

2004 JEDCO Annual Report



It's HAPPening Here



Jefferson Parish...It's Happening Here!



The past year has been a busy one for Jefferson Parish and JEDCO.

It was a year we could definitely boast "Jefferson Parish... It's Happening Here," as the 2004 local image and marketing campaign sponsored by JEDCO and The Jefferson EDGE clearly and justifiably promoted.

Another success-based slogan for our parish should be "Go West!" The much-needed widening and expansion of the Huey P. Long Bridge will start this summer. Once completed, this major infrastructure improvement will enhance access and open up greater opportunities to develop readily available and economically viable West Bank land.

The film industry continues major growth with Nims Center Studios, located in Elmwood Business Park, serving as the centerpiece for motion picture production. As parish president, it is one of my major goals to further the development of this new industry.

In 2005, the demands on JEDCO and Jefferson will be many and varied, but I am confident we will continue to build on our past successes and develop new ventures that will contribute to the growth and prosperity of our parish.

A handwritten signature in black ink that reads "Aaron Broussard". The signature is fluid and cursive, with a long horizontal stroke at the end that extends to the right.

Aaron Broussard
Jefferson Parish President

JEDCO Leadership

JEDCO 2004 Board of Commissioners

REPRESENTATIVE

Ric Smith, *Chairman*
Lynda Nugent Smith, *Vice-Chair*
Tina Dandry-Mayes, *Treasurer*
Pat Rooney, *Secretary*
Jerry Alexander
David Andignac
John Arbour (*not pictured*)
Jimmy Baum
Eddie A. Doucet
Joe Ewell
Charlie Fontanelle (*not pictured*)
Glenn Hayes
Brian Heiden
Mike Jacobs
Mayor Tim Kerner
Frank L. Levy
Vinicio E. Madrigal, M.D.
Bill Peperone
Ray Seamon
Rufino Saavedra
Ernest Stalberte

NOMINATING ENTITY

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



Jefferson Parish Leadership

Aaron Broussard, *Parish President*

Tom Capella, *Councilman-at-Large, Division B*

John Young, *Councilman-at-Large, Division A*

Chris Roberts, *Councilman, District 1*

Elton Lagasse, *Councilman, District 2*

Byron Lee, *Councilman, District 3*

Louis J. Congemi, *Councilman, District 4*

Jennifer Sneed, *Councilwoman, District 5*



JEDCO Staff

Brian Paul Freese, *Executive Director*

Margo Valera, *Executive Assistant*

BUSINESS OUTREACH

Dottie B. Stephenson, *Deputy Director*

Monica P. Baugh, *Economic Info/Incentives Coordinator*

Jerry Bologna, *Economic Development Specialist*

Monica Thomas, *Workforce Development Coordinator*

PUBLIC AFFAIRS

Pete Chocheles, *Director of Port & Public Affairs*

June Johns, *Marketing & Public Relations Manager*

OPERATIONS

Gaye A. Frederic, *Deputy Director*

Coy St. Pierre, *Administrative Assistant*

JEDCO Administration

Cynthia Grows, *Controller*

Debbie Ritter, *Office Manager*

Del Ruiz, *Receptionist*

Small Business Financing

Alberto Queral, *Financing Manager*

Corinne Pritchett, *Operations Manager*

Carol Braud, *Loan Servicing Assistant*

Small Business Incubator

Kim Perret, *Administrative Assistant*

Moving Forward in 2004



Two thousand and four was a year of changes, as well as one of moving forward.

The year ended with major accomplishments—a signed cooperative endeavor agreement and an initial \$2.5 million capital outlay allocation from the state legislature allowing JEDCO to advance its infrastructure planning for the West Bank **Churchill Technology & Business Park**. Many thanks to State Rep. John Alario and all of our Jefferson Parish legislators who are supporting this important project.

We lost JEDCO's well-respected executive director, Scott Adams, who accepted the opportunity to become the director of business development for the city of Las Vegas. After an intensive national search, Brian Paul Freese was chosen by a specially-appointed selection committee to become the agency's new executive director. Freese brings to JEDCO over 10 years of experience in leading two economic development agencies in Georgia. We are grateful to our parish council and parish president's office for the exceptional support shown to us during this process.

I would like to add that throughout the six months in 2004 that JEDCO operated without an executive director, Interim Executive Director Dottie Stephenson and the rest of the JEDCO staff stepped up to the plate, keeping the agency running smoothly and making sure momentum was maintained.

Our business retention and attraction efforts continued, leading to many company success stories, some of which are highlighted in an easy-to-read style on the next page of this annual report. Whether it is tax exemptions, financial incentives, loans, infrastructure or problem-solving assistance, JEDCO stands ready to help area businesses with positive growth in Jefferson Parish.

And we continue to work with local, state and federal elected officials to push issues that are important to Jefferson Parish. We lost to retirement two influential Washington leaders, John Breaux and Billy Tauzin, but are fortunate that their replacements are extremely capable individuals. Given the positive climate for economic development locally and the tremendous support we have received from Jefferson Parish's president and council, I am confident that 2005 will be another solid year of JEDCO accomplishments.

A handwritten signature in black ink, reading "Reginald H. Smith, Jr." The signature is written in a cursive, flowing style.

Reginald H. "Ric" Smith, Jr.
2004 JEDCO Chairman

2004 JEDCO Company Success Stories

Below is a sampling of some of the companies JEDCO assisted in 2004:

Company	Results	JEDCO Assistance
Barrister Global Network Services	Headquarters Relocation to Jefferson Parish	Quality Jobs Incentive & Parish Incentive Fund
Antares Technology Solutions	Expansion	Quality Jobs Incentive
Bichngoc T. Pham, M.D., LLC	New Business	SBA 504 & EDA Loan
Corporate Investigation Bureau, Inc.	Expansion	Workforce Training & SBA 504 Loan
Crescent Family Enterprises, LLC	New Business	HUD CDBG Loan
Event Producers	Expansion	Enterprise Zone Program
Guardian Angel Child Care & Preschool, LLC	New Business	SBA 504 Loan
Gulf Motors	Expansion	Enterprise Zone Program
Intralox, LLC	Expansion	Enterprise Zone Program & Industrial Tax Exemption
Laitram, LLC	Expansion	Enterprise Zone Program
Loop Linen Service, Inc.	Expansion	Enterprise Zone Program
Metals USA Plates & Shapes Southeast, Inc.	Expansion	Enterprise Zone Program & Industrial Tax Exemption
National Gypsum Company	Retention & Expansion	Enterprise Zone Program & Industrial Tax Exemption
Ochsner Clinic Foundation	Expansion	Enterprise Zone Program
Pellerin Milnor Corporation	Expansion	Enterprise Zone Program & Industrial Tax Exemption
PetroCom LLC	Expansion	Enterprise Zone Program
Premier Fitness	New Business	Enterprise Zone Program
Receivables Management Consultants, Corp.	New Business	HUD CDBG Loan
Scandinavia, Inc.	Expansion	SBA 504 Loan
SYSCO	Expansion	Enterprise Zone Program

2004: It's Happening Here!

In Jefferson Parish in 2004 we could truly claim “It’s Happening Here.”

Relocated from Buffalo, NY, computer hardware services company **Barrister Global** recently opened the doors to its new headquarters located in the Elmwood Business Park. Inducements supplied by Jefferson Parish and JEDCO were instrumental in the company’s decision to locate its headquarters here.

JEDCO extended an SBA 504 loan to marine insulation manufacturer, **M & A Supply**—originally located in Connecticut and now based in Jefferson Parish—to enable this company to purchase land and construct a new corporate headquarters building in Labarre Industrial Park.

SYSCO, an Elmwood-based food distributor, began a \$6 million, 38,000-square-foot warehouse expansion. JEDCO and Jefferson Parish have been working to eliminate site constraints that might hamper construction.



A well-known manufacturer, **Paul Prudhomme’s Magic Seasoning Blends, Inc.**, having once considered moving to St. Charles Parish, will now continue to call Jefferson Parish home. After searching for more than two years for a larger facility to house their growing manufacturing operations, one became available two doors down from their current location on Distributors Row. JEDCO will assist them with permitting and logistics.



Originally based in upstate New York, the corporate headquarters of Barrister Global relocated to the Elmwood Business Park with help from Jefferson Parish and JEDCO.

Also located on Distributors Row, **Nims Center Studios** has benefited from a matching grant from the parish's **Jefferson Economic Future Fund**. This money, along with funds from other sources, will enable the studios to meet growing demand for digital production facilities.

The high-tech, environmentally-friendly, high-paying motion picture industry can result in many economic spin-offs, as well as film-related companies. This is why JEDCO is pleased to facilitate Jefferson Parish furnishing money from its incentive fund to assist the local Nims Center Studios with the renovation of its facilities.

The donation of 40 acres on the West Bank for development of a 500-acre Jefferson Parish technology and business park is imminent. Due diligence is underway, paving the path for the land donation. To be called the **Churchill Technology & Business Park**, this development is under consideration as the future site of the **Jefferson Parish School for Science and Technology**. The new technology and business park will be a welcome neighbor for the **Alario Center** and **Tournament Players Club Golf Course**.

Throughout 2004, JEDCO assisted area businesses in a variety of other ways.

Working with other economic development agencies such as **GNO, Inc.**, we've acquired positive national publicity for Jefferson Parish and local companies.

JEDCO has also obtained positive publicity on a local level for area businesses. In addition, as part of **The Jefferson EDGE**, JEDCO conducted a local image and marketing campaign promoting the positive aspects of living, working and doing business in Jefferson Parish.

As part of our continuing effort to offer free educational services to the business community, JEDCO sponsored several informative, no-cost seminars. Topics included: *Protecting Your Business from Intellectual Property Theft*, *Business Insurance 101* and *Unemployment Compensation: Containing Costs & Avoiding Liability*.



Large-budget motion picture productions, such as *Runaway Jury*, have been filmed in part at Jefferson Parish-based Nims Center Studios. JEDCO worked with Jefferson Parish to supply money from the parish's business incentive fund to assist the studios with a renovation and expansion of its facilities.



JEDCO worked with other economic development entities to obtain positive national publicity for Jefferson Parish and parish businesses.



2004: It's Happening Here!

Cooperating with the **Jefferson Workforce Connection** and the **Jefferson Parish Workforce Investment Board**, we also continue to provide worker training and advancement opportunities for area employers.

In 2004, JEDCO worked with these agencies to offer financially distressed shrimp fishermen a chance for economic recovery through worker retraining programs at **Northrop Grumman Ship Systems Avondale Operations**.

JEDCO also secured on-the-job training funding from the Jefferson Parish's Workforce Investment Board for the following companies:

Flexion Material Handling, Inc.

Corporate Investigation Bureau, Inc.

Reagan Equipment Co., Inc.

Communication Service of Louisiana, Inc.

Mr. B Services, Inc.

Miller Home Mortgage, LLC

Ducote Chrysler Jeep, LLC

Huey Brown's Kitchens & Flooring Co, Inc.

Cycle Construction Co., Inc.

Northrop Grumman Ship Systems

Knight-Celotex

Know-it-Alls, Inc.

The Hemsters, Inc.

Lafarge North America

Created to promote awareness of available assistance was JEDCO's new **Manufacturing Resource Guide**, which is available to the public at no cost.

Success stories such as these earned JEDCO a prestigious award for our business retention and expansion program from the **International Economic Development Council**.

Our agency was also recognized as a **2004 Innovator of the Year Award** finalist by *New Orleans CityBusiness*.



JEDCO will continue to work at retaining jobs at Northrop Grumman Ship Systems' Avondale Operations.



A free *Manufacturing Resource Guide* was produced by JEDCO in 2004, informing area employers of available resources.

The Jefferson EDGE and EDGE 2010

In 1999, JEDCO spearheaded the creation of a five-year economic development plan called **The Jefferson EDGE** for Jefferson Parish. This effort required six months of meetings and planning, and involved over 100 business and community leaders and elected officials, who devoted thousands of volunteer hours.

From these efforts came a comprehensive, focused plan for improvements in land and technology development, business enhancement, marketing and planned growth for Jefferson Parish.

The Jefferson EDGE was officially adopted by the Jefferson Parish Council on May 17, 2000.

To take our parish into the future, JEDCO is beginning the process again. Five years since its completion, The Jefferson EDGE is now being updated as **The Jefferson EDGE 2010**.

This will once again require a huge commitment from volunteer leaders as we plan and prioritize major economic development endeavors for the next five years. Ultimately, these recommendations will be presented to JEDCO's Board of Commissioners and the Jefferson Parish Council for approval.

Local planning firm GCR & Associates, along with the University of New Orleans' Center for Economic Development, has been retained to help coordinate this immense effort and present findings for JEDCO, EDGE and parish leaders to act upon.

For more information about how we are working to improve the quality of life and business in Jefferson Parish, please visit the Web site www.jeffersonedge2010.com.

EDGE Investors/Partners as of December 31, 2004

Acme Truck Line, Inc.
AmSouth Bank
ATMOS ENERGY Louisiana
Bank One
BellSouth
Boomtown Casino
Campbell, McCraine, Sistrunk,
Anzelmo & Hardy
Cingular Wireless Company
Durr Heavy Construction
East Jefferson General Hospital
Elmwood Fitness Center
Entergy Corporation
Favrot & Shane
First American Bank
First American Title
First Bank & Trust
Gootee Construction Company
The Greater New Orleans Foundation
Gulf Coast Bank & Trust

Hibernia Bank
Hilton Garden Inn
Hilton New Orleans Airport
Iberia Bank
Jack Stumpf & Associates
J. B. Levert Land Co., Inc.
Jefferson Parish
Kass Brothers, Inc.
Krebs, LaSalle, LeMieux Consultants, Inc.
Laitram Corporation
Lakeside Shopping Center
Lakeside Women's Specialty Center
LaPorte, Sehrt, Romig & Hand CPAs
Lauricella Land
State of Louisiana
Max J. Derbes, Inc.
McDonald's Corporation
McGlinchey Stafford
Metairie Bank & Trust
Nabors Offshore, Inc.

New Orleans Publishing Group
Newton & Associates
Northrop Grumman Ship Systems/
Avondale Operations
Oakwood Center
Ochsner Clinic Foundation
Omni Bank
Rathborne Land Company
Reagan Equipment Company
Rebowe & Company
Royal Honda, Oldsmobile & Mazda
Select Properties
Southern Eagle Sales & Service
Superior Energy Services
TENET Healthcare
The Times-Picayune
Vinson Guard Service
Wyndham Hotel
Zatarain's, Inc.

2004 JEDCO Scorecard

Job Development

JOBS CREATED
949

JOBS RETAINED
7,450

PRIVATE INVESTMENT
\$85,708,076

Enterprise Development & Finance

LOANS APPROVED

	2004	SINCE INCEPTION
Number	13	235
Project Value	\$7,577,470.00	\$130,032,356.00
Job Impact	249	3,227
Estimated Annual Impact	\$9,659,251.00	\$390,694,407.00

INCUBATOR ACTIVITY

	2004	SINCE INCEPTION
Enterprise Centers		
Business On-Site	11	234
Participants Graduated	1	188
New Participants	2	N/A
Incubator Outreach	200	6,629

Economic Development Services

PROGRAM SERVICES

	2004	SINCE INCEPTION
Marketing Database Requests	612	4,561
Real Estate Database Requests	58	1,120
Demographic Reports	37	444

Business Retention, Expansion & Attraction

STATE TAX INCENTIVE PROGRAMS*

	2004 PARTICIPANTS	NEW JOBS	JOBS RETAINED	INVESTMENT
Enterprise Zone Program	34	682	6,560	\$119,785,726.00
Quality Jobs Program	1	5	12	\$100,000.00
Restoration Tax Abatement Program	2	2	71	\$810,000.00

*Included in the above numbers are six Industrial Tax Exemption Program participants.

Parish Incentive Programs

	# CONTRACTS	# TRAINEES	CONTRACT VALUE
Jefferson Economic Future Fund	1	N/A	\$176,000.00
Workforce Development (On-the-Job Training Program)	14	214	\$227,301.00

Note: There may be other assistance JEDCO provides that may not be listed in numbers shown here.

2004 Jefferson Parish Tax Incentive Participants

COMPANY NAME	NEW JOBS	JOBS RETAINED	INVESTMENT
Advance IT Products & Software Solutions, LLC	3	0	\$5,000
Antares Technology Solutions, Inc.	5	12	\$100,000
Brandt Enterprises, LLC	30	0	\$605,000
Case Performance Properties	0	70	\$600,000
Corporate Investigation Bureau, Inc.	40	20	\$80,000
Crescent City Packaging, Inc.	2	15	\$300,000
Crown Buick	5	90	\$248,000
D.R.D. Towing Company, Inc.	15	81	\$0
Event Producers, Inc.	5	7	\$735,000
Flexion Casters and Material Handling, Inc.	3	1	\$15,000
Godiva Development II, LLC	2	1	\$210,000
Greff Motors, Inc.	5	6	\$800,000
Gulf Coast Bank & Trust Co.	5	0	\$235,000
Intralox, LLC	22	700	\$14,000,000
John Bomb Enterprises	5	0	\$20,000
Know-it-Alls, Inc.	45	60	\$0
Laitram, LLC	7	100	\$3,000,000
Lakeside Dental Associates, Inc.	3	6	\$120,000
LIFT	10	0	\$45,000
Loop Linen Service, Inc.	5	67	\$851,000
Lowe's Home Centers, Inc.	100	0	\$8,000,000
M & A Supply Co., Inc.	8	34	\$2,500,000
Matthew Person, CPA & Associates	1	4	\$360,000
McDonald's Corp.	35	0	\$689,000
Medorizon of Louisiana, LLC	4	0	\$4,000
Metals USA Plates & Shapes Southeast, Inc.	5	61	\$4,480,000
National Gypsum Company	0	56	\$7,217,000
Ochsner Clinic Foundation	5	4,197	\$50,000,000
Olive Garden	110	0	\$1,741,173
Pellerin Milnor Corporation	20	484	\$1,000,000
PetroCom, LLC	9	63	\$9,500,000
Premier Fitness, LLC	30	0	\$1,950,000
Receivables Management Consultants	11	0	\$30,000
The Stone Gallery, LLC	6	9	\$125,000
SYSCO Food Services of New Orleans, LLC	15	499	\$8,000,000
TJ Maxx Store 635	45	0	\$35,000
Walgreen Company 2469	25	0	\$3,095,553
TOTALS	646	6,643	\$120,695,726
TOTAL PROJECTS: 37			

The above data are maintained by JEDCO's Economic Services Department from information provided by companies enrolling in state tax incentive programs with Louisiana's Department of Economic Development. The "jobs retained" total may reflect duplication of jobs if a company enrolled multiple projects for incentive program participation.

2004 Financials

JEDCO

Revenues

	BUDGET	ACTUAL	VARIANCE
Occupational License	\$1,294,817	\$1,294,817	\$0
Tenant Rent, Fees	102,000	53,147	(48,853)
Phone System Fees	26,000	17,472	(8,528)
EDA Revenues	29,000	42,728	13,728
SBA Closing Fees	21,000	18,492	(2,508)
HUD Service Fees	13,000	23,933	9,262
Colson Services (Monthly)	52,000	35,096	(16,904)
Colson Services (Interest)	10,000	10,228	228
Incentive Fees	5,000	2,155	(2,845)
UNO Project	75,000	75,000	0
Brownsfield Project	2,300	17,825	15,525
Interest, Misc.	5,000	11,930	6,930
TOTAL	\$1,635,117	\$1,602,823	(\$32,294)

Expenditures

	BUDGET	ACTUAL	VARIANCE
Salaries	\$882,900	\$785,808	\$97,092
Health Benefits/Taxes	181,300	149,845	31,455
Communication	57,000	47,647	9,353
Office Rental	210,301	207,537	2,764
Equipment Rental	24,299	17,395	6,904
Advertising	37,000	36,138	862
Office Supplies	11,600	10,443	1,157
Postage	16,800	11,345	5,455
Dues & Subscriptions	15,900	10,220	5,680
Travel/Mileage	18,200	11,822	6,378
Training/Seminars	11,200	4,264	6,936
Furniture	500	0	500
Insurance	20,500	7,284	13,216
Database Analysis	1,500	1,500	0
Committee Meetings	5,000	2,911	2,089
Seminars/Conventions	3,000	1,640	1,360
Accounting/Audit	15,000	16,515	(1,515)
Business Development	400	30	370
Misc.	11,500	9,122	2,378
Special Projects	30,000	6,251	23,749
SYSCO Project	0	0	0
UNO Project	75,000	75,000	0
Phone System	9,000	0	9,000
Executive Dir. Select Cost	29,600	8,298	21,302
TOTAL	\$1,667,500	\$1,421,015	\$246,485

All figures represent unaudited year-end results.

THE JEFFERSON EDGE

Revenues

	BUDGET	ACTUAL	VARIANCE
Private Funds	\$340,000	\$338,700	(\$1,300)
Parish Funds	80,000	80,000	0
State Funds	99,250	99,250	0
Investment Income	2,500	1,723	(777)
TOTAL	\$521,750	\$519,673	(\$2,077)

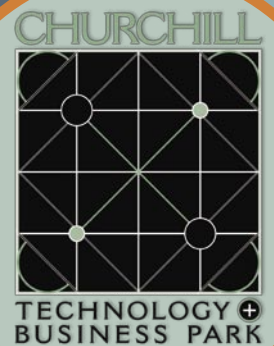
Expenditures

	BUDGET	ACTUAL	VARIANCE
EDGE Update/E.D. Elementary	\$40,000	\$16,900	\$23,100
Marketing/PR Activities:			
Local Marketing/PR Campaign	280,000	155,557	124,443
National Marketing/PR Campaign	50,000	25,000	25,000
Marketing/PR Staff Consultation	25,000	22,561	2,439
SUBTOTAL	\$355,000	\$203,118	\$151,882
Technology Development:			
Technology Park Implement	280,000	98,290	181,710
Technology Seed Capital	0	0	0
Technology Incubator Feas. Study	50,000	0	50,000
SUBTOTAL	\$330,000	\$98,290	\$231,710
Administrative:			
Misc. Project Fund	25,000	1,570	23,430
Search Firm Fees	50,000	33,252	16,748
Fund-Raising Consultant	15,000	10,769	4,231
Legal Services	25,000	0	25,000
SUBTOTAL	\$115,000	\$45,591	\$69,409
TOTAL	\$840,000	\$363,899	\$476,101

All figures represent unaudited year-end results.

2005 JEDCO Goals & Objectives

- Maintain and enhance Northrop Grumman Ship Systems' Avondale Operations.
- Advance JEDCO's aggressive campaign to retain its resident businesses and industry by continuing its strategic Business Retention and Expansion Program.
- Identify and pursue resident companies with greatest growth potential, facilitating expansion of jobs and facilities in Jefferson.
- Attract jobs from outside the region.
- Continue development of the Churchill Technology & Business Park on Jefferson Parish's West Bank.
- Increase Jefferson Parish employers' access to a trained workforce.
- Begin construction on Bayou Segnette Harbor project.
- Work with the Port of New Orleans to build break bulk facilities along the Mississippi River in Jefferson Parish.
- Begin funding and implementing a strategically-targeted economic development marketing campaign.
- Partner with the Jefferson Convention & Visitors Bureau, as well as other business-related organizations, to enhance economic development exposure and leverage resources.
- Coordinate The Jefferson EDGE 2010 parishwide planning process.
- Successfully complete the International Economic Development Council accreditation process and achieve Accredited Economic Development Organization recognition for JEDCO.



Mission

JEDCO drives wealth creation through entrepreneurship, quality jobs and investments.

JEDCO

Jefferson Parish Economic Development Commission



www.jedco.org

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