

JEDCO
Jefferson Parish Economic Development Commission

2020

JEDCO

Investing in Innovation

CONNECTING PEOPLE WITH POSSIBILITIES

Jefferson Parish Businesses are Changing the World for the Better

Jefferson Parish businesses are changing the world for the better. They are creating innovative solutions to problems and saving lives. They are connecting communities. They are impacting people and businesses on a national and international scale. Jefferson Parish has become a hub for innovation and entrepreneurship. The potential for growth within our emerging industries, such as technology and bioscience, is enormous and our community is doing what it can to supply those sectors with an educated workforce and the tools they need to thrive. Businesses choose to locate here and companies choose to stay here because our community fosters an environment in which unique ideas can take root and grow into something truly magnificent.

JEDCO has a vital role to play in all of this. In its 27-year history, the organization has worked to enhance the economic vitality of Jefferson Parish through business retention, expansion, and attraction. In a consistently changing economic climate, JEDCO uses a time-tested approach to support our local businesses. The JEDCO team pursues all projects with excitement and energy, dedicating time and resources to ensure

the best possible outcomes for every business. Whether working with a startup or a seasoned company, the JEDCO employees focus on a strategy that is specific to that business. It is JEDCO's commitment to business that has helped improve the local economy year after year.

In 2014, JEDCO continued to shape Jefferson Parish into a premiere destination for innovators. We grew the Churchill Technology & Business Park and maintained a focus on the West Bank, an area envisioned as the future for growth and development in our community. We attracted inventive companies to Jefferson Parish and featured five original startups in our second annual JEDCO Challenge.

Through our day-to-day work, JEDCO is a champion of local businesses, connecting people with possibilities.

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JEDCO Core Services

At JEDCO, we're in the business of making sure every business thrives in Jefferson Parish. Our team understands the importance of having a robust support system available to our local businesses and we stand ready to assist companies at a moment's notice. It's our job to ensure that all Jefferson Parish companies take full advantage of the resources and information available locally to help them achieve the next level of success. Think of us as your partner in progress.

Innovation Center

Big ideas sometimes come in small packages. JEDCO knows fostering a small startup in its earliest stages can bring about major benefits to the community and the world. That's why JEDCO developed the Business Innovation Center. Located in the Churchill Technology and Business Park, this business incubator provides a collaborative space for entrepreneurs with early-stage ventures. With 10 fully-furnished offices available at below-market rent and ready access to amenities, such as conference room space and the latest in technology, the Business Innovation Center provides startups with the services and space they need to develop the next big thing.

Information Resources

JEDCO's employees are guides to available resources in Jefferson Parish, helping businesses navigate through all of the tools at a company's disposal. The answers to business development questions can be found through JEDCO's information and data services. Companies with plans to expand into bigger spaces can identify available land, buildings, offices and retail suites through JEDCO's site selection assistance. Small businesses have access to strategic marketing assistance and companies contemplating a move into the community can request economic development statistics and socio-demographic information to aid in their relocation decision.

Incentives

Through JEDCO's award-winning Business Retention & Expansion Program, our staff connects with Jefferson Parish companies to understand their needs and realize how we can best assist them in reaching their goals. If your business is creating new, quality jobs or if you're considering making improvements to your land, building, or equipment, there may be programs to help you do that. From tax credits to exemptions and rebates, JEDCO offers guidance on available incentive programs that can be customized to help our Jefferson Parish companies succeed.

Finance

For 27 years, JEDCO has been connecting new and established businesses in Jefferson Parish with the funding they need to prosper. From loan programs to tax exempt bonds, JEDCO can help eligible companies finance fixed assets, working capital and inventory. In 2014, the finance committee approved 14 loans with project costs totaling more than \$6 million.

Business Retention, Expansion & Attraction Summary

State Tax Incentive Program Enrollment	Projects	New Jobs	Jobs Retained	Investment
<i>Enterprise Zone</i>	23	315	441	\$62,046,631
<i>Restoration Tax Abatement</i>	4	72	13	\$18,247,851
<i>Quality Jobs</i>	12	640	335	\$370,370,000
<i>Industrial Tax Exemption</i>	20	17	2299	\$88,214,491
TOTAL				\$538,878,973

Economic Development Services Summary

Program	2014	Since Inception
<i>Marketing Database Requests</i>	71	8,726
<i>Real Estate Database Requests</i>	98	2,016
<i>Demographic Reports</i>	73	1,047

Economic Development & Finance Breakdown

Loans Approved	2014	Since Inception
<i>Number of Loans</i>	14	423
<i>Project Value</i>	\$6,204,185	\$233,351,612
<i>Job Impact</i>	353	6,500
<i>Estimated Economic Impact</i>	\$47,567,107	\$594,449,439



PICTURED:
Tricia Scott poses with a prop used in 22 Jump Street

Creative Film Connections

Film Industry Innovator

“From the moment I had the first meeting with JEDCO and the City of Gretna, they’ve all lent a hand in some form or fashion and that makes me very comfortable here. It makes me want to stay here, to continue on for the next 10 or 15 years in Gretna, Louisiana.”

— Tricia Scott, Founder & CEO of Creative Film Connections

Have you ever wondered where General Hospital gets its heart monitors or where film producers discovered the furniture used on the set of your favorite movie? Some of it comes from a 100,000 square foot warehouse in Gretna. That’s the location of the largest prop house in Louisiana. Creative Film Connections made the move to Jefferson Parish in early 2014 to better serve the burgeoning local film industry.

A walk through the warehouse will reveal dozens of armchairs, gurneys, patio furniture, sports equipment, telephones, and anything else a person would imagine seeing on a film set. It’s an orderly sprawl that climbs toward the ceilings on shelves and racks. In a year, the inventory has grown to four times its original size with room to keep growing. Since its inception in 2006, Creative Film Connections has served hundreds of TV shows and movies, and not just in Louisiana. The company’s props end up all over the country in places like Mississippi, Alabama, Georgia and even Los Angeles.

- Largest Prop House in Louisiana
- 100,000 Square Foot Warehouse
- Grew to Four Times its Original Size in One Year





Chronos Body, Health & Wellness

Community Champion

“I'd like to say that JEDCO has been a true partner to Chronos from its inception. Everyone that we have worked with or interacted with at JEDCO has been nothing short of stellar. JEDCO sets the standard for professionalism and customer service. They have been a huge part of our success.”

— *Dr. Miguel Aguilera, Chronos co-founder*

It's more than a place. It's a state of mind. That's the motto of Chronos Body, Health & Wellness. This state-of-the-art wellness center claims to change its members' lives for the better, but it is also giving its neighborhood a new outlook. Through JEDCO's financial assistance, the owners of Chronos broke ground on the 13,000-square-foot facility in Fat City in early 2014, breathing new life into an area that's been seeking a facelift for years.

Years ago, community leaders identified Fat City's potential to positively impact Jefferson's ongoing prosperity. JEDCO continues to work with the Jefferson Parish Council and Administration to redevelop Fat City through the Jefferson EDGE, the Parish's long-term strategic plan to improve economic viability. Chronos is a great example of the types of new businesses that are choosing to locate in Fat City today, a sign of its successful revitalization.



- \$4 Million Project
- JEDCO Financed \$1.9 Million of It
- 24-Hour Wellness Center
- 13,000-Square-Foot Facility
- 600 New Spa and Fitness Members

PICTURED LEFT TO RIGHT:
Dr. Mace Scott & Dr. Miguel Aguilera stand in their new, state-of-the-art fitness facility

TurnChange

Taste Trailblazers

“How can we be a lasting concept? Probably more than anything else is how can we be multi-generational? How can our kids come in here in 10 or 15 years and still see it thriving?”

— Aaron Vogel, TurnChange Co-founder

The brains behind TurnChange, which stands for Turn Profits, Change Lives, follow a pretty basic business model: keep things simple, use quality products, and do what you know. And, boy, do these guys know how to make a delicious donut. Under the TurnChange umbrella, three friends got together and opened District: Donuts. Sliders. Brew, a restaurant that makes just those three things. In its first year of business, the company skyrocketed! It's not surprising to see a line snaking out the door of the restaurant most days of the week at peak hours.

But the TurnChange team had a larger vision for the community. So, they launched District: Hand Pie & Coffee Bar and District: StreetCar, a food truck that donates all of its profits to a local organization that supports foster children. In order to keep up with the demand of their businesses, they repurposed an old restaurant in Jefferson Parish into a commissary and food truck prep space. Of the \$400,000 project, JEDCO financed \$360,000 of it, helping them achieve their concept.

Now, the TurnChange team makes their meat pies and other tasty treats out of the commissary, but they've also opened it up to other food truck and restaurant owners. It's a shared space for the future of the restaurant industry in our community.



PICTURED LEFT TO RIGHT:
TurnChange founders Aaron Vogel,
Stephen Cali, and Chris Audler show
off their sweet treats

- \$400,000 Investment
- JEDCO Financed \$360,000 of It
- 40 Employees
- 1,200 Donuts Made Daily
- 150 Different Flavors



4th Source Tech Trendsetters

“JEDCO was instrumental in so many ways to getting us started in our Kenner office. From temporary office space, to advice on office furniture, they were extremely helpful and made a big difference in getting us up and running smoothly.”

— Debra Ferber, SVP of Industry Solutions

JEDCO helped bring new jobs and investment to Jefferson Parish through the attraction of 4th Source. The North American IT company relocated its headquarters to Kenner with plans to create over 300 high-paying technology jobs over a five-year period. JEDCO provided a myriad of services to help this company in its relocation efforts. 4th Source also took advantage of Louisiana Economic Development's FastStart, the nation's number one comprehensive workforce training program. 4th Source was particularly pleased with the location because of the emerging IT industry in the Greater New Orleans area and the private/public partnerships to enhance technology curriculum in our colleges and universities.

320 Projected Direct Jobs • 412 Indirect Jobs • JEDCO Coordinated Project • Took Advantage Of LED FastStart

Churchill Technology & Business Park

The Future of Jefferson Parish

Churchill Technology and Business Park is the largest master-planned site in the Greater New Orleans region, offering 500 acres of developable land for growing companies. Home to JEDCO, the Business Innovation Center and the Patrick F. Taylor Science and Technology Academy, the park continues to grow into a premiere destination for businesses.

Delgado Community College: *Investing in our Industries*

Delgado Community College announced plans to build its River City Campus and Advanced Manufacturing Center of Excellence at the Churchill Technology & Business Park. The campus will be built on 10.5 acres of land in the park. Once the project is completed, Delgado estimates the school will bring up to 3,000 students to Churchill. Delgado will begin construction in the summer of 2015.

JEDCO Conference Center: *High-tech meets high-end*

JEDCO hosted the grand opening of its state-of-the-art Conference Center over the summer, welcoming a new building to the growing Churchill Technology & Business Park. This modern space is ideal for corporate retreats, business meetings and company receptions. The event space was designed to serve tech park tenants and the local business community.



- 8,000-Square-Foot Space
- 20 Minutes from New Orleans
- Can Seat Up to 150 People



Demographic & Economic Performance Indicators

	2010	2011	2012	2013	2014
Demographics					
Population	432,552	431,426	431,732	430,982	432,098
Per Capita Income	\$43,318	\$44,821	\$43,187	\$45,049	\$44,984
Total Personal Income (000's)	\$18,607,284	\$19,026,420	\$19,536,629	\$19,415,308	\$19,437,496
Median Household Income	\$47,856	\$47,611	\$46,398	\$49,633	\$47,145
Civilian Labor Force	220,989	213,030	211,672	210,293	216,503
Employment	206,031	198,179	197,956	193,657	205,288
Unemployment Rate	6.8%	7.0%	6.5%	6.0%	5.2%
Average Annual Wage	\$43,420	\$44,564	\$44,135	\$43,840	\$48,148

Tax Revenues					
Occupational License (000's)	\$7,460	\$6,431	\$7,580	\$6,642	\$8,788
Ad Valorem (000's)	\$173,703	\$177,382	\$188,899	\$203,918	\$208,537
Sales (000's)	\$379,740	\$393,556	\$396,293	\$416,456	\$422,303

Assessed Value of Property					
Real Property (000's)	\$2,398,574	\$2,407,292	\$2,486,281	\$2,518,798	\$2,565,247
Personal Property (000's)	\$835,985	\$840,268	\$851,742	\$870,668	\$902,872

Construction Permits						
Residential	Number	1,452	1,605	1,523	2,418	2,016
	Value	\$56,433	\$65,123	\$72,208	\$80,572	\$82,159
Commercial	Number	846	948	783	591	1000
	Value	\$205,935	\$212,719	\$130,469	\$72,116	\$145,796

Jefferson Edge 2014

Revenues (Unaudited)	
Private Funds	\$243,000
Interest	\$243
TOTAL	\$243,243

Expenditures (Unaudited)	
Tech Park Marketing	\$47,397
Fundraising	\$26,207
Infrastructure Expenses	\$2,309
Special Events	\$11,585
Miscellaneous Projects	\$3,620
Investor Support/Meals	\$475
Tech Park Site Prep (Transfer to JEDCO)	\$125,000
TOTAL	\$216,593

JEDCO 2014 Financials

Program Revenues (Unaudited)	
Occupational License	\$1,626,826
Financing	\$225,843
Economic Development	\$280,829
Marketing	\$34,795
Interest	\$16,062
Kenner	\$75,000
Business Innovation Center	\$5,481
Forward Jefferson	\$12,000
Tech Park	\$1,574
Conference Center	\$35,595
Transfer from EDGE	\$125,000
TOTAL	\$2,439,005

Program Expenditures (Unaudited)	
Financing	\$214,735
Economic Development	\$234,127
Marketing	\$160,110
Administrative	\$698,553
Kenner	\$58,181
Business Innovation Center	\$38,974
JEDCO Building Expenses	\$529,891
Tech Park Expenses	\$316,587
Conference Center	\$86,726
Other	\$7,555
TOTAL	\$2,345,439





2014 JEDCO Challenge

*Powered by First NBC Bank:
Celebrating Creativity*

“This market is important to us and because it’s important to us we want to help it grow. The JEDCO Challenge is a way to identify entrepreneurial individuals with new startup ideas that could turn into very strong businesses and we think supporting that is best for our parish and therefore it’s best for First NBC Bank.”

— Ashton Ryan, Jr., President of First NBC Bank

Jefferson Parish is home to some true innovators. These people and the companies they’ve created are changing the world through technological advancements and brilliant ways of thinking. JEDCO has the great fortune to work with some of these creative minds as they’re just starting out.

Held during New Orleans Entrepreneur Week, the JEDCO Challenge is a Jefferson Parish-based pitch competition for local entrepreneurs. Sponsored by First NBC Bank, the event encourages local businesses to get involved in the entrepreneurial movement while also highlighting top early-stage ventures in the community.

PICTURED ABOVE
Terry Ancar, winner of the 2014 JEDCO Challenge, poses with his winning innovation, the NeoRay

“Winning the JEDCO Challenge presents a huge opportunity for this company. We want to thank JEDCO and Jefferson Parish for their support and look forward to improving healthcare for premature babies in Jefferson Parish and across the region for many years to come.”

— Terry Ancar, PortaVision Medical Founder and President

In 2014, we featured five incredibly innovative companies that spanned a diverse range of industries. Our winner, PortaVision Medical, developed new x-ray technology to be used in neonatal intensive care units. The company’s machine was designed to save the lives of premature babies.

Since winning the competition, PortaVision received a \$10,000 grant from the New England Pediatric Device Consortium to continue work

on the NeoRay Pulse, which adds a video component to the original x-ray technology. The company has also been showcased at a number of major conferences, including the annual Radiological Society of North America (RSNA) Conference, the largest conference for medical equipment manufacturers. Today, PortaVision plans to hire several new employees and expand into a larger facility.

5 Entrepreneurs • 7 Minute Pitches • 140 Votes • Porta Vision Won Nearly \$80,000 in Direct Capital & In-kind Services



Renaissance Publishing

Pioneer in Publishing

“We are truly honored to have been the recipient of the 2014 JEDCO Small Business of the Year Award. The JEDCO staff & Board of Commissioners work with all of the business in Jefferson Parish and for our team to be selected is a real honor. It represents the work our staff produces every day.”

— Todd Matherne, Renaissance Publishing CEO

JEDCO’s 2014 Small Business of the Year winner has been a long-time staple in the regional community, providing residents with the latest news and conversations on a variety of topics relevant to the people who live and work in Greater New Orleans. Renaissance Publishing publishes eight magazines, including the newest publication, Biz New Orleans, a regional magazine to provide insight into our business community.

8 Magazines • 8 Years in Business • 28 Employees • Todd Matherne Named SBA Small Business Person of the Year



Economic Accolades

Greater New Orleans

Ranked #1 in South for Economic Development Wins Over a Decade

— *Southern Business & Development*

America's #1 New Brain Power City

— *Forbes*

Ranked #1 in USA for Export Growth

— *U.S. Chamber of Commerce*

Ranked #2 for Growth of Knowledge Industries

— *Economic Modeling Specialists*

Ranked #3 for IT Employment

— *Forbes*

Ranked #7 for Economic Environment Since the Great Recession

— *Wallet Hub*

Louisiana

Top State for Doing Business

— *Area Development*

Ranked #2 in USA for Business Climate

— *Site Selection*

Ranked #1 Business Climate in the USA

— *Business Facilities*

"A" for Small Business

— *Thumbtack*

Ranked #7 for Business

— *Chief Executive Magazine*

JEDCO

Commissioners



Greg Jordan
Chairman
Nominating Entity:
Jefferson Chamber of
Commerce - East Bank



Mike Rongey
Treasurer
Nominating Entity:
Councilman-at-Large,
Division B - Elton Lagasse



Mario Bazile
Nominating Entity:
District 5 - Councilwoman
Cynthia Lee-Sheng



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



Joe Ewell
Nominating Entity:
District 3 - Councilman
Mark Spears



Roy Gattuso
Nominating Entity:
District 1 - Councilman
Ricky Templet



Joe Liss
Nominating Entity:
East Jefferson Business
Association



Dr. Vinicio Madrigal
Nominating Entity:
Parish President
- John Young



Bill Peperone
Nominating Entity:
District 4 - Councilman
Ben Zahn



Stan Salathe
Nominating Entity:
Harvey Canal Industrial
Association



Paul Rivera
Vice-Chairman
Nominating Entity:
J.P. Marine Fisheries
Advisory Board



Bruce Layburn
Secretary
Nominating Entity:
Home Builders Association



David Colvin
Nominating Entity:
Jefferson Chamber of
Commerce - West Bank



Jimmy Baum
Nominating Entity:
Elmwood Business
Association



Bruce Dantin
Nominating Entity:
District 2 - Councilman
Paul Johnston



Jim Garvey
Nominating Entity:
Committee for a Better
Jefferson



Steve LaChute
Nominating Entity:
Councilman-at-Large,
Division A - Chris Roberts



Mark Madderra
Nominating Entity:
Apartment Association of
Greater New Orleans



Lynda Nugent-Smith
Nominating Entity:
N.O. Metropolitan
Association of Realtors



Mayra Pineda
Nominating Entity:
Hispanic Chamber of
Commerce



Patrice Williams-Smith
Nominating Entity:
Greater New Orleans Black
Chamber of Commerce

Staff

Jerry Bologna
JEDCO Executive Director

Lacey Bordelon
Deputy Director

Matt Babineaux
Economic Development
Specialist

Cynthia Grows
Controller

Judy Horner
Operations Administrator

Annalisa Kelly
Economic Development
Specialist - Kenner

Jessica Lobue
Finance Operations
Manager

Kate Moreano
Economic Development
Manager

Corinne Pritchett
Financing Programs
Coordinator

Alberto Queral
Director of Financing

Debbie Ritter
Office/IT Manager

Scott Rojas
Director of Facilities &
Information Technology

Margo Ruiz
Economic Information &
Incentives Coordinator

Kelsey Scram
Marketing & PR Manager

Penny Weeks
Executive Assistant



2014

JEDCO

Jefferson Parish Economic Development Commission



700 CHURCHILL PARKWAY | *Fairfield, LA 70094*

P: 504.875.3908 | F: 504.875.3923

ANNUAL REPORT