

Mississippi Municipal League
Tuesday, June 27, 2000
9:15 a.m.
Gulf Coast Coliseum

You are making a few comments at the opening session. The keynote speaker is Clyde Ray Weber, Humorist, Clerk of Court, Concordia Parish, Louisiana

Opening

1. Good morning
2. Opening story
3. I have enjoyed hosting many of you in the mansion during the last few months, and I look forward to having the rest of you visit –
 - a. Gives me the opportunity to talk with you about what great things are happening in your cities
 - b. We have so much to be proud of

Main Points

1. We have been told for so long that we are 50th that we have started to believe it.
 - a. We are leading the nation in so many areas
 - i. Magnolia
 - ii. Lee Middle School
 - iii. Internet-Accessible Computers in every classroom
 - iv. Tourism

- b. We must promote Mississippi's positives
 - i. Internally
 - 1. our people are our greatest salesmen
 - 2. our people have to know and believe the good things about our state.
 - ii. Externally
 - 1. We are judged by what the people inside our borders do.

2. We need your help to spread the word about *being the best/being #1*

- a. We will be contacting you so that you can let us know about how your city ranks.
 - i. Retirement
 - ii. Tourism
 - iii. Growth
 - iv. Education
 - v. Economic Development

- b. We will use your cities bragging rights to promote your city and to promote Mississippi as we spread the word about what great things we have to offer.

3. Economic Development Plan

- a. Top economic development strategists say when companies are looking for a place to locate or relocate they begin with a long list and start paring down from there
 - i. Right now, Mississippi is not making the long list
 - ii. On paper, we are not competitive
 - iii. We want to make not only the short list, but we want to be chosen as the site
 - iv. We also cannot ignore the importance of existing industry expansion

- b. New economic development plan is being developed
 - i. Must give cities and counties more flexibility
 - ii. Tax incentives
 - iii. Effective selling of the state
 - iv. Being developed through input from people across the state
 - 1. Listening tours
 - 2. Mississippi Partnership for Economic Development
 - a. First ever public/private partnership

Closing

- By working together we can move Mississippi forward
- We will find solutions that will improve the quality of life for the people who live, work and raise their families in Mississippi.
- Making Mississippi #1