

JACKSON, MISSISSIPPI

VISION 2022 VO1CE



In today's hyper-competitive economy, the only way that communities can effectively compete is as one region. Through the effective leadership of Market Street Services, Greater Jackson has made strong strides to become a more collaborative and coordinated region. Vision 2022 raises the bar even higher and challenges Greater Jackson to truly be one voice with one vision.

-Duane O'Neill, President, Greater Jackson Chamber Partnership

Background

The Greater Jackson Chamber Partnership (GJCP) is a proactive organization, leading motivational inter-city visits to places like Nashville and Oklahoma City and initiating several progressive programs like the ChamberPlus member discount program and the YP Alliance for area young professionals. The Chamber's leadership recognized that in this competitive economic environment they needed a comprehensive regional strategy to tie together their efforts, identify visionary, aggressive new initiatives, and provide the framework needed to increase the economic competitiveness and livability of the Greater Jackson Area.

The Chamber hired *Market Street Services* in 2011 to guide that comprehensive regional strategy process, which would establish a framework for future decisions about priority economic development programs, capital investments, target cluster development, community development and livability initiatives, workforce development and higher education collaborations, and community partnerships. **VISION 2022 VO1CE** is a 10-year regional strategic plan designed to guide action towards a community-defined vision of building a sought-after community on the banks of a new 1500 acre lake, located within minutes from homes and offices, in the heart of a region known for being a great place to live and work.

VISION 2020 VO1CE is structured around four principle goal areas.

1. **Creating Places**—Improving Greater Jackson's quality of life, quality of place, and infrastructure to be more competitive for retaining/attracting business, talent, and investment
2. **Creating Wealth**— Growing its economy
3. **Creating Talent**— Improving its workforce skill levels and performance



4. **Creating Connections**— Coming together more powerfully as a region, a community of diverse races, ethnicities, and viewpoints, and as leaders across all constituencies

Implementation Highlights

- In the past year, the region has announced over 900 new jobs from relocations and expansions including 500 new jobs at the Nissan assembly plant in Canton, MS announced in May.
- The University of Mississippi Medical Center in Jackson announced plans to expand their telehealth program in 2013. The program allows doctors and nurses easy access to rural patients in the Jackson region. Through an agreement with the Delta Regional Authority, the telehealth program plans to expand to include mental health care and education. This expansion will not only provide 200 new jobs, but it will also bring about 500 better trained healthcare providers to rural areas.
- Hinds County, which includes the city of Jackson, announced in 2013 that it would begin beautification efforts on main roads and interchanges. In line with the goal of creating places, the County will partner with the Mississippi Department of Transportation and a neighborhood association to plant a number of trees and shrubs that will be maintained by the County.

Implementation committees and subcommittees now count over 350 volunteers among their ranks and implementation is off to a good start with such promising community buy in.

Over \$1 million has been raised for feasibility studies for the 1,500 acre "One Lake" plan, which will provide flood protection for the city of Jackson and some of the surrounding suburbs as well as waterfront residential and commercial space in downtown Jackson.

The Partnership has provided the city with \$1.1 million to pave the Museum to Market trail, the first stretch of a planned system of walking and biking trails that will eventually connect the metro area's communities.

