

Foundation
<b>Mission Statement</b>
The MLK Corridor Improvement Authority promotes economic growth and development by aiding in the reinvestment and revitalization of property and supporting community and business opportunities within its district area.

Top Strengths
<ol style="list-style-type: none"> <li>Local government supported.</li> <li>MLK CIA Board is community member led.</li> <li>Abundance of land.</li> <li>Board is invested in the community.</li> </ol>
Top Weaknesses
<ol style="list-style-type: none"> <li>No money.</li> <li>Lack of public awareness of the MLK CIA.</li> <li>Historic lack of economic activity and growth.</li> <li>Low tax base.</li> </ol>
Top Opportunities
<ol style="list-style-type: none"> <li>Creation of generational wealth in Ward 1.</li> <li>Making impactful marketing and business attraction efforts.</li> <li>Making meaningful infrastructure improvements.</li> <li>Alignment of MLK strategy with the regional Community Economic Development plan.</li> </ol>
Top Threats
<ol style="list-style-type: none"> <li>Racism.</li> <li>Status Quo in Jackson is threatened by change.</li> <li>Public pushback related to investments already made in Ward 1.</li> </ol>

Strategic Goals and Objectives	
★	<b>Create the Development and Tax Increment Financing (TIF) Plan</b>
	Objective(s): Obtain City Approval of the Development and Tax Increment Financing Plan
	Tasks <ol style="list-style-type: none"> <li>Collect research information to begin the Development and Tax Increment Finance (TIF) Planning process.</li> <li>Summarize research findings.</li> <li>Communicate the findings and planning process to the public.</li> <li>Review and finalize the plan – Adopt the Development and Tax Increment Financing Plan through a legislative action.</li> <li>Development Plan roll out and implementation – Adoption of the plan, funding, and the roll out of related programs and initiatives.</li> </ol>

★	Improve Public Awareness of the MLK CIA & its Goals	Support Business Growth in MLK CIA with Targeted Programs
	Objective(s): Make MLK CIA activities more accessible to the Public.	Objective(s): Provide Additional Staff Capacity.
	Enhance the MLK CIA Website.	Establish a MLK CIA Area Business Directory.
	Participate in other meetings and activities happening in Ward 1.	Create, Launch and Manage Educational and Financial Support Programs.

★	Advance Housing, Commercial, Industrial and Infrastructure Projects in and around the Development Area
	Objective(s): Coordinate with the City to attract investor interest in developing in and near the MLK CIA Development Area.

Vision
<b>Vision Statement</b>
The MLK Corridor Improvement Authority will further enhance Jackson's south side into a thriving, world-class community experiencing economic prosperity, committed, and dedicated to diversity and inclusion, while maintaining high ethical standards.

Measurable Outcomes	
Proposed Outcome	Target Date
Complete Development & TIF Plan	Q3 2022
Improve Online Information	Q1 2023
Attract New Commercial Projects	Q3 2024
Attract Funding for Proposed Workforce & Business Support Programs	Q3 2024
Identify & Fund Public Works Projects	Q3 2024

Critical Issues
❖ The MLK CIA lacks funding, plan & capacity
❖ Economic Equity <ul style="list-style-type: none"> <li>Black Owned Businesses Support</li> <li>Home Ownership</li> <li>Finances/Wealth Education</li> </ul>
❖ Education disparities
❖ Area infrastructure needs addressing

Key Performance Indicators (KPI's)
➤ Council adoption of MLK CIA Development & TIF Plan by Q4 2022.
➤ City allocation of ARPA Funding to support MLK CIA by 2024.
➤ Community Support of MLK CIA Plan and proposed Activities.

