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## *Hinds County, Mississippi*

### ECONOMIC DEVELOPMENT

Two dozen people came to the Mississippi e-Center Friday afternoon for the reveal of “A World of Difference”—a new Hinds County branding message from Arnett Muldrow and Associates condensed from three days of research and public meetings.

“You are your greatest critic,” Ben Muldrow, a partner in the consulting firm and Tripp’s brother, said to the Hinds County residents in the small crowd. “You are far more critical of yourself than your neighbors and visitors.” Hinds County needs someone to remind its collective self that it is attractive and desirable, the Muldrow brothers said.

The first part of the consultants’ presentation was Tripp Muldrow narrating a slideshow of Hinds County landmarks. When the Capitol building flashed on the screen, Muldrow talked about pride. When it changed to the governor’s mansion, he mentioned responsibility. When an image of the King Edward Hotel popped up, he said one in 10 Mississippi businesses call Hinds County home.