

Chamber of Commerce Membership Dues 2008

Phone: _____ Fax: _____
E-mail _____

Remit to: The Growth Alliance
510 East Broad Street
West Point, MS 39773

AMOUNT ENCLOSED: \$ _____

Make any necessary corrections above; detach and return this portion with your payment

TEAR ALONG THIS LINE



510 EAST BROAD STREET ~ WEST POINT, MS 39773
(Office) 662.494.5121 ~ (Fax) 662.494.6396
Email: asmith@westpointms.org
Website: www.westpointms.org

OUR MISSION and VISION STATEMENT

The Growth Alliance mission is to provide leadership in all aspects of economic and community development for West Point and Clay County, through job retention, expansion and creation, as well as enhancements to quality of life. Our Vision is to profoundly improve the economic well-being of all citizens of West Point and Clay County, leading to statewide and national recognition as one of Mississippi's finest communities.

BENEFITS OF THE GROWTH ALLIANCE MEMBERSHIP

The Growth Alliance is the one organization in our county where leaders at all levels, both public and private, elected and appointed, come together to formulate ideas and strategies to ensure the continued growth of West Point and Clay County. The Growth Alliance serves as a catalyst to implement positive, productive changes through a teamwork approach.

The key to maximizing membership in The Growth Alliance, regardless of the size of the business, is getting involved. The Growth Alliance coordinates numerous working committees that serve as an outlet for volunteers to meet people with similar interests and enable individuals to apply their professional skills and knowledge to activities outside the workplace. Our program of work focuses on business recruitment, growth and development, as well as quality of life issues. Attached you'll find our organizational statement and our program of work.

Your investment in The Growth Alliance is an investment in the future of your community. Exciting times are just ahead as we grow our community. Don't just watch us grow; help us grow with your commitment. Please complete the top portion of this page, detach and return with your payment today.

2008 Dues Structure:

- \$100 Individuals
- \$200 Churches; Civic Groups; Farmers; Restaurants; Small Retailers; Professional Firms
- \$500 Motels; Banks with less than \$35 million in county deposits; Businesses with fewer than 75 employees; Utilities - medium size
- \$1,000 Banks with more than \$35 million in county deposits; Businesses with 75 employees and above; Utilities - large size

West Point/Clay County Community Growth Alliance

01/14/08

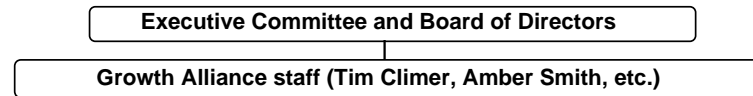
Vision Statement

To profoundly improve the economic well-being of all citizens of West Point and Clay County, leading to statewide and national recognition as one of Mississippi's finest communities.

Mission Statement

To provide leadership in all aspects of economic and community development for West Point and Clay County, through job retention, expansion and creation, as well as enhancements to quality of life.

Organizational Chart



Scope of Activities

Areas Divisions	Economic Development						Community Development			Administration	
	Retention & Expansion	Recruiting		Infrastructure	WPEM/WIRED Initiative			Main Street/Chamber of Commerce	Visitors	Other	Office Management & Public Relations
		Industrial	Commercial		Educ./Wkforce Dev.	Regionalism	Small Business				
C o m m i t t e e s	Emphasize opportunities in Aerospace/Aviation/Composite Materials, Automotive and related industries, Defense & Homeland Security, Distribution, Logistics & Warehousing, Food Processing, Health Care, Metal Fabrication, Natural Gas, Third-Party Centers and	Recruiting and enhancing retail development, including megastores, shopping centers, gov't entities, service establishments, niches, etc.	Data-base maintenance of Buildings and Sites, and enhancement of Transportation, Utilities, Telecomm., etc.	Work to certify the overall citizenry with marketable workforce skills for the "New Economy", emphasizing "Cradle-to-Grave" learning.	Provide leadership to existing and new collaborative development efforts within the Greater Golden Triangle.	Enhance opportunities for both start-ups and existing small businesses, with emphasis upon women & minorities.	Comprehensive program to assist and enhance local businesses to maximize their customer base and impact upon the local economy.	Identifying assets and increasing opportunities to attract money from current non residents of Clay County.	All other community development assessing, resource-building and improvements, including in western Clay County.	Includes office mgmt. functions involving budget, HR, membership and capital campaign, as well as all media and public relations.	
	Includes initiatives with e-SNYCHRONIST, formation of a local Industry Ass'n., an Industry Appreciation Week and Job Fairs.	Includes partnering within regional recruiting efforts.	Work to enhance growth in retail and commercial sectors, leading to job creation and increases in sales tax diversions.	Includes initiatives to address unemployment, school dropouts, teen pregnancy and drug abuse, in addition to promoting "Excel-by-5", "Miss. Scholars" and "Bright Horizons".	Work to find opportunities to partner on issues including recruiting, education/workforce dev., infrastructure, tourism, etc.	Work with partners and through events to enhance culture of entrepreneurship and development of a creative class.					Includes initiatives to beautify community, not only downtown but also along Hwy. 45A corridor. Included among the priorities is housing throughout the county, particularly downtown West Point.

The West Point/Clay County Community Growth Alliance recognizes 3 guiding development principles:

1. Emphasize and improve upon the unique assets of a community - the "inside-out" approach. (Leland Speed/Richard Florida)
2. Manage a set of interrelated activities that - directly and indirectly - create, expand and recruit businesses. (Southern Growth Policies Board)
3. Design and manage programs within economic regions, without regard to traditional political boundaries. (Southern Growth Policies Board)

West Point/Clay County Community Growth Alliance Program of Work

01/14/08

Demographic Baselines:

1. **Population** - 2005 Estimate for Clay County is 21,223, a decline of -3.4% since 2000 (Miss est. is +2.7%)
2. **Unemployment %** - 2006 (6 months) & 2005 averages are 11.1%; Miss. avg. is 8.0%
3. **Per Capita Income** - 2004 average was \$21,967; Miss. avg. was \$24,518 (89.6% of Miss. avg.)
4. **Bank Deposits** - 2005 total was \$210,475,000, or 0.6% of the state total
5. **Sales Tax Diversions** - FY06 total for West Point was \$1.74M, up from \$1.6M in FY05 (note: Hurricane Katrina played a role in the increase.)
6. **Pull-Factor** - 2002 was 0.61, down from 0.72 in 1998
7. **% 25+ with HS education** (incl. GED) - 2005 figure for Clay County was 68.25% (NE Miss. avg. was 69.1%; state avg. was 72.7%)
8. **Policom Rating** - 426 in 2006

Partners include city, county, MDA, TVA, NMIDA, 4-County EPA, EMCC, MSU, ECMEC, GTRA, MDES, Congressional and Legislative delegation, MDOT, USDA RD, MUW, Atmos, North Miss. Developers, GTPDD, ARC, NeMCPC, CAFB, Miss. Tourism Assn., Tenn-Tom Tourism Assn., East Miss. Tourism Assn., Miss. Hills Heritage Tourism Assn. and the WAEM/WIRED Initiative.

ECONOMIC DEVELOPMENT:

Retention and Expansion:

- A. Implemented annual e-SYNCHRONIST program in late Fall, 2006 for existing industries. Work with Industry Assn. of 20+ largest private, non-retail employers, with regular program monitoring, periodic meetings and annual fall visits. Continually work on action items for existing employers with trips to corporate home offices as necessary.
- B. Begin an Industry Association and host an annual Industry Appreciation Week every spring, which may include a cookout and job fair.

Recruiting:

- A. Enhance regional partnership with Golden Triangle and Northeast Miss. development groups to market West Point and Clay County as a viable option for prospects, emphasizing the GTRA's role as the hub for future growth in our immediate region.
- B. Emphasize historical strengths and emerging opportunities, pursuing targeted sectors in:
 1. Aerospace/Aviation/Composite Materials
 2. Automotive and related industries
 3. Defense and Homeland Security
 4. Distribution, Logistics & Warehousing
 5. Food Processing
 6. Health Care
 7. Metal Fabrication
 8. Natural gas and other energy industries
 9. Third-Party Centers
 10. Timber/Wood Products
- C. Develop and tailor local incentive and marketing packages by working in conjunction with city and county officials.
- D. Continually educate site-selection consultants and other partners (MDA, TVA, etc.) on our recruiting assets, including hosting tours.
- E. Recruit retail megastores, shopping centers, government entities, service establishments, niches, etc., especially those that attract dollars from elsewhere.

Infrastructure:

- A. Continually work on communication of quantitative data for available buildings and sites. Establish online data-base capability for assets, in partnership with MDA, TVA, NMIDA, etc., continually monitoring availability and access.
- B. Work on positively influencing the process of transportation development both inside and outside of Clay County.
- C. Continue work on infrastructure development related to industrial parks and sites, buildings, water, sewer, rail, etc., and continue efforts with MEGAPOP and MTA to increase telecommunications capacity within the county.

Small Business Development:

- A. Work with MSU's Small Business Development Center, MUW's Women's Center for Entrepreneurship and the GTPDD to promote assistance for start-up and existing small businesses, especially for women and minorities.
- B. Develop relationships with both the NeMCPC and CAFB to enhance federal and state contracting opportunities for local businesses.
- C. Through the WIRED Initiative, transform the local economy to one with Entrepreneurship as its core. Host an annual Small Business Week among other community-outreach programs.

COMMUNITY DEVELOPMENT:**Main Street/Chamber of Commerce:**

- A. Renew efforts to get all local businesses involved in our Chamber of Commerce, including monthly networking events and other business services. Work to enhance events such as the farmer's market, "Shop West Poir promotion and Christmas Open House
- B. Serve as the city's facilitator for the renewal of the Main Street Mississippi program in January, 2007, leading to the establishment of the four required standing committees and several community initiatives
- C. Influence process for more greenery and decorations downtown, as well as improved signage and a more attractive U.S. Highway 45A.
- D. Work towards establishment of a creative class living and working downtown, especially in upstairs loft apartments
- E. Boost all aspects of residential housing throughout county, particularly marketing as a preferred alternative within the Golden Triangle

Tourism & Retiree Attraction:

- A. Promote coordination of tourism efforts, with emphases in the blues, history/culture, agri-tourism, hunting, fishing and bird-watching, including asset development and enhancement of existing events and sites. Included are initiatives with regional and statewide tourism associations, work with the Miss. Film Office and creation of a Tourism Committee. Work with assets such as the Old Waverly Golf Club, Waverley Plantation, the Tenn-Tom and the Mossy Oak retailers to develop strategies for attracting more dollars to the community. Explore opportunities like a Barbeque Contest and an Outdoors Expo.
- B. Support the existing local festivals, Howlin' Wolf and Prairie Arts, coordinating continuous improvements for both.
- C. Enhance retiree attraction efforts, especially with the untapped market of MSU alumni and friends.
- D. Enhance community's reputation as an arts center, including encouraging artists to permanently relocate here.

Other Community Development:

- A. Support and facilitate annual leadership programs for both adults and youth.
- B. Support housing and residential developments at all price levels, addressing a vital niche in the Golden Triangle. Work especially with new industries through the GTR airport, MSU and the CAFB.
- C. Support efforts by the CREATE Foundation to increase our high school graduation rates/GED attainment.
- D. Support lifelong learning, especially skills training by EMCC, with an emphasis on creating a world-class workforce.
- E. Support grant-writing efforts that improve infrastructure in roads, buildings, sites, trails, parks and other facilities.
- F. Coordinate efforts on grants and development planning within our city and county, in conjunction with our Program of Work. Support modern land-use planning and the transitioning to other computer-based functions to improve efficiency and quality of life.
- G. Research and implement cutting-edge development programs, including energy endeavors with MDA and MSU.

ADMINISTRATION:

Public Relations and Office Management:

- A. Work towards hiring for separate positions for both Office Manager and Community Development Director.
- B. Include every business in the county in annual membership drive. Set stretch goals in attracting private local dollars to fund development efforts, along with the support of our city and county. Plan for a longer-term capital campaign.
- C. Solidify high-quality financial reporting, especially budgeting.
- D. Revise by-laws to include regionalism and economic development initiatives.
- E. Create and maintain state-of-the-art website as key component of comprehensive, proactive marketing campaign.
- F. Increase efforts year-round to influence legislation at both federal and state levels. This includes an annual group lobbying trip to Washington to show a united local front on our 3-5 priorities for that year.
- G. Work on improving communications to our constituents and development partners, including e-newsletters, a community calendar, newspaper columns, press releases, a marketing magazine, radio and TV interviews, etc.
- H. Ensure integrity of office management with audits (both internal and external), self-monitoring, evaluations of performance and adherence to job descriptions, "Continuous Improvement" and professional development classes leading to renewal of certification.

Perpetual Calendar reminders for Board Members (subject to variations):

<i>January</i>	Legislative receptions in Jackson; Annual Banquet	<i>Monthly</i>	Main Street/Chamber Mixers or Breakfasts
<i>February</i>	Trip to DC	<i>Monthly</i>	Executive Committee/Full Board meetings
<i>March</i>		<i>Quarterly</i>	e-Newsletters, etc.
<i>April</i>	Retiree Attraction Emphasis	<i>As Needed</i>	Press Releases, special meetings, etc.
<i>May</i>	Industry Appreciation Week		
<i>June</i>			
<i>July</i>	Small Business Emphasis		
<i>August</i>			
<i>September</i>	Howlin' Wolf Festival; Prairie Arts Festival		
<i>October</i>	e-SYNCHRONIST; Boo Parade		
<i>November</i>	Christmas Open House; local legislative function		
<i>December</i>	Christmas Tree Décor., Parade and Luncheon		

