

Community Analysis

M.R. Davis Public Library



FIRST REGIONAL LIBRARY

where discovery begins...

I. Agency Profile.....	4
A. Agency information sheet.....	4
B. Web page address	4
C. Map of service area (n/a).....	5
D. Hours of operation.....	5
E. Statistical information	5
1. Circulation by Dewey 10's.....	5
2. Circulation by item type.....	9
3. Program statistics.....	10
4. SLP statistics.....	10
5. User Count statistics	11
II. Community Overview	11
A. Ride-Around summation.....	11
B. History of the library.....	13
C. History of the community	13
III. Annual Community Events.....	14
IV. Business Services.....	15
A. Three largest employers in your community.....	15
B. Health.....	16
1. Hospitals	16
2. Clinics	16
3. Nursing home / rest homes	16
4. Other health related organizations and services	16
V. Clubs, Organizations and Neighborhood Associations	17
A. Youth organizations and centers	17
B. Neighborhood Associations (n/a)	17
C. Civic Organizations.....	17
D. Clubs – Garden, Country, Hobby	19
E. Fraternal Organizations (n/a)	19
E. Housing associations.....	20
F. Social agencies	21
G. Legal Aid	21
H. Labor unions (n/a)	21
I. Veteran’s organizations.....	21
J. Cultural Organizations and activities	22
1. Art Societies/Councils	22
2. Dramatic Groups	22
3. Book clubs/Literary societies.....	22
4. Museums.....	23
5. Symphonies/Opera/Music	23
6. Dance.....	23
K. Other (n/a)	24
VI. Demographics.....	24
A. Population	24
1. Numbers	24
2. Ages.....	24

3. Changes / Trends (n/a)	24
4. Ethnic makeup	25
5. Foreign languages spoken (n/a).....	25
6. Education levels	25
B. Housing	26
1. Types of housing in service area.....	26
2. House sales by Zip Code (n/a).....	26
3. Average cost per square foot for new construction (n/a).....	26
4. Average size of housing	26
5. Average number living in a single dwelling	27
C. Economic.....	27
1. Unemployment rate.....	27
2. Average income	27
3. Percentage of types of jobs.....	27
D. Zip Code map (n/a)	27
VII. Education.....	27
A. Public & Private Schools (n/a)	27
B. Universities & Colleges.....	28
C. Home School Groups (n/a).....	28
D. Child Care Services (n/a)	28
E. Other Libraries (i.e. church, hospital, chamber, etc.).....	28
VIII. Government	29
A. Government Offices.....	29
1. City.....	29
2. County.....	31
3. State.....	32
B. Political party organizations.....	33
IX. Media	33
A. Newspapers	33
B. Radio stations.....	33
C. Television stations.....	34
X. Parks & Recreation	34
A. Parks	34
B. Recreation center	35
C. Major attractions.....	35
D. City/County sports leagues.....	35
XI. Religious Groups	35
A. Churches	35
B. Synagogues (n/a)	35
C. Mosques.....	35
XII. Transportation.....	36
A. Buses (n/a)	36
B. Taxis.....	36
C. Airports.....	36

I. Agency Profile

A. Agency information sheet

Date:	June 1, 2007
Branch:	M. R. Davis Public Library
Address:	8889 Northwest Drive
Phone:	662-342-0102
Fax:	662-342-0556
Email:	south@first.lib.ms.us
Staff:	
Total number of Staff:	18
Professional Staff::	1
Library Assistants:	12
Pages:	5
Full-time Equivalent: (add total number of hours worked by all staff in a week and divide by 40)	11
The Building:	
Date opened:	1979
Total square feet:	16,000
Seating capacity:	69
Square feet in meeting rooms	1717, 379
Number of meeting rooms:	2
Other rooms:	1 Break & Workroom, 2 inside storage rooms, 2 outside storage rooms, 2 offices
Parking spaces:	
Regular:	73
Handicapped	4
Handicapped Accessibility:	
Bathrooms:	Yes
Automatic Doors:	No
Ramp:	Yes

B. Web page address

System www.firstregional.org

Branch <http://www.firstregional.org/page13.html>

C. Map of service area (n/a)

insert map

D. Hours of operation

	<u>Open:</u>	<u>Close:</u>
Sunday	-	-
Monday	10	8
Tuesday	10	8
Wednesday	10	8
Thursday	10	8
Friday	10	6
Saturday	10	5
Total Open Hours Per Week		55

E. Statistical information

1. Circulation by Dewey 10's

	FY 2007	SOUTH
000	Comp Sci, Knowledge & Sys	398
010	Bibliographies	26
020	Library Science	57
030	Encyclopedias	148
050	Magazines	0
060	Associations, Organizations	0
070	News media, Publishing	28
080	Quotations	6
090	Manuscripts & rare books	0
	TOTAL	663
100	Philosophy	10
110	Metaphysics	2
120	Epistemology	6
130	Parapsychology	333
140	Philosophical schools of thought	0

150	Psychology	574
160	Logic	1
170	Ethics	89
180	Ancient, Medieval & Eastern philosophy	4
190	Modern Western Philosophy	12
	TOTAL	1031
200	Religion	51
210	Philosophy of religion	28
220	The Bible	260
230	Christianity	194
240	Christian practice and observance	398
250	Christian pastoral & religious orders	6
260	Christian organization	35
270	History of Christianity	50
280	Christian Denominations	26
290	Other religions	235
	TOTAL	1283
300	Social Sciences	557
310	Statistics	2
320	Political Science	260
330	Economics	782
340	Law	300
350	Public Admin & military science	181
360	Social problems & services	1129
370	Education	840
380	Commerce, communication & transportation	143
390	Customs, etiquette & folklore	716
	TOTAL	4910
400	Language	2
410	Linguistics	26
420	English & Old English	92
430	German	22
440	French	40
450	Italian, Romanian & related	7
460	Spanish & Portuguese	245
470	Latin & Italic languages	5
480	Classical & modern Greek	0
490	Other languages	53
	TOTAL	492
500	Science	146
510	Mathematics	237
520	Astronomy	211
530	Physics	140

540	Chemistry	50
550	Earth sciences & geology	221
560	Fossils & Prehistoric life	244
570	Life Sciences, Biology	148
580	Botany (plants)	82
590	Zoology (animals)	984
	TOTAL	2463
600	Technology	23
610	Medicine & health	2193
620	Engineering	513
630	Agriculture	1263
640	Home & Family management	1903
650	Management & Public Relations	681
660	Chemical Engineering	13
670	Manufacturing	18
680	Manufacture for specific uses	106
690	Building & Construction	197
	TOTAL	6910
700	Arts	56
710	Landscape & area planning	77
720	Architecture	108
730	Sculpture, ceramics & metalwork	167
740	Drawing & decorative arts	4045
750	Painting	170
760	Graphic arts	29
770	Photography & computer arts	110
780	Music	3623
790	Sports, games & entertainment	1456
	TOTAL	9841
800	Literature, rhetoric & criticism	309
810	American literature	1031
820	English and Old English literature	367
830	German literature	18
840	French literature	1
850	Italian, Romanian & related literatures	9
860	Spanish & Portuguese literatures	7
870	Latin & Italic literatures	6
880	Classical & modern Greek	32
890	Other Literatures	16
	TOTAL	1796
900	History	57
910	Geography and Travel	589
920	Biography & Genealogy	231
930	History of ancient world	124

940	History of Europe	736
950	History of Asia	275
960	History of Africa	28
970	History of North America	1518
980	History of South America	28
990	History of other areas	18
	Biography	1096
	TOTAL	4700
	TOTAL	34,089

2. Circulation by item type

FY 2007	SOUTH
AC	5260
BIOGRAPHY	1208
CD	3902
CDROM	8
CDSW	5951
DVD	26780
E-AUDIO	0
E-BOOK	0
EASY	19725
EASY-RDR	229
EQUIPMENT	15
FICTION	39468
FILM	0
FILMSTRIP	0
GENEALOGY	14
JBIOGRAPHY	483
JFICTION	4160
JNONFIC	6170
JPAPERBACK	5095
LARGE-TYPE	3900
MAGAZINES	4691
MAP	0
MICROFORM	0
MM-KIT	22
NONFIC	25034
OVERSIZED	0
POSTER	0
PUPPET	986
RECORD	0
REFERENCE	179
STORY_TIME	18
TOY	3
UNKNOWN	8
VF	4
VIDEO	10399
YFICTION	1602
YPAPERBACK	1043
TOTAL	166357

3. Program statistics

FY 2007	South
Programs (in library)	235
Attendance (in library)	6,828
Children's programs	175
Attendance at children's programs	6,392
Programs (outside library)	80
Attendance (outside library)	10,528

4. SLP statistics

Date Range:	June/July 2007	SLP Registrants
Centers		13
Birth-K	Off-Site	862
Grades 1-6		675
Subtotal		1537
Birth-K	In-Library	233
Grades 1-9		543
Sub-total		776
Kid total		2313
15-18		104
Adult		554
Grand Total		2971

5. User Count statistics

FY 2007	Southaven
Adult users {5 days}	1621
% of Regional total	12.59
Juvenile users {5 days}	605
% of Regional total	7.97
Total Users {5 days}	2226
% of Regional total	10.88
Saturday & Sunday only	295
Total Weekly Circ.	3542
% of Regional total	14.21
Total Weekly Ref.Ques.	870
% Regional of total	14.34
YEARLY TOTAL USERS	131057
YEARLY TOTAL CIRC	184201.3
YEARLY TOTAL QUESTIONS	45257
Average Weekly Users	2520

II. Community Overview

A. Ride-Around summation

The city of Southaven has grown from a small suburban subdivision to the fifth largest city in Mississippi. Covering a large geographic area the ride-around made a perimeter of the city with in-roads into both older and newer neighborhoods. The original residential areas of town now include both rental and starter homes, but in general the areas are still well maintained. Most vehicles seemed to be in working order, most yards were maintained and uncluttered. In general the ride-around participants did not see trash in the residential areas regardless of income levels or housing sizes or cost.

The original area of old Southaven is now an officially designated Mississippi Main Street District that is untypical of the other Main Street program sites. Instead of an old town square or main street, the area in Southaven contains two 'main streets' – Hwy 51 from the state line to the border with Horn Lake on Hwy 51. The old 'Stateline Road' has portions within the district now officially named 'Main Street.' While the majority of the businesses in the District would be categorized as

'small' there is a large grocery chain store [Kroger], a newly opened large clothing store [Burlington Coat], two Walgreen's, a Rite-Aide, and a growing private school [Delta Technical College], and a large box building just renovated by a growing church. In addition to these private investments in the area, the City of Southaven has built a new Arena for many events from horse shows to flea markets to social events, a Farmer's Market, and remodeled a former church into a Performing Arts Center and multipurpose building. The area also includes city municipal offices, the Police Department building, and the public library. A new library building is under construction near City Hall and a recently renovated city park, Jim Saucier. The district also includes a city skateboard park and inline hockey.

Because of airport restrictions on building in the state line areas most of the new commercial buildings are industrial warehouse buildings. Older neighborhoods bordering this new development still consist of stable one-family homes. Most areas include small convenience commercial area of service stations with quick stop groceries, small offices for insurance, lawyers, real estate, doctors, etc.

New housing construction is being done from the far west side of Stateline Road to the newest developments east to the Olive Branch border and south to the border with Hernando. Most of the new construction is single-family. At the present time no new apartment complexes are being approved by the city planning department. As new housing is constructed commercial areas quickly follow as well as school buildings.

The largest commercial strip in DeSoto County includes Goodman Road from the express-way to Elmore. The new Towne Center open air shopping development includes mostly nationwide name brand chains, including J. C. Penney's, Circuit City, Dillard's, Linens & Things, Pier One and other specialty stores. Numerous chain restaurants fill these commercial areas.

B. History of the library

The first Southaven library opened December 9, 1962 in a small room/office on the side of the Fire Station on Whitworth just off Hwy 51. In subsequent years the physical location moved to the basement of a small grocery and the first floor of the Alodex Corporation building that is now City Hall and in the area now occupied by the Southaven Chamber of Commerce.

In 1971 the first building constructed for the Southaven library re-established library service after the library had to leave the Alodex building in 1969. This building, affectionately known to many as 'the little green' library, was constructed on land donated to the library by the Alodex Corporation. Funds for the construction came from donations from citizens, business firms and civic organizations.

The present M. R. Davis Public library building was constructed in 1979, and enlarged and remodeled in 1994. Funding came from county bond issues and Mississippi capital grant funds through the Mississippi Library Commission.

Construction has begun on a new building just down the street from the present location. State grant funds, county funds, and a \$4.5 million dollar bond issue by the City of Southaven will pay for this new building. Located on the side of a city park, and between City Hall and the Police Department, the library will be a community anchor in the municipal area and the 51 & Main District of Southaven.

C. History of the community

In 1961 Southaven began as the Southaven Gardens subdivision consisting of homes now in the 51 & Main District on the north side of Stateline/Main Street near the intersection of Hwy 51. Affordable housing fueled more growth south of Stateline and to the west side of Highway 51. The first locally owned assets were the Utility District and the Fire Department. These were joined by the public library in December of 1962.

While the area known as Southaven continued to grow, it was not until March 25, 1980 that citizens voted to incorporate. Since that time, affordable housing and commercial growth have contributed to the steady increase in citizens and land area. Like a large oak tree from a tiny acorn, Southaven has grown into the fifth largest city in the state. Estimates now put the population of Southaven at over 40,000. The city has continued to add amenities for citizens. Growth in Southaven has spilled over to neighboring communities including the more historic towns of Horn Lake, Olive Branch and Hernando.

III. Annual Community Events

- Event:** Springfest
Date: April, usually last week
Contact Information: Kristy Faulkner, City of Southaven
 662-393-6939
- Event:** DeSoto County Business Expo
Date: Usually annually in April
Contact Information: Southaven Chamber of Commerce
 662-342-6114
- Event:** Snowden Grove Baseball Tournaments
Date: April - Sept
Contact Information: Southaven Parks Department
Event: Annual Easter Egg Hunt At Snowden Grove
Date: Usually a Saturday before Easter
Contact Information: Southaven Parks Department
- Event:** Annual Fishing Rodeo at Saucier Park
Date: About 3rd Saturday in Easter
Contact Information: Southaven Parks Department
- Event:** 4th Fireworks display, picnic, music
Date: 4th of July annually
Contact Information: Southaven Parks Department
- Event:** Annual Patriotic Parade
Date: Before July 4th
Contact Information: Southaven Chamber of Commerce – 51 & Main
 Association, M. R. Davis Public Library
 662-342-6114, 342-0102

Event: Safety Town – Child Safety
 Date: Annual - Summer
 Contact: Southaven Police Department
 Information:

Event: Southern Lights at Central Park
 Date: Annual – Thanksgiving through Dec 31
 Contact: Southaven Parks Department
 Information:

Event: Christmas Parade
 Date: Annual – Early December
 Contact: Southaven Parks Department
 Information:

Event: Breakfast with Santa
 Date: Annual - December
 Contact: Southaven Parks Department
 Information:

IV. Business Services

A. Three largest employers in your community

Name: Baptist Hospital
 Address: 7601 Southcrest Parkway
 Phone #: 662-349-4000

Name: DeSoto County School System
 2 High, 2 Middle, 4 Elementary schools
 Address: 5 E. South Street, Hernando, 38632
 Phone #: 662-429-5271

Name: Wal-Mart
 Address: 6811 Southcrest Parkway
 Phone #: 662-349-1838

B. Health

1. Hospitals

Name: Baptist Hospital - DeSoto
Address: 7601 Southcrest Parkway
Phone #: 662-349-4000

2. Clinics

Name: No freestanding Minor Medical Clinics affiliated with area hospitals in Southaven

Name: DeSoto Health & Wellness Center, Inc
Address: 7181 Delta Bluff Parkway, Wall 38680
Phone #: 662-781-0038

3. Nursing home / rest homes

Name: Hermitage Gardens
Address: 108 Clarington Drive
Phone #: 662-349-9350

Name: Golden Living Center
Address: 1730 Dorchester Drive
Phone #: 662-393-0050

Name: DeSoto Health Care
Address: 7805 Southcrest Parkway
Phone #: 662-349-7500

4. Other health related organizations and services

Name: Lifeblood
Address: 577 Goodman Road #5, Southaven
Phone #: 662-349-0662

Name: Wings Cancer Foundation
 Address: 7668 Airways Blvd
 Phone #: 662-996-1083

Name: NAMI – National Alliance for the Mentally Ill
 Address: www.ms.nami.org
 Phone #: 662-429-2589

Name: Breast Feeding & Childbirth Classes– Baptist
 Hospital
 Address: 7601 Southcrest Parkway
 Phone #: 662-349-4000

V.Clubs, Organizations and Neighborhood Associations

A. Youth organizations and centers

Name: Southaven Youth Agency, City of Southaven
 Address: Performing Arts Center
 Phone #: Colonial Hills
 Contact Person: Ken Shackelford
 Activities/Programs (especially Summer) Summer Camp – Library works with this group throughout the year and during the Summer Library Program

Name: YMCA-Olive Branch
 Activities/Programs (especially Summer) Summer Program 2007 Goodman Oaks Church of Christ

B. Neighborhood Associations (n/a)

C. Civic Organizations

Name: DeSoto County Business Women
 Address: P O Box 343, Southaven
 Phone #: 662-393-8770
 Contact Person: Kim Terrell

Activities/Programs
(especially Summer)

Meet 3rd Wed of the month at Baptist Hospital, annual education scholarship, other charitable donations, membership mailing list for activities and news

Name:

Southaven Civitan Club

Address:

gmmoreland@msn.com

Phone #:

Contact Person:

George Moreland

Activities/Programs
(especially Summer)

Meet at Boiling Point Restaurant, twice a month, charitable works focusing on mentally and physically handicapped

Name:

Southaven Rotary Club

Address:

P O Box

Phone #:

Contact Person:

Jon Pointer, President

Activities/Programs
(especially Summer)

Meets weekly on Thursdays at the Boiling Point Restaurant, educational scholarships, student – teacher of the month for Horn Lake, Southaven, SBEC, DeSoto Central schools, other charitable contributions

Name:

AARP Chapter 5371

Phone #:

662-781-8023

Contact Person:

Jan Schwantes

Name:

Friends of the Southaven Public Library

Address:

8889 Northwest Drive

Phone #:

662-393-9678, 662-342-0102

Contact Person:

Carolyn McCammon or Linda Jowers

Activities/Programs
(especially Summer)

Fundraising activities to support library programs and needs

Name:

AARP Chapter 5371

Phone #:

662-781-8023

Contact Person:

Jan Schwantes

Activities/Programs
(especially Summer)

D. Clubs – Garden, Country, Hobby

Name: Heritage Home & Garden Club
 Phone #: 662-342-0961
 Contact Person: Kathy Stark

Name: Mid-South Decorative Artists
 Address: Meet at the Southaven Library
 Phone #: 662-781-1674
 Contact Person: Lisa Ketchum
 Activities/Programs (especially Summer) Individual members have assisted with library programs

Name: Daughters of the American Revolution,
 Chucalissa Chapter
 Address: 6640 Hickory Crest Drive, Walls 38680
 Phone #: 662-781-1702

Name: Sons of the American Revolution, DeSoto
 Patriots Chapter
 Address: Meet at Southaven City Hall
 Phone #: 662-349-3390
 Contact Person: Lynn Herron

Name: United Daughters of the Confederacy
 Phone #: 662-349-3390
 Contact Person: Dorothy Herron

Name: Sons of the Confederate Veterans
 Address: 6395 Janice Drive, Southaven
 Phone #: 662-349-3390
 Contact Person: Lynn Herron

Name: VFW Ladies Auxiliary
 Address: 1884 Veterans Drive, Southaven
 Contact Person: Meets first Tuesday of the month

E. Fraternal Organizations (n/a)

E. Housing associations

Name:	Swinnea Ridge Homeowners Association
Address:	7095 Swinnea Ridge
Phone #:	662-349-3504
Contact Person:	James Perry
Name:	Snowden Grove Homeowners Association
Address:	2600 Panola St, Hernando, 38632
Phone #:	901-340-9330
Contact Person:	Michael Hensley
Name:	Greenbrook Homeowners Association
Address:	8867 Cypress Cove
Phone #:	662-393-0612 / 662-812-9007
Contact Person:	Johnny Hylander
Name:	Flower Creek Home Owners Association
Phone #:	662-393-0364
Contact Person:	Julie Sellers
Name:	Community Foundation of Northwest Mississippi
Address:	321 Loshier Street, Hernando 38632
Phone #:	901-238-1066
Contact Person:	Tom Pittman
Name:	Samaritans
Address:	P O Box 535, Southaven 2600 Goodman Road W, Horn Lake, 38637
Phone #:	662-393-6439
Activities/Programs (especially Summer)	Utilities, rent, prescription & disaster assistance, food pantry & clothes closet.
Name:	House of Grace
Address:	P O Box 272
Phone #:	662-342-1889, 342-1432
Contact Person:	Mrs. Lorine Cady

Name: IMPACT-Christian Counseling Ministries, DeSoto
Sunrise Homes
Address: 8991 Northwest Drive
Phone #: 662-342-0155
Contact Person: Cindy Donaldson

F. Social agencies

Name: WIN Job Center
Address: 7320 Hwy 51 N
Phone #: 662-342-4002
Contact Person: Bobbye Oliver
Activities/Programs (especially Summer) GED classes, and computer lab

G. Legal Aid

Name: North Mississippi Rural Legal Services
Address: P O Box 928, 2136 W. Jackson Ave, Oxford,
38655
Phone #: 1-800-559-5074, 662-234-2918
Activities/Programs (especially Summer) Free & low-cost legal services in accordance with
priorities. Income eligibility. See web site:
<http://www.nmrls.com>

H. Labor unions (n/a)

I. Veteran's organizations

Name: Veterans of Foreign Wars Post 10567
Address: 1884 Veteran's Drive, Southaven
Phone #: 662-393-4488

J. Cultural Organizations and activities

1. Art Societies/Councils

Name: Director of Arts & Cultural Affairs, City of Southaven
Address: 3335 Pine Tar Alley
Phone #: 662-895-1138, Fax 662-895-6224
Contact Person: Sherry Bennett

Name: DeSoto Arts Council
Address: 2375 Memphis St, Suite 209, Hernando 38632
Phone #: 662-404-3361
Contact Person: <http://www.desotoarts.com>

2. Dramatic Groups

Name: DeSoto Family Theater
Address: DeSoto Civic Center
Phone #: 662-342-0064

3. Book clubs/Literary societies

Name: First Thursday's Southern Readers
Address: 8889 Northwest Drive
Phone #: 662-342-0102
Contact Person: Librarian
Activities/Programs (especially Summer) Meet the first Thursday of the month at the Southaven Library

4. Museums

Name: Historic DeSoto Museum
 Address: 71 East Commerce, Hernando 38632
 Phone #: 662-429-8852
 Contact Person: Brian Hicks, Director
 Activities/Programs (especially Summer): Director does programs at schools, libraries and for groups

5. Symphonies/Opera/Music

Name: DeSoto Civic Center
 Address: 4560 Ventura Dr,
 Phone #: 662-280-9120
 Contact Person: Stuart Taylor
 Activities/Programs (especially Summer): Commercial musical acts

Name: Snowden Grove Amphitheater
 Address: 6285 Snowden Grove Lane, Southaven,
 38672
 Phone #: 901-316-0175
 Contact Person: TCB Concerts, Southaven Parks
 Department
 Activities/Programs (especially Summer): Outdoor concerts

Name: Southaven Performing Arts Center
 Address: Colonial Hills
 Phone #:
 Contact Person: Southaven Parks Department, Sherry
 Bennett

6. Dance

Name: Ballet DeSoto
 Phone #: 662-349-6422
 Contact Person: Jill Morris

K. Other (n/a)

VI. Demographics

A. Population

1. Numbers

	2000	2005	2006	% Change 2000/2006	% Change 2000/2005
Desoto County	107,199	137,004	144,706	34.99	27.8
Southaven	28,949	38,840	34,260	18.4	34.2
*Source: U.S. Census Bureau. American FactFinder. Population Estimates.					
** Source for 2006 population of communities and for all information on Walls is: ESRI: Business Information Solutions. Products Reports. Zip Code Lookup.					

2. Ages

Desoto County: Population – Ages (2005 Estimate)		
Ages	Number	Percent
Under 5 years	9,675	7.1
Ages 5-9	9,957	7.3
Ages 10-14	10,448	7.6
Ages 15-19	9,319	6.8
Ages 20-34	30,807	22.5
Ages 35-54	40,280	29.4
Ages 55-64	13,687	9.9
Persons 65 years and older	12,831	9.4
TOTAL	137,004	100%
** Source: Census Bureau. Estimates 2005		
MEDIAN AGE BY LOCATION: 2006		
Desoto County	34.6	
Southaven	34.4	

3. Changes / Trends (n/a)

4. Ethnic makeup

ETHNIC MAKEUP: Desoto County 2005		
Ethnic Makeup	2005	Percentage
White	106,472	77.7
Black	23,332	17
Native American & Alaska Native	421	0.3
Asian	1,261	0.9
Hispanic or Latino	4,512	3.4
Native Hawaiian	106	0.1
Persons of 2 or more races	943	0.7
Source: Census Estimates (American FactFinder)		
Ethnic break-down not available for Hernando, Horn Lake, Olive Branch, or Southaven later than 2000. Data not available for Walls.		

5. Foreign languages spoken (n/a)

6. Education levels

Educational Levels: Desoto County 2006			
	Number	Percentage	
Less than 9 th Grade	3,556	3.9	
9-12 years (no diploma)	9,137	10	
High School Graduates	33,082	33.1	
Some College – No degree	23,589	25.9	
Associate Degree	6,918	6.9	
Bachelor Degree	10,739	11.8	
Graduate Degree	3,957	4.4	
Educational Levels: Age 25+ Communities 2006 (percentage only)			
Location	Associate Degree	Bachelor's Degree	Graduate Degree
Southaven	7.8	11.6	4
2000 are the latest statistics available for High School graduates for the above communities.			
Source: Mississippi Development Authority.			

B. Housing

1. Types of housing in service area

LOCATION	OWNER OCC. UNITS	RENTER OCC. UNITS	VACANT UNITS	TOTAL HOUSING UNITS	NEW CONST. PERMITS
Hernando	2,550	824	338	3,712	197
Horn Lake	4,326	2,021	444	6,791	697
Olive Branch	8,273	2,084	766	11,124	533
Southaven	9,210	4,463	872	14,544	827
Walls	NA	NA	NA	NA	NA

2. House sales by Zip Code (n/a)

3. Average cost per square foot for new construction (n/a)

4. Average size of housing

HOUSING: Desoto County 2006		
INCOME LEVEL	2006	PERCENT 2006
0 - \$34,999	13,153	25.5
\$35,000 - \$49,999	8,791	17.1
\$50,000 - \$74,999	12,272	23.8
\$75,000 +	17,267	33.5
TOTAL NUMBER OF HOUSEHOLDS:		
	51,483	
PERSONS BY HOUSEHOLD (2004 data only)		
	2.75	
MEDIAN HOUSEHOLD INCOME:		
	\$57,735	

5. Average number living in a single dwelling

LOCATION	# HOUSEHOLDS	AVG. HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME	MEDIAN HOUSING VALUE
Southaven	13,672	2.6	53,404	NA
Source: Mississippi Development Authority				
**Data shown for Walls is from ESRI: Business Information Solutions. Products Reports. Zip Code Lookup				

C. Economic

- 1. Unemployment rate**
- 2. Average income**
- 3. Percentage of types of jobs**

ECONOMIC: Desoto County		
Per Capita Income: \$29,318 (2004)		
Average Annual Wage: \$27,347 (2005)		
Unemployment Rate: 4.5% (2007)		
Employment by Industry - 2007		
Total Nonagricultural	Manufacturing	Non-Manufacturing
46,310	5,750	40,560
Source: Mississippi Department of Employment Security. February 2007		

D. Zip Code map (n/a)

insert map

VII. Education

A. Public & Private Schools (n/a)

B. Universities & Colleges

Name: Northwest Community College

Name: University of Mississippi

Name: Delta Technical College

C. Home School Groups (n/a)***D. Child Care Services (n/a)******E. Other Libraries (i.e. church, hospital, chamber, etc.)***

Name: Trinity Baptist Church
Address: 7200 Swinnea Road, Southaven
Phone #: 662-349-3333
Webpage:

Name: Goodman Oaks Church of Christ
Address: 1700 Goodman Road, Southaven
Phone #: 662-349-3600
Webpage:

Name: Colonial Hills Baptist Church
Address: 7701 Hwy 51 N, Southaven
Phone #: 662-342-3878
Webpage:

VIII. Government

A. Government Offices

1. City

a) City council

<http://www.firstregional.org/FRLAreaResources.html#Officials>

Name: Mrs. Lorine Cady
District/Ward: 1
Address: 8681 Yorktown Drive
Phone #: 662-393-9815
Webpage: lcady@southaven.com

Name: James Stark
District/Ward: 2
Address: 2212 Cedar Point Cove
Phone #: 662-342-0961
Webpage: jstark@southaven.com

Name: Jim Loftis
District/Ward: 3
Address: 1745 Colonial Hills Drive
Phone #: 662-393-0509
Webpage: jloftis@southaven.com

Name: Paul Ollar
District/Ward: 4
Address: 7517 White Ash Drive
Phone #: 662-393-6989
Webpage: pollar@southaven.com

Name: Ricky Jobes
District/Ward: 5
Address: 1825 Pecan Ridge North
Phone #: 662-349-3009
Webpage: rjobes@southaven.com

Name: Dr. Randall Huling

District/Ward: 6
Address: 1776 Stonehedge Drive
Phone #: 662-342-8698 ?? Same as below
Webpage: rhuling@southaven.com

Name: Grey Guy
District/Ward: At Large
Address: 975 Greycliff Drive
Phone #: 662-342-8698 ??
Webpage: gguy@southaven.com

b) City districts

insert map

c) Fire stations

Name: Michael Brackin, Fire Chief
Address: 8710 Northwest Drive, City Hall, Southaven
Phone #: 662-393-7466 Ext 288
Webpage: <http://www.southaven.org>

Name: Station #1
Address: 1940 Main Street
Webpage: <http://www.southaven.org>

Name: Station # 2
Address: 3400 Greenbrook
Webpage: <http://www.southaven.org>

Name: Station # 3
Address: 6050 Elmore
Webpage: <http://www.southaven.org>

Name: Station 4
Address: 6450 Getwell
Webpage: <http://www.southaven.org>

d) Police stations

Name: Southaven Police Department, Chief Tom Long
Address: 8691 Northwest Dr, Southaven
Phone #: 662-393-8652
Webpage: <http://www.southaven.org>

2. County**a) Board of Supervisors**

Name: Jessie Medlin
District/Ward: Dist. 1
Address: 3691 Evergreen
Olive Branch, MS 38654
Phone #: 662-895-6177
Webpage: *E-mail for Jessie Medlin may be sent to
Vanessa Lynchard
(vanessalynchard@desotocounty.ms.org)

Name: Eugene C. Thach
District/Ward: Dist. 2
Address: 5025 Wedgewood Drive
Olive Branch, MS 38654
Phone #: 662-895-3736
Webpage: gthach@centurytel.net

Name: Bill Russell
District/Ward: Dist. 3
Address: 5560 Stateline Road West
Walls, MS 38680
Phone #: 662-781-9080
Webpage: billmarg@bellsouth.net

Name: Allen Latimer
District/Ward: Dist. 4
Address: 5205 Horn Lake Road
Horn Lake, MS 38637
Phone #: 901-412-1444 (H)
662-393-4448
Webpage: bullfrogreb@aol.com

Name: Tommy Lewis
District/Ward: Dist. 5
Address: 864 Malone Road South
Hernando, MS 38632
Phone #: 662-429-7344
Webpage: dcsup5@yahoo.com

b) County districts (n/a)

insert map

3. State

a) Senators

Name: Merle Flowers
District/Ward: 19
Address: 2864 Rutherford Drive
Southaven, MS 38672
Phone #: 662-536-3782 (H)
662-349-3983 (W)
Webpage: mflowers@mail.senate.state.ms.us

b) Representatives

Name: W.T. Mayhall, Jr.
District/Ward: 40
Address: 8417 Cedarbrush Drive
Southaven, MS 38671
Phone #: 662-393-2069
tmayhall@mail.house.state.ms.us

Name: Wanda T. Jennings
District/Ward: 7
Address: 1535 Sherwood Lane
Southaven, MS 38671
Phone #: 662-349-3673
wjennings@mail.house.state.ms.us

c) State districts (n/a)*insert map***B. Political party organizations**

Name: DeSoto County Republican Party
 Address: 8965 Chesterfield Dr, Southaven
 Phone #: 662-280-1255

Name: Trunk & Ivory Republican Club of DeSoto
 Phone #: 662-893-3949 / 662-893-9399
 Contact Person: Gary L. Roper

IX. Media**A. Newspapers**

Name: Southaven Press
 Address: 2136 Stateline Rd. W. Suite C, Southaven
 Phone #: 662-393-3841
 Webpage: http://suburbancommunitynews.com/southaven_press/news/

Name: DeSoto Appeal
 Address: 5959 Pepperchase Dr, Southaven
 Phone #: 901-333-2020
 Webpage: <http://www.commercialappeal.com/mca/desoto>

Name: DeSoto Times
 Address: 315 Loshier St, Hernando 38632
 Phone #: 662-429-NEWS [6397]
 Webpage: <http://www.desototimes.com>

B. Radio stations

Name: WVIM - 95.3 FM
 Address: 230 E. Goodman Road, Southaven
 Phone #: 662-349-9953, 1-800-400-9533

Name: WVAN 1240 AM
Address: 1336 Brookhaven, Southaven
Phone #: 662-393-8056
Webpage:

C. Television stations

Name: WREG TV - Channel 3
Address: 5959 Pepperchase
Phone #: 901-333-2020
Webpage: <http://www.wreg.com>

X.Parks & Recreation

A. Parks

Name: Parks Department, City of Southaven. Twenty-one city parks. The Southaven Parks & Recreation Department offers sports programs that include baseball, softball, soccer, football & cheerleading from ages 3 to 16, and a disabled baseball youth program. In addition to small neighborhood parks with playground equipment and picnic areas, there are eight major parks that support the league sports above as well as golf and tennis. Other facilities include the Arena of Southaven, the Bancorp South Sports Complex with batting cages, putt-putt golf, indoor soccer, and bowling. Other locations include an 18 hole disc golf course, a park for skateboards, and an inline hockey rink.

Address: 3335 Pine Tar Alley, Southaven 38672
Phone #: 662-890-7375
Webpage: <http://www.southaven.org>

B. Recreation center

Name: See Southaven Parks entry

C. Major attractions

Name: Snowden Grove Park: Baseball Fields, Snowden House, Amphitheater, Bancorp South Sports Center, Southaven Softball Complex,
 Address: 3335 Pine Tar Alley, Southaven 38672
 Phone #: 662-890-7375
 Webpage:

Name: Towne Center Shopping Mall

Name: DeSoto Civic Center
 Address: 4560 Ventura Drive, Southaven
 Phone #: 662-280-9120

D. City/County sports leagues

Name: See Southaven Parks information

XI. Religious Groups**A. Churches**

Name: Approximately 90 churches representing 25 different denominations

B. Synagogues (n/a)**C. Mosques**

Name: Southaven Study Group - study the Bible and Koran
 Address: James Little 411 Warren Street, Como 38619
 Phone #: 662-526-9144 / 662-840-6344
 Webpage: jamescomo2@yahoo.com

XII. Transportation

A. Buses (n/a)

B. Taxis

Name: Southaven Taxi
Address: 1926 Veterans Drive, Southaven
Phone #: 662-342-1842

C. Airports

Name: Memphis International Airport
Address: Winchester Road, Memphis
Phone #: 901-922-8000 Management Offices

Name: Olive Branch Airport
Address: 8000 Terminal Drive, Olive Branch
Phone #: 901-521-9439