

JEDCO

JOURNAL

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Jefferson Parish Implements Evacuation Re-Entry Plan for Businesses

Jefferson Parish is participating in a six-parish collaboration on evacuation re-entry for businesses following a disaster such as a hurricane.



The parishes of Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines and St. John, as well as the Louisiana State Police, have agreed to honor each other's plans and to use the same re-entry documents.

In cases where the return of all citizens is not feasible or safe after a disaster in Jefferson Parish, the plan will allow for a phased re-entry of rescue and recovery workers followed by businesses needed to restore infrastructure and provide sustainable living conditions. Businesses that do most of their work in Jefferson Parish should apply for their re-entry vehicle passes now at www.jumpstartjefferson.com. Businesses can see the entire Evacuation Re-Entry Plan at the www.jeffparish.net homepage by clicking on Evacuation Re-Entry Plan in the box in the top right corner of the page.

Essentially, the plan allows emergency responders to have unrestricted access to a disaster area in Jefferson Parish. Those first responders include law enforcement, emergency management personnel, fire services, emergency medical personnel, the military, approved search and rescue teams, and emergency support personnel.

The next level of disaster response is called Tier 1. These include the major utility companies, pre-designated government contractors, suppliers of emergency relief goods and equipment and others

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Jefferson Parish Crime Statistics Improve Compared to Pre-Katrina

By: Meg M. Mahoney

Jefferson Parish reports a decrease in crime rates as compared to pre-Katrina levels, thanks to drastic measures in addressing street crimes, and "at risk" youth.

Diversion programs for "at risk" youth and multi-tasking street units are a few of the strategies that Jefferson Parish is using to lessen the effects of the identified causes of Parish crime, some of which pre-date the August 2005 storm.

Despite the many logistical and personnel difficulties local authorities have faced since the disaster, statistics show that crime has not increased in Jefferson Parish since August, 2005 and, in fact, has decreased in many aspects.

According to Jefferson Parish officials, violent crime in the hurricane's aftermath has been concentrated. Special task forces have been dispatched on a constant and daily basis to the identified crime-prone areas.

The Parish has also created the Jefferson Parish Crime Prevention and Reduction Task Force, which has already been at work in the parish, with more sweeps planned in the future. This task force coordinates law enforcement, code enforcement, environmental departments and the Louisiana Department of Health and Hospitals to investigate how it can improve life in the parish. The task force works with the Environmental Court to address situations and issues associated with blighted areas.



Jefferson Parish Sheriff's Office responds to looting concerns on the Westbank shortly after hurricane Katrina.

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Jefferson Parish Implements Re-Entry Passes

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necessary for the restoration of critical infrastructure and the support of emergency response efforts. Businesses cannot apply for Tier 1 passes; the parish will pre-designate Tier 1 passes to those businesses and agencies in this category. However, a business that applies for Tier 2 or Tier 3 passes may be moved up to Tier 1 status if emergency managers decide it is necessary.

Tier 2 allows for the re-entry of humanitarian relief agencies and small disaster response teams of large businesses essential to the economy of Jefferson Parish and those with unique circumstances such as fragile inventory or hazardous materials.

Tier 3 is the final stage before the residents return and includes businesses that are essential to the

imminent return of residents and to economic vitality in Jefferson Parish.

Emergency management officials will determine the appropriate tier for each business that applies for re-entry placards. Tier 1 and 2 businesses will then be issued vehicle placards that will allow the vehicle to pass through any of the six parishes in order to get to and travel within the parish where they work.

Tier 3 businesses will be pre-approved for their passes which they can print out on-line once the recovery moves into the Tier 3 phase.

Business owners are reminded that applying for Re-Entry placards is only one part of being prepared. For information on Hurricane Preparedness for businesses, visit JEDCO's website at www.jedco.org.

Dinh Le Joins the JEDCO Finance Department



Dinh Le was recently hired as a commercial loan officer for JEDCO after working as an intern assisting JEDCO's Finance Department with the Louisiana Small Business Grant and Loan Program. His new position promotes economic development by assisting businesses in obtaining financing by leveraging the lending resources of Small Business Administration (SBA), Economic Development Administration (EDA), and Housing and Urban Development (HUD) with private financing.

Le completed his bachelor's degree in finance from Loyola University in May of 2007. While at Loyola University, he gained interpersonal skills through his activism both on- and off-campus. He was the public relations officer for Loyola's Asian Student Organization where he increased membership through recruiting and networking. As a member of the Loyola Finance Team, he increased awareness of money management and investment opportunities. He was active in the Vietnamese American Young Leaders Association of New Orleans (VAYLA) to empower youth through recreational and leadership training programs.

Universal Data Incorporated returns to Jefferson Parish

Founded in Jefferson Parish in 1983, **Universal Data Incorporated**, a local computer consulting company, has returned to its place of origin after 15 years of doing business in the New Orleans CBD. In need of larger quarters, Universal Data Incorporated has leased offices in Elmwood in a new facility that features a teleconference center and a 70-seat video-enabled auditorium. According to president Jim Perrier, his technology company has doubled its workforce as a result of increased business before the storm and a demand for disaster recovery and remote services since then.



Magic Seasoning Blends Honored by Louisiana Economic Development



Magic Seasoning Blends moved into their new 130,000 square foot facility at 720 Distributors Row – just two doors down from their old facility quadrupling their current capacity.

Recognizing outstanding manufacturers from across the state, Louisiana Economic Development (LED) announced Magic Seasonings Blends/Paul Prudhomme, nominated by JEDCO, as one of the recipients of the 2007 Louisiana Lantern Awards.

Magic Seasoning Blends, headquartered in the Elmwood Business Park, is a locally-owned company that has grown from a husband- and wife-team to an employer of almost 75 workers. Chef Paul Prudhomme continues to expand and develop delicious new recipes which are sold in all 50 states and 28 foreign countries.

Prior to hurricanes Katrina and Rita hitting the Gulf Coast, Magic Seasoning Blends was in the process of building a new facility. Devastated, but not deterred, Prudhomme and his dedicated staff vowed to rebuild and has completed the renovation. They have moved into their new 130,000 square foot facility at 720 Distributors Row – just two doors down from their old facility quadrupling their current capacity.

Just as Magic Seasoning Blends is involved in promoting positive growth in the community, it has also

played an active roll in the recovery efforts during the hurricanes of 2005. Chef Paul Prudhomme quickly assembled a team of employees to feed the military, firefighters, police and utility workers following hurricanes Katrina and Rita which resulted in over 21,000 portions being served.

"We are honored to recognize and celebrate manufacturers who are exhibiting leadership and a commitment to excellence," said Pat Witty, director of LED's Community Outreach Services division.

"Together, these manufacturers are helping Louisiana communities move forward and we commend them for their expertise, dedication and unwavering commitment to doing business in our state."

The Lantern Award program began in 1979 to recognize businesses that demonstrate excellence in manufacturing and community involvement. Winners are selected based on their contribution to the local community during the past three years, including employment

growth, facility expansion and community involvement. In recent years, JEDCO has nominated several Lantern Award winners from the region: Zatarain's, Reliagene, and GeneScanUSA.



Chef Paul Prudhomme, Magic Seasoning Blends receives Louisiana Lantern Award from Michael Olivier, Secretary of Louisiana Economic Development.

Jefferson Parish Crime Statistics Improved

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Under-staffing has been an issue with the JPSO, just as with many area businesses. Hence, the JPSO has re-designed the patrol division and the detective bureau to require multi-tasking and more overtime duty for personnel.

Even though there are staffing shortages, the Sheriff's Office continues to recruit and graduate new officers. Amazingly, despite these shortages, Jefferson Parish crime rates are still lower on the whole than the pre-Katrina rates.

The results of these emergency adjustments and reforms have been positive, allowing re-establishment of the Street Crimes Unit, a 20-officer unit that has been assigned to the Westbank since last January. The use of this Unit has resulted in a significant reduction of street drug activity and a reduction in firearms on the street overall.

In fact, as of March of this year, official Jefferson Parish Sheriff's Office (JPSO) statistics recorded 8 murders for the year. From January through March, 2006, there were 16 murders, and in 2005, there were 12 murders.

The JPSO also reported 174 robberies from January through March, 2005, 109 for the same period of 2006 and 148 for the first three months of 2007.

For more information regarding crime statistics and area maps of crime incidents, please refer to the Jefferson Parish Sheriff Office website, www.jpso.org, under "statistics" and "crime tracker", respectively.

10 Steps to Prepare Your Business for a Disaster

1. PREPARE A PLAN AND PRACTICE IT!

Plan, prepare and practice. This is the foundation of business continuity and the only effective way to diffuse the impact of a hurricane. Although today's technology allows advanced warning of approaching storms, there is little that can be done to continue business operations if no contingency plan is in place. I'm not just speaking of knowing the hurricane routes out of town, but planning an overall strategy that extends to all parts of your business.



2. BACKUP YOUR DATA

To remain competitive in today's business society, businesses depend on information technology. The technology centers around software, hardware, and data. Without access to data, business quickly comes to a screeching halt.

3. PROTECT YOUR SITE

Protecting your site facilities and equipment is instrumental in continuing or restoring operations in the event of a hurricane. Ways to do this include Uninterruptible Power Supply (batteries and generators), backup water source and a supply of gasoline powered pumps to keep the lower levels of the facility clear of flood waters.

4. OPERATE REMOTELY

Inability to access your facility is a highly probable occurrence when a hurricane approaches. Roads may be flooded or closed by authorities. Employees may be unable to leave their homes in a state of emergency or may be unwilling to leave their families. It is very important to plan for this scenario in which your business facility is operational but the employees are unable or unwilling to get there.

5. ESTABLISH AN ON-SITE SUPPORT PLAN

Another way to address the problem of access is to prepare a specially selected team of employees to "camp out" at the processing facility. This plan would necessarily include the provisioning of food and water supplies, the acquisition of sleeping facilities (folding cots or sleeping bags are a few choices that work), the availability of bathing facilities and amenities (such as razors, shaving cream, toothpaste, soap, blow dryers, etc.) and spare clothes for all employees. Some employers may even choose to provide support for employees' families while the employee is engaged in business continuity activities.



Employers can provide transportation, daycare, and lodging to families. Companies may also temporarily relocate them to areas outside the strike area of the storm. Employers may even engage outside contractors to look after the employees' homes and repair damage so the employee is not distracted by these concerns.

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6. SECURE A RECOVERY SERVICES PROVIDER

There are two generally accepted methods of planning to recover and resume business processing at an alternate location. One involves the use of another computer site within the company's enterprise. While this is generally accepted, it does cause impacts to the other site. Capacity, as well as other concerns contribute to these impacts.

Computer power, network lines, end user workstations or simply desks, chairs or phone needs are increased in this scenario. Facilities also may be a constraint.



7. DECLARE EARLY

During Hurricane Andrew, many businesses waited to act. This decision proved costly and contributed to the billions of dollars in costs associated with the hurricane. Businesses should declare emergency status well in advance, activating recovery plans, vendors, and action teams quickly. Don't worry or wait. It is important that you do not hesitate to act.

8. OUTSOURCE YOUR RECOVERY

Many customers have "outsourced" the process of recovering their business to the staff of their alternate recovery center. Many business recovery services providers now offer this service. Essentially, the subscribers systems, applications and network are restored and recovered at the alternate site. In addition, production processing can also be run by the skilled professionals of the vendor. Many companies use this approach as a hedge against not being able to get their staff to the recovery center. Some even monitor the actual recovery and production processing remotely, assuring that things are going according to plan. When combined with storing the data near the recovery site, declaring early can virtually eliminate the business impact.

9. IMPLEMENT AN EFFECTIVE COMMUNICATIONS STRATEGY

Communications are important to any business entity. In the event of a pending hurricane, it becomes even more crucial. Communications are needed to coordinate emergency activities, to implement the recovery/contingency plan, to warn employees of impending danger, to inform families and off-duty personnel about what's happening, to maintain contact with customers and suppliers, as well as proactively maintain an information line with the media.

10. EXPECT THE UNEXPECTED

Murphy's law does apply to hurricanes. Remain flexible and adaptable. You should also remember that the nature of the hurricane will influence your recovery direction. The impact of senior management, customer, and employee decisions (or personal impacts) may also alter your plans. Try not to make assumptions and do not hesitate to act. The best defense against the unexpected is the "P" cubed principle...Prepare, Plan, and Practice (reference number one). Continuously update your plans after each practice or recovery activity and capture any lessons learned. This helps to keep Murphy in check...

Business Recovery Grant Recipients Receive First Check

More than 2,000 checks have been distributed to recipients from the Business Recovery Grant & Loan Program administered by Louisiana Economic Development (LED). Award letters were mailed to more than 3,400 grant recipients regarding the first 50 percent of their grants. The program will provide more than \$63 million with an average award amount of \$18,100. JEDCO processed over 1,100 applications, approving 534 grant awards under the state guidelines.

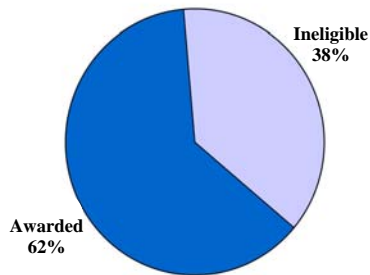
Community-based intermediaries such as JEDCO played a role in helping to spread the word and guide participants through the application process. LED, JEDCO and local partners hosted more than 25 workshops in Jefferson Parish and South Louisiana to educate business owners about eligibility rules and the application process.

Once business owners submit original receipts, invoices marked "paid" or other evidence of payment for usage of the first 50 percent of the grant, the second half will be released. Recipients can download the reimbursement form from the LED website to request the second half of funding. Funds may be used for operating expenses and inventory from the date of the award letter forward. Current debt incurred for past business expenses may also be paid down with the grant.

Those applicants who were not eligible for grants in this round will be considered in the next. LED expects to begin the second round of funding later this year following a series of meetings with business groups, elected officials and other stakeholders to help design the program.

For Round 2 of the Business Recovery Grant & Loan Program, the state is in the process of allocating new funds, plus money remaining from Round 1. The allocation between grants and loans will be determined during the program design phase.

BRGL Round 1 Grants

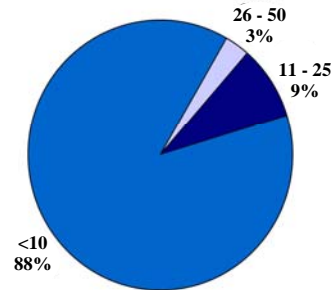


Grant Totals:

- 5,553 total applications received
- 3,469 grants awarded
- \$62.7 million total grants awarded
- \$18,100 average grant size

Note: Over 1,000 applications for loans have also been received

Grants by Number of Jobs



Grants by Number of Jobs

- 26 - 50, 3%
- 11 - 25, 9%
- <10, 88%

JEDCO Scorecard

2007 CUMULATIVE REPORT — 2nd Quarter

PROGRAM	Companies	Jobs Created	New Jobs High Wage	Jobs Retained	Jobs Retained High Wage*	Private Investment
Retention Program & Incentives	74	1,221		1,145		\$443,289,535
Incubator Program	4	3		27	5	\$75,000
Business Loans	5	27		740		\$6,690,538
Business Recovery Loans	21	83		685		\$2,814,922
Business Recovery Grants	545	68		135		\$4,103,859
TOTAL	649	1,402		2,732	5	\$456,973,854

* Total does not include Port activities

Jefferson Parish Leads Nation in Job Growth

For the quarter ending September 30, 2006, Jefferson Parish had the highest annual percentage increase in employment among the largest parishes/counties in the U.S., according to data just released by the Bureau of Labor Statistics of the U.S. Department of Labor.

Jefferson Parish Economic Development Commission (JEDCO) noted that the data shows Jefferson Parish experienced a year-to-date (September 2005 to September 2006) employment gain of 22.4 percent, compared with national job growth of 1.5 percent.

"Despite the national perception that the Greater New Orleans area is still 'stuck on stuck,' these figures prove that Jefferson Parish is booming and is not only recovered but is growing at rates that are stronger compared to our pre-Katrina economy. These figures show that Jefferson is not only back, but we are stronger and better than ever," said Jefferson Parish President Aaron Broussard.

Jefferson, now the largest parish in the state of Louisiana, has been this region's economic recovery center since Katrina. Between September 1, 2005 and June 30, 2007, Jefferson Parish has added 3,843 net new

businesses, some of which are associated with the recovery and rebuilding of the New Orleans region. JEDCO was the first to open two Business Recovery Centers, in conjunction with Louisiana Economic Development, servicing about 16,000 businesses.

"JEDCO statistics demonstrate that companies are taking advantage of federal incentives from the Gulf Opportunity Zone legislation as well as state incentives to expand existing operations or to establish new facilities, saving companies millions of dollars," said JEDCO Executive Director Lucien Gunter. "In 2006, JEDCO worked with more than 200 companies utilizing these incentives which will result in the creation of an estimated 10,000 new jobs within two years and generating almost \$400 million in private investments in the parish. This new data is an indication that Jefferson Parish is not just moving forward – but that we are moving beyond Hurricane Katrina."

Employment gains in Jefferson Parish reflect significant recovery from substantial job losses that occurred in September 2005 due to Hurricane Katrina.

AMA Distributors returns to Jefferson Parish

After more than 18 months in temporary headquarters in St. Charles Parish following Katrina, AMA Distributors, with more than 100 employees, has moved back to its Airline Drive home in Jefferson Parish. Its former facility suffered major damage and has been completely restored and expanded at a cost of more than \$4 million.



AARP Homeowner's Insurance Could Offer Big Discounts

AARP is offering its members discounted homeowner's insurance. If you are at least 50 years old and have had only one or two minor claims on your current policy in the last 5 years, not including hurricanes Katrina or Rita, you may consider calling AARP Homeowner's Insurance to get a quote. Katrina and Rita have been considered a catastrophe and is not charged against your claims history.



AARP is writing homeowner's policies in Jefferson Parish and the metro New Orleans area with wind & hail coverage through a national carrier (A+15).

According to JEDCO sources, AARP premium quotes have been saving homeowners as much as half of their current premiums and in some cases, much more, all with just a 5% deductible.

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Nominating Organization

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

JEDCO Staff

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Cynthia Grows
Controller

Debbie Ritter
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Del Ruiz
Receptionist

Business Incubator

Judy Horner
Administrative Assistant

Business Outreach

Dottie B. Stephenson
Deputy Director—Business Outreach

Jerry Bologna
Director of Economic Development Services

Scott Rojas
Marketing and Public Relations Manager

Margo Ruiz
Economic Information and Incentives Coordinator

Lacey A. Guidry
Economic Development Specialist



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