



# Central Update

A Quarterly Publication of Central Mississippi Planning & Development District

## CMPDD Plan Receives State and National Awards

The Pearl River Valley Water Supply District (PRVWSD) Master Plan developed by the Central Mississippi Planning and Development District (CMPDD) has received two prestigious awards.

The District received a 2014 Innovation Award from the National Association of Development Organizations (NADO) Research Foundation for the PRVWSD Master Plan. NADO is a Washington, DC-based association that promotes programs and policies that strengthen local governments, communities, and economies through regional cooperation, program delivery, and comprehensive strategies. The association's Innovation Awards program recognizes regional development organizations and partnering organizations for improving the economic and community competitiveness of our nation's regions and local communities. Award winners were showcased during NADO's 2014 Annual Training Conference, held August 23 - 26 in Denver, Colorado.

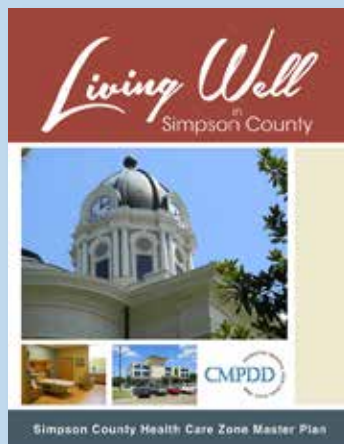


*Pictured from left to right are Gray Ouzts, CMPDD, Jack Winstead, President, PRVWSD, John Sigman, General Manager, PRVWSD, Mike Monk, CMPDD and David Wade, CMPDD.*

The District also received the Best Project Award from the Mississippi Chapter of the American Planning Association (APA-MS) for the PRVWSD Master Plan. This award recognizes best practices, results, and state-of-the-art planning methods for an outstanding plan. The award was presented to CMPDD at the Mississippi and Alabama Chapters of the American Planning Association (APA) Joint Annual Conference, held November 12 - 14 in Tupelo, Mississippi.

The purpose of the Master Plan, which was adopted in December of 2013, is to serve as a policy guide for the physical and economic development of the Pearl River Valley Water Supply District. Elements included in this plan are Land Use, Transportation, Public Facilities along with a Capital Improvements Program, an analysis of the Regional Economic Impact of PRVWSD, and the development of a web-based GIS mapping viewer. The Master Plan can be viewed at <http://www.therez.ms.gov/>.

## Simpson County Health Care Zone Master Plan



On November 19th, CMPDD unveiled the Health Care Zone Master Plan, Living Well in Simpson County, to members of the Simpson County Economic Development District at a meeting held on the campus of Co-Lin College in Mendenhall. The meeting was attended by community leaders, mayors, and stakeholders. The County's Health Care Zone encompasses two five-mile radials around Magee General Hospital and Simpson General Hospital in Mendenhall. The Master Plan examines the existing health care industry within the County, explores

opportunities for growth of the industry, and provides policy recommendations for future expansion.

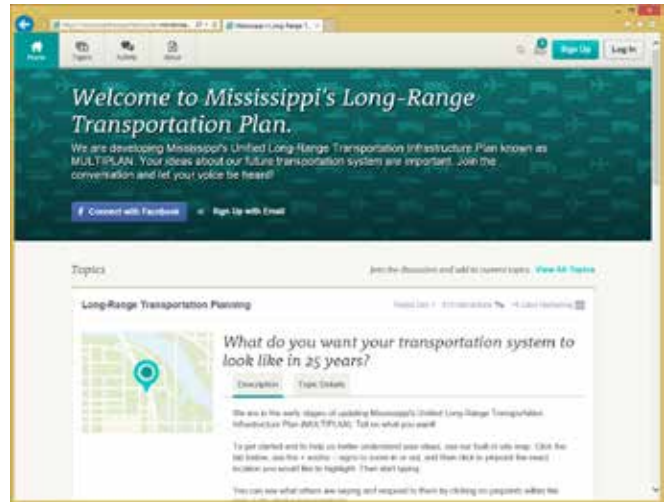
Specifically, the District conducted an analysis of existing land use and demographic data, and conducted stakeholder interviews, which resulted in an asset map of the community and existing local industries. A target demand study and a marketing/public relations strategy focusing on healthcare enterprises and local "centers of excellence" that may benefit from health care related

*(see Health Care Zone on p.3)*

# 2040 Long-Range Transportation Plan Update

In August, CMPDD began the methodical process of updating the Long-Range Transportation Plan (LRTP) for the Jackson Metropolitan Area. The LRTP examines the area expected to become urbanized within a 20-25 year horizon, and identifies anticipated traffic capacity deficiencies and proposed street and highway improvements for the next 20-25 years based upon projected population, housing, employment, and school enrollment. In order to identify the deficiencies, a computerized traffic simulation model is developed. Over the last few months, CMPDD has been gathering data needed to input into the traffic model. This has included modifying Traffic Analysis Zones (TAZs); gathering base population, housing, employment, and school enrollment data; gathering land use patterns, and determining forecasted 2040 population, employment, and school enrollment. Using Land Use Plans developed for municipalities and counties, District planners are able to convert land use acreage into 2040 forecasts of population, housing, and employment based upon anticipated build out estimates for each TAZ using formulas. The 2040 LRTP is scheduled to be completed by December 2015.

Throughout the planning process CMPDD will facilitate several efforts to engage the public and other stakeholders in the development of this plan. One of the first opportunities is through the launch of a new site. In an attempt to engage a larger audience in the development of the next LRTP for the Jackson Metropolitan area, CMPDD in conjunction with other MPOs across the state and the MS Department of Transportation is launching a new on-line site. The site, [mississippitransportationplan.mindmixer.com](http://mississippitransportationplan.mindmixer.com), is designed to



provide a forum for the public to voice ideas on what they expect the transportation system to look like by the year 2040. In addition, the site, which launched in early January, allows followers to participate in specific topic discussions, as well as follow the planning process. In addition, traditional outreach meetings will take place during key points in the planning process. The initial kick-off meeting with transportation stakeholders and the general public is scheduled for March 5th, at CMPDD's office. Be sure to check CMPDD's website ([www.cmpdd.org](http://www.cmpdd.org)) or follow the planning progress on Mind-Mixer to stay involved in the development of the 2040 LRTP for the Jackson Metropolitan area.

## District Sponsors Successful "Santa for Seniors" Project

Three organizations assisted CMPDD with the "Santa for Seniors" Project in December. The Jackson Chapter of the National Insurance and Financial Advisors (NAIFA); the Jackson Association of Health Underwriters (JAHU); and Home Instead Senior Care provided Christmas gifts to over 478 needy seniors in CMPDD's seven county area. Fruit baskets, gift cards, robes, blankets, gowns, jogging suits, and toiletries were just some of the items purchased for seniors who are homebound or residents of local nursing homes, and personal care homes. Seniors without a family support system were asked for their wish lists and the sponsors supplied the items. The seniors were very appreciative of the gifts and were encouraged and uplifted by the generosity extended to them.



Because of the continued participation of sponsors with this project, the District has been able to provide many needy seniors with Christmas cheer and joy during the holiday season for over twenty years. The District is grateful for the interest and generous support of these sponsors and look forward to working with them and in the future.





*Blake Wilson, President & CEO of the Mississippi Economic Council, introduces the Simpson County Health Care Zone Master Plan at Co-Lin College in Mendenhall.*

development incentives were also developed. As part of this project, CMPDD conducted an analysis and quantification of economic influence/growth outcomes based on projected estimates of economic activity associated with health care industry enterprises.

CMPDD also developed a site master plan for the areas identified as “health care clusters” by stakeholders and local officials. The Master Plan, through land use and zoning recommendations, will integrate local development codes and assist with the establishment of a local healthcare zone, or district. Finally,

CMPDD developed a web-based GIS mapping application and viewer.

In order for a county to qualify as a Health Care Zone, a county must be part of a three county contiguous area that contains a minimum of 375 or more acute care hospital beds, or the county must be able to demonstrate a minimum investment of \$250 million in a hospital since July 1, 2012. For Health Care Zones with less than 375 hospital beds as defined above, a master plan must be developed by an AICP certified planner with experience in working in Mississippi. Additionally, the Health Care Zone must encompass an

area within a 5-mile radius of a hospital with a certificate of need. The Health Care Master Plan is designed to be economic development tool for communities to follow in order to facilitate health care job creation and wealth. CMPDD has AICP certified planners on staff and is available to assist local governments with the development and preparation of Health Care Master Plans.

Certified businesses located within a Health Care Zone are eligible to receive the following incentives through the Mississippi Health Care Industry Zone Incentive Program:

- An accelerated, 10-year state income tax depreciation deduction
- A sales tax exemption for equipment and materials purchased from the date of the project’s certification until three months after the facility is completed.

In addition, the program allows counties and cities to grant a property tax “fee in lieu” for 10 years for any certified project with an investment of more than \$10 million or a 10-year ad valorem tax exemption at the city or county’s discretion. Certified companies can also qualify for other Mississippi incentive programs.

## District Assists Pelahatchie With Hazard Mitigation Grant

CMPDD assisted the Town of Pelahatchie with a Hazard Mitigation Grant application, which was recently approved for funding by the Federal Emergency Management Agency. The \$1.2 Million grant, which does require local match money, includes the construction of a 3,500 square foot Community Storm Shelter in Milltown Park. The facility once complete, will provide a safe place for residents to go to during severe weather, or as a distribution site during recovery efforts. The shelter will be constructed according to FEMA 361 storm shelter requirements, and will be able to withstand 250 mph winds.

## Planning Update

### City of Vicksburg

The District completed a Comprehensive Plan for the City of Vicksburg and recently submitted it to the Vicksburg Planning and Zoning Commission for review. The Plan recommends, among other things, four entrance gateways to Vicksburg, three scenic corridors linking the gateways, improvements to the City’s waterfront, open space improvements, and cultural heritage attractions.

Additionally, the Plan divides the city into twelve distinct neighborhoods, and each neighborhood has physical needs to be addressed. Some of the neighborhood problems can

be solved through the Plan’s goals and objectives. Other problems will have to be addressed through zoning overlay districts. At least one public hearing will be held to receive public comments on the Plan in the near future.

### City of Yazoo City

The City requested the District to develop a sign ordinance to address a number of sign-related problems. Once a draft is available, the City’s Planning and Zoning Board will review it and hold a public hearing prior to forwarding it to the Board of Mayor and Aldermen for their consideration.

## CAP Loan Application Submitted

The District prepared and submitted a Local Government Capital Improvements (CAP) Revolving Loan application in the amount of \$4,000,000 for Copeiah County to purchase an existing building located in Copeiah County Industrial Park, add an access road, and make necessary improvements to the building to support the location and expansion of a business to the Copeiah County Industrial Park.

The Local Government CAP was enacted by the State Legislature and is designed for making loans to counties or municipalities to finance capital improvements in Mississippi. Counties and municipalities are encouraged to use these loans in connection with state and federal programs, and the funds for loans are derived from the issuance of state bonds. Eligible projects include the following:

- Construction or repair of water and sewer facilities
- Construction or repair of drainage systems for industrial development
- Improvements in fire protection
- Construction of new buildings for economic development
- Renovation or repair of existing buildings for economic development purposes
- Purchase of buildings for economic development purposes

- Construction of any county or municipally-owned health care facilities, excluding any county health departments
- Construction, purchase, renovation or repair of any building to be utilized as an auditorium or convention center
- Construction of multipurpose facilities for tourism development
- Construction or repair of access roads for industrial development
- Construction or repair of railroad spurs for industrial development
- Construction, repair and renovation of parks, swimming pools and recreational and athletic facilities
- Remediation of brownfield agreement sites in accordance with Sections 49-35-1 through 47-35-25.

The cumulative maximum loan amount for any eligible local unit of government during a calendar year is \$1,000,000 for tax-exempt and taxable loans. The minimum loan amount allowed per project is \$30,000. The maximum CAP loan indebtedness allowed per applicant is \$2,500,000 outstanding principal balance. For more information or to apply for a CAP loan you may contact Mitzi Stubbs at 601-981-1511.

## SMLPC Grant Program Application Approved for Edwards

The District has been notified that a Mississippi Small Municipalities and Limited Population Counties Grant Program (SMLPC) application for the Town of Edwards has been approved. The town will use the \$150,000 grant funds for a multi-purpose building and

will supply \$80,000 in matching funds.

The SMLPC grant program is designed for making grants to small municipalities and limited population counties or natural gas districts to finance projects to promote economic growth in the state. Grants are avail-

able to municipalities with a population of 10,000 or less, and counties with a population of 30,000 or less. Eligible projects financed with SMLPC must be publicly owned and include, but not limited to the following items: drainage systems; utilities such as water supply systems and gas supply systems; sewer systems (pipe treatment); transportation facilities directly affecting the site, including roads, bridges, rail lines, or pipelines; marine structures; land purchases and improvements; airfield and airport improvements; acquisition and improvements of buildings. The maximum grant award is \$150,000.

If you have any questions or would like additional information concerning the SMLPC grant program, please contact Mitzi Stubbs at 601-981-1511.



*Mark Your Calendar!*

**Make Plans to Join Us for the  
2015 Annual MAPDD Conference  
April 21 - April 24, 2015  
in Biloxi, MS at the Beau Rivage  
[www.mspdds.com](http://www.mspdds.com)**





# Regional Hazard Mitigation Plan Underway

Over the last few months, CMPDD has been working with local Emergency Management Directors to develop a multi-jurisdictional Hazard Mitigation Plan for Claiborne, Hinds, Issaquena, Sharkey, and Simpson Counties. Mitigation planning is intended to assist communities in determining their risks to natural disasters and develop an action plan to address the known risks by lessening the impact of natural disasters when they do to place. Like any other community, Claiborne, Issaquena, Hinds, Sharkey, and Simpson Counties are all vulnerable to many different types of natural hazards and each hazard can have uniquely different human, economic, and environmental consequences to the residents of that county.

The multi-jurisdictional project, which began in June 2014, is near completion and it is anticipated that a draft document will be completed in January. Once complete, the plan will be submitted to the Mississippi Emergency Management Agency and the Federal Emergency Management Agency for review and approval prior to local adoption procedures. Each step involved in creating the multi-jurisdictional plan has been built upon the efforts of previous steps to ensure the mitigation strategy outlined at the end of the document for each jurisdiction truly addresses actions that will reduce the individual vulnerabilities identified for each jurisdiction. The comprehensive planning process utilized to complete this project has involved six (6) basic steps:

- 1. Organizing the Planning Process/Building the Planning Team**
  - Engaging local leadership
  - Establishing a Mitigation Council
  - Developing and implementing an outreach strategy
  - Developing a project timeline
- 2. Conducting a Community Assessment**
  - Reviewing existing plans and policies
  - Developing community profiles
  - Identifying critical facilities
  - Identifying Districts 5's capabilities
  - Identifying participation in the National Flood Insurance Program
- 3. Conducting a Risk/Vulnerability Assessment**
  - Identifying hazards
  - Developing hazard profiles
  - Identifying community assets
  - Analyzing risks to determine individual vulnerabilities
  - Summarizing overall vulnerabilities
- 4. Developing Goals and Objectives**
  - Developing long-term outcomes through goal statements
  - Developing specific objectives for each long-term goal
- 5. Developing a Mitigation Strategy**
  - Documenting progress implementing previous actions
  - Identifying an action plan specific to each community for the next 5-years
- 6. Plan Review, Approval, and Adoption**
  - Draft plan review
  - Plan amendments if needed
  - Plan adoption

## Project Timeline



As with any planning process, open public involvement is essential to the development of an effective plan. During November and December 2014, three (3) public meetings were held strategically throughout the region. The meetings were designed to not only educate local citizens about the risks they face from natural hazards, but offer a forum for local residents to voice their concerns as well. During each meeting, staff with CMPDD presented a PowerPoint presentation explaining the purpose of the mitigation plan, a synopsis of recent hazard events impact the area was, and those attending were asked to complete an anonymous survey.

For more information concerning the mitigation planning process underway or to find out how you can be involved in the process contact Lesley Callender at 601-981-1511 or visit the District's mitigation website page <http://www.cmpdd.org/mitigation-planning/>.

# Approved 2014 CDBG Public Facilities Applications

All seven of the CDBG Public Facilities applications that CMPDD submitted on behalf of local governments in 2014 have been approved by the Mississippi Development Administration. In addition to assisting with the submission of application, CMPDD will also assist in the administration of the grants in the cities of Hazlehurst, Madison and Vicksburg. Those applications are as follows:

<u>Community Name</u>	<u>Project Description</u>	<u>CDBG Funds</u>	<u>Matching Funds</u>
City of Brandon	Sewer System for Unserved Area	\$600,000	\$732,100
City of Byram	Sewer System for Unserved Area	525,000	632,000
City of Hazlehurst	Sewer System for Unserved Area	360,000	360,000
City of Madison	Inclusive Americans with Disabilities Act (ADA) Playground	305,000	315,000
City of Vicksburg	Sanitary Sewer Improvements	413,000	790,000
Town of Wesson	ADA Town Hall Improvements	450,000	N/A
Yazoo County	ADA County Courthouse Improvements	534,215	660,000

The CDBG Public Facility Program provides grant funds to local units of government for a variety of public improvement projects (e.g., water or sewer facilities, storm drainage, public buildings, street reconstruction, etc) that benefit low and moderate income families and areas. Special priority is given to water and sanitary sewer projects that eliminate existing health and safety hazards.

## EDA Grant Update

The University of Mississippi Medical Center has selected a contractor and will begin work on the final phase of East University Drive, which was funded in part through an Economic Development Administration’s Public Works grant in the amount of \$1.5 million. The final phase of the project will expand the existing roadway to three-lanes

from the intersection at Woodrow Wilson to University Drive. Once completed, the roadway will provide direct access from Lakeland Drive to Woodrow Wilson and serve as a north-south connector on campus. The project also includes the relocation and expansion of vital infrastructure along the roadway to allow for future growth on campus.

# Mississippi Careers of Tomorrow Offers “Lunch and Learn” for Employers

CMPDD administers the Mississippi Careers of Tomorrow (MCOT) grant, which was awarded by the US Department of Labor in 2012. The grant provides employers with funding to hire and train individuals in the advanced fields of information technology and engineering. These training opportunities are unique in that the grant targets these professional level occupations, whereas traditional on-the-job training funded under the Workforce Investment Act only allows training for individuals who possess little or no skills in the industry in which they are being hired. Many of the individuals hired under the MCOT program possess college or advanced degrees.

In an effort to educate employers regarding the MCOT program, as well as WIA OJT, the Project Managers have held two “Lunch and Learn” meetings and a third such meeting is being planned. The recent meeting held in Tupelo was attended by 22 employers from companies including Deep South Precision Machining, Southern Motion, Franklin Furniture Corporation, Itawamba Community Development

Foundation, Syntron Manufacturing, Toyota Mississippi, and others.

A representative for the Human Resource Director at Cooper Tires spoke to the group. He indicated that Cooper Tires has used MCOT with great success. One individual has completed the program and 4 more participants are being hired. He stated that the program performed exactly as promised with minimal paper work and time requirements for the employer and that the process was very streamlined. Reimbursement was prompt and without issue and he encouraged any employer to feel free to contact him about the program.

A second meeting, held in Clarksdale, also attracted 22 employers, including representatives from Southern Bank, Supervalu Food Distributing, Water Valley Poultry, Cives Steel, Metso Manufacturing, Clarksdale Chamber of Commerce, Clarksdale Economic Development and others.

Keynote presentation was by the Human Resource Director for Metso Manufacturing. She reported that

although the program sounded too good to be true, it was exactly as advertised. She stated that there was a minimal amount of paperwork involved and the employer had total control over the employee hiring, their established training program and that they were going to use MCOT at every opportunity. She stated that the reimbursement process was streamlined and quick. She indicated that Metso was anticipating hiring another engineer under the program and she also extended an invitation for any employers present to come to her with questions.

A third “Lunch and Learn” is planned for the southern part of the state early in 2015.

MCOT provides reimbursement to employers up to \$8,500 per trainee for large employers (50 or more employees) and up to \$12,500 per trainee for small employers (fewer than 50 employees). The program is available to any employer statewide who uses information technology or engineering occupations in the course of their business. Any interested employer should contact Mr. Terry Hodges, MCOT Project Manager at 601-321-5443.

# CMDC BULLETIN

Ms. Wanda Cowart, President of the Central Mississippi Development Company, Inc. (CMDC), announced the approval of two (2) new loans. The first loan was for Hampton Inn for \$3,240,571 of a \$10,801,900 project under the United States Small Business Administration's 504 Loan Program. The proceeds of this loan will partially finance the construction of a new 88-room Hampton Inn Hotel in Columbus, Mississippi. This business will create approximately forty (40) new jobs in the private sector.

The second loan was for Tammy Nails & Salon, LLC for \$146,000 of a \$365,000 project under the Mississippi Minority Business Loan Program. The loan proceeds will be used to purchase and renovate a building in Brandon, Mississippi. Upon completion, this renovated building will provide the commercial home of a profitable nail salon business. This new business will create and/or retain approximately three (3) jobs in the private sector.

The CMDC is a U. S. Small Business Administration's (SBA) approved Certified Development Company (CDC). It works with local banks and other financial institutions in providing business loans to small businesses. These loans allow a small business to finance land, building, and equipment with a low down payment and long term financing at competitive interest rates. Fixed rate low interest financing for small businesses saves thousands of dollars in debt service on fixed assets. Also, this type financing provides an alternative to variable rate financing on long term assets. Many economic forecasters are certain

that interest rates will rise. These predictable interest rate increases will not have a negative impact on the cash flow of those businesses that have fixed rate low interest loans through the SBA's 504 Loan Program. The maximum loan amount is 40% of the total project cost up to a maximum loan amount of \$5,000,000 depending on the type of project. The maximum amount for eligible manufacturing projects is \$5,500,000.

Ms. Wanda Cowart announced that the current interest rates on business loans under the U. S. Small Business Administration's CMDC remain very low. The interest rates are as follow:

TERM (YEARS)	INTEREST RATE
10 (November 2014)	4.96%
20 (December 2014)	4.55%

The interest rate on loans made under the Mississippi Minority Business Loan Program is 2.75% per annum, with a maximum term of 15 years depending on the use of the loan proceeds.

Small business owners, bankers, commercial loan officers, real estate developers, contractors, and others interested in locking up extremely low fixed interest rates on business loans should call Larry Anderson or Dwayne Perkins at 601-981-1625.

## Census Training

In October, District staff participated in a Census Training workshop held at the University of Mississippi and hosted by the State Data Center and the Mississippi Association of Planning and Development Districts. Staff from the State Data Center and the US Census Bureau presented information on methods to compare American Community Survey, sources of economic and health related data, how to present census data, and how to create custom geographies on the Census website to gather data.

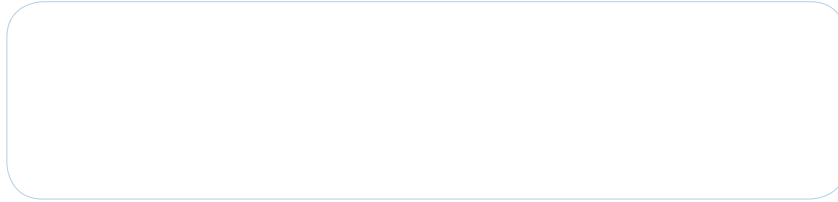
## DIP Applications Submitted By CMPDD

CMPDD recently submitted to the Mississippi Development Authority, a Development Infrastructure Program (DIP) application on behalf of Madison County requesting \$200,000 in DIP funds. Per Mississippi Department of Transportation regulations, this project will be used to widen a small portion of Highway 463 and Highway 22 to allow for turn lanes, provide a 1 ½" overlay and a driveway to the Livingston Township Development.

CMPDD also recently submitted a DIP application on behalf of Copiah County requesting \$375,000 in DIP funds to be used for site work and the addition of a metal building to an existing building located in Copiah County Industrial Park. The proposed improvements are necessary to support the location of McNeely Plastics to the Copiah County Industrial Park. Copiah County plans to purchase the existing building, construct an access road and make repairs through a CAP loan of up to \$4,000,000. McNeely Plastics has committed \$6,500,000 to this project.

The Mississippi Development Infrastructure Program (DIP) is designed for making grants or loans to counties or municipalities to finance small infrastructure projects to promote economic growth in the State of Mississippi. Counties and municipalities are encouraged to use these funds in connection with other State and federal programs. For more information or to apply for a DIP grant, please contact Mitzi Stubbs 601-981-1511.





**If the name and address of the recipient needs to be updated, please contact our office at 601-981-1511.**

---

---

## District Opens MAC Center in Canton

On October 10, 2014, the District officially opened the Canton Mississippi Access to Care Center. The Canton Mississippi Access to Care (MAC) Center has opened to help older people and people with disabilities – along with their families and representatives – find long-term care services and supports to keep them living well and independently. The MAC Center provides a central source of reliable and objective information about a broad range of programs and services. The Center also helps people understand and evaluate the various options available to them regardless of income or eligibility for publicly funded long-term care. Also, the MAC Center is a comfortable and accessible place where individuals can obtain information and services or apply for benefits and it is located at 152 Watford Parkway Drive, Suite B., Canton, Mississippi 39046.

Since opening, MAC Center Specialists have successfully documented over 575 telephone calls from consumers and their families, contacted 289 representatives from Community Resources, and updated 2,203 Community Resources within the Mississippi Access to Care database system. In addition to responding to telephone inquiries, the Canton MAC Center staff has successfully received Certifications by the Alliance of Information & Referral Systems and attended training in areas focused on: (1)



Person-Centered Thinking; (2) MAC Center policies and procedures; (3) Long Term Services and Supports (LTSS) database systems; and (4) Senior Safety. Also, as a part of a larger “No Wrong Door” network in the State of Mississippi, the MAC Center has received promotion through radio, brochures, mail wraps, display signs, and in the near future billboards through funds provided by the Division of Medicaid and Mississippi Department of Human Services.

The Canton MAC Center Specialists are trained to provide assistance within the local center, over the telephone, within a person’s home, or in another convenient location and all assistance is free and confidential. If you have any additional questions, please feel free to

contact the MAC Center through the District’s website [www.cmpdd.org](http://www.cmpdd.org) or by calling 1-844-822-4622.

### **CMPDD BOARD OF DIRECTORS**

James Archer,  
President

Supervisor Cobie Collins,  
Vice-President

Quentin Whitwell,  
Secretary-Treasurer

Mayor Knox Ross,  
Immediate Past President

F. Clarke Holmes  
Chief Executive Officer

Volume 30

Number 1