

JEDCO

JOURNAL

JEFFERSON PARISH ECONOMIC DEVELOPMENT COMMISSION - VOLUME I, 2006

Jefferson Parish Experiences Accelerated Business Growth Post-Katrina

Jefferson Parish continues to prosper post Hurricane Katrina and growth far exceeds pre-storm levels. The Parish has posted a net gain of 3,200 new businesses within the last year. Additionally, long-established area industries such as healthcare, shipbuilding, technology, and construction are thriving. The local universities are also sponsoring proactive job-training programs. Jefferson Parish sales tax revenue is up 47 percent through May 2006, and property tax collections are down 6 percent, far less than projected immediately following Hurricane Katrina. The Parish population has nearly returned to 100 percent, and levees have been restored to pre-Katrina condition. Jefferson Parish has also maintained its AA Bond Rating, which is the highest in the state.

In July 2006, Jefferson Parish landed a significant investment by an advanced materials company M2-USA, a manufacturer of a rapid concrete construction system used in modular homes and buildings. The Italian company selected the Kenner community for its first U.S.

factory largely because of the intense need for building materials in the greater New Orleans area.

Along with new investment, existing companies are renewing their commitments to Jefferson Parish. MAS Industries, for example, is utilizing GO Zone incentives to facilitate its growth. The company has recently invested \$9 million in two new divisions: \$7 million in Ready Mat, which manufactures prefab sections of roadways and \$1.5 million in Master Link, which utilizes high-tech methods for bonding metal panels.

As of January 1, 2006, Jefferson Parish manufacturers can benefit from a 100% sales and use tax exclusion (4.75%) on the purchase of manufacturing equipment and machinery. The JEFF Future Fund, a unique economic development incentive, will generate new jobs and investment in Jefferson Parish.

The new 500-acre Churchill Technology & Business Park is also in the works. Infrastructure construction is slated to begin by early 2007. (See insert)

Tech Park Groundbreaking

Jefferson Parish and Jefferson Parish Economic Development Commission (JEDCO) officials held a ceremony on Thursday, April 20, 2006 to celebrate the groundbreaking for the first of its kind technology and business park development in Jefferson Parish, Churchill Technology & Business Park. Parish President Broussard stated, "A development such as this will produce a viable workforce which is invaluable to economic growth in Jefferson Parish."

The Churchill Technology & Business Park will be on a 500 acre site, 40 acres of which were donated to JEDCO last year. The technology park is designed as a mixed-use,

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Jefferson Parish President Aaron Broussard "digs-in" as construction begins on the infrastructure for the Churchill Technology and Business Park in Avondale. Assisting are (from left) Westwego Mayor Robert Billiot, JEDCO Executive Director Lucien Gunter, JEDCO Board of Commissioner Eddie Doucet



Tech Park Groundbreaking

(Story continues from page 1)

flexible space park targeting high-end office, technology, distribution, light manufacturing and service industries. JEDCO, its incubator program and the Patrick F. Taylor Science and Technology Academy will locate in the park. A joint JEDCO/Jefferson Parish Public School System Committee has selected Concordia Architects and Perez and Associates for the planning and design of the new school.

An analysis by William Smolkin and Associates projects that over the next twenty years, the 500-acre park will provide 12,700 jobs with wages totaling \$286,896,197 for an average annual wage of \$41,441.

Jefferson Parish awarded the contract for clearing and surcharge to Beverly Construction Co., LLC for \$660,218 and work was completed on July 1st. Additionally, Jefferson Parish has allocated \$1,100,000 from its 2005—2006 budget for infrastructure and the State of Louisiana has appropriated \$1,500,000 as “Priority 2” and \$1,300,000 as “Priority 5” from the State Capital Outlay Budget.

An \$850,000 Economic Development Administration Infrastructure Grant is being used for infrastructure improvements on the site. The total cost of infrastructure is estimated at \$6.7 million.

For more information on the park, contact Gaye Frederic, Deputy Director-Operations at 504-833-1881 or visit the website at www.churchillpark.org.

Lucien Gunter, JEDCO's Executive Director

Lucien Gunter, the former head of the Jefferson Business Council, was named permanent director of the Jefferson Parish Economic Development Commission (JEDCO) in January. The Jefferson Parish Council approved the recommendation of JEDCO's Board of Commissioners to appoint Gunter to the post opting for someone familiar with the local economy.



Lucien Gunter, Executive Director

Prior to his post with the Jefferson Business Council, Gunter was Director of Pro Comp for Tenet Louisiana HealthSystem in the New Orleans regional office. In this capacity he was responsible for marketing workers' compensation to local businesses and responsible for government relations between Tenet and Jefferson Parish. Gunter also has served such civic boards as the East Jefferson Business Council, the Harvey Canal Industrial Association, the Port of New Orleans, and the New Orleans Area Political Action Committee.

Gunter has been active with JEDCO since its inception in 1987, serving on the initial committee establishing JEDCO's framework. Afterwards, he served a five-year term on the Board of Commissioners and Chairman of the Board in 1996. As JEDCO's executive director, Gunter will manage a budget of over \$1.5 million and a 16-member staff. He will also oversee a multi-year, private/public partnership, The Jefferson EDGE, with revenues averaging \$500,000 per year.

JEDCO Scorecard

2006 CUMULATIVE REPORT — 2nd Quarter

PROGRAM	Companies	Jobs Created	New Jobs High Wage	Jobs Retained	Jobs Retained High Wage*	Private Investment
Retention Program & Incentives	139	7522	N/A	2331	N/A	\$172,734,772
Incubator Program	6	4	4	33	9	\$50,000
Business Loans	7	90	39	94	0	\$4,925,460
TOTAL	152	7616	43	2458	9	\$177,710,232

* Total does not include Port activities

JEDCO Welcomes New Employees



Lenora Lawe, *Economic Information and Incentive Coordinator*

Recently, JEDCO welcomed two new employees, **Lenora Lawe** and **Jessica Hinton**, into its ranks, both with extensive backgrounds within their fields.

Economic information and incentive coordinator **Lenora Lawe**, comes to JEDCO with eight years of economic development and workforce resource experience.

Formerly, Lawe worked for The New Orleans

Regional Chamber of Commerce and Greater New Orleans Inc. directing the activities of GNO, Inc.'s Cooperative Agreement with the LA Department of Labor where she marketed a variety of training and workforce development programs to businesses and employers in the region.

After Hurricanes Katrina and Rita, Lawe went to work for JEDCO managing its Business Recovery Center. In this capacity, she assisted a multitude of businesses and individuals who were adversely impacted by the storms. She presently serves as JEDCO's Tax Incentives Coordinator. She is responsible for advising and guiding companies through local and state tax rebate and exemption procedures.

Jessica Hinton, operations manager for JEDCO's financing department, joined the team back in May of this year. Hinton formerly worked for the Law Offices of Warren E. Mouldoux, Jr. where she was a legal assistant to Mr. Mouldoux and prepared loan closings. She comes to



Jessica Hinton, *Operations Manager*

JEDCO with over eleven years of experience in loan processing and reporting.

At JEDCO, Hinton will be responsible for coordinating loan closings and documentation to satisfy compliance. She will prepare reports required for JEDCO's various governmental agencies and monitor all areas of loan servicing to ensure that all documents are correct and current.

Spotlight On:



Advanced Building System

M2-USA office and plant officially opened its first US location in Kenner, near the Louis Armstrong International Airport with a ceremony and tour of the assembly facility. When fully operational, the 78,000 square foot facility will employ over 100 people and house all the equipment needed to produce 24,000 square feet of product per day.

In addition to building the actual systems, the M2-USA will also provide a learning center where contractors, builders, architects, and personnel in the construction field will attend classes in order to gain certification to use the products.

M2 is an integrated system made up of structurally sound modular panels. Each panel consists of a polystyrene layer sandwiched between two electro-welded galvanized steel mesh and joined together using double steel connectors. This polystyrene layer in between provides an incredible insulation and sound-proofing benefit while the concrete on the outer surfaces combined with the steel mesh makes a wall that is stronger and more durable than conventional ones. The same technique is used for virtually every part of the structure form, such as roofs, stairs, load bearing walls and many others. When all of these components are assembled, the result is a building structure that is earthquake, hurricane, fire, and tornado resistant.

Also, the ease of the M2 system allows it to be combined with other building methods, so there is no restriction as to how this system can be integrated into existing building structures.

As part of its ongoing commitment to maintaining its position on the forefront of the building industry, M2 is constantly researching, developing and implementing new techniques designed to meet the ever increasing demands of today's global environment.

JEDCO's Financing Program Producing Results in Jefferson Parish

The JEDCO economic development financing program was established to assist Jefferson Parish based businesses with loans for land, buildings, new construction and fixed assets such as furniture, fixtures and equipment. Secured financing of working capital is also available. In most instances, a loan generated by JEDCO provides a below market, fixed rate structure with the maximum amortization possible relative to the type of asset(s) being financed.

JEDCO utilizes the lending resources of the U.S. Small Business Administration, the Economic Development Administration and the U.S. Department of Housing and Urban Development. In most cases, financing assistance from JEDCO involves the participation of a private bank lender. For example, the structure for a commercial, owner occupied real estate transaction includes JEDCO, a bank participant and borrower's equity. When combined with conventional bank financing, a loan from JEDCO will allow the borrower a reduced equity contribution while also enhancing a project's overall terms and conditions.

Through September 2006, loans totaled \$2,300,350 with a total combined project value of \$5,450,698. Since inception of the programs in 1989 total project value within the parish is \$138,916,780. Borrowers reflect a diverse industry base: most recently, a maritime insulation manufacturer, specialized automobile repair facility, medical clinic, DNA analysis laboratory, flooring distributor and drug and alcohol testing company. Based on current approvals, it is anticipated

that JEDCO will fund an additional \$1,632,000 in loans with a project value of \$3,573,280 before the end of 2006. Also, during 2006 the U.S. Department of Commerce, Economic Development Administration (EDA) awarded JEDCO an additional \$500,000 for lending within Jefferson Parish.

All JEDCO loan programs have the primary goals of increasing investment and creating and retaining jobs in the parish all of which are integral to its economic development. The JEDCO portion of loan principal may range from \$25,000 to \$4,000,000.

For more information, contact Alberto Queral, Financing Manager at 504-833-1881 or visit our web-site at www.jedco.org.

The **Jefferson Chamber of Commerce** with the **Elmwood Business Association** is holding a joint luncheon
Featuring:

Congressman Bobby Jindal

Tuesday, October 17th

The Rose Garden

12 p.m. - 1 p.m.

\$25 members/ \$30 non-members

Please see the attached form for more information or contact Susan Silbert at (504) 835-3880 ext. 10 or susan@jeffersonchamber.org

Company Spotlight: *Greff Motors*



A SBA 504 loan facilitated by JEDCO helped Greff Motors, Inc. with the purchase of land and construction of a new facility to accommodate the company's expansion. The new facility is located at 4809 Airline Drive in Metairie and provides additional service bays that will effectively eliminate delays by accelerating service times. Greff Motors was established in 1963 by Leon Greff and is currently managed by Randy and Terri Greff.

The company is an automotive repair and maintenance facility that specializes in high-end foreign sports and luxury automobiles. The new facility also introduces sales of pre-owned, high-end automobiles that can be purchased with or without an extended warranty.

Cash Management After The Storm: Near -Term Planning for Long-Term Business Success



TMAssist



7:30 a.m. to Noon

Thursday, December 7, 2006

Sheraton Metairie

Four Galleria Blvd., Metairie, LA

Any business, whether successful or troubled, must know how to manage cash effectively.

The Turnaround Management Association (TMA) and the Jefferson Parish Economic Development Commission (JEDCO) will present a half-day workshop on cash management tools and techniques that can help you - the business owner - and your finance/accounting staff or advisers to better manage cash in the post-Katrina environment.

This workshop will focus on the 13-week Cash Flow Model and techniques to help you to also communicate your cash status to lenders and other key constituents. This must-attend event is developed especially for business owners, financial advisers, lenders, workout specialists, accountants, attorneys and turnaround practitioners.

Workshop presenters include veteran turnaround practitioners from Morris-Anderson & Associates Ltd in Chicago; Kingsley Group in Metairie; and Carl Marks Advisory Group LLC in New York.

The keynote speaker will be Peter Ricchiuti, assistant dean at Tulane's Freeman School of Business and director of the Burkenroad Reports, an investment research program at the university. Ricchiuti will discuss winning strategies of local companies that have thrived since the disaster and also present his economic forecast to help you plan for success in the months ahead.

"Cash Management After The Storm: Near-Term Planning for Long-Term Business Success" is the third in a series of Gulf Coast public service workshops launched by TMA, the only international non-profit association dedicated to corporate renewal and turnaround management. With international headquarters in Chicago, TMA includes 7,100 members in 38 regional chapters, including the Louisiana Chapter.

Workshop cost, including breakfast and materials, is \$35 in advance, \$50 at the door. Register at www.jedco.org or www.turnaround.org or call 504-831-9180.

Company Spotlight: *Gerdau Ameristeel*



 **GERDAU AMERISTEEL**

North America's second-largest minimill steel producer, Gerdau Ameristeel Corp., is expanding its operations in Jefferson Parish. The Tampa, Florida based manufacturer of finished steel products is adding a one-stop shop for fabricated reinforced steel bar (rebar) and other steel construction materials such as tie wire, mesh and nails at its Hord Street plant.

The new Rebar Express Shop is located on Gerdau's existing 30-year-old Atlas Steel & Wire facility in Harahan, which manufactures reinforcing mesh and nails and employs 70 people. The new express shop will add four employees focused on rebar fabrication.

"The rebar express shop will now offer rebar fabrication primarily geared for quick turnaround for the local general contractor," said Gerdau spokeswoman, Fiona McCaul. "This means that in many cases, for smaller construction jobs, the local contractor can come in (and) buy the steel he or she needs and leave with it or have it delivered."

"Gerdau Ameristeel chose to build this because we are committed to the area," said McCaul. "We have seen firsthand the devastation from Hurricane Katrina to the area and our own employees. The facility will be able to offer fabricated rebar, tie wire, mesh and nails to assist New Orleans in rebuilding."

Big Budget Movies Filming in Louisiana

JEDCO Welcomes LIFT Back to Jefferson Parish

Louisiana Institute of Film Technology, referred to as LIFT, has returned to their 40,000 square foot facilities in Elmwood after having evacuated to Shreveport and to other film locations throughout the country. Just following their return, Lift announced a deal with Los Angeles-based Element Films partnering in a record new \$200-million motion picture production financing agreement. The Louisiana Governor's Office of Film and Television said it is the largest deal of its kind in state history.

The deal allows LIFT and Element Films to develop and fund productions of a minimum of eight, and as many as 15, motion pictures over the next three years. The projects will be filmed solely in Louisiana.

Element, which has developed and produced numerous motion pictures for theatrical distribution, will use its various partnerships to guarantee distribution of the films. Element has a distribution arrangement with Lionsgate, which calls for guaranteed distribution of nine Element-produced films over three years. Lionsgate previously distributed the Element film *Waiting*, a 2005 comedy starring Ryan Reynolds and filmed in New Orleans.

LIFT is Louisiana's largest full service film and television production studio, with offices based out of New Orleans, Harahan, and Shreveport Louisiana. Since its inception in 2002, LIFT has produced more than 30 feature

films and long-form television programs, and spent more than \$200 million on production. In January of 2006, LIFT garnered 3 Golden Globe nominations and one win for Best Actor in the mini-series *Elvis*. Four LIFT financed and produced television movies were tapped with 12 Emmy nominations in September of 2005, including Best Producer

nominations for CEO Malcolm Petal and COO Kimberly Anderson, co-owners of LIFT.

LIFT operates like a small film studio, with a large locally-owned transportation fleet, state-of-the-art post production equipment and edit suites, office and warehouse space, scene shops, accounting services, props and wardrobe, and an experienced crew base. LIFT finances productions with custom blends of debt and equity that factor in

Louisiana's tax incentives at the highest rates, with conservative distribution models and low-negative costs.

LIFT financed and produced feature films have been distributed by Sony Pictures Entertainment, Lionsgate, the Weinstein Company, Hyde Park Entertainment, and Element Films. In May 2006 LIFT's feature film *Bug*, (Directed by Academy Award® winner William Friedkin, starring Ashley Judd, Michael Shannon, & Harry Connick, Jr.) was selected to premiere at the Cannes Film Festival in the Directors' Fortnight. *Five Fingers* (Directed by

(Story continued on page 7)



Jefferson Parish-based Nims Center Studios in Elmwood

Jefferson Parish businesses gets help from DA's Office

The Jefferson Parish District Attorney's Office Economic Crime Unit has initiated a public outreach campaign to inform all Jefferson Parish businesses about our services. The Economic Crime Unit is made up of the Worthless Check Section and the Economic Crime Section. If your company receives a worthless check that was stamped by the bank "insufficient funds" or "account closed" it is a crime. The JPDA Worthless Check Section can help you collect your money and/or prosecute the violator at **no charge to the victim!** Also, if you have been a victim of contractor fraud, identity theft or any other type of fraud, our Economic Crime Section can assist you in determining whether any criminal laws have been violated and help put you in touch with the agency that can help. Please contact us at (504) 361-2920 or (504) 368-1020 Monday through Friday, 8:30 a.m. to 4:30 p.m., for additional information.



Big Budget Movies Filming in Louisiana

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Laurence Malkin, starring Ryan Phillippe and Laurence Fishburne) premiered at Robert De Niro's Tribeca Film Festival in April of 2006. LIFT's television productions have been broadcast on CBS, Lifetime, A & E Television Networks, MTV, VH1, USA Network and Travel Channel.

The first motion picture financed under the new arrangement is *College*, a comedy about three high school seniors who experience the wildest weekend of their lives while visiting the university as freshmen. *College* is scheduled to start preproduction in New Orleans this fall.

"The agreement is a huge win for all of Louisiana, especially as the New Orleans area and many parts of the State continue to recover from Hurricanes Katrina and Rita," said Alex Schott, executive director of the Louisiana Governors Office of Film and Television. "This is another major coup for the State's entertainment industry and proves to be another successful venture for Louisiana's own indigenous company, LIFT Productions. A slate of projects ensures a sustained level of investment in the state and continuous employment for Louisiana residents which are the touchstones of true economic development."

Giving Birth to a Business Ain't Easy!



www.jedco.org

JEDCO
Jefferson Parish Economic Development Commission

You've given birth to a new business. You have the vision, but need support in key areas.

JEDCO, Jefferson Parish's economic development organization, can assist you through our **Business Incubator Program**. It can provide you with essential business building tools — all designed to help your business grow and thrive in a **cost-effective** environment:

- Affordable, quality office space
- Management & sales consulting
- Financial advisory support
- Conference & meeting rooms
- Networking opportunities
- Professional receptionist/assistant
- Photocopying & fax services
- Parking and more.....

Let JEDCO help you achieve your business goals. For further information, call 412-8484.

JEDCO is Authorized to Issue "GO Bonds"

Tax-exempt, private-activity bonds have now been authorized to finance development of a wide array of commercial projects in the Gulf Opportunity Zone (GO Zone) on or after August 28, 2005. Louisiana may issue nearly \$7.9 billion in tax-exempt "GO Bonds." These bonds are available to most business sectors excluding casinos, golf courses, country clubs, massage parlors, suntan salons, racetracks and other gaming facilities. JEDCO is positioned to issue bonds for construction and renovation of non-residential real property (movable fixtures and equipment are excluded) in Jefferson Parish. For acquisition of existing property, improvements must be made to the property in an amount not less than 50% of the purchase price.

GO Zone bonds must be issued on or before December 31, 2010. Under current federal tax law, borrowers may be reimbursed from bond proceeds for costs incurred during a 60 day period prior to JEDCO's initial approval of the bond. Additionally, a project must choose between the 50% bonus depreciation, also permitted under the Go Zone Act, and tax-exempt bonds on projects that otherwise would qualify for both incentives.

For more information on Go Zone Bonds, contact Dottie Stephenson, Deputy Director—Business Outreach at 504-833-1881.

JEDCO 2006 Board of Commissioners

Commissioner

Dr. Vinicio Madrigal, Chairman
Tina Dandry-Mayes, Vice-Chair
Pat Rooney, Treasurer
Ray Seamon, Secretary
David Andignac
Manny Blanco
Jimmy Baum
Eddie Doucet
Joe Ewell
Glenn Hayes
Brian Heiden
Paul Hurley
Mike Jacobs
Tim Kerner
David Martin
Lynda Nugent Smith
Bill Peperone
Scott Schellhaas
Stacey Shane-Schott
Ric Smith
Vacant

Nominating Organization

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

JEDCO Staff

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Margo Ruiz
Executive Assistant

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Jerry Bologna
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Scott Rojas
Marketing and Public Relations Manager
Lenora Lawe
Economic Information and Incentive Coordinator
Coy St. Pierre
Economic Development Assistant

Operations

Gaye A. Frederic
Deputy Director—Operations

Administration

Cynthia Grows
Controller
Debbie Ritter
Office Manager
Del Ruiz
Receptionist

Small Business Incubator

Kim Perret
Administrative Assistant

Small Business Financing

Alberto Queral
Financing Manager
Jessica Hinton
Operations Manager
Carol Braud
Loan Servicing Assistant

Public Affairs

Pete Chocheles
Director of Port & Public Affairs



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