

TAKING FLIGHT IN

2013

JEDCO
Jefferson Parish Economic Development Commission



JEFFERSON PARISH IS A COMMUNITY OF COLLABORATION AND CELEBRATION, CONNECTIVITY AND CULTIVATION.

Jefferson Parish is a community of collaboration and celebration, connectivity and cultivation. In this parish, big ideas can take flight and have a lasting impact on the world. Jefferson Parish has become a hub for entrepreneurship and innovative ideas. It is a community where businesses want to locate their headquarters, where companies choose to grow and create jobs for an educated workforce that is ready to contribute to the overall economy. The business community is consistently changing for the better with new companies taking off all the time.

In 2013, the Louis Armstrong New Orleans International Airport announced plans to build a brand-new, world-class terminal on the north side of its property. Located in the City of Kenner, the airport is a vital economic driver in Jefferson Parish, creating jobs and economic growth. The announcement of the new terminal design was a milestone for the region, not only because it will create an abundance of new jobs and bring an estimated \$1.7 billion in economic impact from construction, but also because it signifies an ability to evolve to meet the needs of the community. The Jefferson Parish Economic Development Commission operates with that same level of responsiveness.

For 27 years, JEDCO has played a role in enhancing the economic outlook of Jefferson Parish through retention, expansion and job attraction. While some of the JEDCO strategies used to improve the business landscape are rooted in deep tradition, others are consistently updated to mirror industry trends and shifting momentum in the workforce. The organization takes on all projects with fervor, dedicating time and resources to ensure the best possible outcomes for every business it works with. It's that commitment to our businesses that has helped JEDCO to improve the local economy year after year.

Just as the airport celebrated a major milestone for economic development in 2013, so too did JEDCO. The organization experienced its best year-to-date, bringing in over a billion dollars in investment to Jefferson Parish and financing its largest project in JEDCO history. With new opportunities arriving daily, JEDCO works to ensure that Jefferson Parish continues to be a premiere destination for business and growth.

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JEDCO

Jefferson Parish Economic Development Commission

INNOVATION CENTER

Small businesses are the backbone of the Jefferson Parish economy. JEDCO knows that helping entrepreneurs early on in their careers provides a massive benefit to the entire community in the long run. Located in the Churchill Technology & Business Park, the Business Innovation Center provides a collaborative space for entrepreneurs looking to grow their businesses. 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 early stage ventures with the services they need to flourish.

INFORMATION RESOURCES

When it comes to navigating the business environment in Jefferson Parish, JEDCO is a wealth of useful information. The answers to business development questions can be found through JEDCO's information and data management services. Companies with plans to expand into bigger spaces can identify available land, buildings, offices and retail suites. Small businesses have access to strategic marketing assistance, and companies contemplating a move into the community can find economic development statistics and socio-demographic information to aid in their relocation decision.

Business Retention, Expansion & Attraction Summary

State Tax Incentive Program Enrollment*	Projects	New Jobs	Jobs Retained	Investment
Enterprise Zone	26	580	583	\$108,147,231
Restoration Tax Abatement	4	0	0	\$20,599,860
Quality Jobs	4	130	603	\$20,500,000
Industrial Tax Exemption	9	272	272	\$46,149,750
TOTAL				\$195,396,841

*Some projects enrolled in more than one incentive program.

CORE SERVICES

JEDCO recognizes the importance of having a strong support system available to our local businesses. That's why JEDCO's team of dedicated professionals remains at-the-ready to assist companies at a moment's notice. Through its vast offerings of resources, JEDCO arms businesses with all of the tools and information to experience growth and success in Jefferson Parish.

INCENTIVE PROGRAMS

In order to keep a pulse on the Jefferson Parish business climate, the JEDCO team meets with business owners on an annual basis to assess company objectives. The Business Retention and Expansion program allows JEDCO to identify resources available to help companies reach their goals. From tax credits to exemptions and rebates, the organization can offer customized incentive programs to help our Jefferson Parish companies thrive.

FINANCE

JEDCO is uniquely positioned to back small businesses as they continue to grow and expand locally. For 27 years, the organization 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 2013, the finance committee approved 17 loans with a total project cost of more than \$30 million.

Economic Development Services Summary

Program	2013	Since Inception
Marketing Database Requests	83	8,655
Real Estate Database Requests	125	1,918
Demographic Reports	51	974

Economic Development & Finance Breakdown

Loans Approved	2013	Since Inception
Number of Loans	17	409
Project Value	\$30,594,417	\$227,147,427
Job Impact	162	6,147
Estimated Economic Impact	\$37,280,169	\$546,882,332



MAJOR BUSINESS PROJECTS

STARR TEXTILE SERVICES



50 New Jobs Immediately

25 Additional Jobs in the First Year

\$10.7 Million Investment

JEDCO Financed \$4.3 Million of the Project

Starr Textile Services made the move to Jefferson Parish because it needed to expand its business. The commercial laundry facility services the local hospitality industry and needed a larger space from which to operate.

Not only did JEDCO identify a facility that met Starr's needs, but it also helped finance the acquisition of the land and building, new commercial laundry equipment and building renovations, making it the largest SBA 504 loan in JEDCO history. The move also brought Starr closer to Pellerin Machinery Sales Company and sister company, Pellerin Milnor Corporation, headquartered in Kenner. Those companies designed and equipped the new facility with products manufactured in Jefferson Parish.

The move to the new location allowed the Louisiana plant to acquire additional customers in both the Louisiana and Mississippi markets.

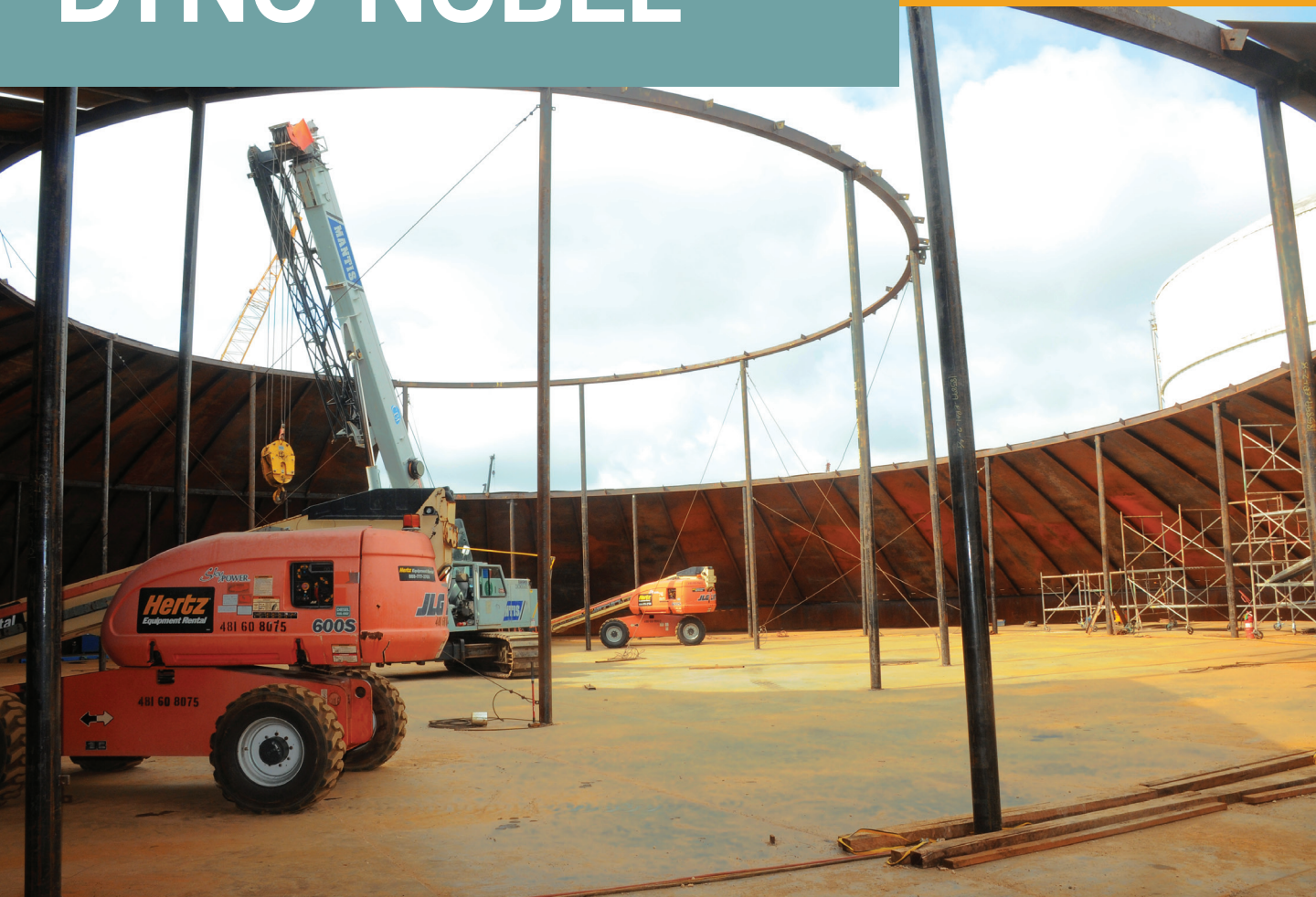
Alma White, a mother of four and longtime Jefferson Parish resident, started working at Starr Textiles after the company moved to Jefferson Parish. She's a "catcher," tasked with catching linens as they make their way through an ironing machine.

"I prayed for a better job, and it's right here, and I'm getting the hours, I'm getting the money. I prayed for a lot of this and I'm getting it."

Starr's investment into Jefferson Parish is far-reaching, contributing to a business community where residents can live, work and raise their families. JEDCO fosters an economic climate where job creation is key.



DYNO NOBEL



After a competitive worldwide selection process, Dyno Nobel, and parent company Incitec Pivot, officially broke ground on an \$850 million anhydrous ammonia production facility in Jefferson Parish. The global leader in the chemical industry chose to partner with the sprawling Cornerstone Chemical Complex in Waggaman, building upon a site that housed an ammonia plant more than a decade ago. Coupled with the strong manufacturing base in the community, the decision to call Jefferson Parish home was easy to make.

“The strong manufacturing base in the region helps tremendously to facilitate construction,” Plant Manager Chris Morgan said. ***“The network of suppliers or vendors that will support in operating the plant has the equipment, services and knowledgeable personnel that can assist with the construction phase of the project.”***

Plant Scheduled to Open in 2016





Over \$1 Billion
Investment

65 High-Paying
New Jobs Created

477 Indirect
Jobs Retained

750 Construction
Workers To Be
Employed Over A
Three-Year Period



A collection of matchmakers played a role in bringing this project to fruition. Business leaders, elected officials and economic developers on the local, regional and state levels helped attract Dyno Nobel to the community. From the beginning, JEDCO worked with Jefferson Parish leaders and Louisiana Economic Development to prepare an incentive package for the project. The negotiations will result in \$45 million in revenue to the parish over the company's first 20 years of operation, making it the largest project in JEDCO history.

"It demonstrated what can be accomplished when communities, businesses and government work together," Chris Morgan explained.

The open communication between community leaders, economic developers and business owners shapes Jefferson Parish into a global competitor. With economic vitality being the ultimate goal, JEDCO works closely on a state, regional and local scale to ensure the community remains focused on business attraction.

SMOOTHIE KING



In 2012, Smoothie King began a competitive site search for a new city from which to grow the company aggressively. Owner and CEO, Wan Kim, knew the headquarters needed to be located in a highly accessible community with a strong workforce and a cooperative business climate.

That's when JEDCO and regional partner, GNO, Inc., stepped in and convinced the new CEO that the heart of the smoothie franchise needed to be in Jefferson Parish. After all, the colossal company already had history here. Founded in Jefferson Parish in 1973, Smoothie King has deep roots in the region.

"When I first came to the Smoothie King headquarters, I saw the passion my team had for our company and the affinity to the local community,"
Wan Kim said. ***"I chose Jefferson Parish as a central location to the homes of my team, and what better place to grow our company than where we were born?"***

Growth Strategy Launched: 1,000 New Stores by 2017



Will Create 60 High-Paying Jobs over the Next Five Years Retained 45 Jobs to the Region

Kim wasted no time integrating the franchise into the Greater New Orleans culture. The New Orleans Pelicans, the area's NBA team, played the second half of their season in the newly-renamed Smoothie King Center. The ten-year partnership solidified the company's long-term commitment to the area and positioned the brand for optimum marketability.

When JEDCO helps to bring a new company to the community, it doesn't stop reaching out once the business is up-and-running. Instead, it makes a promise to be a long-term partner, establishing a relationship that builds trust and community engagement.

"JEDCO was and continues to be an invaluable partner in supporting and promoting Smoothie King," Wan Kim explained. "Our reception in other cities paled in comparison to the personal attention provided by the JEDCO team."

CHURCHILL TECHNOLOGY & BUSINESS PARK



The Churchill Technology & Business Park is the largest master-planned site in the Greater New Orleans region. The business park is ideally positioned to meet the needs of a variety of businesses and industries. Located on the West Bank of Jefferson Parish, the 500-acre park provides abundant opportunities for growth and development. Currently, Churchill Park houses the JEDCO headquarters, the brand-new JEDCO Conference Center and the Business Innovation Center.

In August 2013, the business park's potential for growth attracted the interest of another tenant. The Patrick F. Taylor Science and Technology Academy, a magnet school for some of the region's best and brightest students, moved its operations to a new state-of-the-art facility at Churchill.

With a curriculum that focuses on science and technology, the Patrick F. Taylor program encourages young people to consider pursuing careers in the emerging technology industry found in Louisiana. As the park continues to grow and attract new tenants, the school will be able to tap into its abundant resources and form partnerships with the companies located nearby.

Edward Johnson, a junior at Patrick F. Taylor, finds the collaborative environment of the technology park to be beneficial to the school.

"Because this is a science and technology school, a lot of the kids that are coming here are going to be interested in engineering fields and things like that, so that [partnership] will just provide them with more opportunities," Edward said.

The park continues to attract new tenants. Delgado Community College announced plans to open its River City Campus on 10.4 acres of land in the park. The \$15 million, 45,000-square-foot facility will serve 3,000 students enrolled in programs that support Mississippi River commerce.

With new opportunities popping up at Churchill every day, JEDCO pioneers a new frontier for development on the West Bank.



PATRICK F. TAYLOR

Three National Merit Finalists.....

Two National Achievement Finalists.....

A Gates Millennium Scholar.....

40 Graduates Are Going to College
With a Combined Total of Over \$6.5
Million in Scholarship Money.....





ENTREPRENEUR

JEDCO CHALLENGE

Responding to the regional entrepreneurial movement, JEDCO partnered with successful local startup, Cordina New Orleans Cocktails, to spearhead the first-ever Jefferson Parish-based pitch competition for local entrepreneurs. Held during Idea Village's New Orleans Entrepreneur Week, the JEDCO Challenge encouraged local businesses to get involved in the entrepreneurial environment while also highlighting top early-stage ventures in the community.

"There really is a network of businesses in Jefferson Parish that can support and help you grow. It's just getting connected and being plugged into the community that is a huge part of our success," said Sal La Martina, the founder and CEO of Cordina.

"By having JEDCO involved with more entrepreneurial activities, all of a sudden, everyone is getting connected together."

Startups took to the stage to pitch their big ideas in hopes of taking home a business-boosting prize package. The winner, Billy Bosch of Be Well Nutrition, Inc., developed an all-natural, low-calorie health drink called ICONIC to support the active lifestyle of on-the-go people.

Since winning the competition, Be Well Nutrition, Inc. launched two flavors of product and won a number of small business competitions. With \$160,000 in sales and projections to move the drinks into the national marketplace, Billy's company is taking off.

"I think the sky is the limit for this product," Billy said.

"Looking at 2013, I don't think there could be a better place to start this type of company."



JEDCO continuously works to identify, engage with and assist local entrepreneurs through a variety of outlets. The Jefferson Parish competition just provided another avenue to explore. The organization celebrates creativity and cultivates an entrepreneurial community where up-and-comers want to be.

NEURSHIP

**FOUR
ENTREPRENEURS**



**115 PEOPLE IN
ATTENDANCE**



FIVE JUDGES



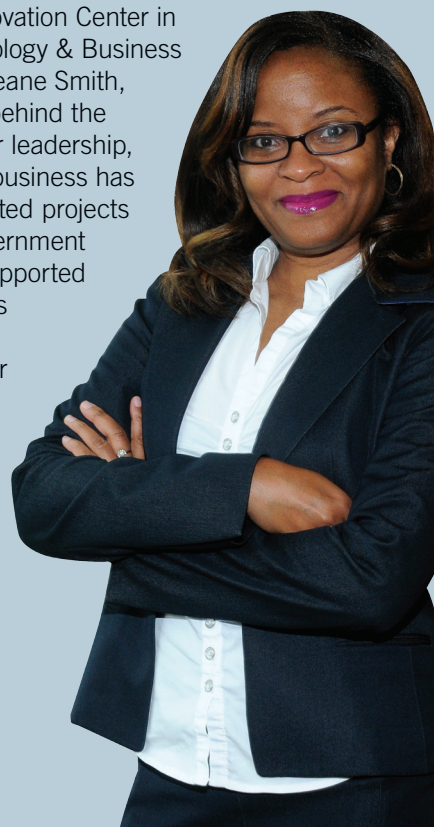
**BE WELL
NUTRITION,
INC. WON
\$50,000**

in direct capital and
in-kind services

GLOBAL COMMERCE & SERVICES

*JEDCO Business
Incubator Tenant*

Global Commerce & Services is an information technology firm based out of the Business Innovation Center in the Churchill Technology & Business Park. Founder Joaneane Smith, is the driving force behind the company. Under her leadership, this award-winning business has successfully completed projects for a number of government agencies. JEDCO supported Joaneane through its business incubator program, helping her to continue growing her company on a national scale.



JEFFERSON EDGE 2013

REVENUES*

Private Funds	\$183,500
Parish Funds	\$0
Interest	\$445
TOTAL	\$183,945

*Unaudited

JEDCO 2013 FINANCIALS

PROGRAM REVENUES*

Occupational License	\$1,601,207
Financing	\$182,613
Economic Development	\$2,026
Marketing	\$15,550
Interest	\$1,348
Kenner	\$75,000
Business Innovation Center	\$33,000
Forward Jefferson	\$12,000
Tech Park	\$5,407
Conference Center	\$206
IGA Revenues	\$300,000
TOTAL	\$2,228,357

*Unaudited

EXPENDITURES*

Site Selection	\$0
Local Marketing	\$50
Tech Park Marketing	\$53,511
Project Fund	\$3,723
Fundraising	\$14,204
Quality of Life	\$0
Tech Park Implementation	\$3,500
Infrastructure Expenses	\$10,000
TOTAL	\$84,988

*Unaudited

PROGRAM EXPENDITURES*

Financing	\$234,843
Economic Development	\$210,392
Marketing	\$143,069
Administrative	\$712,357
Kenner	\$67,492
Business Innovation Center	\$25,103
JEDCO Building Expenses	\$458,622
Tech Park Expenses	\$193,227
Conference Center	\$4,810
TOTAL	\$2,049,915

*Unaudited

NEW ORLEANS AIRPORT



As the airport gets ready to undergo an exciting evolution with the building of the new terminal, JEDCO continues to offer support to the project. JEDCO sits on the Kenner Mayor, Mike Yenni's, Airport Committee, which has met several times to discuss the airport's redevelopment from proposal stage to planning stage. This exciting project will pave the way for increased tourism and business traffic to the region while also becoming a highlighted feature as JEDCO works to attract new business to the area.

KAJUN KETTLE



Winner of JEDCO's 2013 Small Business of the Year Award, Kajun Kettle has become a Jefferson Parish staple. The USDA-approved food manufacturer has been in Jefferson Parish for over 30 years, supplying the nation with authentic New Orleans cuisine. The company was made locally famous for its trademarked Crawfish Monica pasta, a dish that founder, Pierre Hilzim, named after his wife & co-founder. The dynamic duo runs the company as a team, producing more than 75 million pounds of food each year.



DEMOGRAPHIC & ECONOMIC PERFORMANCE INDICATORS

		2009	2010	2011	2012	2013
Demographics						
Population		439,261	432,552	431,426	431,732	430,982
Per Capita Personal Income		\$41,947	\$43,318	\$44,821	\$43,187	\$45,049
Total Personal Income (000's)		\$18,117,584	\$18,607,284	\$19,026,420	\$19,536,629	\$19,415,308
Median Household Income		\$44,015	\$47,856	\$47,611	\$46,398	\$49,633
Civilian Labor Force		226,591	220,989	213,030	211,672	210,293
Employment		213,535	206,031	198,179	197,956	193,657
Unemployment Rate		5.8%	6.8%	7.0%	6.5%	6.0%
Average Annual Wage		\$42,380	\$43,420	\$44,564	\$44,135	\$43,840
Tax Revenues						
Occupational License (000's)		\$7,329	\$7,460	\$6,431	\$7,580	\$6,642
Ad Valorem (000's)		\$167,566	\$173,703	\$177,382	\$188,899	\$203,918
Sales (000's)		\$374,028	\$379,740	\$393,556	\$396,293	\$416,456
Assessed Value of Property						
Real Property		\$2,378,695	\$2,398,574	\$2,407,292	\$2,486,281	\$2,518,798
Personal Property		\$869,167	\$835,985	\$840,268	\$851,742	\$870,668
Construction Permits						
Residential	Number	1,897	1,452	1,605	1,523	2,418
	Value	\$79,216	\$56,433	\$65,123	\$72,208	\$80,572
Commercial	Number	961	846	948	783	591
	Value	\$136,712	\$205,935	\$212,719	\$130,469	\$72,116



ECONOMIC ACCOLADES

Greater New Orleans Area

Ranked #1 for the Decade
(Major business development wins in the South)
– *Southern Business & Development*

Ranked #1 in USA Export Growth
– *U.S. Chamber of Commerce*

Ranked #3 for Metropolitan Winning the Battle
for Information Jobs – *Forbes*

Ranked #3 for IT Employment
– *Business Facilities*

Ranked #6 among Cities Creating the Most
Middle-Class Jobs – *Forbes*

Ranked #12 among US Cities for Infrastructure
Jobs – *Brookings Institute*

Louisiana

Ranked #6 among Top US Business Climates
– *Site Selection Magazine*

Ranked #9 State for Business in the US
– *Chief Executive Magazine*

**Louisiana ranked among Top 20 Startup Hubs
in the US** – *Business Insider*

Fastest Growing Airport in the USA
New Orleans International Airport
– *Airline Weekly*

JEDCO STAFF

Jerry Bologna
Executive Director

Trevor Acy
Economic Development
Specialist

Lacey Bordelon
Director of Economic
Development Services

Cynthia Grows
Controller

Judy Horner
Operations Administrator

Annalisa Kelly
Economic Development
Specialist – Kenner

Jessica Lobue
Finance Operations Manager

Kate Moreano
Economic Development
Specialist

Corinne Pritchett
Financing Programs Coordinator

JEDCO COMMISSIONERS



Mike Rongey
Vice Chairman
Nominating Entity
Councilman-At-Large,
Division B - Elton Lagasse



Mario Bazile
Nominating Entity
District 5 Councilwoman -
Cynthia Lee Sheng



Manny Blanco
Nominating Entity
Hispanic Chamber
of Commerce



David Colvin
Nominating Entity
Jefferson Chamber of
Commerce-West Bank



Tina Dandry-Mayes
Nominating Entity
Women's Business Council
Gulf Coast



Bruce Dantin
Nominating Entity
District 2 Councilman -
Paul Johnston



Joe Ewell
Nominating Entity
District 3 Councilman -
Mark Spears



Stan Salathe
Chairman
Nominating Entity
Harvey Canal
Industrial Association



Paul Rivera
Secretary
Nominating Entity
J.P. Marine Fisheries
Advisory Board



Jim Garvey
Nominating Entity
Committee for
Better Jefferson



Roy Gattuso
Nominating Entity
District 1 Councilman -
Ricky Temple



Steve Lachute
Nominating Entity
Councilman-At-Large,
Division A - Chris Roberts



Bruce Layburn
Nominating Entity
Home Builders Association



Joe Liss
Nominating Entity
East Jefferson
Business Association



Mark Maddera
Nominating Entity
Apartment Association
of Greater N.O.



Greg Jordan
Treasurer
Nominating Entity
Jefferson Chamber of
Commerce-East Bank



Dr. Vinicio Madrigal
Nominating Entity
Parish President -
John Young



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



Bill Pepperone
Nominating Entity
District 4 Councilman -
Ben Zahn



Mayra Pineda
Nominating Entity
Hispanic Chamber
of Commerce



John Tobler
Nominating Entity
Elmwood Business
Association



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

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

JEDCO

Jefferson Parish Economic Development Commission

jedco.org

700 Churchill Parkway | Avondale, LA 70094
p 504.875.3908 | f 504.875.3923