

Jerry Mitchell, Clarion Ledger 050803

Economic Impact of Nissan

Background:

Jerry Mitchell, Clay Hardin, Robert Shoenberger, Andy Koensinger, Sylvan Metz, Arnold Lindsey, at the Clarion Ledger are all working on Nissan stories since last Friday. Jerry wanted a positive quote from the Governor and said that this was the Governor's baby to be proud of and he wanted him to have the opportunity to say something positive. He's talked to various doctorates, consultants, etc, including Buzz about the economic impact and the payback.

Yesterday, Jerry said the only disagreement he has found is the payback date. There is some economic debate of it being between 2007 and 2015. As you know, depending on certain tweaks to the formula, a range is possible. The quote needs to be above that and something like the following. Please advise.

"With the \$1.4 billion investment by Nissan, this sends a strong message to the world that Mississippi is serious about creating quality jobs. With a national recession, these 5,300 jobs are even more important to the economic landscape of Mississippi. Combine those jobs with the additional 20,000 jobs that will be created as indirect jobs, and it's easy to see that this was a sound investment we made in our people."

In addition, do we want to discuss the importance of the Nissan plant and its suppliers as we work aggressively to develop the alliance with East MS and West Alabama and the automotive corridor?