

2018 NASS IDEAS Award

State Office/Officer: Delbert Hosemann
Mississippi Secretary of State

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Project Title: Y'all Business

Project Lead: Amanda Frusha
Assistant Secretary of State of Education & Publications

Project Overview: The Y'all Business website, www.yallbusiness.sos.ms.gov, is the brainchild of Mississippi Secretary of State Delbert Hosemann to create jobs and expand business throughout Mississippi. The website provides easy access to a wide array of demographic, consumer, and economic information specific to Mississippi which businesses may explore before expanding an existing enterprise or starting up a new venture in the State. The site's functionality allows users to explore every county, metropolitan area, and micropolitan area in Mississippi, and aggregates various types of State data by geographic location at no cost to users. Y'all Business is the first site of its kind, compiling data from multiple sources and diverse industries. The Agency has collected data from government resources and private research groups into a single customizable research tool, updated as new data becomes available each year.

Nomination Area: Business Services



The Mississippi Secretary of State's Office is dedicated to being a service and information agency. One of the Agency's eight primary divisions is Business Services. Over the past 10 years, the Business Services Division has undergone substantial changes by spearheading the redesign of Mississippi's business laws and adapting its technology to allow individuals to create a business and meet other statutory filing requirements online in a matter of minutes. Access to valuable demographic, consumer, and economic data, however, remained a barrier for start-up businesses and others ready to invest in the State. Y'all Business, www.yallbusiness.sos.ms.gov (see Figure 1) a free online resource for statewide business-related research, was dreamed up to fill the gap.



Figure 1. The Y'all Business homepage offers three options: (1) Mississippi Facts, which tells the State's story; (2) Explore the Map, which allows users to view data specific to a geographic location in the State; or (3) Select a Business Group, which allows users to select a popular business sector and automatically populate the map with relevant data.

Launched in 2015 (see Figure 2), the website essentially aggregates publicly-available data — which is scattered on many websites or available only through public records requests — from every imaginable source and couples it with business data purchased by the State from ESRI, a well-known and reputable GIS software company. Publicly-available information includes data from the Secretary of State's Business Services and other divisions, U.S. Census, public universities, State agencies, and a host of other entities and organizations.

ESRI data includes detailed profiles (e.g., disposable income, health/beauty market potential, household budget expenditures, and medical expenditures, among others) on individual counties and metropolitan and micropolitan areas. The ultimate goal was to link to existing online information where applicable and make all relevant information available in a single location. The developed system provides an easily navigable online mapping application to displays the data in a user-friendly.



Figure 2. Y'all Business was unveiled in 2015 to business and economic development leaders across the State.

All data on Y'all Business is specific to each of Mississippi's 82 counties (see Figures 3, 4, and 5), but also can be drilled down to any city — or even a specific street. Users can also search by metropolitan or micropolitan area. Additionally, the data is transparently sourced so users can be confident of its accuracy. It is available free to the public.



Figure 3. Users can select from any one of Mississippi's 82 counties, or from one of several metropolitan or micropolitan areas.

Once a user chooses a particular county, or other location, they can select from hundreds of thousands of pieces of information in 14 major categories: (1) Agriculture; (2) Arts, Entertainment, and Recreation; (3) Banking and Finance; (4) Education; (5) Government; (6) Health; (7) Information and Technology; (8) Insurance; (9) Lands; (10) People; (11) Registered Businesses; (12) Taxes; (13) Transportation; and (14) Utilities.

For example, selecting "Median Household Income" (part of the "People" category) for a particular county shades the county in a color corresponding to an income level noted in a legend (see Figure 4). The selection also reveals population estimates for several years, and provides a link to a full community profile.

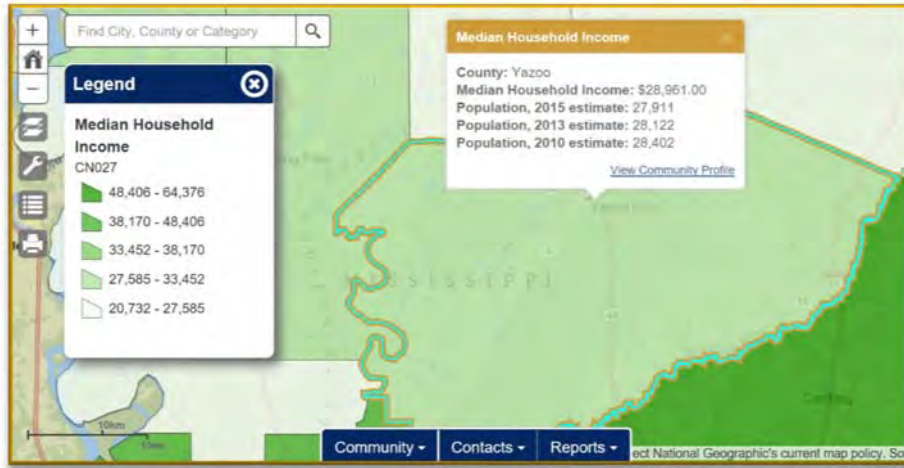


Figure 4. Users can input a keyword in the search box and relevant data will appear as an option. This graphic details a search for “Median Household Income.”

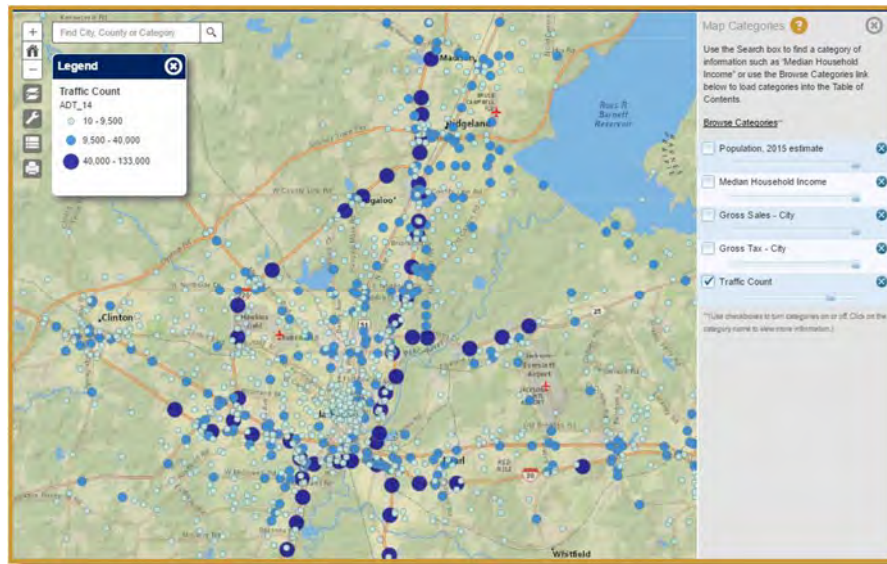


Figure 5. This graphic details another example of data accessible on the site, traffic counts, which can be specified down to a particular street.

The Mississippi Secretary of State’s Office remains committed to continuously updating and improving Y’all Business. Publicly-available and ESRI data is updated as it is released and becomes available.

Last year, the Agency sent out a survey to businesses in Mississippi aimed at gathering information which would allow the Agency to enhance the design of the site and its data (see Figure 6). The new site, launched in March 2017, contains more than a dozen subcategories of additional information tailored to respond to businesses’ requests in the survey.

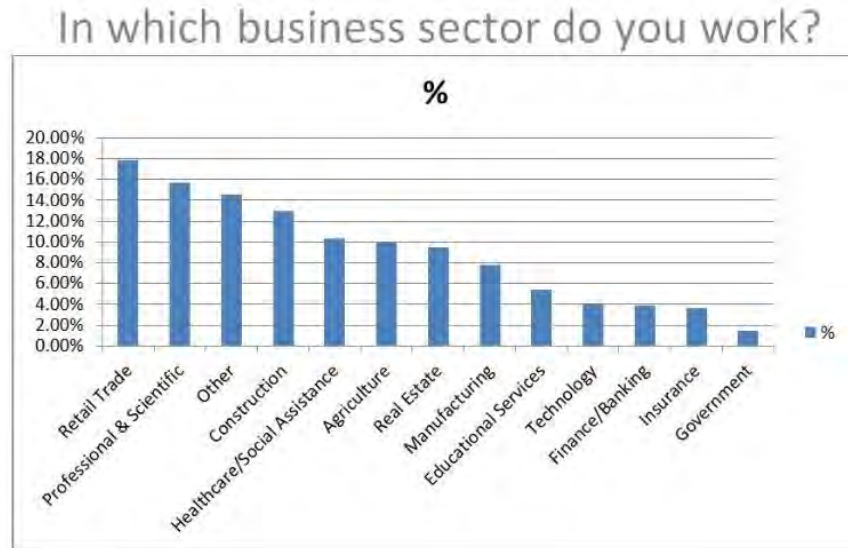


Figure 6. One of several questions sent to businesses in Mississippi to determine how best to enhance the design of Y'all Business and add more relevant data.

The updated site also includes new features, including an interface which makes the site fully functional on mobile devices and a Business Group or Industry landing page, which populates the map with relevant information upon selecting a popular business group or industry (see Figure 7).

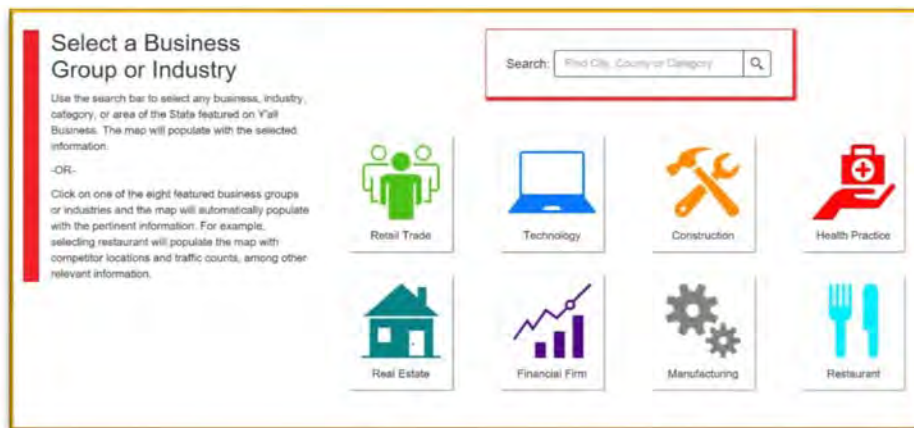


Figure 7. The Business Group or Industry landing page was designed to allow new visitors to Y'all Business to get a sample of the site's capabilities with one click of a mouse.

Y'all Business has radically changed the way individuals plan to start a business or grow an existing business in Mississippi by providing segmented and sometimes costly data in a free, unified, and searchable format. One of the site's most significant aspects includes providing up-to-date and comprehensive contact information for local resources such as local governments, economic development entities, and others (see Figure 8). This information can be downloaded into an Excel spreadsheet, making it easy to use in day-to-day operations.

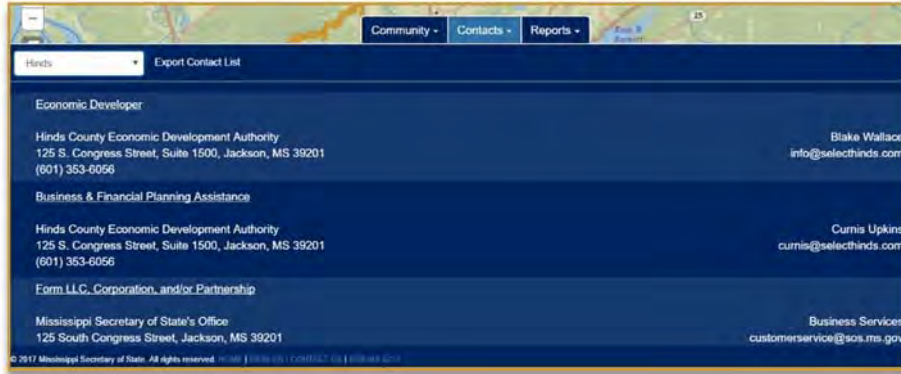


Figure 8. Local community contacts are updated as often as possible to ensure accuracy of information.

Other positive impacts of Y'all Business were not part of the project's original goals, but manifested after the site went live. Educational institutions and teachers/professors at all levels access the site for research purposes. Grant writers refer to the site in developing proposals to bring in money for their various projects. Journalists visit Y'all Business to insert relevant information into stories of every kind.

The most meaningful aspect of the project is users finally have a single resource for economic, demographic, and consumer information in Y'all Business. The site allows entrepreneurs, economic developers, and other business leaders to access free data relevant to the success of their ventures in one place, instead of spending thousands of dollars and hundreds of hours searching for the information from multiple resources.

In the years since Y'all Business was released, the State has seen an uptick in the number of annual new business formations (see Figure 9). Since its inception, the website has received thousands of hits from IP addresses all over the world, and thousands of free ESRI reports have been downloaded from Y'all Business.

New Business Formations To Date: 2015-17 Comparison				
	Corporation	LP	LLC	Total
2015	2,810	131	16,328	19,269
2016	2,751	120	17,209	20,080
2017	3,343	158	22,296	25,807

Figure 9. A comparison of new businesses (corporations, limited partnerships, and limited liability companies) formed in calendar years 2015, 2016, and 2017.

Secretary Hosemann recognized Mississippi was missing a tool to provide small businesses with the free demographic, consumer, and economic data they needed to make an informed decision when investing in our State. The one-of-a-kind Y'all Business site filled the void.

2018 NASS IDEAS Award

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Y'ALL BUSINESS

*Welcome
to the first step toward
your successful Mississippi business.*



DELBERT HOSEMANN
Secretary of State

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Y'ALL BUSINESS

At a glance

Mississippi Facts.

Discover why business analysts and government researchers say Mississippi is a great place to locate a new business or expand an existing one. Your entrepreneurial dreams can begin here.

Select a County.

Use the interactive map tools to take a close look at a county or community where you are now doing business and to research where you may want to expand or open a new venture. Investigate hundreds of categories of critical data.

Research the Map.

Explore existing businesses and services in a targeted area and investigate demographic data and buying trends of your potential customer base. Register to download Detailed Reports containing data-rich sets of customized business information.

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DELBERT HOSEMANN
Secretary of State

Dear Fellow Mississippians:

Welcome to Y'all Business, a website created by the Mississippi Secretary of State's Office to help small businesses locate or expand in the State of Mississippi. This site is part of our Office's continuing effort to promote jobs in our great State. It will provide a wealth of detailed information you need for your job and your business.



Mississippi has reformed all of our business laws and our business incentives. With our trainable workforce, our strategic location and our welcoming citizens, Mississippi is the best state in the country to do business.

We hope you will provide feedback on our website. We would like to know the information you find helpful in starting or expanding your business. We believe this new site will promote jobs, economic development and growth in our great State.

We look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Delbert".

Business Success Starts Here.

Y'all Business has been created by the Mississippi Secretary of State's Office to create jobs and expand business. The website is designed to provide easy access to a wide array of information businesses need to know before expanding an existing enterprise or starting up a new venture.

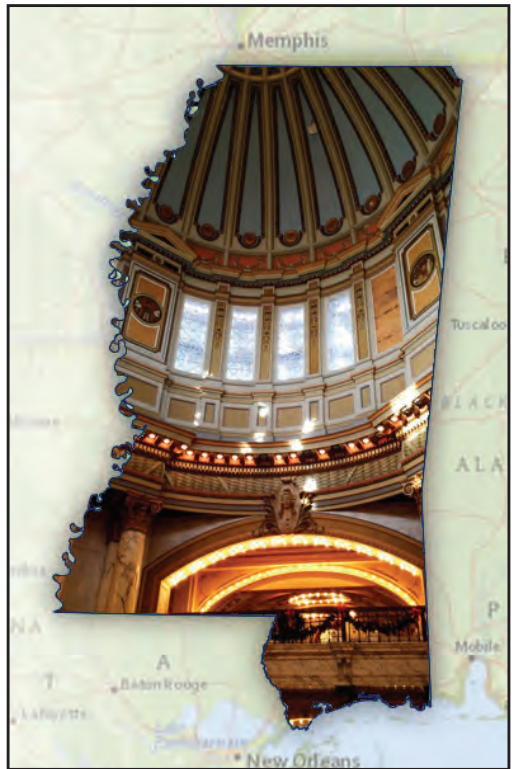
The website is designed to explore every county and community in our State. We have collected data from government resources and private research groups into a customizable research tool.

Mississippi Facts.

Discover why business analysts and government researchers say Mississippi is a great place to locate a new business or expand an existing one.

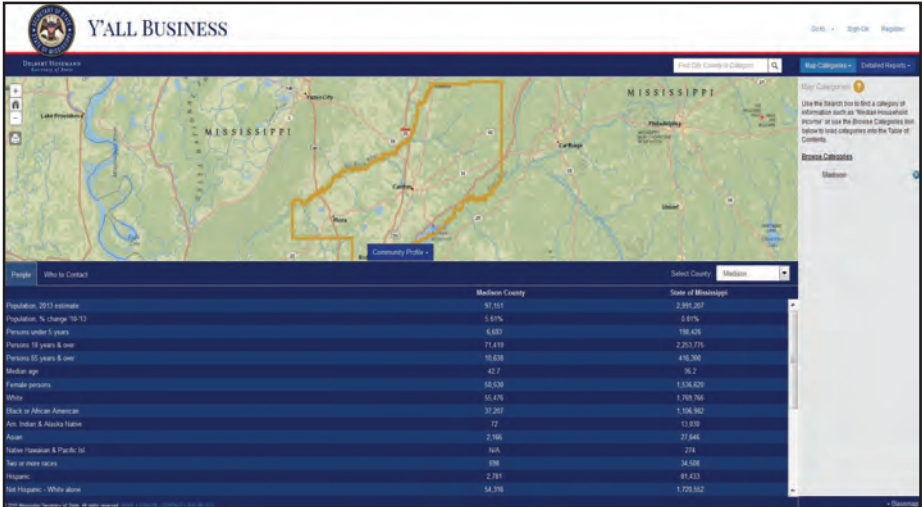
Mississippi's trainable workforce, low cost and high quality of living, updated business-structure laws and enviable tax structure create an ideal business environment for both existing and new ventures.

From high-tech manufacturing and cutting-edge healthcare industries to diverse agricultural and energy-related businesses and a burgeoning creative economy tied to our State's rich musical, literary and artistic heritage, entrepreneurial dreams both begin and grow in Mississippi.



Select a County.

Take a close look at a county or community where you are now doing business or research where you may want to expand or open a new venture. Use the interactive map tools to investigate hundreds of categories of critical data.



Map page highlighting Madison County with Community Profile pop-up.

Get started by selecting a specific Mississippi county from the drop-down menu or simply scroll over the Mississippi map to highlight a particular area. Once you select a county, click on the Community Profile to see population statistics and demographic information compared to the State. Find local economic development resources under the Who to Contact tab.

Browse through 10 general categories (*plus sub-categories*) of information for the selected county including:

- Registered Businesses
- Banking and Insurance
- Healthcare
- Education
- People
- Agriculture
- Public Lands
- Transportation
- Taxes
- Technology

RESEARCH TIPS:

Use the **Search** box at the top of the page to find a category of information such as “Median Household Income.” Use the **Browse Categories** link on the right-hand side to load data from multiple categories. Each selected category will add additional data points onto your online map. **Click** on each map point for more information.

Research the Map.

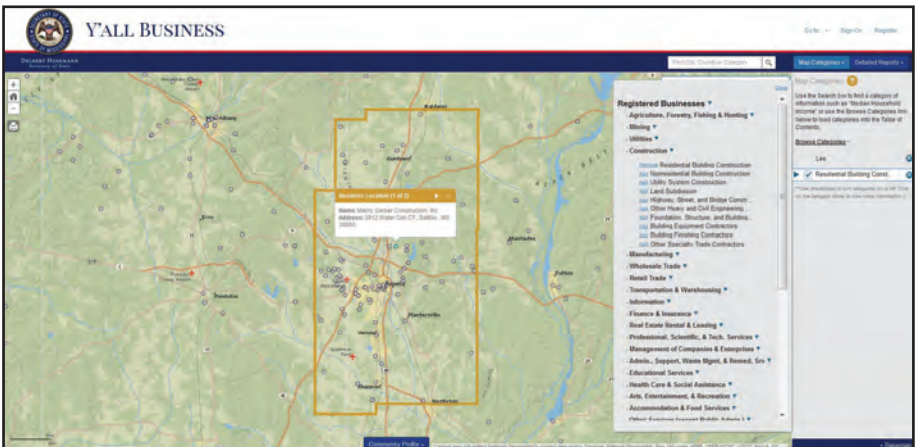
In addition to mapping registered businesses currently operating in a specific location, educational institutions, banking services and healthcare facilities, the website also provides additional data for each of the map entries. For example, you will be able to click on any hospital on your research map to find out its rating, number of beds and information about specialty licenses and physicians. Or, you may research the enrollment and performance ratings of local school districts and schools.

For more detailed reports, complete a brief registration form and receive a user password. Log-in to access and download Detailed Reports containing data-rich sets of customized business information on all 82 Mississippi counties as well as micropolitan and metropolitan areas of the State.

Registered users may also perform a Drive-Time Analysis or create mileage-specific radius boundaries using a specific address to identify businesses or other resources inside a customized location.

RESEARCH TIPS:

Use **Checkboxes** to turn categories on or off. **Click** on any category or sub-category name to view more information. **Pop-up boxes** provide the source and date of provided information. **Click** on each map point for additional information such as Business Name and registered address.



Lee County map pinpointing results from the Residential Building Construction sub-category under Registered Businesses. A pop-up box provides details about a business plotted on the map.

Data Sources

Information and data accessible through the **Y'all Business** website has been aggregated from dozens of local, state and federal governmental agencies as well as private organizations and international research groups including:

- Mississippi Secretary of State's Office
- Mississippi Department of Revenue
- Mississippi Department of Banking & Finance
- Mississippi Department of Health
- Mississippi Department of Insurance
- Mississippi Development Authority
- Mississippi Institutions of Higher Learning
- Mississippi Department of Agriculture
- Mississippi Public Service Commission
- Mississippi Department of Education
- Mississippi Department of Transportation
- U.S. Census Bureau
- U.S. Department of Labor - Bureau of Labor Statistics
- U.S. Department of Education
- U.S. Department of Agriculture - National Agricultural Statistics Service
- ESRI - Environmental Systems Research Institute
- ESRI Tapestry Segmentation
- National Geographic
- Mississippi Restaurant Association
- Mississippi Hotel and Lodging Association
- Mississippi Hotel Association
- Mississippi Planning and Development Districts
- Local Convention and Visitors Bureaus
- Local Chambers of Commerce

YallBusiness.sos.ms.gov

"GREAT **JOB!**" | "GREAT **PRODUCT & SERVICE** FOR MS." | "GREAT TOOL FOR THOSE INTERESTED IN **STARTING A BUSINESS.**" | "FANTASTIC **RESOURCE** FOR ALL." | "GREAT TOOL FOR **SMALL BUSINESS** RESEARCH." | "VERY **IMPRESSED** WITH THE WEBSITE." | "GREAT **AWESOME!** EXCELLENT INFORMATION!" | "VERY **GOOD WORK** & POTENTIALLY VERY **POWERFUL TOOL.**" | "THE WEBSITE PROVIDES A LOT OF GREAT TOOLS FOR A **VARIETY OF INDUSTRIES.**" | "GREAT **IDEA,** AND VERY **USEFUL** FOR PEOPLE TRYING TO ADVANCE THE STATE." | "A **HOMERUN** IN THE MAKING! PUTS IT ALL AT OUR FINGERTIPS." | "SHOULD BE A **PHENOMENAL** ECONOMIC DEVELOPMENT TOOL! NEVER SEEN ONE LIKE IT." | "VERY HELPFUL AS IT PROVIDES **GREAT INFORMATION** FOR ANALYSIS FOR VARIOUS TYPES OF BUSINESS." | "I THINK THE **LOCAL DEVELOPERS** WILL REALLY LIKE THIS SITE! IT WILL **HELP** THEM A **GREAT DEAL** AS WELL."

If you need assistance navigating the **Y'all Business** website, please contact Secretary of State's Office Customer Service representatives at 601-359-1633. If you cannot find the information you need on the website, please email your request to: yallbusiness@sos.ms.gov.



DELBERT HOSEMAN
Secretary of State

www.sos.ms.gov
125 S. Congress Street
Jackson, MS 39201
601-359-1350

IT'S ALL ABOUT BUSINESS, Y'ALL!

STARTING SEPTEMBER 30 | YALLBUSINESS.SOS.MS.GOV



"GREAT **JOB!**" | "GREAT **PRODUCT & SERVICE** FOR MS." | "GREAT TOOL FOR THOSE INTERESTED IN **STARTING A BUSINESS.**" | "FANTASTIC **RESOURCE** FOR ALL." | "GREAT TOOL FOR **SMALL BUSINESS** RESEARCH." | "VERY **IMPRESSED** WITH THE WEBSITE." | "**AWESOME!** EXCELLENT INFORMATION!" | "VERY **GOOD WORK** & POTENTIALLY VERY **POWERFUL TOOL.**" | "THE WEBSITE PROVIDES A LOT OF GREAT TOOLS FOR A **VARIETY OF INDUSTRIES.**" | "GREAT **IDEA**, AND VERY **USEFUL** FOR PEOPLE TRYING TO ADVANCE THE STATE." | "A **HOMERUN** IN THE MAKING! PUTS IT ALL AT OUR FINGERTIPS." | "SHOULD BE A **PHENOMENAL** ECONOMIC DEVELOPMENT TOOL! NEVER SEEN ONE LIKE IT." | "VERY HELPFUL AS IT PROVIDES **GREAT INFORMATION** FOR ANALYSIS FOR VARIOUS TYPES OF BUSINESS." | "I THINK THE **LOCAL DEVELOPERS** WILL REALLY LIKE THIS SITE! IT WILL **HELP** THEM A **GREAT DEAL** AS WELL."





*Welcome to the first step
toward your successful
Mississippi business.*

DELBERT HOSEMANN
Secretary of State

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Y'ALL BUSINESS

*Mississippi's online research site for customized data
and location-specific information you need to
know before starting or growing your business.
Use your smartphone to access the site now!*

YallBusiness.sos.ms.gov

Mississippi Facts.

Discover why business analysts and government researchers say Mississippi is a great place to locate a new business or expand an existing one. Your entrepreneurial dreams can begin here.

Explore the Map.

Take a closer look at a county or area of the State in which you are now doing business or considering doing business in the future. Use the search bar and interactive map to explore demographic and consumer data. Register to download free detailed reports containing valuable projections and buying trends.

Select a Business Group.

Search for existing businesses and services in a targeted market area. Alternately, select one of the featured business groups or industries, and a map of Mississippi will automatically populate with relevant consumer and demographic data.

(601) 359-1633

MS Secretary of State's Office

yallbusiness@sos.ms.gov



Y'ALL have BUSINESS to do!

Use your smartphone to take the first step toward your successful Mississippi business.

Mississippi Facts.

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YallBusiness.sos.ms.gov

A photograph of three business professionals in a meeting. A man in a dark suit and tie is on the left, smiling and looking towards the center. A woman in a dark blazer and white shirt is in the middle, sitting at a table with a laptop open in front of her. A man in a dark suit is on the right, gesturing with his hand while speaking. They are in a bright, modern office with large windows overlooking a city skyline. The text 'Y'ALL have BUSINESS to do!' is overlaid in the top right, with 'Y'ALL have' in blue, 'BUSINESS' in a larger blue font, and 'to do!' in blue. Below it, the website 'YALLBUSINESS.SOS.MS.GOV' is written in red.

Y'ALL have
BUSINESS to do!
YALLBUSINESS.SOS.MS.GOV

A photograph of three business professionals sitting around a table in a bright, modern office setting. On the left, a young Black woman with glasses and a white shirt is smiling broadly with her hands clasped. In the center, a middle-aged man with grey hair and a light blue shirt is also smiling. On the right, a man with a beard and a patterned shirt is seen in profile, looking towards the others. The background shows large windows with a view of a city.

Y'ALL have
BUSINESS to do!
YALLBUSINESS.SOS.MS.GOV

A photograph of three business professionals in a factory setting. They are wearing white hard hats and dark blue suits. The man in the center is gesturing with his hands while talking to the woman on the left and the man on the right. The background shows industrial machinery and a large yellow overhead crane.

Y'ALL have **BUSINESS** to do!
YALLBUSINESS.SOS.MS.GOV

Y'ALL have **BUSINESS** to do!
YALLBUSINESS.SOS.MS.GOV





**Oxford-Lafayette County
Economic Development Foundation, Inc.**

June 1, 2017

Jeremy A. Martin
Assistant Secretary of State
Mississippi Secretary of State's Office
431 West Main Street, Suite 403
Tupelo, Mississippi 38802

Dear Mr. Martin:

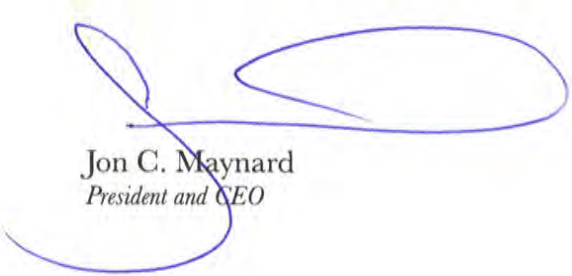
I wanted to take a few minutes and commend you for the outstanding website that your office has assembled. YallBusiness.com is a website which I visit at least once a week looking for information about Mississippi. I find the information extremely useful for all facets of economic development. In Lafayette County, we utilize your site to recruit retail businesses, to identify workforce trends and to justify business decisions in the local market.

Regularly I get calls from business developers seeking information that will be used in a decision to invest in Mississippi. These individuals are most often steered directly to the site so they can gather the appropriate information on their own. The ease of use the depth of information makes me comfortable sending demographic novices to the site. They can find the information that they need and usually much, much more.

Just last week, the CEO of our local hospital was looking to make a presentation about growth in the region. Together we went to your site and pulled data on 6 counties. The information was simple to understand, so the marketing team was able to compile the data into a presentation for the hospital CEO in less than an hour. It is truly a godsend for economic developers needing up-to-date and easy to understand information immediately.

I've worked in economic development for over 10 years, and I have never used a resource similar to YallBusiness.com. It is hard to believe that it is absolutely free. You have performed a huge service the taxpayers of Mississippi. This resource will continue to be a driver of economic development far into the future. Thank you for creating this platform.

Sincerely yours,



Jon C. Maynard
President and CEO



**Itawamba County
Development Council**

June 2, 2017

The Honorable Delbert Hosemann
Mississippi Secretary of State
401 Mississippi Street
Jackson, MS 39201

Dear Secretary Hosemann,

Itawamba County would like to extend to you our warmest thanks for creating YallBusiness.com! This unique website has leveled the playing field for Itawamba County in enabling us to compete with larger and wealthier counties in recruitment of businesses. On a weekly basis, we are able to pull traffic numbers, household incomes, market potential reports, and census information to showcase the benefits of choosing to locate a business to our county. All of this information is available at our finger tips for free, whereas in the past we would have paid thousands of dollars for this valuable information.

As a result of the ability to enhance our recruitment efforts through YallBusiness.com, we have seen a significant increase in new business, residential relocation to our county, expansion of tourism (Itawamba Welcome Center hosted over 330,000 visitors last year), and a remarkable increase in tax revenue. We wholeheartedly thank you for giving us the opportunity to increase the marketability of Itawamba County, and for allowing us to live up to our slogan "[Come to Itawamba County, Where We're Changing Lives One Job at a Time!](#)"

Sincerely,

Vaunita Martin
Executive Director

Website launched to help Mississippi business research

Wednesday, September 30th 2015, 5:15 pm CST
Wednesday, September 30th 2015, 6:33 pm CST
Posted by Courtney Ann Jackson, Anchor/Statewide Reporter

JACKSON, MS (Mississippi News Now) -

Mississippi launched a new website Wednesday. "Y'all Business" takes the guess work out of research for business owners looking at the Magnolia State.

"Time is money and when you want to start a business, you know that," said Beth Shores.

Shores opened Paxton Peak in Clinton less than a year ago. But the research work was more time consuming than she'd expected.

"It's a long process to hunt down all the numbers and people you need to talk to," explained Shores.

Now, entrepreneurs will have a one stop shop for information about the area where they want to open up a business. The Y'all Business site puts economic, census and consumer data all in one place.

Secretary of State Delbert Hosemann said more information will help make the businesses more effective.

"They've never had access to this information," noted Hosemann. "Walmart's got it, Target or somebody. We've never been able to get just a regular guy and girl out there starting a business, we've never been able to get them the quantity and quality of this information. Now they've got it."

Shores said it would've made her life a lot easier to have the site last year.

"This kind of helps you skip in line basically and go straight to starting a business," described Shores.

To explore the new website click [here](#).

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YallBusiness brings companies to Mississippi

By BOB BAKKEN Staff Writer/DeSoto Times Tribune

Oct 6, 2015

In an effort to promote a growing business climate in the state of Mississippi, Secretary of State Delbert Hosemann's office has initiated a website titled, "YallBusiness."

Called "the first step toward your successful Mississippi business," Y'all Business provides information Hosemann's office hopes will help entice firms that are researching possible locations a means of getting everything they need at one location.

On one page, facts about the state are listed regarding Mississippi's business and quality of life. Visitors will discover about a diverse and cutting-edge manufacturing climate, educational excellence, population, labor force and other statistics.

It will also detail information about registered businesses, banking and insurance, health, education, people, agriculture, public lands, transportation, taxes and technology.

The website will allow visitors to go to specific cities and counties and learn more about each area of the state, such as population breakdowns and tax structure.

"If you are a business looking to come to Mississippi, or a business looking to expand in Mississippi, YallBusiness does all of your research for you," Hosemann said in a news release. "YallBusiness is a positive step toward promoting job creation and economic development. It also offers in-depth research to businesses never before available in one site and not available in any other state."

Hosemann said the information on the site can become very detailed.

"Individuals can pinpoint a location on a map, determine traffic counts, drive times, school district information and retail marketing data. We can even show how many times people ate at the fast food restaurant in the last six months-all in one comprehensive site."

The website was launched Sept. 30 at an event in Ridgeland. Mississippi-based Geospatial Group was the web designer.

The website location is: yallbusiness.sos.ms.gov.

Bob Bakken is Staff Writer and may be reached at 662-429-6397 ext. 240.

State's 'Y'all' website pulling visitors worldwide

Posted by: Lynn Lofton in Economic Development, Mississippi Business Journal FEATURE, NEWS December 17, 2015

By LYNN LOFTON

A website by the Secretary of State's office to promote economic development in Mississippi has attracted a large number of visitors since its Sept. 30 launch.

The site, www.YallBusiness.sos.ms.gov, brings together economic, census and consumer data into one comprehensive website. It also has a link on the main Secretary of State website. Secretary of State Delbert Hosemann says the site has already had approximately 10,000 visitors from every state and many foreign countries.

"It's something I've been thinking about for 30 years during my time of representing small businesses," Hosemann said. "I've always known they have phenomenal abilities if they have the same information as the big companies. When they have this information, small businesses can compete better and make profitable business decisions."

Hosemann and his office are committed to keeping the site updated with current, sufficient information. This information will help business owners with expansions, new locations, or perhaps be the determining factor of not starting a business.

"One of the best news items we've had is that we're able to sell Mississippi worldwide with this site because the first thing visitors see is the state and all the things they may not know about us," he said. "They can go from county to county or to the metro areas."

Hosemann is pleased with the amount of positive feedback he's received from economic development people in the state. "They tell me they can send the link to the site when they're asked questions," he said. "Several have told me that what would have taken them months to compile is there on the site in a comprehensive format."

Detailed information on YallBusiness includes data on registered businesses, banking and insurance, health, education, people, agriculture, public lands, transportation, taxes and technology. "No other state has a centralized location for this information," Hosemann said. "Small businesses didn't have the money to compile this information and now the state provides it free. It's fully automated, too. We want everybody to use the site. It was paid for by the taxpayers and will help us all."

The secretary's office took approximately two years to get the site going, involving a significant amount of groundwork. Much of that groundwork was accomplished during Hosemann's first term in office when data, such as the 1,000+ LLC laws, were re-loaded. "Once we had a good base, we were able to turn our attention to this site," he said. "I feel comfortable we started out with a good platform, but a significant amount of data will be added regularly and tweaked as we see trends."

The site includes the projected growth for each of the state's 82 counties and where that growth will be. Visitors to the site can pinpoint a location on a map, determine traffic counts, drive times, school district information and retail marketing data. "We can even show how many times people ate at a fast food restaurant in the last six months. There are thousands and thousands of pieces of consumer data; even such things as the number of electronics in counties, something that indicates technology growth," Hosemann said.

The website was developed by The Geospatial Group, a Mississippi company. In a news release from the Secretary of State's office, Gary Hennington, president of The Geospatial Group, said: "Working with the Secretary of State's office, we have combined close to four hundred categories of freely available and sometimes difficult to access information from federal and state agencies into a single site that can be used to explore potential areas for your business."

Mississippi's Secretary of State has led state through changes



By John Surratt/The Vicksburg Post

[Email the author](#)

Published 2:57 pm Wednesday, December 23, 2015

In 2008, Delbert Hosemann decided to enter politics.

And getting elected Mississippi Secretary of State is a big step for a boy from Vicksburg.

A Warren County native who traces his family history in the county back to the 1800s, Hosemann graduated from St. Aloysius in 1965, the University of Notre Dame, and the University of Mississippi Law School in 1972. He also earned a master's in taxation from New York University. Following his father in the legal profession, he worked for 35 years as a private attorney before deciding to throw his hat in the ring for secretary of state. He was re-elected in October for a second term.

"I was basically a business lawyer," he said. "So I did work with small business and medium-size businesses on their corporate structures and limited liability companies — LLCs, financial mergers, acquisitions, real property.

"When Secretary (Eric) Clark decided he wasn't going to run again that gave me an opportunity to rewrite all the laws I had been working under.

Since taking office, Hosemann has been able to rewrite the state's business laws, improve 16th Section land lease revenues and add a business information website, "Y'all Business."

But his biggest triumph was in an area he knew little about when he was elected — election law — getting federal court approval to allow the Legislature to redistrict the state and a voter ID policy that withstood U.S. Justice Department scrutiny.

"We have a history in Mississippi of denying people the right to vote, so we needed voter ID to be done in a way every Mississippian felt they were enfranchised to cast a ballot," Hosemann said, adding the state's law allows many different forms of IDs for voters.

“It’s a success story for the citizens, 99.7 percent of them showed up with an ID, and we’ve issued about 4,000 free IDs for first election,” he said. “Everybody showed up with an ID, and everybody got carded, including me.

“I think it’s historical, that we in Mississippi were able to balance our history with the future. We were turning a historic page. That was important to me.”

Hosemann and his wife live in Jackson, but he still makes it back to Vicksburg regularly, he said.

“Mom still lives on East Avenue, so I’m over there quite a bit, actually.”

Y'all come on down to Mississippi

By ROBERT LEE LONG Community Editor/DeSoto Times Tribune

June 8, 2016

Mississippi Secretary of State Delbert Hosemann has an open invitation to businesses wanting to locate in the Magnolia State.

"Y'all come."

Y'all Business is a research website created by the Mississippi Secretary of State's Office to help small businesses locate or expand in the State of Mississippi.

This site is part of the Secretary of State's continuing effort to promote jobs in the state. The site provides a wealth of detailed information needed for businesses.

"It has exploded," said Hosemann during a roundtable discussion with the editorial board of the DeSoto Times-Tribune. "We're upgrading it and expanding it with new information from the Mississippi Business Index. We are putting things like wastewater treatment on that (information listing)."

That's important, especially to places like DeSoto County which has invested more than \$150 million in wastewater treatment improvements during the past decade.

Y'all Business, which can be accessed at www.yallbusiness.sos.ms.gov, provides complete demographics, statistics, health and employment information.

Hosemann said with such resources as Y'all Business, prospective businesses can discover what the rest of the world is rapidly discovering that the State of Mississippi is an inviting, booming place in which to live, work and play.

In fact, Hosemann says that approach rather than expending precious state resources to subsidize major companies at taxpayer expense, is perhaps a more effective and better way to recruit businesses and industry.

"I don't think we have to give away Mississippi to sell Mississippi," Hosemann said.

"We are writing, as we speak, a \$260 million check to a Fortune 500 company," Hosemann said, who identified the company as Continental Tire.

Hosemann said a better way to invest state resources just might be to direct them towards small business, which Hosemann calls the backbone of the state's economy.

"That's our wheelhouse," Hosemann said. "We get a ton of phone calls on how to start a business. We point them to Y'all Business."

Robert Lee Long is Community Editor for the DeSoto Times-Tribune. He may be contacted at rlong@desototimestribune.com or at 662-429-6397, Ext. 252.

Free help for Mississippi entrepreneurs

By Courtney Carter/WLBT

Posted on April 19, 2017

More people are starting businesses in Mississippi, and the Secretary of State's office is giving them all the help they could need.

Secretary of State Delbert Hosemann announced the re-launch of Y'all Business, a website that helps new businesses get established in the Magnolia State.

"Mississippi's future is in small-to-medium-sized businesses. Y'all Business was designed to provide the information this target demographic needs—at no cost to the user— to choose to invest in Mississippi," said Hosemann.

Mississippi is the first state in the country to establish a website of this nature. With constantly updating data on business groups, local and regional demographics, competitor information and utility availability, Hosemann said new business owners will have everything they need at their fingertips.

"We surveyed our business owners in Mississippi and they told us what some of the issues were they faced when they got started," said Hosemann. "So we found information about those things and put it in one searchable place on our website."

The Secretary said they are not done with the website by any means.

"We'll put anything on there you need," said Hosemann.

"This helps business owners make strong financial decisions," said Hosemann. "It may help them decide to put a business in Warren County over Rankin, or it may help them to decide not to open a business at all. They have help making responsible decisions."

Secretary Hosemann explained how the website impacts new businesses moving into Mississippi:

To search information on Y'all Business, visit www.yallbusiness.sos.ms.gov.

Hosemann: LLC startups booming

[Geoff Pender](#), The Clarion-Ledger Published 3:51 p.m. CT April 19, 2017 | Updated 4:30 p.m. CT April 19, 2017



Delbert Hosemann(Photo: File photo/Gannett Mississippi)

Secretary of State Delbert Hosemann said Mississippi is seeing "phenomenal growth" in new limited liability companies, which will eventually be a boon for the state's economy, with more than half its workforce employed by small businesses.

"Those new limited liability companies will hire somebody," Hosemann said. "They'll buy something. They will build something. They will start a new company right here. These LLCs are the barometer for future growth in Mississippi. The corporate structure has settled out. It's level. This is our growth model."

LLC startups for the first quarter of 2017 were at 6,068, compared to 5,642 last year, Hosemann said. (See more figures below).

"Our tax revenues will only rise when we have increased income for our workers, and that's how you do it (small businesses)," Hosemann said. "Over half our workforce works in small business, not Nissan — thank goodness we've got Nissan and Ingalls — but our growth will come in the small business sector."

An LLC is like a corporation but the owners have "limited liability," meaning they usually are not personally liable for the company's debts and liabilities.

Hosemann showed the LLC growth figures on Wednesday at a news conference where he unveiled improvements to the Y'all Business website his office created in late 2015, including a new smart-phone app. The site provides detailed population, market, utilities, government and other data, designed to be a one-stop shop for those looking to locate or expand a business in Mississippi. Hosemann said no other state provides such detail in one site, and the information is free.

Hosemann said his office surveyed more than 78,000 businesses for the "relaunch" of Y'all Business, asking about their needs and barriers to developing or expanding in Mississippi.

New Mississippi Businesses

Secretary of State Delbert Hosemann released data Wednesday on business startups in Mississippi. Some highlights:

For the first quarter of this year, 7,080 new businesses were created in Mississippi, compared to 6,635 for the same period last year. For this year, there were 957 new corporations, 55 limited partnerships and 6,068 LLCs. Growth in corporations and limited partnerships is relatively flat, but the LLC formation rate is growing:

New LLCs

First quarter 2015: 5,201

First quarter 2016: 5,642

First quarter 2017: 6,068

New businesses by category

For the new businesses formed this year, the top categories are:

Real estate rental and leasing: 1,214

Retail trade: 927

Construction: 906

Professional, scientific and technical services: 840

Contact [Geoff Pender](#) at 601-961-7266 or gpender@gannett.com. Follow him on [Twitter](#).

Hosemann Hopes New Survey Info, Relunched Website Will Help Generate Business

Posted by Mark Rigsby on Apr 20, 2017 at 5:00 am/MPB

The Secretary of State's Office says the number of small to medium size business registrations is growing in Mississippi. As MPB's Mark Rigsby reports, a new survey shows companies are telling the state what they need to be successful.

Nearly 80,000 businesses participated in the survey. It shows the biggest barriers to setting up shop in Mississippi are financial resources and insurance. The most important success factor to them is having an educated workforce. Secretary of State Delbert Hosemann.

"Well, when you look at it, over 50% of the people in Mississippi work for a company with less than 200 employees. So, we want to bolster that. That's how we raise tax revenue. To increase the taxes, you have more people working. The way you do that is small and medium businesses in Mississippi."

Hosemann is taking this new information and using it to relaunch the "Y'all Business" website. The updated site allows the public, and more importantly new business start-ups, free access to information about the entire state, to make key business decisions.

"What's the demographics? What's the income? What's the spendable income? All of those kind of demographics. Well, we started "Y'all Business". We can tell you where the water is. Where the hospitals are. What the traffic count is. How many restaurants are in your town. All of that now is on our website."

Hosemann says there's been a significant increase in the registration of smaller companies in Mississippi. There are currently 100,000 in the state. 6,000 of them registered just in the past three months. The top three categories: real estate, retail, and construction.

Miss. Secretary of State relaunches Y'all Business website

Daily Journal

Apr 20, 2017

JACKSON – Y'all Business, the Secretary of State's one-of-a-kind online resource for free Mississippi economic development information, relaunched Tuesday with new information and features, including a mobile interface making it easier to access the site on a cell phone.

The Secretary of State's office surveyed more than 78,000 domestic businesses in planning for the relaunch. Among other questions, businesses were asked about their greatest barrier to developing or expanding their business in Mississippi. Survey answers helped determine new information categories and the redesign of the website, www.yallbusiness.sos.ms.gov.

New information on Y'all Business includes:

- Credit availability locations
- Workforce development program directors and locations
- Authorized charter schools
- Legislative, congressional and judicial districts
- County courthouse locations and city halls
- UMMC Telehealth locations
- Broadband connectivity information
- Licensed electronic protection system companies, installers, and technicians
- Licensed factory-build home dealers and transporters
- Oil and gas wells
- Electric power office locations and service areas
- Municipal waste water facilities and service areas
- Natural gas distribution and service areas
- Public drinking water service areas

“Mississippi's future is in small- to medium-sized businesses. Y'all Business was designed to provide the information this target demographic needs — at no cost to the user — to choose to invest in Mississippi,” Secretary of State Delbert Hosemann said.

Much of the information previously on the site, such as registered businesses and school rankings, has been updated.

The relaunch of Y'all Business includes a mobile interface, which is also the product of feedback on the site. The interface allows users to access Y'all Business information easily from a cell phone or other mobile device.

Additionally, now users can select one of eight business “groups,” which automatically populates the Y'all Business map with information relevant to a particular type of business. For example, a

user interested in opening a restaurant can select the restaurant group, which would populate the map with information about nearby competitor restaurants, median household income, and area traffic counts, among other information.

Y'all Business has garnered more than 109,000 pageviews since its inception in October 2015. More than 11,300 free business summary, retail market, and other reports have been downloaded from the site. Y'all Business was developed in partnership with The Geospatial Group, a Mississippi company.

Y'All Business? Mississippi Says a Lot Are.



Y'ALL BUSINESS

DELBERT HOSEMANN
Secretary of State



POSTED BY: BEN CAXTON APRIL 21, 2017

JACKSON, MS (Ben Caxton) — Mississippi’s Secretary of State Delbert Hosemann held a press conference this week announcing the relaunch of the state’s “Y’all Business” site for Mississippi entrepreneurs. Houseman said there’s been a significant increase in the number of LLCs forming. In fact, there were more than a thousand more formed in the first quarter of this year than either of the last two. The Secretary of State’s office polled more than 70,000 businesses and found the biggest barrier they faced when they got started was financial resources. They’re hoping the new website will help take the guess work out of businesses finding the data to become more successful.

Hosemann on target with website

By The Oxford Eagle Editorial Board

Email the author

Published 2:00 am Sunday, April 23, 2017

Mississippi Secretary of State Delbert Hosemann is onto something with the relaunch of the Y'all Business site, a free digital resource of information.

The website was initially launched in 2015 but this latest version, with interactive maps showing locations of hospitals, restaurants and other types of businesses, and population data and information about household income and broadband access, is frankly fantastic.

Users can easily find demographic information by geographic location in Mississippi, or useful competitive business information. For instance, a user considering opening a restaurant can populate a map with information about restaurant competitors from within a certain area, and they can find out other helpful information including traffic count.

Other demographic information is valuable simply because it is so accessible and from a verified source. For instance, Lafayette County has a median age of 28.5 versus 36.5 for the state at large, and that information is right at your fingertips at yallbusiness.com.

Hosemann says he created the site to help determine things like whether there's a market for a certain type of business in any particular part of the state. He said the goal is to help development of small- and medium-sized businesses by giving people free access to information.

We think he's right on target with this useful site.



DELBERT HOSEMANN
Secretary of State

125 S. CONGRESS STREET
POST OFFICE BOX 136
JACKSON, MISSISSIPPI 39205-0136

For Immediate Release: Wednesday, September 30, 2015
Contact: Pamela Weaver, Communications Director
pamela.weaver@sos.ms.gov (601) 270-4100

YallBusiness: New website aims to Promote Economic Development in the State

Jackson, Miss.—Information is key to business success. Today, Secretary of State Delbert Hosemann launched www.YallBusiness.sos.ms.gov which aggregates economic, census, and consumer data into one comprehensive website.

“If you are a business looking to come to Mississippi, or a business looking to expand to Mississippi, YallBusiness does all of your research for you,” says Secretary Hosemann. “YallBusiness is a positive step toward promoting job creation and economic development. It also offers in-depth research to businesses never before available in one site and not available in any other State.”

YallBusiness includes detailed information regarding:

- Registered Businesses
- Banking and Insurance
- Health
- Education
- People
- Agriculture
- Public Lands
- Transportation
- Taxes
- Technology

“More businesses mean more jobs and more tax dollars for your area,” adds Secretary Hosemann. “Individuals can pin-point a location on a map, determine traffic counts, drive times, school district information and retail marketing data. We can even show how many times people ate at a fast food restaurant in the last six months—all in one comprehensive site.”

The website was developed by The Geospatial Group, a Mississippi company.

“Working with the Secretary of State’s Office, we have combined close to four hundred categories of freely available and sometimes difficult to access information from Federal and State agencies into a single site that can be used to explore potential areas for your business,” says Gary Hennington, President of The Geospatial Group.

YallBusiness is a work in progress and more information will be added to the site.

For more information on YallBusiness, visit the website at www.YallBusiness.sos.ms.gov. The Secretary of State’s Office encourages the public to provide feedback and suggestions on information they would like to see included on the site by emailing yallbusiness@sos.ms.gov.



DELBERT HOSEMANN
Secretary of State

125 S. CONGRESS STREET
POST OFFICE BOX 136
JACKSON, MISSISSIPPI 39205-0136

For Immediate Release: Wednesday, April 19, 2017

Contact: Leah Rupp Smith, Assistant Secretary of State of Communications
leah.smith@sos.ms.gov / (769) 232-1481

Y'all Business Website Relaunches with New Information, Mobile Interface

Jackson, Miss.—Y'all Business, the Secretary of State's one-of-a-kind online resource for free Mississippi economic development information, relaunches today with new information and features including a mobile interface making it easier to access the site on a cell phone.

The Secretary of State's Office surveyed more than 78,000 domestic businesses in planning for the relaunch. Among other questions, businesses were asked about their greatest barrier to developing or expanding their business in Mississippi. Survey answers helped determine new information categories and the redesign of the website.

New information on Y'all Business includes:

- Credit availability locations;
- Workforce development program directors and locations;
- Authorized charter schools;
- Legislative, congressional, and judicial districts;
- County courthouse locations and city halls;
- UMMC Telehealth locations;
- Broadband connectivity information;
- Licensed electronic protection system companies, installers, and technicians;
- Licensed factory-build home dealers and transporters;
- Oil and gas wells;
- Electric power office locations and service areas;
- Municipal waste water facilities and service areas;
- Natural gas distribution and service areas; and
- Public drinking water service areas.

“Mississippi’s future is in small- to medium-sized businesses. Y’all Business was designed to provide the information this target demographic needs — at no cost to the user — to choose to invest in Mississippi,” Secretary of State Delbert Hosemann said.

Much of the information previously on the site, such as registered businesses and school rankings, has been updated.

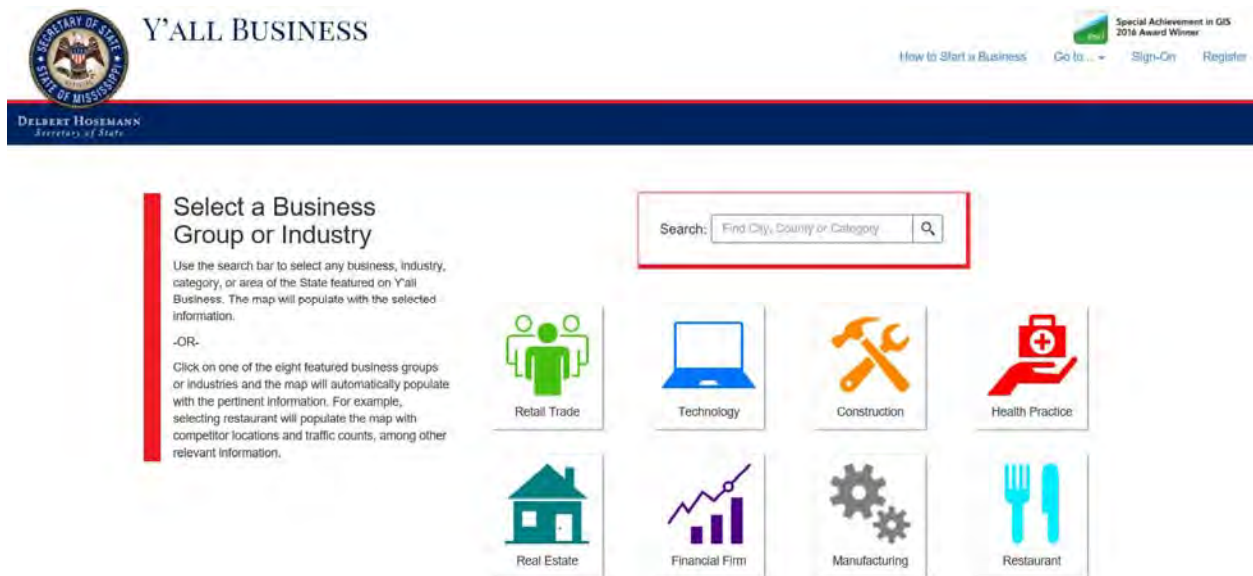
The relaunch of Y’all Business includes a mobile interface, which is also the product of feedback on the site. The interface allows users to access Y’all Business information easily from a cell phone or other mobile device.

Additionally, now users can select one of eight business “groups,” which automatically populates the Y’all Business map with information relevant to a particular type of business. For example, a user interested in opening a restaurant can select the restaurant group, which would populate the map with information about nearby competitor restaurants, median household income, and area traffic counts, among other information.

Y’all Business has garnered more than 109,000 pageviews since its inception in October 2015. More than 11,300 free business summary, retail market, and other reports have been downloaded from the site. Y’all Business was developed in partnership with The Geospatial Group, a Mississippi company.

To search information on Y’all Business, visit www.yallbusiness.sos.ms.gov. Suggestions for the site are welcome and can be e-mailed to yallbusiness@sos.ms.gov.

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The new Y’all Business “Business Groups” page allows users to select one of eight categories. The Y’all Business map of Mississippi will automatically populate with information relevant to the selected category.



DELBERT HOSEMANN
Secretary of State

125 S. CONGRESS STREET
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For Immediate Release: Friday, October 6, 2017

Contact: Leah Rupp Smith, Assistant Secretary of State of Communications
leah.smith@sos.ms.gov / (769) 232-1481

Secretary of State's Office Earns Two Awards for Y'all Business, Charities Online

Jackson, Miss.—Two websites operated by the Secretary of State's Office have earned top awards in creativity and digital communication.

Y'all Business, www.yallbusiness.sos.ms.gov, took home a 2017 Platinum dotComm award, and Charities Online earned a Gold. dotComm Awards is an international competition administered by the Association of Marketing and Communication Professionals. More than 2,200 entries from throughout the United States and 14 other countries submitted sites and other works for consideration.

"We want government to work for the people, not the other way around," Secretary of State Delbert Hosemann said. "This is why I have made it a top priority to make sure our information and services are available online."

Y'all Business, Mississippi's one-of-a-kind resource for free economic development information, relaunched in April 2017 with new data and features, including a mobile interface making it easier to access the site on a cell phone.

Additionally, now users can select one of eight business "groups," which automatically populates the Y'all Business map with information relevant to a particular type of business. For example, a user interested in opening a restaurant can select the restaurant group, which would populate the map with information about nearby competitor restaurants, median household income, and area traffic counts, among other information.

Y'all Business has garnered more than 129,000 pageviews since its inception in October 2015. Almost 14,000 free business summary, retail market, and other reports have been downloaded

from the site. Y'all Business was developed in partnership with The Geospatial Group, a Mississippi company.

The Charities Division completed its process to move all registration forms online in April 2017. Charities and other entities required to register in the State can also verify and approve their information online before submitting it. Currently, more than 3,700 charities are registered in Mississippi, and more than 4,100 charities have filed exemption paperwork.

For more information about the Charities Division, or filing paperwork online, visit <http://www.sos.ms.gov/Charities/Pages/default.aspx>.

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The Association of Marketing and Communication Professionals (AMCP) supports the efforts of creative professionals who “contribute their unique talents to public service and charitable organizations.” AMCP sponsors several competitions annually, including the dotComm Awards. For more information about AMCP, visit <http://amcpros.com/#about-us>.



Pictured from left to right: Cindy Sumrall, Jessica Thornton, Libby Cajoleas, Tanya Webber, Secretary of State Delbert Hosemann, Earnest Hart, Tom Riley, Charlie Case.