

Downtown

JACKSON PARTNERS
DEVELOPMENT TOOLKIT



DOWNTOWN JACKSON PARTNERS

210 EAST CAPITOL STREET, SUITE 210, JACKSON, MISSISSIPPI 39201
WWW.DOWNTOWN-JACKSON.COM | 601.353.9800



HISTORY

In the early 1990s a group of community leaders and elected officials shared vision of a vibrant Downtown community. Ultimately the property owners of Downtown Jackson, Mississippi, formed a business improvement district (BID), funded by an assessment on the commercial property in the district and designated Downtown Jackson Partners, a 501(c)(4) nonprofit, as manager to take the necessary steps to accomplish that vision.

Today, Downtown Jackson has evolved from an 8-to-5 office park to a 24-hour neighborhood, with more than \$808 million in economic development since the BID's inception. Residential development has been a highlight within the BID with more than 200 apartments brought online since 2005. Organizers of festivals and events continue to value and schedule Downtown venues and the Jackson Convention Complex draws local, regional and national events to the area. Downtown continues to see economic activity with over \$100 million in projects currently underway or on the drawing boards.

With the evolution of the Downtown BID, Downtown Jackson Partners has adapted operations to fulfill the current and future needs of the district. We have focused on strengthening our clean and safe programs to enhance the quality of life for those who live, work and play Downtown. We have positioned ourselves to be a major resource for developers in an advisory role and to take the lead on public improvement projects.

It has been an honor to serve within the Business Improvement District, and we thank everyone for making Downtown Jackson the great place that it is.



BUSINESS

22,151
EMPLOYEES

622
BUSINESSES

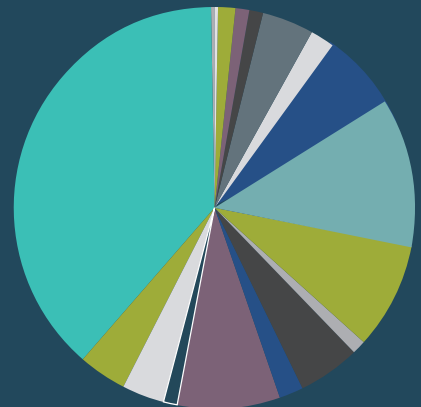
2,532,836
SQUARE FEET OF
OFFICE SPACE



\$17.75
AVG. RENTAL RATE
PER SQUARE FOOT

WORKFORCE OCCUPATION BREAKDOWN

- Public Administration: 38.4%
- Finance & Insurance: 11.8%
- Healthcare & Social Assistance: 8.4%
- Professional, Scientific & Tech Services: 8.4%
- Information: 5.9%
- Administrative/Support Services: 4.8%
- Retail Trade: 4.0%
- Accommodation & Food Services: 3.8%
- Other Services (excluding Admin): 3.7%
- Transportation & Warehouse: 2.1%
- Educational Services: 2.0%
- Construction: 1.5%
- Company/Enterprise Management: 1.3%
- Wholesale Trade: 1.2%
- Manufacturing: 1.0%
- Arts, Entertainment & Recreation: 0.7%
- Real Estate, Rental & Leasing: 0.4%
- Agriculture, Forestry, Fishing & Hunting: 0.2%
- Mining: 0.1%
- Utilities: 0.1%
- Unclassified Establishments: 0.1%





DEVELOP

Downtown Jackson is the center of business and commerce and is home to the arts, culture and tourist attractions, as well as the growing residential population. Construction activity continues with a number of recently completed projects, with more on the drawing board.



\$415 MILLION
TOTAL DEVELOPMENT
since 2010

PRIVATE DEVELOPMENT

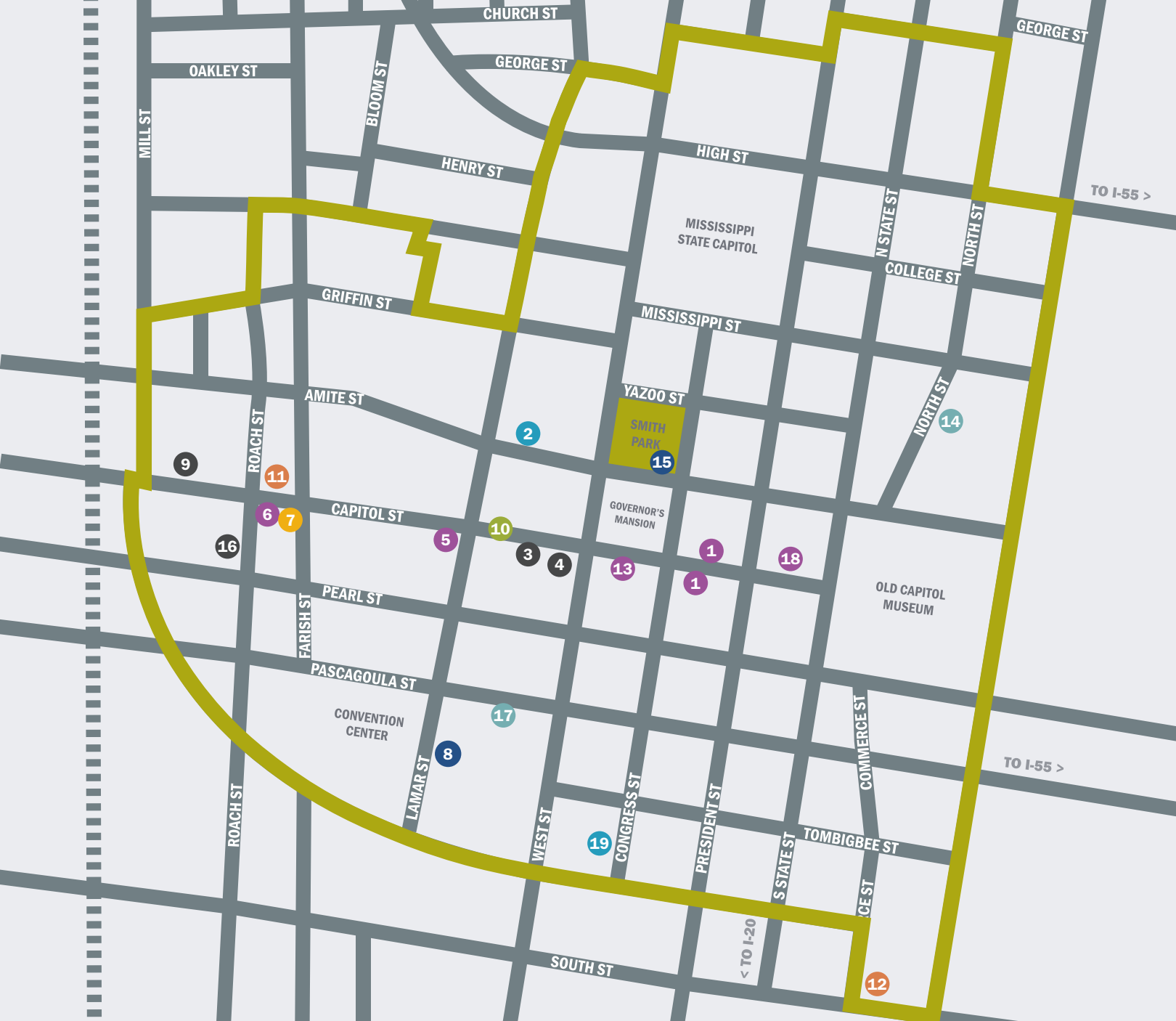
\$154,200,000
PRIVATE/NONPROFIT
DEVELOPMENT

\$68,000,000
CONSTRUCTION/PLANNING
PRIVATE DEVELOPMENT

PUBLIC DEVELOPMENT

\$177,200,000
PUBLIC DEVELOPMENT

\$16,000,000
CONSTRUCTION/PLANNING
PUBLIC DEVELOPMENT



MAJOR DEVELOPMENT PROJECTS

Of the Downtown BID since 2010

- | | | | |
|---|--|---|---|
| ● RECREATIONAL | ● EDUCATIONAL | ● INFRASTRUCTURE | ● HOTEL |
| ● RESIDENTIAL | ● MIXED-USE | ● GREEN SPACE | ● OFFICE |

- | | |
|--|--|
| 1 400 BLOCK OF E CAPITOL/HERITAGE BUILDING (MIXED-USE) | 11 DR. A.H. MCCOY FEDERAL BUILDING (OFFICE) |
| 2 DELTA HOTEL (HOTEL) | 12 ENTERGY DISTRIBUTION OPERATIONS CENTER (OFFICE) |
| 3 EDISON WALTHALL APARTMENTS (RESIDENTIAL) | 13 LAMAR LIFE BUILDING (MIXED-USE) |
| 4 FEDERAL COURTHOUSE (RESIDENTIAL) | 14 TWO MISSISSIPPI MUSEUMS (RECREATIONAL) |
| 5 LANDMARK CENTER (MIXED-USE) | 15 SMITH PARK (GREEN SPACE) |
| 6 100 W CAPITOL STREET (MIXED-USE) | 16 STANDARD LIFE BUILDING (RESIDENTIAL) |
| 7 101 W CAPITOL STREET (EDUCATIONAL) | 17 THALIA MARA HALL (RECREATIONAL) |
| 8 THE ART GARDEN (GREEN SPACE) | 18 THE FAULKNER (MIXED-USE) |
| 9 CAPTIOLE ART LOFTS (RESIDENTIAL) | 19 THE WESTIN HOTEL (HOTEL) |
| 10 CAPTIOLE STREET RENAISSANCE (INFRASTRUCTURE) | |



STAY



HILTON GARDEN INN JACKSON DOWNTOWN

235 W CAPITOL STREET
JACKSON, MS 39201
601.353.5464
186 ROOMS



JACKSON DOWNTOWN CONVENTION CENTER HOTEL*

200 E AMITE STREET
JACKSON, MS 39201
601.353.5464
303 ROOMS



OLD CAPITOL INN

226 N STATE STREET
JACKSON, MS 39201
601.359.9000
24 ROOMS



THE WESTIN JACKSON

407 S CONGRESS STREET
JACKSON, MS 39201
601.968.8200
203 ROOMS

*Jackson Downtown Convention Center Hotel is currently undergoing renovations and will be rebranded as a Delta Hotels by Marriott.



Downtown Jackson hosts hundreds of events each year, and several museums and cultural attractions are located in the area. Whether you're on your way to a meeting at the Jackson Convention Complex, or have just explored the Mississippi Civil Rights Museum, in Downtown you're never more than a three-block stroll from delicious Southern cuisine or a cozy place to get a good night's sleep after an exciting day filled with innumerable sites to see and things to do.

1 MILLION
VISITORS ANNUALLY

EXPLORE

40 RESTAURANTS
13 BARS/LOUNGES
9 PERFORMING ARTS
9 MUSIC VENUES

TRAVEL

<5 MINUTES TO THE TRAIN STATION
15 MINUTES TO THE AIRPORT
3 HOURS TO NEW ORLEANS
3 HOURS TO MEMPHIS
5 HOURS TO ATLANTA

TOP PERFORMING EVENTS ATTENDANCE

EVENTS (2019) *

| | |
|---------------------------------------|--------|
| Carols by Candlelight: | 12,000 |
| Christmas by Candlelight Tour: | 3,167 |
| Cathead Jam: | 3,500 |
| Chinese Spring Festival: | 500 |
| City of Jackson Holiday Parade: | 7,000 |
| Farish Street Heritage Festival: | 5,500 |
| Food Truck Fridays: | 3,600 |
| Hal's St. Paddy's Day Parade: | 75,000 |
| International Gumbo Festival: | 1,000 |
| Mississippi Blues Marathon: | 2,000 |
| Mississippi Book Festival: | 9,300 |
| PARK(ing) Day: | 700 |
| USA International Ballet Competition: | 40,400 |

ATTRACTIONS (2018-19) *

| | |
|--------------------------------|---------|
| Alamo Theatre | 6,570 |
| Governor's Mansion: | 7,427 |
| Jackson Convention Complex: | 107,967 |
| Mississippi Museum of Art: | 45,011 |
| Mississippi State Capitol | 19,617 |
| Mississippi State Fairgrounds: | 600,000 |
| Old Capitol Museum: | 13,546 |
| Thalia Mara Hall: | 97,000 |
| Two Mississippi Museums: | 136,625 |

*Attendance is derived from attractions' annual numbers. Not all events and attractions are included.



LIVE

440 RESIDENTS
LIVE IN THE DOWNTOWN BID



246
APARTMENTS



OCCUPANCY
RATE

350 UNITS PLANNED

LANDMARK CENTER
FORMER WALTHAM HOTEL REDEVELOPMENT
FORMER FEDERAL COURTHOUSE REDEVELOPMENT
400 BLOCK OF EAST CAPITOL STREET



GREEN SPACE

THE ART GARDEN
SMITH PARK
WAR MEMORIAL GROUNDS
MISSISSIPPI STATE CAPITOL GROUNDS



ESSENTIAL SERVICES

EUDORA WELTY LIBRARY
DOWNTOWN SNACK SHOP
FEDEX
UNITED STATES POST OFFICE



PARKING DOWNTOWN

TOTAL PARKING: 10,571 SPOTS
ON-STREET: 1,141
OFF-STREET: 9,430



RESIDENT PROFILE

GENDER



MARITAL STATUS



HOUSEHOLD SIZE

1.19% AVERAGE



| | |
|-------|-------|
| 4.5% | 0-19 |
| 38.5% | 20-34 |
| 15.6% | 35-44 |
| 22.9% | 45-54 |
| 10.4% | 55-64 |
| 7.9% | 65+ |



| | |
|-------|-------------------|
| 21.7% | < \$14,999 |
| 0.0% | \$15,000-\$24,999 |
| 14.6% | \$25,000-\$34,999 |
| 8.0% | \$35,000-\$49,000 |
| 20.8% | \$50,000-\$74,999 |
| 35.4% | \$75,000+ |



| | |
|-------|-----------------|
| 70.9% | BLACK |
| 26.9% | WHITE |
| 0.7% | AMERICAN INDIAN |
| 0.7% | ASIAN |
| 1.17% | OTHER |



| | |
|-------|-----------------------|
| 20.9% | LESS THAN HIGH SCHOOL |
| 22.3% | HIGH SCHOOL DIPLOMA |
| 16.5% | SOME COLLEGE |
| 41.2% | BACHELOR'S OR HIGHER |

economic **INCENTIVES**

LOCAL ECONOMIC DEVELOPMENT INCENTIVES

AD VALOREM (PROPERTY TAX) ABATEMENT (PARTIAL)

For the construction of a new building or improvement of an existing property (business or residential), the City of Jackson will exempt the property owner from taxes on the increased assessed value for up to seven years. This can be used in conjunction with other incentives/credits. Contact the City of Jackson's Office of Economic Development at 601.960.1638.

REHABILITATION OF HISTORIC ASSETS

Any landmark, landmark site or property located within a historic district that has undergone approved restoration is eligible for partial tax abatement upon approval by the Historic Preservation Commission and the City Council. The abatement is applicable to any increase in taxes that occurs as a result of the improvement project. Section 70-7 of the City of Jackson Ordinances provides for this abatement. The tax exemption of ad valorem taxes will not exceed a period of seven years. Contact the City of Jackson's Office of Economic Development at 601.960.1638.

TAX INCREMENT FINANCING (TIF) BONDS

Both the Jackson Municipal and Hinds County governments can issue Tax Increment Financing Bonds. TIF bonds are bonds issued by a municipal or county government to pay a developer or property owner for infrastructure outlays made as part of a development or renovation. TIF can pay for anything typically constructed for/provided by a city, including recreation/parks, parking, streets, landscaping & infrastructure. Contact the City of Jackson's Office of Economic Development at 601.960.1638, and Hinds County Economic Development Authority at 601.353.6056.

STATE ECONOMIC DEVELOPMENT INCENTIVES

STATE HISTORIC 25% TAX CREDIT

The Mississippi Department of Archives and History is responsible for the administration of the program, which provides for a state income tax credit equal to 25% of the qualified expenses of rehabilitating historic structures used for residential or business purposes. The building must be listed individually in the National Register of Historic Places, be certified as a contributing property in a National Register-listed historic district or be designated as a Mississippi Landmark. The project's rehabilitation expenditures must exceed \$5,000 or 50% of the total basis of the building. All work must meet the Secretary of the Interior's Standards for Rehabilitation. Only rehabilitation expenditures incurred after January 1, 2006, qualify. Not-for-profit entities are ineligible to receive the credits. Contact the Mississippi Department of Archives & History at 601.576.6912 for more information.

SALES AND TAX EXEMPTIONS

Businesses that choose to construct or expand existing facilities in the Downtown area are eligible for a sales or use tax exemption for the component materials used in the construction or expansion of a building and machinery and equipment to be used therein. Adding production capacity, which increases employment but does not physically expand the facility, can also qualify for the exemption. Eligible enterprises include manufacturing facilities, processing facilities, technology

intensive enterprises and data or information-processing enterprises. Contact the Mississippi Development Authority at 601.359.3552 for more information.

SALES AND USE TAX REBATE FOR TOURISM PROJECTS

The Mississippi Tourism Rebate Program provides a tax rebate to qualified applicants of new tourism-oriented projects in Mississippi. The program allows a portion of the sales tax paid by visitors to the eligible tourism-oriented enterprise to be paid to the applicant as reimbursement for eligible costs incurred during the construction of the project. Contact the Mississippi Development Authority at 601.359.3552 for more information.

MOTION PICTURE PRODUCTION REBATE PROGRAM

The Mississippi Motion Picture Production Incentive is a cash rebate program designed to encourage motion picture production in Mississippi. The program is designed to return a portion of the qualified expenses incurred in the State back to the production company. Contact the Mississippi Development Authority at 601.359.3552 for more information.

FEDERAL ECONOMIC DEVELOPMENT INCENTIVES

FEDERAL HISTORIC 20% TAX CREDIT

To be eligible for the 20% rehabilitation tax credit, a project must also meet the following basic tax requirements of the Internal Revenue Code. The building must be depreciable – commercial or rental. The property must be placed in service (i.e., returned to use) and be a certified historic structure. Furthermore, the owner must hold the building for five full years after completing the rehabilitation, or pay back the credit. The rehabilitation must be substantial, which means that during a 24-month period selected by the taxpayer, rehabilitation expenditures must exceed \$5,000 or the greater of the adjusted basis of the building. Contact the Mississippi Department of Archives & History at 601.576.6912 for more information.

FEDERAL HISTORIC 10% TAX CREDIT

The 10% tax credit is available for the rehabilitation of non-historic buildings that were built before 1936 and that will be used for income-producing purposes other than residential. The property must be depreciable – commercial. Rehabilitation must be substantial, meaning that the cost of the rehabilitation must exceed \$5,000 or the greater of the adjusted basis of the property. The 10% credit applies only to buildings rehabilitated for non-residential uses. Contact the Mississippi Department of Archives & History at 601.576.6912 for more information.

NEW MARKETS TAX CREDITS

The NMTC Program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized financial institutions called Community Development Entities (CDEs). The credit totals 39% of the original investment amount and is claimed over a period of seven years (5% for each of the first three years, and 6% for each of the remaining four years). The investment in the CDE cannot be redeemed before the end of the seven-year period.

The program allows certain qualified CDEs to compete for a certain allocation of tax credit amounts, which flow to investors who make Qualified Equity Investments (QEIs), in certain Qualified Low-Income Community Investments (QLICIs), administered by the CDEs.

Southern Community Capital, LLC, is a CDE as certified through the CDFI Fund and is subsidiary of Trustmark National Bank. Call 601.208.6191 for more information.

Hope Enterprise Corporation is extremely knowledgeable with these credits and was instrumental in starting the program in Mississippi. Call 601.944.4151 for more information.

MuniStrategies has in-depth experience with these credits. Contact Alan Lange at 601.914.5642 for more information.

OPPORTUNITY ZONES

The Tax Cuts and Jobs Act of 2017 established Opportunity Zones as a new community development program aimed at encouraging long term investments in low-income and rural communities.

Provided under Internal Revenue Code (IRC) Sections 1400Z-1 and 1400Z-2, taxpayers may elect to defer recognition of gain realized on the sale to an unrelated party. This requires a 180-day reinvestment of gain directly into a qualified opportunity (QO) fund. A QO fund is a corporation or partnership that holds at least 90% of its assets in QO zone property. Substantial improvements must be made to tangible QO zone business property, unless the property's original use is with the fund. Deferral ends on the earlier of the date of the next sale or December 31, 2026. After five years, taxpayers receive a basis step-up equal to 10% of the original gain. After seven years, taxpayers receive an additional basis step-up equal to 5% of the original gain. Taxpayers also may elect to permanently exclude the gain related to the appreciation on their QO fund investment after a 10-year holding period. Contact the Mississippi Development Authority at 601.359.3552 for more information.



CONTACTS

DOWNTOWN JACKSON PARTNERS

210 E Capitol Street, Ste. 210
Jackson, MS 39201
601.353.9800
www.downtown-jackson.com

CITY OF JACKSON DEPARTMENT OF PLANNING & DEVELOPMENT

200 S President Street, Ste. 229
Jackson, MS 39201
601.960.1993
www.jacksonms.gov/index.aspx?nid=176

HINDS COUNTY ECONOMIC DEVELOPMENT AUTHORITY

125 S Congress Street, Ste. 1500
Jackson, MS 39201
601.353.6056
www.selecthinds.com

JACKSON REDEVELOPMENT AUTHORITY

218 S President Street
Jackson, MS 39201
601.960.1815

HINDS COUNTY TAX ASSESSOR

316 S President Street
Jackson, MS 39201
601.968.6616
www.hindscountymms.com/elected-offices/tax-assessor

HINDS COUNTY TAX COLLECTOR

316 S President Street
Jackson, MS 39201
601.968.6587
www.hindscountymms.com/elected-offices/tax-collector

GREATER JACKSON CHAMBER PARTNERSHIP

4855 W Frontage Road I-55 North
Jackson, MS 39206
601.948.7575
www.greaterjacksonpartnership.com

ENTERGY MISSISSIPPI

308 E Pearl Street
Jackson, MS 39201
800.968.8243
www.entergy-mississippi.com

CITY OF JACKSON WATER

1000 Metrocenter Mall, Ste. 103
Jackson, MS 39209
601.960.2000
www.jacksonms.gov/index.aspx?NID=221

JACKSON POLICE DEPARTMENT (NON-EMERGENCY)

327 E Pascagoula Street
Jackson, MS 39205
601.960.1234
www.jacksonms.gov/index.aspx?NID=196

HINDS COUNTY SHERIFF'S OFFICE (NON-EMERGENCY)

407 E Pascagoula Street
Jackson, MS 39205
601.974.2900
www.hindscountymms.com/elected-offices/sheriff

JACKSON FIRE DEPARTMENT DISTRICT 1 (NON-EMERGENCY)

555 S West Street
Jackson, MS 39201
601.960.2241
www.jacksonms.gov/index.aspx?nid=124

HINDS COUNTY DEPARTMENT OF EMERGENCY MANAGEMENT

300 N State Street
Jackson, MS 39201
601.960.1476
www.hindscountymms.com/departments/emergency-management

CITY SERVICE REQUEST NUMBER

311
jacksonms.citysourced.com

VISIT JACKSON

111 E Capitol Street, Ste. 102
Jackson, MS 39201
800.354.7695
www.visitjackson.com

CITY OF JACKSON PARKS & RECREATION

1000 Metro Center, Ste. 104
Jackson, MS 39209
601.960.0471
www.jacksonms.gov/index.aspx?nid=161

JATRAM (CITY TRANSIT)

1785 Highway 80 West
Jackson, MS 39204
601.960.1909
www.jacksonms.gov/index.aspx?nid=570

JACKSON-MEDGAR WILEY EVERS INTERNATIONAL AIRPORT

100 International Dr., Ste. 300
Jackson, MS 39208
601.939.5631
www.jmaa.com

STEWOPOT COMMUNITY SERVICES

1100 W Capitol Street
Jackson, MS 39203
601.353.2759
www.stewpot.org

GATEWAY RESCUE MISSION

328 S Gallatin Street
Jackson, MS 39203
601.944.0409
www.gatewaymission.org

THE BRIDGE

628 W Capitol Street
Jackson, MS 39203
601.398.0066
www.hbhs9.com/drop-in-center

EUDORA WELTY LIBRARY

300 N State Street
Jackson, MS 39201
601.968.5811
www.jhlibrary.com/calendar-for-location/Eudora-Welty-Library/201910

MISSISSIPPI DEPARTMENT OF ARCHIVES & HISTORY

100 S State Street
Jackson, MS 39201
601.576.6912
www.mdah.ms.gov/new/preserve/tax-credits

MISSISSIPPI FILM OFFICE

501 N West Street, 5th Floor
Jackson, MS 39201
601.359.3297
www.filmmississippi.org

CITY OF JACKSON

BUILDING PERMIT DIVISION

200 S President Street, 2nd Floor
Jackson, MS 39201
601.960.1160
www.jacksonms.gov/index.aspx?NID=185

MISSISSIPPI DEVELOPMENT AUTHORITY

501 N West Street
Jackson, MS 39201
601.359.3449
www.mississippi.org

CITY OF JACKSON PUBLIC WORKS

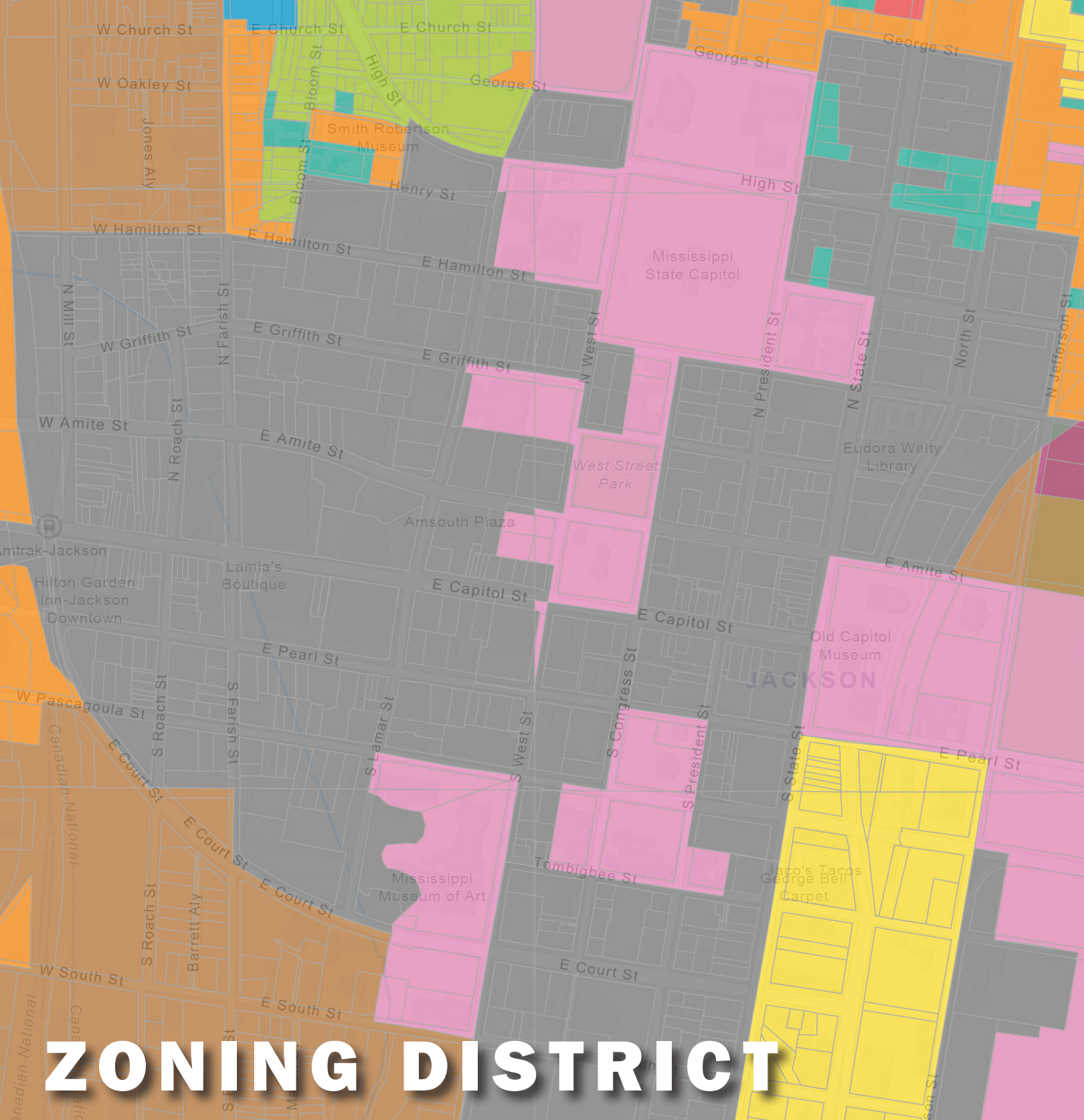
200 S President Street, Ste. 523
Jackson, MS 39201
601.960.2091
www.jacksonms.gov/index.aspx?nid=211

CITY OF JACKSON OFFICE HOUSING & COMMUNITY DEVELOPMENT

218 S President Street, 2nd Floor
Jackson, MS 39201
601.960.2155
www.jacksonms.gov/index.aspx?nid=192

CITY OF JACKSON HISTORIC PRESERVATION COMMISSION














601.960.1900
www.jacksonms.gov/index.aspx?nid=774



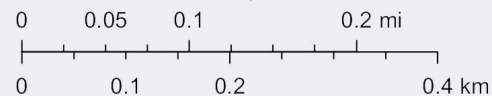
ZONING DISTRICT

October 14, 2019

Subdistrictunion Zoning

| | | | | | |
|--|-----|---|-----|---|------|
|  | R-4 |  | I-1 |  | C-1A |
|  | C-3 |  | R-5 |  | UTC |
|  | C-2 |  | I-2 |  | PUD |
|  | SUD |  | CBD |  | OCGD |
| | |  | C-1 | | |

1:9,028



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