

STATE OF THE COAST SYMPOSIUM

PURPOSE • PERSPECTIVE • PROGRESS

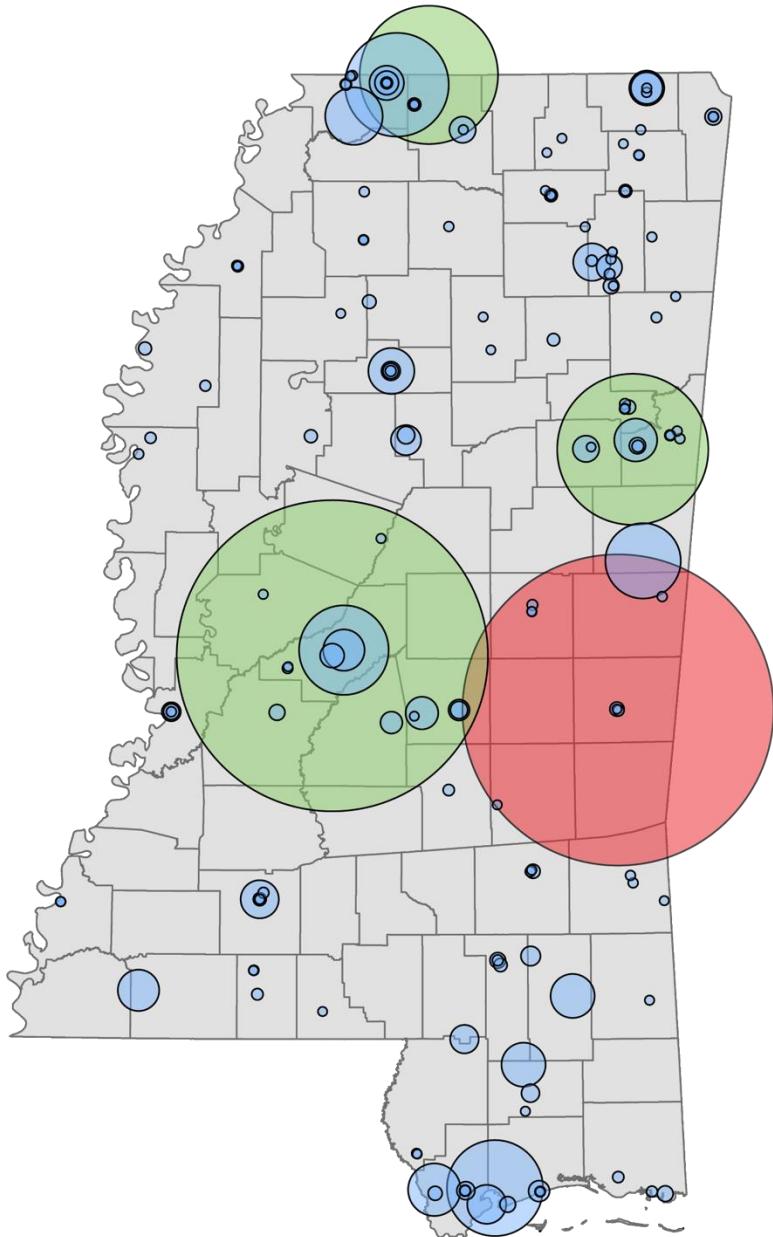


PURPOSE

The Gulf Coast Business Council's purpose is to champion common economic and business interests for Hancock, Harrison, and Jackson counties by identifying issues, convening resources, framing public policy, and finding solutions for Coastal Mississippi.



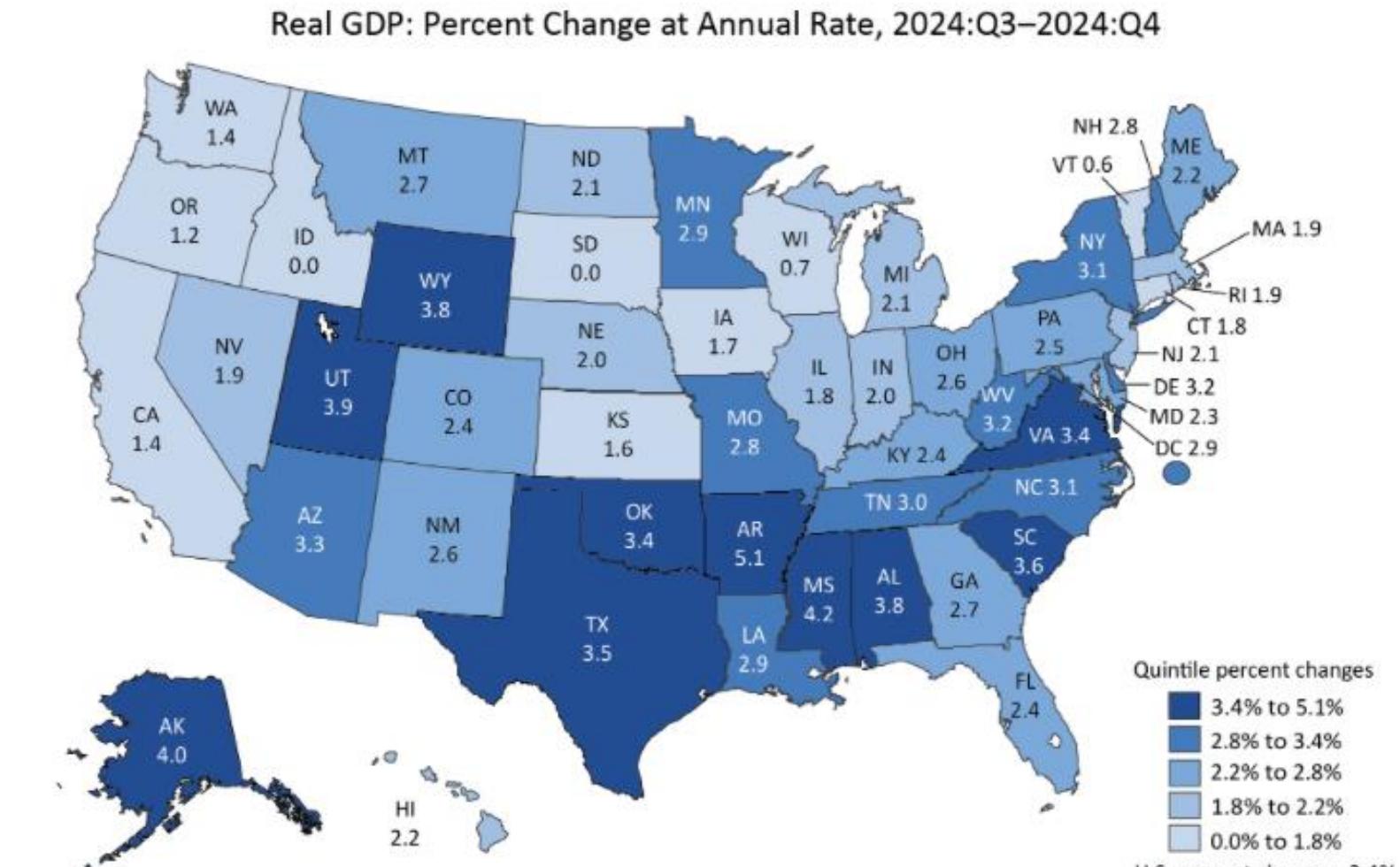
PERSPECTIVE

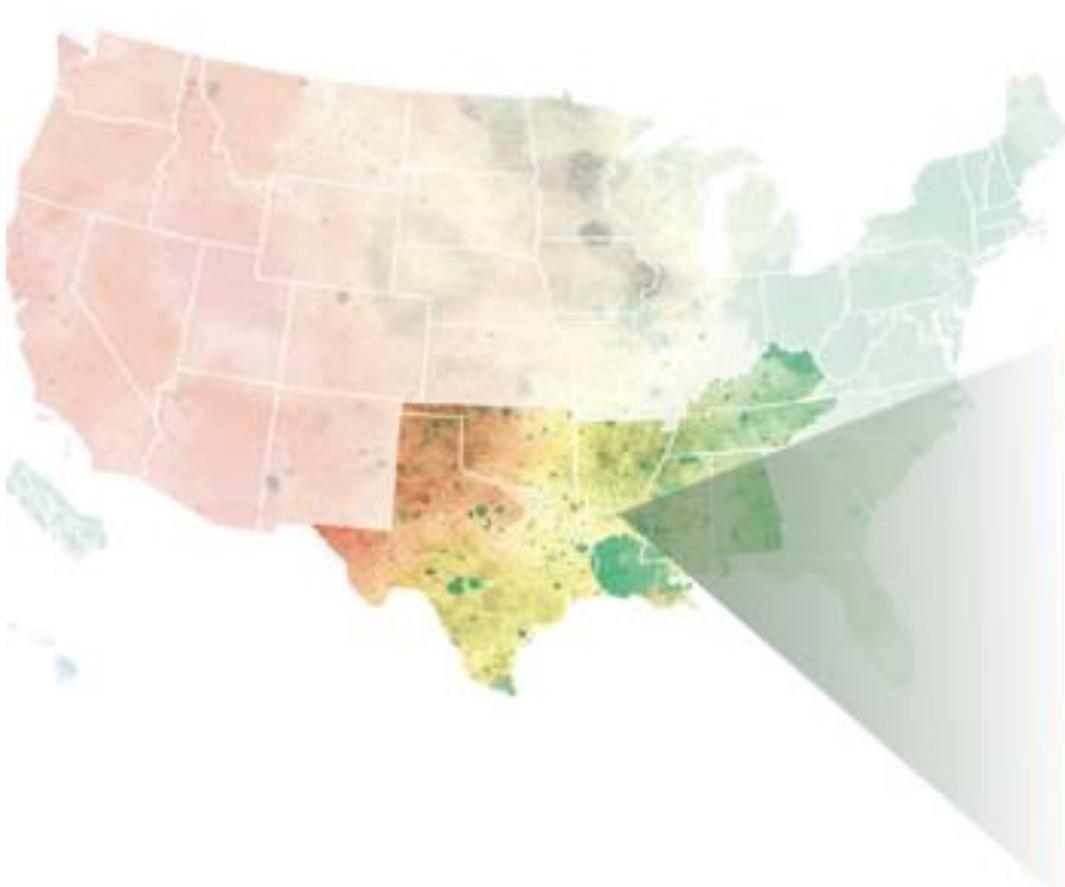


CAPITAL INVESTMENT AND JOBS

| Year | Projects Won | Capital Investment | Job Totals |
|--------------|--------------|-------------------------|---------------|
| *2025 | 3 | \$10,144,208,000 | 316 |
| 2024 | 36 | \$13,433,816,725 | 5,305 |
| 2023 | 23 | \$1,261,950,720 | 2,076 |
| 2022 | 42 | \$5,396,992,805 | 5,056 |
| 2021 | 47 | \$513,860,538 | 4,130 |
| 2020 | 37 | \$1,626,782,161 | 4,525 |
| TOTAL | 188 | \$32,377,610,949 | 22,382 |

#2 Nationally in Real Gross Domestic Product (GDP) Growth





ACCELERATE MS

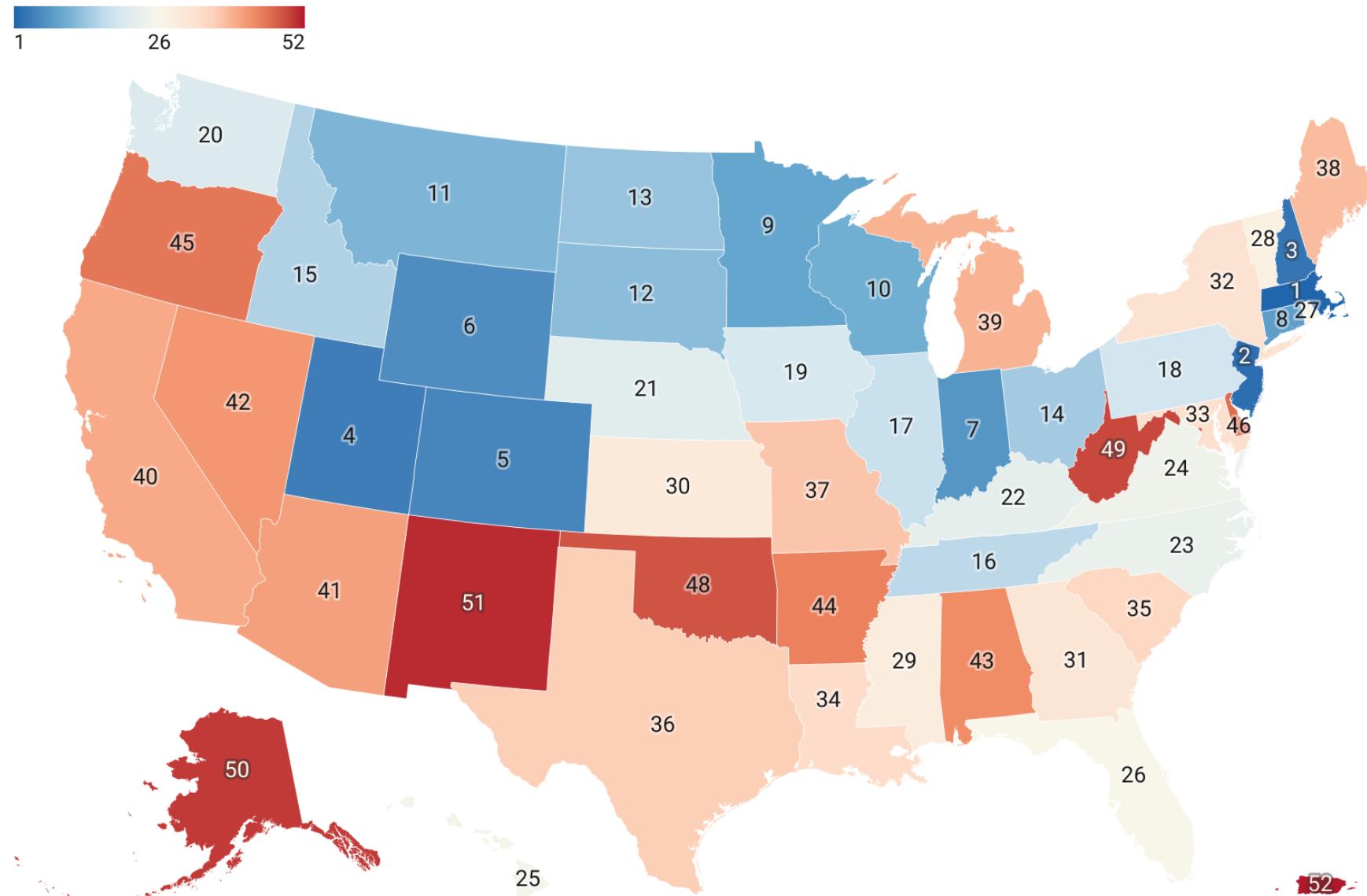
| South Central | 2025 | 2024 |
|---------------|------|------|
| Tennessee | 1 | 3 |
| Kentucky | 2 | 7 |
| Mississippi | 3 | 4 |
| Arkansas | 4 | 1 |
| Alabama | 5 | 2 |
| Louisiana | 6 | 5 |
| Oklahoma | 7 | 8 |
| Texas | 8 | 6 |

**Ranked #3 in Southeast
Workforce Development Climate**

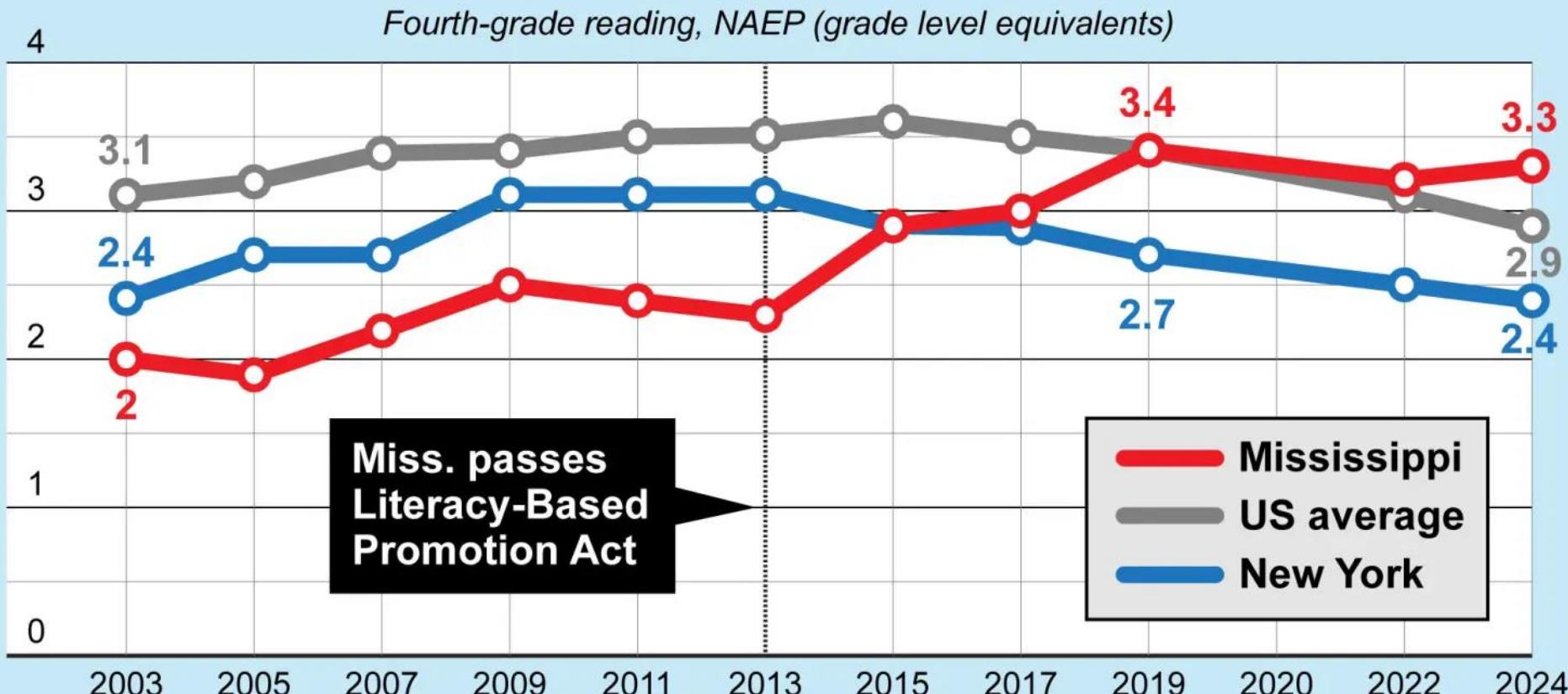
SITE
SELECTION
MAGAZINE

Cumulative State Education Ranking, 2024 NAEP

Rank of all states based on their combined 4th- and 8th-grade math and reading performance on the 2024 National Assessment of Educational Progress. DC is #47. States are ranked against each other (so Massachusetts, with the highest scores, is #1)



Fourth-graders in Mississippi read nearly a full year ahead of students in NYC



Note: One grade level on NAEP is approximately 10 scale score points

Source: National Center for Education Statistics (<https://nces.ed.gov/nationsreportcard>)

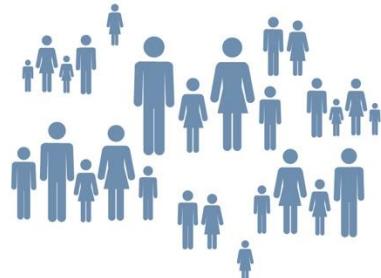


PEOPLE

IT STARTS AND ENDS WITH PEOPLE

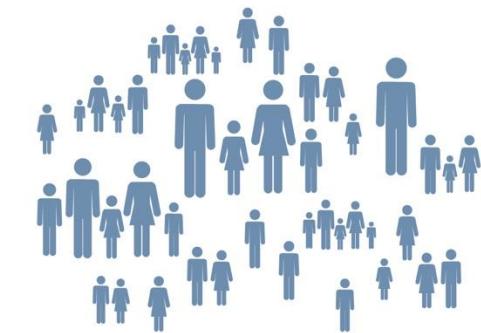
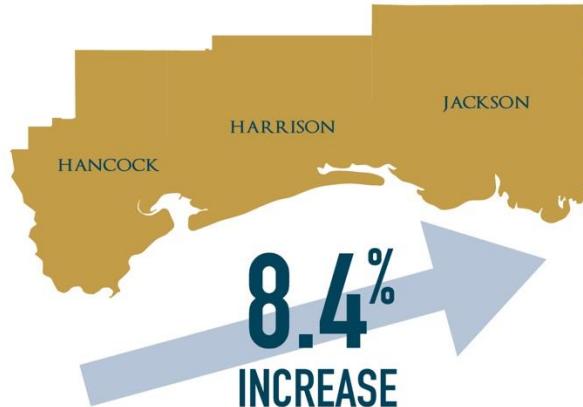


MS GULF COAST MSA POPULATION GROWTH SURPASSED MISSISSIPPI



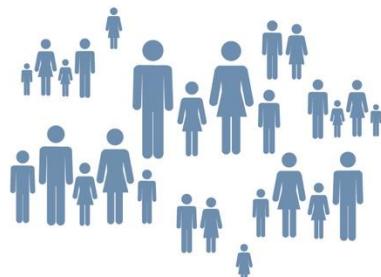
2011

393.855



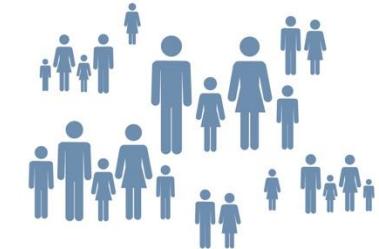
2024

426.793



2011

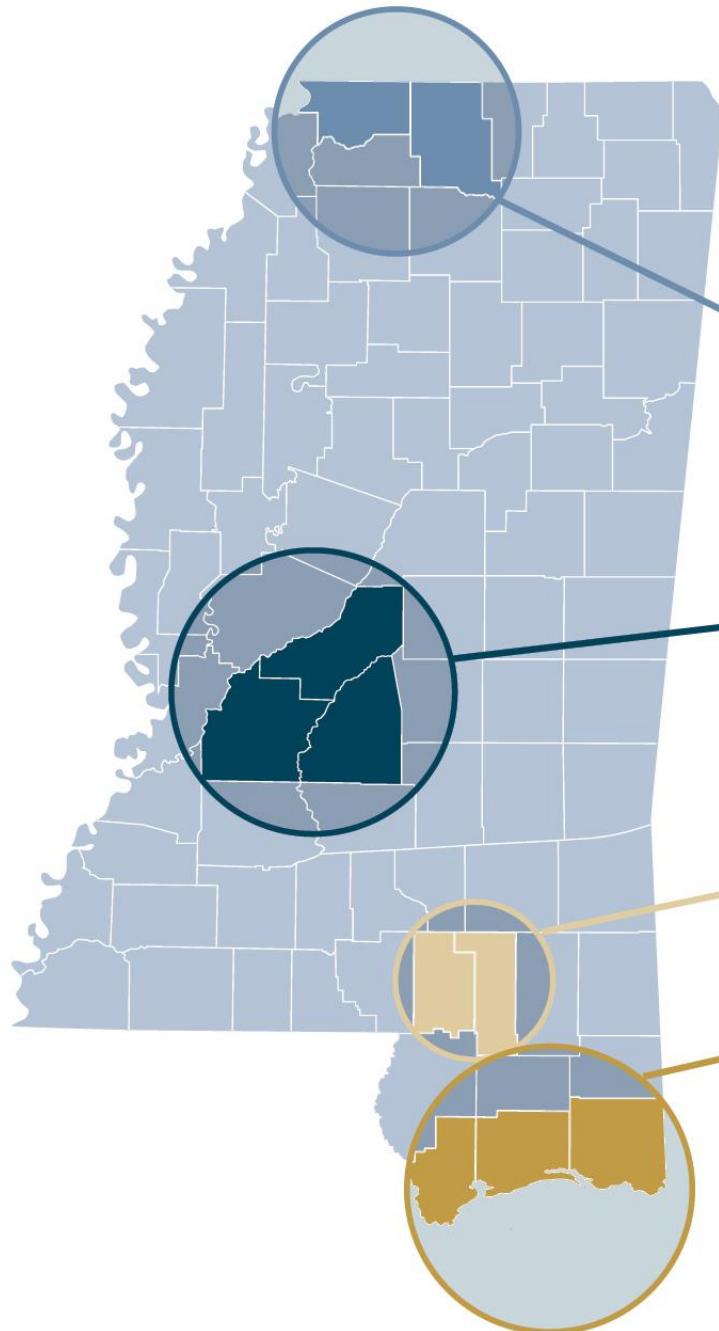
2979.147



2024

2943.172

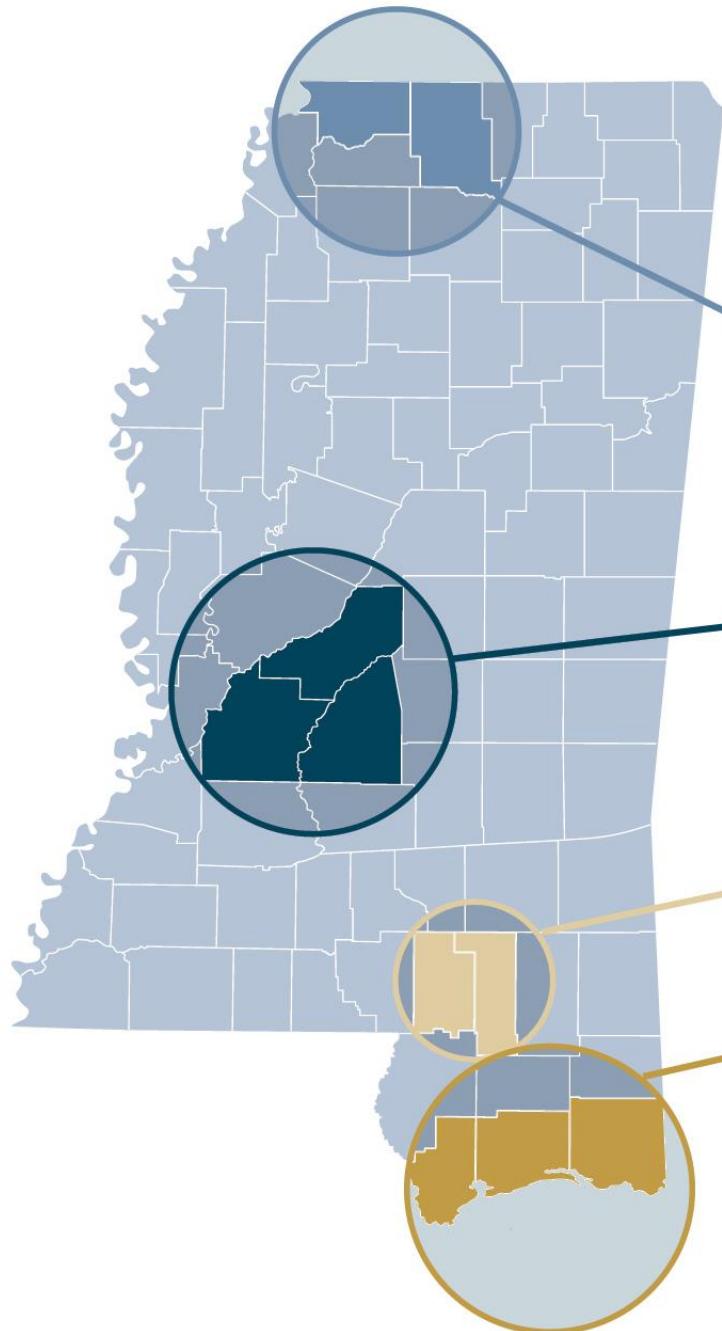




POPULATION GROWTH BY COUNTY

MARCH 2025

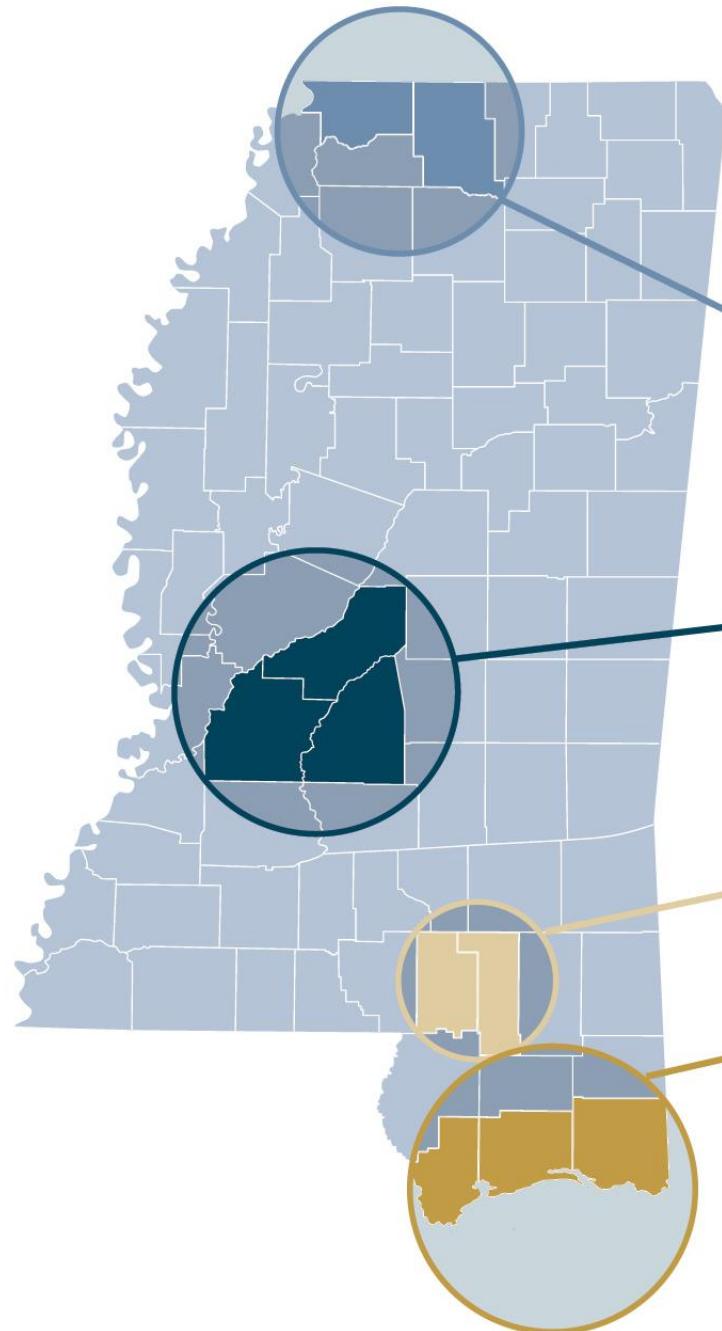
| COUNTY | CHANGE |
|----------|--------|
| DESOTO | +2,681 |
| MARSHALL | +290 |
| HINDS | -4,778 |
| MADISON | +1,194 |
| RANKIN | +796 |
| FORREST | +227 |
| LAMAR | +388 |
| HANCOCK | +48 |
| HARRISON | +1,402 |
| JACKSON | +537 |



CIVILIAN LABOR FORCE BY COUNTY

APRIL 2025

| COUNTY | TOTAL |
|----------|---------|
| DESOTO | 99,210 |
| MARSHALL | 14,330 |
| HINDS | 101,070 |
| MADISON | 58,930 |
| RANKIN | 82,890 |
| FORREST | 36,670 |
| LAMAR | 30,670 |
| HANCOCK | 22,410 |
| HARRISON | 93,760 |
| JACKSON | 68,160 |



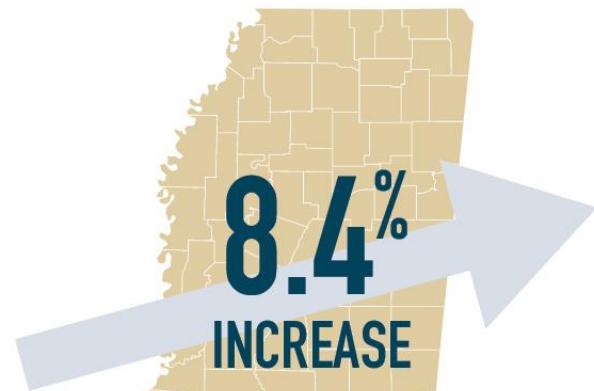
UNEMPLOYMENT RATE BY COUNTY

APRIL 2025

| COUNTY | % |
|----------|------|
| DESOTO | 3.5% |
| MARSHALL | 4.1% |
| HINDS | 3.6% |
| MADISON | 2.9% |
| RANKIN | 2.5% |
| FORREST | 3.3% |
| LAMAR | 3.0% |
| HANCOCK | 2.9% |
| HARRISON | 3.3% |
| JACKSON | 3.3% |

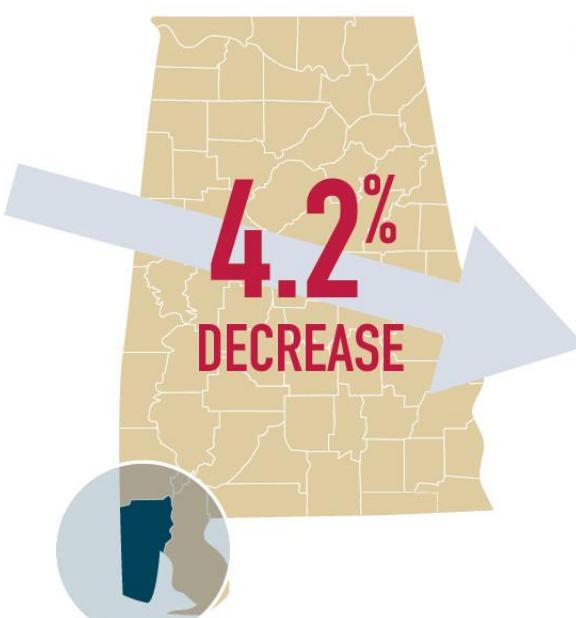
MS GULF COAST MSA POPULATION GROWTH COMPARED WITH OTHER MSAs

2011-2024

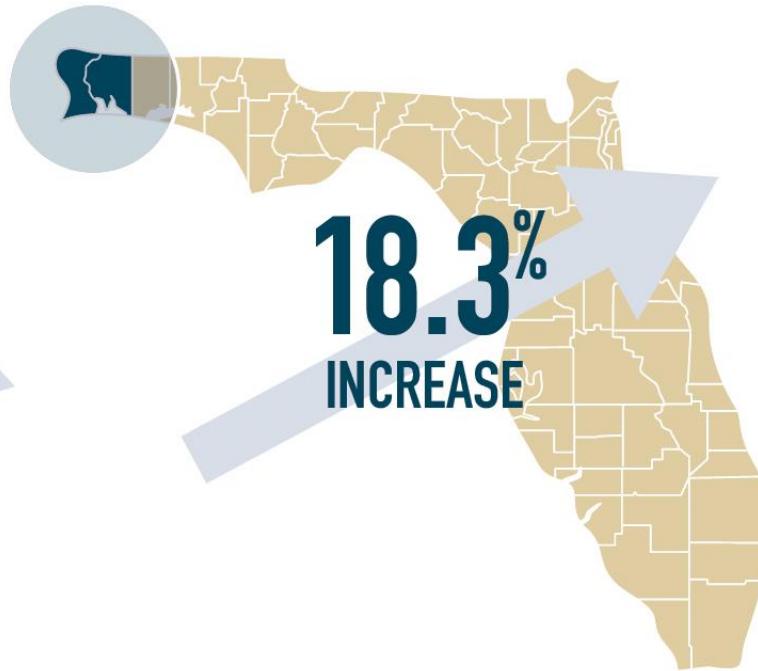


Gulf Coast MSA
393,855 426,793

2011
2024



Mobile MSA
430,482 412,339



Pensacola MSA
455,274 538,928



Source: <https://fred.stlouisfed.org/seriesBeta/BLXPOP>; U.S. Census and St. Louis Federal Reserve, Annual Estimates, in thousands, not seasonally adjusted.

JOBS

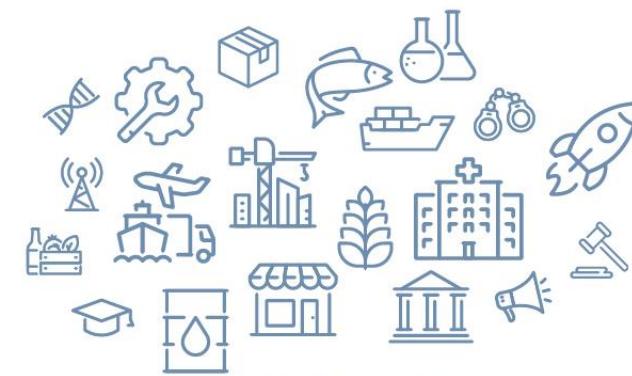
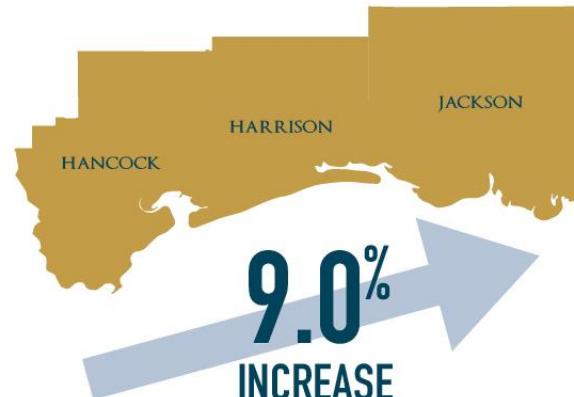
EMPLOYMENT



MS GULF COAST'S OVERALL EMPLOYMENT GROWTH OUTPACED MISSISSIPPI



2011
157.0



2024
171.1



2011
1092.9



2024
1189.4



Source: <https://fred.stlouisfed.org/series/SMU2825060000000001A>; U.S. Bureau of Labor Statistics and St. Louis Federal Reserve, Annual Estimates, in thousands, not seasonally adjusted.

COMPARISON OF AVERAGE HOURLY EARNINGS ALL EMPLOYEES

MS Gulf Coast MSA



Jackson MSA



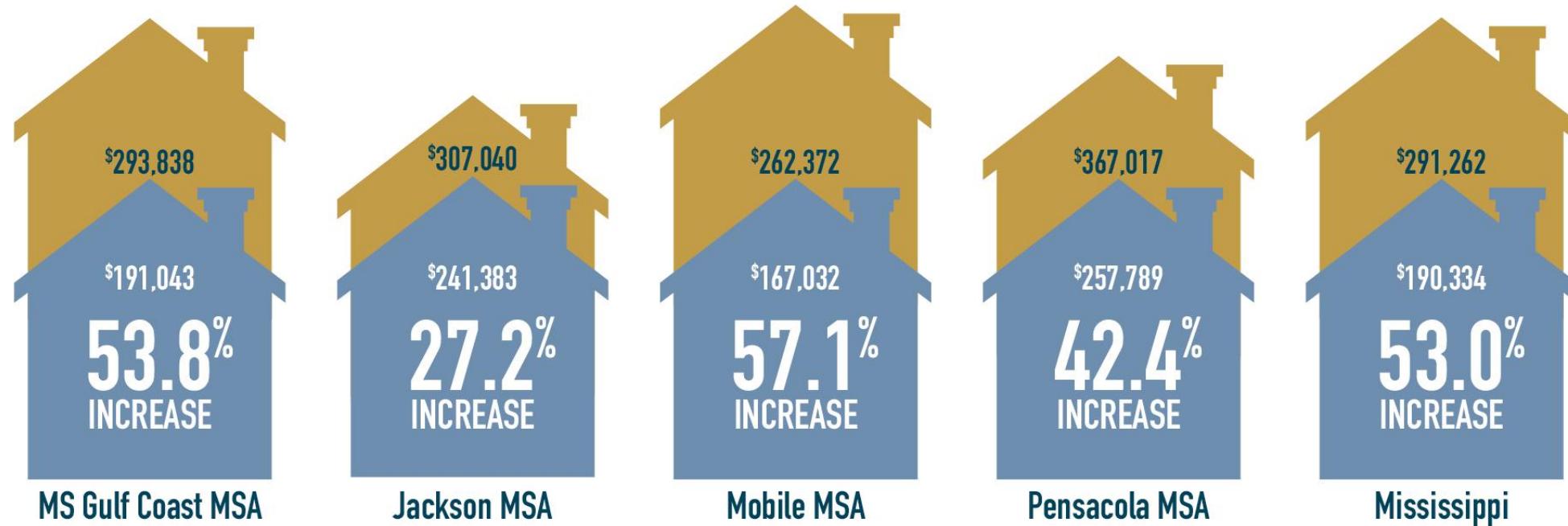
Mobile MSA



Pensacola MSA



HOUSING INVENTORY: MEDIAN LISTING PRICE ANNUAL AVERAGE



2011 2024

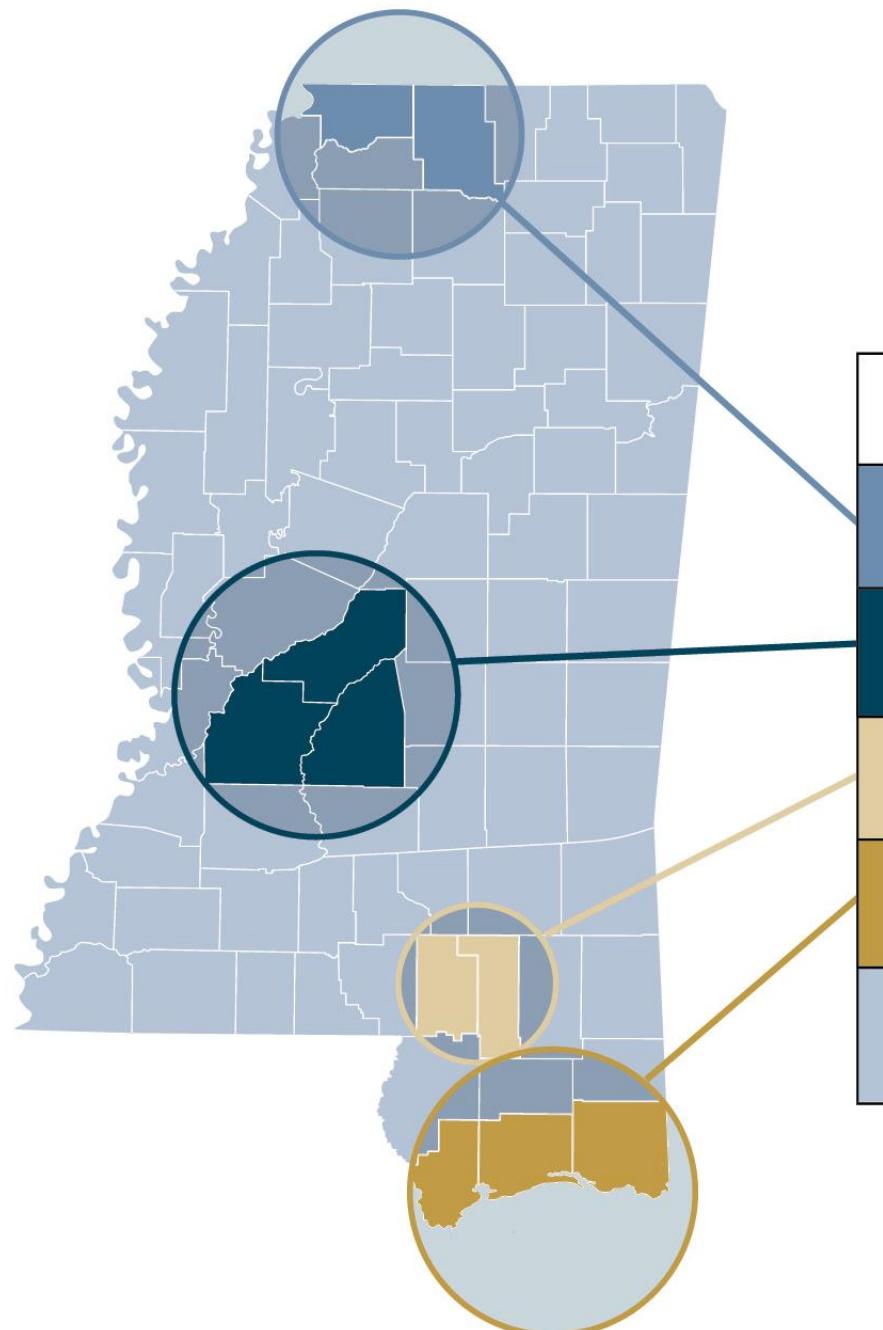


SALES TAX



SALES TAX DIVERSIONS BY REGION

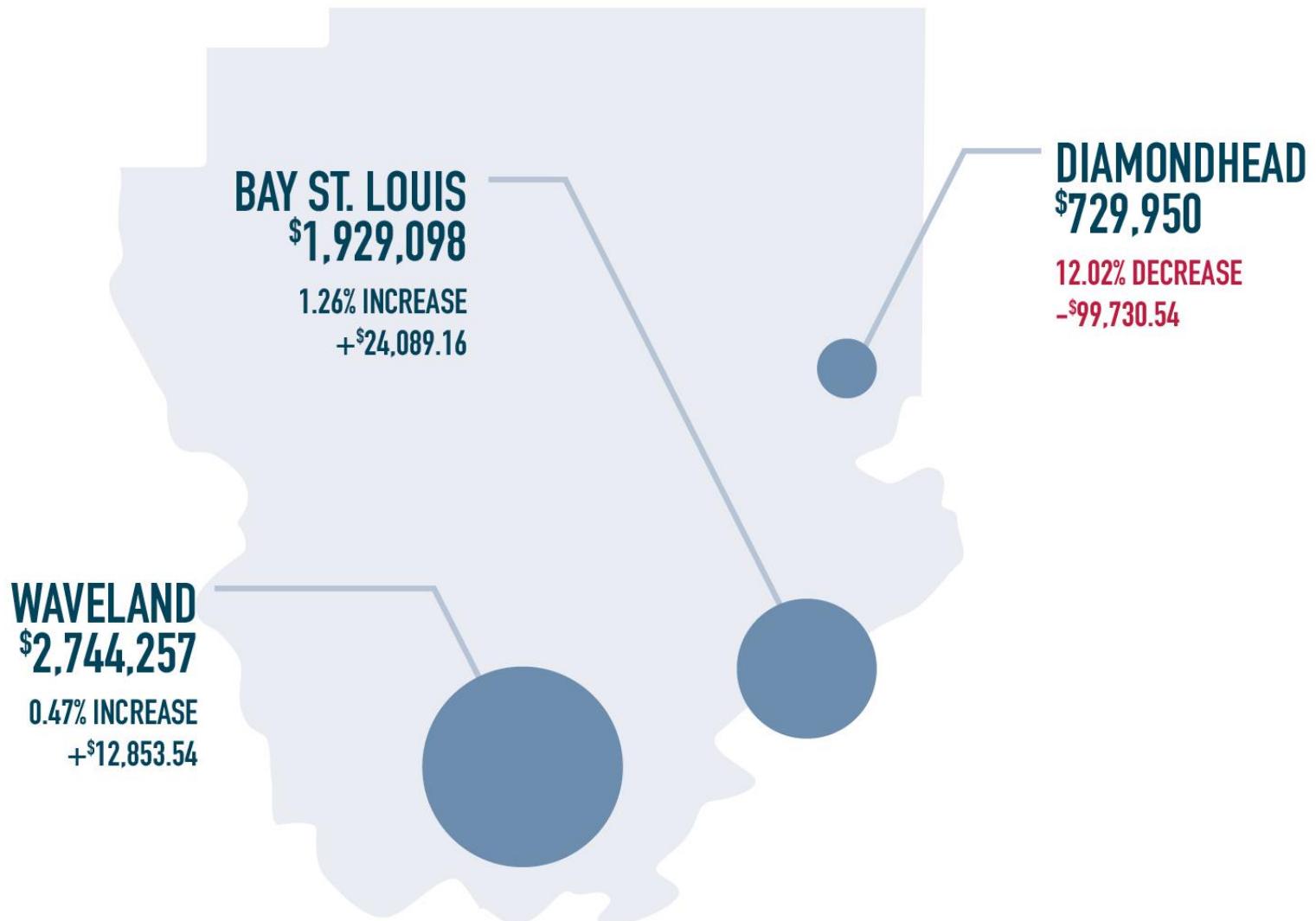
YTD 2025



| REGION | YTD 2025 | YTD 2024 | \$ CHANGE | % CHANGE |
|--|---------------|---------------|-------------|----------|
| NORTH DeSoto, Marshall | \$47,005,751 | \$44,281,086 | \$2,724,665 | 6.15% |
| CENTRAL Hinds, Madison, Rankin | \$106,705,239 | \$108,844,337 | \$2,139,098 | 1.97% |
| PINE BELT Forrest, Lamar | \$28,566,414 | \$28,313,869 | \$252,545 | 0.89% |
| COASTAL Hancock, Harrison, Jackson | \$70,029,698 | \$69,733,484 | \$296,214 | 0.42% |
| REST OF MISSISSIPPI | \$708,660,326 | \$706,420,633 | \$2,239,694 | 0.32% |

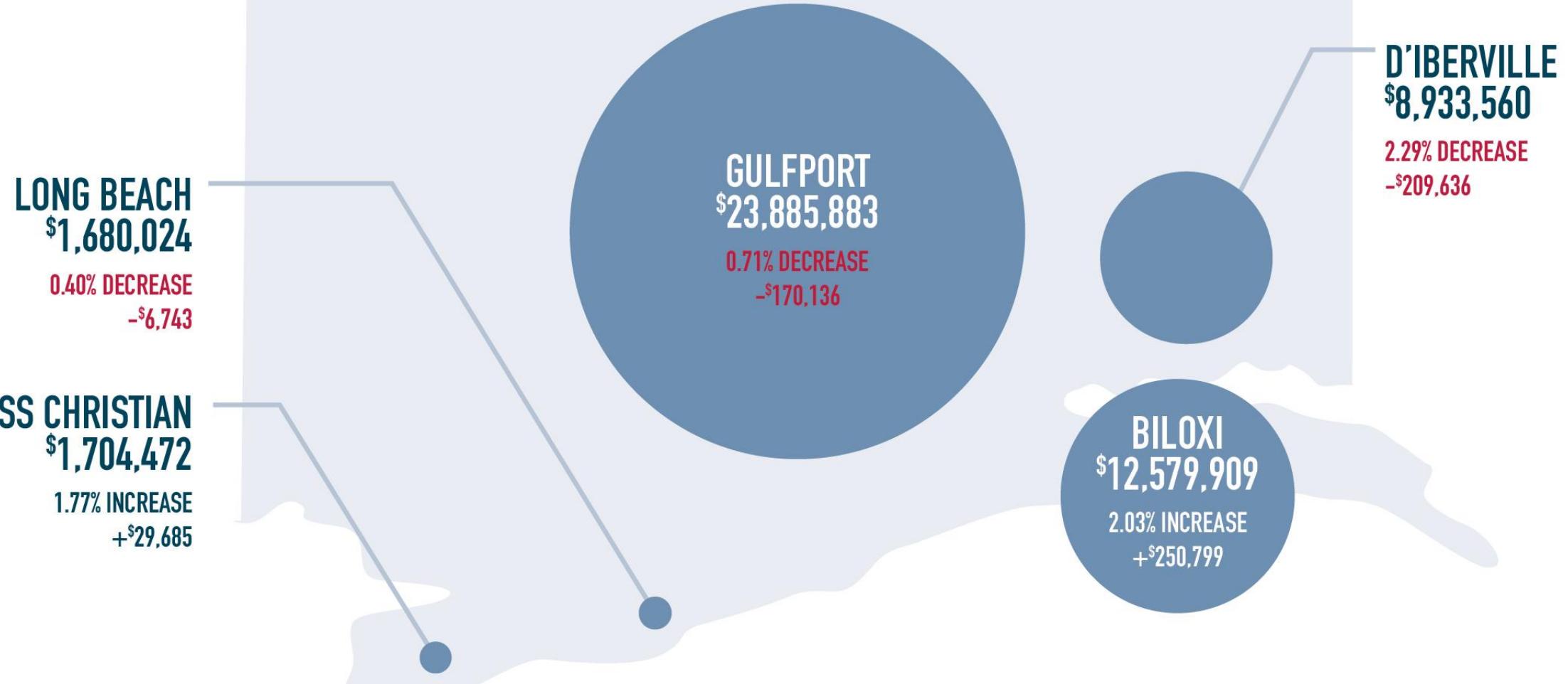
SALES TAX COMPARISON HANCOCK COUNTY

YTD 2025



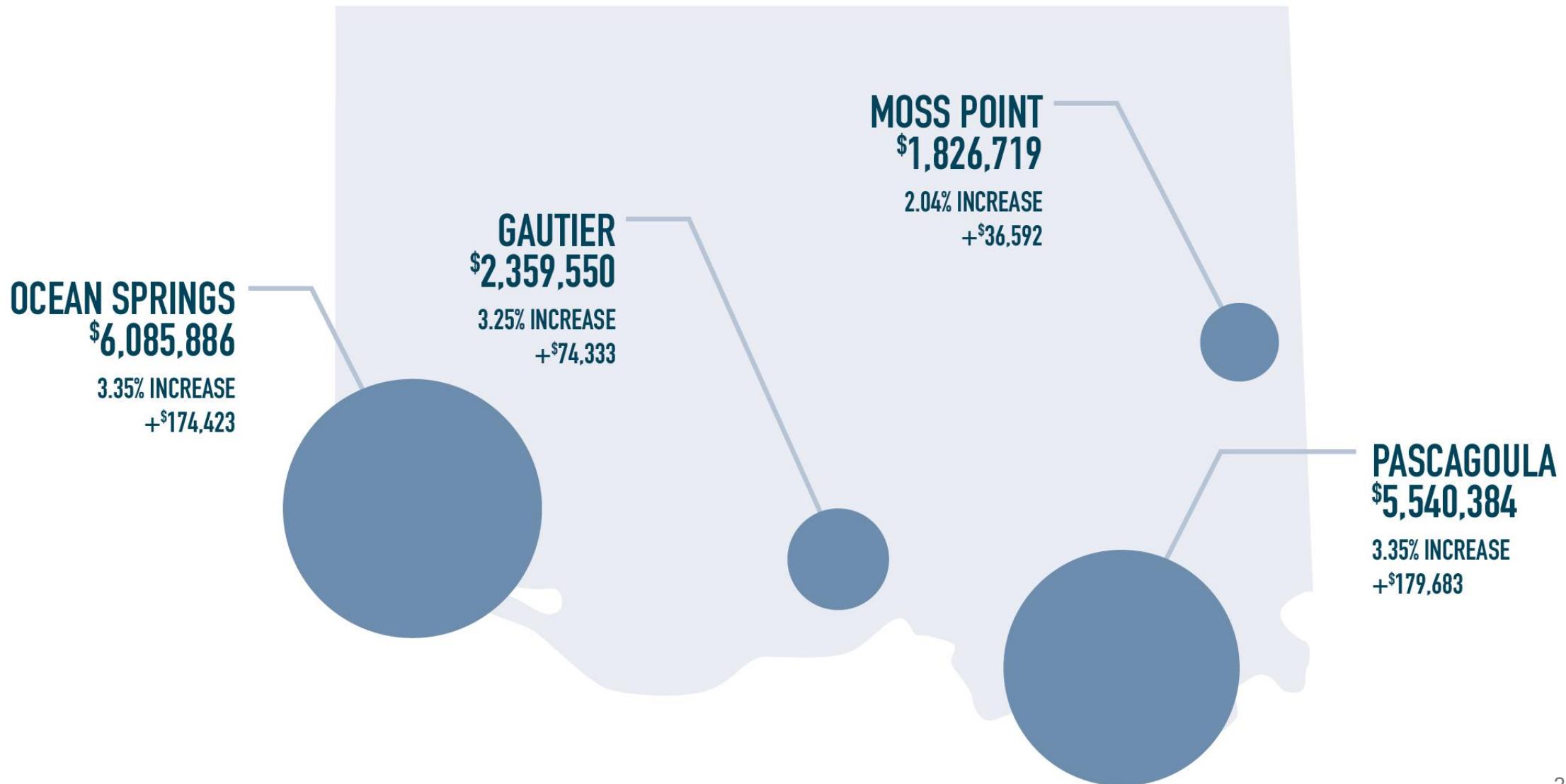
SALES TAX COMPARISON HARRISON COUNTY

YTD 2025



SALES TAX COMPARISON JACKSON COUNTY

YTD 2025



TOURISM & GAMING





Tourism Economic Impact

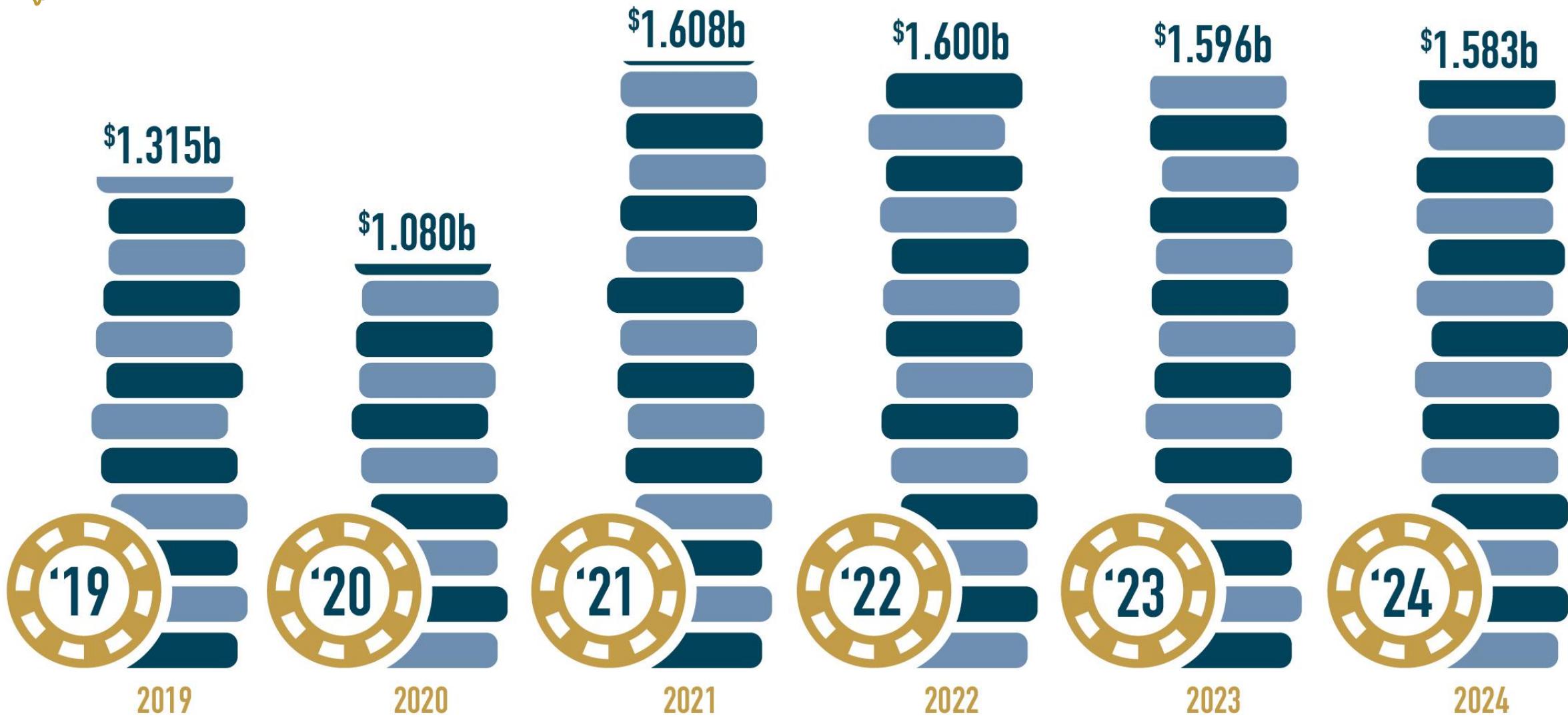
| <u>COUNTY</u> | <u>VISITOR</u> | <u>STATE/LOCAL TAX</u> |
|---|-----------------|------------------------|
| • Hancock County | \$ 300 M | \$ 25.2 M |
| • Harrison County | \$ 2.6 B | \$ 335 M |
| • Jackson County | \$ 471 M | \$ 43.3 M |
| • Total for Coastal MS | \$ 3.37 Billion | \$ 404.3 Million |
| • Total for State of MS | \$ 11.5 Billion | \$ 1.14 Billion |
| <ul style="list-style-type: none">• 29% of State Visitor Spend• 35% State Tax Revenue from Tourism | | |





GAMING GROSS REVENUES

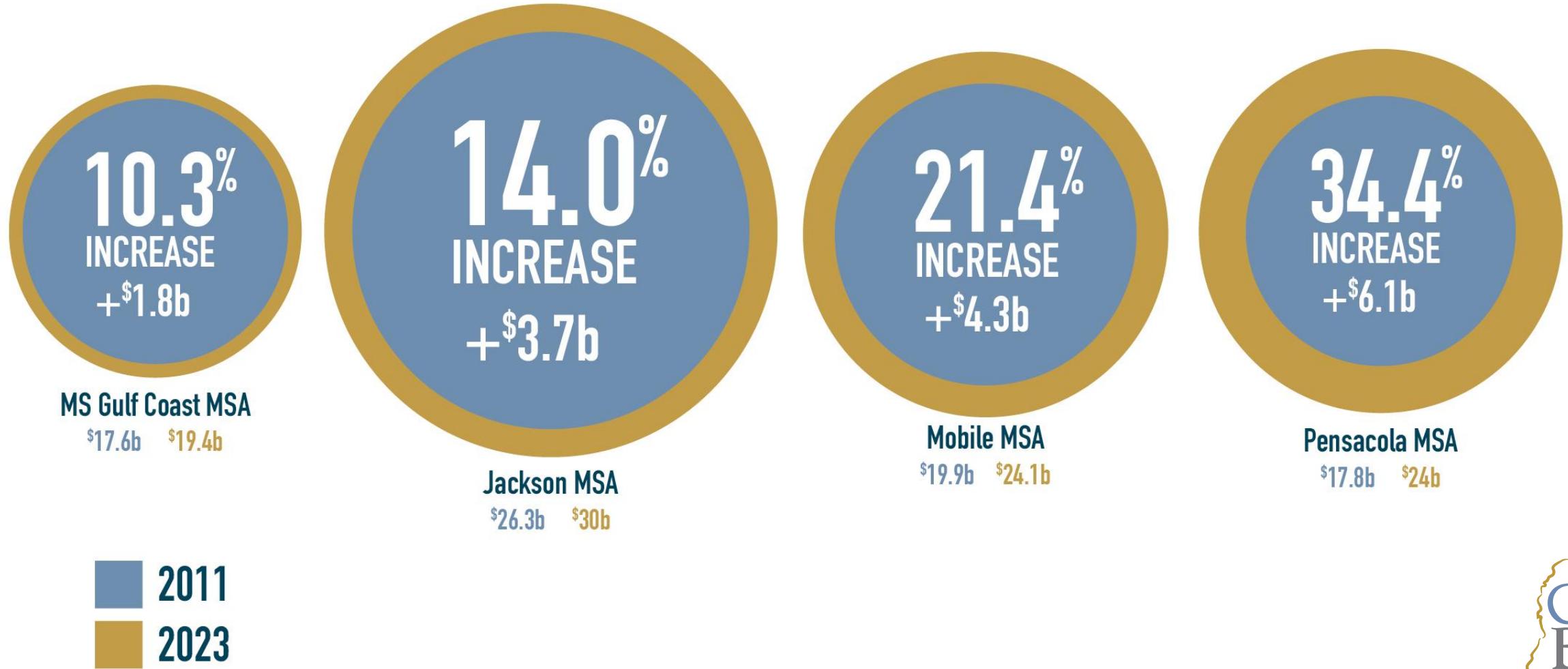
2019-2024



REGIONAL COMPETITIVENESS



2011-2023 REAL GROSS DOMESTIC PRODUCT BY REGION ACTUAL AND % GROWTH

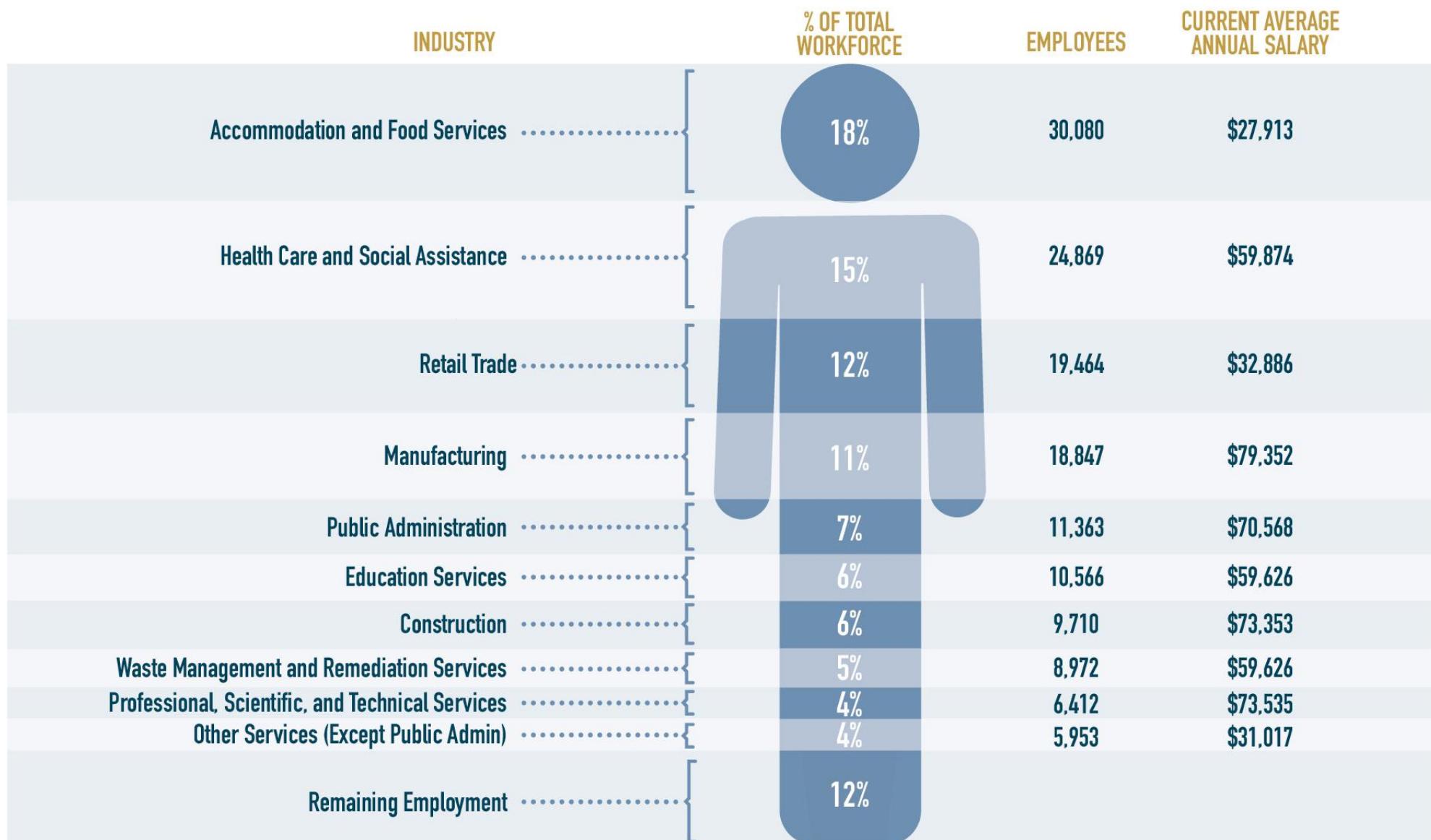


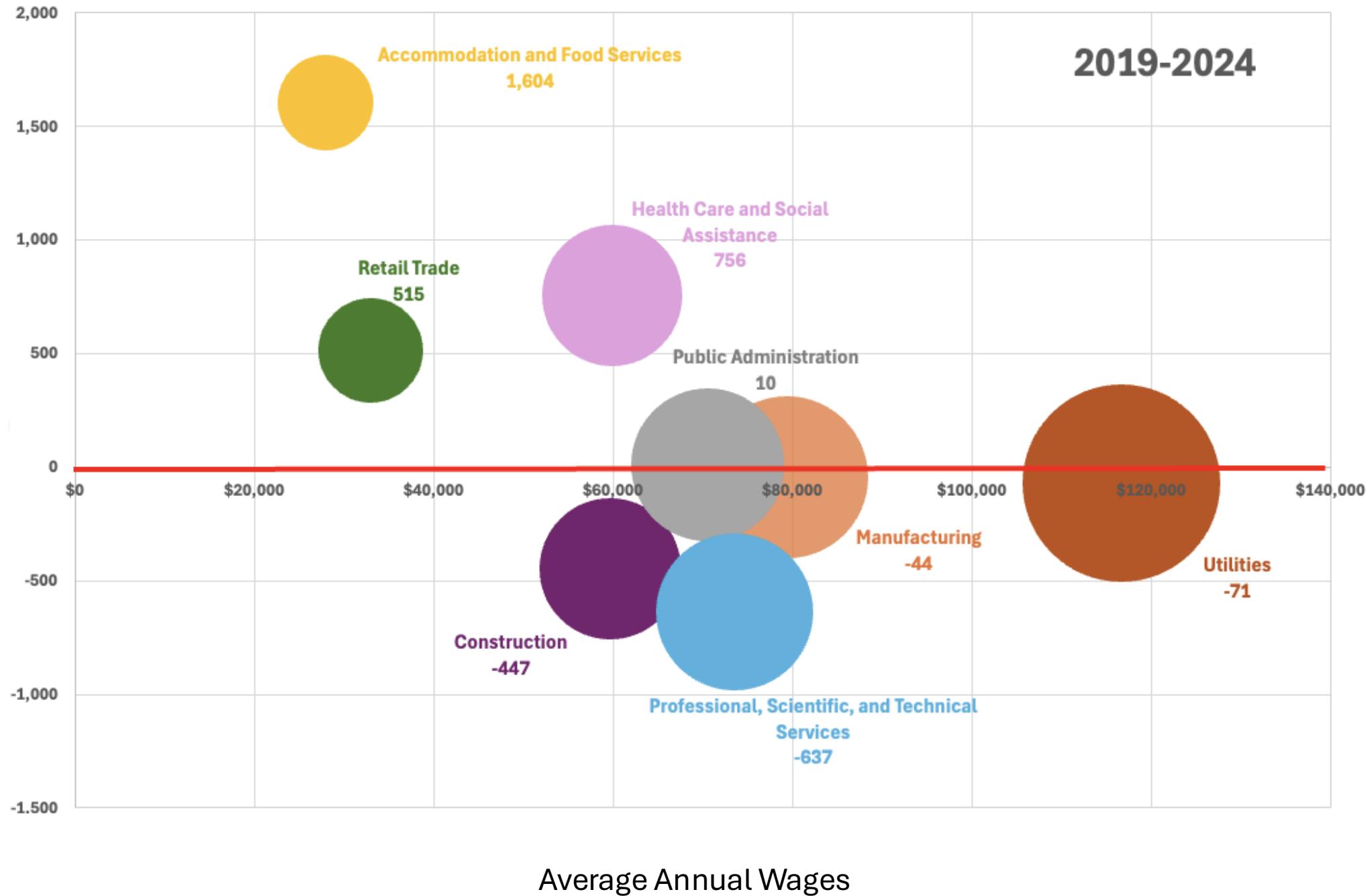
Source: https://fred.stlouisfed.org/graph/?graph_id=1450544; Bureau of Economic Analysis, St. Louis Federal Reserve; Millions of 2017 chained dollars, non-seasonally adjusted.





TOP 10 NUMBER EMPLOYED BY INDUSTRY SECTOR





PROGRESS





StartUP

GULF COAST

CREATE. LAUNCH. ACCELERATE.

 **innovate**
mississippi

COBUILDERS
A PARTNERSHIP-DRIVEN ACCELERATOR



THE FUTURE FIGHT
MISSISSIPPI'S DEFENSE ECONOMY
STRATEGIC PLAN 2022-2026



Economic Development Guide for Military Base Communities



Prepared By:

Dr. Chad R. Miller, Professor of Economic Development

Jace R. Ponder, Mississippi Governor's Office of Military Affairs



Southern Mississippi Planning and Development District

South Mississippi Defense Strategy Mission Attraction Study 2023

Prepared by Matrix

SMPDD
Southern Mississippi Planning & Development District
BUILDING A STRONGER MISSISSIPPI



MISSISSIPPI CYBER INITIATIVE



Cyber Center of
Excellence

Fort Gordon, Georgia

STATE OF THE COAST SYMPOSIUM

Thank You!

