

Vicksburg-Warren County Strategic Economic Development Plan

THE PARTNERSHIP
PORT | CHAMBER | EDF

I WANT TO VOLUNTEER TO HELP IMPLEMENT
THE VICKSBURG WARREN ECONOMIC DEVELOPMENT
STRATEGIC PLAN

NAME: _____

COMPANY (if any): _____

ADDRESS: _____

EMAIL: _____ PHONE: _____

I KNOW WHAT PART OF THE PLAN I WANT TO HELP WITH

I DO NOT KNOW WHAT PART OF THE PLAN I WANT TO HELP WITH]

IF YOU DO KNOW EXACTLY WHAT PART OF THE PLAN I WOULD LIKE TO HELP WITH
PLEASE TELL US ABOUT YOUR INTERESTS BELOW:

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With new economic development leadership in place and the formation of The Partnership, the time is now for Vicksburg-Warren County to move forward. **While the Strategic Plan is an important step for the community, the plan is not the action.** Plans and assessments are only of value if they are implemented. To properly use this strategic plan as a catalyst, community leaders must unify themselves to take advantage of the assets, overcome challenges and work together to reinvigorate the community's growth and long-term outlook.

The strategic initiatives outlined below build upon the resources and infrastructure that allow **The Partnership to grow jobs, create businesses and build a collaborative network of stakeholders to expand economic opportunity.** The chart illustrates two cross-cutting strategies Define, Develop and Execute a Unified Community Vision, an activity which should engage the entire community to change perceptions and the building of organizational capacity at The Partnership to enable it to achieve transformative results.



VICKSBURG - MORE THAN YOU EVER IMAGINED

Tech centered, enterprising, cool, historic, and art-filled

Initiative I: Create & Implement a Holistic Economic Development Approach

1. Increase Recruitment of Competitive Projects
2. Expand Retention & Expansion Efforts of Existing Industry
3. Accelerate Business Growth & Start-Up Activity
4. Facilitate the Development of Innovation & Entrepreneurship
5. Complete Mississippi Hardware Building as a Centerpiece for the New Economy

Highlights of Tactics Include:

- Identify and continue to refine the use of a delta team to meet the needs of prospects.
- Organize industry groups by sector to conduct roundtable discussions for manufacturing, river/marine, hospitality and the arts.
- Create weekend investor forums targeted to regional family-owned business owners who may be interested in expanding into Vicksburg.
- Explore developing a Coding Academy tailored to fit local employer needs, specifically those of USACE and ERDC.
- Explore the possibility of Mississippi's Department of Employment Security to develop a pilot entrepreneur development program for adults and at-risk children in Vicksburg using WIOA funds like other states.
- Continue to advance and advocate and offer solutions to make completion of the building and the Graduate Institute a reality.

Initiative II: Increase the Region's Competitiveness

1. Upgrade & Advance Economic Development Product
2. Address Employer Workforce Needs & Concerns

Highlights of Tactics Include:

- Identify and develop additional port access site(s) for the recruitment of new business opportunities.
- Determine cost associated with rehabilitation/removal of Ceres speculative building.
- Advocate for the development of a summer tinkers camp based on camps in Mississippi, California and Texas that offer summer programs, weekend workshops and after-school programs.
- Develop a workforce quality survey for existing industries in conjunction with the roundtables, analyze results with roundtable members and provide results to education partners on a yearly basis.

Initiative III: Harness the Power of an Inspired Community to Support Growth

1. Change the Narrative to Motivate Action
2. Reimagine the Community to Leverage its Creative Assets & Unique Resources

Highlights of Tactics Include:

- Develop an internal marketing and communications committee to address negative perceptions and foster a more positive narrative among citizens.
- Create a multi-organizational group to address placemaking, community improvement and other community initiatives for action and prioritization.
- Work with Visit Vicksburg, Vicksburg Art Association and others, to inventory all art assets throughout Vicksburg-Warren County and the broader region.
- Explore the feasibility of a formal creative placemaking program to enhance the community, celebrate culture and create a sense of pride in neighborhoods.

For more information contact: Pablo Diaz, CECD, President & CEO at pablo@vicksburgchamber.org