



ANNUAL REPORT 2009

JEDCO

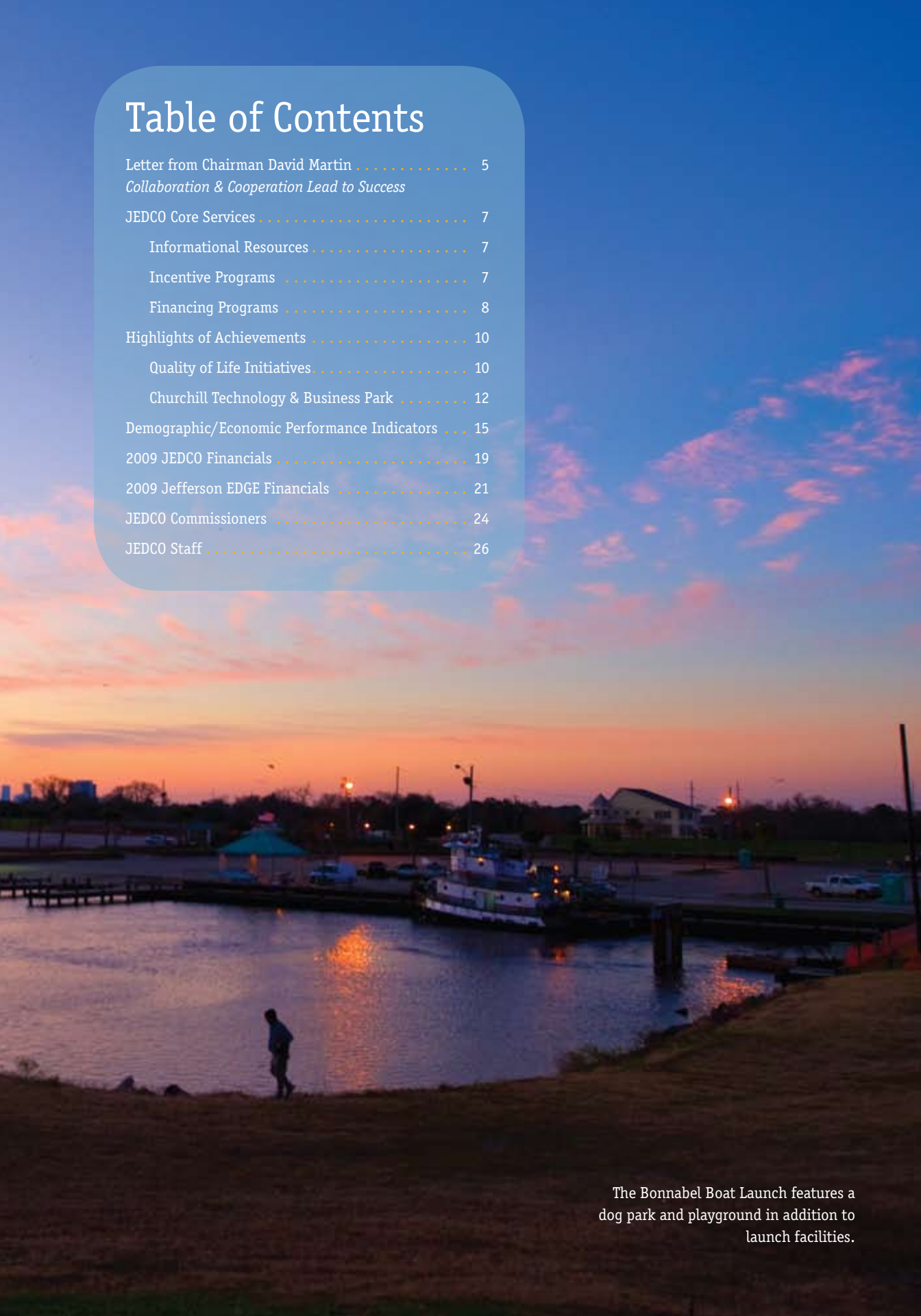
Jefferson Parish Economic Development Commission



On the cover, day breaks over Lake Pontchartrain as the Tara Elizabeth docks at the Bonabel Boat Launch.

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The Bonnabel Boat Launch features a dog park and playground in addition to launch facilities.

Work boats start the day
in waters throughout
Jefferson Parish.



The Westwego Shrimp Lot features some of the freshest seafood in town. Seafood is an important part of Jefferson's economy and culture.



Collaboration & Cooperation Lead to Success

It has been an honor to serve as the Chairman of the JEDCO Board of Directors in 2009. Despite trying economic times, we continued to grow our business base by attracting new businesses and assisting current ones with expansion opportunities.

JEDCO helped to create almost 1,000 new jobs last year, representing a private investment of nearly \$380 million. And, that figure is in addition to the 5,435 current jobs that were saved through our business retention efforts.

We also created the Louisiana Revolving Capital Fund, a lending program that supplies qualifying businesses with a minimum of \$25,000 to be used for land, buildings, equipment, working capital and inventory. As a result of the program, a total of \$442,000 was approved to small businesses throughout the parish.

Construction for the JEDCO office building at the Churchill Technology & Business Park in Avondale is underway. We secured \$4 million from a New Markets Tax Credit loan package for the headquarter offices. We were also awarded \$2 million in Community Development Block Grants for a state-of-the-art technology and business incubator that will be constructed in the park.

We partnered with the City of Kenner to create a dedicated economic development specialist position to focus on Kenner initiatives. Additionally, JEDCO hosted a PGA award-winning economic summit as part of the Zurich Classic Golf Tournament at the TPC golf course last spring.

Perhaps our most impressive achievement in 2009 was the launch of a quality of life marketing campaign promoting the parish as an ideal location to live, work and raise a family. With the unprecedented cooperation and support of our business community, Jefferson Parish Government, the Jefferson Parish Public School System and Jefferson Parish Sheriff's Office, we leveraged our \$100,000 EDGE investment into a \$400,000 multi-media effort promoting improvements throughout the parish.

Our 2009 Annual Report demonstrates that we have a solid foundation in place to begin a new decade in Jefferson Parish. Together, we will create a Jefferson where we are proud to live and to work.



Sincerely,

David Martin, JEDCO 2009
Chairman of the Board



Like many of the family businesses in the seafood industry, Jamie Hunter prepares for the day's customers.

JEDCO Core Services

Fundamental to JEDCO's operation as an economic development organization is providing access to information, incentives and financing opportunities to new, relocating or expanding businesses in Jefferson Parish.

Informational Resources

Demographic and marketing information is available both online and through JEDCO's economic development services staff. JEDCO.org contains economic development statistics along with links to a searchable database of available commercial properties and to the Churchill Technology & Business Park website to assist site selectors in identifying available properties.

Economic Development Services Summary

Program Services	2009	Since Inception
Marketing Database Requests	407	7,511
Real Estate Database Requests	78	1,573
Demographics Reports	83	705

Incentive Programs

As the only local economic development organization in Louisiana accredited by the International Economic Development Commission, JEDCO's staff is experienced with and knowledgeable about tax incentives, rebates and credits. JEDCO helps businesses navigate through available programs in order to identify the most appropriate options to meet their needs.

Business Retention, Expansion & Attraction Summary

State Tax Incentive Programs	Projects	New Jobs	Jobs Retained	Investment
Enterprise Zone	33	843	5416	\$275,082,924
Quality Job Program	2	16	11	\$2,380,000
Restoration Tax Abatement Program	4	19	8	\$47,400,000

Helping Businesses Expand

A leading manufacturer of instrumentation controls, Ruelco underwent a \$3.5 million expansion of its production facility last year. The **Enterprise Zone Program** and the **10 Year Industrial Tax Exemption** provided tax credits and an ad valorem tax abatement to Ruelco. As a result of its expansion, the company has committed to increase its employment by 40 percent.

Maintaining Jefferson's Competitive Edge

Formed after a merger of Diamond Data Systems and Prescient Technologies, Geocent was faced with a difficult decision of where to locate its new headquarters. By utilizing Jefferson Parish's local incentive fund, the **Jefferson Economic Future Fund (JEFF)**, JEDCO was able to retain the new company's headquarters in Metairie. A leader in IT services with locations in six states, Geocent has nearly doubled its employment from 75 to 140, with plans for continued expansion.

Financing Programs

In addition to administering several federal and state loan programs, JEDCO created its own financing program, Louisiana Revolving Capital Fund (LRCF), to provide gap financing for local and relocating businesses. In 2009, five local companies were approved for a total of \$442,414 from LRCF, with an economic impact of over \$1 million for Jefferson Parish.

Economic Development & Finance Breakdown

Loans Approved/Closed	2009	Since Inception
Number of Loans	11	348
Project Value	\$3,153,826	\$182,900,725
Job Impact	167	5,735
Estimated Economic Impact	\$11,126,473	\$487,745,476

JEDCO/Jefferson Parish Incentive Program	Bond/Contract Value
Industrial Development Bonds	\$2,865,500
Jefferson Economic Future Fund	\$645,000*

*Amount paid over three years

Supporting Small Businesses

Marque's, a Jefferson Parish food distributor, obtained financing through JEDCO's **Economic Development Administration (EDA) Revolving Loan Fund**, allowing the company to purchase necessary equipment for its warehouse expansion. The increased warehouse capacity enabled this Westwego-based company to expand its workforce by 15 percent.



At Two Lakeway Center, this businesswoman hurries to her office for 8:00 a.m.

Highlights of Achievements

Quality of Life Initiatives

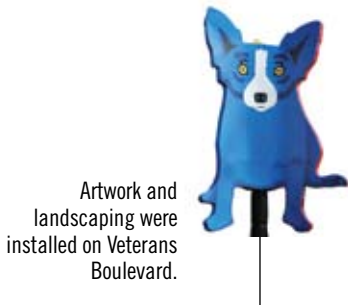
During 2009, JEDCO continued to spearhead the public/private initiative it developed to address eight Quality of Life Initiatives essential to the future of Jefferson Parish: flood protection, crime abatement, education, beautification, health and hospitals, insurance, economic development and the revitalization of Fat City.

Managed by task forces representing parish government, the business community and civic associations, each initiative achieved significant progress. Highlights include:

- **Education:** Jefferson Parish Public School System is acknowledged as the most technology driven school system in Louisiana.
- **Crime Abatement:** Construction continued on the new state-of-the art crime lab, with the opening scheduled for 2010.
- **Beautification:** Two major garden clubs were awarded a \$50,000 grant from the Jefferson Community Foundation to assist subdivisions in enhancing their entrances; artwork and landscaping were installed on Veterans Boulevard.

- **Hospitals:** Local hospitals began to receive reimbursements to offset the cost of the extraordinary services they provided during Hurricanes Katrina and Rita.
- **Fat City:** The Regional Planning Commission awarded a \$500,000 grant to assist with the revitalization of Fat City; major improvements to 18th Street were begun.
- **Economic Development:** JEDCO saved 124 jobs and retained Durr Heavy Construction headquarters when it developed an incentive package consisting of Industrial Development Bond and structured Payment-in-Lieu-of-Taxes.

A marketing campaign was also launched to communicate the transformation occurring in Jefferson Parish as a result of the quality of life efforts. JEDCO leveraged its original \$100,000 Jefferson EDGE investment into a \$400,000 campaign by partnering with Jefferson Parish Government, the Jefferson Parish Sheriff's Office and the Jefferson Parish Public School System.



A marketing campaign communicated the transformation occurring in Jefferson Parish as a result of the quality of life efforts.

Jefferson Parish has the most technology driven schools in Louisiana.



FAT CITY
REVITALIZED

Major improvements to 18th Street were begun in Fat City.

Jefferson Life

Live, work and play well in Jefferson Parish
Summer 2009

The quality of life campaign has made inroads in raising awareness of the positive aspects of living and working in Jefferson Parish.

- Television, print and e-mail advertising have resulted in nearly 16 million impressions among target audiences.
- The launch of *Jefferson Life* magazine has been a highly effective vehicle for communicating quality of life messages. The value of quality of life coverage in *Jefferson Life* alone is over \$467,000 for the first four issues, yielding added value that exceeds the total cost of the \$400,000 campaign investment.

The campaign is available to viewers on both OpportunityLivesHere.com and JeffLife.com, as well as YouTube. Additionally, Facebook pages for the quality of life campaign, JEDCO and Fat City have amassed approximately 1,875 registered users or “fans,” further extending the reach of the campaign.



Television, print and e-mail advertising have resulted in nearly 16 million impressions among target audiences.



JEDCO saved 124 jobs and retained Durr Heavy Construction headquarters.

Jefferson Life magazine has been effective in reaching area business people and residents.

Churchill Technology & Business Park

As the largest development of its kind in the metropolitan New Orleans area, Churchill Technology & Business Park continued to be a JEDCO priority in 2009. With the help of grant funding from the Louisiana Department of Economic Development, JEDCO was able to market Churchill to national site selectors and target industries throughout the year. An advertising campaign was developed utilizing print and banner advertising and a direct mail series of three specially designed 3-dimensional mailers.

The campaign was supported by an aggressive direct marketing effort that included trade shows, quarterly site visits by site selectors and potential tenants, and interactive media. Enhancements were made to the Churchill website including RSS feed capability, e-mail blast subscription service, animated virtual tour and downloadable brochures.

JEDCO also created a presence on two networking sites, LinkedIn and ZoomProspector. LinkedIn is a professional networking site that enables business owners to directly contact JEDCO or specific JEDCO employees about programs and services. With ZoomProspector, JEDCO can promote Churchill and other available properties directly to site selectors. JEDCO was one of the first economic development organizations to join ZoomProspector, a network specifically created for economic developers and site selectors.

In addition to promoting Churchill to prospective tenants in 2009, JEDCO also set the framework for the construction of its own building in the development. Plans were developed and approved for a \$6 million facility that will house the administrative offices of JEDCO along with a business incubator. The majority of financing was secured through a \$4 million New Markets Tax Credit loan package. A Community Development Block Grant for \$2 million was awarded to JEDCO for the construction of the business incubator, which will host up to ten tenants.

2009 Trade Shows & Conferences

- Deep Offshore Technology Conference
- International Council of Shopping Centers (ICSC) Gulf Coast Forum
- Quarterly Site Selector Tours
- Louisiana Food Processors' Conference
- National Association of Development Organizations Conference
- Real Estate Brokers Luncheon
- Siggraph Conference
- National Black MBA Association Conference
- International Economic Development Council Annual Convention
- Louisiana Industrial Development Executives Association Annual Convention
- Renewable Energy Forum
- TribeCon

Under the mid-morning sun,
Churchill Technology & Business Park
symbolizes the largest development of
its kind in the metro area.





Stephanie and Christopher Story take a break in their day to shop at The Esplanade in Kenner with their son, Jady.

Demographic/Economic Performance Indicators

Demographics	2005	2006	2007	2008	2009
Population	461,516	360,878	437,195	446,686	439,261
Per Capita Personal Income (current \$)	\$23,030	\$21,798	\$22,982	\$22,212	\$21,961
Total Personal Income (000s)	\$11,062,790	\$10,340,110	\$10,724,630	\$11,121,710	\$11,531,360
Mean Household Income (current \$)	\$43,575	\$40,713	\$42,816	\$43,828	\$44,015
Civilian Labor Force	213,139	159,506	186,044	231,524	224,932
Employment	196,903	152,559	179,249	220,419	210,980
Unemployment Rate	8.20%	4.40%	3.70%	4.80%	6.20%
Average Annual Wage	\$35,256	\$39,624	\$39,650	\$40,794	\$46,612


Economic Indicators					
Net New Businesses	2,156	2,742	1,603	1,335	1,233
Total Businesses	30,172	32,914	34,517	35,852	37,085

Tax Revenues					
Occupational License (000s)	\$6,158	\$6,624	\$6,506	\$8,407	\$7,329
Ad Valorem (000's)	\$146,209	\$141,243	\$124,901	\$158,408	\$167,566
Sales (000's)	\$359,055	\$488,405	\$433,387	\$410,988	\$374,028

Assessed Value of Property					
Real Property (000's)	\$3,030,455	\$3,073,676	\$3,340,030	\$3,970,542	\$3,247,863
Personal Property (000's)	\$779,256	\$778,943	\$836,165	\$864,963	\$869,167

Construction Permits					
Residential					
Number	1,865	1,654	2,119	2,049	1,897
Value (000's)	\$146,056	\$122,276	\$139,826	\$126,560	\$79,216
Commercial					
Number	897	808	1,113	1,078	961
Value (000's)	\$113,846	\$127,915	\$222,634	\$238,925	\$136,712



A woman with long dark hair, wearing a black and white checkered shirt and dark pants, is sitting at a white outdoor table. She is smiling and looking towards the left. On the table in front of her is a white coffee cup on a saucer. She is sitting on a white plastic chair. In the background, there is a large fountain with multiple jets of water, palm trees, and a building. A large green umbrella is partially visible at the top of the frame. The scene is outdoors and appears to be a sunny day.

Friends linger over coffee after a late lunch at Fountain Park Centre's Alligator Pear.



2009 JEDCO Financials

PROGRAM REVENUES

Occupational Licenses	\$1,522,995
Enterprise Center West	\$20,267
Financing Activities	\$246,103
Economic Development Fees	\$70,654
Marketing and Public Relations*	\$0
Interest, Miscellaneous	\$4,863
Kenner Program	\$75,000
Patrick F. Taylor Science and Technology Academy**	\$345,420
Forward Jefferson	\$11,000
TOTAL REVENUES	\$2,296,302

PROGRAM EXPENDITURES

Enterprise Center West	\$85,577
Financing Activities	\$243,554
Economic Development Services	\$587,320
Marketing and Public Relations	\$504,640
Administration Expenses	\$628,223
Kenner Program	\$62,905
Patrick F. Taylor Science & Technology Academy**	\$345,420
TOTAL EXPENDITURES	\$2,457,639

All figures represents unaudited year-end results.

* EDGE Quality of Life Coalition funds received in 2008; expenditures occurred in 2009.

**Dedicated State allocation

Workers drive pilings for the JEDCO Offices and Technology Incubator under the afternoon sky.



The Buccaner finishes its day at Bayou Segnette.



2009 Jefferson EDGE Financials

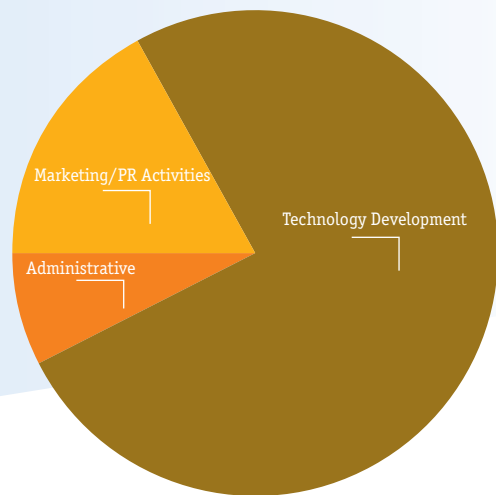
REVENUE	
Private Funds	\$331,000
LED Grant	\$85,000
Parish Funds	\$80,000
Interest	\$602
TOTAL REVENUE	\$496,602

EXPENDITURES	
Special Events/Promotions	\$30,000
Technology Park Marketing	\$132,568
Technology Park Implementation*	\$202,260
JEDCO Building Fund*	\$505,665
Site Selector Initiative	\$6,602
Project Fund	\$25,898
Fundraising	\$28,503
Economic Impact Analysis	\$15,000
Miscellaneous	\$556
TOTAL EXPENDITURES	\$947,052

*Fund dedicated to constructing the JEDCO Offices and Incubator.

All figures represent unaudited year-end results.

Jefferson EDGE Expenditures



Impact of the Jefferson EDGE

- Over the last eight years, \$4.2 million in EDGE funding has leveraged an additional \$9.3 million in grant funding (as of August, 2009).
- From 2010 to 2014, the EDGE partnership is projected to yield an economic impact of \$135 million.
- Every dollar invested in the EDGE leverages an estimated \$54 in local economic impact.



Photo taken by Michael C. Hebert, copyright New Orleans Louisiana Saints, LLC, photo used with Saints' permission.



With Jefferson as the home of the New Orleans Saints' Practice Facility, many residents took time off to cheer on their home team at the Super Bowl in Miami.



Lafreniere Park is an ideal location for an after-work jog.



It is business as usual for Connie Monnier as she finishes her shift at Gator Supply. The 14,600 sq. ft. warehouse holds approximately 1,250 tons of rope.

JEDCO Commissioners



David Martin, Chairman
Nominating Entity: Councilman At-Large
Tom Capella, Division B



Joe Ewell, Vice-Chairman
Nominating Entity: Councilman Byron
Lee, District 3



Mark Jacobs, Treasurer
Nominating Entity: Parish President



Manny Blanco, Secretary
Nominating Entity: Hispanic Chamber of
Commerce of Louisiana



David Andignac
Nominating Entity: Councilman Chris
Roberts, District 1



Jimmy Baum
Nominating Entity: Councilman Elton
Lagasse, District 2



Tina Dandry-Mayes
Nominating Entity: Women Business
Council Gulf Coast



Jim Garvey
Nominating Entity: Committee for Better
Jefferson



Paul Hurley
Nominating Entity: Councilwoman
Cynthia Lee-Sheng, District 5



Greg Jordan
Nominating Entity: Jefferson Chamber of
Commerce- Eastbank



Mayor Tim Kerner
Nominating Entity: J.P. Marine Fisheries
and Advisory Board



Vinicio Madrigal
Nominating Entity: Councilman At-Large
John F. Young, Division A



Lynda Nugent Smith
Nominating Entity: Home Builders
Association of Greater New Orleans



Bill Peperone
Nominating Entity: Councilman Louis J.
Congemi, District 4



Scott Schellhaas
Nominating Entity: East Jefferson
Business Association



Ray Seamon
Nominating Entity: Jefferson Chamber of
Commerce—Westbank



Stacey Shane-Schott
Nominating Entity: Apartment Association
of Greater New Orleans



Beverly Stuntz
Nominating Entity: Harvey Canal
Industrial Association



John Tobler
Nominating Entity: Elmwood Business
Association



Frank Trapani
Nominating Entity: New Orleans
Metropolitan Association of Realtors



Jason Matlock and his son, Tyler,
enjoy the sunset at Lafreniere Park.



Lucien Gunter
Executive Director

JEDCO Staff

Dottie B. Stephenson
Deputy Director

Penny Weeks
Executive Assistant

Jerry Bologna
Director of Economic Development Services

Margo Ruiz
Economic Information and Incentives Coordinator

Lacey G. Bordelon
Economic Development Specialist

Danielle Carignan
Economic Development Specialist

Scott Rojas
Director of Marketing and Public Relations

Lindsey Jones
Marketing Coordinator

Alberto Queral
Director of Financing

Jessica Hinton
Operations Manager

Corinne Pritchett
Financing Programs Coordinator

Cynthia Grows
Controller

Debbie Ritter
Office/IT Manager

Judy Horner
Operations Administrator

Providing Resources & Solutions

Headquartered in Harahan, Unistar Plastics is a major manufacturer of plastic packaging for supermarkets and retail stores. The company relies on rail service for the transport of raw materials and was faced with a difficult decision when the rail provider indicated they would no longer service the line. As Unistar pondered moving their employees to Texas, JEDCO was part of the group that successfully lobbied the rail provider to continue servicing the line. This resulted in the retention of the existing employees and has put the company in a position to consider further expansion.

On this page, the “Toucans” sculpture at Clearview Parkway and Veterans Boulevard illuminates the evening sky.

On the back cover, the fishing pier at the Laketown Lighthouse in Kenner offers nighttime access to Lake Pontchartrain.



Jefferson Parish Economic
Development Commission

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