



Office of Governor Phil Bryant

MEMORANDUM

TO: Mississippi Home Corporation
FROM: Tray Hairston, Associate Counsel & Policy Advisor
DATE: March 8, 2013
RE: Official Health Care Zone Master Plan Requirements for 2013 QAP

Developments may locate in a county that has less than three hundred seventy-five (375) acute care hospital beds so long as the county's *Health Care Zone* has a master plan. Applicants must submit information that shows that a *Health Care Zone* master plan is in place or has been commissioned i.e., the process of starting the master plan has begun.¹ Documents subject to review for *Health Care Zone* master plans that are in place or in the process of being commissioned are: (1) Executed Agreements between Developers and AICP Certified Planners with experience working in Mississippi; and (2) Executed Agreements between county officials, developers, and AICP Certified Planners with experience working in Mississippi.² The Governor's Office will begin reviewing whether *Health Care Zone* master plans are in place or have been commissioned between 9:00 AM on Monday, April 15, 2013 and 2:00 PM on Friday, April 19, 2013. Please email or mail documentation to: Tray.Hairston@governor.ms.gov or by mail at P.O. Box 139, Jackson, MS 39205. During this time, the Governor's Office will ascertain whether the above agreements have been executed and whether such agreements contemplate the directives below. Final certification and final submission of *Health Care Zone* master plans will take place at 2:00 PM on Friday, June 28, 2013.

Health Care Zone master plans are designed to be economic development tools for communities to follow in order to facilitate health care job creation and wealth. Such economic development growth is patterned after the Mississippi Economic Council's ("MEC") "Blueprint Mississippi Health Care: An Economic Driver" study. This two hundred seventy-five (275) page study provides a framework to evaluate Mississippi's strengths and weaknesses with respect to the state's focus on health care from an economic development perspective. The study points out the benefit of clustering, master planning, and housing which in the aggregate all come together for the purpose of economic development and job creation. Once complete, *Health Care Zone* master plans should help communities and economic development practitioners facilitate the start-up or recruitment of pharmaceutical companies, biologics companies, biotechnology companies, diagnostic imaging companies, medical supply companies, medical equipment companies or medicine and related manufacturing companies or processing companies, medical service providers, medical product distribution companies, or lab testing facilities.

Please see the following directives for the development of a *Health Care Zone* master plan and the criteria that will be used for final certification.

1. Environmental scan & asset mapping of existing resources

Analysis of existing demographic data from healthcare market leaders, including stakeholder interviews, which results in asset map overlay of the community and market demand identification of existing local industries that may benefit from health care related economic development incentives.

2. Market demand analysis / target industry study / center of excellence determination

Target demand study focusing on healthcare enterprises and local "centers of excellence", including those eligible under HB 1537 (pharmaceuticals, biologics, biotechnology, diagnostic imaging, medical supplies, medical equipment or medicine and related manufacturing or processing, medical service providers, medical product distribution, or lab testing) in order to identify near term opportunities.

¹ The Office of the Governor will be seeking the review of an executed agreement that contemplates that the nine (9) directives will be met by the June 28, 2013 deadline.

² Letters of support from county or municipal leaders or the county or municipality's local economic development office are strongly encouraged in order to insure collaboration with the economic development vision of the community and its health care zone master plan.

3. Benchmarking/best practices models

Summary analysis of 3-5 case study examples of similar communities or developments that, in conjunction with a municipality, serve as model examples of best practices and approaches to generating successful and positive target industry development.

4. Zone or district parameter identification

Definition of proposed health care zone, or district, including target site locations deemed most compatible for incentives, based on collaboration with local community, business and economic development partners.

5. Healthcare district/zone site master planning

Creation of conceptual area site master plan with attainable development yields and physical development approach, based on parameter identification.

6. Overlay district regulatory outline

Integration of local development code and assistance with preparation of regulatory definition requirements necessary to establish local health care zone, or district.

7. Incentive opportunity identification

Identify financial and economic development strategies to realize the development utilizing local, regional and state resources (State/MDA, county, city, etc.).

8. Economic impact analysis

Analysis and quantification of economic influence/growth outcomes based on projected estimates of economic activity associated with health care industry enterprises.

9. Public relations/marketing and recruitment strategy

Develop a marketing and public relations strategy for 1) securing development teams, 2) educating regional stakeholders, and 3) securing additional federal and foundation funding.

Health Care Zone Check List for Final Certification

1.) Environmental Scan & Asset Mapping of Existing Resources

Analysis of existing demographic data from health care market leaders	Complete	Not Complete
Stakeholder interviews (involvement with the county or municipality's local economic development practitioner(s) to outline the economic development goals of the community) which results in asset map overlay of the community	Complete	Not Complete
Market demand identification of existing local industries that may benefit from health care related economic development incentives (see e.g., HB 1537 [2012])	Complete	Not Complete

2.) Market Demand Analysis / Target Industry Study / Center of Excellence Determination

Target Demand Study focusing on healthcare enterprises and local "centers of excellence" ³ , including those eligible under HB 1537 ⁴ in order to identify near term opportunities.	Complete	Not Complete
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3.) Benchmarking/Best practices models

Analysis of 3-5 case study examples of similar communities or developments that, in conjunction with a municipality, serve as model examples of best practices and approaches to generating successful and positive target industry development.	Complete	Not Complete
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³ Identify what your respective community does particularly well e.g., in the health care sector, the term often refers to a center that provides easily accessible medical services to patients and at the most basic level the term denotes collaboration and best practices around a specific focus area to drive business results.

⁴ Pharmaceutical companies, biologics companies, biotechnology companies, diagnostic imaging companies, medical supply companies, medical equipment companies or medicine and related manufacturing companies or processing companies, medical service providers, medical product distribution companies, or lab testing facilities.

4.) Zone or District Parameter identification

Definition of proposed health care zone, or district, including target site locations deemed most compatible for incentives, based on collaboration with local community, business and economic development partners.	Complete	Not Complete
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5.) Healthcare District/Zone Site Master Planning

Create a conceptual area site master plan with attainable development yields and physical development approach based on parameter identification.	Complete	Not Complete
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6.) Overlay District Regulatory Outline

Integration of local development code and assistance with preparation of regulatory definition requirements necessary to establish a local health care zone or district.	Complete	Not Complete
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7.) Incentive opportunity identification

Identify Financial and Economic Development strategies to realize the development of the zone utilizing local, regional and state resources (State/MDA, county, city, etc.).	Complete	Not Complete
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8.) Economic Impact Analysis

Analysis and Quantification of Economic Influence/growth Outcomes based on projected estimates of Economic Activity associated with health care industry enterprises.	Complete	Not Complete
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9.) Public Relations/Marketing and Recruitment Strategy

Development of a Marketing and Public Relations strategy for 1) Securing Development Teams; 2) Educating Regional Stakeholders; and 3) Securing additional federal foundation funding.	Complete	Not Complete
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