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## **Fiscal Year 2004 Tourism Capital Investment Data for Mississippi**

TCI data collection for Mississippi's Fiscal Year (FY) 2004 Tourism Economic Impact Report are presented within the context of an initial effort to secure estimated new construction and expansion/renovation of Tourism-related business projects with public and private sources for the 12-month period ending June 30, 2004. The estimated \$440.8 million in FY 2004 TCI included \$213 million in new or expanded state-licensed casino development from hotels, restaurants, equipment, etc. Other investments covered the gamut from airports to zoos. Tourism factors were assigned to businesses/projects along the lines of factors used for estimated sales; e.g., museums, restaurants, retail establishments, among others.

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**Van Hyning** has been in his current position since February 1994. His 19 years in the tourism field include teaching, Leisure Studies Research at Southern Illinois University-Carbondale, travel writing, regional economic development work/studies, CVB Board Member, and Program Chair - 2002 TTRA International Conference, Arlington, Virginia. Tom was an Economist, City Planner, Grant Writer, and Management Consultant in Puerto Rico. Tom's BBA degree is from the University of Georgia, and he has two master's degrees.

## FISCAL YEAR 2004 TOURISM CAPITAL INVESTMENT DATA FOR MISSISSIPPI

**Purpose:** This article highlights Mississippi Tourism Capital Investment (TCI) findings at the state and county level, including data collection methods and approaches used. The TCI data were published in the February 2005 report titled “Fiscal Year 2004 Economic Impact for Tourism in Mississippi.” A summary of this report and the full report are available on the Mississippi Development Authority/Tourism Division’s web site: [VisitMississippi.org](http://VisitMississippi.org), more specifically on the Press & News section; click [Reports and Statistics](#).

### **METHODS**

MDA/Tourism Division’s Research Unit secured FY 2004 TCI data via surveys and other approaches from Tourism Partners (CVB’s/Tourism Offices/Chambers) plus other organizations: McGraw Hill Construction; the Mississippi Bed & Breakfast (B&B) Association; multiple state agencies/commissions covering the Arts, Finance, Gaming, History, State Parks, Transportation; local Economic Development agencies/foundations and Main Street Programs; Planning and Development Districts (PDD’s); among other entities.

Our Research Unit benefited from McGraw Hill’s expertise in producing project-specific county level data for new and expanded/renovated projects in some Tourism-related categories, e.g., hotels/motels, restaurants and retail trade, during FY 2004. The Mississippi Gaming Commission provided dollar amounts secured via their own quarterly surveys of state-licensed casinos. And the Mississippi Department of Transportation (MDOT) listed “enhancement projects” in addition to road construction projects in counties with casinos/adjacent to casinos.

There was an initial survey mail out with a cover letter signed by the Director of MDA/Tourism Division. But this was a networking-type project whereby different pieces of a puzzle were put together. Some CVB's and Tourism Offices provided detailed information; others did not. Data were crosschecked to avoid double-counting/duplication, such as the renovations to a Highway Welcome Center, where MDOT data were crosschecked with another source. A TCI line item was added to the Regional Airport Survey we conduct every fiscal year.

The Tourism-related businesses/sites covered the gamut from airports to zoos, with historic buildings, museums, a rails-to-trails project, among many others in the mix, e.g., three-six digit NAICS categories comprising the Tourism Industry Group. Some TSA applications were used to assign Tourism Factors to businesses/sites depending on their nature, their location, and Tourism-related activity. Lodging businesses (hotels/motels, B&B's) were assigned a Tourism Factor of 1, but others varied significantly; e.g., Restaurants, State Parks and Theaters. Thus, a new restaurant or restaurant expansion/renovation in a county where Tourism is more prevalent had a higher Factor than a similar project in a county where Tourism is less prevalent.

## **FINDINGS**

Total estimated FY 2004 TCI was \$440.8 million. Some \$213 million, or 48 percent, pertained to new or expanded state-licensed casino development, from hotels, restaurants, equipment, etc. A separate Visitor Profile study, focusing on the Overnight Leisure segment, indicated that 48 percent of Mississippi's FY 2004 Overnight Leisure Visitors participated in Casino Gaming. And our FY 2004 Economic Impact Report noted that state-licensed casinos' estimated Tourist/Visitor gaming revenues plus Tourist/Visitor sales at their hotels, retail shops and restaurants accounted for about 46.5 percent of the state's estimated Tourism sales.

TCI expenditures enabled us to estimate the number of Tourism-related construction jobs for nonresidential building construction (1,364) and highway, street and bridge construction (1,238). The 2,602 full-time equivalent (FTE) Tourism-related construction jobs comprised 5.1 percent of the 50,700 statewide construction jobs in FY 2004, based on monthly averages published by the Mississippi Department of Employment Security, Labor Market Information Department, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics.

### **SELECTED COUNTY LEVEL DATA**

The Mississippi Gulf Coast accounted for \$202 million in FY 2004 TCI, or 46 percent of the state's total. Museums, casinos, retail establishments and many others were part of this. Tunica County's \$79 million in TCI represented another 18 percent of this total. Their airport, golf courses/tennis complex and River Park Museum & Interpretive Center were in the mix. A sidelight is that this county also accounted for 18 percent of the estimated statewide Tourist/Visitor expenditures. Our Mississippi Gulf Coast and Tunica County are the state's "top two" Tourism Destinations with a combined 21 state-licensed casinos and many other amenities.

The Metro Jackson Jackson area—Hinds-Madison-Rankin counties—had about \$50 million in TCI, or 11.3 percent of the statewide TCI. This was fairly close to their separate Tourist/Visitor expenditures' proportion of 10.4 percent and employment totals of 12.5 percent. Metro Area TCI included new hotel development and infrastructure enhancements. The Hattiesburg area (Forrest and Lamar counties) in Southeast Mississippi reflected \$12.6 million in FY 2004 TCI. Examples included a rails-to-trails project, golf course development, new retail establishments, hotel/motel expansions, along with depot and zoo expansions.

## **PRACTICAL/MANAGERIAL IMPLICATIONS**

The FY 2005 TCI project is being done in two (2) six-month intervals: July – December 2004 and January – June 2005, with the flexibility/understanding that our state agency partners will furnish July 2004 – June 2005 data. Simply put, it's easier and more practical for them to format the information/data for an entire fiscal year. But a number of local Tourism Offices prefer to update this data every six months.

TCI estimates for FY 2004 presented a broader overview beyond Tourist/Visitor employment, payroll, expenditures, tax revenues and other indicators. The TCI figure will vary in subsequent years, depending on the nature of TCI projects and how thorough the data are. Local and state officials can now share TCI information—published in our Economic Impact Report—with legislators, board members and other constituents.