

# STATE OF THE COAST SYMPOSIUM

PURPOSE • PERSPECTIVE • PROGRESS

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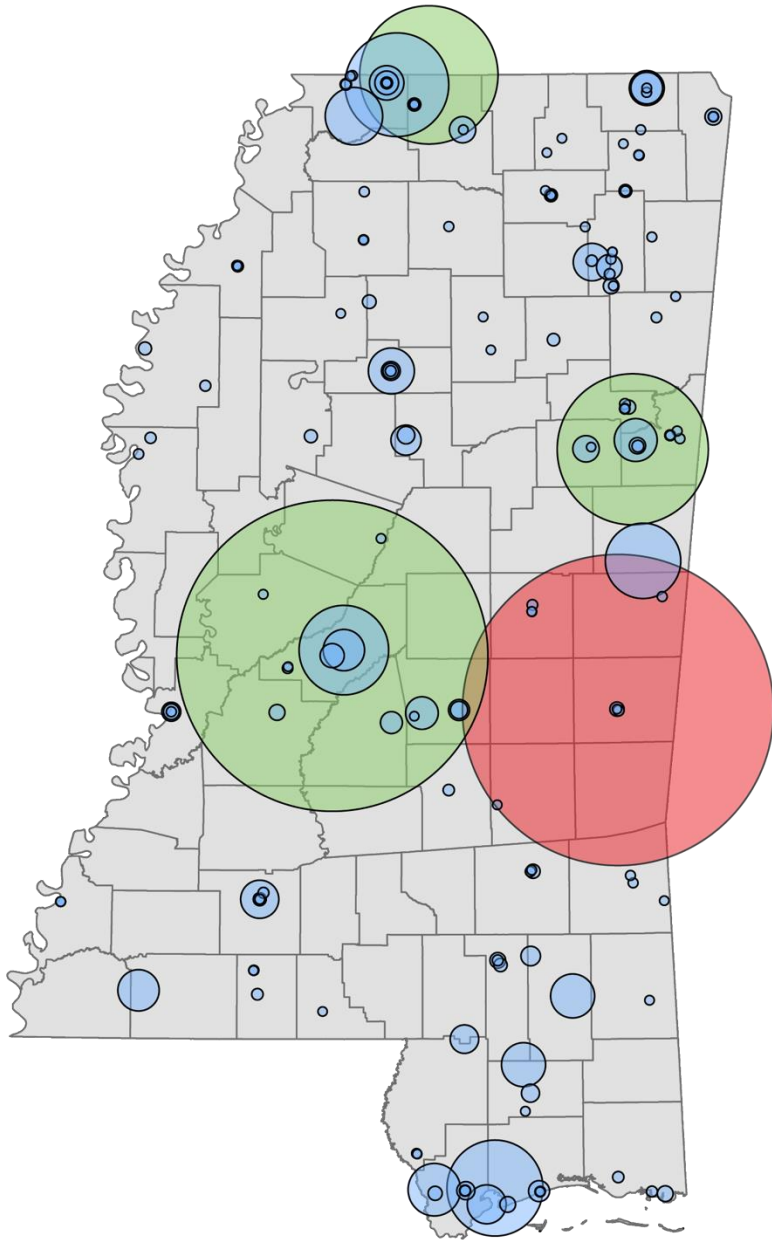
# PURPOSE

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

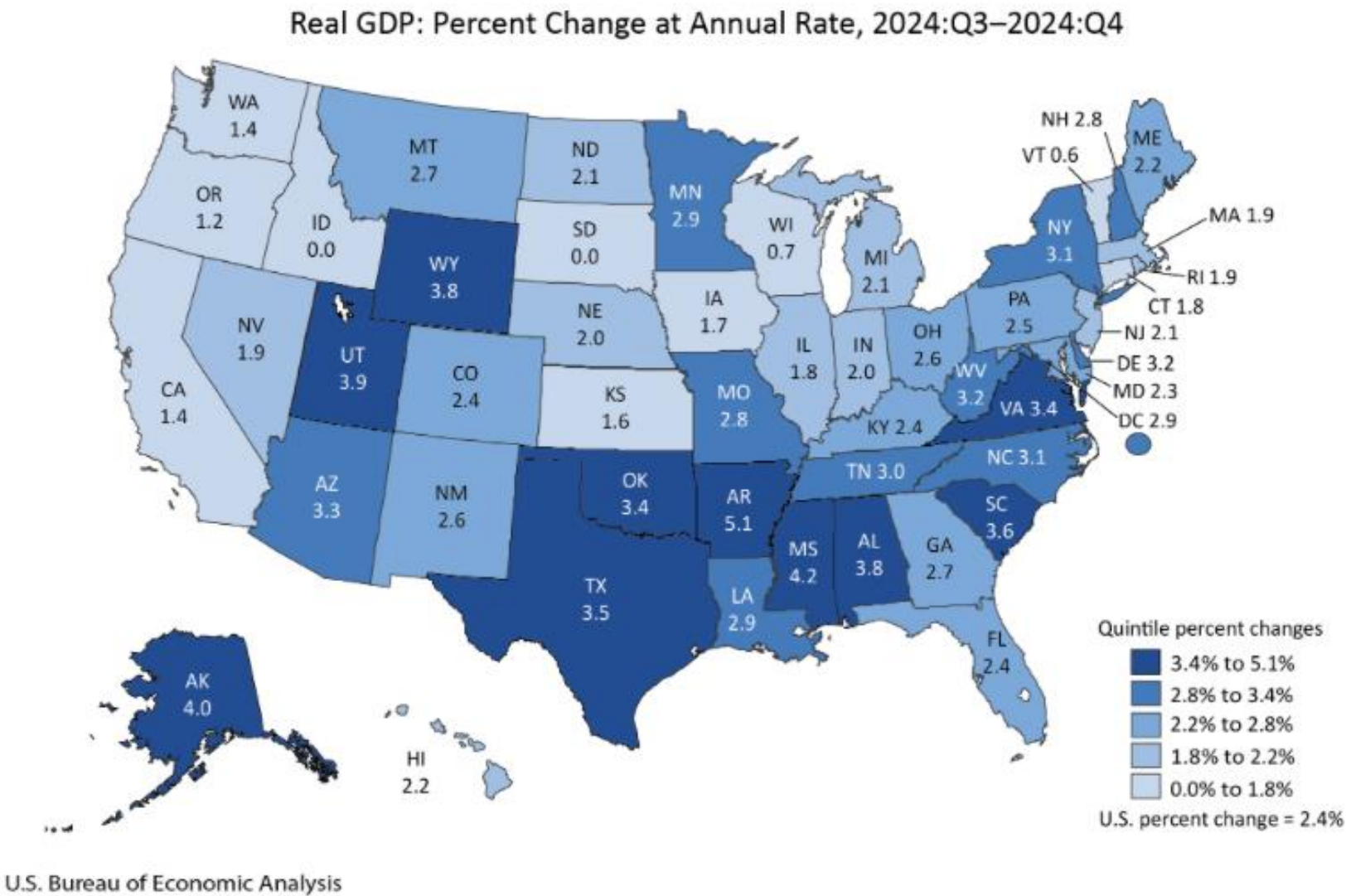
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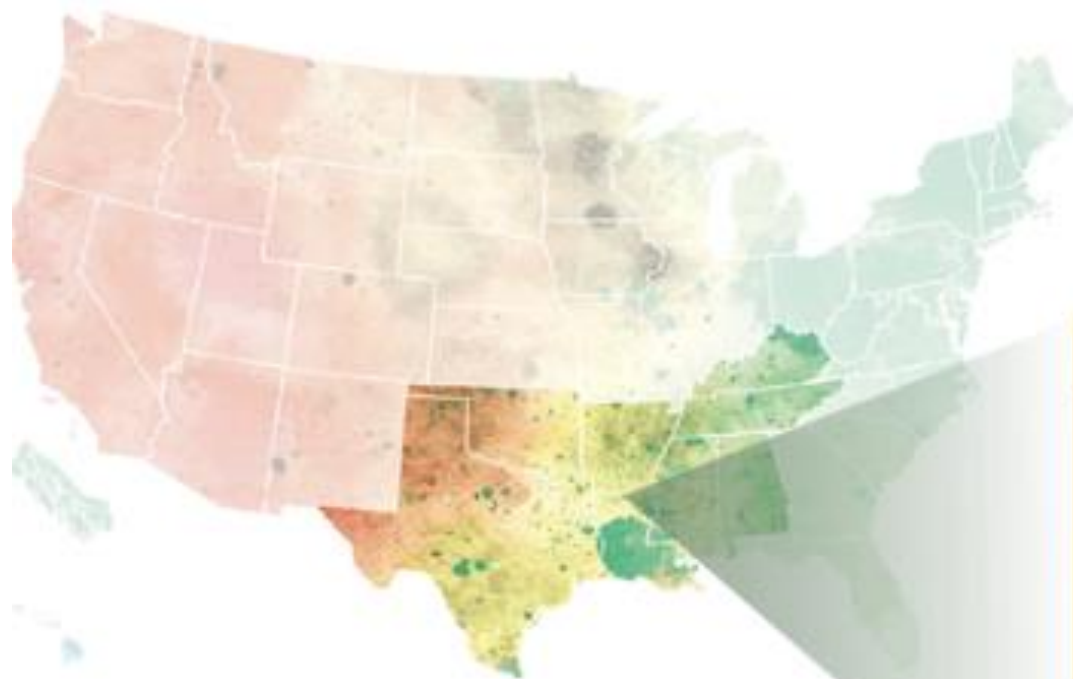


# CAPITAL INVESTMENT AND JOBS

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

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





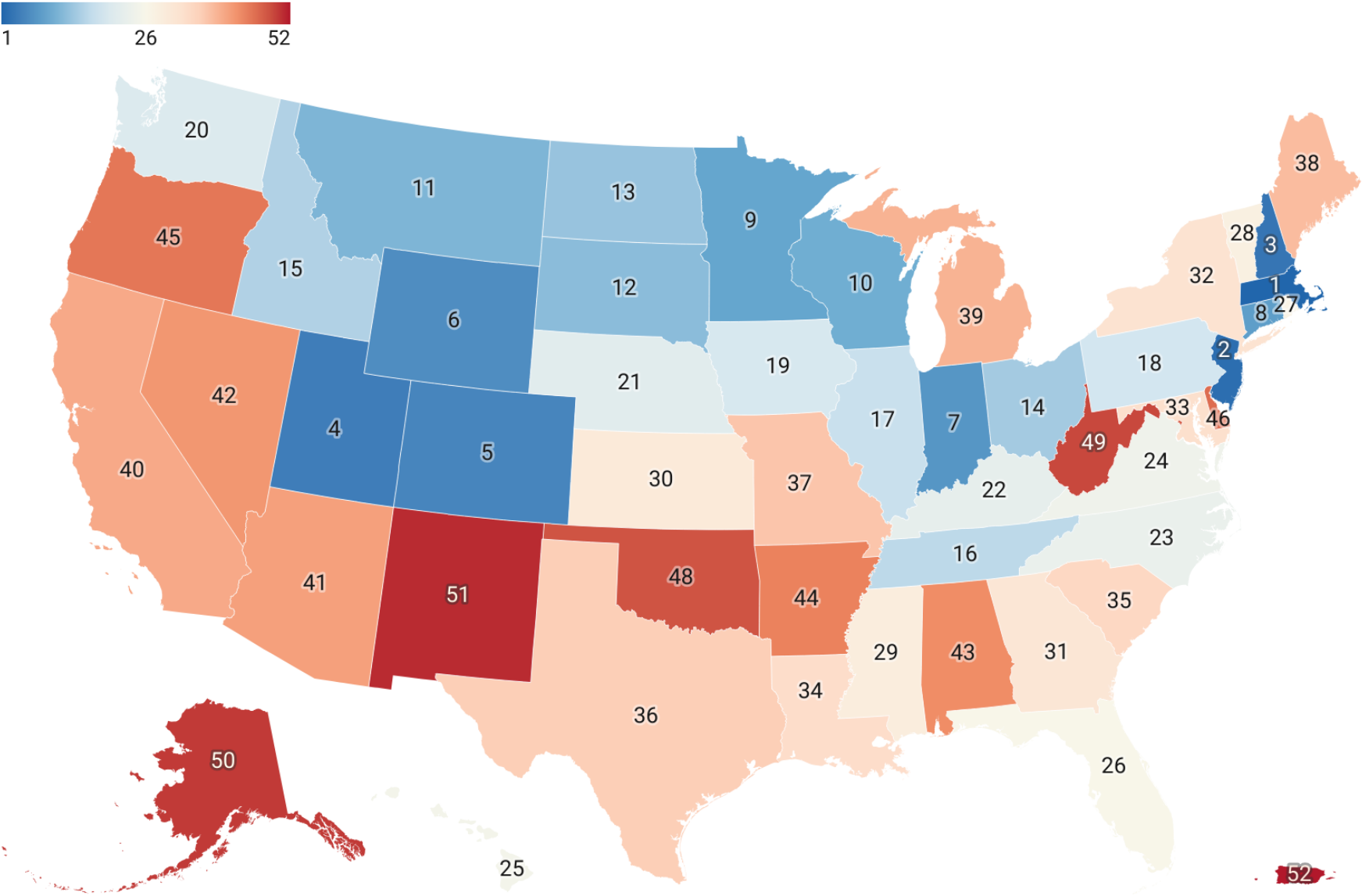
**ACCELERATE MS**

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**

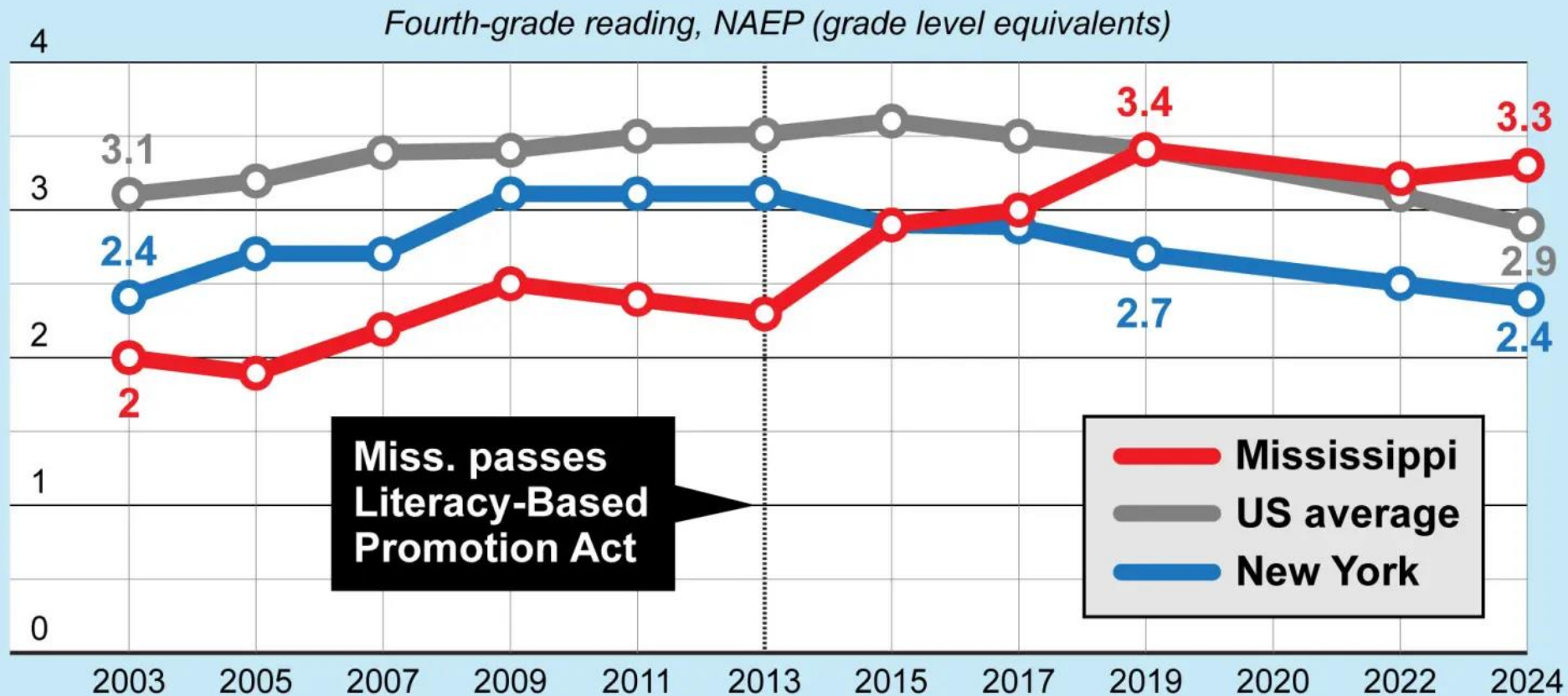
# Cumulative State Education Ranking, 2024 NAEP

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>)



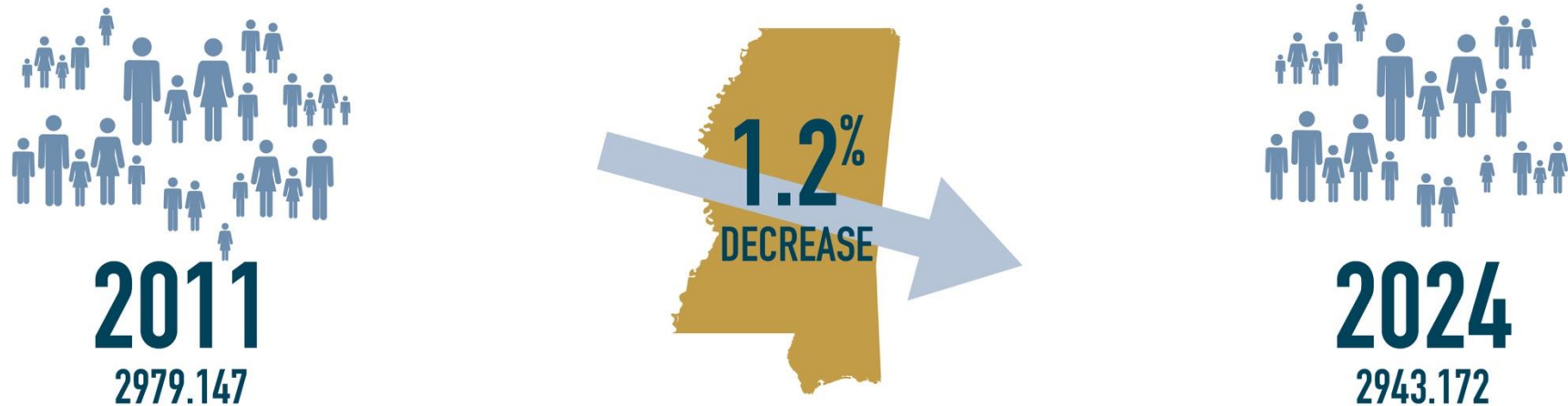
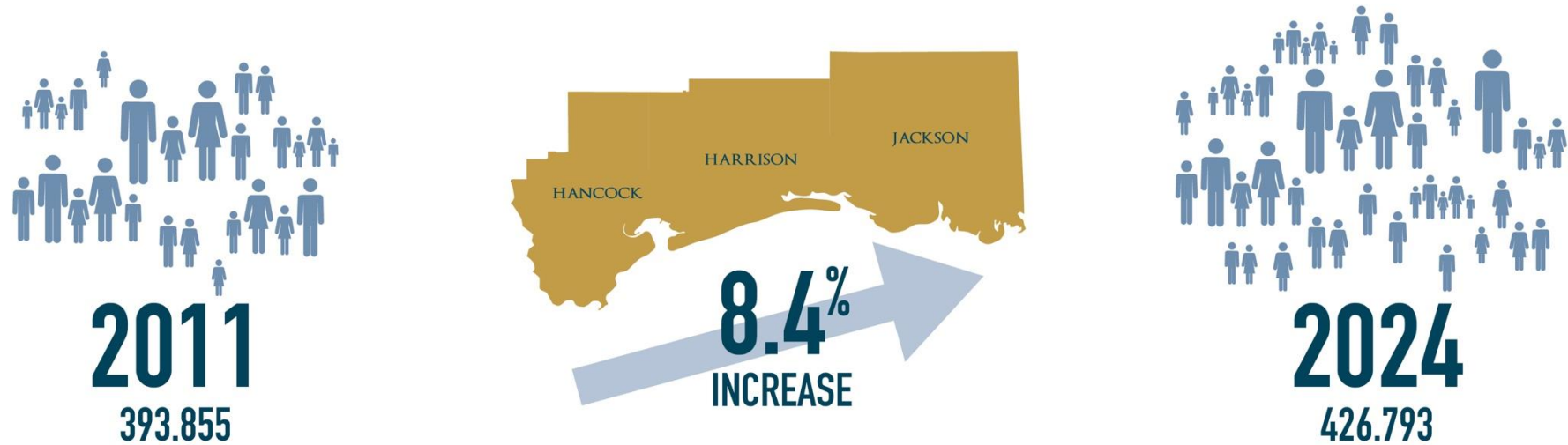
# PEOPLE

IT STARTS AND ENDS WITH PEOPLE

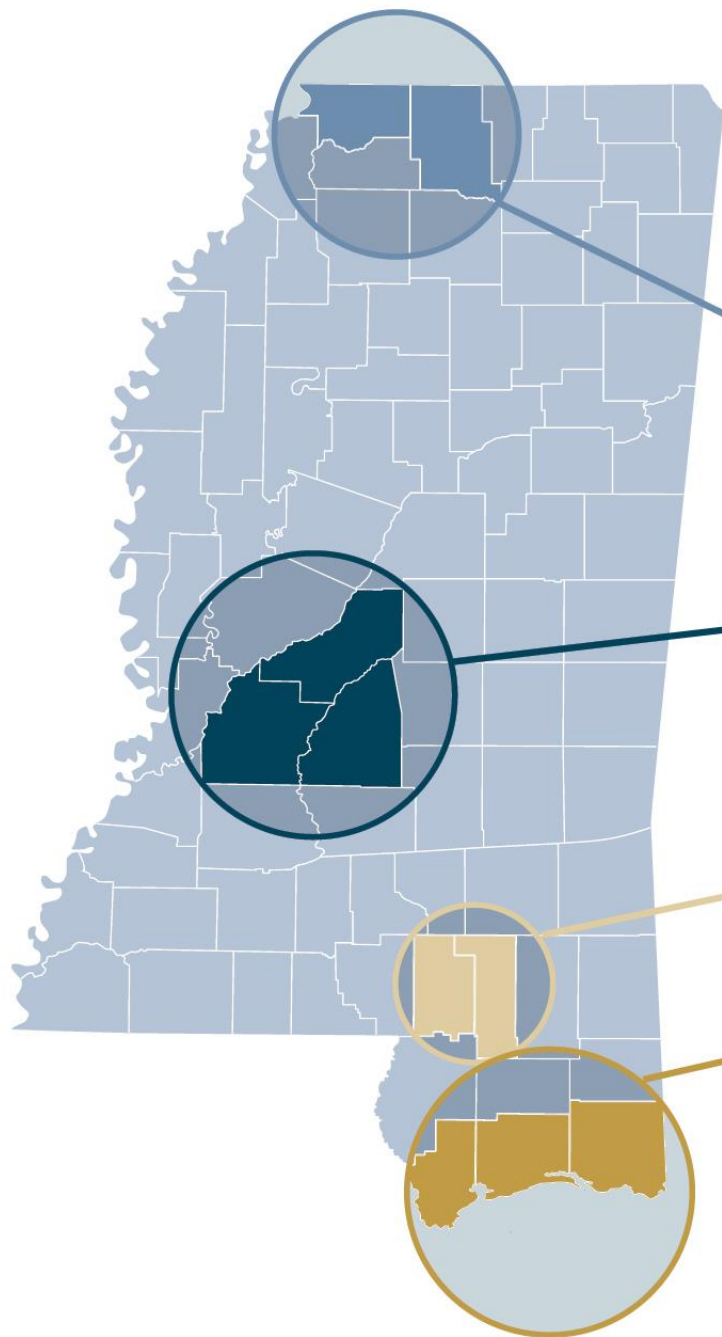
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# MS GULF COAST MSA POPULATION GROWTH SURPASSED MISSISSIPPI



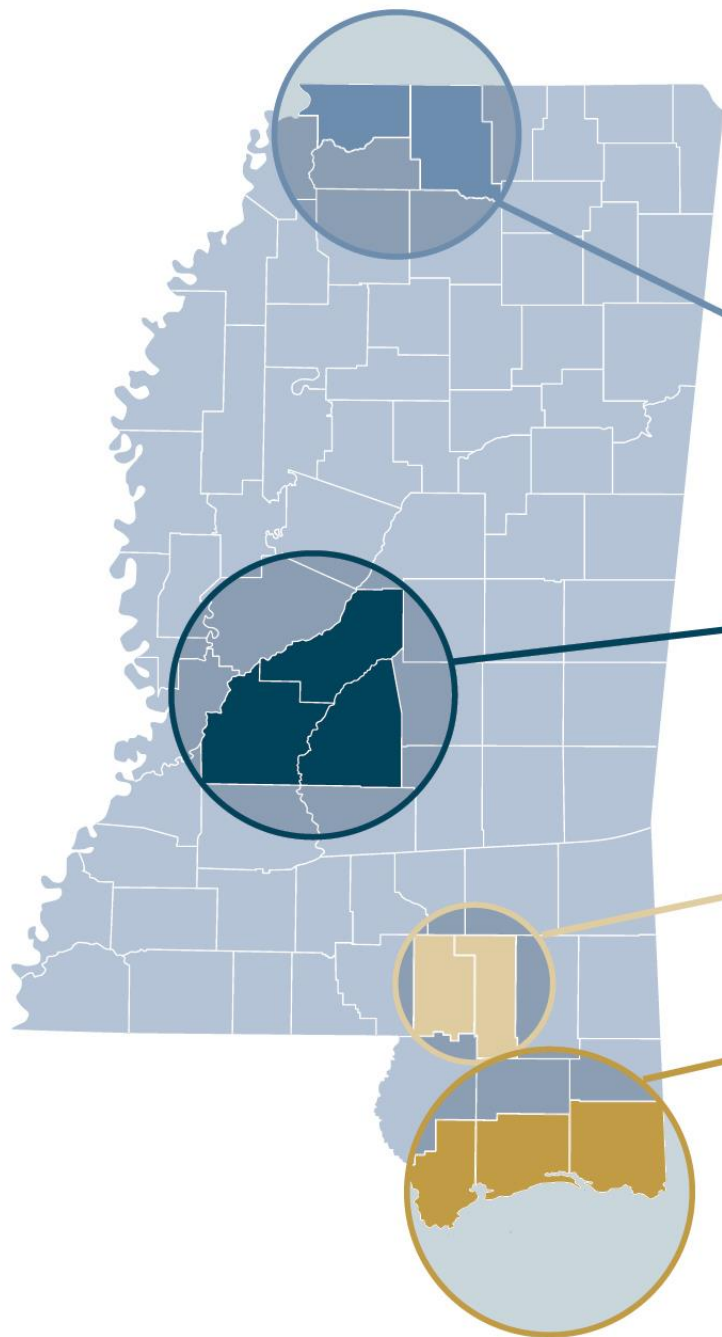
Source: <https://fred.stlouisfed.org/seriesBeta/BLXPOP>; U.S. Census and St. Louis Federal Reserve, Annual Estimates, in thousands, not seasonally adjusted.



# POPULATION GROWTH BY COUNTY

MARCH 2025

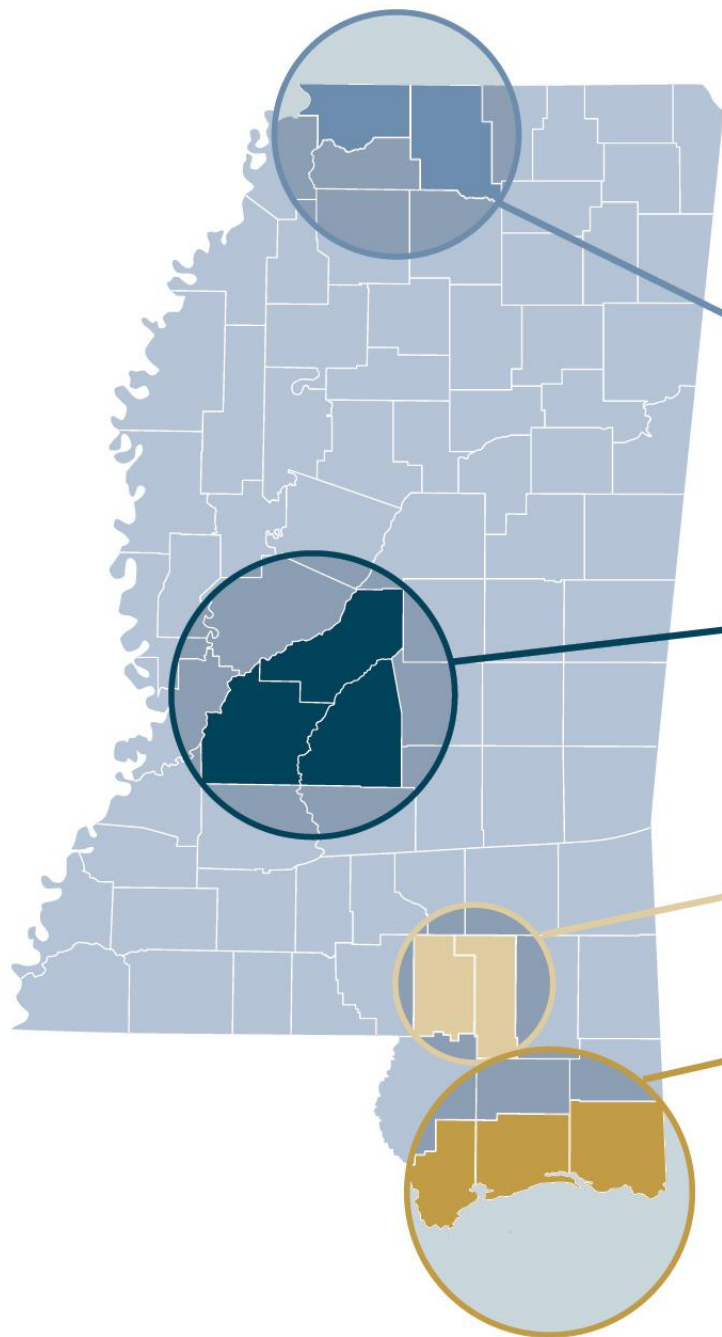
COUNTY	CHANGE
DESOTO	+2,681
MARSHALL	+290
HINDS	-4,778
MADISON	+1,194
RANKIN	+796
FORREST	+227
LAMAR	+388
HANCOCK	+48
HARRISON	+1,402
JACKSON	+537



# 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

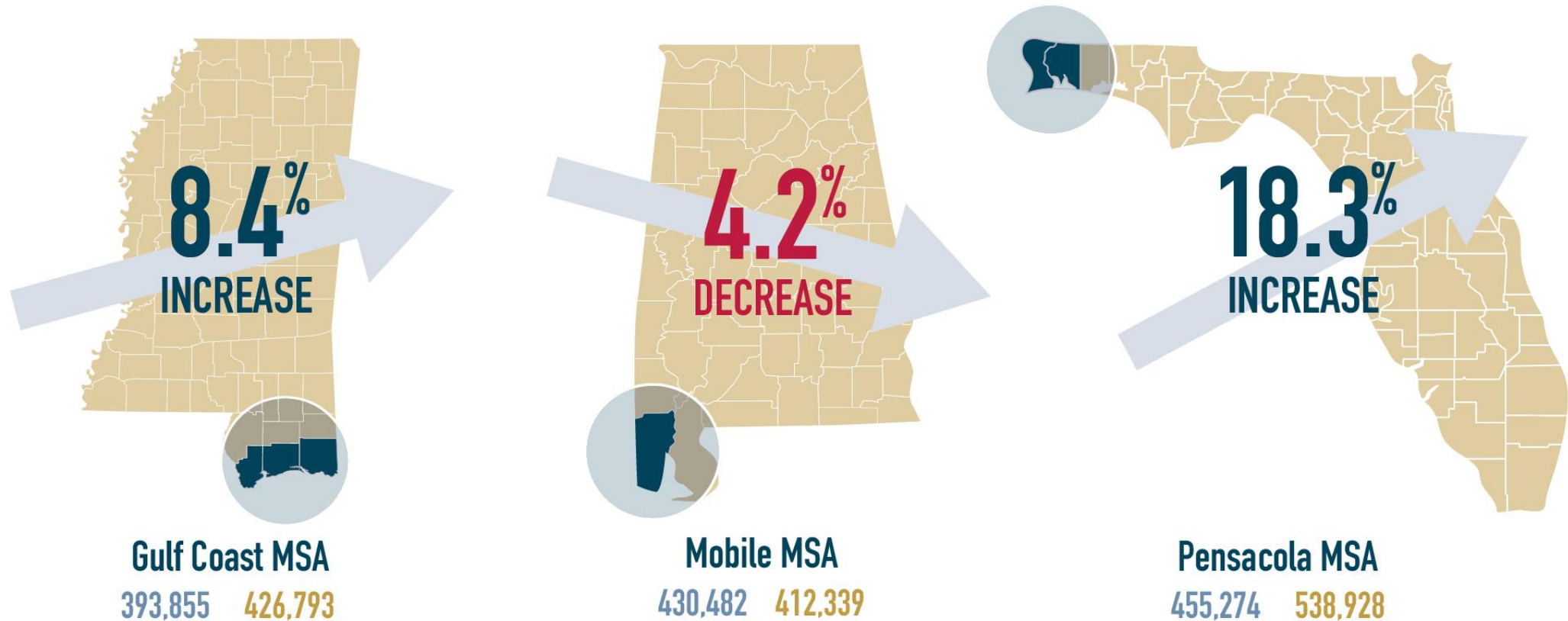
APRIL 2025

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



2011  
2024

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



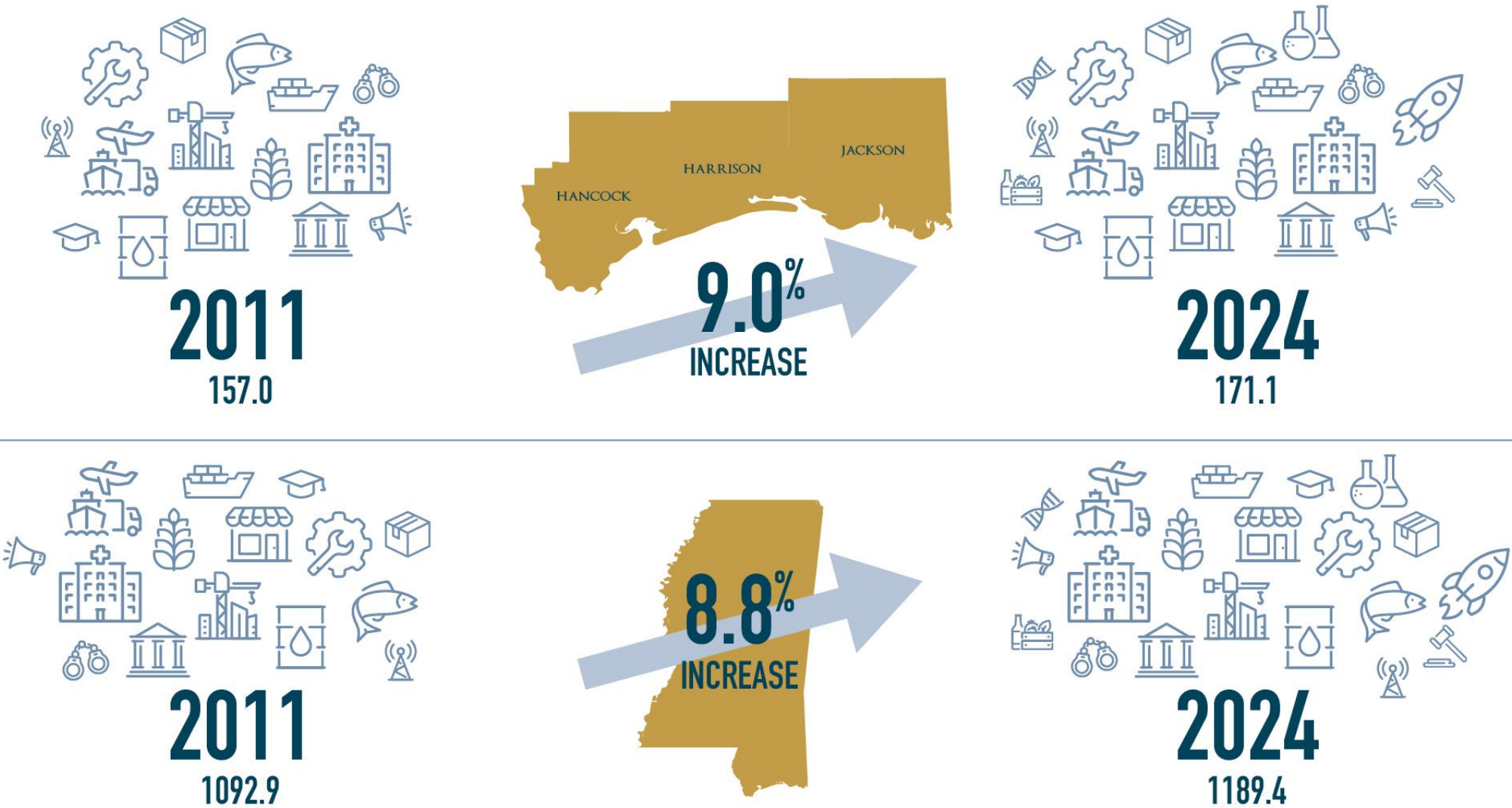
# JOBS

## EMPLOYMENT

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# MS GULF COAST'S OVERALL EMPLOYMENT GROWTH OUTPACED MISSISSIPPI



Source: <https://fred.stlouisfed.org/series/SMU282506000000000001A>; 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

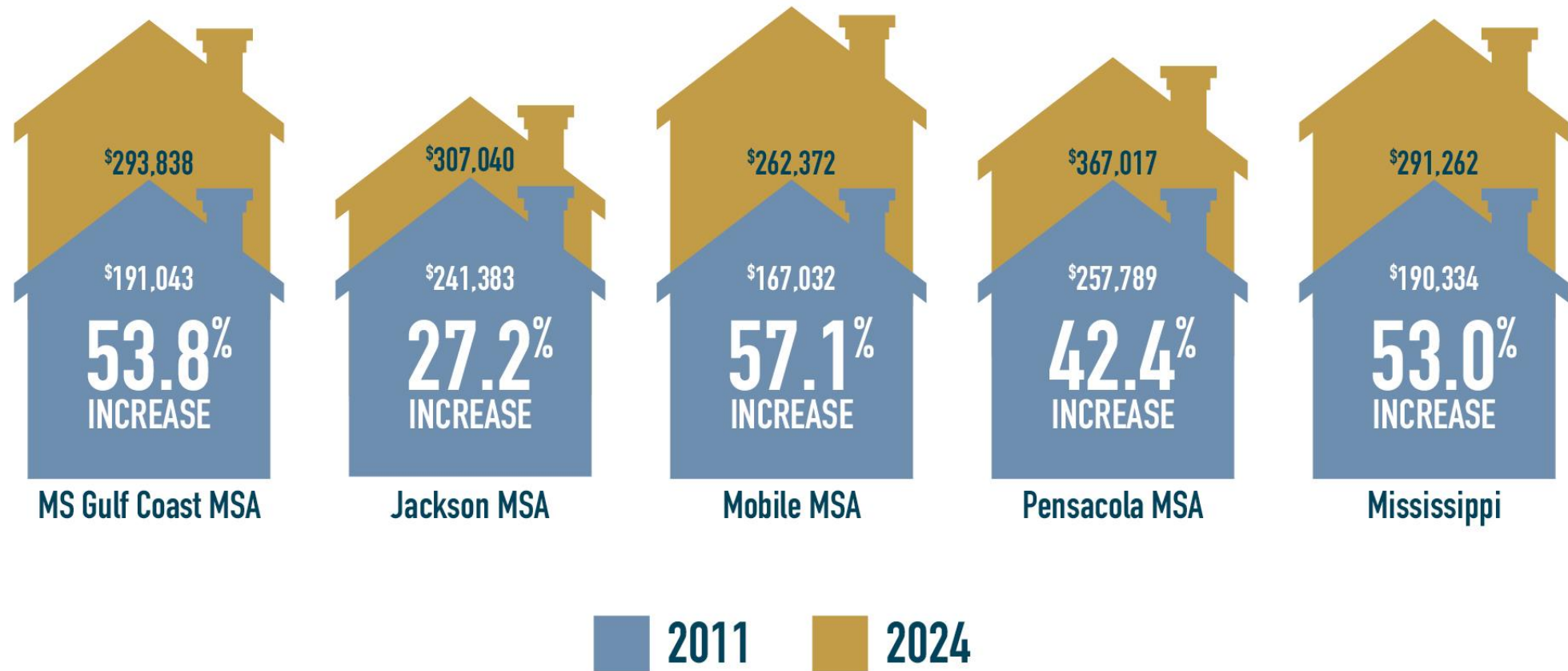


Source: <https://fred.stlouisfed.org/series/SMU282506005000000003>; Bureau of Labor Statistics and St. Louis Federal Reserve: Dollars per hours, not seasonally adjusted.



# HOUSING INVENTORY: MEDIAN LISTING PRICE

## ANNUAL AVERAGE



# SALES TAX

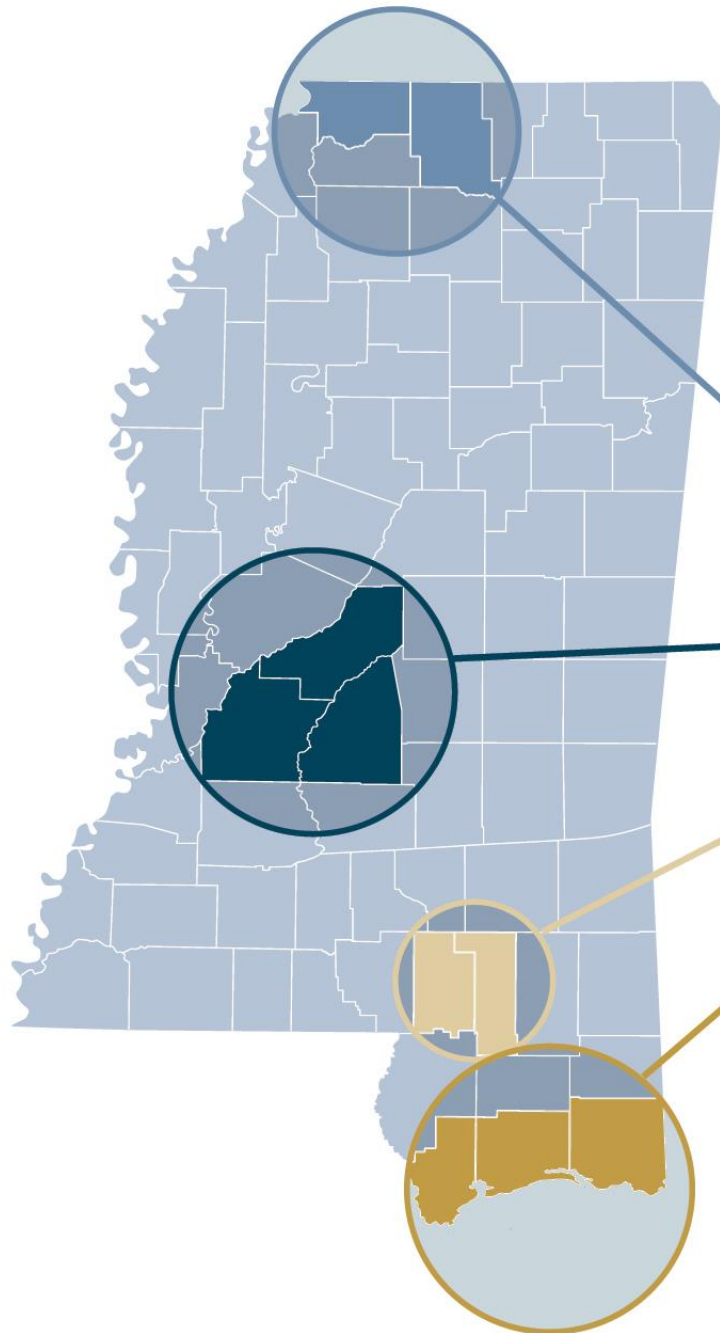
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# SALES TAX DIVERSIONS BY REGION

YTD 2025

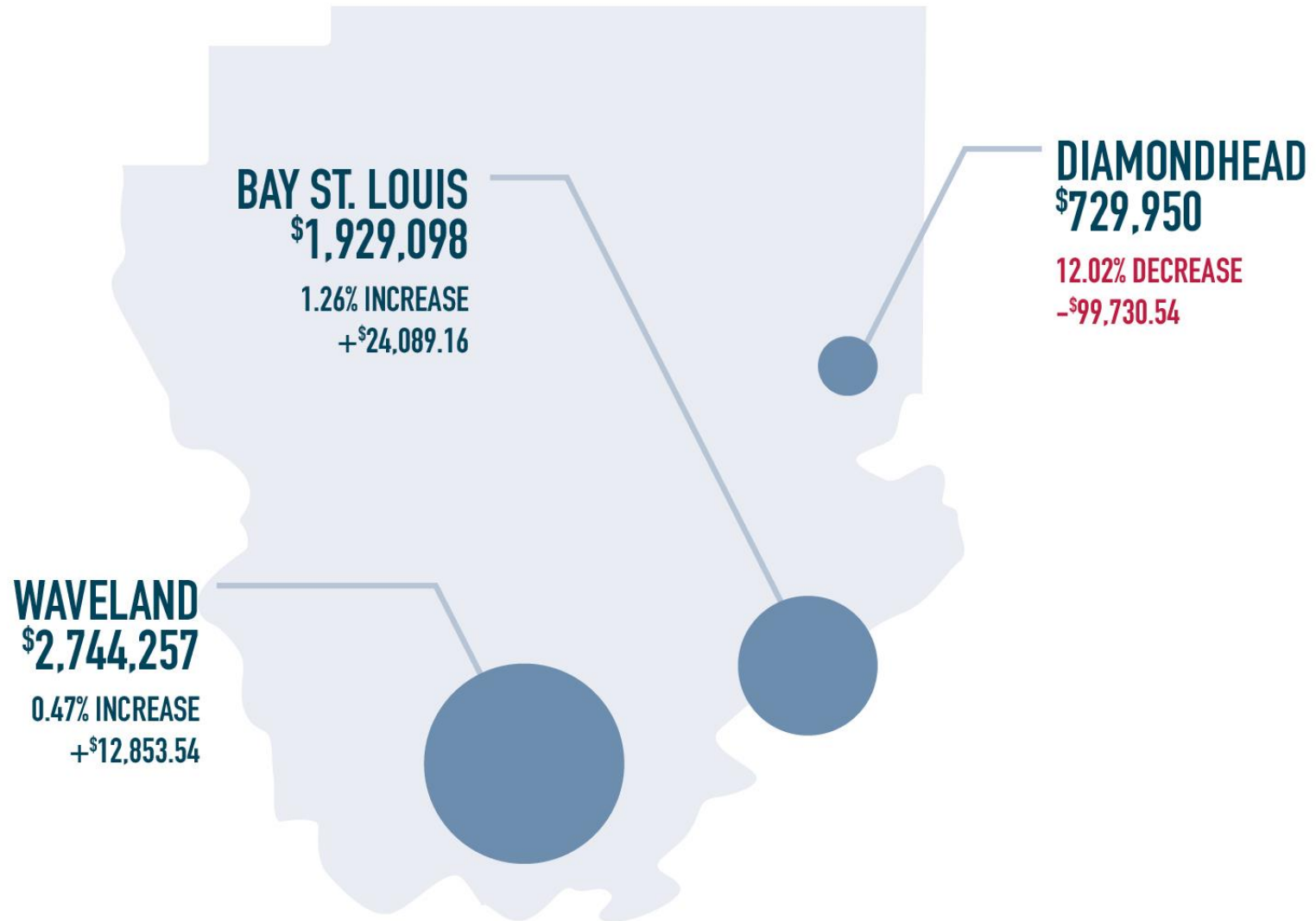


REGION	YTD 2025	YTD 2024	\$ CHANGE	% CHANGE
<b>NORTH</b> DeSoto, Marshall	\$47,005,751	\$44,281,086	\$2,724,665	6.15%
<b>CENTRAL</b> Hinds, Madison, Rankin	\$106,705,239	\$108,844,337	\$2,139,098	1.97%
<b>PINE BELT</b> Forrest, Lamar	\$28,566,414	\$28,313,869	\$252,545	0.89%
<b>COASTAL</b> Hancock, Harrison,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



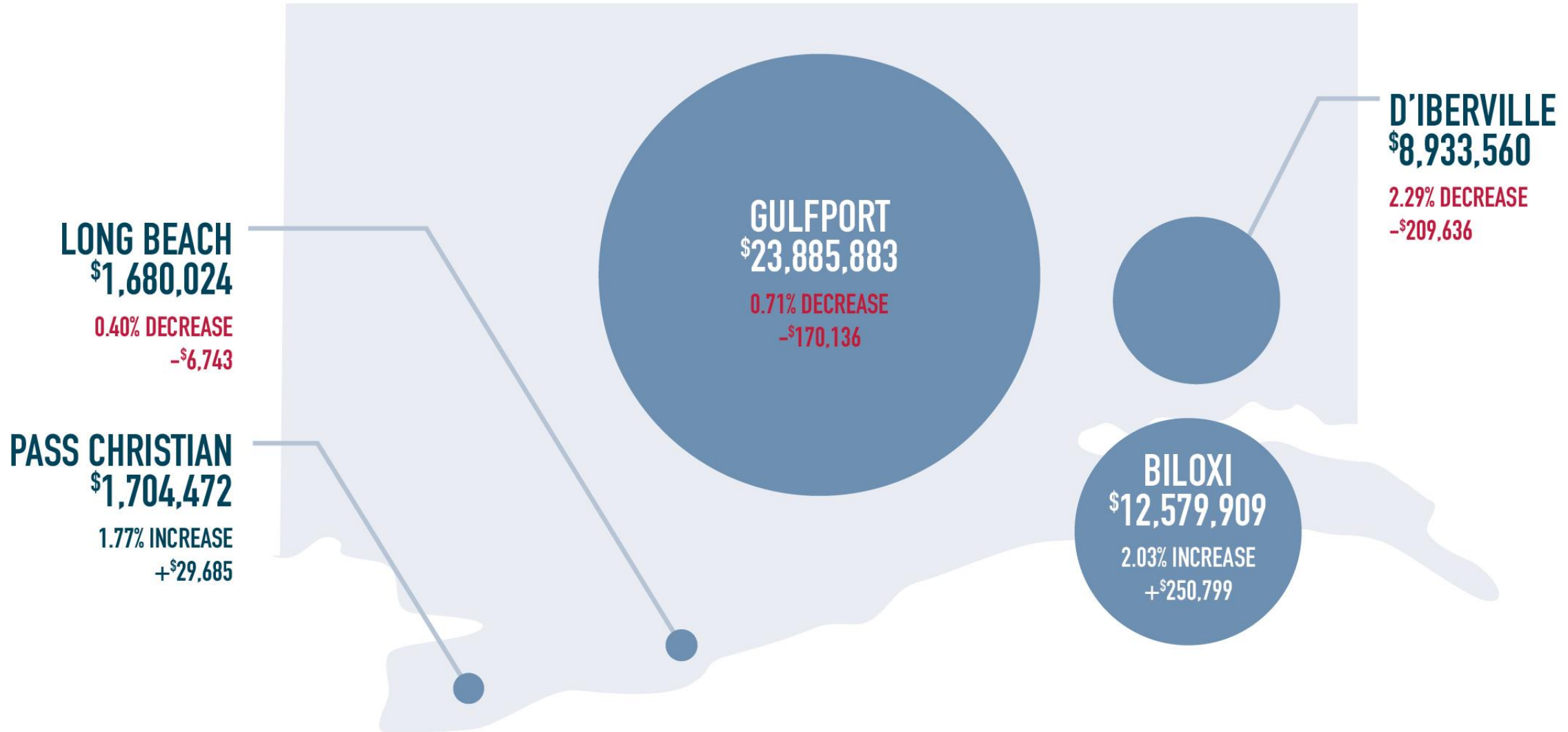
# SALES TAX COMPARISON HANCOCK COUNTY

YTD 2025



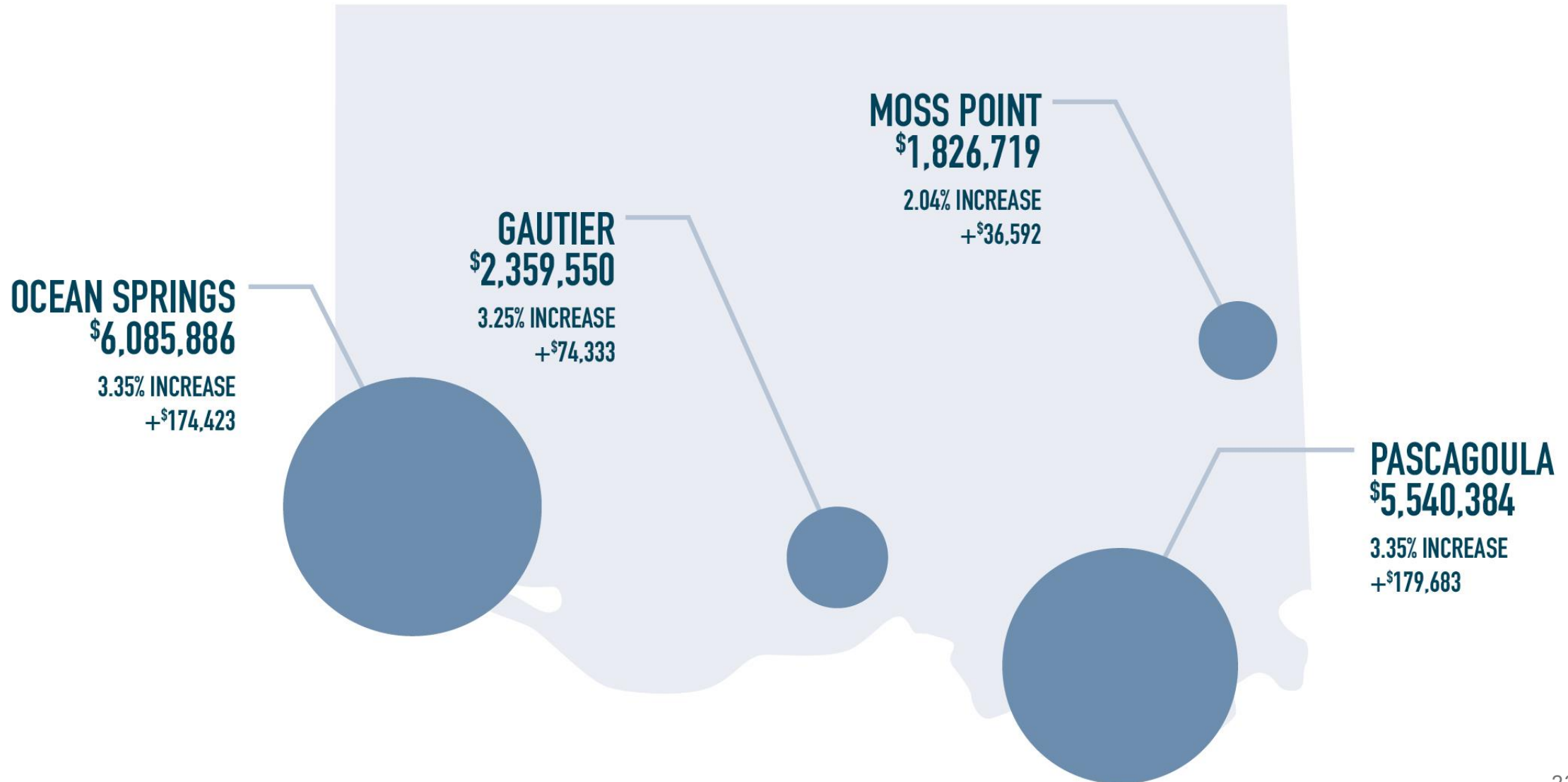
# SALES TAX COMPARISON HARRISON COUNTY

## YTD 2025



# SALES TAX COMPARISON JACKSON COUNTY

## YTD 2025



# TOURISM & GAMING

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# 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

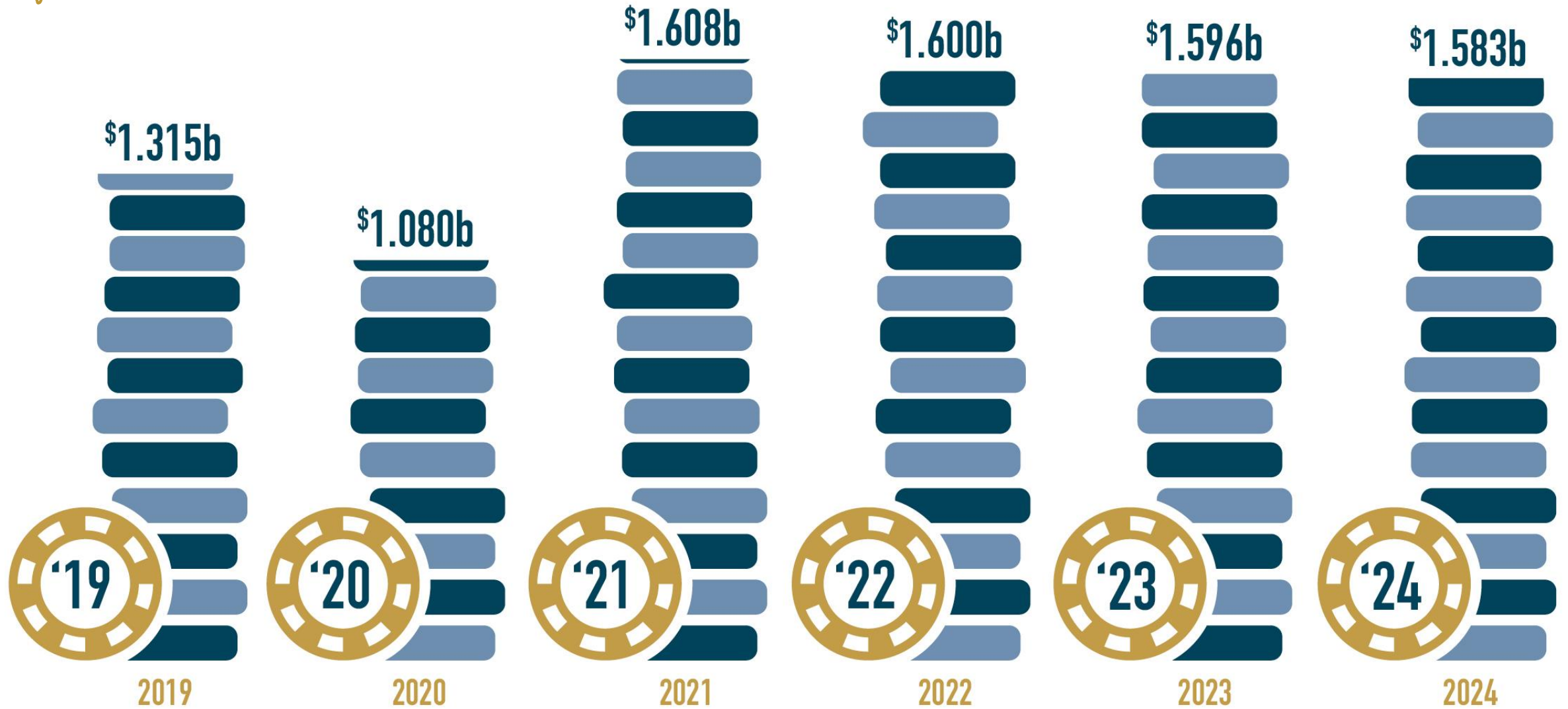
- 29% of State Visitor Spend
- 35% State Tax Revenue from Tourism





# GAMING GROSS REVENUES

2019-2024





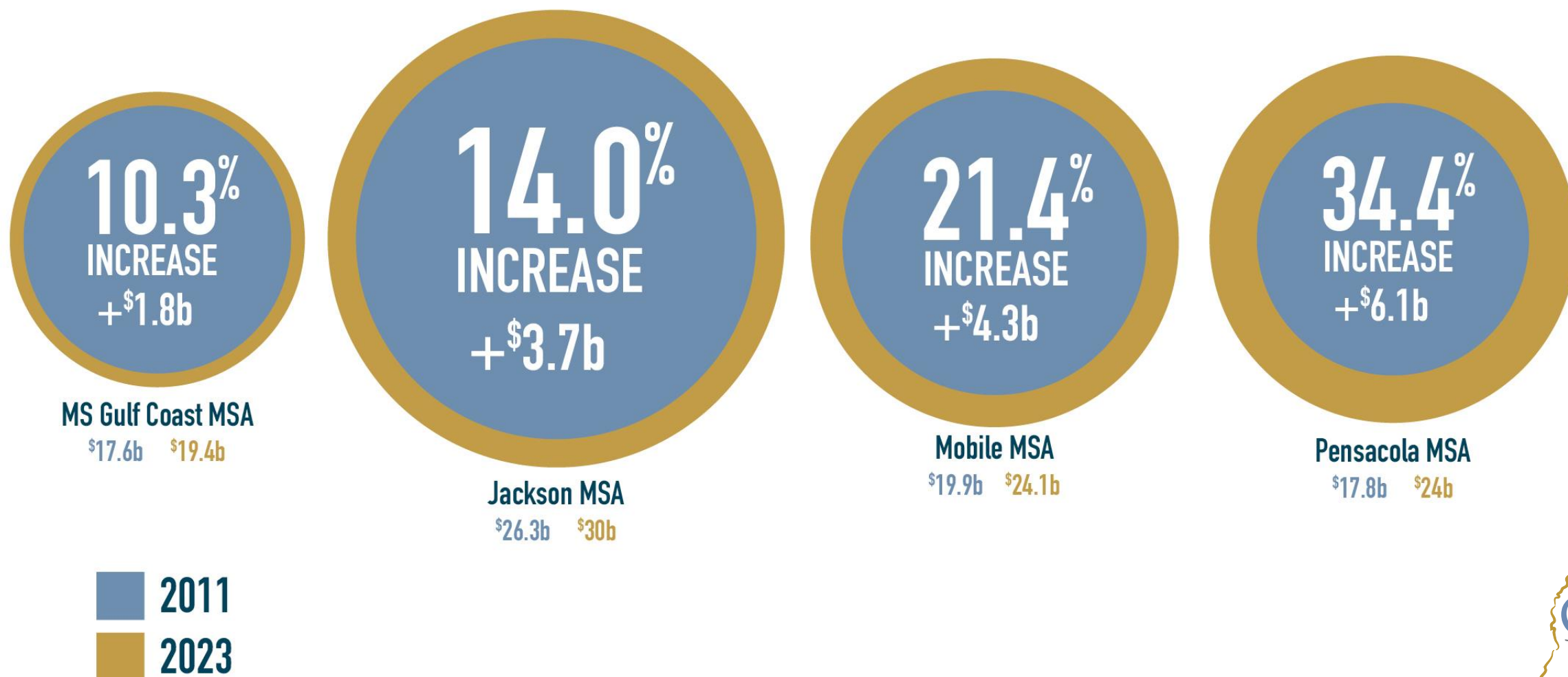
# REGIONAL COMPETITIVENESS

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# 2011-2023 REAL GROSS DOMESTIC PRODUCT BY REGION

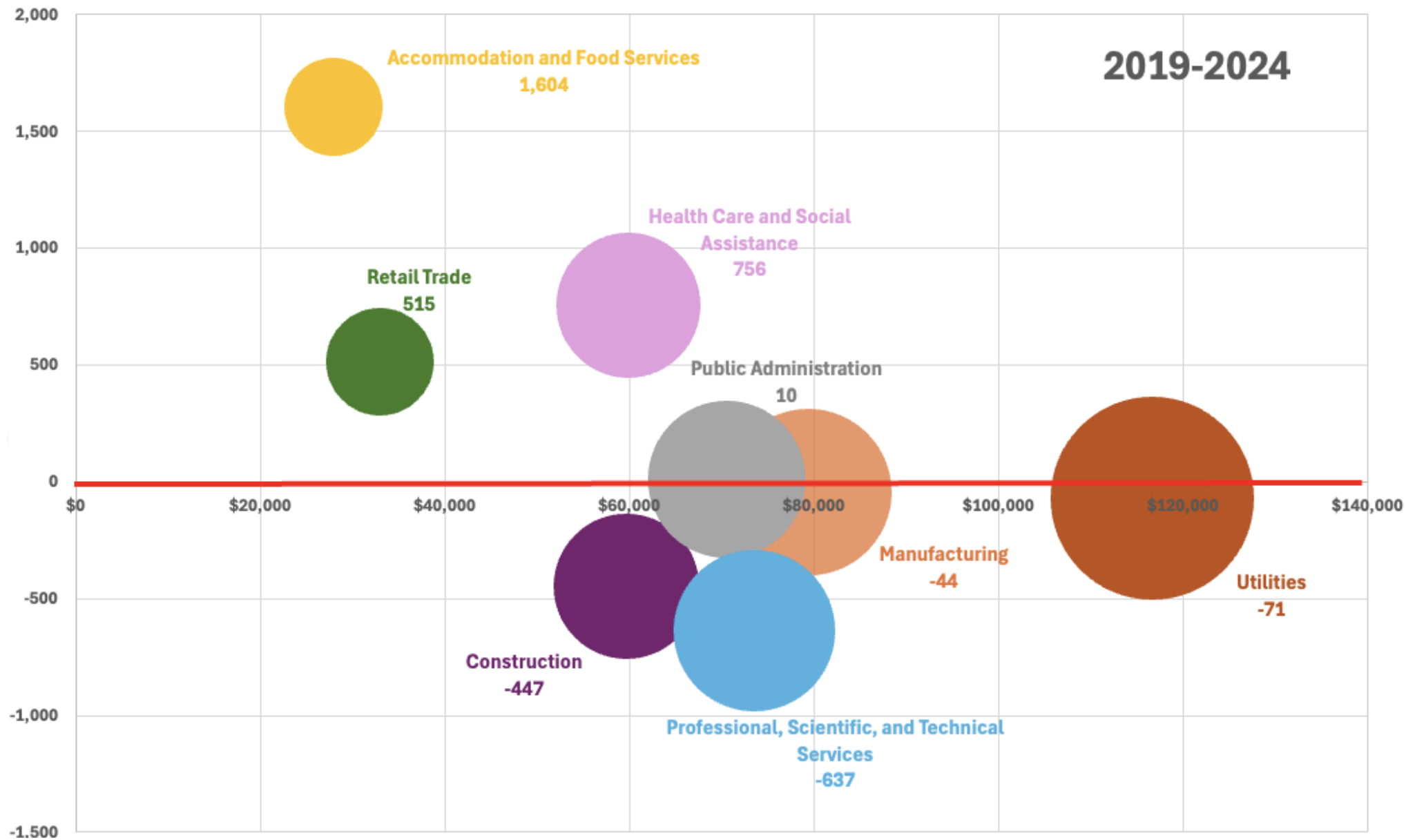
## ACTUAL AND % GROWTH



Source: [https://fred.stlouisfed.org/graph/?graph\\_id=1450544](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

INDUSTRY	% OF TOTAL WORKFORCE	EMPLOYEES	CURRENT AVERAGE ANNUAL SALARY
Accommodation and Food Services .....	18%	30,080	\$27,913
Health Care and Social Assistance .....	15%	24,869	\$59,874
Retail Trade .....	12%	19,464	\$32,886
Manufacturing .....	11%	18,847	\$79,352
Public Administration .....	7%	11,363	\$70,568
Education Services .....	6%	10,566	\$59,626
Construction .....	6%	9,710	\$73,353
Waste Management and Remediation Services .....	5%	8,972	\$59,626
Professional, Scientific, and Technical Services .....	4%	6,412	\$73,535
Other Services (Except Public Admin) .....	4%	5,953	\$31,017
Remaining Employment .....	12%		



Average Annual Wages

# PROGRESS

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# StartUP

GULF COAST  
CREATE. LAUNCH. ACCELERATE.



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



**SMPDD**  
Southern Mississippi Planning & Development District  
BUILDING A STRONGER MISSISSIPPI

Southern Mississippi Planning and Development District

## South Mississippi Defense Strategy Mission Attraction Study 2023

Prepared by  **Matrix**



# MISSISSIPPI CYBER INITIATIVE



## Cyber Center of Excellence

Fort Gordon, Georgia

# STATE OF THE COAST SYMPOSIUM

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## Thank You!

