

**RESOLUTION OF THE MAYOR AND BOARD OF ALDERMEN OF THE
CITY OF SOUTHAVEN, MISSISSIPPI DESIGNATING THE WEST END DISTRICT
AND AUTHORIZING INCENTIVES FOR NEW BUSINESS IN THE WEST END
DISTRICT**

WHEREAS, the City of Southaven ("City") was incorporated and established on April 15, 1980; and

WHEREAS, since the inception and incorporation of the City, the area now known as the Stateline Road corridor or Main Street Area and located in the "West End" of the City has been instrumental to the City and its growth and success; and

WHEREAS, the City now desires to designate that area commonly referred to as the Stateline Road corridor or Main Street Area and located in the "West End" of the City from Stateline Road East from Highway 51 to Airways Boulevard and Highway 51 South from Stateline to Dorchester as more fully and particularly defined in the map attached hereto as Exhibit A and incorporated as part of this Resolution, as the "West End District"; and

WHEREAS, the "West End District" of the City is the original center and business district of the City; and

WHEREAS, the City Mayor and Board desire to revitalize the "West End District" so that it will continue to strive and serve as the original "Front Door" to the City and State of Mississippi by enhancing and providing certain economic incentives to business; and

WHEREAS, the City Mayor and Board take pride in the "West End District" and appreciate and acknowledge the importance and necessity of a thriving "West End District" for all citizens in the City; and

NOW, THEREFORE, BE IT ORDERED by the Mayor and Board of Aldermen of the City of Southaven, Mississippi as follows, to wit:

1. That the Stateline Road corridor between Stateline Road East from Highway 51 to Airways Boulevard and Highway 51 South from Stateline to Dorchester and as more fully set forth and shown by the map in Exhibit A, hereby be known and declared as the "West End District" of the City of Southaven.
2. Upon written application of a new business entity which is locating or renovating in the West End District and pursuant to and in accordance with the requirements of Mississippi Code 17-21-5, the City will offer exemption from all City ad valorem taxes, excluding ad valorem taxes for school district purposes, for a period of seven (7) years, for construction of any privately owned new business structures and any new renovations of and improvements to existing business structures, which are done for the promotion of business, commerce or industry in the "West End District".

3. Upon written application of a new business entity that is locating in the "West End District", the City will consider the waiving of its building permit fees, business license fees and sewer and water tap fees to new business, when such business promotes the commerce and industry in the "West End District".
4. The City shall review each application for incentives and, in conjunction with the City Chamber of Commerce, will provide and assist with the necessary information and requirements for the granting of the incentives described herein.
5. The Mayor and his designees are authorized to take any and all action, including preparing and distributing information and applications about the "West End District" incentive program and the hanging of the West End District Banners, throughout the "West End District", to effectuate the intent of this Resolution.

Following the reading of the foregoing resolution, Alderman Kelly made the motion to adopt the Resolution and Alderman Payne seconded the motion for its adoption. The Mayor put the question to a roll call vote and the result was as follows:

Alderman William Brooks	YES
Alderman Kristian Kelly	YES
Alderman Shirley Beshears	YES
Alderman George Payne	YES
Alderman Joel Gallagher	YES
Alderman Scott Ferguson	YES
Alderman Raymond Flores	YES

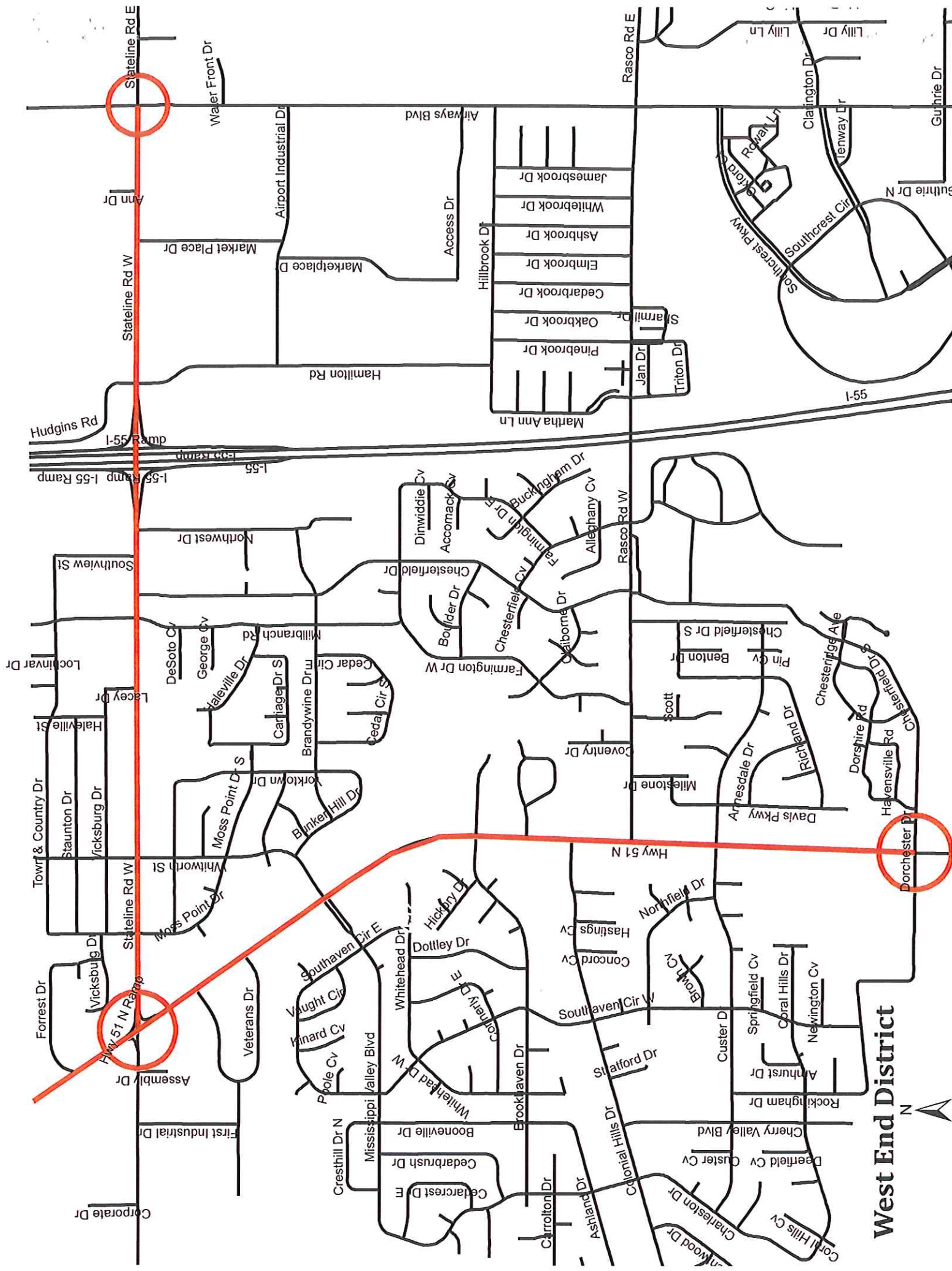
RESOLVED AND DONE, this 17th day of February, 2015.



DARREN MUSSELWHITE, MAYOR

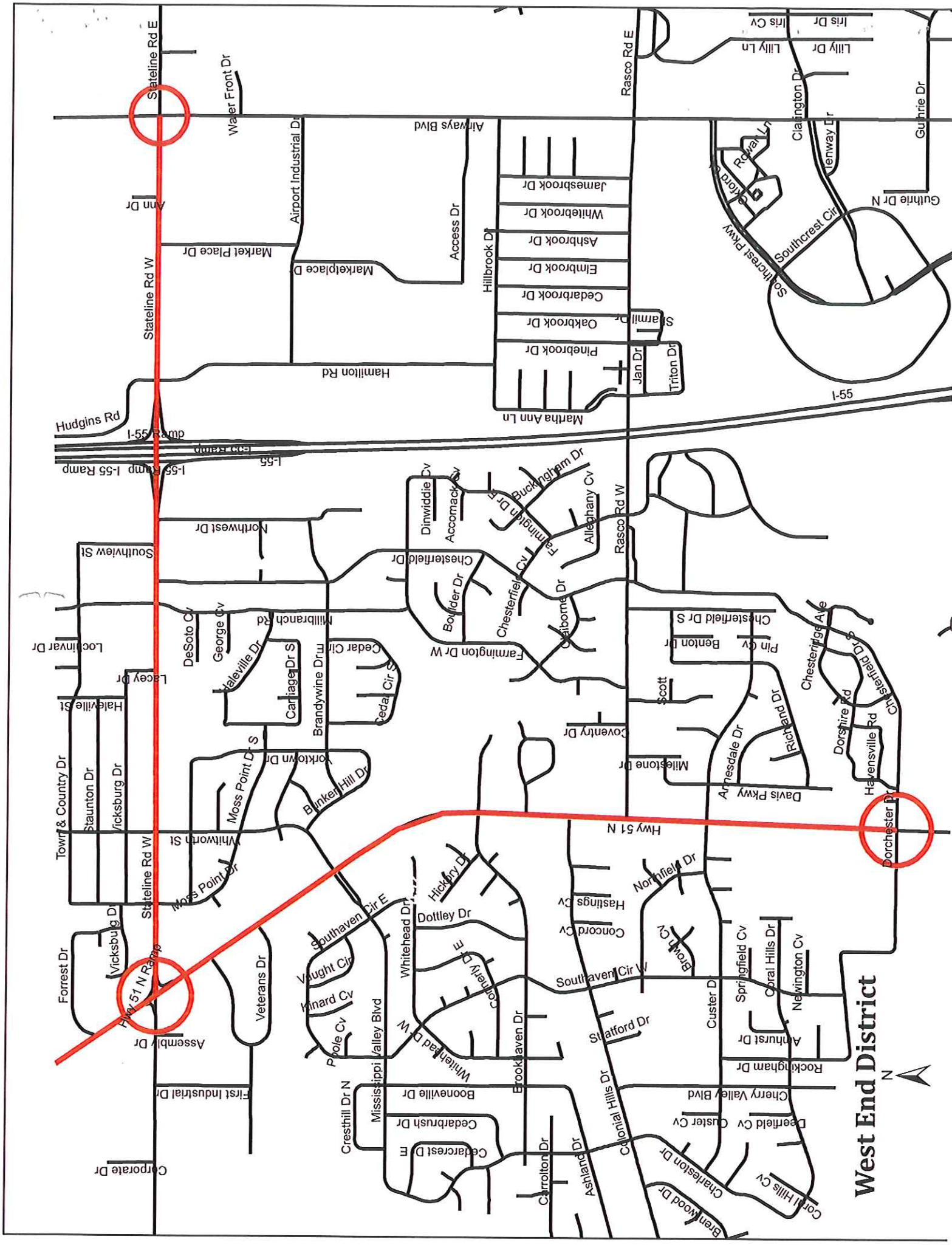
ATTEST:


CITY CLERK



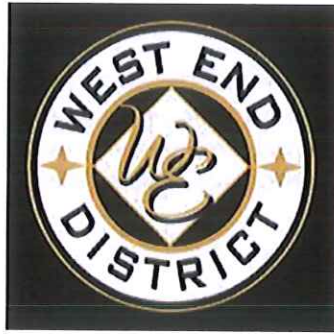
West End District





West End District





The original "FRONT DOOR" to the City of Southaven and State of Mississippi, the WEST END DISTRICT is the historical center and business district which began development in 1962. This very distinct area encompasses the municipal complex including City Hall, MR Davis Public Library, DeSoto County Health Department, Municipal Courthouse as well as the Southaven Police Department. (See attached map).

The City of Southaven and Southaven Chamber of Commerce are making great efforts to protect and preserve the character of this special area of our great city. The goal of this district is to bring new life and activity to the established commercial corridor of our City. Businesses in the WEST END DISTRICT will be offered the following incentives to encourage new interest and growth:

- ❖ Commercial water tap fees to be waived
- ❖ Permit and application fees to be waived
- ❖ 7-year City tax freeze for at pre-improvement assessed value (see attached)
- ❖ Administrative expediting of approval processes for quick occupancy



Southaven Chamber of Commerce WEST END DISTRICT Incentives:

- ❖ 18 month membership for 12 month membership fee (value: \$105)
- ❖ Radio Show advertisement and in-studio interview (value: \$200)
- ❖ Video advertisement (1) on website (value \$75)
- ❖ Magazine – business name to appear in two locations in Annual Southaven magazine (value \$200)

Additional Incentive

- ❖ Possible low interest loan from local banks