

# JEDCO



2007 ANNUAL REPORT



Ewell • David Martin • Jim Hudson • Ray Seamon • Henry Shane • Jack Stumpf • David Andignac • Tim Coulon • Tim Whitmer • Walter Brooks • Apartment Association • Association of Building Contractors • East Bank Civic League • EJBA • Elmwood Business Association • Harvey Canal Industrial Association • The Hispanic Chamber • Home Builders Association • Jefferson Chamber • Jefferson Business Council • Jefferson Beautification, Inc. • NOMAR • West Bank Civic League • Rubye Noble • Stacey Shane Schott • Lee Giorgio • Jose Gonzalez • Jerry Spohrer • Fran Campbell • A. William Marchal • Ray Fuenzalida • Lynne Parker • Philip Rapp • Newell Norman • Debbie Villio • Louis Savoye • Crystal Heine • John Manard • David Guidry • Bill Peperone • Mark Jacobs • Dr. Mark Peters • Dr. Patrick Quinlan • Tim Kerner • Chris Roberts • Elton Lagasse • Byron Lee • Louis Congemi • Jennifer Sneed • [ DREAM TEAM ] • Greg Rigamer • Rafe Rabelais • Aaron Broussard • Tom Capella • John F. Young • Joseph Ewell • David Martin • Jim Hudson • Ray Seamon • Henry Shane • Jack Stumpf • David Andignac • Tim Coulon

*These names have been included on the inside covers as a salute to the time and effort “Dream Team” members have spent on the most important initiative launched in Jefferson Parish, improving the quality of life for both residents and businesses alike.*

Tim Whitmer • Walter Brooks • Apartment Association • Association of Building Contractors • East Bank Civic League • EJBA • Elmwood Business Association • Harvey Canal Industrial Association • The Hispanic Chamber • Home Builders Association • Jefferson Chamber • Jefferson Business Council • Jefferson Beautification, Inc. • NOMAR • West Bank Civic League • Rubye Noble • Stacey Shane Schott • Lee Giorgio • Jose Gonzalez • Jerry Spohrer • Fran Campbell • A. William Marchal • Ray Fuenzalida • Lynne Parker • Philip Rapp • Newell Norman • Debbie Villio • Louis Savoye • Crystal Heine • John Manard • David Guidry • Bill Peperone • Mark Jacobs • Dr. Mark Peters • Dr. Patrick Quinlan • Tim Kerner • Chris Roberts • Elton Lagasse • Byron Lee • Louis Congemi • Jennifer Sneed • [ DREAM TEAM ] • Greg Rigamer • Rafe Rabelais • Aaron Broussard • Tom Capella • John F. Young • Joseph Ewell • David Martin • Jim Hudson • Ray Seamon • Henry Shane • Jack Stumpf • David Andignac • Tim Coulon • Tim Whitmer • Walter Brooks • Apartment Association • Association of Building Contractors • East Bank Civic League • EJBA • Elmwood Business Association • Harvey Canal Industrial Association • The Hispanic Chamber • Home Builders Association • Jefferson Chamber • Jefferson Business Council

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### **The Jefferson Economic Development Commission (JEDCO)**

is an independent, yet complementary arm of Jefferson Parish government. Its mission is to drive wealth creation through entrepreneurship, quality jobs and investments. JEDCO is committed to helping businesses thrive in Jefferson Parish. Since its inception in 1987, JEDCO has aided thousands of companies through business incubator and loan programs, tax incentives, real estate development, workforce solutions and marketing data.

## LETTERS OF PROGRESS

“On behalf of the citizens and government officials of Jefferson Parish, thank you for strengthening our economy and helping us build a strong business and family community after the events of 2005.”

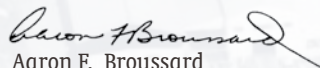
**The many programs initiated by JEDCO, such as tax credits and incentives,** financing programs, marketing techniques and addressing quality of life issues have proven to be just what the parish needed to strengthen and sustain our growth.

The statistics tell the story. Jefferson Parish is growing in employment and new businesses. Since 2005, we have added 4,727 new businesses, and our population has nearly returned to pre-Katrina levels. In an effort to stabilize the population of the parish and improve the quality of life for our businesses and residents, JEDCO is developing major initiatives that will send a strong and positive message to the residents and businesses of Jefferson Parish and beyond.

Reports and action plans on hurricane and flood protection and crime abatement are complete. Plans for education, Fat City revitalization, beautification, insurance, economic development and hospitals are coming. Additionally, JEDCO plans to continue major economic development and infrastructure improvements throughout our community.

I am extremely proud of JEDCO and its staff for their support and effort to lead Jefferson Parish into a safer future. We look forward to working with you.

Sincerely,

  
Aaron F. Broussard  
Parish President



### 2006 JEFFERSON PARISH LEADERSHIP

Aaron Broussard, Parish President  
John F. Young, Councilman-at-Large, Division A  
Tom Capella, Councilman-at-Large, Division B  
Chris Roberts, Councilman, District 1  
Elton Lagasse, Councilman, District 2  
Byron Lee, Councilman, District 3  
Louis J. Congemi, Councilman, District 4  
Jennifer Sned, Councilwoman, District 5





**We defined 2006 as a year of rebuilding the community** of Jefferson Parish, but as would any prudent builder, we chose not to rebuild what we had, but to create a parish better than before. The heart of our effort lies in the collaborative known as Jefferson EDGE 2020 (The Dream Team). This initiative began in the summer of 2007 with a series of meetings among the senior elected officials of our parish, The Jefferson EDGE and JEDCO.

From these efforts, evolved eight strategic task forces, each attacking its issue as if it was the most important challenge to the future of Jefferson Parish. Our plan, which embraced strategies addressing hurricane and flood protection, crime abatement, education, hospitals and health care,

## “Together, we developed a plan addressing the quality of life issues requisite to a redefined, better than ever Jefferson Parish.”

beautification, Fat City, insurance and finally parish-wide economic development, was then shared with and embraced by 15 community and civic groups and every member of our Parish Council. Each one of these strategic initiatives will offer a plan to identify the issues challenging our community, our progress to date and the action that must be taken now and in the future to achieve the Jefferson Parish of our dreams. Our goal is to inform the citizens of Jefferson Parish so they will be equipped to make the decisions that will form the future of Jefferson Parish. Each month, we will deliver a white paper communicating to the public our work product on one of our objectives, while gaining momentum over each successive month as we journey to a greater Jefferson Parish. While this was the most visible of our efforts in 2007, it was only one of a series of efforts that marked a year of remarkable success for JEDCO and our parish. Under the leadership of Lucien

Gunter and our extraordinary staff, we saw our technology park and the new JEDCO home make substantial strides towards becoming a reality in 2009/10. During this period, we took on the role as an integral provider of economic development funds through the Louisiana Economic Development Small Business Loan and Grant Program not only for Jefferson Parish, but for the entire metropolitan New Orleans area. While this arduous responsibility tested our staff to their limit, they were true to the task and delivered a product that was second to none. We have worked very closely with our counterpart, Greater New Orleans, Inc., towards developing a coordinated regional approach to our joint efforts. We have also worked closely with them to roll out the GIS component, which will provide critical

demographic information for our region’s existing and potential business clients. This only scratches the surface of the scores of projects and outreach programs conducted by the best staff in America. This was a banner year for Jefferson Parish, and I’m proud to be a part of the best economic development team in Louisiana.



Sincerely,

*David Andignac*  
David Andignac  
2007 JEDCO Chairman

## EDGE 2020



**Beginning in 1999, JEDCO presided over the creation** of Jefferson Parish's first economic development strategic plan: The Jefferson EDGE. This process entailed an enormous volunteer effort from over 100 business and community leaders and elected officials. The Jefferson EDGE was a comprehensive plan for economic development focused on land development and redevelopment, image and marketing of Jefferson Parish, technology-driven initiatives and regional cooperation. Officially adopted in 2000, The Jefferson EDGE was an extremely successful program and JEDCO met over 90 percent of the benchmarks set forth in the five-year plan. In 2005, the Jefferson EDGE was updated through the year 2010.

Following Katrina, ominous trends became apparent in Jefferson Parish. The parish was losing population; a majority of those leaving were middle and upper income residents. Crime was increasing throughout the area, and the educational system was perceived to be in a state of decline. There was a general lack of confidence in the area's flood protection and drainage systems, and a degree of anger and frustration was being expressed by residents about this. There were broad and general concerns about quality of life issues throughout both east and west bank areas.

These factors and trends have become more apparent and are accelerating in the post-Katrina era.

To address this situation, JEDCO initiated a review of the EDGE 2010 to determine if the scope of economic development initiatives should be broadened to address quality of life issues. The consensus of parish leaders was clear – quality of life is a critical and driving factor in the future prosperity of the parish. In this regard, an assessment of what can be done to address these concerns was initiated. This initiative, informally known as the “Dream Team,” consists of eight strike forces: hurricane and flood protection, crime abatement, education, insurance, hospitals, beautification, the redevelopment of Fat City and economic development, which seek to address the quality of life concerns within Jefferson Parish. Each strike force is staffed by a cadre of volunteers from the business and civic community and local officials with knowledge of the subject matter. In an effort to stabilize the population of the parish and improve the quality of life for its businesses and residents, the foregoing initiative is thought to be of critical importance in both the long and short term. The primary directives for the eight strike forces sends a strong and positive message to the residents and businesses of Jefferson Parish. This is what is needed to address and revitalize all aspects of the parish's foundation.

JEDCO has renewed its comprehensive economic development strategy, now known as the EDGE 2020 and informally referred to as the "Dream Team" initiative. The eight strike forces are working diligently to release their implementation plan that sets forth a specific set of action items to improve the quality of flood protection in Jefferson Parish.

#### **Quality of Life Issues**

*Objective: Identify programs that recognize the problems affecting the quality of life in the parish and implement a high profile program to address the most immediate issues.*

- Address the major issues perceived as diminishing the quality of life in Jefferson Parish.
- Commit to and focus on improving communities and neighborhoods throughout the parish.
- Initiate an aggressive public outreach program to promote the advantages and benefits of living and doing business in Jefferson Parish.

#### **Economic Development Initiatives**

*Objective: Focus on the retention of residents and businesses in the parish and region as a way of stabilizing the area.*

- Maximize the opportunities associated with the transportation infrastructure and natural resources of Jefferson Parish.
- Establish a development authority to address the redevelopment of blighted and underutilized properties.
- Assume an advocacy position to promote a higher level of business interest and investment in Jefferson Parish.

#### **Community and Political Leadership**

*Objective: Encourage parish and business leaders to seize the opportunity to assume a greater leadership role in regional issues – particularly those directly affecting Jefferson Parish.*

- Focus legislative and congressional initiatives on the pursuit of funding to improve community infrastructure, facilities and services.
- Encourage leadership initiatives from the business community and regional planning and economic development agencies.
- Strive for more effective government at local, regional and state levels.

**JEDCO is not only looking toward the future; we're mapping it.**

## 2007 JEDCO HIGHLIGHTS OF COMPANY ASSISTANCE

Company Name	New Jobs Created	Total Investment	JEDCO Assistance	Results
AT&T LA	90	\$825,600	EZ	New
Chiliwear	10	\$1,400,000	EZ	New Office/Warehouse Facility
Economical Janitorial Supplies, Inc.	86	\$170,000	EZ	Expansion
Federal Express Corporation	5	\$1,807,824	EZ	Renovation
Iberia Bank	4	\$1,150,000	EZ	New
Intralox, LLC	40	\$41,250,000	QJ	Expansion
Joval Manufacturing Co., Inc.	50	\$289,800	EDA Loan	Expansion
Laitram, LLC	50	\$2,000,000	EZ, 10 Year ITE	New Equipment
Magic Seasoning Blends, Inc.	10	\$9,856,000	EZ, 10 Year ITE	Expansion
Metairie Country Club	40	\$16,000,000	EZ	Demolition/Renovation/Expansion
Metals USA	12	\$10,344,000	EZ, 10 Year ITE	Expansion
Mr. Mud Bugs, Inc.	35	\$635,000	EZ, 10 Year ITE	Expansion/New Equipment
Nurses Registry Home Health, Inc.	37	\$150,000	BRGL Loan	Disaster Assistance
Ochsner Medical Center Westbank	5	\$13,000,000	EZ	Renovation
Pull-A-Part of New Orleans West, LLC	25	\$2,350,000	EZ	New
Quest Diagnostics	60	\$4,839,000	EZ	Renovation/Expansion
Spinecare Medical Group, Inc.	5	\$142,000	EZ	New
Telerecovery Disaster	35	\$250,000	BRGL Loan	Disaster Assistance
The Alligator Pear	20	\$750,000	EZ	New
The Printer	15	\$750,000	EZ	New

\*EZ - Enterprise Zone Program

\*ITE - Industrial Tax Exemption Program

\*QJ - Quality Jobs Program

\*BRGL - Business Recovery Grant Program



## 2007 COMPANY SPOTLIGHT

### **Metals USA**

Located in Waggamann, Metals USA is expanding its operations by taking advantage of JEDCO's services and available tax incentives. Through JEDCO's earlier site selection assistance, the company acquired a defunct foundry and relocated its operations. As a fabricator of metal plates, this allowed Metals USA to capitalize on the location's proximity to the region's expansive shipbuilding industry. Since 2001, the company's local workforce has grown from 38 to 117; recent investments in construction, renovation and new equipment have exceeded \$8 million. Metals USA's new facility will open in 2008.

### **Southeast Veterinary Specialists**

A new state-of-the-art veterinary hospital and 24-hour critical care center is nearing completion on Division Street in the Metairie CBD. The two-story \$4.8 million facility, home to Southeast Veterinary Specialists, is the first veterinary hospital in the state to have its own on-site MRI equipment. Aided by JEDCO, state incentives and GO Zone tax benefits, Southeast Veterinary Specialists will hire 20 new doctors and technicians and have the capacity to house up to 100 animals.

### **Macy's**

Macy's has announced plans to open two stores in Jefferson Parish in November 2008. An 188,000 square-foot remodeled store will open at Esplanade Mall in Kenner and a new three-level 228,000 square-foot store is under construction at Lakeside Shopping Center in Metairie. The two stores will employ 360 associates. Encouraged by positive demographic and economic indicators, the availability of Enterprise Zone tax benefits and assistance from JEDCO, the City of Kenner and Jefferson Parish, Macy's decision means healthy and increased retail sales activity in the parish.

### **Joval Manufacturing Company**

Joval Manufacturing Co., Inc., a manufacturer of air conditioning, heating and ventilation fittings, is a Jefferson Parish-based company which recently received approval from JEDCO through its EDA loan program for acquisition of new equipment for plant modernization. The new equipment financed by JEDCO will allow the company to enhance its competitive advantage by providing improved product quality, consistent customer service and reduced costs. Also, increased production capacity will allow for market expansion outside of Louisiana.





## 2007 JEDCO SCORECARD

### JOB DEVELOPMENT

Jobs Created	Private Investment
3,198	\$572,140,518

### BUSINESS RETENTION, EXPANSION & ATTRACTION

#### State Tax Incentive Programs

	Number	New Jobs	Jobs Retained	Investment
Enterprise Zone Program	83	2,475	3,088	\$509,397,100
Quality Jobs Program	3	62	818	\$42,000,000
Restoration Tax Abatement Program	1	7	16	\$90,816

### ENTERPRISE DEVELOPMENT & FINANCE

#### Loans & Grants Approved/Closed

	2007	Since Inception
Number of Loans	27	275
Number of Grants	541	541
Project Value	\$17,079,682	\$169,629,881
Job Impact	1,058	4,944
Estimated Annual Impact	\$17,993,861	\$459,021,189

#### Incubator Activity

Enterprise Center	6	253
Participants Graduated	1	194
Job Impact	500	7,379

### ECONOMIC DEVELOPMENT SERVICES

#### Program Services

	2007	Since Inception
Marketing Database Requests	461	6,216
Real Estate Database Requests	112	1,420
Demographics Reports	58	578

## 2007 DEMOGRAPHIC ECONOMIC PERFORMANCE INDICATORS

<b>DEMOGRAPHICS</b>	2003	2004	2005	2006	2007
Population	451,260	452,080	451,050	431,360	436,190
Per Capita Personal Income	\$30,532	\$31,867	\$25,233	\$25,339	\$26,723
Total Personal Income (000's)	\$14,139,940	\$14,406,430	\$11,062,790	\$10,340,110	\$10,724,630
Mean Household Income (current \$)	\$51,973	\$59,517	\$55,359	\$59,243	\$60,963
Civilian Labor Force	226,000	227,385	213,139	159,506	186,044
Employment	214,600	216,834	196,903	152,559	179,249
Unemployment Rate	5.00%	4.70%	8.20%	4.40%	3.70%
Average Annual Wage	\$31,208	\$32,548	\$35,256	\$39,624	\$39,650
<b>ECONOMIC INDICATORS</b>	2003	2004	2005	2006	2007
Net New Businesses	1,829	2,349	2,156	2,742	1,603
Total Businesses	25,667	28,016	30,172	32,914	34,517
<b>TAX REVENUES</b>	2003	2004	2005	2006	2007
Occupational License (000's)	\$5,951	\$5,741	\$6,158	\$6,624	\$6,506
Ad Valorem (000's)	\$136,696	\$141,151	\$146,209	\$141,243	\$127,901
Sales (000's)	\$340,289	\$350,146	\$359,055	\$488,405	\$433,387
<b>ASSESSED VALUE OF PROPERTY</b>	2003	2004	2005	2006	2007
Real Property (000's)	\$2,098,649	\$3,210,149	\$3,030,455	\$3,073,676	\$3,340,030
Personal Property (000's)	\$748,714	\$769,106	\$779,256	\$778,943	\$836,165
<b>CONSTRUCTION PERMITS</b>	2003	2004	2005	2006	2007
<b>Residential</b>					
Number	2,645	2,586	1,865	1,654	2,119
Value (000's)	\$159,666	\$179,946	\$146,056	\$122,276	\$139,826
<b>Commercial</b>					
Number	1,137	1,112	897	808	1,113
Value (000's)	\$151,690	\$161,246	\$113,846	\$127,915	\$222,634

## 2007 JEDCO FINANCIALS/REVENUES

### REVENUES

	Budget	Actual	Variance
Occupational Licenses	\$1,422,973	\$1,422,973	\$0
Tenant Rent, Fees	15,000	19,132	4,132
Phone System Fees	5,000	7,144	2,144
EDA Revenues	10,000	9,438	(562)
SBA Closing Fees	5,000	22,003	17,003
HUD Service Fees	11,000	13,285	2,285
Colson Services (Monthly)	35,000	33,422	(1,578)
Colson Services (Interest)	9,000	14,424	5,424
BRGL Fees	50,000	49,719	(281)
Brownfields Fees	0	7,500	7,500
Incentive Fees	3,000	8,942	5,942
GIS Revenues	40,000	0	(40,000)
Administrative Fees	60,000	49,518	(10,482)
Interest, Misc.	12,000	61,097	49,097
LED Revenues	24,000	24,000	0
<b>TOTAL</b>	<b>\$1,701,973</b>	<b>\$1,742,597</b>	<b>\$40,624</b>

*All figures represent unaudited year-end results.*





## 2007 JEDCO FINANCIALS/EXPENDITURES

### EXPENDITURES

	Budget	Actual	Variance
Salaries	\$909,300	\$831,425	(\$77,875)
Health Benefits/Taxes	136,770	102,883	(33,887)
SEP/IRA Retirement	115,950	114,144	(1,806)
Communication	57,700	34,464	(23,236)
Office Rental	155,000	148,170	(6,830)
Equipment Rental	14,500	19,648	5,148
Advertising/Newsletter	50,400	43,848	(6,552)
Office Supplies	11,900	10,312	(1,588)
Postage	16,100	6,755	(9,345)
Dues and Subscriptions	7,400	9,895	2,495
Travel/Mileage	17,950	13,917	(4,033)
Staff Development	19,500	12,906	(6,594)
Bayou Segnette Expense	4,000	0	(4,000)
Insurance	37,500	21,165	(16,335)
Data Base Analysis	1,500	188	(1,312)
Committee Meetings	7,000	5,416	(1,584)
Seminars/Conventions	2,000	834	(1,166)
Accounting/Audit	13,000	11,000	(2,000)
Business Development	8,000	5,257	(2,743)
Misc.	1,000	1,134	134
Special Projects	4,000	200	(3,800)
Program Costs	8,500	5,060	(3,440)
CEA/RLF Admin. Cost	5,000	90	(4,910)
Administrative Fees	8,000	8,452	452
Websites Update	7,200	2,107	(5,093)
Computer/Svc./Equip.	62,000	50,521	(11,479)
Program Events	8,000	7,892	(108)
GIS Expenses	40,000	0	(40,000)
<b>TOTAL</b>	<b>\$1,729,170</b>	<b>\$1,467,683</b>	<b>(\$261,487)</b>

*All figures represent unaudited year-end results.*

## 2007 JEFFERSON EDGE FINANCIALS/REVENUES



### REVENUES

	Budget	Actual	Variance
Private Funds	\$340,000	\$274,589	(\$65,411)
Parish Funds	80,000	80,000	0
State Funds	50,000	50,000	0
Investment Income	15,000	57,654	42,654
<b>TOTAL</b>	<b>\$485,000</b>	<b>\$462,243</b>	<b>(\$22,757)</b>

*All figures represent unaudited year-end results.*



## 2007 JEFFERSON EDGE FINANCIALS/EXPENDITURES

### EXPENDITURES

#### Marketing/PR Activities

	Budget	Actual	Variance
Local Market/PR Campaign	\$85,000	\$114,290	\$29,290
Special Events/Promotions	0	0	0
Contingency	130,000	0	(130,000)
Sub-Total	\$215,000	\$114,290	(\$100,710)

#### Technology Development

Tech. Park Implementation	\$1,165,000	\$1,079,490	(\$85,510)
Tech. Park Marketing	100,000	0	(100,000)
Tech. Park Innovation Fund	0	0	0
Contingency	5,000	0	(5,000)
Sub-Total	\$1,270,000	\$1,079,490	(\$190,510)

#### Administrative

Misc. Project Fund	\$40,000	\$3,196	(\$36,804)
Fundraising	52,750	50,180	(2,570)
Legal Services	5,000	0	(5,000)
Investor Relations Staff Support	5,000	4,781	(219)
Grant Writing	0	0	0
EDGE 2010 Strategic Review	48,900	39,470	(9,430)
Sub-Total	\$151,650	\$97,627	(\$54,023)

#### Land Development & Redevelopment

Peters Rail Project	\$0	\$0	\$0
Festival Park Feasibility Study	0	0	0
Contingency	50,000	5,500	(44,500)
Sub-Total	\$50,000	\$5,500	(\$44,500)

<b>TOTAL</b>	<b>\$1,686,650</b>	<b>\$1,296,907</b>	<b>(\$389,743)</b>
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*All figures represent unaudited year-end results.*



## 2007 JEDCO ACHIEVEMENTS

**JEDCO is proud of its milestone achievements of the past year.**

- Exercised its option at the Churchill Technology & Business Park to purchase an additional 50 acres in the park for \$1 million.
- Enrolled 86 participants in state tax incentive programs including 22 apartment complexes that took advantage of an emergency rule allowing for multi-family units to qualify for Enterprise Zone tax benefits.
- Partnered with GNO, Inc. to form an international trade initiative. Additionally, JEDCO hosted meetings with delegates from Russia and Canada that focused on investment opportunities in Jefferson Parish.
- Assisted with incentives which facilitated the re-opening of Oakwood Mall.
- Added two new members to JEDCO's Business Retention & Expansion team thereby doubling the number of retention calls and outreach to existing companies.
- Awarded two marketing grants by Louisiana Economic Development that leveraged financial resources for a successful JEDCO image and marketing campaign using radio, print, direct mail and web-based advertising.
- Hosted local and out-of-town events for site selectors to foster relationships in advance of the Churchill Technology & Business Park opening.
- Published comprehensive *Jefferson Parish Economic Profile*.
- Assisted with obtaining funds to permanently relocate the commercial fishing fleet to the Bucktown Marina.
- Obtained \$22 million from the State Bond Commission for funding of the Patrick F. Taylor Science & Technology Academy.
- Organized The Jefferson EDGE "Dream Team" that has launched a parish-wide quality of life enhancement initiative to reverse the trend of losing middle and upper income population.
- Initiated design work for the new JEDCO administrative offices and technology incubator by selecting a team of architects, Perez and Concordia.
- Upgraded existing computer systems allowing for additional capacity and enhanced services including an offsite back-up to replicate data.



## BUSINESS RECOVERY GRANT & LOAN PROGRAM

In its capacity as an administrator of the Business Recovery Grant and Loan Program (BRGL), JEDCO continues to play a key role in accelerating and sustaining recovery efforts for the parish and regional small business community subsequent to Hurricanes Katrina and Rita. The combined financial and workforce impact of the area's entrepreneurial businesses with fewer than 50 employees comprise a major driver for the vitality of Jefferson's economy.

As such, the BRGL program was crafted to target retention and creation of investment and jobs for this segment of the market. Since creation of the program in the first quarter of 2007, JEDCO has funded 548 grants for a total of \$10,329,262 and 20 loans for a total of \$4,028,859. It is anticipated that \$2,500,000 in additional loans will be underwritten by JEDCO in 2008.

*\*The Business Recovery Grant and Loan Program is sponsored by Louisiana Department of Economic Development (LED) and funded via the state's Office of Community Development (OCD) which receives program financing from the U.S. Department of Housing and Urban Development (HUD).*



## JEDCO BOARD OF DIRECTORS

**David Andignac, Chairman**  
**Ray Seamon, Vice-Chairman**  
**David Martin, Treasurer**  
**Joe Ewell, Secretary**

### **Commissioner**

David Andignac  
Jimmy Baum,  
Manny Blanco  
Tina Dandry-Mayes  
Eddie Doucet  
Joe Ewell  
Jim Garvey  
Glenn Hayes  
Paul Hurley  
Mike Jacobs  
Tim Kerner  
Frank Trapani  
Vince Madrigal  
David Martin  
Lynda Nugent Smith  
Bill Peperone  
Scott Schellhaas  
Ray Seamon  
Stacey Shane-Schott  
Beverly Stuntz  
*Vacant*

### **Nominating Organization**

Jefferson Parish Council District 1, Chris Roberts  
Elmwood Business Association  
Hispanic Chamber of Commerce  
Women Business Council Gulf Coast  
Jefferson Parish Council District 2, Elton Lagasse  
Jefferson Parish Council District 3, Byron Lee  
Committee for Better Jefferson  
Jefferson Chamber of Commerce-Eastbank  
Jefferson Parish Council District 5, Jennifer Sneed  
Parish President, Aaron Broussard  
Jefferson Parish Marine Fisheries Advisory Board  
New Orleans Metropolitan Association of Realtors  
Jefferson Parish Councilman at Large, Division A, John F. Young  
Jefferson Parish Councilman at Large, Division B, Tom Capella  
Home Builders Association of Greater New Orleans  
Jefferson Parish Council District 4, Louis J. Congemi  
East Jefferson Business Association  
Jefferson Chamber of Commerce-Westbank  
Apartment Association of Greater New Orleans  
Harvey Canal Industrial Association  
Jefferson Area Business Alliance







## JEDCO STAFF



**Lucien Gunter**, Executive Director

**Scott Rojas**, Director of Marketing and Public Relations

**Bess Renfrow**, Executive Assistant

**Gaye A. Frederic**, Chief Operating Officer

**Corinne Pritchett**, Financing Programs Coordinator

**Judy Horner**, Operations Administrator

### **BUSINESS FINANCING**

**Alberto Queral**, Director of Financing

**Dinh Le**, Commercial Loan Officer

**Jessica Hinton**, Financing Operations Manager

### **ADMINISTRATION**

**Cynthia Grows**, Controller

**Debbie Ritter**, Office Manager

**Dottie B. Stephenson**, Deputy Director - Business Outreach Division

### **BUSINESS OUTREACH**

**Jerry Bologna**, Director of Economic Development Services

**Pete Chocheles**, Director of Public Policy

**Lacey Guidry**, Economic Development Specialist

**Margo Ruiz**, Economic Information & Incentives Coordinator



## 2008 GOALS & OBJECTIVES

**While 2007 recorded an upswing in population,** new jobs and businesses in Jefferson Parish, JEDCO is focused on an ambitious program for 2008. Initiatives for improving the quality of life in Jefferson Parish as well as strategic economic development programs and projects will continue to strengthen the parish's economy.

One of JEDCO's 2008 objectives is to complete the installation of infrastructure in the Churchill Technology & Business Park and to have final design plans and adequate funding for the Patrick F. Taylor Science & Technology Academy and the new JEDCO incubator and administrative offices.

JEDCO, as the economic development agency for the largest parish in Louisiana, will intensify its strategic marketing efforts, not only locally but beyond the region, to increase awareness of Jefferson Parish, JEDCO and the Churchill Technology & Business Park. Outreach to national site selectors and an enhanced web site with integrated GIS capability and a real

estate database are critical elements.

A main goal is the creation and retention of quality jobs through private investment. JEDCO will continue our aggressive business retention and expansion program and the campaign to support our entrepreneurial enterprises through quality technical assistance, financing and incentives.

Managing and increasing support for The Jefferson EDGE, the parish's economic development strategic plan through a well-established public/private partnership of business and government leaders, is another goal. JEDCO will complete and publish eight implementation strategies to improve the quality of life in Jefferson Parish. Collectively entitled The Jefferson EDGE 2020, the set of strategies encompasses hurricane and flood protection, crime abatement, education, beautification, Fat City redevelopment, property insurance, economic development and hospitals.

A final goal is an ongoing assessment of JEDCO's administrative operations, its technology capabilities, finances, training needs and communication effectiveness among JEDCO board members, Parish Council and Administration, regional economic allies and state officials. JEDCO is striving to receive accreditation from the International Economic Development Council by the end of 2008.



**GOAL I***Create and retain quality jobs through private investment*

- Advance an aggressive JEDCO campaign to retain resident businesses and industries by continuing a strategic Business Retention and Expansion Program.
- Advance an aggressive and integrated JEDCO campaign to support entrepreneurial enterprises through enhanced marketing and coordination of financing programs.
- Attract business from outside the region.
- Enhance JEDCO's capability to report on economic conditions and JEDCO activities in Jefferson Parish.

**GOAL II***Develop Churchill Technology & Business Park*

- Complete infrastructure installation and commence construction on JEDCO office/incubator/conference center and the Patrick F. Taylor Science & Technology Academy.

**GOAL III***Develop and maintain a strategically-targeted economic development marketing program*

- Maintain and enhance JEDCO's marketing efforts within Jefferson Parish, as well as southeast Louisiana.
- Develop and implement marketing a program to increase awareness of the Churchill Technology & Business Park.
- Develop marketing campaign communicating the strategies as outlined in the Jefferson EDGE 2020.

**GOAL IV***Manage economic development strategic plan for Jefferson Parish, The Jefferson EDGE*

- Continue 5-year fundraising campaign to secure \$2.5 million for The Jefferson EDGE.
- Develop and publish EDGE 2020 implementation strategies for eight critical issues.
- Maintain accountability to investors through regular quarterly meetings of the Steering Committee and/or Investors Council.
- By end of year 2008, determine appropriate oversight and monitoring responsibility of EDGE 2020's action items.

**GOAL V***Continuing and ongoing assessment of funding sources, administrative operations and training*

- Executive will work with parish and other supporters to increase funding including participation from municipalities.
- Apply and receive accreditation through the International Economic Development Council (IEDC) by end of 2008.
- Coordinate public affairs/lobbying efforts with parish and state officials.
- Orient board members and legislative delegation regarding JEDCO initiatives and programs.
- Ensure that staff in each area is familiarized with the programs and procedures of other JEDCO functional areas.
- Ensure that all administrative, technology and accounting functions are up to date and performed in a timely manner while maintaining adequate controls.

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