



**RANKIN**  
**FIRST**  
DEVELOPMENT  
FOUNDATION

BUILDING BRIDGES TO THE FUTURE

*"No amount of formal planning on paper  
will ever replace the human elements  
of teamwork, vision and focus.*

*These important components form the glue  
that binds our work in this community.*

*Great strides in economic development,  
infrastructure, education, and public services  
have been made in this county because  
the public and private sectors work  
together through their support of the  
Rankin First Development Foundation."*

TOM TROXLER

Executive Director  
Rankin First Development Foundation

*"Let us not be content to wait and see what will happen,  
but give us the determination to make the right things happen."*

PETER MARSHALL

Rankin First Development Foundation is composed of dynamic business leaders, elected officials, organizations and individuals who unite to provide the framework, guidelines, and strategies that underpin the county's unquestioned and enviable success. They truly make the right things happen at the right time.

Future-focused, the Foundation plays an integral role in making Rankin County the economic superstar it has become. The excellent quality-of-life, the community image, and the pure joy of living and working in Rankin County are a combined result of what its members have produced, promoted and financed.

The Foundation understands that the new economy requires a strategic approach to economic development. It must be established through good public policy and actions that provide encouragement for innovation, entrepreneurship, and a focus on the retention and expansion of its existing industries.

Fueled by the Foundation, the county's development efforts and explosive business growth shine like a highly polished diamond. Likewise, Rankin County's progressive leadership has produced its own special sparkle of success. The future is important, and Foundation members are convinced that the only way to predict that future is to play an active role in shaping it.



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# OUR FIVE-POINT DEVELOPMENT PLAN



PROMOTE SMART GROWTH  
MAXIMIZE RESOURCES  
EDUCATE FOR SUCCESS  
EMBRACE TECHNOLOGY  
IMPACT PUBLIC POLICY



# PROMOTE SMART GROWTH

*"Prosperity in Mississippi today may well be defined by what is happening in Rankin County. The area's phenomenal growth in population, income, education, industry and business are unequaled. No county does it better, no county has it better; but it took a lot of community cooperation and bridge-building to get here. We don't plan to stop now. We all work together to keep the momentum going."*

*Noel Daniels, President — Rankin First Development Foundation*

Strategic planning is a key element in the Foundation's approach. An integrated transportation and infrastructure system are vital components in Rankin County's robust economy and competitive advantage. When working with planning officials and developers, attention to community input is essential along with important details of environmental, traffic patterns, parking, and other lifestyle issues.

The Foundation marketing plan targets traditional manufacturing and high-tech industries while recognizing, recruiting and welcoming the current super-sized growth



in the retail and service industries. Economic diversity is both highly valued and a stated goal.



*"Do not go where the path may lead, go instead where there is no path and leave a trail."*

RALPH WALDO EMERSON



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# MAXIMIZE RESOURCES

*"There is no one that lives in Rankin County that doesn't appreciate what we have.  
That's why we're here. That's why we've invested our time and  
our money and our heartfelt emotions in all the things that make  
our homes, our businesses, and our families happy, safe and secure."*

In light of the numerous choices available in today's competitive world, the assurance of a vibrant and compelling quality-of-place is crucial in attracting new industry, skilled workers and creative talent to Rankin County. The Foundation is mindful of this and considers all existing aspects of transportation infrastructure as well as natural, financial and human capital resources when analyzing support and pre-approval plans for residential, commercial and recreational developments. The Foundation is extremely prudent in the



use of public and private resources in order to leave behind an even better community for the next generation.

"A wise man does not venture  
all his eggs in one basket."

CERVANTES



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# EDUCATE FOR SUCCESS

*"Top-notch education is the cornerstone of any successful community development plan. The Foundation supports our every effort to provide the best programs, curriculum, and facilities for our youth. They consistently give their unwavering public support for bond issues that make it all possible. They understand that our students are not only our future, but that quality education is a magnet for economic development."*

*Dr. Lynn Weathersby, Superintendent — Rankin County School District*



The Foundation makes it very clear that the particular needs of the workplace must be identified, targeted and reflected in planning the county's educational curriculum. The skills needed in industry today are high-tech and high-touch. In addition, emphasis on innovation and entrepreneurship are crucial elements for bringing new talent and ideas to the development table. The most important elements of any economic strategy are education and training systems that constantly improve the way we develop our greatest resource, human talent.



*"Small opportunities are often the beginning of great enterprises."*

DEMOSTHENES

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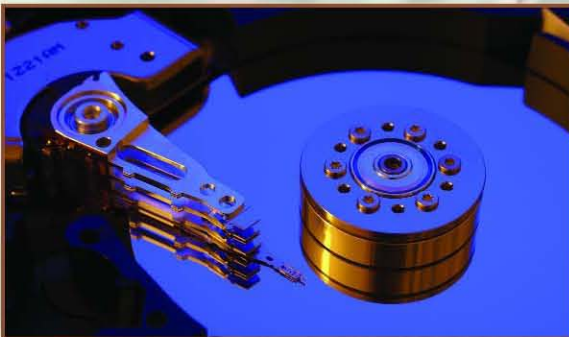
IMPACT  
PUBLIC POLICY



# EMBRACE TECHNOLOGY

*"The leadership of Rankin County has a history of working together for the betterment of its citizens. Our track record of addressing infrastructure needs in an organized and timely fashion, approving appropriate incentives, and prioritizing public projects is a reflection of our unity in facilitating overall progress throughout the community and putting the county's most important business development issues on the front burner."*

There is nothing more vital to communities today than understanding and grasping the importance of integrating technology into the development process. Whether it takes the form of an advanced GIS-driven website or a distance-learning workforce training program, any and all forms of technology



that lend themselves to community progress and prosperity are fully embraced and endorsed by the Foundation.



"It is said that one machine can do the work of fifty ordinary men. No machine, however, can do the work of one extraordinary man."

CHINESE PROVERB

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# IMPACT PUBLIC POLICY

*"It has been my privilege to interact and work with the elected officials and business leaders of Rankin County for many years. I am proud to say that their determination for making this county a superior place to live and work is both productive and a testament to their ability to get things done in a very big way."*



Nothing is more important or effective in impacting public decision making or securing public funding than full, open communication and coordinated efforts. No development strategy does a better selling job than that of a thoroughly planned and fact-filled community presentation coupled with a unified message of purpose. This is the method used by the Foundation as it seeks partnerships with local, state and federal officials in bringing competitive development projects to fruition.



"Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better."

HARRY S. TRUMAN

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# COMMITTEE OF 100

## WHAT IS THE RANKIN FIRST DEVELOPMENT FOUNDATION?

The Rankin First Development Foundation is a 501(C)(3) non-profit business consortium enabled by the Mississippi Legislature to provide financial support for specific, targeted and progressive economic development activity in Rankin County. Members are listed as The Committee of 100.



## WHAT DOES THE FOUNDATION DO?

The Foundation provides gap financing for strategic initiatives whose costs cannot be paid through public funding. Foundation support has often been the vital link and mechanism to make important projects happen in our community that would not have otherwise. Specifically, the continuous growth and support of the Foundation has made it possible for Rankin First Economic Development Authority to successfully implement its program of work, business recruitment and marketing activities for many years without public budget increases.

## WHY SHOULD I JOIN?

Foundation membership is a signal that your firm is plugged into positive community planning and progress. As a member of the Committee of 100, you will have an opportunity to help shape the future business growth of our county.

## HOW DO I JOIN?

Simply fill out the application form on the reverse side of the membership listing card in this packet. Once your information is reviewed, you will receive a verification and acknowledgement call from the Rankin First staff.

## WHAT IS THE COST TO JOIN?

There are three levels of membership. Each has unique benefits and advantages as designated by the Rankin First Board of Directors.

- Silver Patron
- Gold Patron
- Diamond Patron



## JOIN US TODAY!



# BUILDING BRIDGES TO THE FUTURE



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