



12/04/17



December Director of Economic Development Report

End of the year report for 2017

St. John the Baptist Parish



Jerry W. Jones Jr., Director

December 4, 2017

Greetings,

To the Committee, Stakeholders, and citizens of St. John the Baptist Parish, I would like to thank everyone who is in **attendance** today for our monthly Economic Development Committee (EDC) meeting. As the end of the year draws near, we continue to work **diligently** as a department to work to assist in fostering growth for St. John the Baptist Parish.

2017 Year in Review

St. John the Baptist Parish Economic Development Department serves new and existing businesses through our agreement with the Greater New Orleans-Louisiana Small Business Development Center (LSBDC). By creating business outreach initiatives and training programs, the Economic Development Department assists existing enterprises, enhances our workforce and supports continued economic development.

Business counseling, including the Kauffman Foundation's FastTrac Entrepreneurial Training Program and partnerships between the St. John Business Training Center, Louisiana Economic Development Department and the Louisiana Small Business Development Center, helps businesses succeed. The 2017 Kauffman FastTrac Program here in St. John the Baptist Parish has graduated forty (40) potential new businesses. The Graduation ceremonies were held at the South Central Louisiana Technical College - Reserve Campus. This program sets the foundation for many of our new and/or existing businesses.

We participated in National Economic Development Week. The Economic Development Committee (EDC) Monthly Meeting in May served as our inaugural day for the Annual National Economic Development Week. This was the first year St. John's Department of Economic Development participated in this celebration of Economic Development. Our events caught the attention of the Marketing and Social Media staff at the International Economic Development Council. They shared our information informing the international community as to what we were doing here in St. John the Baptist Parish. Parish President Robottom and our Parish Council passed a resolution recognizing May 8-13th as National Economic Development Week in St. John.

Baumer Foods INC, of Reserve, was recently awarded the Lantern Award for the Bayou Region as presented by Louisiana Economic Development (LED). Award winners received handcrafted lanterns donated by Bevolo Gas and Electric Lights of New Orleans. Since LED launched the Lantern Awards in 1979, the program has recognized more than 300 Louisiana manufacturing businesses. LED's program partners include the Louisiana Industrial Development Executives Association and the Louisiana Quality Foundation. Congrats to Baumer Foods and thanks for the contribution your business provides to St. John the Baptist Parish's economy.

The Economic Development Department participated in St. John's Industry Career Day hosted by the St. John Parish Library System and the South Louisiana Technical College - Reserve Campus. This was an awesome opportunity to take students from our school system and assist them in opening their minds to options in the workforce. This was an idea created by JoAnn Proctor, Branch Supervisor, from the Library which was in line with an initiative the Parish President signed on with the other Parish Presidents in the River Parish as well as the Superintendents of the tri-parish area titled Louisiana Calling. The program serves as an opportunity to achieve career and financial success. Louisiana Calling is making sure everyone recognizes the many opportunities available in Louisiana, right here, right now. Louisiana Calling's multi-year public messaging campaign, resources, and strategic partnerships will help Louisianans to discover and learn about the many pathways to career and financial success. Our second priority is connecting

Louisiana's citizens to those opportunities to develop the high-value skills for short- and long-term success.

We also partnered with Livability magazine and were able to assist them in generating over \$50,000.00 in advertisements for the 2018 St. John the Baptist Parish Livability Economic Development Magazine. This is an Economic Development data-driven magazine that will highlight editorial pieces on positive stories about the Parish, Education, Small Business Development, the Levee and Port and how they are all major contributors to not only St. John but the country as well.

The Department is excited about the new website we launched in mid-2017. This site is constantly evolving. We anticipate a site that will provide vital information that will assist all of our citizens and businesses in St. John the Baptist Parish. We wanted to push the idea of opportunity in our parish hence the website is www.OpportunityStJohn.com. Moving forward the department's motto is "The Power of Opportunity". We will update the site to continuously provide information that addresses possible business developments in St. John Parish.

We received congratulations on being chosen as the Cleanest City in Population Categories B, E, and G in our four-parish District II 2017 Cleanest City Contest. Communities selected as winners were Garyville, Reserve, and Wallace. We hosted the State judges on May 2, 2017. They visited the three communities and judged them for the state award for Cleanest City. In an effort to build upon the synergy from the awards, we are completing Welcome sign projects. Our Belle Terre welcome sign landscaping has been replaced and we anticipate the new sign on Hwy51 with landscaping will be completed within the first quarter of 2018.

Queen Sugar (the hit show on Oprah Winfrey Network) has returned and started filming season two (16 episodes) through August and will be utilizing St. John Parish again throughout this time. The St. John Soundstage has seen an increase in its use by movie productions. We recognize the economic impact this has on our community.

On July 6-7, 2017 we hosted, Delta Regional Authority (DRA) workshop, at the St. John Community Center. DRA received a grant to develop competitive communities. The program was entitled Economically Competitive and Resilient Communities. This program hosted workshops across the 8 state footprint of DRA. These intensive boot-camp courses helped prepare local elected officials, community leaders, and economic development practitioners to support economic development and disaster resilience activates in our community.

Lastly, this year we celebrated the Port of South Louisiana's ribbon cutting ceremony for the expansion to warehouse #19 at Globalplex Intermodal Terminal. The \$9.6 million expansion created 22 new jobs while retaining 19. This project was funded in part (approximately 90%) by LA DOTD's Port Construction and Development Priority Program. The warehouse is a 77,520 square-foot annex, which was designed to store and process bulk commodities.

2017 Highlights

48 new small businesses
358 small business consultations
20 business plans created
27 business training workshops

Special Events Attendance

Andouille Festival – 21,000

Independence Day Celebration – 5,000

4th of July Veteran's Luncheon – 600

Andouille Pageants – 300

Film Spotlight

Queen Sugar

Preacher

Deadlier than the Male

The Highway Men

Please visit our website. This site will continue to evolve. Once again please review our website at **www.OpportunityStJohn.com**. Moving forward we will update the site to include available properties in St. John.

We will continue to work on other efforts to grow the **economic viability** of our parish. Thank you all for continuously sharing your ideas. I truly appreciate them. It is important we highlight what contributing **advantages** economic development has on St. John the Baptist Parish. If you have any other ideas that you would like to share please do not hesitate to contact me at any time.

Kind Regards,

Jerry W. Jones, Jr.

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LSBDC GNOBR ACTIVITY REPORT	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
ST. JOHN PARISH					
Clients - One on One Consulting	19	6	13	15	34
Total Consultation Sessions	27	6	18	32	51
Business Loans Secured	1				
\$ Value of Loans Secured	30,000				
Business Capitalization - other	30,000				
Business Plans Created					
Business Starts					
Jobs Created					
Increase in Revenues					
SEBD projects completed					
Workshops		1	4	6	4
Workshop topics/activities		SEBD Certification	SEBD Certification	Grow Biz Online	FastTrac sessions 8-10
			FastTrac sessions, 1,2,3	FastTrac sessions 4-7	FastTrac graduation
				Start Your Food Biz	
Outreach Activities Monthly Total		3	4	3	3
Outreach Activities		<ul style="list-style-type: none"> • EDC meeting • Recruited & qualified FastTrac participants • Developed Fall lunch n learn schedule 	<ul style="list-style-type: none"> • EDC meeting • Recruited & qualified FastTrac participants • Meeting with RRC for St. John Parish Business Outreach Follow up with 40 Parish referrals 	<ul style="list-style-type: none"> • EDC meeting • Follow up with 4 Parish referrals Outreach to 10 Existing Businesses 	<ul style="list-style-type: none"> • EDC meeting • Follow up with 15 Parish referrals Outreach to 5 Existing Businesses