



## Department of Economic Development

City of Clinton, MS

January 15, 2020

2019 Annual Report

The Department of Economic Development had an incredible year in 2019. It is exciting to see that the City of Clinton continues to position itself as the best city to invest in the metro area.

We have to start with the amazing announcement of Steak 'n Shake opening its second location in Clinton. It was a great accomplishment for the Department and for the City. Our Mayor started working this project back in 2013, and we were able to get the big win for Clinton. Steak 'n Shake will represent a capital investment of over \$1.5 million, while hiring over 30 people, and bringing over \$25,000 in tax revenue for Clinton. We were competing with other cities in the metro area for this project and we won it, which shows that the momentum Clinton is gaining as the top market to invest in the metro area. We will continue to bring more restaurants and retailers that we hope to announce soon.



We started the year with a very successful trade show at the International Council of Shopping Centers (ICSC) Recon. The ICSC Recon is the biggest trade show for commercial developers, restaurants, retailers, and hotels. This year it had over 30,000 attendees and allowed us to connect with over 340 contacts. We held 32 meetings at ICSC Recon with the goal of discussing our competitive advantages with potential prospects. This trade show helped us tremendously to work projects for the attraction of retail, hotel, and restaurant investments to Clinton.

The Department of Economic Development also represented the City at the ICSC Southeast Conference. This trade show had over 3,000 attendees from retailers, restaurants, and hotels, that allowed us to follow up on projects that started during the ICSC Recon. We held over 25 meetings with some very positive feedback that resulted in site visits where decision makers visited Clinton. We also had company visits where we went to meet with prospects to showcase our competitive advantages.

On our industrial recruitment, the Department attended the Select USA Trade Show which is the largest trade show for industrial recruitment in the country. With over 3,000 C-Suite executives in attendance, the department made 82 new contacts while having 14 meetings.



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This year was historical for Clinton in economic development as we had the official opening of Continental Tires. It represented the largest industrial project in the City with over \$1.5 billion capital investment, and with the hiring of 2,500 employees in the future.

The Department of Economic Development measures success by specific metrics of the performance through the year. By these metrics, 2019 was an extremely successful year for department especially considering that it was the first year in operation. These are the numbers that tell our success story for 2019:

**Short Term Goals**

Trade Shows-Summits	Trade Shows-Number of Contacts	Trade Shows-Number of Meetings	Company Visits	Projects Worked	Projects-Site Submissions	Projects-Site Visits
3	497	71	5	46	19	7

**Long Term Goals**

Projects Announced	Capital Investment	Payroll & Jobs Created	Yearly Tax Revenue for the City
1	\$1.5 M +/-	30 +/-	\$25,000 +/-

Thanks to the support of the Mayor, the Board, the Heads of the Departments, and all the Clintonians, the Department of Economic Development will continue working to make Clinton the economic engine that drives opportunity in Mississippi, in the Southeast, and in the U.S.