 - Potential of support or opposition?
- Market Feasibility
 - Does the supply match the demand?
- Site and Engineering Feasibility
 - Are there physical or environmental impediments to developing the real estate?
- Financial Feasibility
 - Project is considered financially feasible when the return on the project (or investment) equals or exceeds the required return of the developer

Opportunistic Location



Source: Memphis Metropolitan Planning Organization, 2013

Cayce Community

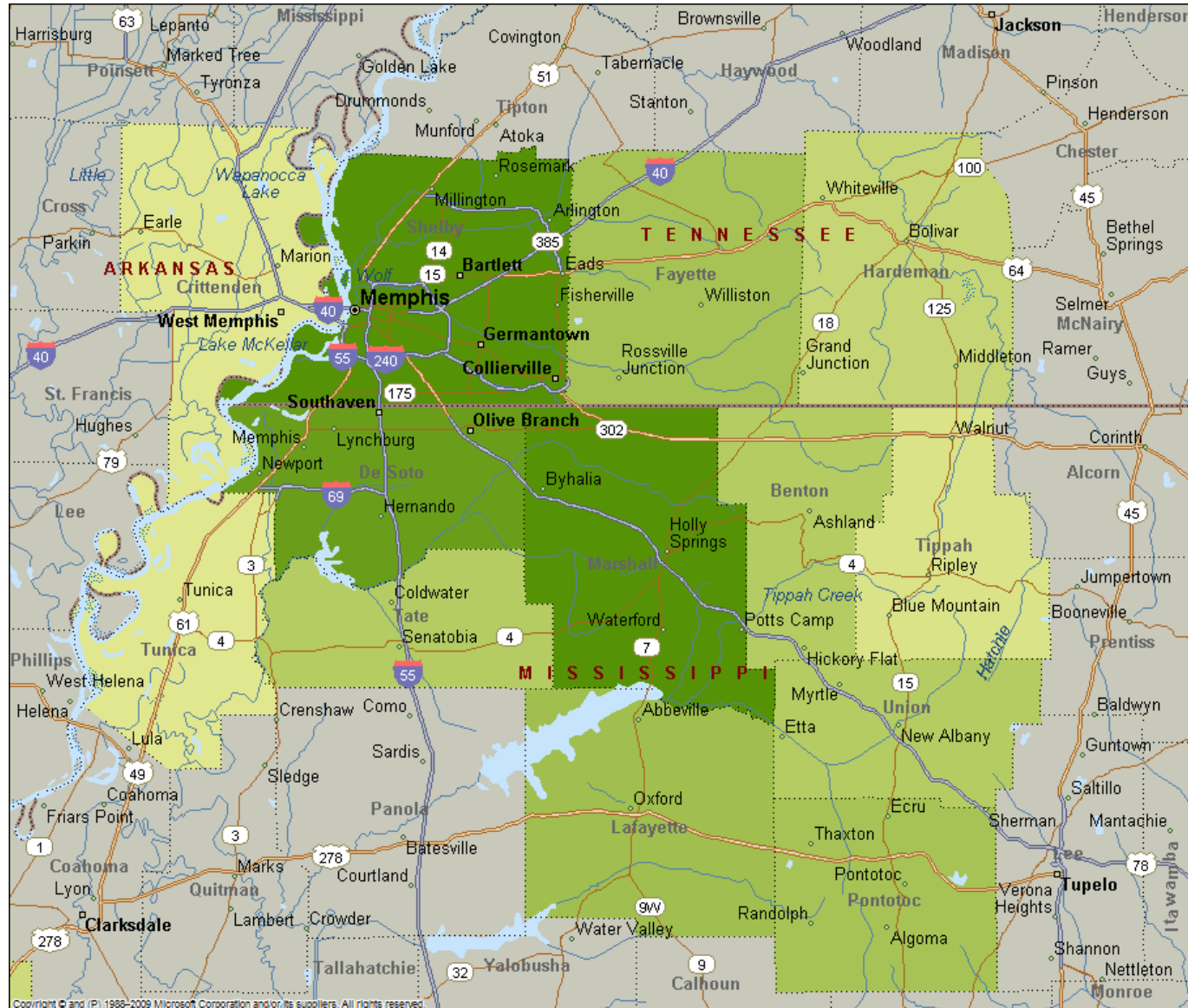




Marshall County: *the right location for success*
Industrial Development Authority

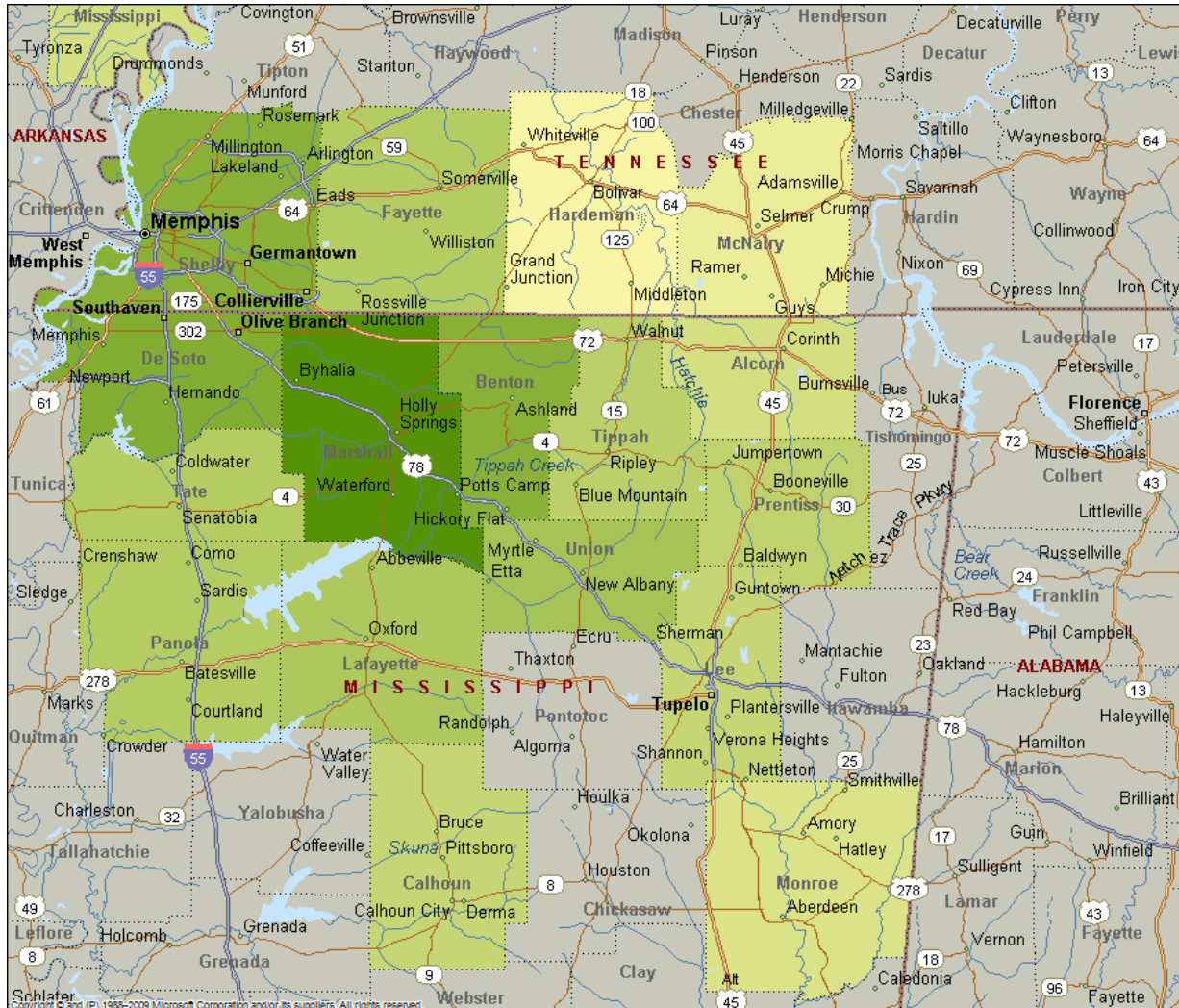
Rockasaw Trails Industrial Park • Proposed Site

66% of
Marshall
County
citizens
work
outside the
county



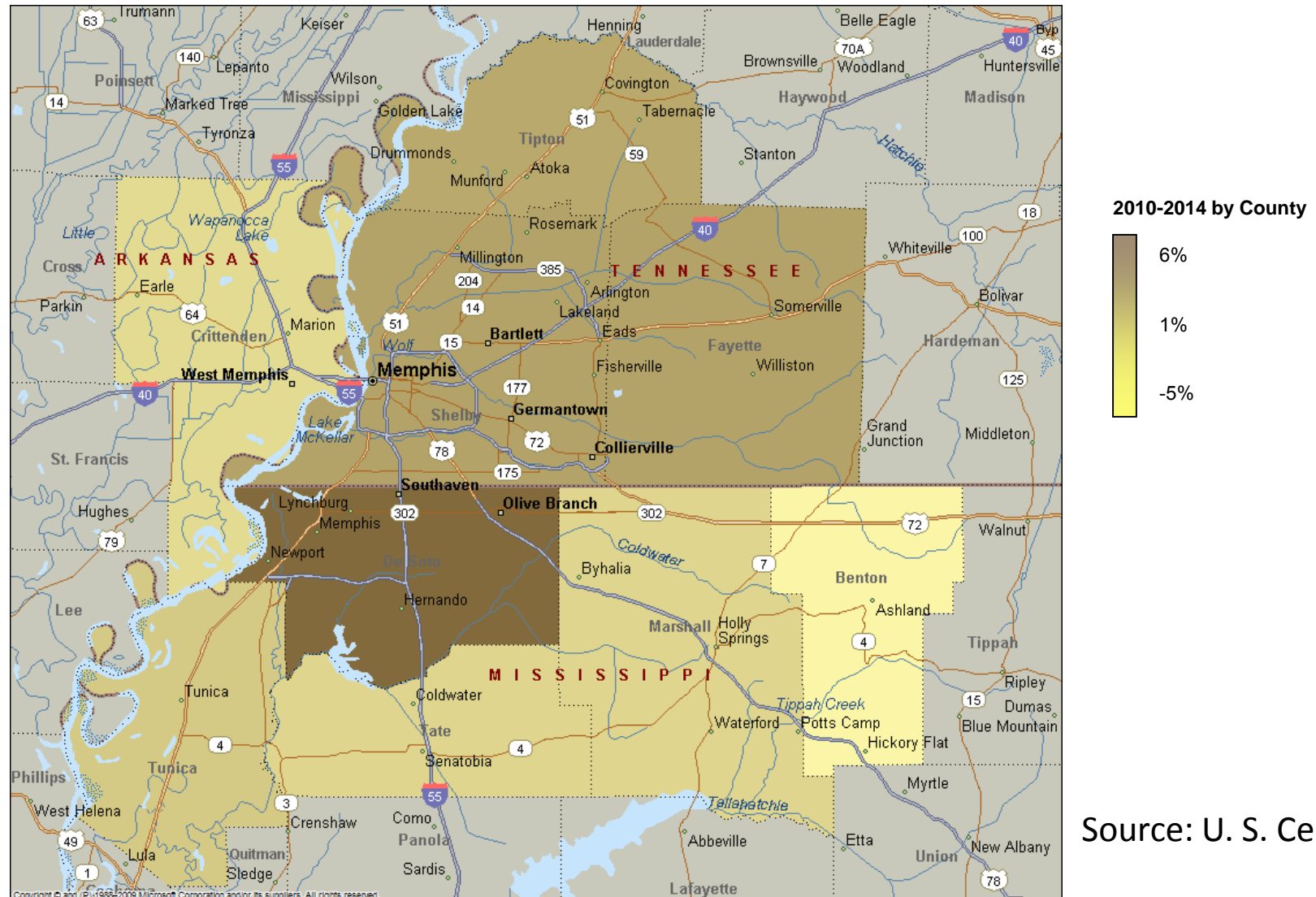
Source: U.S. Census. Residence County to Workplace County Flows

21% of Marshall Co. jobs are performed by workers who live in other counties

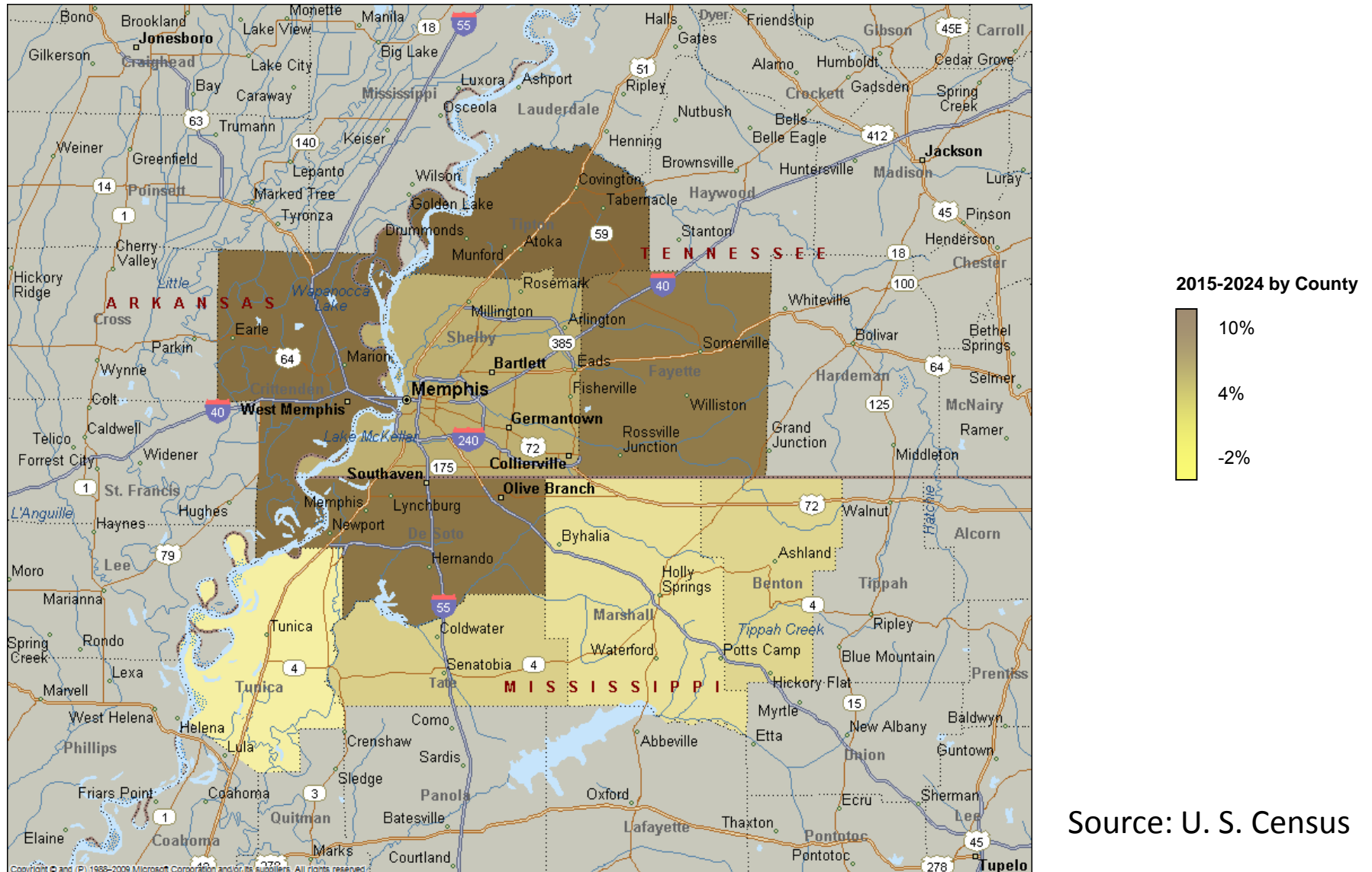


Source: U.S. Census. Residence County to Workplace County Flows

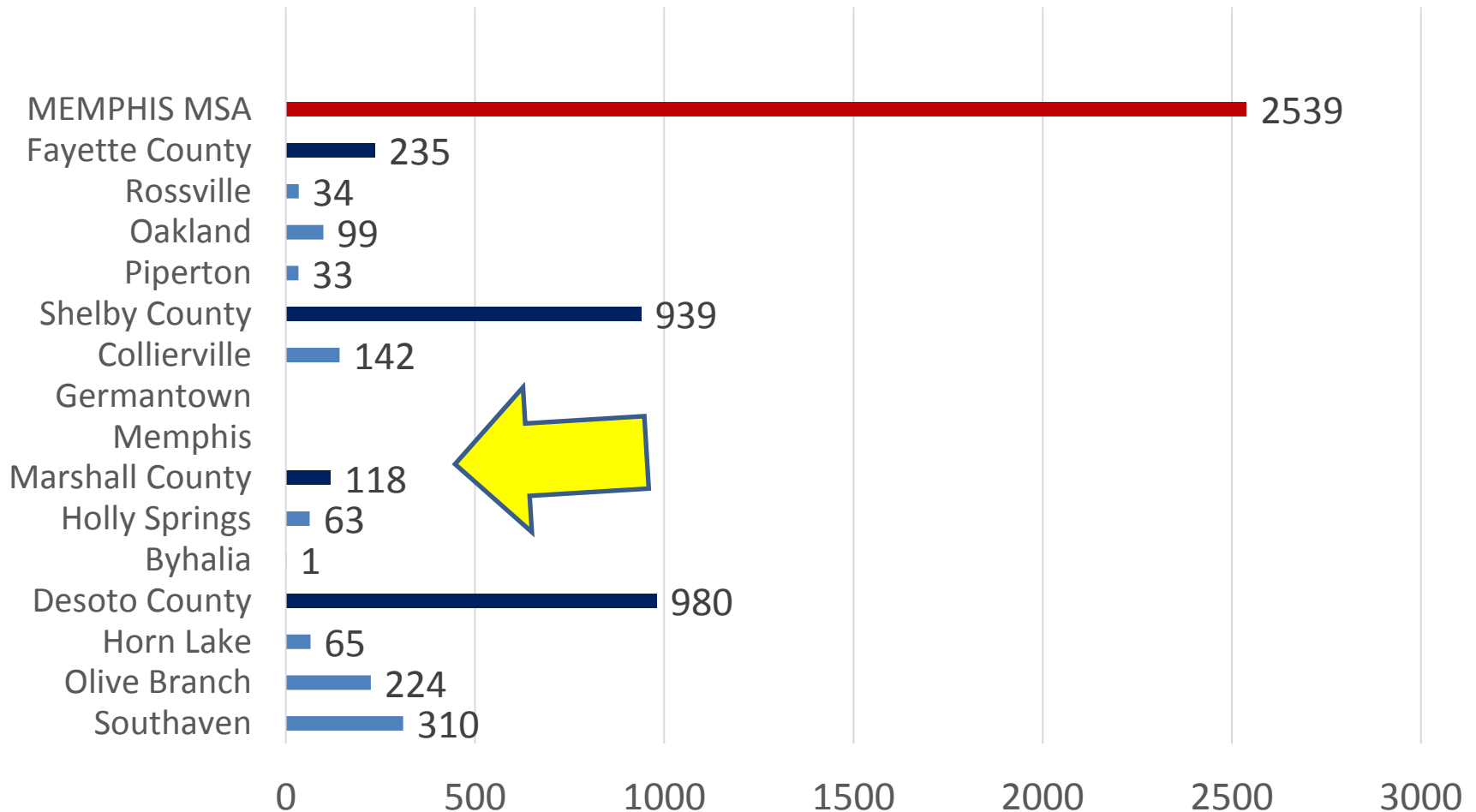
From 2010 to 2014, Marshall Co. declined slightly in population



2015-2024, Marshall Co. is expected to decline slightly while others are gaining population

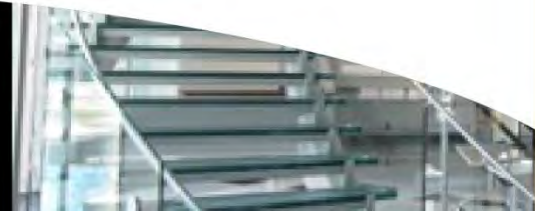


2014 New House Permits Highest in DeSoto and Shelby Counties



Source: U.S. Census. Construction Permits

TRENT LOTT NATIONAL CENTER FOR EXCELLENCE
IN ECONOMIC DEVELOPMENT & ENTREPRENEURSHIP

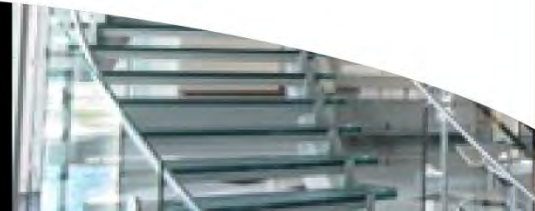


Retail Trade Analysis

Marshall County has an estimated 19,089 customers with unmet retail shopping needs.

Town/County	2014 Population	Retail Capacity to Serve (# of shoppers)	Estimated Annual Retail Sales
Collierville, TN	47,333	75,000	\$847 million
Olive Branch, MS	34,955	61,000	\$716 million
Marshall County	36,234	17,145	\$280 million
Byhalia, MS	1,290	2,833	\$57 million
Holly Springs, MS	7,564	2,074	\$88 million

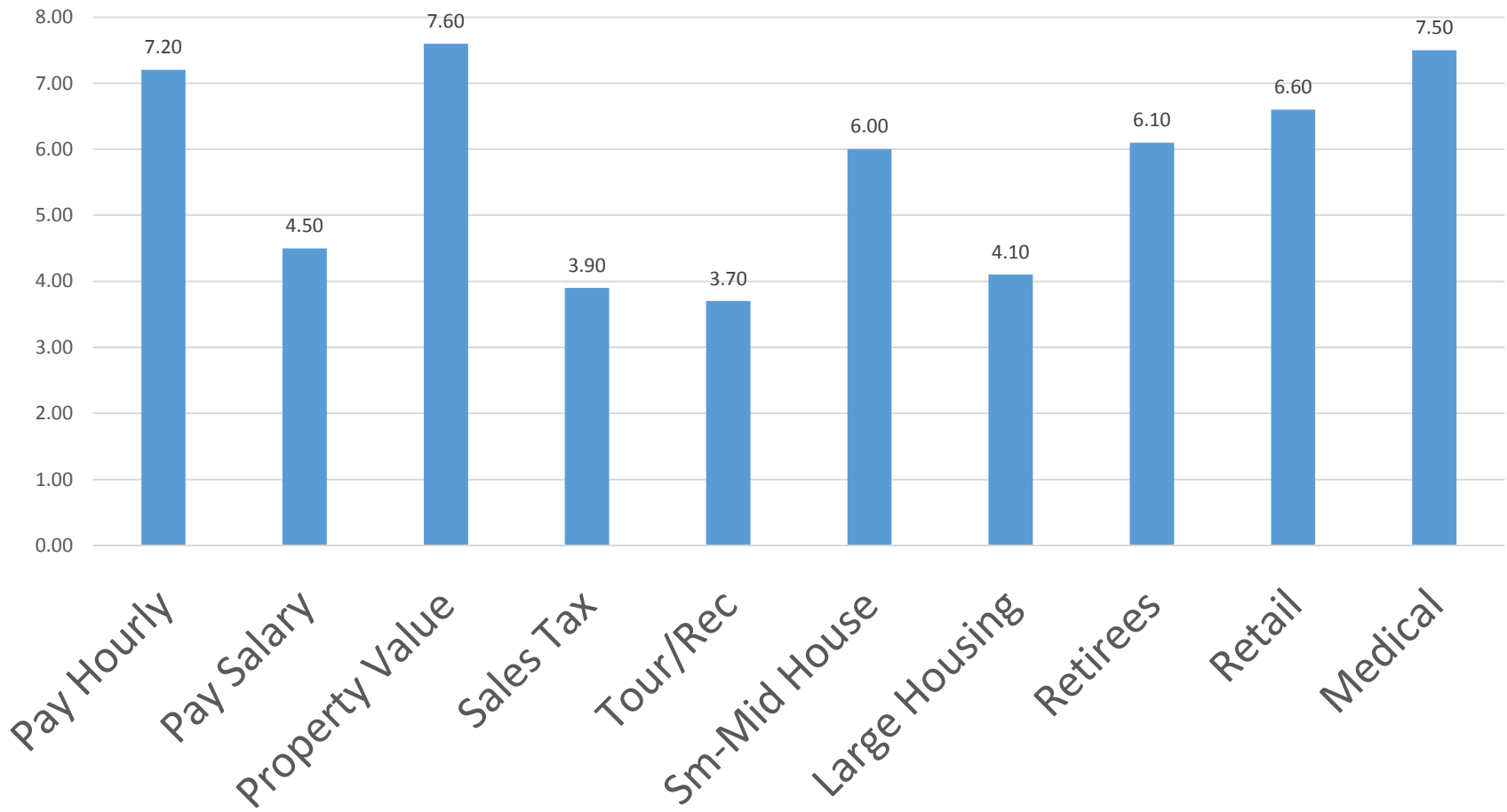
Source: U.S. Census, Population; State of Mississippi Tax Commission, Retail Sales



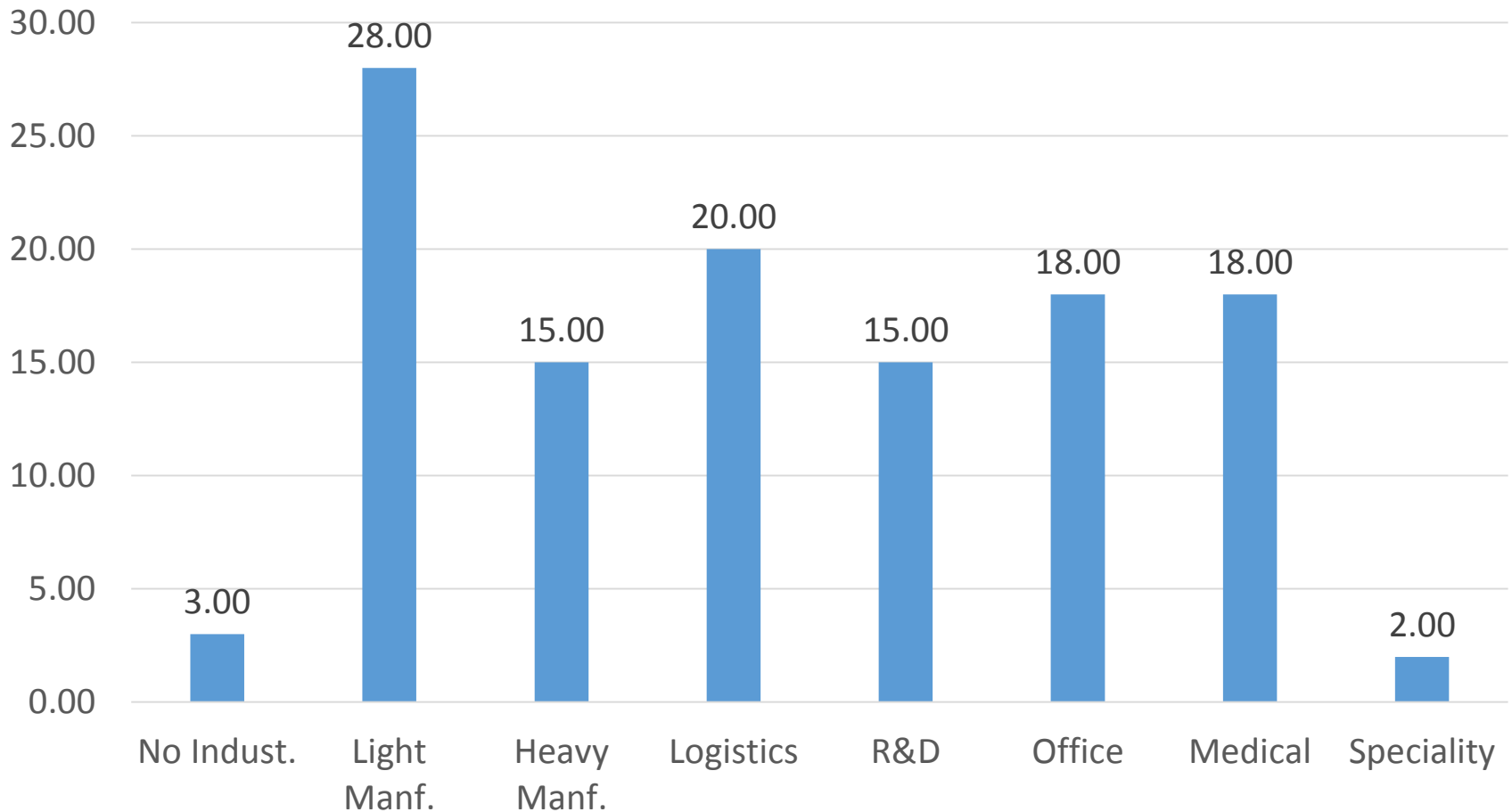
Community Input



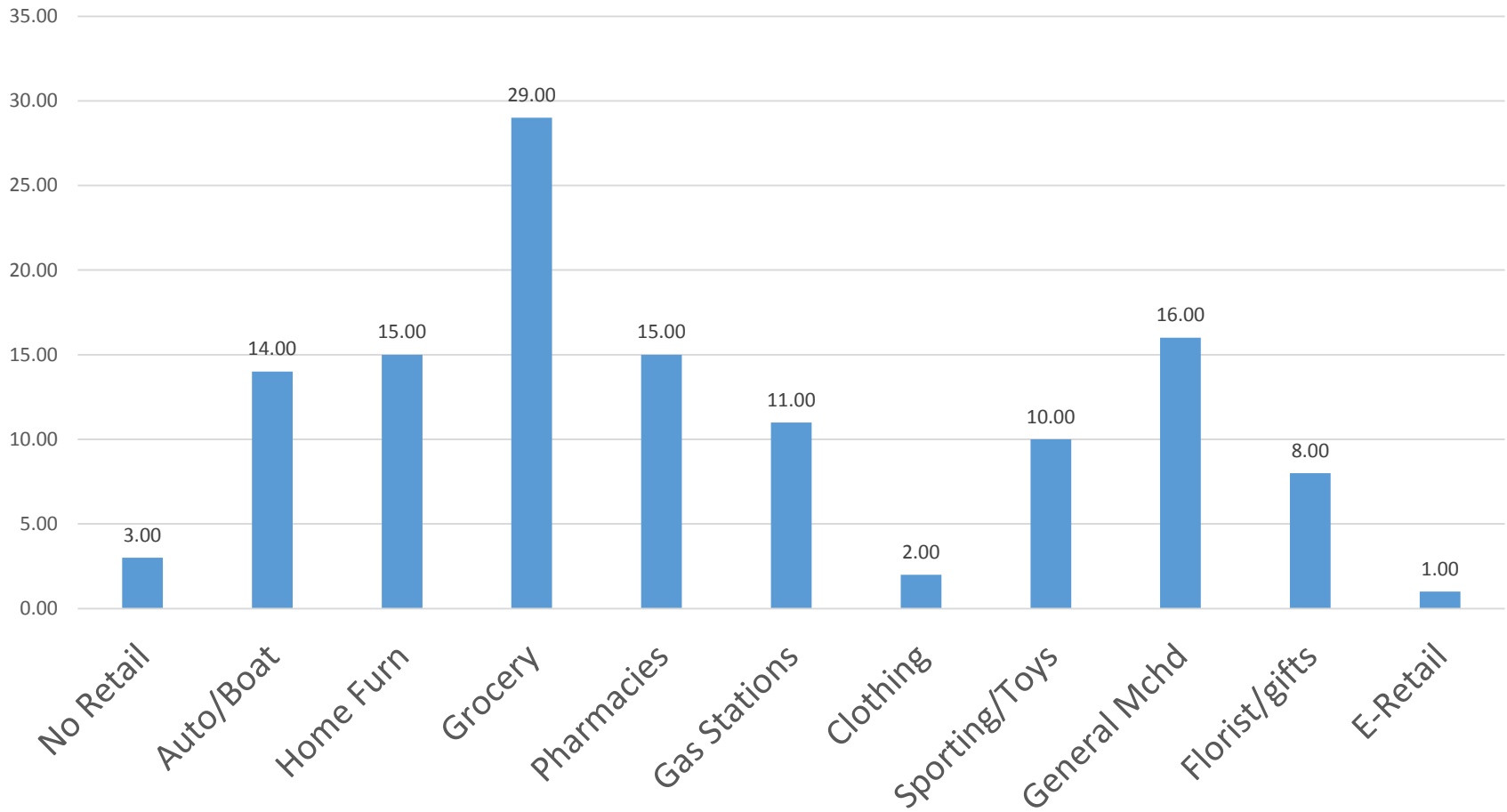
Desired Outcome for Land Development



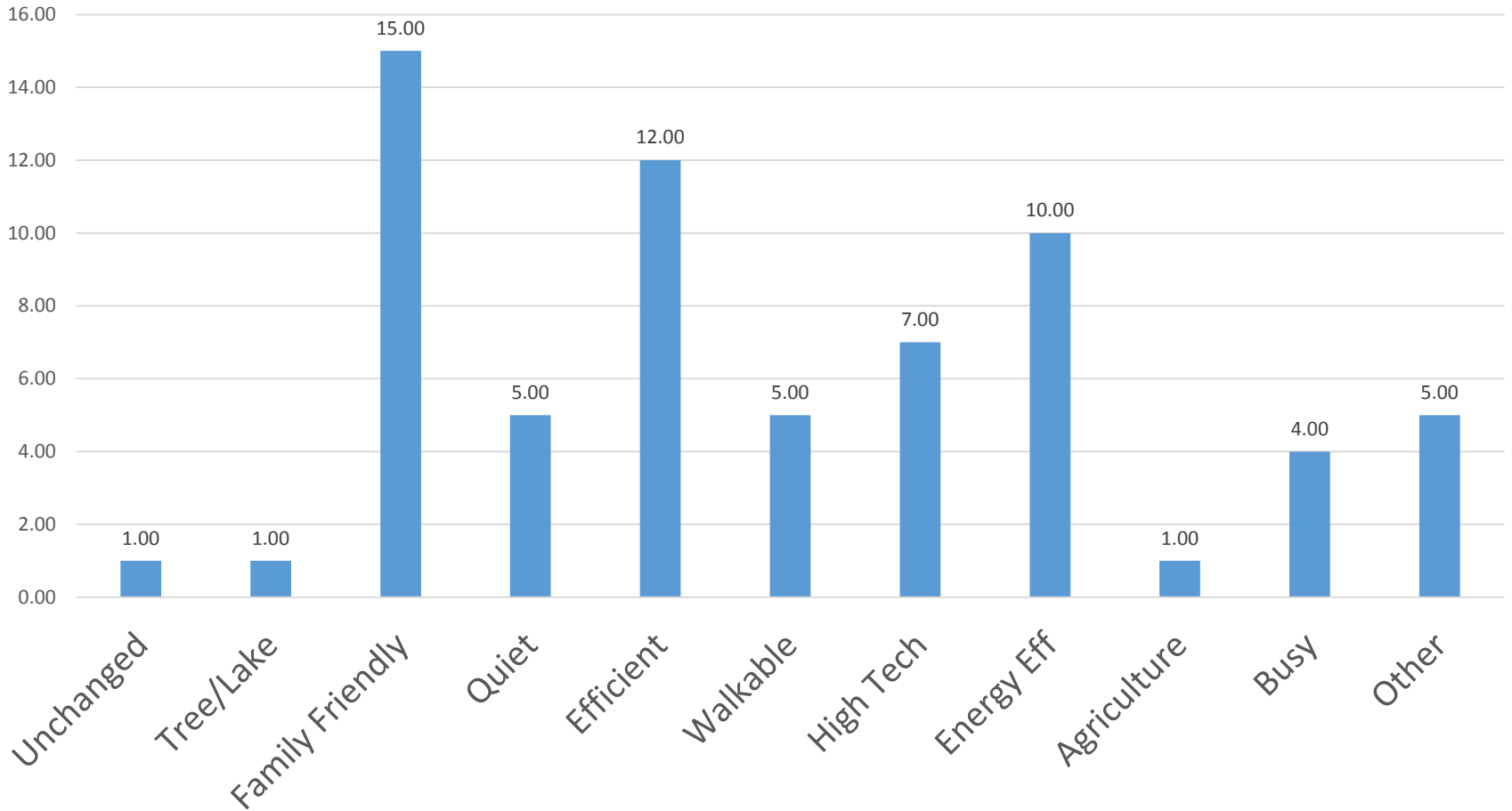
Preferences for Industrial or Commercial Development



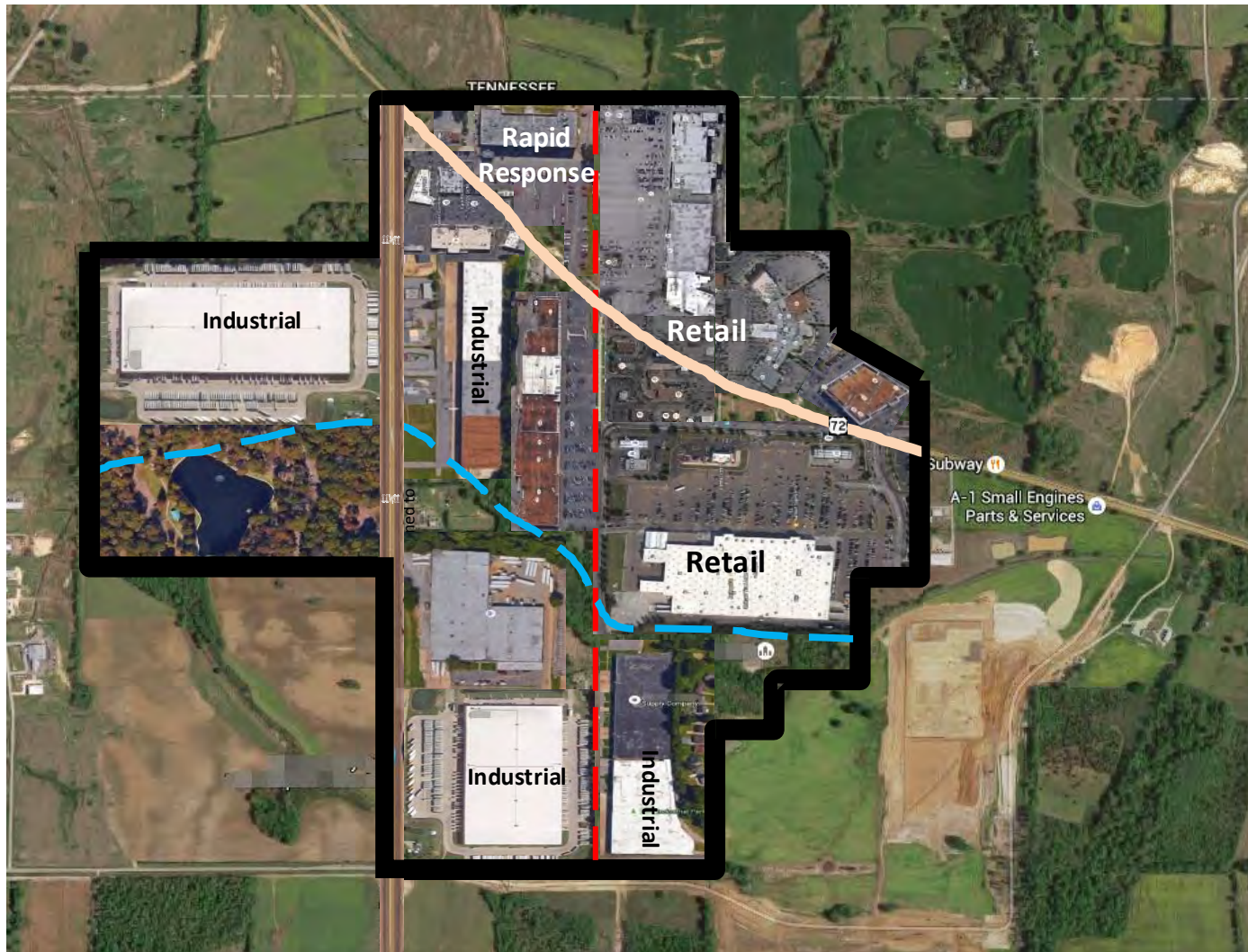
What Type of Retail Would You Like?

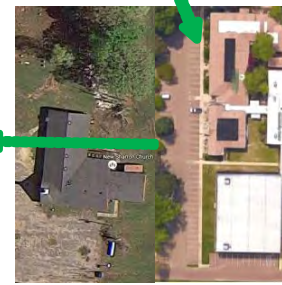
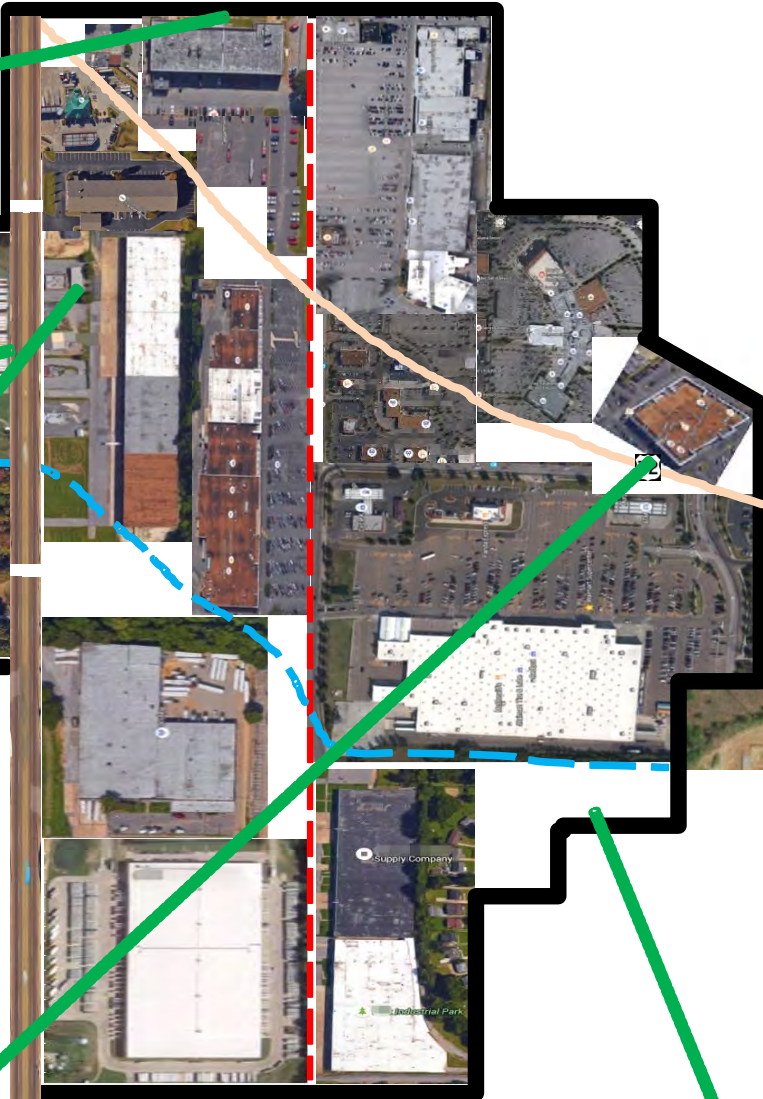
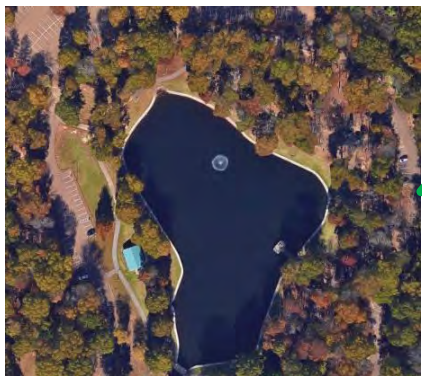


Desired Aesthetic Future Look

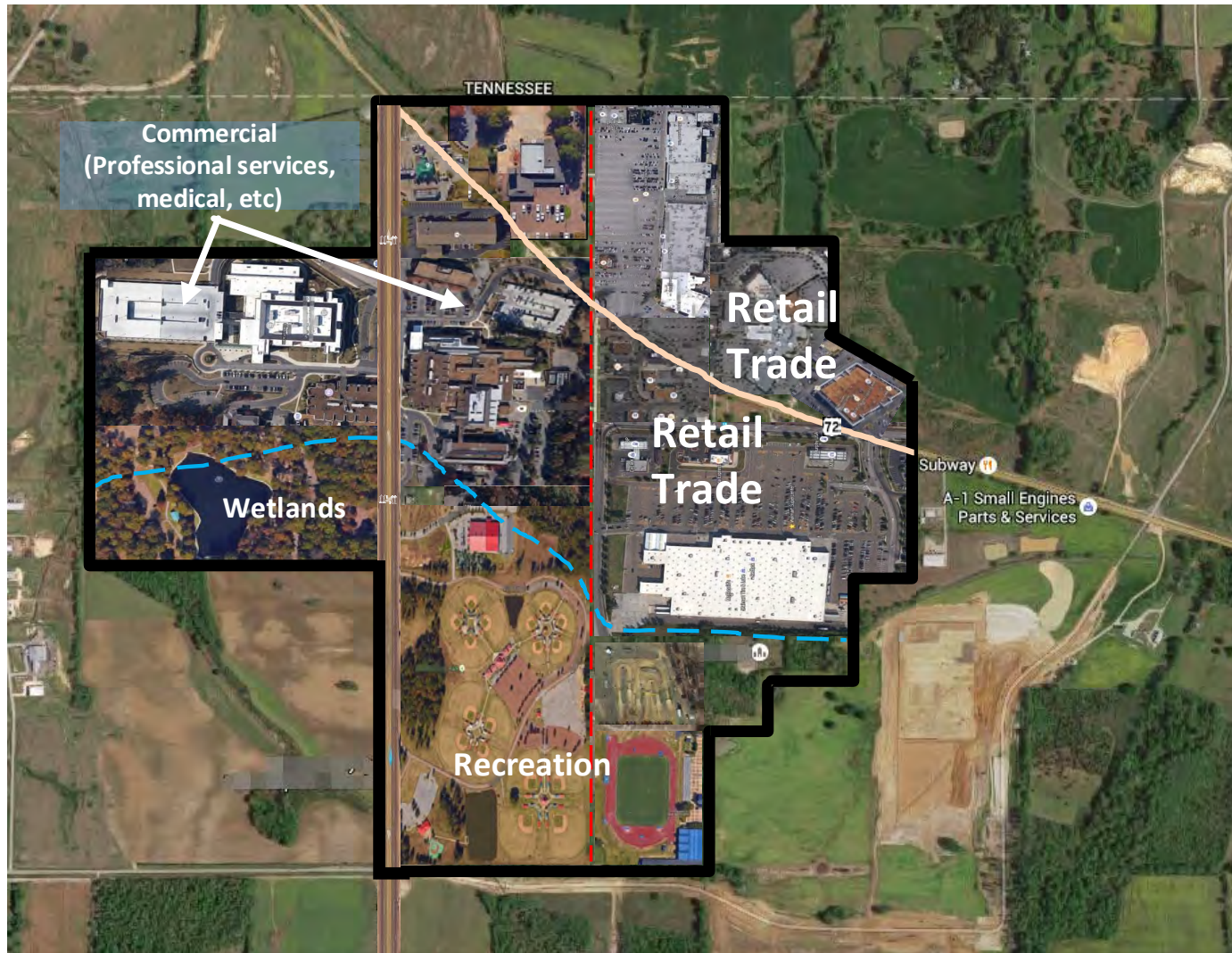


Option One: Mix of Industry, Retail, and Government





Option Two: Mix of Medical, Commercial, Retail, and Recreation



Political Feasibility

Potential of support or opposition



Traffic an issue



Average traffic count for Cayce Road in western Marshall County, Mississippi.

Market Feasibility –Retail

"If I build it, will they come?"

Retail Category	County Sales	Trade Area Capture Population	Pull Factor
Automotive	\$16,608,098	9,068	0.25
Equip. and Supplies	7,854,468	7,529	0.21
Food and Beverage	51,527,667	20,920	0.57
Furniture	629,989	2,531	0.07
Public Utilities	18,674,366	14,659	0.40
Genrl Merchandise	39,832,450	17,303	0.47
Building Materials	14,675,629	18,836	0.52
Misc. Retail	29,281,555	27,032	0.74
Misc. Services	6,382,331	8,159	0.22
Contracting	61,357,419	39,314	1.08
Recreation	171,865	3,851	0.11
Total	246,995,837	18,415	0.50

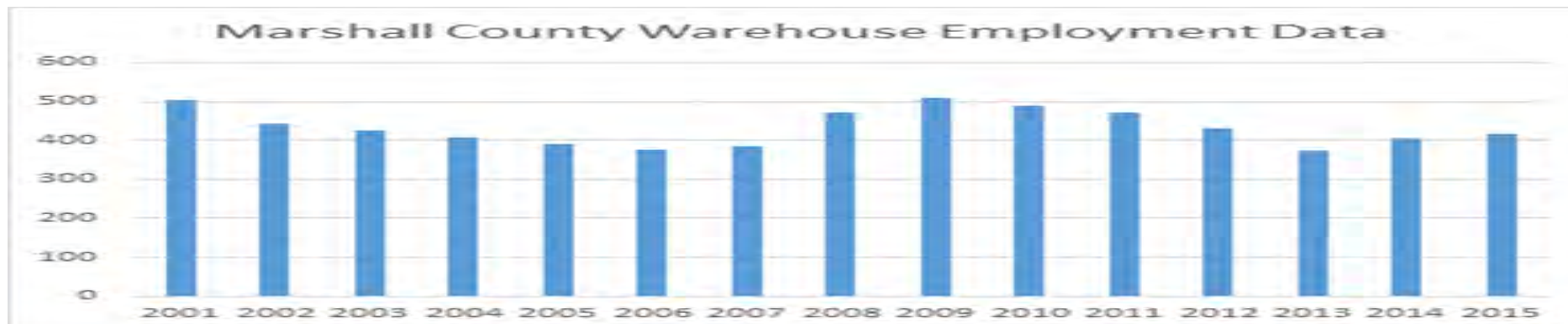
Source: United States Census Bureau Population Statistics and MS Department of Revenue

Market Feasibility -Industrial

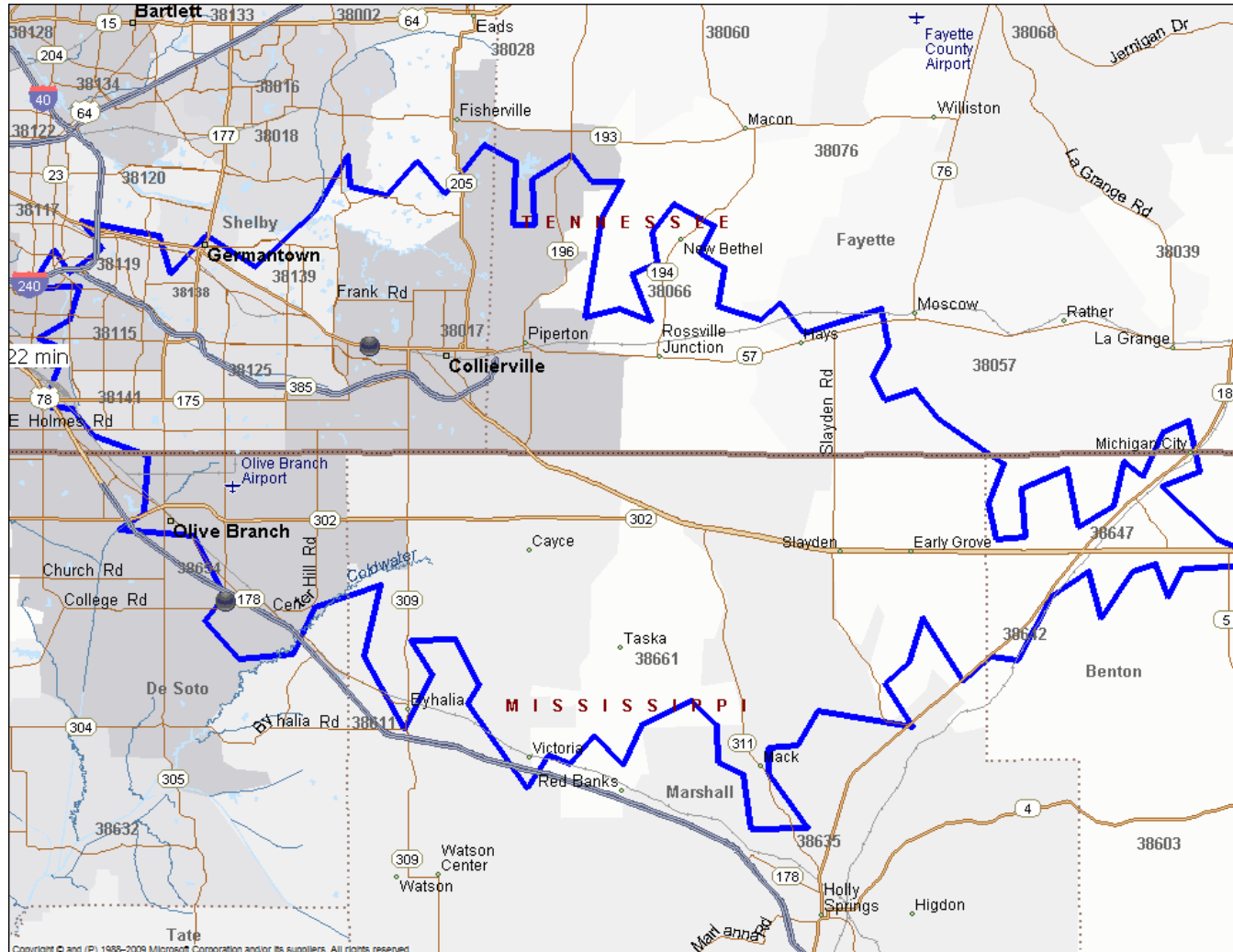
NAICS	Description	2010 Jobs	2015 Jobs	2010 – 2015 Change	2010 – 2015 % Change
4931	Warehousing and Storage	489	368	(121)	(25%)
2382	Building Equipment Contractors	214	234	20	9%
3363	Motor Vehicle Parts Manufacturing	86	212	126	147%
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	67	124	57	85%
4841	General Freight Trucking	137	112	(25)	(18%)

2015 Largest Number of Jobs by Employment Sector (4-digit NAICS)

Source: EMSI 2015, Employment by industry sector for Marshall County, Mississippi.

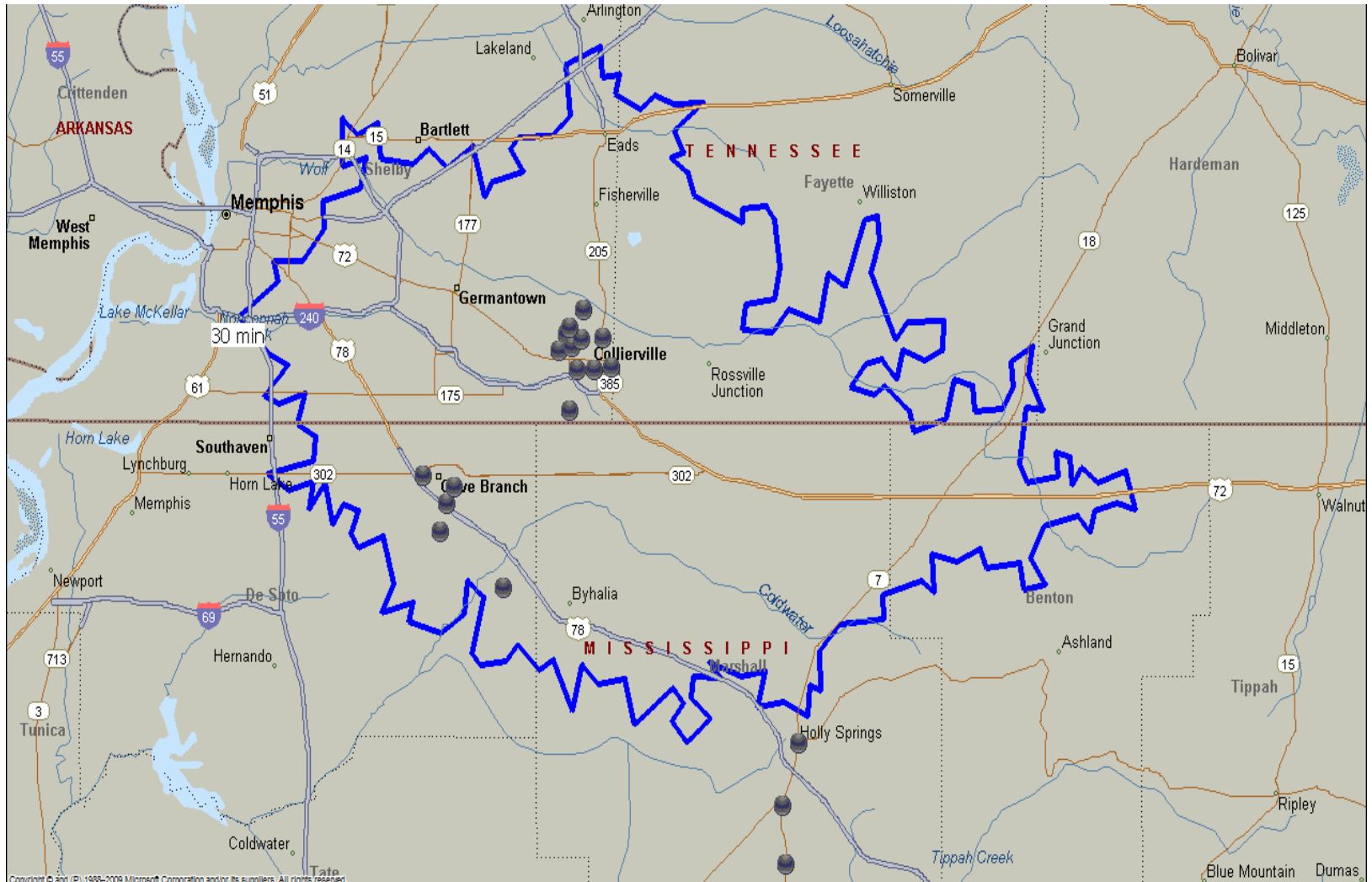


Market Feasibility -Medical

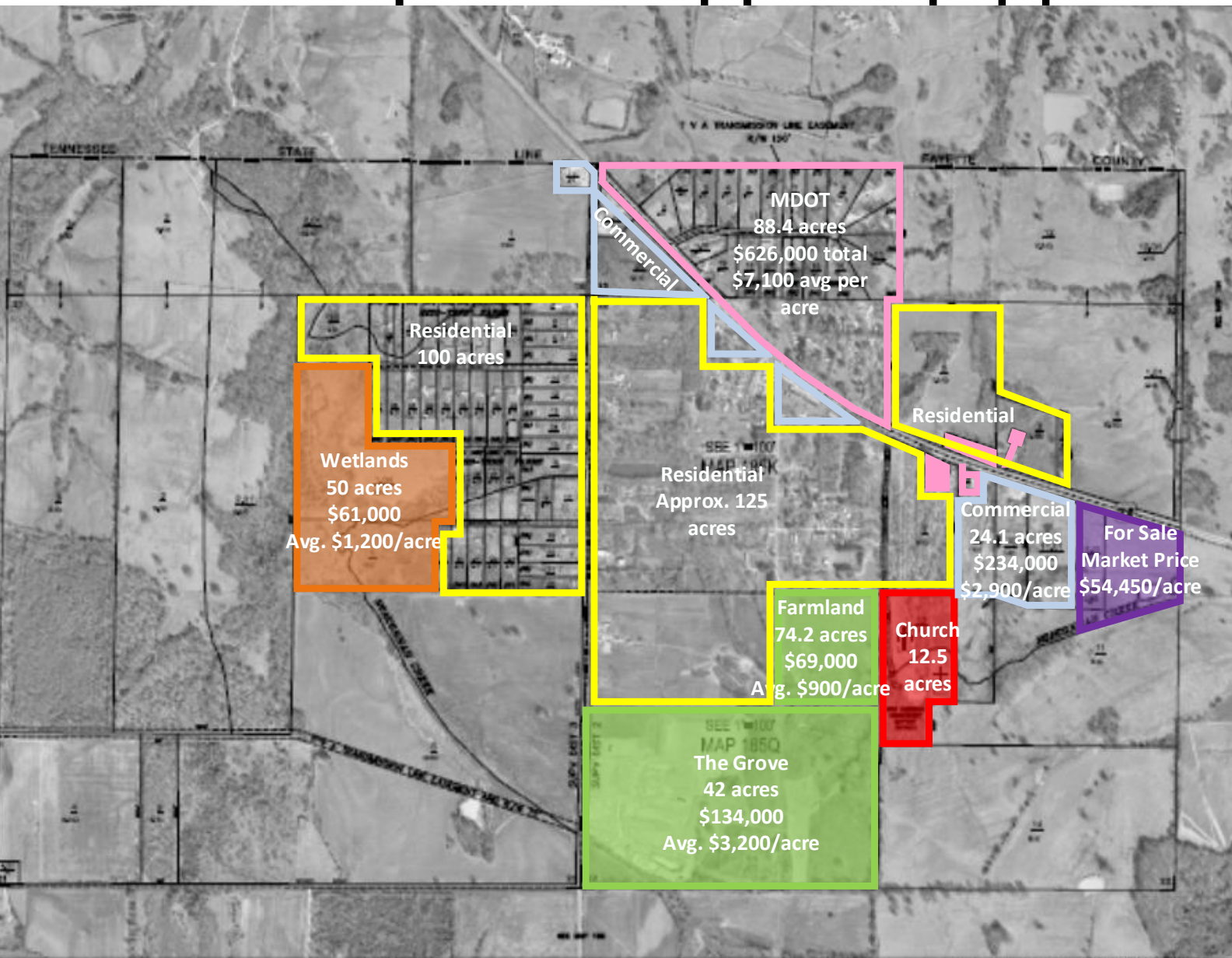


Commute time to hospitals within 20 minutes

Market Feasibility -Recreation



Outdoor public recreation parks within 30-minute commute of the Cayce Community.



Now the Community Has Data to Support Their Decisions



Taking part in the 2012 Roxul groundbreaking were (from left) Trent Ogilvie, Roxul Inc. President, Eelco van Heel, Rockwool CEO, Governor Phil Bryant, Ronnie Joe Bennett, president Marshall County Board of Supervisors, Peter Taksoe-Jensen, Danish Ambassador to the United States, Klaus Franz, Rockwool Senior Vice President.



Chad R. Miller, Ph.D.

Associate Professor &
Graduate Coordinator
of the Masters of Science in
Economic Development
Program

Tel: 601-266-6666

chad.r.miller@usm.edu

