

Mississippi Hotel & Motel Association
Tuesday, March 6, 2001
12:00 noon
Hilton Hotel – Jackson

(Message: 20 minutes on economic opportunities, tourism and Mississippi's image)

Opening

- Good Afternoon
- (Skip Ledbetter will introduce you)
- (Story regarding Majesty of Spain exhibit)

Main Points

1. Majesty of Spain Exhibition
 - a. This past week we opened the doors to the people of Mississippi, the nation and the world to experience this spectacular display of national treasures.
 - b. The Majesty of Spain exhibit makes a one-city appearance in North America
 - i. In downtown Jackson, Mississippi.
 - c. Never before have so many magnificent objects from Spain appeared in the United States, until now.
 - d. Spain has chosen MS to host this wonderful exhibit, and we know they made the right choice.

- e. Mississippi will be in the national spotlight as we host the thousands of visitors to this exhibit.
 - i. Over 500,000 people visited the Palaces of St. Petersburg exhibit in 1996.
 - ii. Over 250,000 people visited the Splendors of Versailles exhibit in 1998.
- f. The entire state will benefit from tourists visiting the Majesty of Spain exhibit.
- g. The Hotel and Motel Association will experience the impact of this exhibit.
 - i. The American Bus Association has designated this exhibit as the “2001 Top United States Event.”
- h. This is an outstanding opportunity for Mississippi to increase tourist travel to our state.
- i. A great opportunity to highlight Mississippi and Mississippians, while we learn about another culture.

2. Opportunities

- a. Mississippians now, more than ever, have many opportunities from which to choose.
- b. We are working to provide as many as possible.
- c. Opportunities in:
 - i. Education

- ii. Jobs
- d. Opportunities for a **better** quality of life
- e. We have opportunities to invest:
 - i. Invest in education for our kids
 - 1. Teacher pay raise
 - a. 49th in nation to 19th
 - 2. Computers in the Classroom.
 - 3. Accountability plans for teachers and schools.
 - 4. National Board Certified Teachers
 - ii. Invest in good jobs for our people
 - 1. Incentives from AMI
 - a. Training and re-training
 - b. Tax credit incentives
 - c. Works for all 82 counties
 - d. A marketing tool for MS
 - 2. **Nissan** is proof that we can succeed and attract more companies to MS
 - 3. Supplier opportunities
 - a. Over 2,200 applications sent to Nissan
 - b. Over 1 million hits to the website
- f. Invest – the money is there.
 - i. The key is prioritizing and investing that money in the right places.

- ii. KEEP the vision of the state!
- g. Don't look at budget as an obstacle
 - i. Look for opportunities
- h. I must keep the budget balanced in good times and in challenging times.

3. Mississippi's Image

- i. Mississippi's Image: Important how our neighbors, our nation and the world view us.
- j. How Mississippi is perceived affects us in all aspects: economic development, education, tourism, etc.
- k. We have the opportunity to promote a positive image.
- l. Remove obstacle that hinder our success.
- m. We can make a difference on April 17th
- n. The world is taking notice, and we must continue to spread the word about Mississippi.
- o. We must not hinder our progress in any way.
- p. If something has the potential to keep MS from new business or as a tourist destination, then we must work to remedy that problem.
- q. We put the spotlight on Mississippi throughout the nation and world with the

Nissan announcement, but there are more opportunities waiting for us.

Closing

- A place where our children can live, work and raise their families.
- Everyone plays a role in our state's success.
- We all have to work together to succeed, make changes and create progress.
- America's State of Promise