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MDA Awards 30 Grants in Second Round of Energy-Related Job Protection Program

MDA recently awarded 30 grants, totaling approximately \$5.3 million, in the second - and final - round of the Mississippi Job Protection through Energy Economic Development Program. The program, a part of the State Energy Program (SEP) funded by the American Recovery and Reinvestment Act of 2009 (ARRA), helps businesses become more energy-efficient, lower utility costs and create or retain jobs.

Under the Mississippi Job Protection through Energy Economic Development Program, eligible companies can install energy-efficient upgrades and retrofits, such as lighting, HVAC, industrial systems and other items, yielding significant energy and cost savings. Grantees represent a cross-section of Mississippi's business community and include small businesses, large manufacturers and minority and woman-owned firms from around the state. These companies are expected to see a combined estimated annual energy savings of nearly \$3.5 million.

To view a full list of the grant recipients or for more information about this or other energy-related stimulus programs, visit stimulus.mississippi.org.

***Wish You Were Here* Television Spots Launched for Mississippi Gulf Coast Tourism**

A new Mississippi Gulf Coast tourism television spot, *Wish You Were Here*, hit the airwaves last week as part of Phase Two of a \$15 million campaign administered by MDA and funded by British Petroleum. *Wish You Were Here* is the highlight of an aggressive, multi-platform tourism campaign

running in 15 regional markets, including Atlanta, Ga., Tampa-St. Petersburg, Fla., and Memphis, Tenn. The campaign is designed to promote tourism to the Mississippi Gulf Coast.

Inspired by Mississippi Gulf Coast singer, songwriter and pianist Alva "Allie" Leigh and her single *Skyline*, the spot drives home the message *Wish You Were Here*, which is a key lyric in Leigh's single. The campaign and promotional information can be found at www.visitmscoast.org. The website also features a series of destination video reports regarding Gulf Coast events.

MEDC 2010 Summer Conference This Week in Biloxi

The Mississippi Economic Development Council (MEDC) 2010 Summer Conference, *Forging Ahead*, is scheduled for July 21-23 at the Beau Rivage Resort in Biloxi. This year's event will feature speakers covering a wide range of topics including: *PACCAR - Forging Ahead in Mississippi* with speaker James G. Cardillo, president of PACCAR; *Using Creativity in Building Membership and Non-Dues Income* presented by Patrick H. McGaughey of ActivatingPeople.com; and *Manufacturing: Bedrock of the Economy* with presenter Jay C. Moon, president and chief executive officer of the Mississippi Manufacturers Association. The annual Governor's Cup Awards, one of the highest awards given by the governor, and the Community Economic Development Awards will also be presented during a Thursday evening banquet.

For a complete conference agenda and to register online for the 2010 MEDC Summer Conference, please visit www.medc.ms.

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