



City of Gretna

Louisiana

Demographic & Economic Profile





Executive Summary

With a 2010 census population of 17,736, the City of Gretna, the seat of Jefferson Parish, is located within Louisiana's second most populated parish. The City of Gretna has much to offer in terms of quality of life amenities balanced with a healthy business climate. Listed below are a few significant points of interest. These and other aspects of the City, Parish and metropolitan area are elaborated within this document.

Market Access

- The City of Gretna, in Jefferson Parish, LA, has an advantageous location with its close proximity to New Orleans and being on the Mississippi River. Ground transportation is superior with the Westbank Expressway providing direct access to Interstate 10.

Financing & Incentives

- The Jefferson Parish Economic Development Commission (JEDCO) is the economic development agency offering many services to businesses based within the City of Gretna and in all of Jefferson Parish. JEDCO's financing programs are designed to assist businesses with financing of fixed assets, working capital and inventory. Gretna businesses may also be able to take advantage of various state and local incentives.

Workforce

- The City of Gretna and the New Orleans MSA (Metropolitan Statistical Area) have an educated and sizeable workforce. The civilian labor force in Jefferson Parish (includes Gretna) is approximately 220,839 people, which accounts for about 41% of the MSA's civilian labor force. Approximately 20% of the New Orleans MSA population of 18 to 44 years old have a Bachelor's Degree or higher, which is in line with the same population segment in comparable markets. The Louisiana Technical College in Jefferson Parish ranks third in the nation's top 50 fastest growing two-year schools.

Business Base

- The economic base of the Gretna – New Orleans region includes a diverse mix of industries with particularly large concentrations of employment in the Mining, Transportation Equipment Manufacturing, Wholesale Trade, Health Care, Construction, and Administrative & Waste Services sectors with strong concentrations in the Arts, Entertainment & Recreation, Accommodation & Food Services, Retail Trade, and Transportation & Warehousing sectors. Business opportunities are emerging in food manufacturing, telecommunications, computer system design and motion picture & digital media.

Government

- Gretna is an incorporated city providing municipal government services, including police and fire protection, to its residents and businesses at a superior level of service. Land use plans and ordinances are in place to guide city administration, elected officials, and private citizens and developers in making decisions regarding the City's future growth and to preserve the natural beauty of Gretna.

Quality of Life

- The City of Gretna is located within a region of rich cultural history and in a unique environment that is celebrated through various events throughout the year. Gretna's lively festivals, Art Walk, and Farmer's Market provide residents and visitor's a family-friendly environment for all to enjoy.



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The City of Gretna

Overview

The City of Gretna is located in the eastern portion of Jefferson Parish, Louisiana, approximately 80 miles east of Baton Rouge and directly west of New Orleans. Gretna is an incorporated city providing municipal government services to its residents and businesses, including police and fire protection. Jefferson Parish government is responsible for providing some services such as libraries and some road maintenance.



Jefferson Parish,
Louisiana



Gretna's total land mass is approximately four square miles on the Westbank of the Mississippi River. The 2010 census population of Gretna was about 17,736 persons. Gretna is located within the second most populous parish in the state. Gretna's location and proximity to the Port of New Orleans is extremely advantageous.

The Port of New Orleans is considered to be the country's gateway to the global market and it is adjacent to the city. Gretna is also within 20 miles of the Louis Armstrong New Orleans International Airport and an excellent intermodal transportation network consisting of the federal interstate system, major highways and Class I railroads.



Market Access

The City of Gretna has an advantageous location with excellent accessibility via the Westbank Expressway, flowing into Interstate 10. Adjacent to the City of New Orleans, Gretna is less than five miles from downtown New Orleans and the French Quarter.

Railways

Gretna is served by the following short line rail-ways:

- New Orleans Gulf Coast Railway

This railway has a direct connection to the Union Pacific Railroad and also connects to the New Orleans Public Belt (NOPB) Railroad which provides service to the Port of New Orleans. The NOPB also connects with four other Class I rail-ways which service all of North America, making this one of the few areas in the country to enjoy service by four Class I providers:

- CSX Transportation
- Norfolk Southern Railway
- BNSF Railway
- Union Pacific Railroad

Motor Freight

The following major road provides excellent accessibility into and out of the City of Gretna:

- Highway 90 (Westbank Expressway)

Gretna is serviced by several major motor freight carriers includ- ing, but not limited to, the following:

- ACME Truck Lines
- SAIA
- FedEx
- UPS
- Roadway
- Southeastern
- DHL
- Cross Road Centers



Miles to:	
Atlanta, GA	474
Baton Rouge, LA	84
Birmingham, AL	348
Chicago, IL	932
Cincinnati, OH	815
Dallas, TX	574
Houston, TX	352
Jackson, MS	192
Jacksonville, FL	552
Kansas City, MO	919
Memphis, TN	590
Mobile, AL	149
Nashville, TN	537
New Orleans, LA	5
Source: www.google.com (Google Maps)	



Market Access

Air Service

Louis Armstrong New Orleans International Airport (MSY)

- Located in the City of Kenner and accessed by Interstate 10 and U.S. Highway 61 (Airline Drive)
- Ten Domestic passenger airlines
- Three International flights: Aero Mexico, AirCanada, and West Jet
- Three major freight and mail carriers; all domestic passenger airlines also carry freight
- 122 daily departures and 35 non-stop destination
- Direct international; service between Toronto and New Orleans
- \$357 million in major facility improvements planned, including interior and exterior terminal improvements, with a \$16.8 million expansion of Concourse D and construction of a Consolidated Rental Car Facility underway
- For more information, go to www.flymsy.com

Waterways

Port of New Orleans

- City of Gretna is situated on the Mississippi River within the Port of New Orleans.
- Diverse general cargo port
- Proximity to the American Midwest via a 14,500 mile inland waterway system
- Served by six Class I railroads, 50 ocean carriers, 16 barge lines, and 75 trucks lines
- Foreign Trade Zone
- Facility includes 22 million square feet of cargo handling area and more than 6 million square feet of covered storage area
- More than 6,000 ocean vessels move through New Orleans each year
- Cruise terminal serving three international cruise lines (Carnival, Norwegian and Royal Caribbean) with destinations to the eastern and western Caribbean, and two national lines (Majestic America and River Barge Excursions) with destinations throughout the Mississippi and Ohio River systems.

St. Bernard Port, Harbor & Terminal District

- Located 12 miles east of downtown New Orleans
- Spans 2.5-mile stretch along the Mississippi River
- Diverse general cargo ports
- Deep water draft access
- Rail service provided by Norfolk Southern Railroad with connections provided to six Class I railroads
- Two intermodal business parks with warehouse, office and manufacturing space

Port of South Louisiana

- Stretches 54 miles along the Mississippi River, immediately west of the City of Kenner
- Comprised of facilities in St. Charles, St. James the Baptist Parishes
- Largest tonnage port district in the western hemisphere, ranks 4th in the world. Contains a 335-acre maritime industrial park that provides handling and storage for bulk, breakbulk and containerized cargoes
- Deep draft bulk terminal primarily handles cement, mineral ores and woodchips
- Served by the Canadian National and Kansas City Southern Railroads and major trucking and freight companies
- Foreign Trade zone

Plaquemines Port

- Located approximately 20 miles south of New Orleans near the mouth of the Mississippi River
- 100 miles of deep drafts (45 ft. minimum)
- 14 major anchorages



From downtown Gretna to the Louis Armstrong International Airport, it is about 19 miles or less than a 30 minute drive.



The Port of New Orleans is the only deep water port in the country served by six Class I railroads.



Financing, Incentives & Taxes

EPA Brownfields Cleanup Revolving Loan Fund

- Provides financial assistance in the form of low-interest loans for the environmental clean-up of designated EPA brownfield sites in Gretna
- Applicable to properties that have been determined to have an actual release or substantial threat of release of a hazardous substance, pollutant or contaminant that may present an imminent or substantial danger to public health or welfare

The Jefferson Parish Economic Development Commission (JEDCO) is the economic development agency offering many services to businesses based within the City of Gretna. JEDCO's financing programs are designed to assist businesses with financing of fixed assets, working capital and inventory. This is accomplished by utilizing the lending resources of the U.S. Small Business Administration (SBA), the Economic Development Administration, the Department of Housing and Urban Development (HUD) and the Environmental Protection Agency (EPA).

Most loan programs work in conjunction with bank financing. Under this structure, financing of an eligible project is divided among JEDCO, a private lender and borrower's equity. These federal loan programs have been established to assist with economic development and have the primary objective of job creation. Loans are made in the range of \$10,000 to \$4 million.

Gretna businesses may also be able to take advantage of various state and local tax incentives. It is important to note that the state requires the applicant to file an Advance Notification Form and processing fee prior to the submittal of an application for an incentive. JEDCO provides assistance with the application process for each incentive that is applicable to your business.

Financing Tools

Industrial Development Bond (IDB)

- Through state enabling legislation, JEDCO issues tax-exempt and taxable IDBs to finance land acquisition, building construction and the purchase of new equipment

SBA 504 Loan Program

- Provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land, buildings and heavy equipment
- Typically includes a loan secured with a senior lien from a private sector lender covering up to 50 percent of the project cost, a loan secured with a junior lien from JEDCO (backed by a 100 percent SBA-guaranteed debenture) covering up to 40 percent of the cost, and a contribution of at least 10 percent equity from the business
- Businesses are required to create one job for every \$65,000 of "504" financing
- Typical maximum loan amount is \$1.5 million
- For projects meeting a public policy or economic development objective, such as projects within an SBA-designated HUB Zone, the maximum loan amount is \$2 million and manufacturers may be eligible for up to \$5.5 million
- Term of loan is ten years for equipment

EDA - Revolving Loan Fund (RLF)

- Assists small business expansion projects by leveraging private funds with low-cost, fully amortized term loan facilities
- Eligible uses include working capital, land/building acquisition, and equipment purchases
- Loan amounts range from \$25,000 to \$150,000
- Loan is 20 years for real estate



The Jefferson Parish Economic Development Commission (JEDCO) is now located in Avondale, LA, about a 20 minute drive from Gretna.



Financing, Incentives & Taxes

Financing Tools (continued)

Louisiana Revolving Capital Fund (LRCF)

- Supports small businesses and promotes economic development in the community
- Loan amounts range from a minimum of \$25,000 with a maximum determined by project parameter and availability of funds
- Eligible uses include land acquisition, building acquisition, purchase of equipment, working capital and inventory
- Maximum term is 20 years based on the useful life of the assets to be purchased with proceeds
- Rates are to be determined

Economic Development Loan Opportunity Program (EDLOP)

- Provides direct loans to companies locating or expanding into Louisiana that create at least ten new jobs
- Funds can be used to fund construction projects on privately owned property
- Any unpaid balances and interest on EDLOP loans can be repaid through “job credits” earned by a company through the creation of new jobs associated with the project
- Loan repayment term shall not exceed seven years
- Loans are approved by the Louisiana Economic Development Corporation (LEDC) Board and applications must be submitted to LED or LEDC
- Additional information can be found on the website of Louisiana Economic Development, www.louisianaeconomicdevelopment.com

Enterprise Zone (EZ) Program

- Businesses in the City of Gretna and in the rest of Jefferson Parish no longer need to be located in an enterprise zone to qualify
- Provides Louisiana income and corporate franchise tax credits to eligible businesses hiring at least 35 percent of their net new employees from a specified targeted group
- Qualifying businesses are eligible for a one-time tax credit of \$2,500 (\$5,000 for certain aerospace or automobile parts manufacturers) for each certified net new job created
- Current workforce must be increased by 10 percent (minimum of one) within the first 12 months, or a minimum of five new jobs must be created within the first 24 months of project start date
- For a period not exceeding 24 months, businesses are also eligible for a partial rebate of local and state sales/use tax paid on materials, fixtures, furniture, machinery and equipment purchased and delivered during project/construction period for use on the EZ site, or a refundable state investment income tax credit equal to 1.5 percent of certain capital expenditures
- Requires submittal of Advance Notification Form to Louisiana Economic Development
- Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com



Gretna based company, Zatarain's, has taken advantage of the EPA Brownfields Cleanup Revolving Loan Fund



In 2010, JEDCO's loan programs have financed several projects at a total value of over \$6 million that have had an estimated economic impact of over \$9.6 million.



Financing, Incentives & Taxes

Tax Credits & Incentives

Quality Jobs Program

- Qualifying businesses receive an annual payroll rebate at a rate of up to 6 percent for new direct jobs for up to ten years
- Businesses must create a minimum of five new direct jobs
- Companies with 50 or fewer employees must create \$250,000 in gross annual payroll; for companies with more than 50 employees, an increase of \$500,000 in annual payroll for new jobs within three years is required
- State sales tax rebate on materials purchased for new infrastructure, machinery, and equipment purchased during the construction period and used exclusively on the site and a partial rebate of local sales tax are available or businesses can take advantage of a refundable state investment income tax credit equal to 1.5 percent of certain capital expenditures
- Requires submittal of Advance Notification Form to Louisiana Economic Development
- Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com

Industrial Property Tax Exemption

- Manufacturing operations are eligible for a local property tax exemption on new investments including improvements to the land, buildings, machinery, equipment, and any other property that is part of the manufacturing process
- Contracts may be granted for five years with an option to renew the exemption for an additional five years
- Requires submittal of Advance Notification Form to Louisiana Economic Development
- Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com

Manufacturing Sales Tax Exclusion

- Qualifying manufacturing machinery and equipment (M&E) purchases made in the City of Gretna are exempt 100 percent from local and state sales and use taxes
- Manufacturers must be certified by the Louisiana Department of Revenue
- Certification must be presented to the Jefferson Parish Sheriff's Office, Bureau of Taxation and Revenue in order to receive a Jefferson Parish Certificate of Exemption for local parish taxes exclusion, which is then presented by the company to its vendors

Business Retention & Modernization Tax Credit Program

- To induce businesses to remain in Louisiana and to modernize existing operations
- To qualify for modernization tax credits an employer must meet the following two requirements
 - Must be a manufacturer and
 - (a) Must increase the efficiency or capacity of its facility by at least 10% and must show that without the investment in modernization the facility would be a high risk for closure in the foreseeable future or
 - (b) Must be an employer with multi-state operations and an established competitive capital project with an approved investment of at least \$5 million
- Modernization does not include the replacing of existing technology with the same or similar technology
- Eligible employers may earn certified tax credits at a rate of 1 percent over a five year period, for a total of 5 percent of the amount of the certified expenditures, subject to the program's cap of \$10 million in tax credits per program year
- A written application to Louisiana Economic Development is required
- For additional information, contact Tommy Kurtz of Louisiana Economic Development at (225) 342-5256

Angel Investor Tax Credit

- Enhances the Louisiana entrepreneurial business environment by rewarding qualified individuals for investing in early stage, wealth-creating businesses
- Provides Louisiana income or corporation franchise tax credits up to 35% of the money invested in a business certified by Louisiana Entrepreneurial Business. Total tax credits cannot exceed \$5 million
- Administered by Louisiana Economic Development. Contact Richard D. Broussard at 225-342-1940 for more information



Financing, Incentives & Taxes

Tax Credits & Incentives (continued)

Restoration Tax Abatement (RTA)

- Commercial property owners and homeowners who expand, restore, improve or develop an existing structure in a qualifying district- Economic Development Districts, Historic Districts, or if the structure is a registered Historic Place
- Grants a five year deferred assessment of the ad valorem property taxes on renovations and improvements
- Contracts may be renewed for an additional five years if approved by local governing authority
- See Appendix for a map of the district and a description of its boundaries within the City of Gretna
- Requires submittal of Advance Notification Form to Louisiana Economic Development
- Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com

New Markets Tax Credit (federal and state)

- Designed to create investment into urban and rural low-income areas to help finance community development projects, stimulate economic growth and create jobs
- Allows individual and corporate taxpayers to receive credits against federal and state income taxes for making qualified equity investments in Community Development Entities (CDEs).
- Credits provide a taxpayer who invests in a qualified CDE a credit against federal income tax over a seven-year period and a credit against state income tax over three years
- Federal tax credit is equal to 5 percent of the investment for the first three years and 6 percent of the investment for the final four years; state tax credit is equal to 10 percent of the investment for the first two years and 5 percent for the remaining year
- May be used as equity for debt financing in low-income census tracts
- To determine if your project is in an eligible census tract, go to the Community Development Financial Institutions Fund website at www.cdfifund.gov

Foreign Trade Zone (FTZ)

- Items that are processed in FTZs are not subject to customs tariffs
- Duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market
- Merchandise that is shipped to foreign countries from FTZs is exempt from duty payments
- The Port of New Orleans and the South Louisiana Port Commission are FTZ sites, as well as several industrial sites within the metropolitan area

Freeport Law

- Goods and commodities in public or private storage are exempt from property taxes while moving through Louisiana in interstate commerce to a final destination outside the state
- Permits most manufacturers to bring raw materials in the state without having to pay a tax on them until they have been placed in the manufacturing process
- Additional information is available from the parish tax assessor

Inventory Tax Credit Program

- Allows ad valorem taxes levied on business inventories to be credited toward state income and corporate franchise taxes
- Manufacturers, distributors and retailers are eligible to receive a 100 percent credit of local inventory taxes paid



Financing, Incentives & Taxes

Tax Credits & Incentives (continued)

Customized Software Sales Tax Exemption

- Companies purchasing certain customized computer software are exempted from paying Jefferson Parish sales and use tax imposed on retail sales

Mentor-Protégé Tax Credit Program

- Supports established construction companies who foster the development of Louisiana protégé firms
- Must increase protégé's technical and business capabilities, contracting competitiveness, client base and improve financial stability
- Mentors receive refundable Louisiana income or franchise tax credits up to \$50,000 per protégé agreement per year and protégés receive technical assistance from established firm and build new relationships
- Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com

Corporate Jobs Tax Credit

- Any corporation that establishes or expands in Louisiana may qualify for a one-time tax credit ranging from \$100 to \$225 for each new job created
- Tax credits can be used to satisfy state corporate income tax obligations, up to 50 percent of the tax liability
- May be used in lieu of participating in the Industrial Tax Exemption or Enterprise Zone Program

Research and Development (R&D) Tax Credit

- To encourage research and development in Louisiana, taxpayers are offered a **refundable** tax credit to be applied against state income or corporate franchise taxes. The program expires on December 31, 2013.
- Eligibility:
 - Any taxpayer who employs more than 50 Louisiana residents and claims a federal income tax credit under 26 U.S.C. §41(a) for increasing research activities
 - Any taxpayer who employs up to 50 Louisiana residents and incurs qualified research expenditures in the taxable year, as defined in 26 U.S.C. §41(b)
 - A taxpayer who receives a federal Small Business Innovation Research Grant
- Amount of Credit:
 - Eight percent (8%) of the state's apportioned share of the taxpayer's expenditures for increasing research activities if the taxpayer is an entity employing 100 or more Louisiana residents, or
 - Twenty percent (20%) of the state's apportioned share of the taxpayer's expenditures for increasing research activities if the taxpayer is an entity employing 50 to 99 Louisiana residents, or
 - Forty percent (40%) of the state's apportioned share of the taxpayer's qualified research expenditures in the state if the taxpayer is an entity that employs fewer than 50 Louisiana residents, or
 - Twenty-five percent (25%) of the state's apportioned share of the federal research credit claimed for research expenditures in the state if the taxpayer claims the alternative incremental tax credit on its federal income tax return.
 - Forty percent (40%) of the federal Small Business Innovation Research Grant award received during the tax year
- Approval:
 - Prior to claiming a R&D tax credit on any tax return, a taxpayer must apply for and receive a credit certification from Louisiana Economic Development
 - No Advance Notification Form is required
 - Additional information is available at the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com



Financing, Incentives & Taxes

Tax Credits & Incentives (continued)

Entertainment Industry Tax Incentives

Motion Picture

- Production Projects: Investors in state-certified productions occurring after July 1, 2009, with a total base investment greater than \$300,000 qualify for a fully transferable Louisiana investment tax credit of 30% of the in-state spend
- Payroll for Louisiana residents employed in connection with a state-certified production is allowed an additional tax credit of 5% of such payroll up to a salary limit of \$1 million for any individual
- No cap on production incentive
- Tax credits can also be sold to the state for 85 cents

Sound Recording Investor Tax Credit

- Production Projects: Until January 1, 2015 investors in state-certified, sound recording productions qualify for a fully refundable tax credit of twenty-five percent (25%) of the base investment in excess of \$15,000
- Project must spend at least \$15,000 in Louisiana in a 12-month period to qualify
- Annual cap of \$3,000,000 for the aggregate of all tax credits certified under this program

Digital Interactive Media Tax Credit

- Production projects: Investors in state-certified productions of digital interactive media products and platforms approved on or after July 1, 2009 qualify for a transferable Louisiana investment tax credit equal to twenty-five percent (25%) of such investment
- To the extent that the base investment is expended on payroll for Louisiana residents employed in a state-certified production, a digital interactive media company is allowed an additional tax credit of ten percent (10%) of the payroll
- No annual cap on tax credits
- Contact Elliot Adams, at 225-342-5403

Musical and Theatrical Production Income Tax Credit

- Production Projects: Investors in state-certified musical or theatrical productions qualify for transferable tax credits according to their total base investment
 - Base Investment Tax Credits
 - 10% of a \$100,001 - \$300,000 investment
 - 20% of a \$300,001 - \$1,000,000 investment
 - 25% of an investment greater than \$1,000,000
 - Tax credits allowed for the costs of transporting performance related property such as crating, packaging and transportation of sets, costumes or other tangible property are based on the date when state-certified costs are incurred:
 - 100% for qualified expenditures incurred until December 31, 2010
 - 50% for qualified expenditures incurred between January 1, 2011 and December 31, 2011
 - 25% for qualified expenditures incurred between January 1, 2012 and December 31, 2012
 - No tax credits are available for transportation expenditures after December 31, 2012



Popular children’s television show “Imagination Movers” is filmed in Jefferson Parish.



The Jefferson Performing Arts Society (JPAS) puts on a wide array of musical and theatrical productions each year with one of its playhouses located on the Westbank near Gretna.



Financing, Incentives & Taxes

Tax Credits & Incentives (continued)

Musical and Theatrical Production Income Tax Credit (continued)

- Payroll for Louisiana residents employed in connection with a state-certified production is eligible for an additional tax credit of 10% of said payroll up to a salary limit of \$1 million for any individual
- Payroll for college and vocational technical students in connection with a state-certified production is eligible for an additional 0.10 percent tax credit of such payroll. This tax credit cannot be combined with the Louisiana resident tax credit.
- No annual cap on production tax credits
- Infrastructure Projects: Investors in infrastructure projects directly related to the production or performance of musical or theatrical productions, including equipment, immovable and movable property related thereto, and any facility which supports and is a necessary component of such a facility. Qualified investments shall be determined by Louisiana Economic Development.
 - Amounts and limitations on tax credits
 - 10% of a \$101,000—\$300,000 investment
 - 20% of a \$301,000—\$1,000,000 investment
 - 25% of an investment greater than \$1,000,000
 - No more than \$10 million may be granted per state certified infrastructure project
 - No more than \$60 million per year for all state certified infrastructure projects
 - Duration of Tax Credit—tax credits may be granted until January 14, 2014

Louisiana entertainment industry tax credits are administered by the Office of Entertainment Industry of the Louisiana Economic Development (www.louisianaeconomicdevelopment.com). For information contact: Sherri McConnell, Director, Entertainment Industry Division via telephone (225-342-5403) or e-mail (smcconnell@la.gov).



JPAS puts on numerous theatrical performances throughout the year, including children's shows.



Financing, Incentives & Taxes

Tax Credits & Incentives (continued)

Workforce Training Assistance

Louisiana FastStart

- Provides project evaluation, workforce solutions, material development, pre-employment identification, evaluation and feedback, course delivery, customized training and core skills training for new or expanding companies
- Program is available at no cost to manufacturing companies, corporate headquarters, warehouse and distribution, research and development or other strategic facilities that commit to creating at least 15 new jobs, or any service-related operation that commits to creating at least 50 new jobs
- For additional information, please visit the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com
- Contact Executive Director Jeff Lynn at jeff.lynn@la.gov

On-The-Job Training (OJT)

- Reimburses 50 percent of qualified wages during the training period of new or existing employees with occupational skills that are typically required to obtain employment or advance within the company
- For additional information, contact the Career and Business Solutions Center at (504) 227-1283 (Gretna office)

Incumbent Worker Training Program

- Can pay most of a company's new eligible training costs, including equipment, teaching materials and instructor time
- Provides customized training for existing employees as well as pre-employment training for non-incumbent workers by an approved training provider
- Employers must have been in business in the state for at least three years and contributing to and in full compliance with the state unemployment insurance tax laws
- Additional information is available at the Louisiana Workforce Commission website, www.laworks.net

Small Business Employee Training Program

- Designed for employers of up to 50 employees
- Employers must have been in business in the state for at least three years and in full compliance with the state unemployment insurance tax laws
- Employees may obtain training from any approved standardized training course or program from an institution, trade association or the manufacturer of a specific piece of equipment
- Additional information is available at the Louisiana Workforce Commission website, www.laworks.net

Career and Business Solutions Center

- Provides job recruitment and applicant screening assistance
- Administers OJT Program
- Houses the largest state database of qualified job seekers; job listings that cannot be filled locally are fed into the database
- Also houses the Louisiana Workforce Commission at both locations, (504) 227-1283 (Gretna office)

Job Service

- The unemployment office of the Louisiana Department of Labor is located 1900 Lafayette Street in Gretna and can be reached at (504)227-1283



Financing, Incentives & Taxes

Taxes

Corporate Franchise Tax

- The rate is \$1.50 per \$1,000 on the first \$300,000 of capital employed in Louisiana, and \$3.00 per \$1,000 after the first \$300,000

Corporate Income Tax

- Corporations will pay tax on net income computed at the rates contained in the table (the effective rate is somewhat less because federal income taxes are deductible in computing net taxable income)

Percentage	Net Income
4%	First \$25,000
5%	Next \$25,000
6%	Next \$50,000
7%	Next \$100,000
8%	Over \$200,000

Property Taxes/Assessment Ratio

- No state property tax in Louisiana
- Improvements of industrial property assessed at 15 percent of fair market value and land assessed at 10 percent
- Private residences are assessed at 10 percent of fair market value with no property tax assessed on the first \$75,000
- City-wide average mill rate in 2010 was 43.98 according to the Finance Department of the City of Gretna
- Parish-wide average mill rate for \$100,000 homes in 2009 was 105.25 mills according to the 2009 Jefferson Parish, Louisiana Popular Report
- See the table below for the 2010 mills of the City of Gretna compared to the mills of other incorporated cities in Jefferson Parish

Location	2010 Parish Mills	2010 City Mills	Average Total 2010 Mills
City of Gretna	0.05578	0.04398*	0.09976
City of Westwego	0.05578	0.02423	0.08001
City of Kenner	0.05639	0.01813	0.07452
City of Harahan	0.06515	0.01581	0.08096
Town of Grand Isle	0.08793	0.01223	0.10016

*Represents the city-wide mill in Gretna less Timberland Estates. The Gretna City mill for Timberland Estates is 0.02583 mills.

Sales Tax

- Total sales tax in the City of Gretna is 8.75%
- See the table for the breakdown of sales tax in Gretna

Governing Body	Sales Tax
State	4.0%
Parish	4.75%
Total	8.75%



Workforce

Availability & Cost of Labor

- The Career & Business Solutions Center can connect job seekers with employers. The New Orleans-Metairie Metropolitan Statistical Area (MSA) has a large, educated workforce.
- The table below gives the average annual wage of various occupations by Metropolitan Statistical Area. See the Economic Indicators section for statistics on the Civilian Labor Force, Unemployment Rate and Employment by Industry.

Source: U.S. Department of Labor, Bureau of Labor Statistics, May 2010

Education & Training Programs

Occupation	New Orleans	Atlanta	Birmingham	Dallas	Houston	Jackson	Jacksonville
Accountant	\$59,640	\$72,410	\$64,111	\$84,110	\$71,930	\$56,710	\$62,280
Teacher—Elementary	\$48,490	\$54,210	\$49,860	\$54,210	\$52,600	\$41,870	\$53,140
Teacher—Secondary	\$49,640	\$54,940	\$51,820	\$56,830	\$55,620	\$41,530	\$47,510
Registered Nurse	\$65,670	\$64,090	\$60,980	\$67,030	\$71,700	\$60,780	\$61,510
Architect & Engineer	\$79,900	\$70,590	\$64,710	\$77,510	\$91,830	\$57,940	\$67,990
Machinist	\$41,900	\$39,130	\$36,750	\$38,320	\$39,320	\$36,250	\$40,880
Welder	\$41,740	\$34,530	\$34,440	\$34,430	\$39,160	\$32,560	\$36,360
Construction Laborer	\$27,360	\$28,200	\$25,380	\$25,100	\$25,050	\$23,970	\$25,140

Louisiana FastStart

- Provides project evaluation, workforce solutions, material development, pre-employment identification, evaluation and feedback, course delivery, customized training and core skills training for new or expanding companies
- Program is available at no cost to manufacturing companies, corporate headquarters, warehouse and distribution, research and development or other strategic facilities that commit to creating at least 15 new jobs, or any service-related operation that commits to creating at least 50 new jobs
- For additional information, please visit the Louisiana Economic Development website, www.louisianaeconomicdevelopment.com



Workforce

Education & Training Programs (continued)

On-The-Job Training (OJT)

- Reimburses 50% of qualified wages during the training of new or existing employees with occupational skills that are typically required to obtain employment or advance within the company
- For additional information, contact the Career & Business Solutions Center at (504) 227-1283 (Gretna office)

Incumbent Worker Training Program

- Can pay most of a company's new eligible training costs, including equipment, teaching materials and instructor time
- Provides customized training for existing employees as well as pre-employment training for non-incumbent workers by an approved training provider
- Employers must have been in business in the state for at least three years and contributing to and in full compliance with the state unemployment insurance tax laws
- Additional information is available at the Department of Labor website, www.laworks.net

Small Business Employee Training Program

- Designed for employers of up to 50 employees
- Employers must have been in business in the state for at least three years and in full compliance with the state unemployment insurance tax laws
- Employees may obtain training from any approved standardized training course or program from an institution, trade association or the manufacturer of a specific piece of equipment
- Additional information is available at the Department of Labor website, www.laworks.net

Career & Business Solutions Center

- Provides job recruitment and applicant screening assistance
- Administers OJT
- Houses the largest state database of qualified job seekers; job listings that cannot be filled locally are fed into the database
- The east bank (Metairie) home of Louisiana Department of Labor can be reached at (504) 838-5678

Job Service

- The unemployment office of the Louisiana Department of Labor is located 1900 Lafayette Street in Gretna and can be reached at (504)227-1283

Louisiana Technical College (LTC) – Jefferson Campus (Metairie) and West Jefferson Campus

- Offers several courses including, but not limited to, Computer Electronics Technology; Culinary Arts & Occupations; Film and Video Production; Pipefitter Fabricator; Practical Nursing; Electrician; and Office Systems Technology
- LTC campuses have partnered with Delgado Community College to provide students with more opportunities, access and choices



Workforce

Journey to Work

Average Commute Times

- The mean travel time to work for Jefferson Parish residents: is 24.1 minutes according to the U.S. Census Bureau, American Community Survey 2008.



Bus Lines

- Jefferson Transit (JeT) serves the urbanized portion of Jefferson Parish providing service to New Orleans and the Louis Armstrong International Airport.
- Connecting services are provided to the Regional Transit Authority (RTA) bus lines in Gretna, Kenner, and New Orleans.
- The Gretna Local Line of JeT operates on the Lower Westbank Expressway across the Mississippi River to Downtown New Orleans at a fare of \$1.50.

For more information including route maps, fares and schedules, visit the website for JeT and RTA, <http://www.jeffersontransit.org/busroutes.html>

Ferry Service

- The Crescent City Connection Division provides ferry service connection Gretna between New Orleans.
- Ferry boats load at the Huey P. Long Ave dock and travel down-river to the Canal Street dock charging pedestrians \$1.00 (no vehicles).
- For more information regarding ferry service and schedules, visit <http://www.dotd.la.gov/operations/cccdnsit.org> and www.norta.com, respectively.



Business Base

Major Cluster Industries in the Region

The economic base of the Gretna—New Orleans region includes a diverse mix of industries with particularly large concentrations of employment in the Mining, Transportation Equipment Manufacturing, Wholesale Trade, Health Care, Construction, and Administrative & Waste Services sectors with strong concentrations in the Arts, Entertainment & Recreation, Accommodation & Food Services, Retail Trade, and Transportation & Warehousing sectors.

- **Mining** – The mining sector comprises establishments that extract naturally occurring mineral solids, liquid minerals and gases; and other activities such as quarrying and well operations. Mining is the largest cluster within Jefferson Parish. The oil/gas cluster in the region is a leading force for business investment and growth. See Page 30 for a chart indicating mining jobs and the Louisiana rig count.
- **Transportation Equipment Manufacturing** – Jefferson Parish and Greater New Orleans comprise one of the leading shipbuilding regions in the United States. In fact, the overwhelming majority of jobs in the parish that fall within the Transportation Equipment Manufacturing cluster are in the ship and boat building subcategory. The regional industry has evolved from purely manufacturing work to maintenance services, administrative and information technology services, and engineering and design.
- **Retail Trade and Accommodation & Food Services** – Both the Retail Trade and Accommodation & Food Services clusters are major components of the regional economy. The retail trade sector is the single largest employer in Jefferson Parish, while accommodation & food services is the third largest employer. The City of Gretna is not only a retail destination for residents within the region but also for tourists who visit the region throughout the year. The parish has four regional shopping malls, and major department stores such as Dillard’s, J.C. Penney, Sears, Wal-Mart and Target. The parish also offers tax free shopping for all foreign travelers.
- **Transportation & Warehousing** – This sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities. The Transportation & Warehousing cluster is a robust element of the regional economy. In Jefferson Parish, the Transportation & Warehousing cluster strength is slightly stronger than the national average and is one of the largest employment clusters. Within the City of Gretna, this sector is anchored by ACME Truck Lines with its national headquarters based within the city.
- **Health Care & Social Assistance** – Jefferson Parish currently serves as the health care center of the region; and, in terms of employment, the Health Care & Social Assistance cluster is one of the largest in the parish. Headquartered in unincorporated Jefferson, Ochsner Health System has a reputation for being on the forefront of new medical technology. Ochsner maintains a strong presence in the City of Gretna with the Ochsner Medical Center - Westbank facility. Furthermore, with West Jefferson Medical Center having a renowned cardiovascular and open-heart surgical team and facility, and East Jefferson General Hospital receiving national recognition for patient care, Jefferson Parish is well known for its excellent health care and medical services.
- **Professional & Technical Services** – The Professional & Technical Services sector, which includes legal services, accounting, bookkeeping, design services, computer services, and consulting services, is a strong component of the regional economy.



The City of Gretna was awarded the LMA Community Achievement Award for the Riverfront Amphitheater Project.



Business Base

Developing Clusters

Based on industry growth rates, the City of Gretna is poised to capitalize on four developing clusters – Food Manufacturing, Telecommunications, Computer Systems Design, and Motion Picture and Video.

- **Food Manufacturing** – Sub-sectors of food processing that are prevalent throughout the region include animal and marine oils; bottled water and beverages; coffee roasting; condiments; confectioneries; meat processing and packing; prepared foods; poultry processing; sauces and spices; snack foods; sugarcane refining; and fresh, frozen and prepared seafood. The Food Manufacturing cluster is strong within Jefferson Parish and includes businesses such as Chef Paul Prudhomme's Magic Seasoning Blends, World's Famous Zatarain's, Chisesi Pride, Coca-Cola Enterprises, and Sara Lee.
- **Telecommunications** – The Telecommunications cluster includes manufacturers of network, switching, and transmission equipment, telephone and facsimile machines, fiber optic materials and cable, wireless communications equipment, and satellite communications systems. The region has experienced significant growth in the broadcasting and telecommunications portion of this cluster, which includes radio and television broadcasting, cable and satellite networks and wireless communications. Cox Cable and AT&T have significant investment in the area.
- **Computer Systems Design** – This cluster includes custom computer programming services, computer systems design services and computer facilities management services. The City of Gretna, Jefferson Parish and the State of Louisiana have recognized the importance of this cluster by providing the Customized Software Tax Exemption. The Jefferson Parish Economic Development Commission (JEDCO) is also moving forward with the development of the Churchill Technology & Business Park that is envisioned as a catalyst for even further development of this cluster.
- **Motion Picture and Digital Media** – Louisiana is currently one of the top three destinations in the United States for film production, largely due to the state's package of tax breaks for the film industry. The New Orleans region, in particular, has become an attractive place for film production due to its unique landscape and culture, and its proximity to either coast. Jefferson Parish is a hub of industry activity, being home to the state's first soundstage, the Robert E. Nims Center, as well as support businesses such as Panavision's film equipment rental, Available Lighting, Continental Film & Digital Labs, Gulfstar Rental Solutions and Cineworks. The unique charm of the Gretna Historic District and the diverse landscape of the Westbank makes the City an ideal location for filming.



According to a study conducted by Economic Research Associates, a Chicago-based consulting firm, Louisiana is currently one of the top destinations in the United States for film production, ranking third behind California and New York. This recognition is largely driven by the state's package of tax breaks for the film industry.



Business Base

Top Employers of the City of Gretna

(ranked by number of employees)

Business Base	Number of Employees	Description of Operation
Acme Trucking	300	Transportation
Zatarain's Brands	286	Food Seasoning
John W Stone Oil Distribution	250	Fuel Provider
City of Gretna	237	City Government
Alere Toxicology	200	Testing Laboratory





Business Base

Top Private Companies in Jefferson Parish

The *New Orleans CityBusiness* magazine has published the Top 100 Private Companies in the metropolitan area, an annual ranking based on total revenue as reported by area businesses. Each year for the last five years, Jefferson Parish companies have comprised on average 43 percent of the top 100 companies. For 2010, 40 of the top 100 companies are located within Jefferson Parish.

It is important to note that the compilation of this list is dependent upon the submittal of revenue figures from local companies. Since some companies do not report, it is possible that the list is not inclusive. Any company wanting to be included in this list may contact JEDCO at (504) 833-1881.

Business Name	2010 Revenue (in millions)	Description of Operation
Ochsner Health System	\$1,821	Medical
Georges Enterprises, LLC	\$1,100	Food distributor
Laitram LLC	\$306.0	Shrimp processing equipment manufacturing, plastic conveyor belting, and alternating tread stair manufacturing
Ray Brandt Automotive and Collision Center	\$280.3	Automotive sales, services and collision repair
Acme Truck Line, Inc.	\$247.7	Transportation
Blessey Marine Services Inc.	\$173.1	Towing Company
Al Copeland Investments, Inc.	\$167.4	Restaurants and food manufacturing
M R Pittman Group LLC	\$167.3	General Contractor
Broadmoor LLC	\$120	Design/build Firm
Lamarque Automotive Group	\$115	Automotive Dealership
Favrot & Shane Cos	\$105	Real Estate Development and Management
Weinman, Inc	\$102	Investments
ReadSoft	\$97	Computer Software and Development
Gibbs Construction LLC	\$90	Commercial construction
Brice Building	\$63.1	Commercial Construction
Satterfield & Pontikes Construction Group, LLC	\$60.7	General contracting, construction management, design build
Landis Construction Co.	\$59	General contractor



Business Base

Top Private Companies in Jefferson Parish (continued)

Business Name	2010 Revenue (in millions)	Description of Operation
David Briggs Enterprise Inc.	\$56	Retail and Wholesale of Alcoholic beverages and mixes
Bryan Chevrolet, Mitsubishi, & Suzuki	\$56	Automobile Dealership
Royal Honda	\$48.7	Automobile Sales and Service
The McDonnel Group LLC	\$47	Commercial Construction
Iberia Bank	\$44.4	Banking
Durr Heavy Construction LLC	\$40	General contractor, site preparation, demolition, underground utilities and disaster recovery
Delta Administrative Services	\$32.6	Human Resource Outsourcing, PEO services
F.H. Myers Construction LLC	\$29	General construction
Construction Masters, Inc.	\$26	Construction
Prudential Gardner, Inc.	\$21.7	Real Estate Broker
Geocent	\$20.2	Information technology professional services
Gulf Coast Office Products Inc.	\$17.5	Copy machines and fax, printers, scanners
Ryan Gootee General Contractors	\$16.5	General Construction
Metairie Bank and Trust	\$16	Banking
Vincent Piazza Jr. & Sons Seafood, Inc.	\$15.5	Seafood Processor and institutional distributor
Strategic Employee Benefit Services of Louisiana	\$14.8	Employee benefit consulting/administration
Owensby & Kritikos Inc.	\$13.2	Mechanical Integrity inspection onshore and offshore facilities
Atlantis International Inc.	\$13.1	Exports/Lubricants Wholesale
Diabetes Management & Supplies	\$12.7	Diabetes medical Supplier
Eagan Insurance Agency, Inc.	\$11.6	Property and Casualty Insurance
Planet Beach Tanning Salon	\$8.8	Contemporary Spa Services
Coastal Engineering Equipment	\$6.9	Distributor of valves, meters and offshore oil equipment
Garrity Print Solutions	\$6.5	Commercial Print Shop

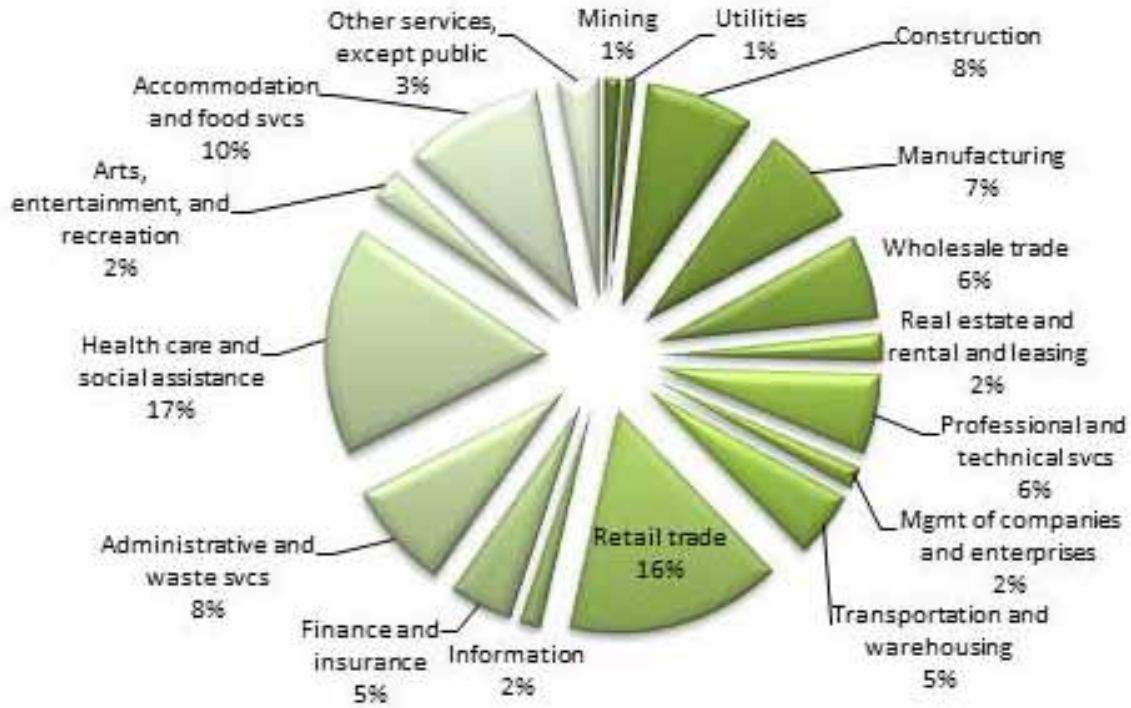


Business Base

Major Industry Employers

Jefferson Parish

(1st Quarter, 2011)



Source: Louisiana Department of Labor

Average Weekly Wage

Manufacturing Industry

Jefferson Parish (2005-2010 Annual Averages)

	2005	2006	2007	2008	2009	2010
Manufacturing	\$786	\$845	\$899	\$954	\$946	\$991
Ship and boat building	\$770	\$791	\$883	\$940	\$947	\$966
Chemical manufacturing	\$1421	\$1561	\$1516	\$1583	\$1602	\$1600
Machinery manufacturing	\$827	\$888	\$973	\$972	\$912	\$1001



Government

City of Gretna

The City of Gretna is governed by a Mayor and a five-member Council. The Council consists of four district councilpersons and one at-large councilman.

Mayor,
Ronnie C. Harris

Chief of Police
Arthur S. Lawson Jr.

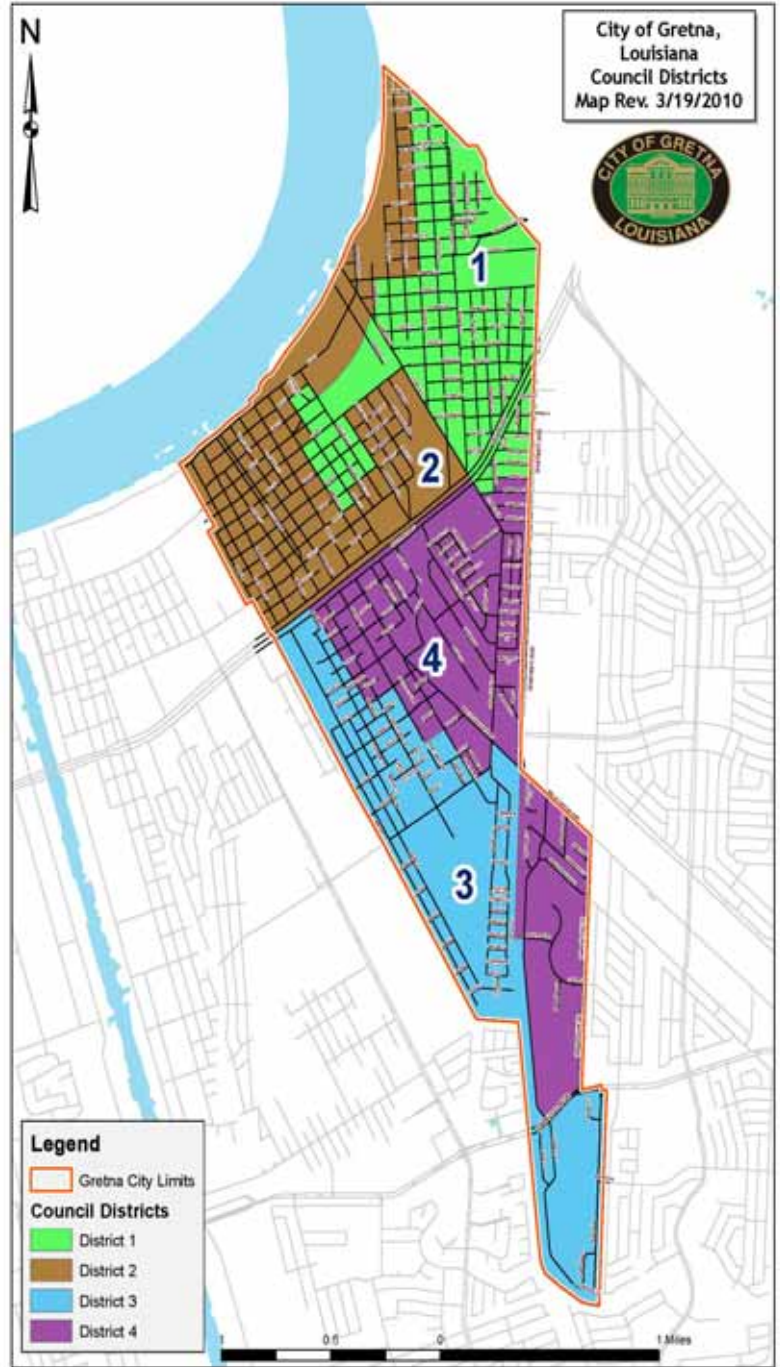
Councilman at-Large/Mayor Pro Temp,
Wayne Rau

Councilman District 1,
Milton Crosby

Councilwoman District 2,
Belinda C. Constant

Councilman District 3,
Vincent E. Cox, III

Councilwoman District 4,
Raylyn R. Beevers





Government

City of Gretna (continued)

- Offices of the City of Gretna are located at:

Physical Address:

200 Huey P Long Avenue
Gretna, LA 70053

Mailing Address:

PO Box 404
Gretna, LA 70054-0404



- For more information regarding City departments and services, go to the City of Gretna’s website, www.gretnala.com or contact City Hall at (504) 363-1506

Jefferson Parish Government

Unincorporated Jefferson Parish is governed by a Parish President and seven-member Council. The City of Gretna falls within Jefferson Parish Council District 1

District 1, Councilman Ricky Templet

Councilman at-Large Chris Roberts

Councilman at-Large Elton Lagasse

- Offices of the Jefferson Parish Council is located at:

West Bank Location

General Government Building

200 Derbigny St.

Gretna, LA 70053



Infrastructure

Electricity

- Provided by Entergy Louisiana
- www.entergy-louisiana.com, (800) 368-3749

Natural Gas

- Provided by Atmos Energy Louisiana
- www.atmosenergy.com, (504) 849-4300

Water

- City of Gretna provides drinking water
- www.gretnala.com
- (504) 363-1561

Wastewater

- The City of Gretna treats wastewater
- www.gretnala.com, (504) 363-1500

Solid Waste Disposal

- IESI
- <http://www.iesi.com/>

Telephone Service

Providers include:

- AT&T (formerly Bellsouth), www.bellsouth.com, (888) 757-6500
- Cox Communications, www.cox.com, (504) 304-8444

Cable Service

- Provided by Cox Communications, www.cox.com, (504) 304-8444

Fiber Optic Communication

Providers include:

- AT&T, (formerly Bellsouth), www.bellsouth.com, (888) 757-6500
- Cox Communications, www.cox.com, (504) 304-8444
- Southern Light Fiber, www.southernlightfiber.com, (251) 662-1514



Photo Courtesy of Randy DeLeo





Economic Indicators

Source: ESRI 2010 estimated demographic data

Demographics

Population of the City of Gretna

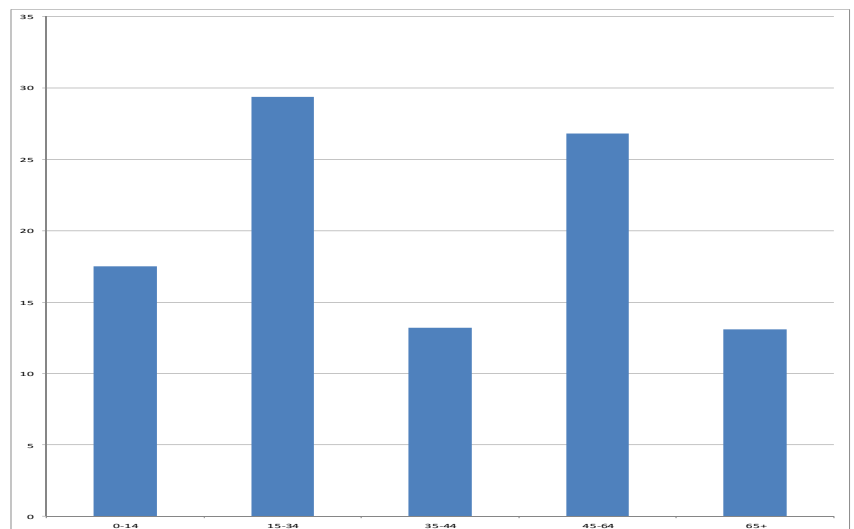
ESRI, a developer of Geographic Information System (GIS) technology and marketing analysis tools, estimates the City's 2010 population at 17,736 persons.

Demographic Summary (2010 Census)

Population	17,736
Households	7,962
Families	3,828
Avg. Household Size	3.22

Owner Occupied HUs	3,021
Renter Occupied HUs	3,412
Median Age	37.5

Age	% of pop.	Age	% of pop.
0 - 4	6.5%	35 - 44	13.2%
5 - 9	5.6%	45 - 54	15.2%
10 - 14	5.4%	55 - 64	11.6%
15 - 19	5.9%	65 - 74	6.9%
20 - 24	7.7%	75 - 84	4.5%
25 - 34	15.8%	85+	1.7%



Household Income (2010 Census)

Median Household Income	\$37,217
Avg. Household Income	\$53,184
Per Capita Income	\$21,794

Households by Income	%
< \$15,000	18.9%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	1.4%
\$200,000+	3.1%

Racial Composition (2010 Census)

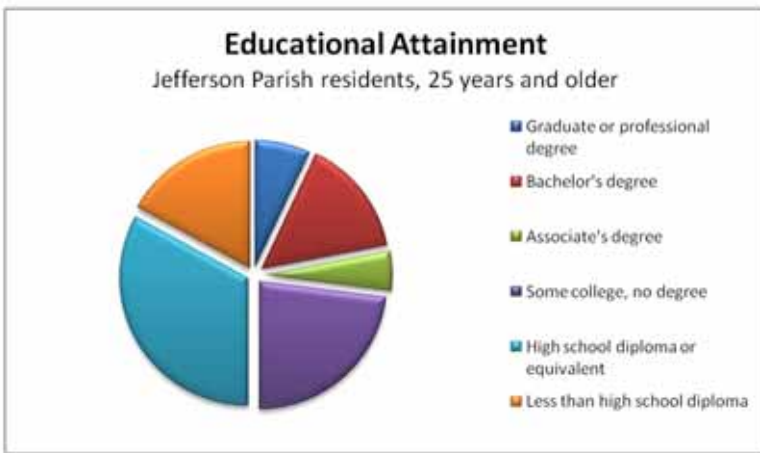
Caucasian alone	55.4%
African American alone	34.3%
Other race alone	5.7%
Asian	2.7%
Two or more races	2.1%
American Indian alone	0.5%
Pacific Islander alone	0.0%
Hispanic Origin (any race)	13.8%



Economic Indicators

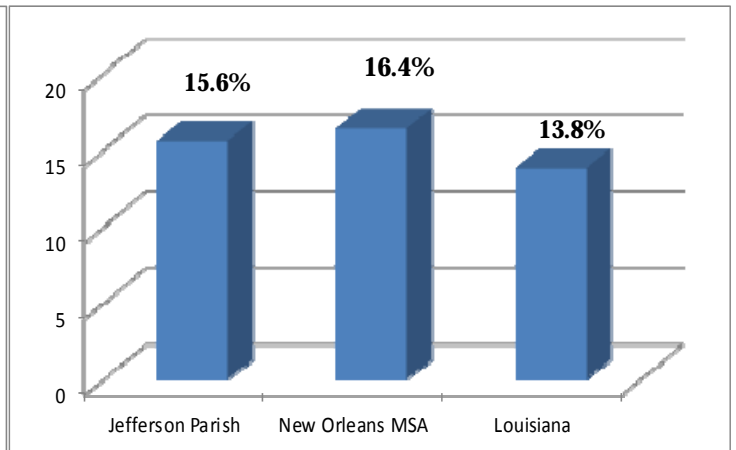
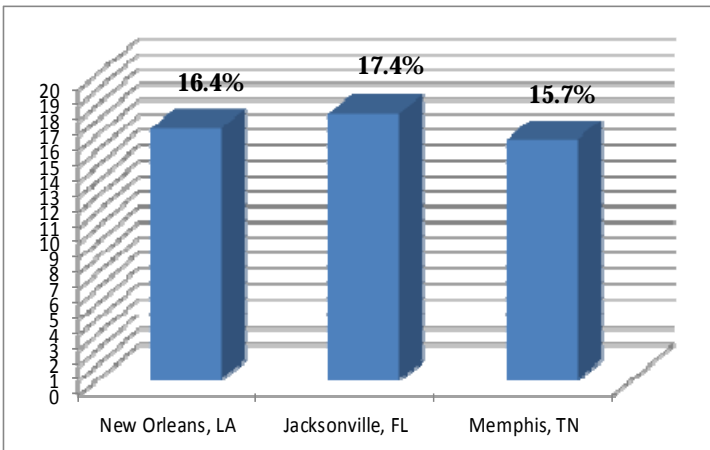
Educational Attainment

The City of Gretna and the New Orleans MSA (Metropolitan Statistical Area) have an educated workforce. Approximately 79.4% of the city's household population ages 18 years to 34 years and over 83% of the same population segment at the MSA level have at least a high school diploma or equivalent.



Approximately 16% of the New Orleans MSA population of 18 to 44 year olds have a Bachelor's degree or higher, which is similar to the percentage of the same population segment in comparable markets of other states, such as Birmingham, Alabama; Jacksonville, Florida; and Memphis, Tennessee.

Bachelor's Degree or Higher, Ages 25 and older



Source: U.S. Census Bureau, American Community Survey, 2009



Economic Indicators

Employment & Wages

Employment (May 2011)

	<i>Parish</i>		<i>Louisiana</i>	
Employment	197,064	(92.4%)	1,891,296	(91.9%)
Unemployment	16,204	(7.6%)	166,406	(8.1%)
Civilian Labor Force	213,268	(100%)	2,057,702	(100%)

Employment and Wages by Industry Sector

Jefferson Parish (Forth Quarter 2010)

<i>Industry Sector</i>	<i>Total Est.</i>	<i>Avg. Employees</i>	<i>Avg. Weekly Wage (\$)</i>
Accommodation and food services	1,113	17,706	342
Administration and waste services	864	14,530	652
Agriculture, forestry, fishing and hunting	25	39	1,547
Arts, entertainment and recreation	183	4,483	1,938
Construction	1,389	14,566	1,049
Finance and insurance	956	7,997	1,193
Health care and social assistance	1,366	29,920	939
Information	200	2,803	1,018
Manufacturing	467	13,435	1,063
Management of companies and enterprises	90	2,903	1,311
Mining	75	1,926	2,061
Other services (except public administration)	1,018	6,133	634
Professional and technical services	1,604	10,450	1,496
Public administration	112	6,399	1,034
Real estate, rental and leasing	580	3,566	825
Retail trade	1,906	28,298	536
Transportation and warehousing	468	8,650	1,040
Utilities	34	1,354	1,142
Wholesale trade	1,187	10,894	1,258



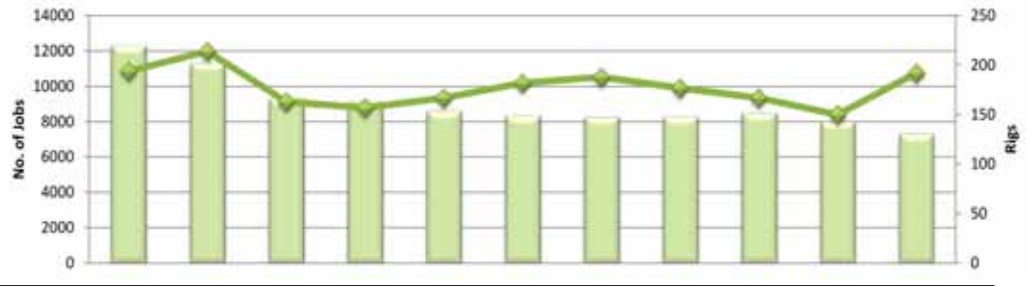
Economic Indicators

Rig Count

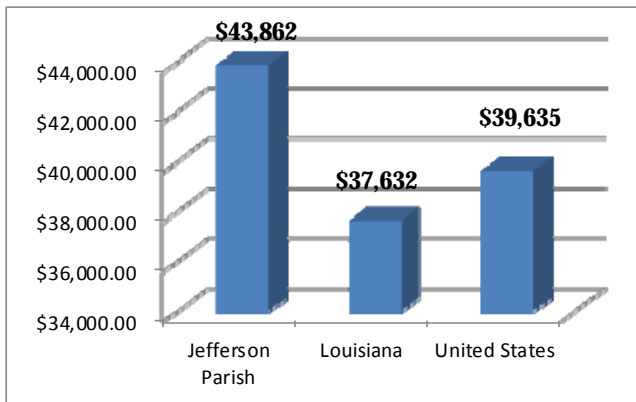
Source: Baker Hughes and Louisiana Workforce Commission

MINING JOBS IN REGIONAL LABOR MARKET AREA 1 AND LOUISIANA RIG COUNTS

2000-2010



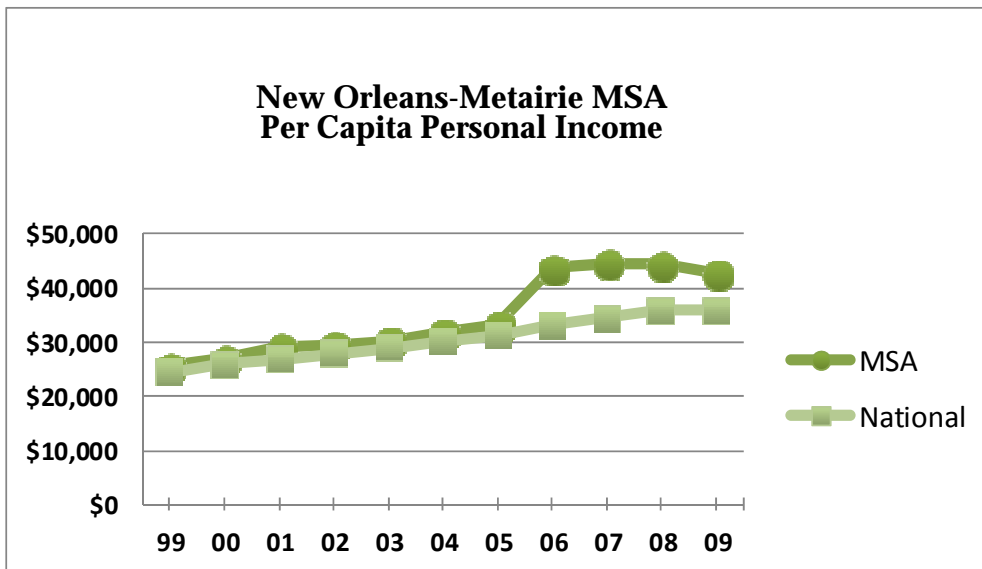
2009 Per Capita Personal Income



Employment Income Jefferson Parish and New Orleans MSA (2009)

	Jefferson Parish	N.O. MSA
Total Personal Income (000s)	\$19,445,705	\$50,818,271
Per Capita Personal Income	\$43,862	\$42,705

New Orleans-Metairie MSA Per Capita Personal Income



In 2009, Jefferson Parish had a per capita personal income of \$43,862, which was 111% of the state average of \$39,635. The Parish's total personal income ranked first in the state and accounted for 11.5% of the state total.



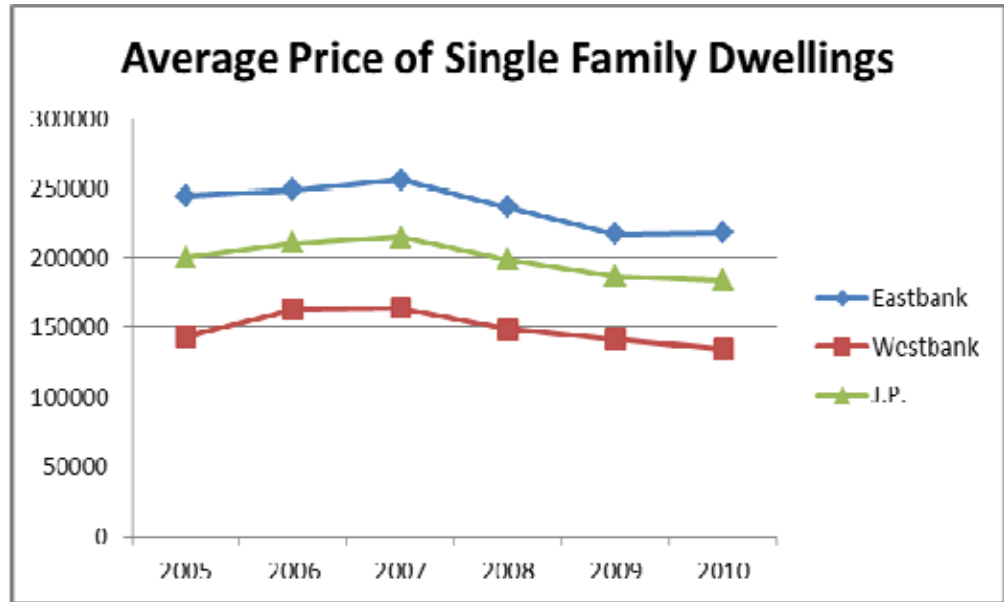
Economic Indicators

Real Estate

Residential (2010 average price of single-family dwelling in Jefferson Parish)

East Bank	\$218,374
West Bank	\$134,763

- In Jefferson Parish, private residences are assessed at 10 percent of fair market value with no property tax assessed on the first \$75,000.



Commercial

JEFFERSON PARISH AVERAGE RENT AND OCCUPANCY RATES (2010)

Warehouse Space Area	Avg. \$ Per Square Foot		Occupancy Rate	
	Distribution	Service Center	Distribution	Service Center
West Bank	\$2.50—\$4.50	NA	90.0%	NA
Kenner	\$3.00 - \$5.50	NA	90.0%	NA
Elmwood	\$3.00 - \$5.50	\$6.50 - \$9.00	85%	88%

Type of Space	Avg. \$ Per Square Foot	Occupancy Rate
Office Space		
Class A	\$22.60	92.9%
Class B	\$17.45	84.8%
Class C	\$16.13	86.3%
Retail Space		
Class A	\$17.22	90.6%
Class B	\$12.93	87.4%
Class C	\$14.31	90.9%



Education

City of Gretna

There are five public elementary schools, two public middle school and one public high school within the City of Gretna. In addition, there are two private elementary schools.

Table key:
E = Elementary
M = Middle
H = High School

School Name	Grade	'10-'11 Enrollment
Gretna Middle School	M	675
Gretna NO.2 Academy	E	351
Kate Middleton Elementary	E	369
McDonogh #26 Elementary	E	295
Shirley T. Johnson Gretna Park	E	585
Ruppel Academy for Advanced Studies	H	350
Thomas Jefferson Magnet High School	H	311
William Hart Elementary	E	361
Total Enrollment		2986
Nonpublic Schools		
St. Anthony	E	232
St. Cletus Elementary	E	455
Total Enrollment		928

Jefferson Parish

There are eighty-nine (89) public schools in Jefferson Parish and fifty-three (53) private schools, including the twelve schools located within the City of Gretna. Topping the state with the most certified board teachers, the Jefferson Parish Public School System is recognized nationally as a quality school system.

JPPSS became the first large school system in the Greater New Orleans area to be awarded District Accreditation from the AdvancED Accreditation Commission of the Southern Association of Colleges and Schools Council on Accreditation and School Improvement.

88 Public Schools (2010-2011 School Year)	45,253
53 Nonpublic Schools (2010-2011 School Year)	19,662



Education

The Greater New Orleans Area is known for its reputable colleges and universities. There are various career colleges as well as nationally known universities located less than 20 miles from Gretna.

Four Year Colleges and Universities (New Orleans metro area)

<i>Institution</i>	<i>Location</i>	<i>Fall '10 Enrollment</i>
Herzing University	Kenner	385
University of New Orleans	New Orleans	11,257
Southeastern Louisiana	Hammond	15,351
Tulane University	New Orleans	12,622
Loyola University	New Orleans	4,982
Xavier University of LA	New Orleans	3,391
Southern University at N.O.	New Orleans	3,165
Dillard University	New Orleans	1,187
Our Lady of Holy Cross	New Orleans	1,260
University of Phoenix, LA	Metairie	7,600

In a poll by Community College Week, seventeen (17) community and technical colleges in the state of Louisiana made the top 50 fastest growing two-year schools. The Jefferson Louisiana Technical College in Jefferson Parish ranked No. 3 with a 91.2% enrollment growth from 2007 to 2008.

Two Year Colleges

<i>Institution</i>	<i>Location</i>	<i>Fall '10 Enrollment</i>
Delgado Community	New Orleans	19,258
Nunez Community	Chalmette	2,413

Louisiana Technical Colleges

Jefferson Campus and West Jefferson Campus	2,067
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Research Base

New Orleans Regional Medical Center	New Orleans
UNO Research & Technology Center	New Orleans
UNO Avondale Maritime Tech. Center	Avondale

Medical and Law Schools

LSU Medicine ^a	New Orleans	745
LSU Allied Health	New Orleans	395
LSU Nursing ^a	New Orleans	958
LSU Dental ^a	New Orleans	388
LSU Public Health	New Orleans	97
Tulane Univ. Med. School	New Orleans	727
Loyola Univ. Law School	New Orleans	855
Tulane Univ. Law School	New Orleans	822

^a represents data from Fall 2009 Enrollment

Source: University of New Orleans, Southeastern Louisiana, Tulane University, Loyola University, Xavier University, Southern University at New Orleans, Dillard University, Our Lady of Holy Cross, Concordia University, University of Phoenix, LA, Delgado Community College, Nunez Community College, Louisiana State University, Louisiana Technical College, Herzing University, *New Orleans CityBuisness*, March 25-31, 2011.



Quality of Life

The City of Gretna offers a multitude of attractions and amenities catering to many different interests, but always in a family-friendly atmosphere. Gretna events are attended by City residents and also attract people from the surrounding parishes.

Areas of Interest

Historic Downtown Gretna

- Located on the banks of the Mississippi River, Historic Downtown Gretna encompasses an approximate 50 square blocks. The Gretna Historic Society Museum Complex boasts to including 5 historic buildings within the district: William D. White House, Kittie Strehle House, Gretna Green Blacksmith House, Ignatius Strehle House, and Louisiana Fire Museum. The Historic Society Museum Complex, as well as various other historic buildings throughout Gretna are managed by the Gretna Historical Society.

McDonoghville Historic District

- The McDonoghville Historic District is located along the Mississippi River, and offers an educational and cultural experience for visitors and locals. Settled in 1815 by John McDonogh, this area offers sightseeing in the forms of late 19th and early 20th century shotgun and bungalow homes as well as the McDonough Cemetery.

Music, Festivals & Events

Gretna Heritage Festival

- Annual three-day event featuring various local and nationally known artists as well as local foods, arts and crafts, and other entertainment.
- Held on first full weekend in October
- The Heritage Festival features various stages set up along the Mississippi River and within downtown Gretna.
- The Gretna Heritage Festival also offers numerous events and activities for children including games, rides, and shows catered toward a younger crowd.
- The Heritage Festival attracted an estimated 130,000 attendees at the 2010 festival.
- Sponsored by the Gretna Economic Development Association

Gretna Art Walk

- Held on the 2nd Saturday of each month from September to May along Huey P. Long Avenue in Historic Downtown Gretna.
- Provides the opportunity for local artists and craftsman the exposure and occasion to expose and sell their work to the public.
- Offers a variety of arts and crafts from metal work, paintings, glass work, to pottery.



Photo Courtesy of Randy DeLeo





Quality of Life

Music, Festivals & Events

Oyster Festival

- A local celebration of Louisiana Oysters through a three-day festival in mid-October.
- Put on by the St. Cletus parishioners and St. Cletus Knights of Columbus.
- Allows residents and visitors the opportunity to try oysters prepared in various ways. Also features local musical acts for entertainment.

Gretna Mardi Gras Parade

- Oldest Krewe parading on the Westbank. The Krewe has been riding through Gretna since 1947.
- Rides along the Westbank Expressway and downtown Gretna.
- The 400 member parade offers family fun for all ages on the Westbank.

Gretna Pawdi Gras

- Established in 2002 as parade for dogs and their owners in and around the Westbank area to participate in Mardi Gras
- Rolls through downtown Historic Downtown Gretna around the Farmer's Market
- Proceeds from Pawdi Gras go towards P.A.W.S. which is a no kill animal shelter

Back to the River Concert Series

- Established in 2007 with the City of Gretna and the Gretna Economic Development Association.
- Occurs on Friday evenings in the weeks leading up to and following the Gretna Heritage Festival, offers an opportunity for citizens and visitors to Gretna to experience local musical artists.
- Presented in the Riverfront Amphitheater, also features a local Gretna restaurant each week to provide food for attendees



The Gretna Heritage Fest was named to the Southeastern Tourism Society's Top Twenty from 2004-2009, The American Bus Association Top 100 Events in North America, and the AAA Southern Traveler Official Travel Treasure.





Quality of Life

Music, Festivals & Events (continued)

Spring Tour of Homes

- Each Spring, homes in Gretna are open to the public to view and tour. Usually, the homes on display are historic or newly renovated, it allows citizens and visitors to witness these renovations and improvements made.

Riverfront Concert Series

- Takes place in the Mississippi Riverfront amphitheater in downtown Gretna
- Features local Louisiana musical artists and acts. Concerts are free to the public and provide a family friendly atmosphere for all.
- The Riverfront Concert Series is sponsored by a local Gretna restaurant each week, and provides food for sale to attendees.

Collector's Fest

- Annual event occurring on a Sunday in the Fall
- Offers locals and visitors to sell or buy collectible items such as furniture, pottery, tableware, and antiques
- No new items are sold at this event.

Christmas Tree Lighting & Caroling

- Occurs every December in front of Gretna City Hall
- Features performances by the Mt. Herman Mass Choir
- Offers residents the opportunity to come together to celebrate the holiday season with caroling and the opportunity to meet and take pictures with Santa Claus

Arts & Crafts Festival

- Held on a semi-annual basis usually in May and December
- Features about 100 vendors selling various items such as metal crafts, needlework's, woodworks, glass arts, jewelry and other handmade items

Fall Bazaar at Mel Ott Park

- Occurs in October at Mel Ott Park
- The Bazaar was established to raise money for the improvement and beautification of the Park
- The Bazaar features various craft vendors, hayrides, food, music and children's games





Quality of Life

Music, Festivals & Events (continued)

John McDonogh Day

- In 2011, John McDonogh Day celebrated its 121st year in remembrance of education philanthropist John McDonogh
- Students from McDonogh 36 gather at McDongh’s grave and commemorate the man who was instrumental in establishing many schools in the Gretna and New Orleans area

Mel Ott Country Fair

- Takes place in Mel Ott Park located off of Belle Chase Highway
- The fair was established in 2010 and features a vintage car show, hay rides, children’s games, food, music and fun for the whole family

Night Out Against Crime

- Partnership between the Gretna Economic Development Association and the Gretna Police Department to raise awareness against crime in local neighborhoods
- Taking place at various locations in Gretna, residents are asked to bring their lawn chairs and show their unity against crime

Gretna Goblin Night

- Takes place annually in October at the Greta Market in downtown Gretna
- This Halloween celebration offer a safe and family-friendly environment to trick-or-treat and enjoy the night with other families in Gretna

Valentine’s Day Weddings

- Each year on February 14th, at the Gretna Blacksmith Shop, a Justice of the Peace marries couples in a quick ceremony. This tradition evolved from Gretna’s sister city in Scotland. Gretna was known as a safe haven for couples and the tradition still occurs yearly.



Photo Courtesy of Randy DeLeo

Gretna is one of a few local settings for the HBO series *Treme*. *Treme* is a drama series which features different storylines of various characters living after Hurricane Katrina.



Photo Courtesy of Randy DeLeo



Quality of Life

Educational Attractions

Gretna Library

- New facility opened in 2010
- 5,800 square feet featuring meeting rooms capable of fitting 58 people.
- 15,000 items in the library's collection, and 7,200 donated by the Bill & Melinda Gate's Foundation

Gretna/Westbank Observatory

- Largest public Observatory in the greater New Orleans area.
- Built for educational purposes in 2004 to encourage children to pursue an interest in science and astronomy.
- Located within Gretna City Park

German-American Cultural Center

- Located on Huey P. Long Ave in Gretna
- Offers historical accounts of German immigrants to the Gretna area from the 1720's to present.
- Offers tourists and locals pictures, artifacts, and maps to show the contribution of German immigrants to the area.

Louisiana state Fireman Museum

- Original home of the David Crockett Steam Fire Co. No. 1, established in 1841. It is the oldest, continuously active volunteer Fire company in the United States.
- Museum contains Fire Museum contains artifacts including Crockett's 1874 vintage steam Fire Pumper, the oldest object listed in Louisiana's Historic Districts.

Gretna Historical Society Complex Museum

- Offers a glimpse of the history of the City of Gretna
- Presents displays of information about the city's mayors, police department, religions, and education.
- Fully operational Blacksmith Shop which is the setting for Blacksmith Weddings, a tradition from Gretna's namesake city, Gretna Green, Scotland.



Photo Courtesy of Randy DeLeo





Quality of Life

Shopping and Recreation

Gretna's Farmer's Market

- Located in downtown historic Gretna
- Set up every Saturday rain or shine
- Features locally grown foods, handmade crafts, and artwork is offered for sale

Gretna Visitor Center & Southern Pacific Train Depot

- Located in downtown Gretna
- Visitor Center is located in a 1906 Freight Depot
- Visitor center offers knowledge about the history and current life of Gretna, as well as railroad artifacts to view. Maps are also offered pointing out local attractions.

Gretna Historical Museum Complex

- Maintained by the Gretna Historical Society
- Made up of a number of different historic buildings such as the Gretna Green Blacksmith Shop, the David Crockett Fire Company, Kittle Strehle House, William D. White House, and the Southern Pacific Depot.

Gretna BMX Raceway

- Located in Gretna City Park, established in 2007
- Only BMX raceway on the Westbank and in the New Orleans area
- Run by the Parents-Riders Association

Gretna Levee and Bicycle Trail

- Located on top of the Mississippi River Levee beginning at the Gretna Ferry Landing. The bike path runs 2.5 miles and ends at the Jazz Walk of Fame and the Algiers Ferry Landing
- The path offers a great view of the Mississippi River and also the New Orleans skyline



Photo Courtesy of Randy DeLeo



Quality of Life

Media

- *Times Picayune* - daily newspaper serving the New Orleans metropolitan area
- *New Orleans CityBusiness* - weekly business publication for the New Orleans metropolitan area
- There are ten local television stations, 16 local FM radio stations and 11 local AM radio stations in the New Orleans metropolitan area
- *WestBank Beacon* - only Gretna based newspaper currently circulating on the Westbank. The monthly Beacon features articles about the Gretna community, safety tips, and upcoming local events.

Meeting and Event Facilities

Timberlane Country Club

- Located in the newly annexed portion of Gretna
- Timberlane offers two large banquet rooms with multiple room configurations to accommodate events from small business lunch's to large receptions

Quality Inn and Suits

- Located on the Westbank Expressway
- Offers seven different meeting rooms all equipped with high speed, wireless internet service
- Largest room is 1200 square feet and can accommodate up to 133 persons

William D. White House

- Run by the Gretna Historical Society, located in downtown Historic Gretna
- One of five buildings on the historic Register for the City of Gretna
- Space can be rented out for small group gatherings

Knights of Columbus

- Operated by the local Knights of Columbus Archbishop Blenk Council 1905 offers banquet and meeting facilities for up to people.

Lions Club

- Established by the City of Gretna and offers meeting as well as hall rental for up to 200 people.



Along with the larger event facilities located in Gretna, there are also gazebo's and shelter's located in Bellevue and Mel OttPark to rent.





Quality of Life

Municipal Services

Gretna Police Department

- The Gretna Police Department provides citizens of Gretna the ease of mind of round the clock presence throughout the community
- The Gretna Police Department is located on Fifth Street and employs more than 200 officers
- The Gretna Police Departments website, www.gretnapolice.com, provide safety tips for you home, work, and also hurricane information such as contraflow information, evacuation tips, and contact information.

Department of Regulatory Inspections

- The City Of Gretna Department of Regulatory Inspections is responsible for the enforcement of building codes, abatement of abandoned houses, high grass, trash, junk accumulation, abandoned cars on private property, and general private property maintenance problems.
- The Department of Regulatory Inspections issues building, electrical, mechanical, and plumbing permits, as well as temporary sign, and garage sale permits. The Department also conducts all building, electrical, plumbing and mechanical inspections to insure compliance with current building code requirements.
- The Department also enforces the city's floodplain management regulations to reduce losses to flood events. Flood mitigation pamphlets and guides are available in this office.

Gretna Parks and Recreation Department

- The Parks and Recreation Department maintains all parks, playgrounds, and green places in Gretna
- The City of Gretna features two Tot Lots, and seven community parks. The Department of Recreation also oversees youth sports activities for the city of Gretna for children between the ages of 5 and 15
- Another aspect of the Department of Parks and Recreation is the maintenance of the Lion's Club and Observatory

Gretna Senior Center

- Located at 606 Seventh Street, the center provides Senior Citizens activities in the Historic Convent.
- Managed by the Jefferson Council on Aging



The Gretna Police Department also offers a Citizens Training Academy in order to better inform Gretna residents about law enforcement. The Training Academy helps build a better relationship between residents and also Police Department staff.



Quality of Life

Land Use Plans, Beautification & Preservation

Friends of Jefferson the Beautiful

- Civic organization which operates under a co-operative agreement with Jefferson Parish
- Funds are raised in order to enhance Jefferson Parish through landscaping in and around public property
- Friends of Jefferson the Beautiful, are in charge of several beautification projects and education programs
- There are several beautification projects underway in Gretna, and also many that have been accomplished

Twilight Garden Club/Timberlake Garden Club

- Private non-profit organizations that contribute beautification projects throughout Gretna.



Photo Courtesy of Randy DeLeo



Quality of Life

Health Care

Ochsner Medical Center—West Bank Campus

- The 181-bed general medical and surgical acute care facility is located on the West Bank of the Mississippi River within minutes of downtown New Orleans, Ochsner West Bank is conveniently located on Belle Chasse Highway and easily accessible to three major parishes—Jefferson, Orleans, and Plaquemines.
- The Westbank Campus of Ochsner Medical Campus was nationally ranked for 2011-2012 on seven categories: Cardiology & Heart Surgery, Ear, Nose, & Throat, Gastroenterology, Geriatrics, Gynecology, Orthopedics, and Pulmonology

West Jefferson Medical Center

- The West Jefferson Medical Center is a 427 bed, not-for-profit hospital located in Marrero, Louisiana, a mere 10 minutes from downtown Gretna.
- The West Jefferson Medical Center is a full service community hospital which offers emergency, heart, neuroscience, orthopedic, diagnostic imaging, cancer, and women’s services.

<i>Jefferson Parish Hospitals</i>	<i>No. of beds</i>
West Jefferson Medical Center	451
Ochsner Medical Center—Westbank	181
Ochsner Medical Center - Kenner	170
East Jefferson Medical Center	454
River Oaks Hospital (private psychiatric facility)	126
Tulane-Lakeside Hospital	119
Ochsner Medical Center—Jefferson	509



Ochsner—West Bank Campus:

Ranked #22 in Cardiology & Heart Surgery

- **Ranked #33 in Ear, Nose & Throat**
- **Ranked #27 in Gastroenterology**
- **Ranked #39 in Geriatrics**
- **Ranked #40 in Gynecology**
- **Ranked #38 in Orthopedics**
- **Ranked #30 in Pulmonology**

