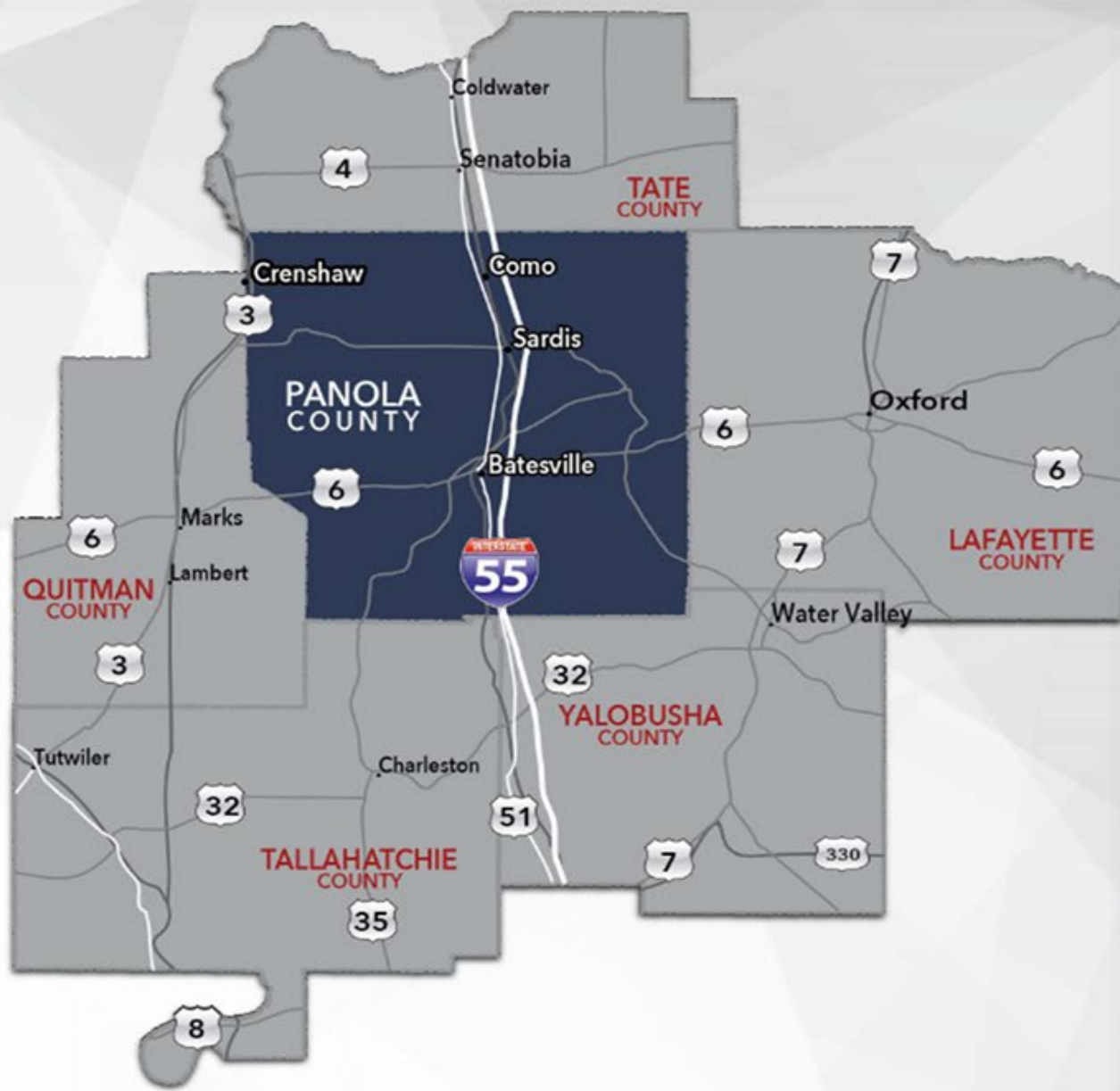


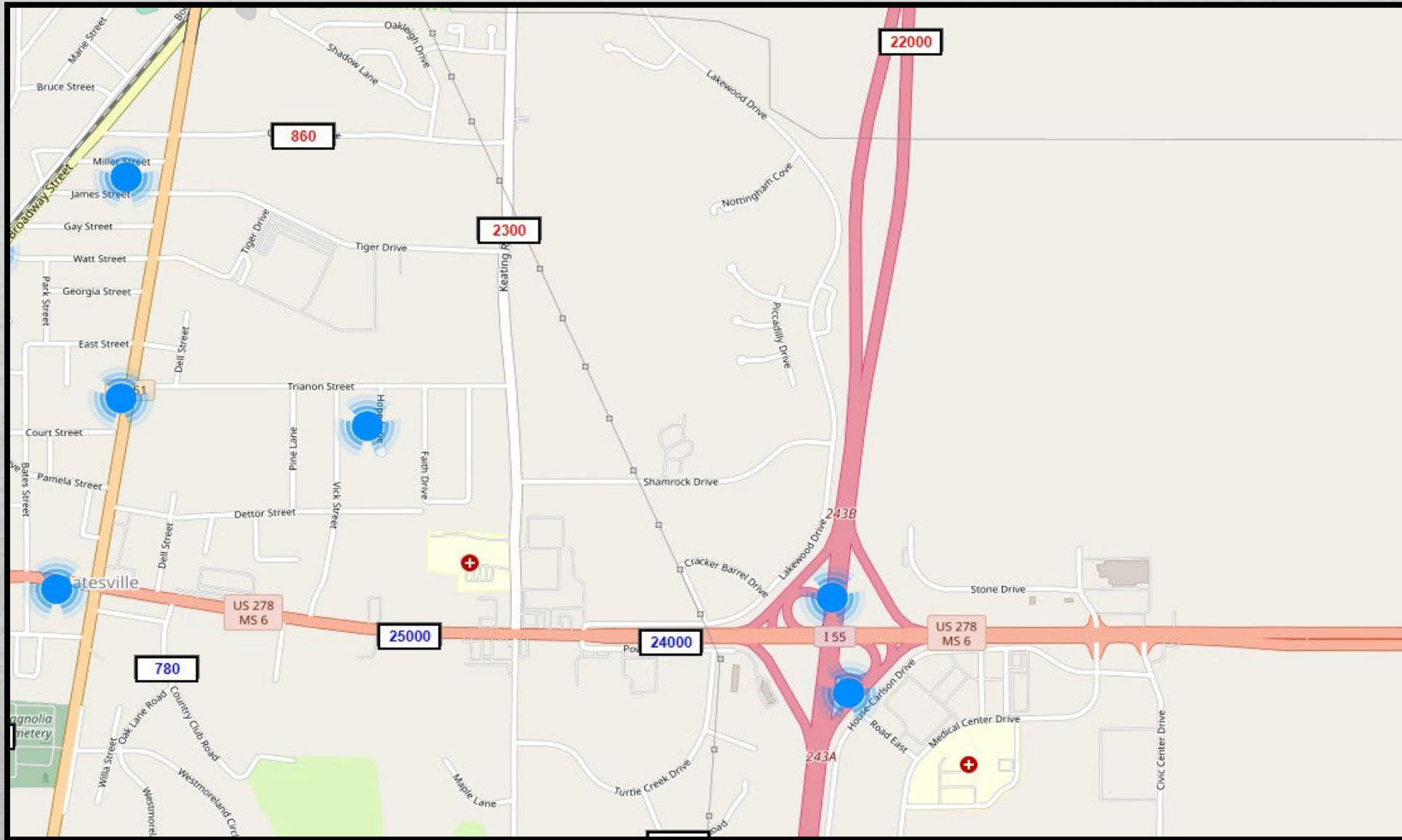
Retail Report



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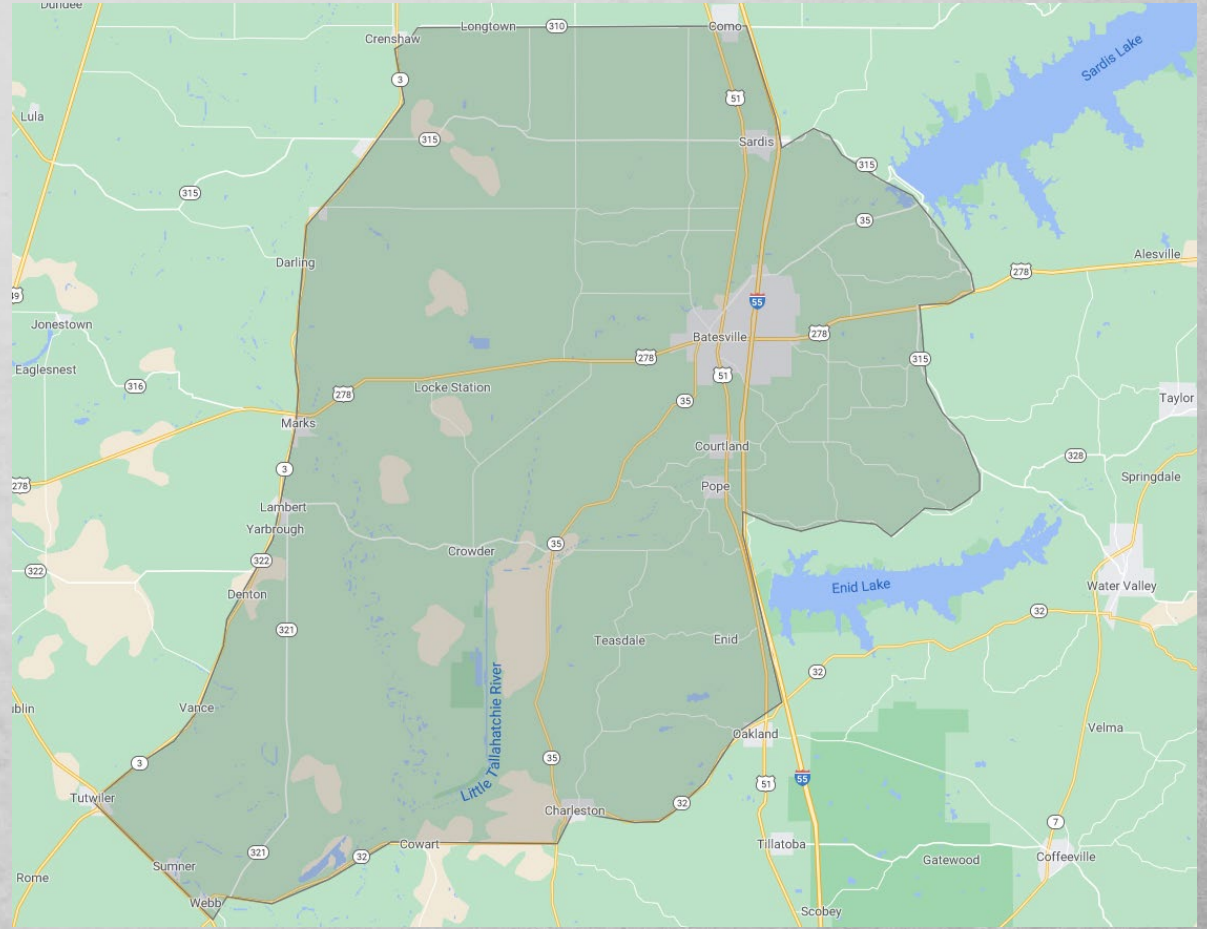
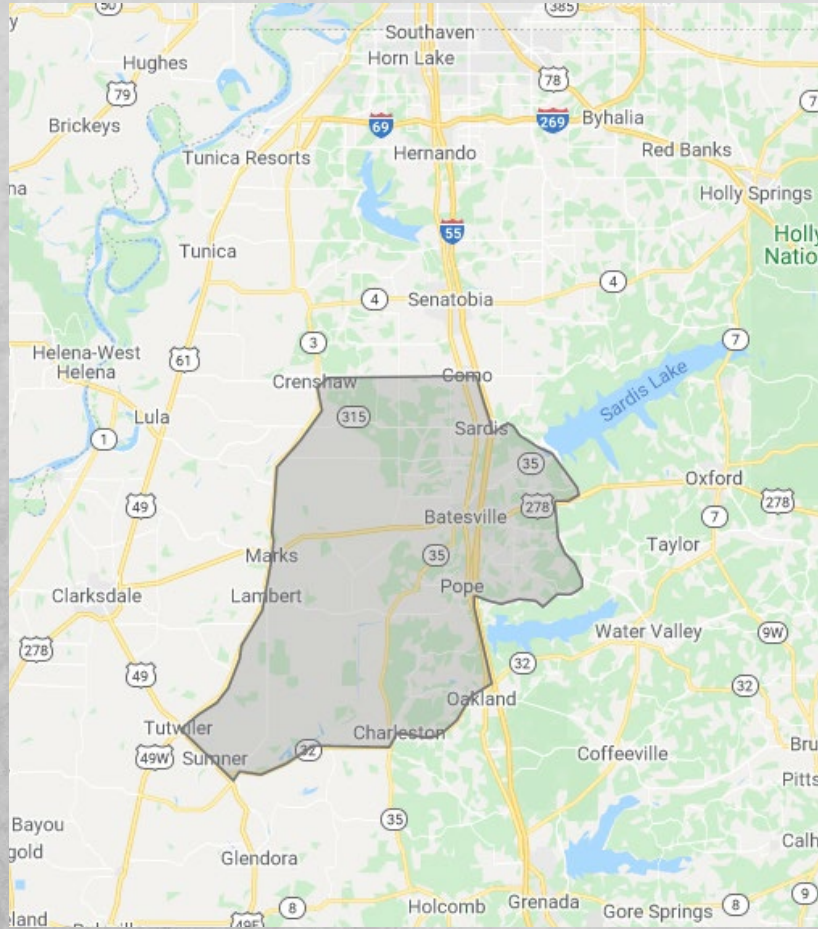


2017 MDOT TRAFFIC COUNTS



MDOT 2023 UPDATED STUDY WILL BE AVAILABLE LATER IN THE YEAR

Panola County Trade Area



Panola County Trade Area Data

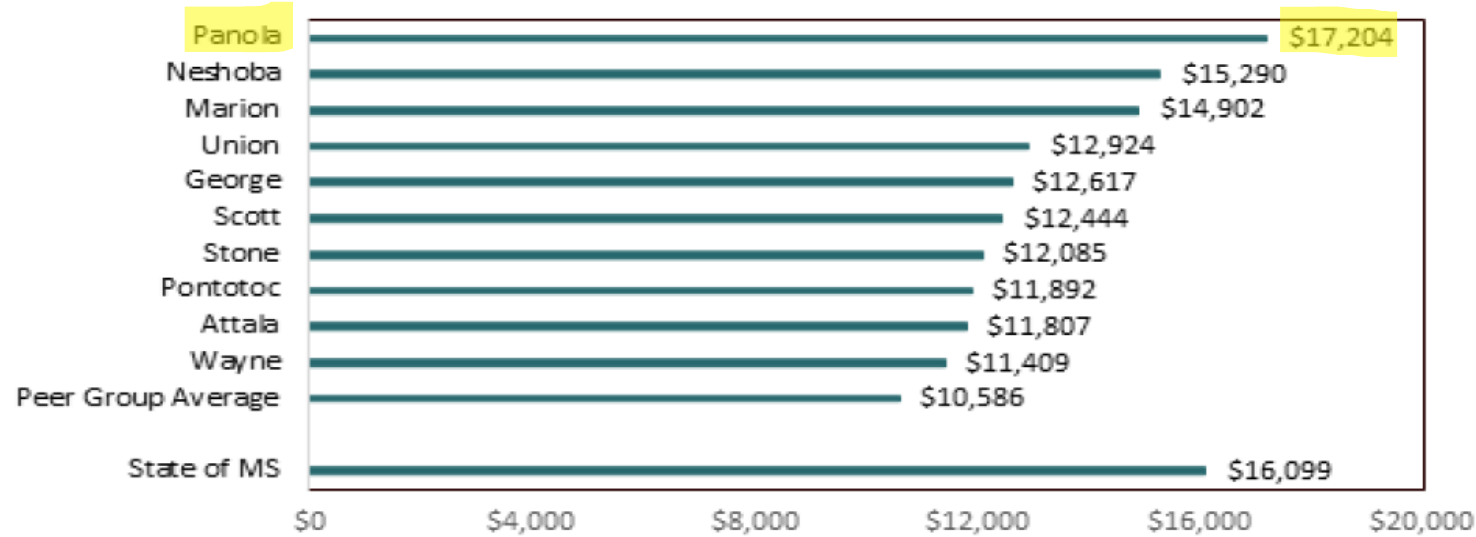
Riley's Law to measure trade area					
From	MILES	POPULATION	ALL Trade in Millions		
Batesville MS	0	7,241	\$274.00		
				Riley's Law (miles)	
To:				Population	Trade
Marks	22	1,517	\$11.60	15.1	18.2
Charleston	29	1,958	\$18.00	19.1	23.1
Water Valley	24	3,362	\$28.00	14.3	18.2
Oxford	22	23,639	\$485.00	7.8	9.4
Sardis	8	1,595	\$14.20	5.4	6.5
Como	13	1,214	\$5.00	9.2	11.5
Crenshaw	26	848	\$3.60	19.4	23.3
Senatobia	20	7,869	\$131.00	9.8	11.8

Source:
USM Economic
Development
Department

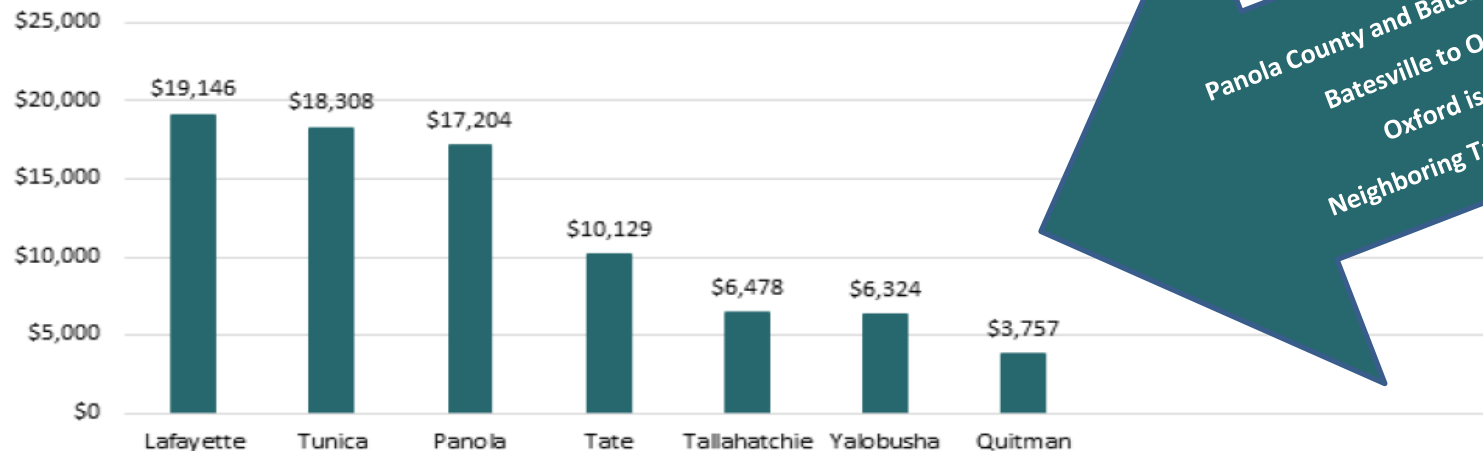
Trade Area Calculations		
2017	Mississippi	Panola County Retail Area
Retail Trade \$	\$13,312,314,957	\$289,331,424
Population	2,984,000	96,000
Per Capita Income \$	\$21,650	\$19,000
Retail Trade Per Capita \$	\$4,461	\$3,014
Potential Sales \$		\$375,856,183
Percent of Retained Sales		77.0%
Trade Area Capture (persons)	2017 Trade Area Capture was 73,900	
Pull Factor		0.770
Surplus of Leakage \$		-\$86,524,759

Panola County Data

Peer Per Capita Sales

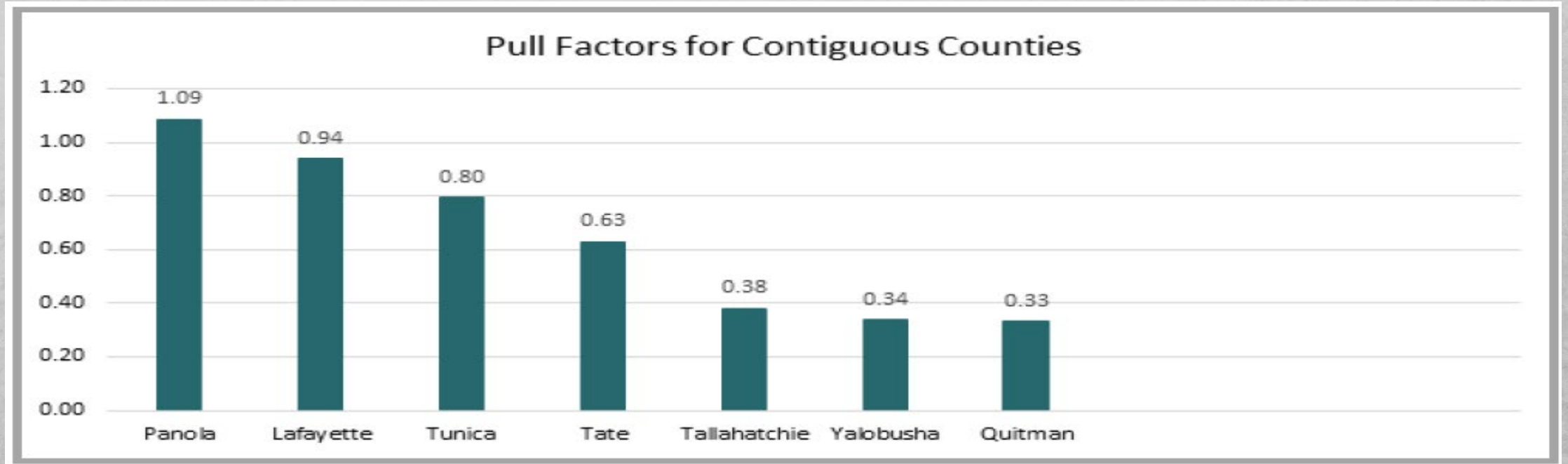


Per Capita Sales for Contiguous Counties



Panola County and Batesville are divided by Interstate 55
Batesville to Oxford are 13 miles apart
Oxford is the home of Ole Miss
Neighboring Tunica has 14 Casino Properties

Panola County Data



Batesville Mississippi is a preferred stop off Interstate 55. If you are past Jackson, TN traveling west on I-40 or south of Cape Girardeau, MO traveling south, you will choose Batesville, MS as the safest and most well-lit, with the cleanest restrooms, and easiest ingress-egress access off I-55 that exist. Batesville is also a 20-minute, 4-lane drive with amenities to Ole Miss.

Panola County Data

Panola County, Mississippi - Data for Select Industries

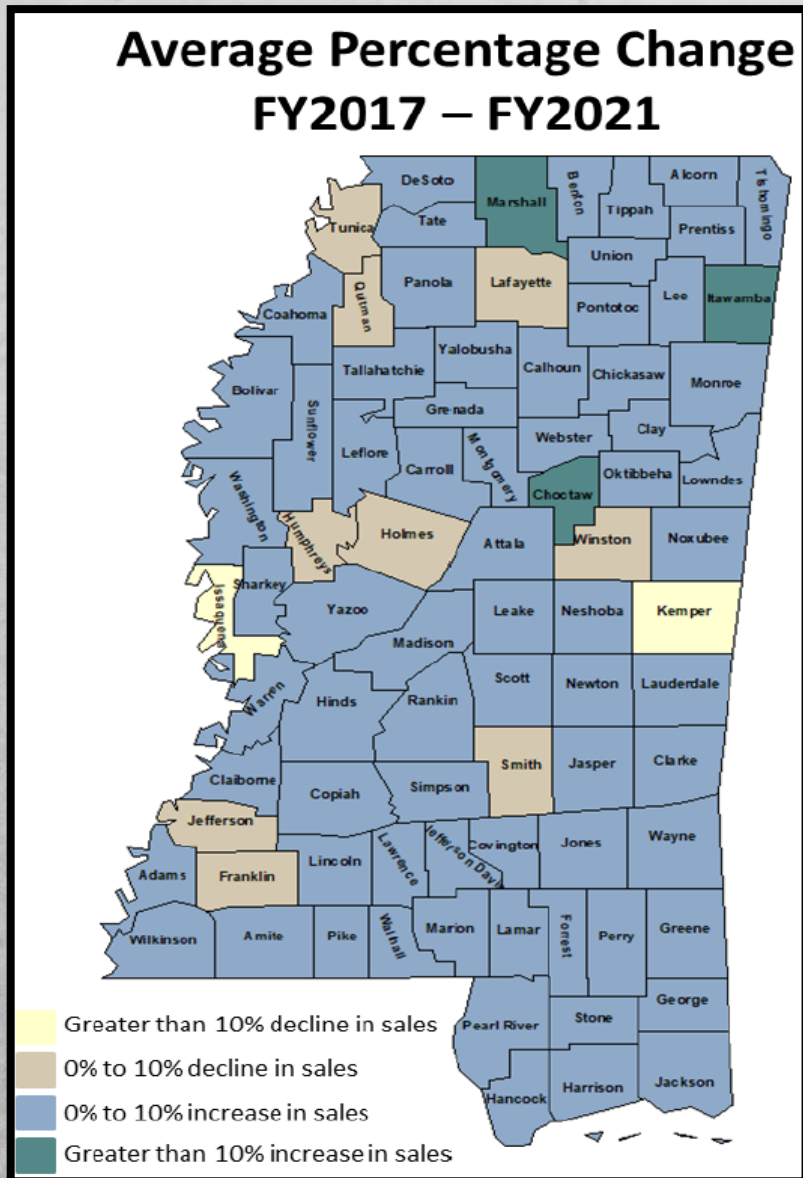
NAICS	Description	2021 Jobs	2021 Location Quotient	2021 Payrolled Business Locations	2021 Total Sales	2021 In-Region Sales	2021 % In-Region Sales	2021 Exported Sales	2021 % Exported Sales
447	Gasoline Stations	358	5.21	40	\$83,872,589	\$9,588,933	15%	\$54,285,635	85%
441	Motor Vehicle and Parts Dealers	262	1.80	22	\$36,890,853	\$8,066,295	22%	\$28,824,558	78%
452	General Merchandise Stores	364	1.65	11	\$31,181,044	\$9,573,243	31%	\$21,607,801	69%
445	Food and Beverage Stores	305	1.33	8	\$24,262,872	\$3,337,898	14%	\$20,924,974	86%
444	Building Material and Garden Equipment and Supplies Dealers	220	2.10	14	\$22,145,187	\$3,086,268	14%	\$19,058,919	86%
453	Miscellaneous Store Retailers	72	1.03	11	\$12,885,524	\$2,672,985	21%	\$10,212,539	79%
448	Clothing and Clothing Accessories Stores	73	0.91	11	\$8,916,594	\$2,658,349	30%	\$6,258,245	70%
446	Health and Personal Care Stores	83	1.08	12	\$8,065,445	\$2,043,724	25%	\$6,021,722	75%
454	Nonstore Retailers	24	0.42	2	\$5,517,808	\$3,835,020	70%	\$1,682,589	30%
442	Furniture and Home Furnishings Stores	37	1.07	5	\$2,709,964	\$1,081,223	40%	\$1,628,742	60%
443	Electronics and Appliance Stores	30	0.92	4	\$2,523,532	\$521,862	21%	\$2,001,670	79%
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	20	0.48	3	\$1,358,513	\$652,403	48%	\$704,110	52%

Prepared By:



Date Prepared: August 5, 2022

Panola County In Action

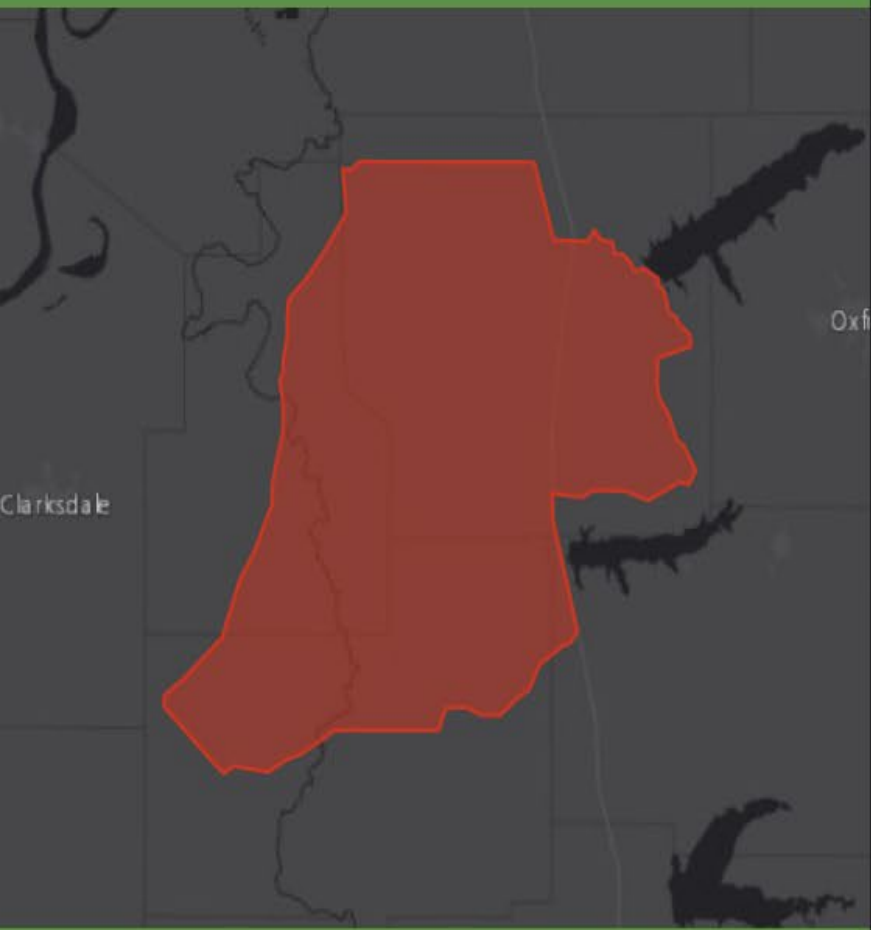


Due to Batesville's leadership during the Pandemic, our retail sales increased over 10%:

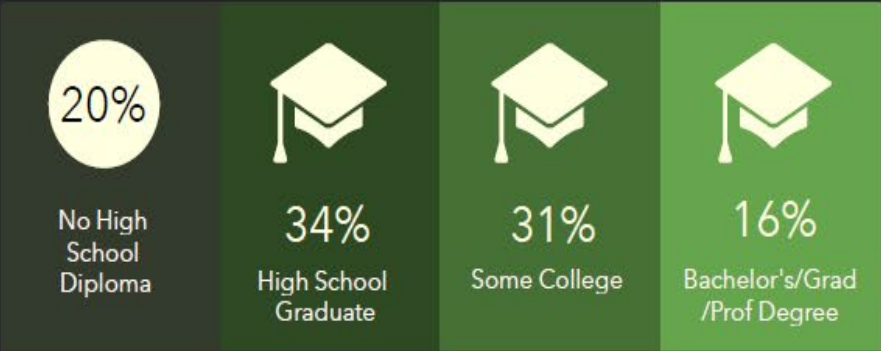
- We remained open for business.
- Big box controlled the number of shopping carts to control volume.
- Elderly only hours were established.
- Our Panola Partnership, along with the Office of Emergency Management found all 41 manufacturers to be essential and remained open for business.
- Emergency Management, Hospital, Elected Officials, News Paper, and Panola Partnership in sync due to remarkable communication, transparency, and messaging.

DEMOGRAPHIC PROFILE

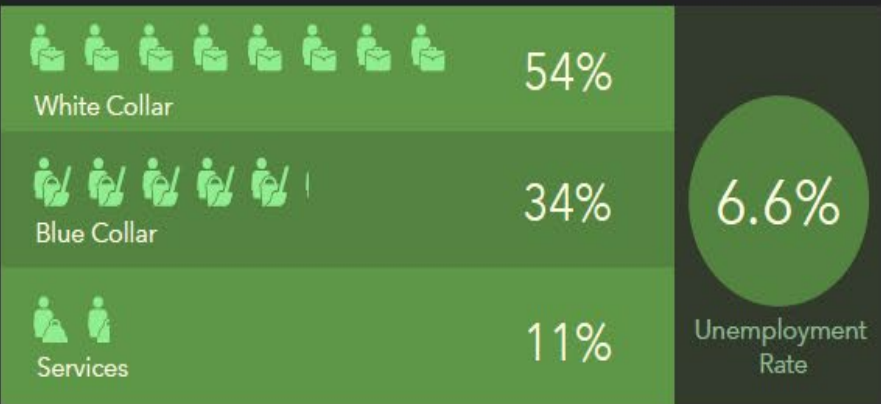
Polygon
Area: 902.5 square miles



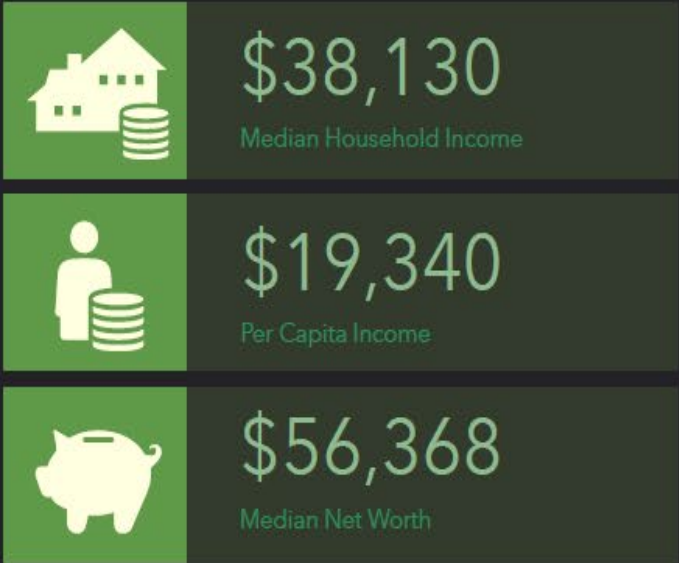
EDUCATION



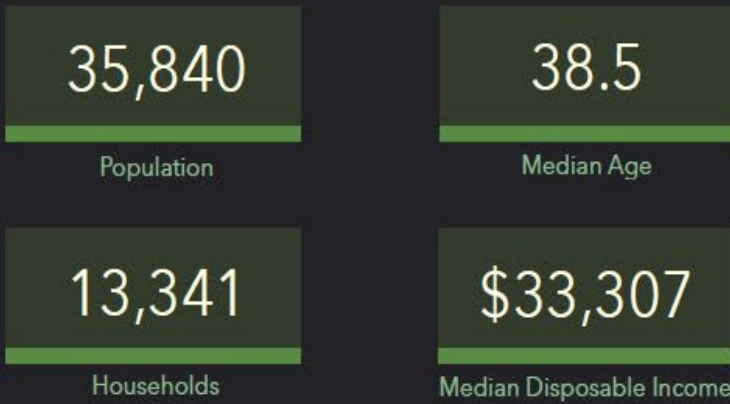
EMPLOYMENT



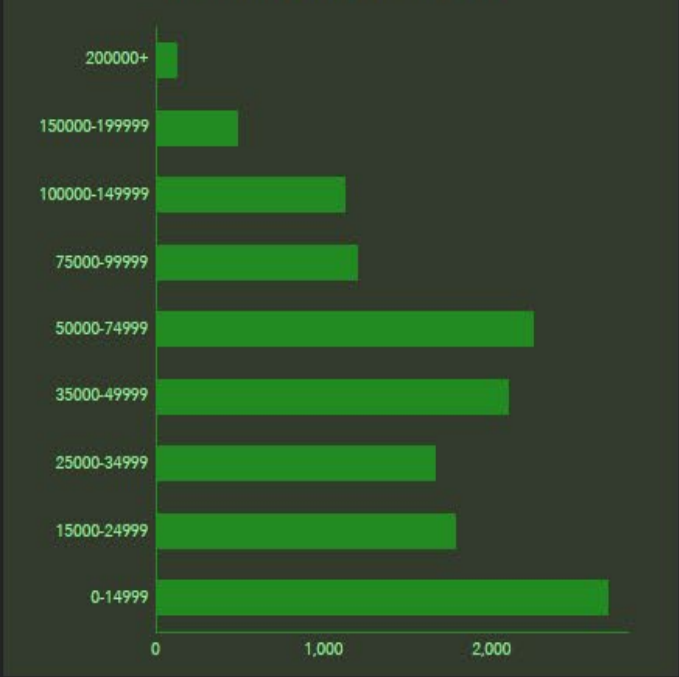
INCOME



KEY FACTS



HOUSEHOLD INCOME (\$)



Panola County Data

Panola County, Mississippi



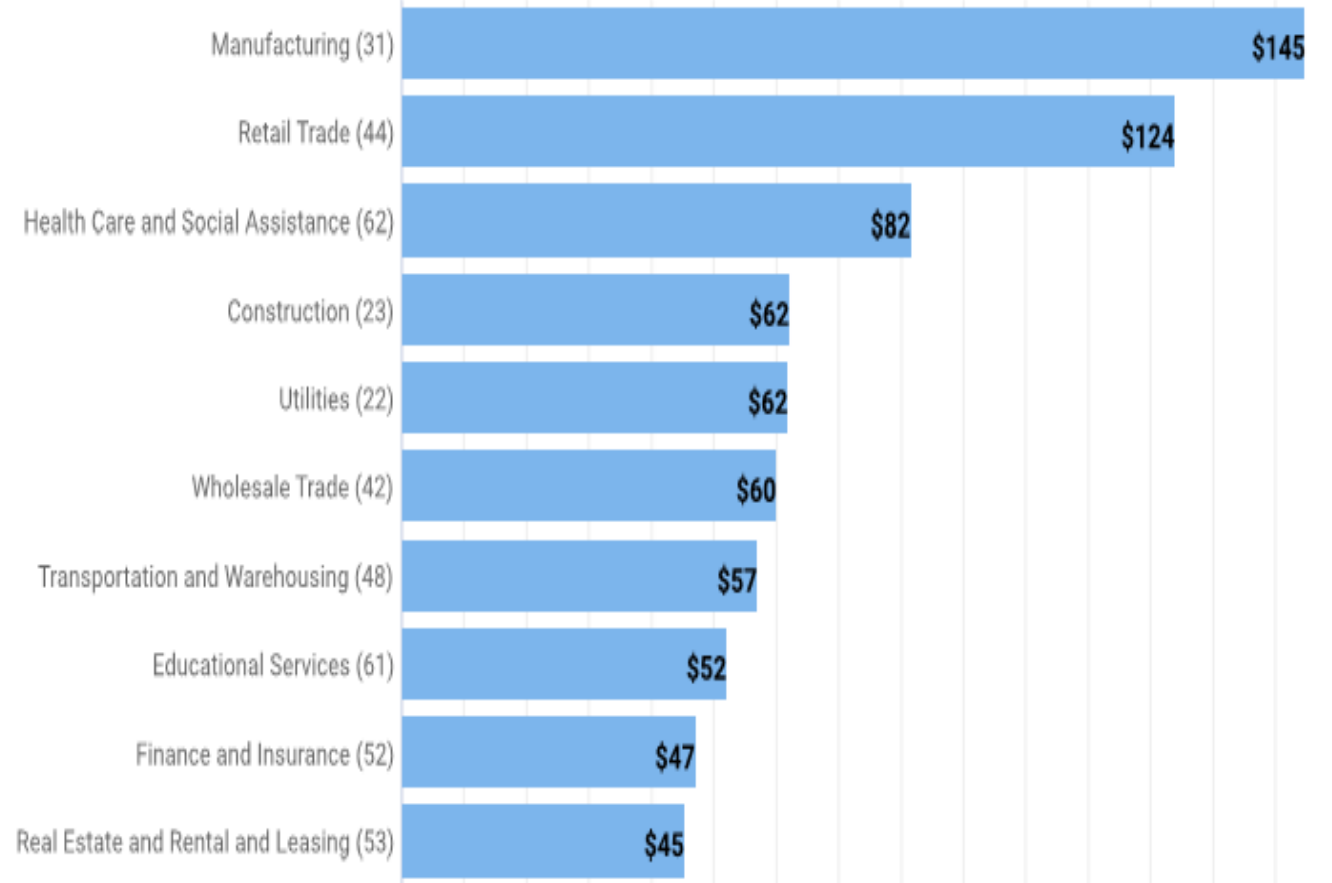
2-Digit Industry	Empl	Avg Ann Wages
Retail Trade	1,793	\$28,321
Manufacturing	1,490	\$49,903
Health Care and Social Assistance	1,409	\$37,923
Accommodation and Food Services	1,008	\$14,062
Construction	966	\$41,548
Educational Services	950	\$31,180
Public Administration	666	\$38,471
Transportation and Warehousing	610	\$52,237
Wholesale Trade	367	\$58,690
Other Services (except Public Administration)	362	\$19,243
Remaining Component Industries	1,713	\$42,327
Total - All Industries	11,334	\$37,301

Panola County Data

Panola County, Mississippi



GDP (in \$ millions)
Panola County, Mississippi, 2020



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

NEW RETAIL

- NEW LOCATION: BACK YARD BURGER
- NEW LOCATION: ITS FASHION METRO
- JACKS
- ARBY's
- DODGE STORE
- DELTA CAR WASH
- HUEY MAGOO'S
- COSTA MEXICAN GRILL
- 11 OTHERS UNDER RECRUITMENT



PANOLA COUNTY, MISSISSIPPI TOP 10 INDUSTRY

Company	Type of Product/Business	#of Employees	Year Established
GE Aviation	Jet engine component manufacturing and assembly	410	2008
Crown Beverage Packaging	Aluminum beverage cans and ends	378	1989
Blauer Manufacturing	Uniform manufacturing and distribution	305	2019
Parker-Hannifin Corporation	Manufacturer of automotive air conditioning parts and assemblies	230	1974
ACI Building Materials	Prefabricated metal buildings; Agricultural & Residential structures	225	1990
Insituform Technologies	Polyester felt tubing for pipelines	166	2001
Toyoda Gosei	Manufacturer of automotive parts	164	2009
Performance Foodservice	Frozen food distribution	158	1998
United Solutions	Manufacturers of molded containers	155	2001
Dunlap & Kyle	Wholesale & retail tire business	153	1930



NWCC Concourse Campus Opened in 2021 with Completion by 2024



- **NWCC is committed to the area's industrial skill training needs with flexible programming at the Concourse.**
- **The state-of-the-art Entrepreneurial Center and adjoining Maker's Space will offer real opportunities to ideas.**



NWCC Aviation Campus



Opening Fall 2025

NWCC Aviation Programs

- **Aviation Maintenance Program**
- **Commercial Aviation**
- **Agricultural Aviation**
- **Air Traffic Control Technology**
- **Airport Operations Technology**
- **Aviation Security Technology**
- **Unmanned Aerial Systems Technology**



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The image consists of two side-by-side aerial photographs with overlaid red lines indicating property boundaries and distances. The left map shows a large area with a pond and labels like 'LOVE GEORGANE F' and 'US Hwy 278'. The right map shows a different area with labels like 'Dugger Farms' and 'MONTGOMERY LARRY D'. Both maps include various distance measurements along the red lines.

Left Map Labels and Measurements:

- Top left: 636.5yds
- Top center: 130.1yds
- Top right: 259.2yds
- Center: LOVE GEORGANE F
- Bottom center: LOVE GEORGANE F
- Bottom right: NORMAN JACOB COLIN
- Bottom left: 928.5yds
- Bottom center: US Hwy 278
- Bottom right: RODEN WILLIAM
- Right edge: 692.2yds
- Left edge: 0.6 mi


Right Map Labels and Measurements:

- Top left: LOVES TRAVEL TOPS & COUNTRY STORE INC
- Top center: PUROHIT MANISH
- Top right: PATEL PRAVINCHANDRA P
- Center: MONTGOMERY LARRY D
- Bottom center: Dugger Farms
- Bottom left: 553.4 yds
- Bottom center: 568.7 yds
- Bottom right: 483.4 yds
- Right edge: 14.2 yd
- Right edge: 98.4 yd
- Top right: 686.8 yds
- Left edge: 553.4 yds
- Bottom left: 553.4 yds
- Bottom center: 568.7 yds
- Bottom right: 483.4 yds
- Right edge: 14.2 yd
- Right edge: 98.4 yd
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- Bottom right: 483.4 yds
- Right edge: 14.2 yd
- Right edge: 98.4 yd
- Top right: 686.8 yds

& ELECTRIC CHARGING

Tourism

Batesville Mounds
A JOURNEY OF TIME AND NATURE



A journey of time & nature: Step into the Past - Take a Tour

- View Native American Mounds from the Woodland Period
- Trek wilderness trails in the historic Mississippi Delta region
- Watch for birds, butterflies, deer, and all of nature's creatures
- Watch for trains on the Grenada Railway
- Take photos, learn, exercise, write, rest, reflect, & create memories

Reserve your golden ticket today!



The Train to Christmas Town

The Train to Christmas Town captures the spirit of the season with its warmth and charm. Feel the holiday magic in the air the moment you arrive! Enjoy singing & dancing elves, a visit with Santa, Hot chocolate and cookies, and a ride to Christmas Town. Your family is sure to love it!



McIvor Shooting Facility

This 300-acre, state of the art shooting sports facility located near Sardis, MS provides the public a place to hone in their skills in a variety of options. From becoming more proficient with your bow, sighting in a new rifle or honing your shotgun skills, McIvor is the place to go.



Panola Playhouse

The Panola Playhouse, founded in 1962, is one of the longest, continually-running, live theatres in the state of Mississippi. This unique, 120 seat theatre has been host to hundreds of wonderful performances over the last fifty-two years. The Panola Playhouse season includes comedies, dramas, musicals, and children's shows.



Como Safari Wild Animal Park

Experience all the above and more at your Safari Wild Animal Park. Drive through the 5 miles of African Safari Roads in your own car and interact and feed animals as you make your way through the wilds of Africa. After your journey return to the Foot Safari. An experience you will never forget, Africa at your back door.



Crowder Duck Hunting

Golfers have Augusta. Duck hunters have Crowder. If you're lucky, you might know somebody that knows somebody, and we hope you do!

PANOLA PARTNERSHIP



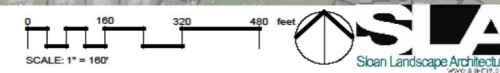
SPORTS COMPLEX PLANS



City of Batesville, Mississippi
Sports Complex, Preliminary Planning
October 14th, 2021



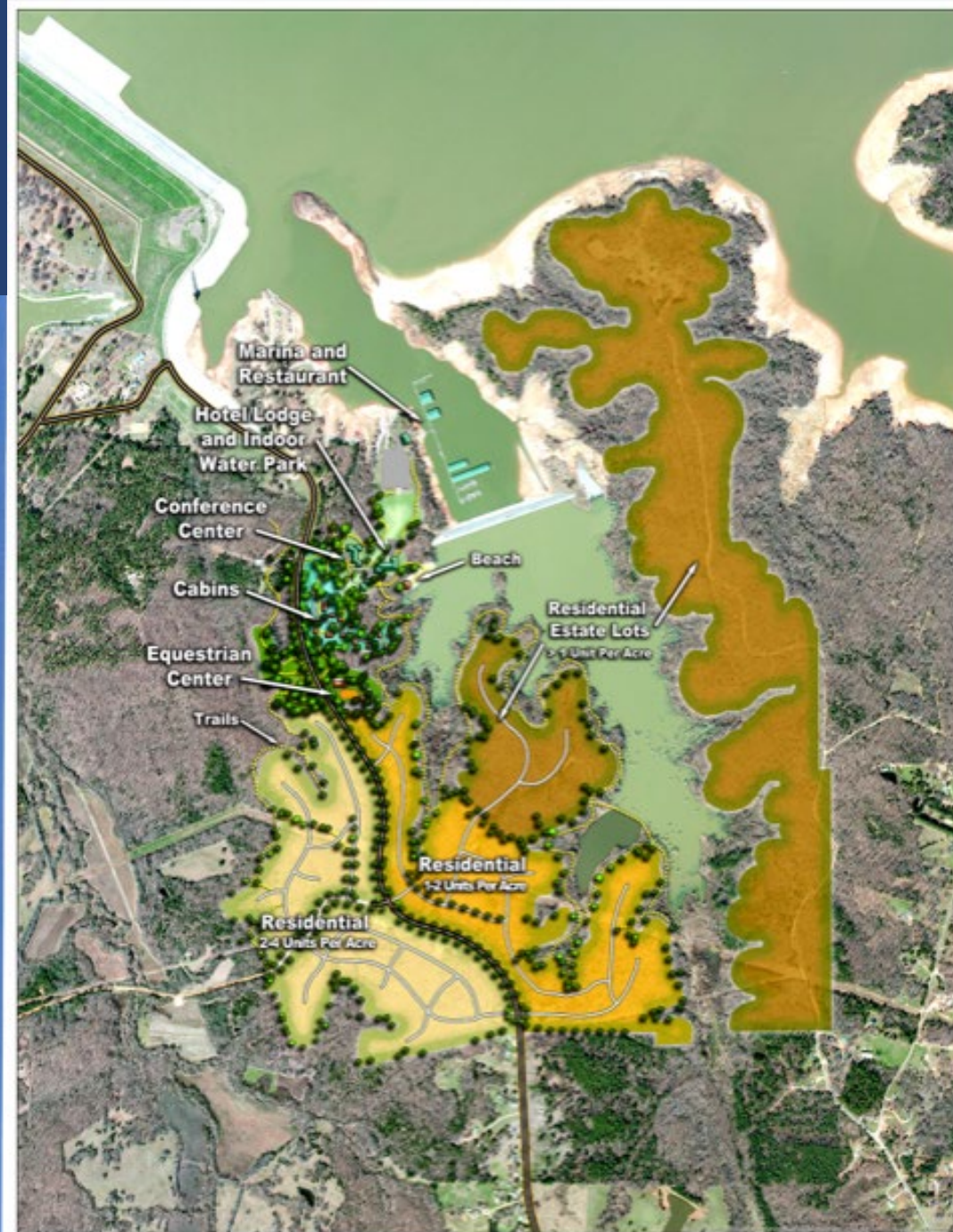
City of Batesville, Mississippi
Trussell Park Soccer Complex, Preliminary Planning
October 14th, 2021



These images illustrate that the Town of Sardis is preparing this lake property for such development



Sardis Lake Recreation and Tourism Complex
City of Sardis, Mississippi August 2018



Sardis Lake Recreation and Tourism Complex



3 of our nations top
Fishing and
Recreational Lakes

Panola County MS Outdoor Permit Data and Comparisons

Total_Licens	PRODUCT_NM	COUNTY_N	FISCAL_YEA	Total_Licen	PRODUCT_NM	COUNTY_	FISCAL_YE	Total_Licen	PRODUCT_NM	COUNTY_	FISCAL_YE
es		AME	R_TXT	ses		NAME	AR_TXT	ses		NAME	AR_TXT
6357	RES SPORTSMAN	Panola	2020	6295	RES SPORTSMAN	Panola	2021	4931	RES SPORTSMAN	Panola	2022
2426	RES ALL GAME HUNT/FRESH	Panola	2020	2461	RES ALL GAME HUNT/FRESH	Panola	2021	1862	RES ALL GAME HUNT/FRESH	Panola	2022
7427	SMALL HUNT/FRESH FISHING	Panola	2020	5986	SMALL HUNT/FRESH FISHING	Panola	2021	4254	SMALL HUNT/FRESH FISHING	Panola	2022
403	RES 3-DAY FRESHWATER	Panola	2020	167	RES 3-DAY FRESHWATER	Panola	2021	192	RES 3-DAY FRESHWATER	Panola	2022
14	APPRENT SPORTSMAN LICENSE	Panola	2020	7	APPRENT SPORTSMAN LICENSE	Panola	2021	1	APPRENT SPORTSMAN LICENSE	Panola	2022
60	APR RES ALL GAME H/F	Panola	2020	76	APR RES ALL GAME H/F	Panola	2021	60	APR RES ALL GAME H/F	Panola	2022
101	APR SMALL GAME H/F	Panola	2020	120	APR SMALL GAME H/F	Panola	2021	72	APR SMALL GAME H/F	Panola	2022
7	APPRENT 3DAY SPORTSMAN	Panola	2020								
23	RES LIFETIME SALTWATER	Panola	2020	22	RES LIFETIME SALTWATER	Panola	2021	5	RES LIFETIME SALTWATER	Panola	2022
444	RES SALTWATER FISHING	Panola	2020	530	RES SALTWATER FISHING	Panola	2021	559	RES SALTWATER FISHING	Panola	2022
136	SENIOR EXEMPT LIFETIME	Panola	2020	151	SENIOR EXEMPT LIFETIME	Panola	2021	130	SENIOR EXEMPT LIFETIME	Panola	2022
194	RES EXEMPT DISABLED	Panola	2020	189	RES EXEMPT DISABLED	Panola	2021	125	RES EXEMPT DISABLED	Panola	2022
<u>180</u>	RES COMMERCIAL FISHING	Panola	2020	<u>147</u>	RES COMMERCIAL FISHING	Panola	2021	<u>105</u>	RES COMMERCIAL FISHING	Panola	2022
17,772				16,151				12,296			
4080	RES SPORTSMAN	Grenada	2020	3860	RES SPORTSMAN	Grenada	2021	2488	RES SPORTSMAN	Grenada	2022
1813	RES ALL GAME HUNT/FRESH	Grenada	2020	1677	RES ALL GAME HUNT/FRESH	Grenada	2021	1100	RES ALL GAME HUNT/FRESH	Grenada	2022
3864	SMALL HUNT/FRESH FISHING	Grenada	2020	3329	SMALL HUNT/FRESH FISHING	Grenada	2021	2354	SMALL HUNT/FRESH FISHING	Grenada	2022
202	RES 3-DAY FRESHWATER	Grenada	2020	124	RES 3-DAY FRESHWATER	Grenada	2021	80	RES 3-DAY FRESHWATER	Grenada	2022
5	APPRENT SPORTSMAN LICENSE	Grenada	2020	1	APPRENT SPORTSMAN LICENSE	Grenada	2021	4	APPRENT SPORTSMAN LICENSE	Grenada	2022
38	APR RES ALL GAME H/F	Grenada	2020	38	APR RES ALL GAME H/F	Grenada	2021	23	APR RES ALL GAME H/F	Grenada	2022
33	APR SMALL GAME H/F	Grenada	2020	31	APR SMALL GAME H/F	Grenada	2021	19	APR SMALL GAME H/F	Grenada	2022
14	RES LIFETIME SALTWATER	Grenada	2020	8	RES LIFETIME SALTWATER	Grenada	2021	29	RES LIFETIME SALTWATER	Grenada	2022
348	RES SALTWATER FISHING	Grenada	2020	313	RES SALTWATER FISHING	Grenada	2021	250	RES SALTWATER FISHING	Grenada	2022
73	SENIOR EXEMPT LIFETIME	Grenada	2020	48	SENIOR EXEMPT LIFETIME	Grenada	2021	78	SENIOR EXEMPT LIFETIME	Grenada	2022
102	RES EXEMPT DISABLED	Grenada	2020	73	RES EXEMPT DISABLED	Grenada	2021	79	RES EXEMPT DISABLED	Grenada	2022
3	RES YOUTH EXEMPT AGE 15	Grenada	2020	1	RES YOUTH EXEMPT AGE 15	Grenada	2021				
<u>17</u>	RES COMMERCIAL FISHING	Grenada	2020	<u>10</u>	RES COMMERCIAL FISHING	Grenada	2021	<u>8</u>	RES COMMERCIAL FISHING	Grenada	2022
10,592				9,513				6,512			

Contiguous County Totals			
	2020	2021	2022
Tate	14,302	14,649	13,484
Quitman	2,136	1,737	1,448
Tallahatchie	3,970	4,056	3,558
Lafayette***	19,751	25,333	30,334
Yalobusha	8,107	6,585	3,362
Tunica	2,004	1,830	1,415
Contiguous County Per Capita Rates			
	2020	2021	2022
Tate	50%	51%	47%
Quitman	36%	29%	24%
Tallahatchie	32%	33%	29%
Lafayette***	35%	45%	53%
Yalobusha	65%	53%	27%
Tunica	20%	19%	15%
Panola	54%	49%	37%
Grenada	49%	44%	30%
From 2020-2022 (3 Years) Out of State Residents purchased: 722,000 Hunting Permits 933,000 Fishing Permits			

I-55 & Highway 278



41 Manufacturers / Wholesalers Employing 3,112
2 Community College Skills Training Campuses Serving
1,400 annually at full capacity (under construction)

41 Manufacturers / Wholesalers Employing 3,112

**2 Community College Skills Training Campuses Serving
1,400 annually at full capacity (under construction)**

\$ **\$68K**
Average
Household
Income

3K
Households

 **±620**
Businesses

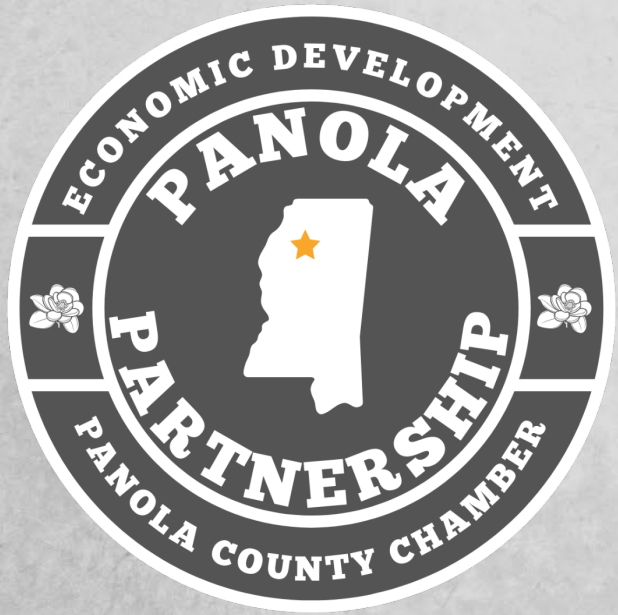
AVAILABLE RETAIL SITES WEST



AVAILABLE RETAIL SITES EAST



Thank you



WWW.PANOLACOUNTY.COM

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