

APPENDIX C

USM Relocation Plan

(from the Small Business Committee)

Recommendation

Encourage USM to seek relocation to Biloxi should a decision be

What places are highly rated as being the best place to live?

“College towns do especially well. They have plenty to do, nice downtowns, pleasant surroundings...and usually aren’t too crowded. The strength in higher education spills over into all levels of education, and most have excellent health care facilities.”

PETER SANDER AND BERT SPERLING
“CITIES RANKED AND RATED”

made to move from Long Beach and the existing campus.

Where are the best places to jump-start a business or a career?

“Texas and Virginia, with highly educated labor forces and relatively low business costs, score well on our annual ranking of the 150 biggest metros (populations over 345,000), with seven areas in the top 20.”

Forbes Magazine, May 5, 2005

Biloxi Review – Forbes Magazine (5/23/05)

“The numbers tell a grim story. Job growth over the last five years has been negative. Household income growth has limped along at an average 1.3% a

year. The region's work force is not highly educated; only 18% of its residents 25 and older have completed four years of college. Add to that a high crime rate, minimal cultural life, relatively high business costs for the area and a loss of critical wage-earning residents ages 25 to 44 — and you end up being ranked 144 out of 150 among our Best Places. For these dubious distinctions Biloxi wins recognition in this survey as a clunker city."

The Best Places For Doing Business in America 2005 – Inc Magazine

"Thanks to lower housing and labor costs, more favorable regulatory environments, and, in some cases, lower taxes, these smaller cities are proving ideal places for doing business — especially in a globalized economy in which companies operate under relentless pressure to keep costs low and quality high. Such factors have produced one of the most important shifts in the new new economy — the movement of young, educated workers, the raw material of growth, away from high-cost urban centers like Boston, the Bay area, and New York. "The knowledge migration — the bright flight — is going to smaller places that are not usually the prime suspects," says William Frey, a demographer at the Brookings Institution. "These places now have more to offer. The Starbucks culture is now coast-to-coast. You can get satellite TV, read good books, and go to good restaurants in all kinds of places."

Economic impact of a university - \$100 million or more annually

A university's financial impact is most visibly felt in local employment and student spending habits. A university with 3,000 – 5,000 students may generate more than \$100 million in direct and secondary spending in a region. A university is a large employer with an additional 1,000 plus full and part-time jobs. Students also spend money in the local community (approximately \$5 million per year for 3,000 students).

A university also helps improve the tax base, increase community-wide education levels, and provides a high-quality labor source for area businesses. Many of the graduates of the university will work in the local community and as a result of a better educated workforce, higher salaries are earned, thus generating greater spending.

USM Plays a Vital Role in our Future

Biloxi and the Gulf Coast need a four year university. Every major city in the US has a strong university system. Biloxi needs a university to educate students, attract employers, and build a vibrant community.

With the upcoming major investments to be made by the casino industry, Biloxi needs to make a major initiative to provide the educational infrastructure to provide qualified employees for this industry. Casinos need educational programming for casino, restaurant, and hotel management along with general business skills.

Biloxi needs to build a diverse economy. The future is in technology. We need the educational programming for future computer engineers and for working adults who want to keep current in a fast changing industry. We need the research by the professors and the capital by investors to stimulate ideas and create new ventures. In the technological age, the importance of the educated and creative to the economy is magnified.

USM – Gulf Coast Wants a New Location

After the destruction caused by Hurricane Katrina, USM officials do not want to rebuild the Long Beach campus. USM wants to leave Long Beach and relocate to a more accessible location to service the six county area.

A central location on the I-10 corridor between Gulfport and Ocean Springs would be a prime location for the new university. This new location would be a great location to service students from Pascagoula to Bay St. Louis. Dr. Patricia Joachim, Associate Provost for USM – Gulf Coast, is strongly in favor of moving the university to a central location closer to Jackson County.

Allow USM to Build Dormitories

USM – Gulf Coast is presently prohibited to build dormitories

for students. This restriction needs to be eliminated immediately. We need a vibrant college community with a diverse student population from Mississippi, the U.S., and around the world. Without dormitories, USM – Gulf Coast is at a real disadvantage to attract students from outside the local area.

Hurricane Katrina revealed the importance of affordable housing for our community. Without dormitories students are forced to compete with working adults for available housing. When another hurricane impact the Gulf Coast, students and working adults will again be displaced. By allowing USM – Gulf Coast to build dormitories, we are able to reduce demand for housing.

Action Plan

- > Propose building the new USM – Gulf Coast in Biloxi
- > Change legislation to allow USM – Gulf Coast to build dormitories