



# THE HATTIES BURG WAY A guide to relocating to Hattiesburg, MS and surrounding communities. APP ARABELELEMENT PARTNERSHE GRATER HATTIESBURG MS





# THE HATTIESBURG WAY

Discover and experience Hattiesburg, Mississippi, where we enjoy exceptional weather, a bustling live music scene, and an impressive variety of local eateries. Taste the selections created in the barrels of our downtown brewery. Discover our art scene, military museums, and outdoor recreation offerings.

Hattiesburg has all the charm of a quaint college town, with the amenities of a large city. With excellent healthcare, countless recreational opportunities, award-winning restaurants, and a low cost of living, it's no wonder many people look to Live, Work, and Play the Hattiesburg Way.





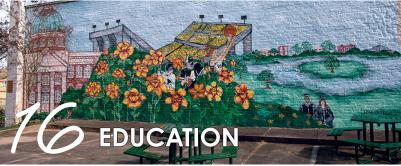
# WHAT'SINSIDE















# Hattiesburg Highlights

### **CENTRAL LOCATION**



### DISTANCE FROM HATTIESBURG MSA

MS Gulf Coast	70 Miles
Mobile	86 Miles
Jackson	86 Miles
New Orleans	103 Miles
Memphis	301 Miles
Atlanta	382 Miles
Dallas	490 Miles



### **ECONOMY**



Hattiesburg Metro had over **\$2.1B** in retail sales for FY 2021.



Hattiesburg Metro tracked over \$1.4B in new and expanding business investment from 2017 - 2021.



**4,400** new and expanding jobs from 2017 - 2021.



### **DEMOGRAPHICS**

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MSA Population: 173,435



AVG Household Income: \$75,048



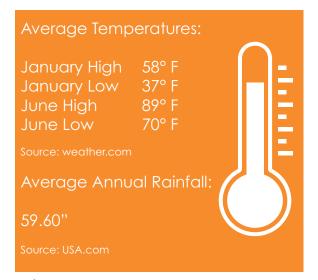
AVG Family Size: 3.05



Median Age: 35.3

(Source: ESRI 2022)

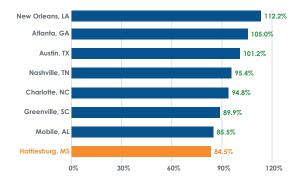
### **WEATHER**





Hattiesburg averages over 290 days of sunshine per year.

### **COST OF LIVING**





Hattiesburg's cost of housing is **35% lower** than the national average.

Dear friend.

We envision the best for our city - in economic growth, education, health care, culture, entrepreneurship, tourism and especially customer service. We believe that becoming a premier city in the Gulf South takes bold vision and meeting a high standard of excellence. It's exciting and challenging, and we want you to be a part of it.

I invite you to flip through this guide, highlight the stats and facts that intrigue you and identify questions to ask us. But then, find a way to be a part of our incredible story.

Join us as we write our next chapter in being THE premier city in the Gulf South.

All the best,

Toby Barker Mayor - City of Hattiesburg



## Vibrant Economy POPULATION

	2000	2010	2020
Hattiesburg MSA	143,219	162,410	172,231
City of Hattiesburg	45,655	45,989	48,730
Forrest County	72,604	74,934	78,158
Lamar County	39,070	55,658	64,222



Greater
Hattiesburg is
comprised of
Forrest, Lamar,
Covington and
Perry Counties
and pulls in a
population over
700,000 within a
60-mile radius.

(Source: U.S. Census Bureau)



### **INCOME**

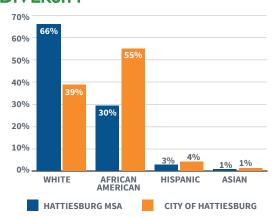
	Per Capital Income	Median Household Income	Avg. Household Income
Hattiesburg MSA	\$29,446	\$50,277	\$75,048
City of Hattiesburg	\$23,900	\$36,729	\$57,744
Forrest County	\$25,165	\$40,968	\$64,278
Lamar County	\$37,385	\$66,812	\$95,889
Mississippi	\$28,382	\$49,727	\$71,932
United States	\$40,363	\$72,414	\$105,029

The average cost of living in Hattiesburg is 15% lower than the national average.

(Source: C2ER / COLI)

(Source: ESRI Community Analyst 2022)

### **DIVERSITY**



**Faith Community** 

Greater Hattlesburg has over 253 religious organizations across the region to choose from.



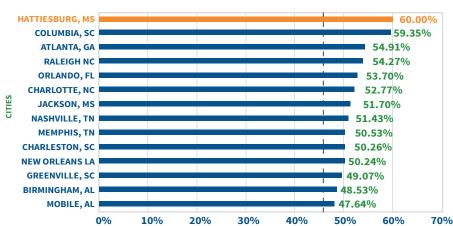
(Source: U.S. Census Bureau)

### **AGE**

	Gen Alpha (2017 or later)	Gen Z (1999-2016)	Millennial (1981-1998)	Gen X (1965-1980)	Baby Boomer (1946-1964)	Silent & Greatest (1945 or earlier)
Hattiesburg MSA	7.70%	24.96%	26.27%	17.99%	18.04%	5.03%
City of Hattiesburg	7.40%	31.11%	28.89%	13.38%	13.95%	5.27%
Forrest County	7.33%	27.52%	25.91%	16.56%	17.39%	5.29%
Lamar County	8.11%	23.50%	27.9%	19.17%	17.01%	4.30%

### **YOUNG TALENT** AS % OF POPULATION

(Millennial and Generation Z)

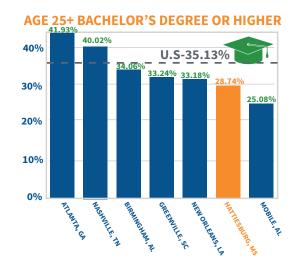


The City of
Hattiesburg has the
highest percentage
of young talent
compared to other
major cities in the
South.

### **EDUCATION**

### AGE 25+ HIGH SCHOOL DIPLOMA OR HIGHER





**89.35**% of Greater Hattiesburg residents age 25 or older hold at least a high school diploma while **28.74**% of residents age 25 or older hold a bachelor's degree or higher.

(Source: ESRI Community Analyst 2022)

# Diverse Business

Many diverse businesses and industries call Greater Hattiesburg home, ranging from small businesses to international corporations. These businesses are sustained by a strong economic base made up of four pillars: Education, Healthcare, Military, and Manufacturing. Each of these economic sectors brings diversity and vitality to Greater Hattiesburg, as many students and educators, healthcare providers, military families, and manufacturing workers reside in Greater Hattiesburg.



### Healthcare

Greater Hattiesburg is THE medical hub of South Mississippi, servicing a broad region of 19 counties. In total, the region boasts over 300 medical care companies, with two major hospitals encompassing 723 hospital beds. Hattiesburg is also home to the largest multi-specialty clinic in the state of Mississippi. Healthcare comprises 16% of the regional economy with more than 11,000 direct employees.



### **Education**

The region's education sector contains approximately 7,400 direct employees in K-12 and higher education. The Greater Hattiesburg MSA is home to two major universities, two community colleges, and eight primary and secondary education districts.

Hattiesburg is continually seeking ways to aid its citizens in obtaining the skills and knowledge needed in today's global economy. Top-tier university research facilities, partnerships, and innovative workforce development initiatives fuel the Hattiesburg economy towards long-term growth.



The Greater Hattiesburg MSA has over 26,000 college students within a 30 mile radius.

### Military

With over 1,000 personnel and 136,000 acres of maneuvering space, Camp Shelby is a major player in the local economy. National Guard Battalions from all over the nation return to Hattiesburg annually for the state-of-the-art training facilities offered at Camp Shelby.

The Mississippi Gulf Coast, just 70 miles south of Hattiesburg, is home to Keesler Air Force Base, the Naval Construction Battalion Center Gulfport, Stennis Space Center, Northrop Grumman, Lockheed Martin, and more.



Camp Shelby is the largest stateowned military base in the U.S. serving around 100,000 personnel annually and employing over 1,000 people.

### Manufacturing

Companies from around the world have chosen to craft their products in Hattiesburg because of its diverse and robust logistics network, its pro-business government approach, and most importantly, a highly skilled workforce built on the backbone of a strong work ethic.

Whether it's Kohler manufacturing world-class engines or Sofidel producing paper consumer products, or Oxiteno doing chemical research and development, Hattiesburg's diverse industry sector provides stable employment opportunities across a wide variety of industries.



Sofidel America is the 5th largest paper company in the world and employees over 150 people in the Forrest County Industrial Park.

### **TOP EMPLOYERS**

### **MANUFACTURING & DISTRIBUTION**

COMPANY	# OF EMPLOYEES
Howard Industries	3,500
Mar-Jac Poultry	1,305
Channel Control Merchants, Inc.	1,050
Kohler Engines	1,025
Georgia Pacific, Leaf River Cellulose	300
Johnson Controls Company	250
Hood Industries - Beaumont	200
Borden	175
Sofidel America	157
Idaho Forest Group	137
Mississippi Tank	136
Select Product Group	125
Hattiesburg Coca-Cola	115
Resinall	115

### **SERVICE**

COMPANY	# OF EMPLOYEES
Forrest General Hospital	3,553
University of Southern Mississippi	2,300
Hattiesburg Clinic	2,218
Maximus	1,700
Lamar County School District	1,300
Merit Health Wesley	1,222
Camp Shelby	1,200
Hattiesburg Public School	750
Petal School District	535
SaviLinx	491
Cooperative Energy	400
Regions Bank	392
William Carey University	370



### **LOCAL WAGES**

OCCUPATION	AVERAGE HOURLY	ENTRY HOURLY	EXPERIENCED HOURLY
Total All Occupations	\$20.05	\$9.43	\$25.35
Management	\$38.34	\$16.41	\$49.30
Business and Financial Operations	\$27.70	\$14.00	\$34.56
Computer and Mathematical	\$36.66	\$19.73	\$44.19
Architecture and Engineering	\$36.04	\$19.81	\$44.16
Life, Physical and Social Sciences	\$30.69	\$16.72	\$37.68
Community and Social Services	\$20.88	\$11.92	\$25.35
Legal	\$39.36	\$14.86	\$51.61
Education, Training and Library	\$23.40	\$11.13	\$29.53
Arts, Design, Entertainment, Sports and Media	\$26.58	\$12.92	\$33.41
Health Practitioners and Technical	\$36.28	\$15.67	\$46.59
Healthcare Support	\$12.71	\$9.10	\$14.52
Protective Service	\$16.13	\$9.71	\$19.34
Food Preparation and Service-related	\$10.35	\$8.08	\$11.48
Building & Grounds Cleaning & Maintenance	\$12.48	\$8.56	\$14.44
Personal Care and Service	\$12.35	\$8.32	\$14.44
Sales and Related Occupations	\$15.13	\$8.49	\$18.46
Office and Administrative Support	\$15.89	\$10.08	\$18.79
Farming, Fishing and Forestry	\$16.65	\$10.23	\$19.86
Construction and Extraction	\$18.66	\$11.98	\$22.00
Installation, Maintenance and Repair	\$20.94	\$11.96	\$25.44
Production Occupations	\$17.49	\$10.46	\$21.00
Transport and Material Moving	\$16.33	\$9.59	\$19.70

(Source: JobsEQ Wage Data 2020)



# Quality of Life

### **ACCESSIBILITY**



4 International Airports within 2 hours



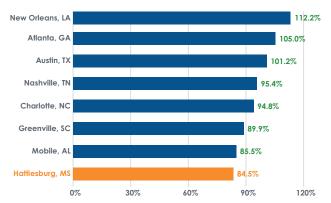
Multiple vacation options from the beach to the mountains and everything in between, within 4 hours drive time.



### **COST OF LIVING**

### Overall Cost of Living Index of U.S. Cities

U.S. Average: 100





(Source: C2ER / COLI)











### **TAXES**

Mississippi businesses are subject to four major taxes: corporate income tax, franchise tax, sales and use tax and property tax. Tax credits or exemptions are available for qualified companies regarding income, sales and use, franchise and property taxes.

The State of Mississippi exempts sales tax on energy used in manufacturing.

### PERSONAL & CORPORATE INCOME TAX

4.7 % on taxable income over \$5,00

### **SALES TAX**

MS sales tax rate	7%
Motor vehicles	5%
Prepared food/beverage	2%
Hotels	2%
Parks & Rec	1%
Machinery and equipment	1.5%

### PROPERTY TAX

Each jurisdiction within Greater Hattiesburg has a different millage rate. One mill is equal to \$1 per \$1,000 of assessed value. Commercial property tax assessment ratio is 15%.

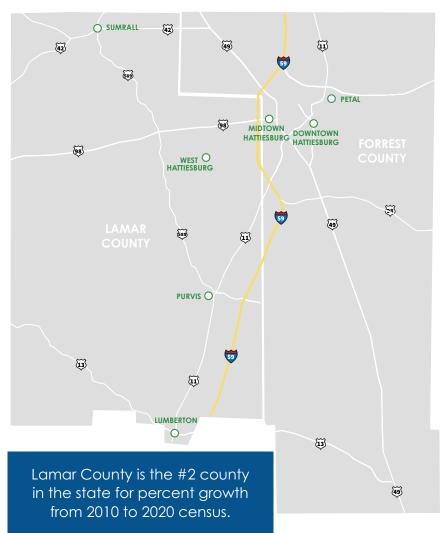
### RETIREMENT

Greater Hattiesburg has distinguished itself as a premier destination for those looking for a place to retire. Hattiesburg has been designated a "Certified Retirement Community" by Hometown Mississippi Retirement, a state-sponsored program designed to recruit retirees to the state.

The area offers several amenities and programs geared specifically for retirees including the Osher Lifelong Learning Institute, Discover Hattiesburg retiree connector program, Newcomer Receptions, and more.



### **COMMUNITIES**



Sumrall, MS				
Population	1,939			
Avg. HH Income	\$119,192			
Avg. Home Value	\$276,068			
West Hatties	burg, MS			
Population	6,046			
Avg. HH Income	\$57,824			
Avg. Home Value	\$163,013			
Purvis, MS				
Population	1,939			
Avg. HH Income	\$73,051			
Avg. Home Value	\$247,327			
Lumberto	on, MS			
Population	1,646			
Avg. HH Income	\$51,899			
Avg. Home Value	\$155,691			
Hattiesbu	rg, MS			
Population	48,750			
Avg. HH Income	\$57,744			
Avg. Home Value	\$166,896			
Petal,	MS			
Population	11,052			
Avg. HH Income	\$68,791			
Avg. Home Value	\$251,696			

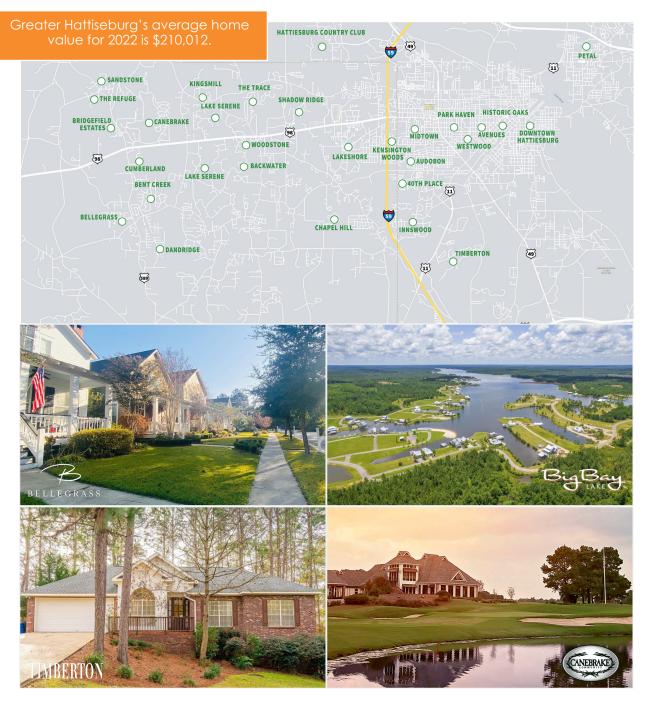
(Source: ESRI Community Analyst 2022)

### HOUSING

Year	Number Sold	Average Days on Market	Average Sale Price	Median Sales Price
2021	2,223	35	\$220,965	\$199,300
2020	1,907	59	\$193,281	\$171,400
2019	1,705	67	\$185,829	\$164,900
2018	1,676	71	\$173,001	\$154,900
2017	1,651	76	\$171,867	\$149,000
2016	1,628	93	\$164,657	\$145,000
2015	1,421	93	\$164,735	\$142,000

(Source: Hattiesburg Area Association of Realtors 2021)

### **NEIGHBORHOODS**



### **APARTMENT LIVING**

The Hattiesburg area has approximately 50 apartment complexes throughout the region and includes everything from budget-friendly shared living spaces for students to professional and family housing.

The average rent for a 2 bed / 2 bath in Hattiesburg is around \$1,100.





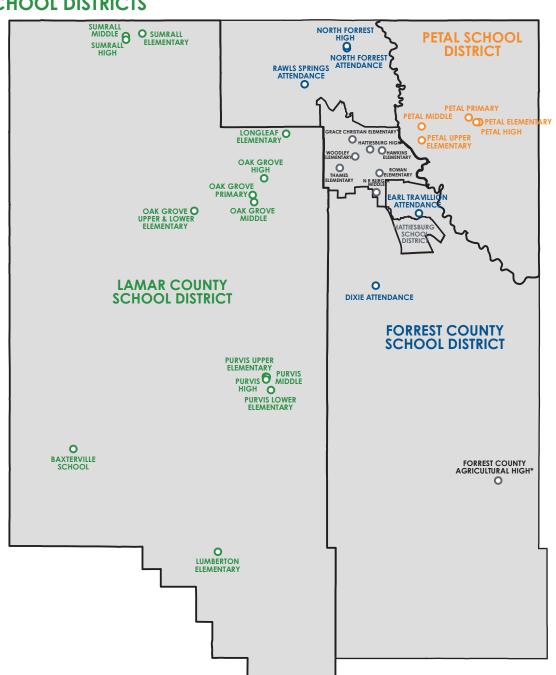












SCHOOL DISTRICT	2021 ACT	ACCOUNTABILITY	2022 - 2023 GRADUATING CLASS SIZE	4 YR GRADUATION RATE
Forrest County School District	15.9	Α	45	89.1%
Forrest County Agricultural High School	16.8	С	125*	86.3%
Hattiesburg Public School District	15.	Α	182	94.8%
Lamar County School District	18.9	Α	639	89.6%
Petal School District	20.3	Α	264	98.6%
Presbyterian Christian School*	25.3			
Sacred Heart Catholic School*	27			
Lamar Christian Academy*	25			

(Source: MDE Enrollment 2021-2022, MDE Junior ACT Spring 2021, MDE Accountability 2022)

<sup>\*</sup>Private school data was not readily available.

### PRIMARY AND SECONDARY

SCHOOL	GRADES	ENROLLMENT	ACCOUNTABILITY
Forrest County School District			
Dixie Attendance Center	Pre K - 8th	498	Α
Earl Travillion Attendance Center	Pre K - 8th	263	С
North Forrest Attendance Center	K - 6th	225	С
North Forrest High School	7th - 12th	342	В
Rawls Springs Attendance Center	Pre K - 6th	218	Α
South Forrest Attendance Center	Pre K - 8th	583	Α
Hattiesburg Public School District			
Grace Christian Elementary School	Pre K - 5th	318	А
Hattiesburg High School	9th - 12th	964	В
Hawkins Elementary School	Pre K - 5th	298	Α
N R Burger Middle School	7th - 8th	529	В
Rowan Elementary School	Pre K - 5th	349	A
Thames Elementary School	Pre K - 5th	532	A
Woodley Elementary School	Pre K - 5th	402	A
Lamar County School District			
Baxterville School	Pre K - 8th	252	В
Bellevue Elementary School	Pre K - 5th	1,124	В
Longleaf Elementary School	Pre K - 5th	712	А
Lumberton Elementary	Pre K - 6th	292	С
Lumberton High School	6th - 12th	261	С
Oak Grove Elementary School	Pre K - 5th	764	В
Oak Grove Middle School	6th - 8th	1,294	В
Oak Grove High School	9th - 12th	1,777	A
Purvis Lower Elementary School	Pre K - 2nd	454	В
Purvis Upper Elementary School	3rd - 5th	373	В
Purvis Middle School	6th - 8th	383	С
Purvis High School	9th - 12th	620	В
Sumrall Elementary School	Pre K - 5th	903	A
Sumrall Middle School	6th - 8th	464	В
Sumrall High School	9th - 12th	603	В
Petal School District			
Petal Primary School	Pre K - 2nd	1,096	A
Petal Elementary School	3rd - 4th	634	A
Petal Upper Elementary School	5th - 6th	629	A
Petal Middle School	7th - 8th	745	А
Petal High School	9th - 12th	1,288	Α

(Source: MDE Enrollment 2022-2023, MDE Accountability 2022



Hattiesburg has two of the Top 10 High Schools in the state with Petal High School and Oak Grove High School.

Petal School District also ranks as the top school district in the state.

### HIGHER EDUCATION









INSTITUTION	ENROLLMENT	ANNUAL GRADUATES
University of Southern Mississippi	13,115	3,351
William Carey University	3,544	1,268
Jones County Junior College	4,592	1,071
Pearl River Community College	4,755	880
TOTAL STUDENTS	26,006	6,570

# City & County Tuition Assistance Program The County Tuition Assistance Program or CTAP is a partnership between Pearl River Community College and local counties to provide financial support to cover the cost of regular tuition to attend PRCC. This program is made possible through support from County and City Officials from the City of Hattiesburg and Forrest County.



# 405 INTERNATIONAL STUDENTS FROM 70 COUNTRIES



137 INTERNATIONAL STUDENTS FROM 45 COUNTRIES

### **COLLEGE SPORTS**









# Lifestyle

Southern hospitality is alive and well in Greater Hattiesburg. Citizens enjoy the charm of a family-friendly community with the many amenities and services of a bustling college town. Whether you're looking for a quiet place to retire and enjoy the beauties of lakefront properties and award-winning golf courses, or are relocating your family to the area, Hattiesburg has something for everyone.

Greater Hattiesburg boasts many popular activities, attractions, and comforts. You'll find a refreshing spirit and friendly people, who make Hattiesburg a welcoming destination.

Each Spring, HUBFEST brings over 30,000 people to downtown Hattiesburg in a celebration of arts, food, music and fun. The festival is family-friendly and free to the public.



### **COMMUNITY EVENTS**

- · A Christmas Story Self-Guided Walking Tour
- Caerus Mardi Gras Parade
- Collegiate Athletic Events at Southern Miss and William Carey University
- Craft Beer Festival
- Downtown & University Farmer's Markets
- Downtown BBO Showdown
- · Downtown Brews & Bites
- Downtown Candlelit Christmas
- Downtown Crawfish Jam
- Eaglepalooza
- FestivalSouth
- Hattiesburg Half Marathon
- HUBFEST
- Live @ 5 Outdoor Concert Series
- Mississippi Pecan Festival
- Mobile Street Renaissance Festival
- NYE Midnight on Front Street
- Southern Miss Coca-Cola Classic Rodeo
- Star Spangled Celebration
- Summertunes
- The Avenues Halloween Parade
- Victorian Candlelit Christmas

### **OUTDOOR RECREATION**

- Black Creek Canoe Rental
- Canebrake Country Club and Golf Course
- Canoeing and Rafting on the Okatoma River
- · Big Bay Lake
- Hattiesburg Country Club & Golf Course
- High Ropes Adventure Course
- Hunting at Longleaf Plantation
- · Kamper Park
- Little Black Creek Water Park
- Longleaf Trace
- Okatoma River Resort and RV Park
- Paul B. Johnson State Park
- · Pep's Point Water Park and Campground
- Pine Creek Golf Club
- Pinebelt Blueways
- Shadow Ridge Golf Club
- Tatum Park Soccer Fields





### **ARTS & THEATER**

- African American Military History Museum
- All-American Rose Garden at Southern Miss
- Armed Forces Museum at Camp Shelby
- Freedom Summer Trail
- · Hattiesburg Area Historical Society Museum
- Hattiesburg Arts Council Gallery
- · Hattiesburg Pocket Museum
- Hattiesburg Public Arts Trail
- Hattiesburg Saenger Theater
- Hattiesburg Zoo
- Lucile Parker Art Gallery at William Carey University
- · Mannoni Performing Arts Center
- Oseola McCarty House Museum
- · Sarah Gillespie Museum of Art at William Carey University
- · South Mississippi Art Association
- · The City of Hattiesburg Concert Band
- The de Grummond Children's Literature Collection at the University of Southern Mississippi
- The Hattiesburg Arts Council
- The Hattiesburg Civic Chorus and Concert Association
- The Hattiesburg Civic Light Opera
- The University of Southern Mississippi Museum of Art
- The University of Southern Mississippi School of Performing and Visual Arts
- The University of Southern Mississippi Symphony Orchestra
- William Carey University Dinner Theatre

Hattiesburg is recognized by Travel & Leisure magazine as one of the Top 11 places to see public art in the world.



### SHOPPING, DINING & NIGHTLIFE

There are boutiques around every corner and Turtle Creek Mall at the end of the strip. If vintage finds are more your style, hop into The Lucky Rabbit the first Thursday through Sunday each month. Tickle your funny bone at Bombshell Comics & Stuff or discover upscale decor at Accents Fine Home Interiors and Gifts. Taste what the rave is all about while on your visit. Stop in one of our local restaurants for HBURG flavor before satisfying your sweet tooth at one of the many bakeries, coffee shops, and bistros found here.

With approximately 500 restaurants in Hattiesburg and more than 200 of them locally- owned, there's something for all foodies! The early bird may get the worm, but the night owl has all the fun! Chill at one of our local bars while you sip craft beer or enjoy custom cocktails. From cover bands to local jazz, you can find live music any night. No matter how you like to spend your evening, we have something for you at our historic theaters or intimate live music venues. When you're ready to call it a night, hop on a trolley or call another local transportation option.



### **WEST HATTIESBURG**

West Hattiesburg, often known as the Highway 98 Retail Corridor, is anchored by the Turtle Creek Mall and stores like Old Navy, Target, and Kohls with local flares such as Keg and Barrel West, Bird House Cafe, and Half Shell Oyster House mixed in



### MIDTOWN HATTIESBURG



Midtown Hattiesburg is home to the District at Midtown with top names like Pyro's Pizza, Fuzzy's Taco, and Chicken Salad Chick. The state's only Hotel Indigo is the perfect spot to catch a drink at the Brass Hat or host family and friends.

Midtown also boasts EIGHT of celebrity chef Robert St. John's restaurants! Try Italian at Tabella, cajun cooking at Crescent City Grill, or TexMex at El Rayo.



### **DOWNTOWN HATTIESBURG**



Hattiesburg's Downtown district is distinctively authentic with a rich history, creative vibe, engaging atmosphere, and compelling architecture. From live music and popup art exhibits to eateries that are tried and true, the Downtown area thrives by its unique, artistic offerings and the people who patron it.

### **GREATER HATTIESBURG**

### **RETAIL COMPETITION MAP**

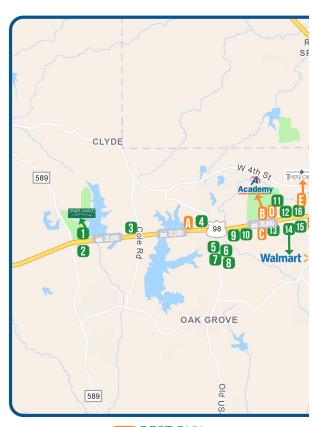
The City of Hattiesburg ranks in the state for total retail sales.

Greater Hattiesburg has over employees in Retail Trade & Accomodation & Food Service.



Greater Hattiesburg retail market boasts over \$2.18B in annual retail sales.

















### THE RIDGE AT TURTLE CREEK



### TURTLE CREEK MALL



### WESTOVER







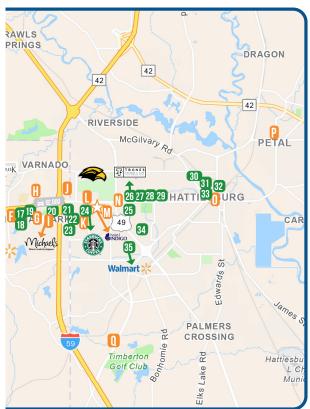
### TURTLE CREEK CORNER SHOPPING CENTER



### WESTWOOD SQUARE SHOPPING CENTER









23

24





### K MIDTOWN MARKET



### HARDY STREET



### M MIDTOWN

11

12

AB AR

Office DEPOT



### N HIGHWAY 49 & HARDY STREET



### DOWNTOWN



35 Walmart 🔆



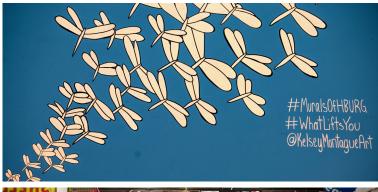


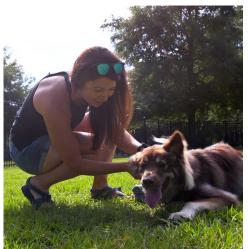
































# LOOKING FOR HELP RELOCATING?

Scon to search our membership directory!











