



Project Data

Key Scope Items:

- Incentive Legislation Development
- Economic Development

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2004

Mississippi Tourism Development Legislation

State of Mississippi

Tourism based economic development is an economic driver that can be used to increase visitors and spending in states. Due to its lack of compelling tourist destinations, the state of Mississippi hoped to provide incentives to developers to induce new development and tourism. In this analysis, Mr. Hunden reviewed incentive packages that had been implemented by various states and made recommendations of how Mississippi could become competitive.

Mr. Hunden developed an incentive package based on the highly successful Kentucky Tourism Development Act (KTDA) that defined criteria for proposed tourism projects. These guidelines included:

- Explicit definition of what defines a tourist attraction
- Minimum dollar amount for the value of the project
- Set number of days a year open, to avoid seasonality
- Requirement not to negatively affect current employment in the state
- Minimum percentage of visitors required from out of state
- Requirements of a positive net economic impact on the state

Once these guidelines were established, the state introduced the Mississippi Sales Tax Rebate which rebates 80 percent or a projects sales tax generated over ten years for up to 30 percent of the projects cost.