

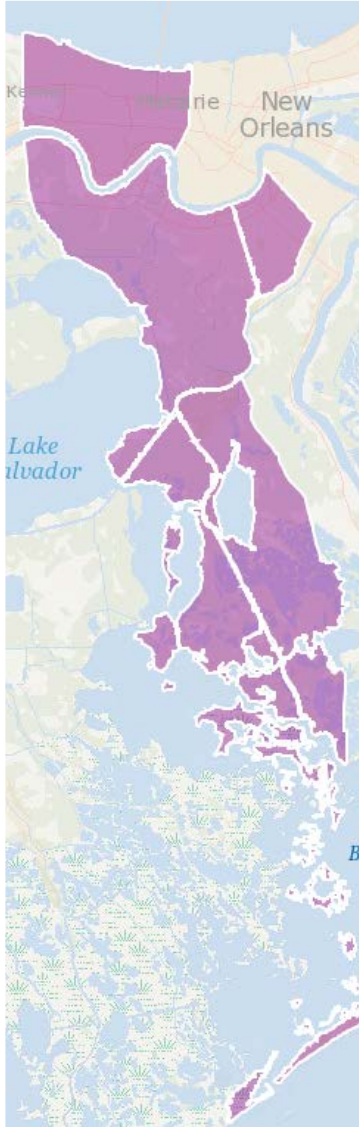
# JEFFERSON PARISH, LOUISIANA

## OPPORTUNITY ZONES

Prepared by the Jefferson Parish Economic Development Commission (JEDCO)

Last updated: Summer 2020





## WHAT ARE OPPORTUNITY ZONES?

The Opportunity Zone program is a new community and economic development tool established by Congress that allows investments in certain economically-distressed communities to be eligible for preferential tax treatment.

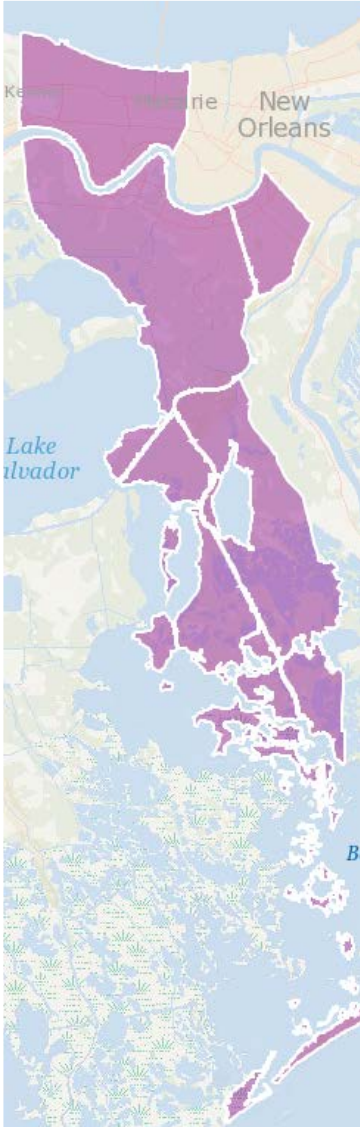
- The **Tax Cuts and Jobs Act of 2017** created this new community development program that encourages private investment in qualified Opportunity Zones.
- The program allows taxpayers to defer and reduce gain from the sale or exchange of property if the taxpayer reinvests the gain proceeds in a qualified opportunity fund.

Louisiana secured U.S. Department of the Treasury certification for 150 lower-income census tracts to be Opportunity Zones.

There are a total of seven opportunity zones in Jefferson Parish.





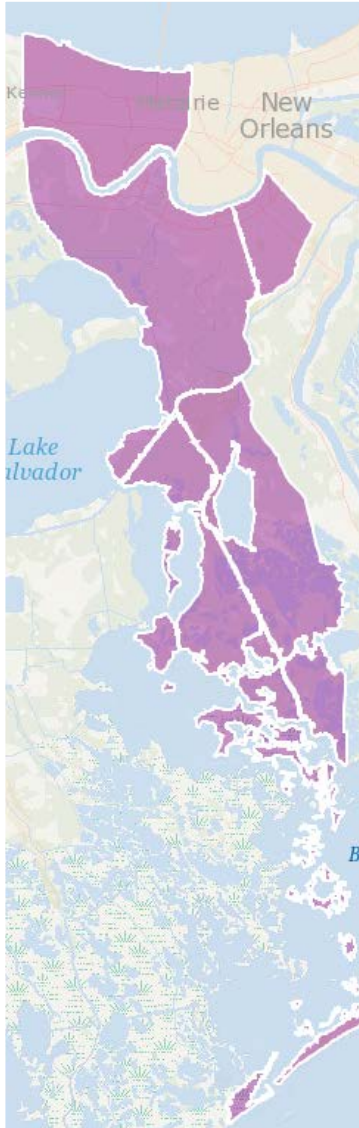


## BENEFITS TO INVESTOR

For investors who realize capital gains from the sale of an investment, they can reinvest those gains in a Qualified Opportunity Fund.

- Defer taxes owed on the initial capital gains through 2026.
- 10% reduction of initial capital gains taxes if invested for at least 5 years.  
Invest by: December 31, 2021
- 15% reduction initial capital gains taxes if invested for at least 7 years.  
Invest by: December 31, 2019
- Investors pay no new capital gains taxes if the investment earns any money after 10 years.





# DEFERRAL OF CAPITAL GAIN

The general rule provides a deferral of capital gains that are invested in a Qualified Opportunity Fund (QOF) at the election of the taxpayer, gross income for the year does not include gain that does not exceed the aggregate amount invested by the taxpayer in a QOF during the 180-day period.

- The gain must be from the sale to, or exchange with, an unrelated person.
- The amount that can be invested is up to the gain recognized.
- There is no limitation on the amount of gain that can be deferred.

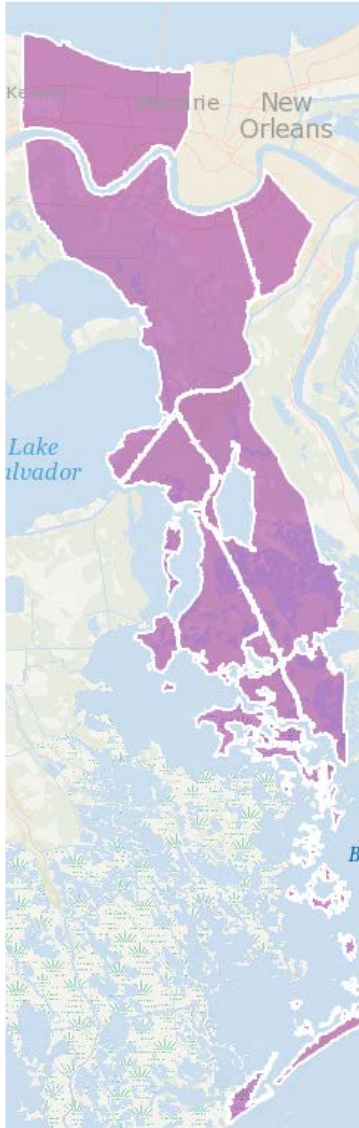
**The Gain Eligible for Deferral** – capital gains (both long term and short term) and qualified IRC 1231 gains that would be recognized and subject to income tax before 2027 and do not arise from a transaction with certain related persons. Gains treated as ordinary under the ordinary income recapture rules are not eligible for investment.

## Per Final Regulations (12/2019):

- Gross section 1231 gains and **not** net section 1231 gains are eligible gains.
- If a deferral election is made, 180-day period for investment begins on date of sale/exchange, not the end of the taxpayer's taxable year.

(Source: Cohn Reznick LLP/ Shipman & Goodwin LLP)





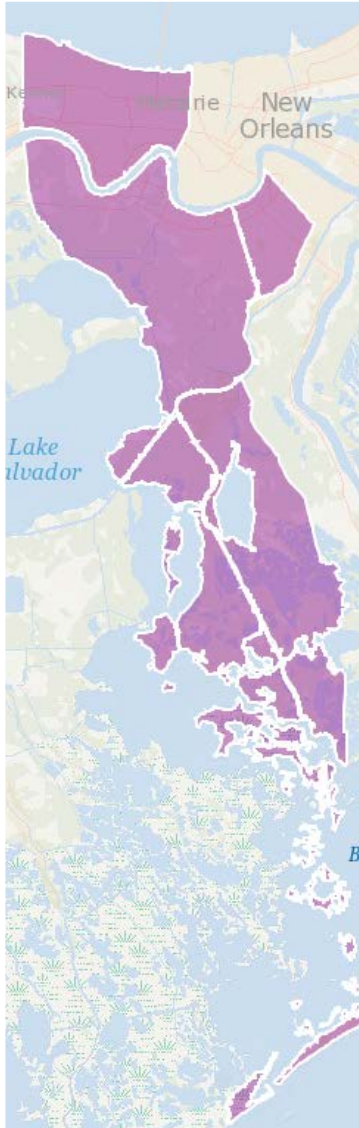
## CHANGES DUE TO COVID: REGULATORY NOTICE 2020-39

Generally, the 180-day period, in which the capital gain must be invested in a qualified opportunity fund, starts on the day on which the gain would be recognized for Federal income tax purposes if the taxpayer did not make the deferral election.

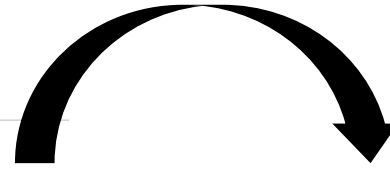
Per Notice 2020-39, due to COVID19, the 180-day investment period has been postponed for any 180 day reinvestment requirement from April 1, 2020 to December 31, 2020.

(Source: Cohn Reznick LLP/ Shipman & Goodwin LLP)

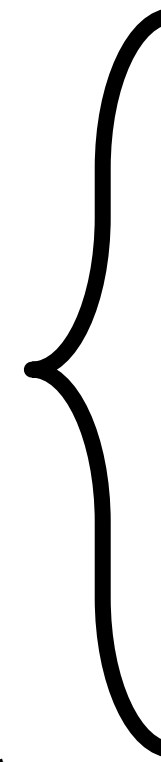




Individuals' &  
Corporations'  
**Capital Gains**



Opportunity Fund\*



**Stock** of a qualified  
opportunity zone  
corporation



**Interest** in a qualified  
opportunity zone  
partnership

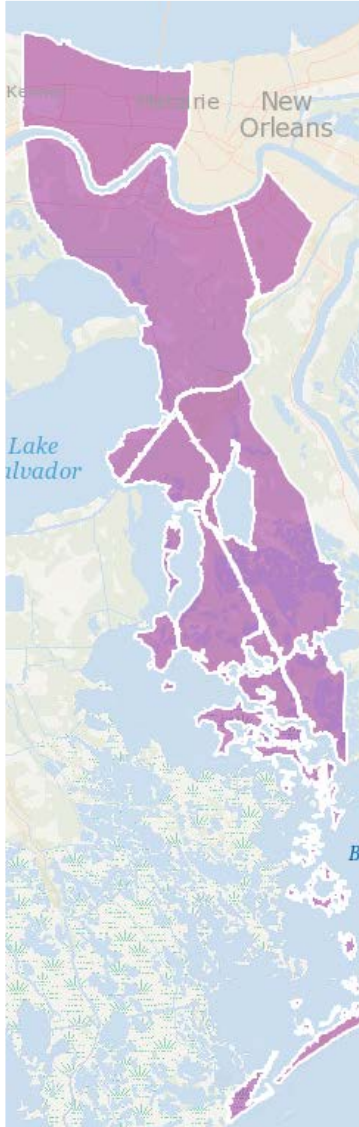


**Tangible property**  
used in a qualified  
opportunity zone

### OPPORTUNITY FUND\*

- Investments must be made through an Opportunity Fund to benefit from the tax advantages.
- Private Sector is responsible for establishing Opportunity Funds.
- Funds must self-certify to the IRS.
- Funds must invest at least 90% of their capital in qualified investments in zones and will be audited twice yearly to ensure compliance.





## STACKING INCENTIVES

Any other applicable tax incentives—historic tax credits, Enterprise Zone incentives, Quality Jobs, HUBZONE, etc—can be stacked with Opportunity Zone benefits.

Louisiana Act 251 (HB 585)

- Effective June 11, 2019, properties located within an Opportunity Zone area can qualify for the state's **Restoration Tax Abatement (RTA) Program**.
- Residential and commercial properties located within an Opportunity Zone area are now eligible for the RTA program, which provides an up-to ten-year abatement of property taxes (*ad valorem*) on renovations and improvements of existing commercial structures and owner-occupied residences.





# OPPORTUNITY ZONES IN JEFFERSON PARISH

- 1- **KENNER/ MSY INTERNATIONAL AIRPORT**
- 2- **FAT CITY**
- 3- **METAIRIE DOWNTOWN DEVELOPMENT DISTRICT**
- 4- **JEFFERSON HIGHWAY HEALTHCARE CORRIDOR**
- 5- **AVONDALE/ BRIDGE CITY**
- 6- **MARRERO**
- 7- **HISTORIC DOWNTOWN GRETN**



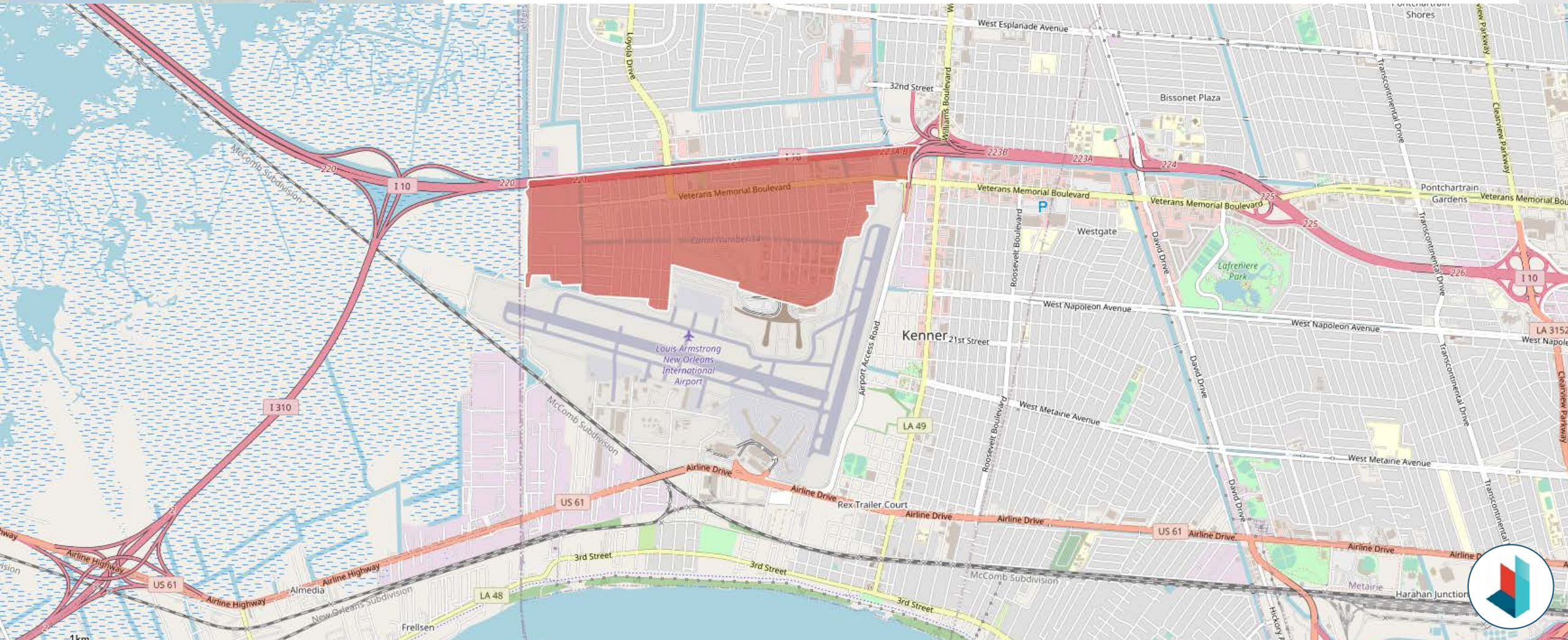




**OPPORTUNITY ZONE:  
NORTH OF THE AIRPORT (KENNER)**

**Boundaries:** I-10, Louis Armstrong International Airport, St. Charles Parish line. The area includes Crestview and Bainbridge industrial parks. It sits in incorporated Kenner, LA.

**Opportunity:** With the airport’s expansion and relocation north (closer to Veterans away from Airline Hwy), the surrounding area is ripe for the development of offsite parking, hotels, and aviation-related businesses.









# DEMOGRAPHIC SUMMARY

Kenner/ MSY OZ Area  
Geography: Census Tract

## KEY FACTS

4,901

Population



1,426

Households

27.7

Median Age

\$28,312

Median Disposable Income

## EDUCATION

29%

No High School Diploma



46%

High School Graduate



21%

Some College



4%

Bachelor's/Grad/Prof Degree

## INCOME



\$33,457

Median Household Income



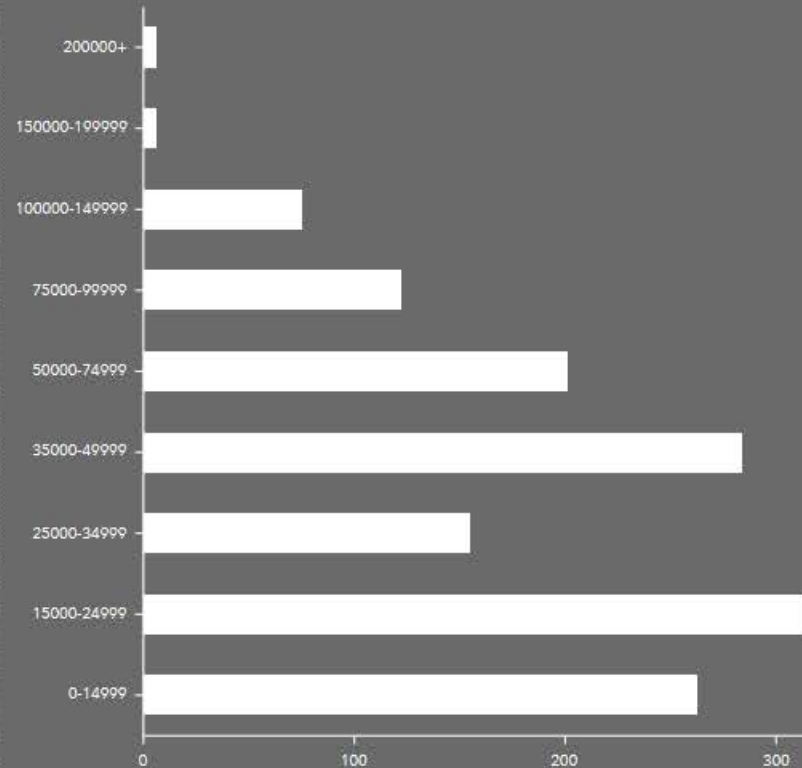
\$12,338

Per Capita Income



\$11,587

Median Net Worth



HOUSEHOLD INCOME



## EMPLOYMENT



34%

White Collar



40%

Blue Collar



26%

Services

21.6%

Unemployment Rate

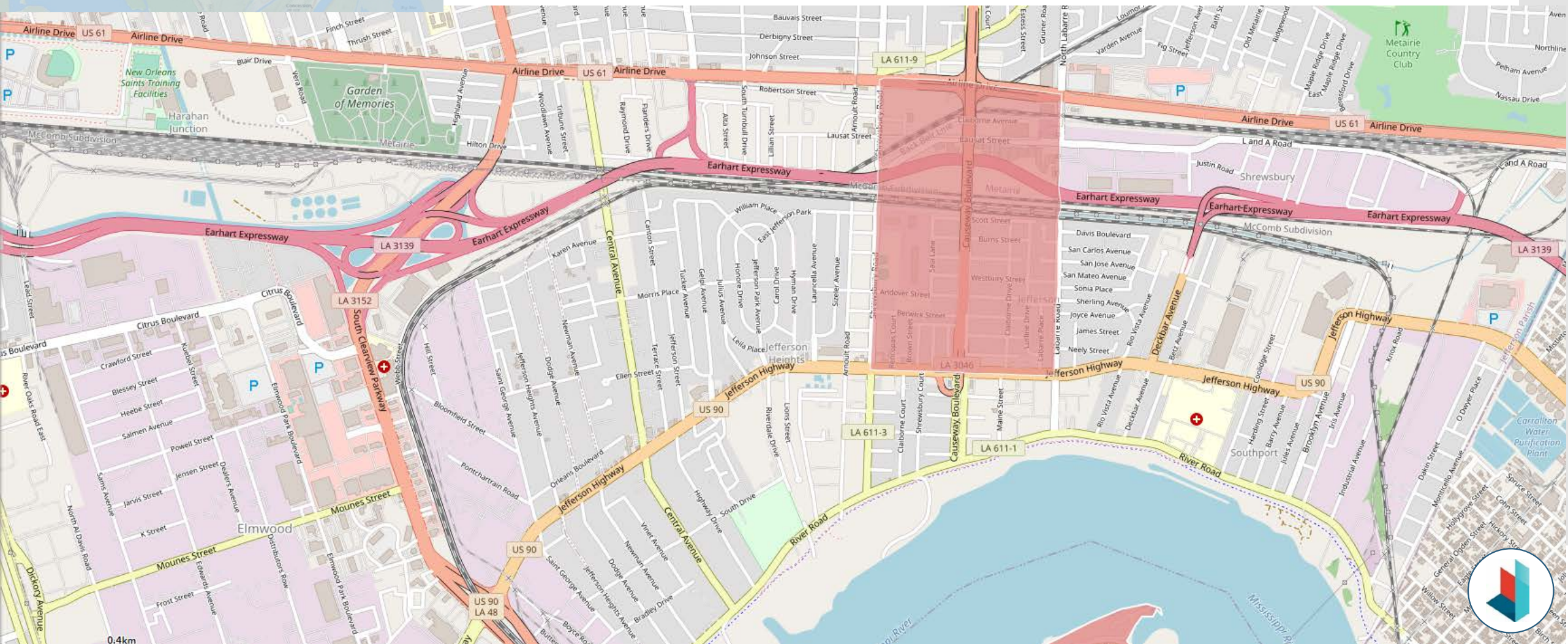




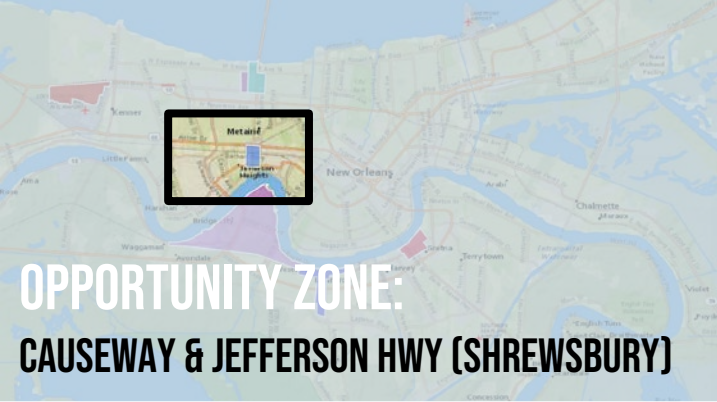


**Boundaries:** Shrewsbury Rd. at Airline Hwy going east to Labarre Rd. and south to Jefferson Highway. The area sits in an unincorporated part of Jefferson Parish.

**Opportunity:** The area sits at a key busy intersection and has seen tremendous growth in both businesses and housing. As Ochsner continues its expansion, there is an opportunity to add businesses to the busier corridor and update the limited available housing units.







## OCHSNER MEDICAL CENTER

In 2018, Ochsner Health System opened their new West Campus, part of their \$360 million expansion to its Jefferson Highway campus and has become a significant landmark to the Jefferson Highway Healthcare Corridor. Ochsner employs almost 6,600 people in their Jefferson Hwy location and plans to add over 3,000 more in the next 10 years.



# DEMOGRAPHIC SUMMARY

Jefferson Highway Corridor OZ Area

Geography: Census Tract

## KEY FACTS

1,288

Population



562

Households

48.5

Median Age

\$31,314

Median Disposable Income

## EDUCATION

25%

No High School Diploma



37%

High School Graduate



25%

Some College



13%

Bachelor's/Grad/Prof Degree

## INCOME



\$36,236

Median Household Income



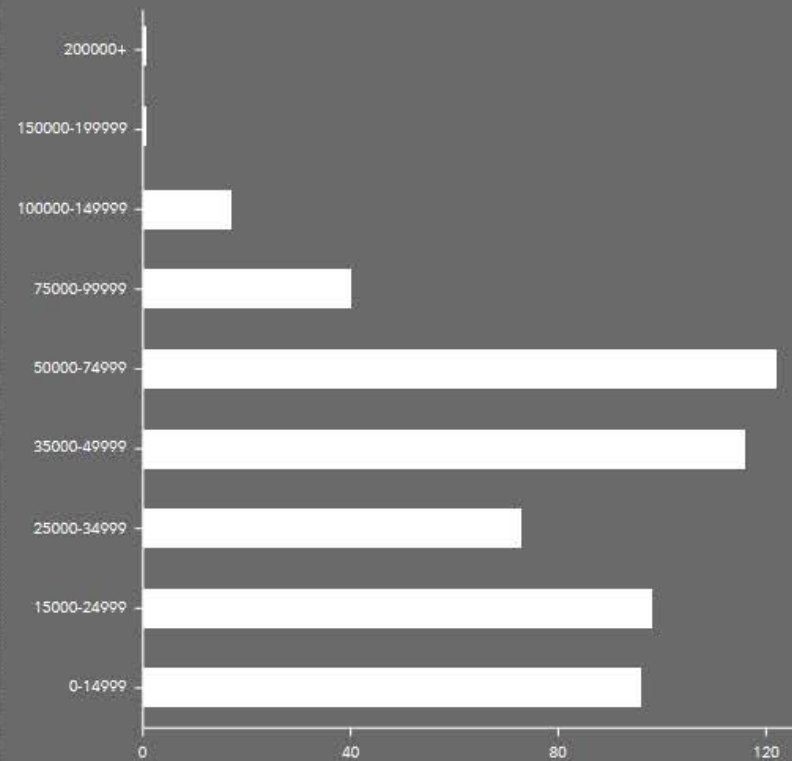
\$17,997

Per Capita Income



\$27,913

Median Net Worth



HOUSEHOLD INCOME



## EMPLOYMENT



White Collar

48%



Blue Collar

33%



Services

19%

20.7%

Unemployment Rate



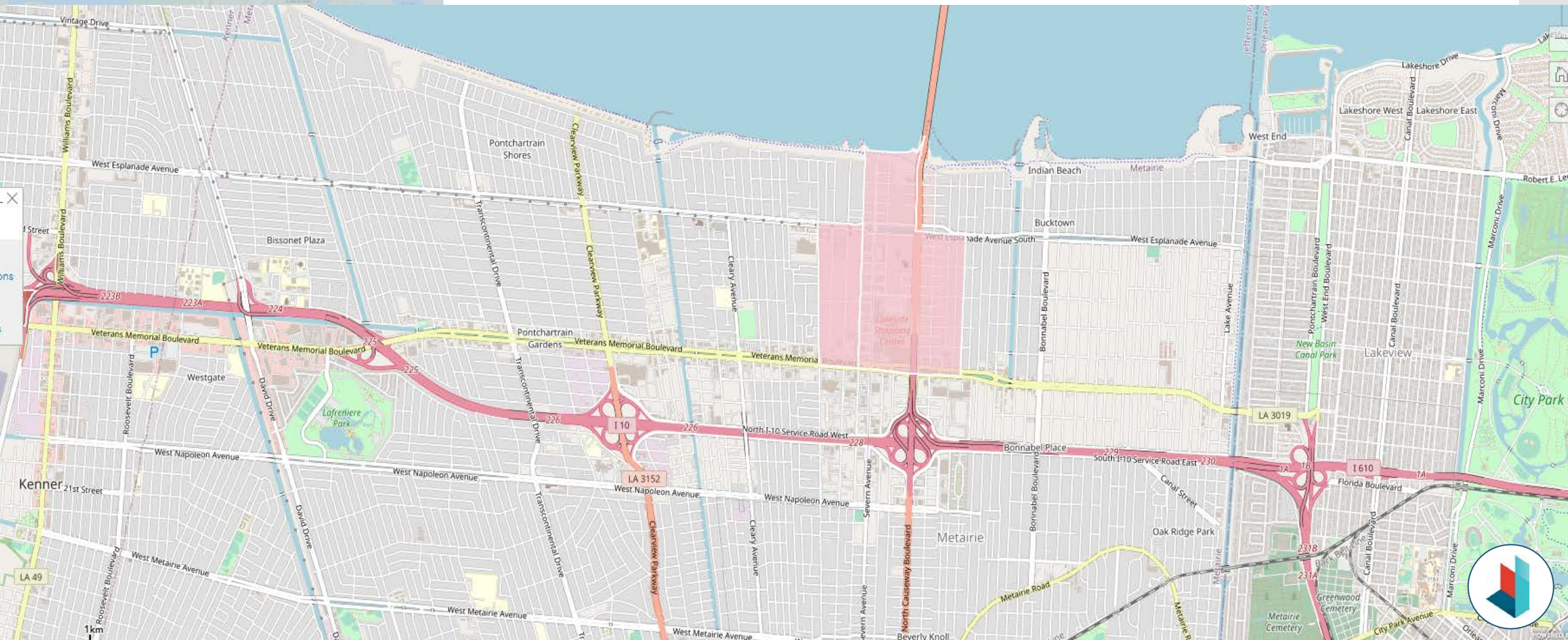




## OPPORTUNITY ZONES: FAT CITY & DOWNTOWN METAIRIE BUSINESS CORE

**Fat City Boundaries:** Between N. Arnoult Road to N. Causeway Blvd, then from the intersection of Causeway Blvd and W. Esplanade Ave. to Clifford Dr., then to Veterans Blvd. While Metairie is an unincorporated part of the Parish, this area encompasses the Metairie Business Development District and a portion of “Fat City”.

**Metairie Business Core Boundaries:** The area begins at the intersection of W. Esplanade Ave. from Division St. to N. Arnoult Rd. and Veterans Blvd and is part of the Metairie Business Development District – A district established to encourage and participate in public infrastructure improvements and programs to stimulate the economy.







## HEART OF RETAIL FOR GREATER NEW ORLEANS MARKET

### DISTANCE FROM KEY LOCATIONS

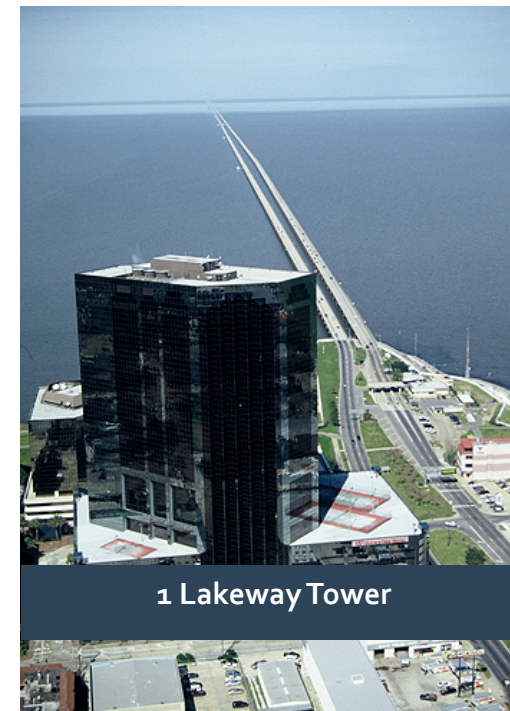
Convention Center: 7.4 miles

Superdome/ Arena: 6 miles

Airport: 6.1 miles

French Quarter 6.7 miles

**METAIRIE RANKED #1  
BEST CITY TO LIVE IN LOUISIANA -  
*TIME MAGAZINE***



1 Lakeway Tower





# DEMOGRAPHIC SUMMARY

Metairie CBD OZ Area

Geography: Census Tract

## KEY FACTS

5,503

Population



2,519

Households

34.0

Median Age

\$38,080

Median Disposable Income

## EDUCATION

9%

No High School Diploma



26%

High School Graduate



29%

Some College



36%

Bachelor's/Grad/Prof Degree

## INCOME



\$43,017

Median Household Income



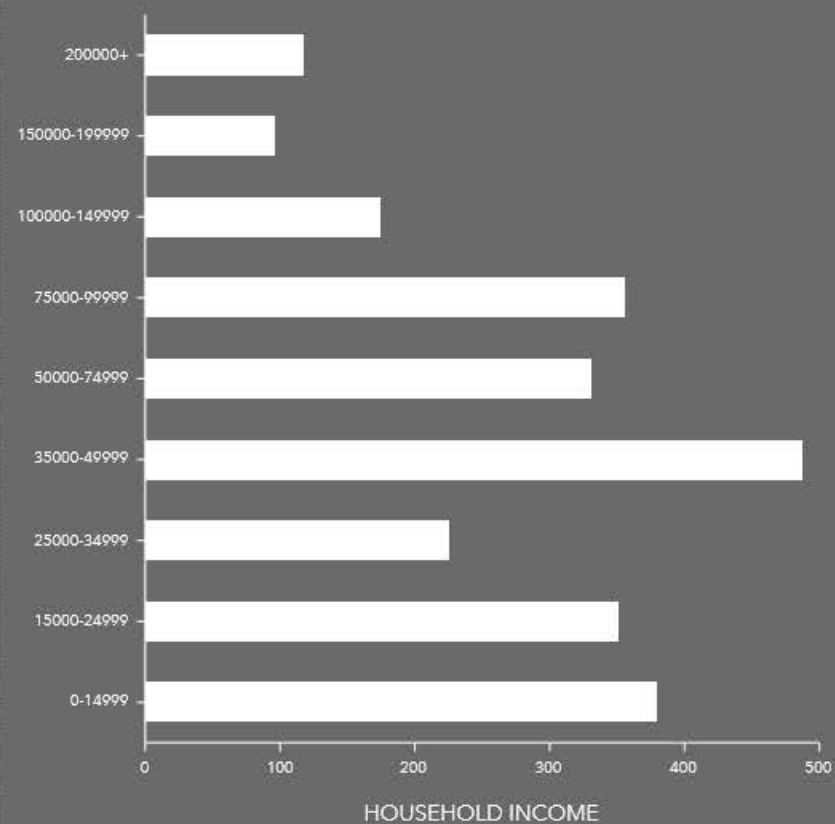
\$30,175

Per Capita Income



\$13,286

Median Net Worth



## EMPLOYMENT



White Collar

58%



Blue Collar

25%



Services

17%

17.5%

Unemployment Rate



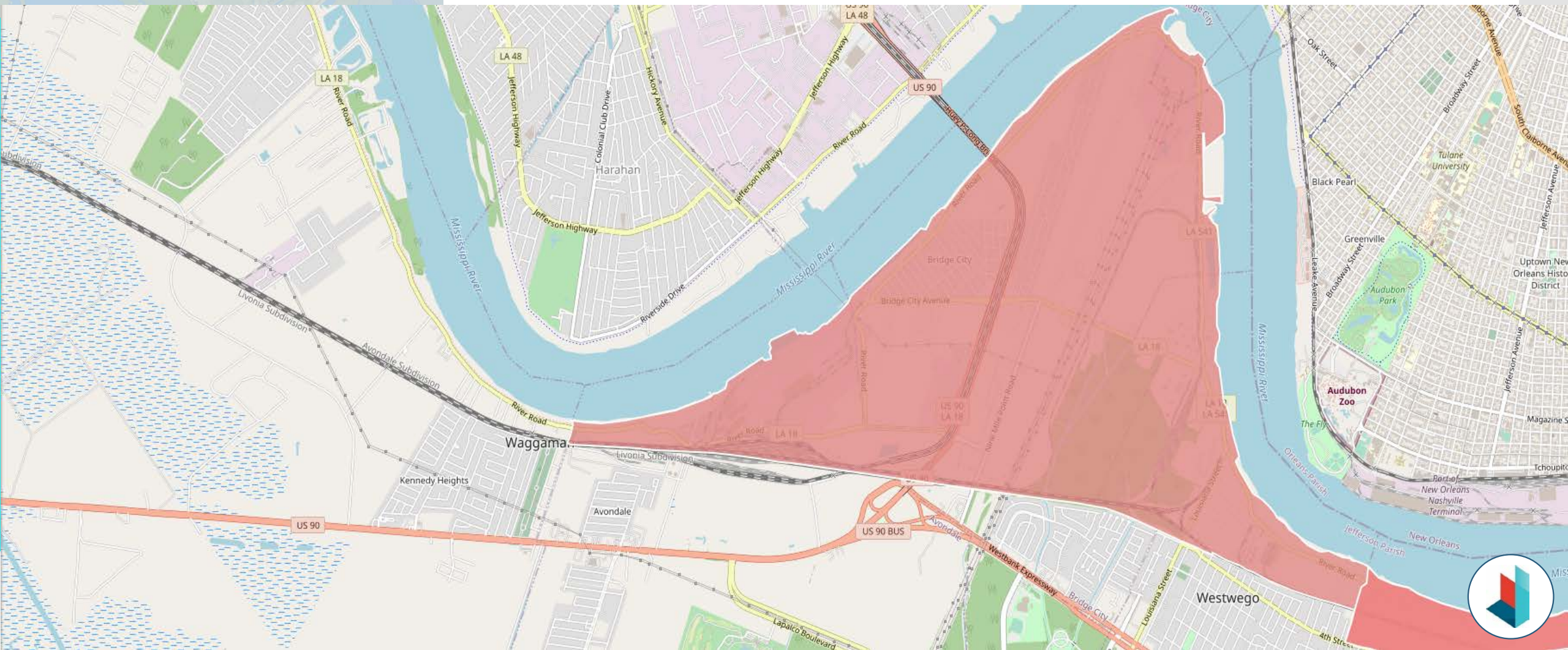




## OPPORTUNITY ZONE: AVONDALE/BRIDGE CITY

**Boundaries:** From River Road and Avondale Garden Rd. and up to Gambino Rd., following along the Mississippi River up to Labauve Dr. at Westwego city boundary up to the Union Pacific Rail Line.

**Opportunity:** The Avondale/Bridge City Opportunity Zone contains a number of the region's most valuable industrial assets and industrial-zoned vacant land. It contains the entirety of Avondale Shipyards, a 200+-acre rail served site with deepwater Mississippi River access. It also contains Bridgeview Park, Jefferson Parish's only LED Certified Site.







## AVONDALE MARINE: MAJOR DEEP-WATER-ACCESS INDUSTRIAL AND COMMERCIAL SITE

Avondale Shipyard was purchased in October 2018 by Avondale Marine, a joint venture between T. Parker Host and Hilco Redevelopment. The new owner plans to revitalize the site as a major player in the region's shipping, distribution, and manufacturing sectors.

- 200+ acre site
- 16 major buildings totaling 1.3M SF
- Site is ideal for modular construction
- Over 7,900 linear feet of deep water access
- Access to Gulf of Mexico and 33 states via the Mississippi River
- 50 heavy-duty cranes
- 11 Gantry cranes capable of 125 to 300 tons
- Two Union Pacific spurs serving the yard
- Quick access to Highway 90 and Huey P Long bridge





# DEMOGRAPHIC SUMMARY

Metairie CBD OZ Area

Geography: Census Tract

## KEY FACTS

4,426

Population



1,673

Households

39.6

Median Age

\$34,390

Median Disposable Income

## EDUCATION

20%

No High School Diploma



37%

High School Graduate



35%

Some College



8%

Bachelor's/Grad/Prof Degree

## INCOME



\$38,575

Median Household Income



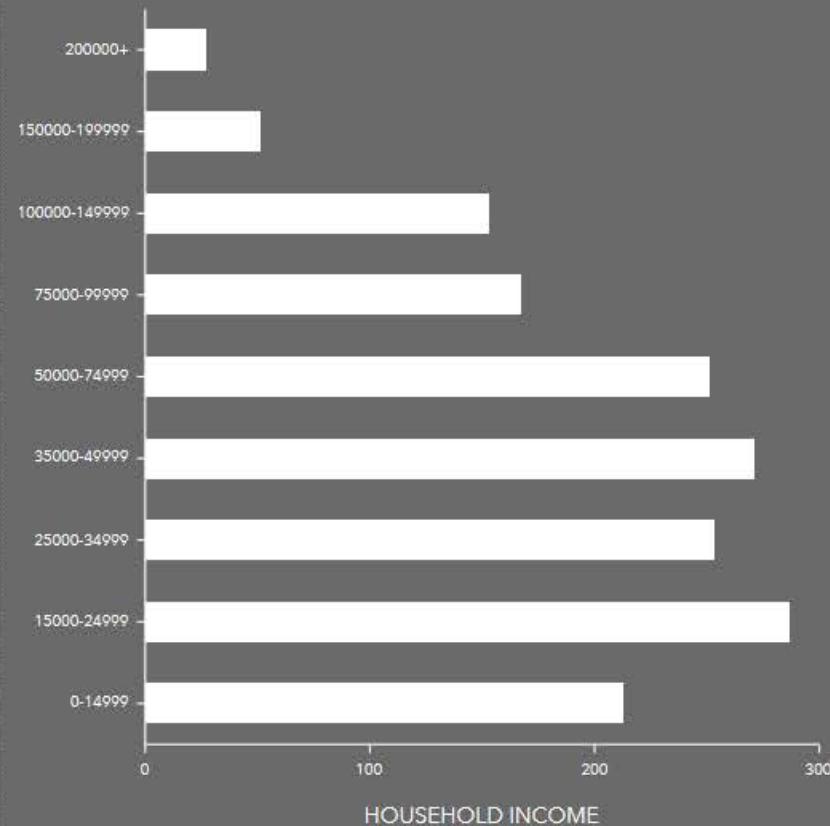
\$20,991

Per Capita Income



\$39,125

Median Net Worth



## EMPLOYMENT



46%

White Collar



34%

Blue Collar



20%

Services

20.6%

Unemployment Rate





# OPPORTUNITY ZONE: MARRERO INDUSTRIAL DISTRICT



**Boundaries:** Mississippi River and River Road at Westwego boundary to Barataria Blvd. and Union Pacific and 4<sup>th</sup> Street and South down Garden Rd. to the Mayronne Canal and Ames Blvd.

**Opportunity:** This Opportunity Zone includes the former Knight Celotex Facility (7500 4<sup>th</sup> St), a 67-acre manufacturing site featuring eight historic industrial buildings adjacent to rail; the former Johns Manville building (6025 River Rd), a 15-acre industrial property with 2000 linear ft. of batture and river access; and a number of other heavy-industrial properties. There are approximately 65 businesses with 571 employees in the area, a total residential population of 3,265, and plans for portions of the area to undergo significant drainage improvements.





# DEMOGRAPHIC SUMMARY

Metairie CBD OZ Area

Geography: Census Tract

## KEY FACTS

3,265

Population



1,190

Households

38.2

Median Age

\$21,365

Median Disposable Income

## EDUCATION

20%

No High School Diploma



36%

High School Graduate



32%

Some College



13%

Bachelor's/Grad/Prof Degree

## INCOME



\$23,182

Median Household Income



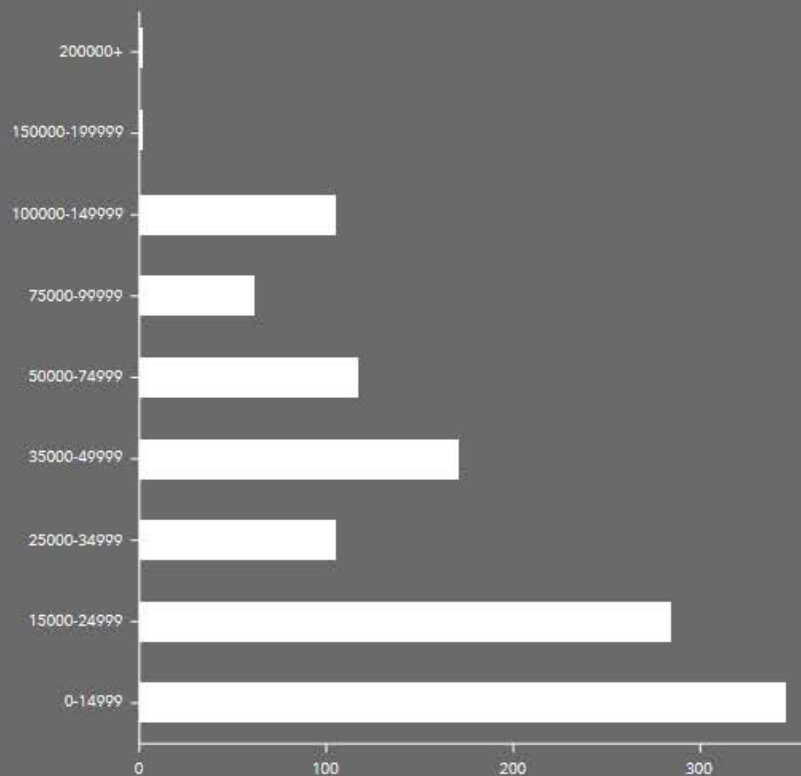
\$13,490

Per Capita Income



\$13,381

Median Net Worth



HOUSEHOLD INCOME



esri

## EMPLOYMENT



54%

White Collar



26%

Blue Collar



20%

Services

24.6%

Unemployment Rate



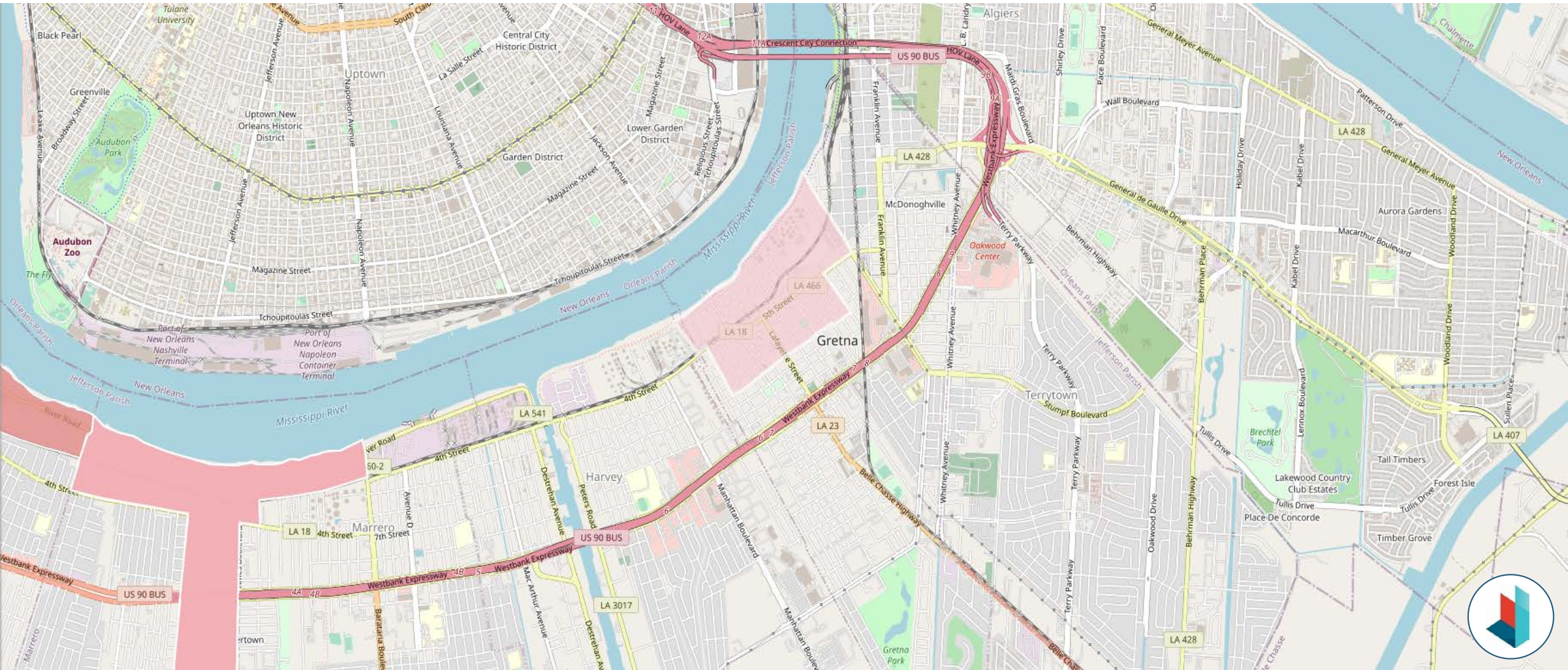


## Historic Downtown Gretna



**Boundaries:** Starts at western boundary of the City of Gretna to Dolhonde St. and 9<sup>th</sup> Street intersection, then from 9<sup>th</sup> Street to Holly Drive and intersection of 5<sup>th</sup> Street to Hamilton St.

**Opportunity:** Downtown Gretna includes several historical commercial and residential properties, including publicly owned assets for redevelopment. With new restaurants and businesses, increasing property values, historic charm and walkability, public investments in green infrastructure and new streetscapes, and vicinity to downtown New Orleans, Historic Downtown Gretna is witnessing a renaissance in development. The OZ area currently has a residential population of 3,352 with a total daytime population of 5,246. Within the OZ boundaries, there are 301 businesses with 4,284 employees. The Parish of Jefferson administrative offices and courthouses are located in Downtown Gretna, which employs over 2,000 people.





# DEMOGRAPHIC SUMMARY

Gretna Downtown OZ Area

Geography: Census Tract

## KEY FACTS

3,352

Population



1,200

Households

36.6

Median Age

\$24,863

Median Disposable Income

## EDUCATION

19%

No High School Diploma



32%

High School Graduate



23%

Some College



25%

Bachelor's/Grad/Prof Degree

## INCOME



\$27,640

Median Household Income



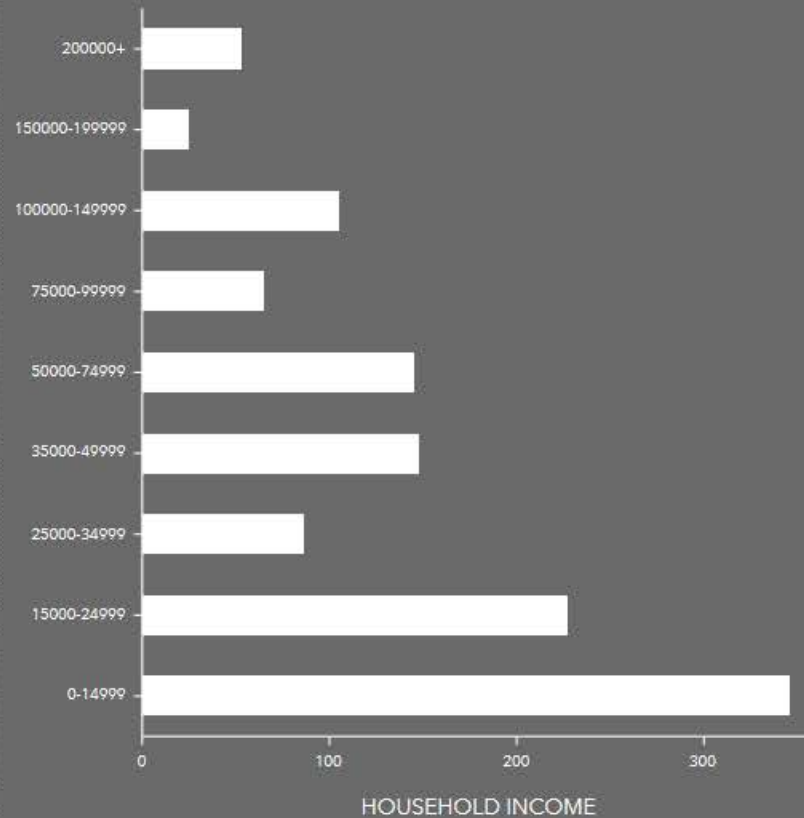
\$25,070

Per Capita Income



\$12,278

Median Net Worth



## EMPLOYMENT



White Collar

62%



Blue Collar

24%



Services

14%

16.8%

Unemployment Rate





The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO's mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.





# JEDCO SERVICES

*JEDCO supports all businesses*

- Small Business Financing
- Tax Incentive Programs
- Site Selection
- Demographics Reports
- Marketing Database
- Business Attraction
- Parish Interface





# JEFFERSON PARISH COMMUNITY PROFILE SUMMARY

Jefferson Parish, Louisiana is at the heart of the business engine of the Greater New Orleans region. With access to the Port of New Orleans, six Class 1 railroads, Mississippi River, and Louis Armstrong New Orleans International Airport, Jefferson Parish is a critical logistics hub for the nation.



- **POPULATION: 434,893**
- **AVERAGE HOUSEHOLD SIZE: 2.51**
- **MEDIAN AGE: 39.7**
- **AVERAGE HOUSEHOLD INCOME: \$72,345**
- **SIX CLASS-1 RAILROADS**
- **DEEP-WATER ACCESS VIA THE MISSISSIPPI RIVER**
- **#1 IN THE USA FOR EXPORT GROWTH – US CHAMBER OF COMMERCE**
- **#1 METRO FOR THE DECADE FOR ECONOMIC DEVELOPMENT WINS IN THE SOUTH – SOUTHERN BUSINESS & DEVELOPMENT MAGAZINE**
- **#5 FASTEST GROWING AIRPORT IN THE U.S. – FAA**
- **#2 IN AMERICA FOR INDUSTRIAL REAL ESTATE GROWTH IN 2018 – CO-STAR**

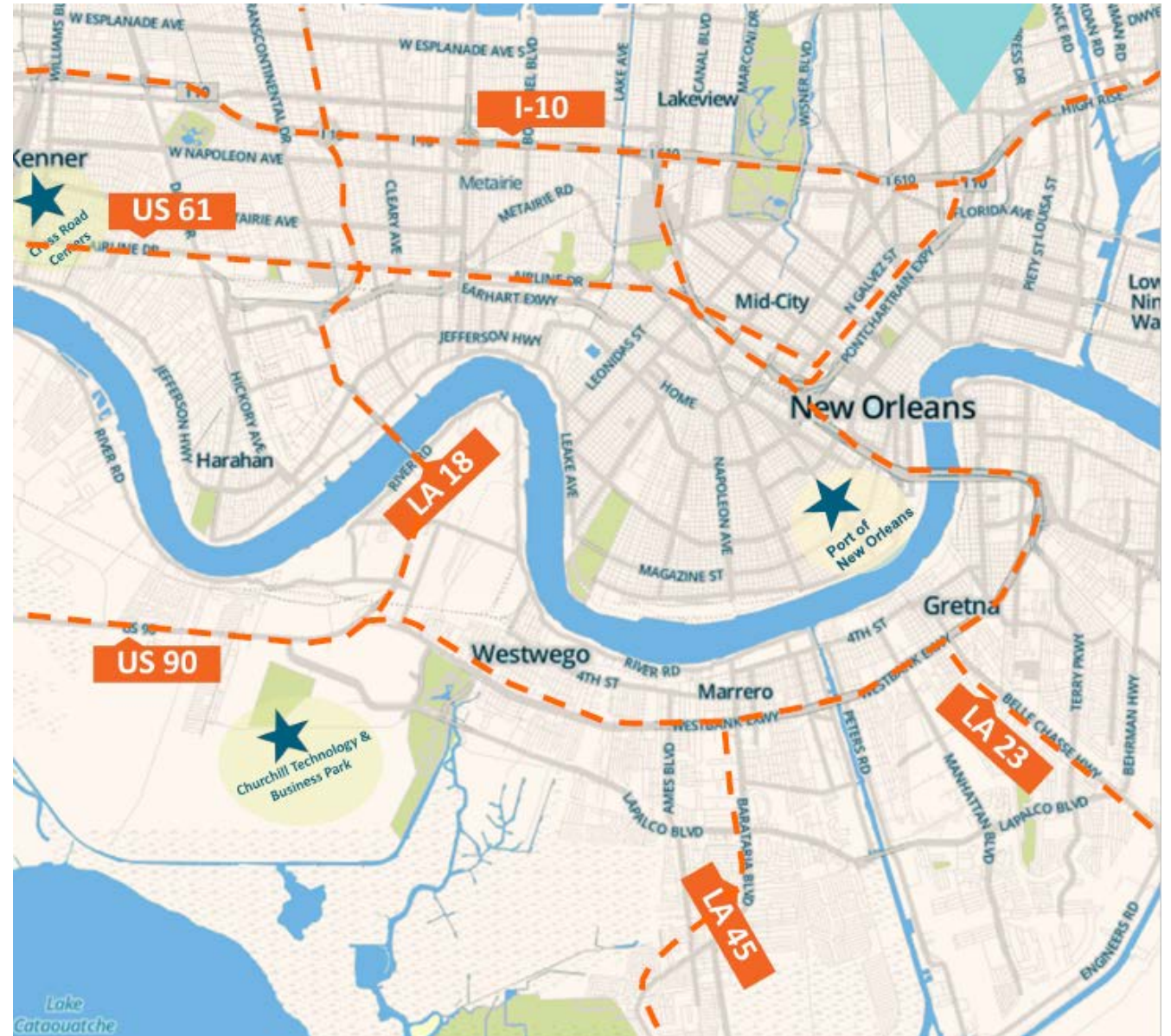




# ROADWAYS

**MAJOR ROADS PROVIDE EXCELLENT ACCESSIBILITY. JEFFERSON PARISH IS SERVICES BY SEVERAL MAJOR MOTOR FREIGHT CARRIERS, INCLUDING:**

- ☐ SAIS
- ☐ UPS
- ☐ FedEx
- ☐ Roadway
- ☐ CRC Global
- ☐ Southeastern Motor Lines
- ☐ DHS (International shipment only)
- ☐ Triple G Express





# AIR

One of the fastest growing airports in the United States, the Louis Armstrong New Orleans International Airport is an economic driver for Jefferson Parish and the region.

In recent years, the airport has added new nonstop flights and international airlines, like British Airways, Condor, Air Canada and Copa Airlines, to its roster. On November 6, 2019, the new world-class terminal at Louis Armstrong New Orleans International Airport officially opened to the public. The brand-new, state-of-the-art terminal features 35 gates, thousands of new parking spaces, and world-renowned food and concession brands.

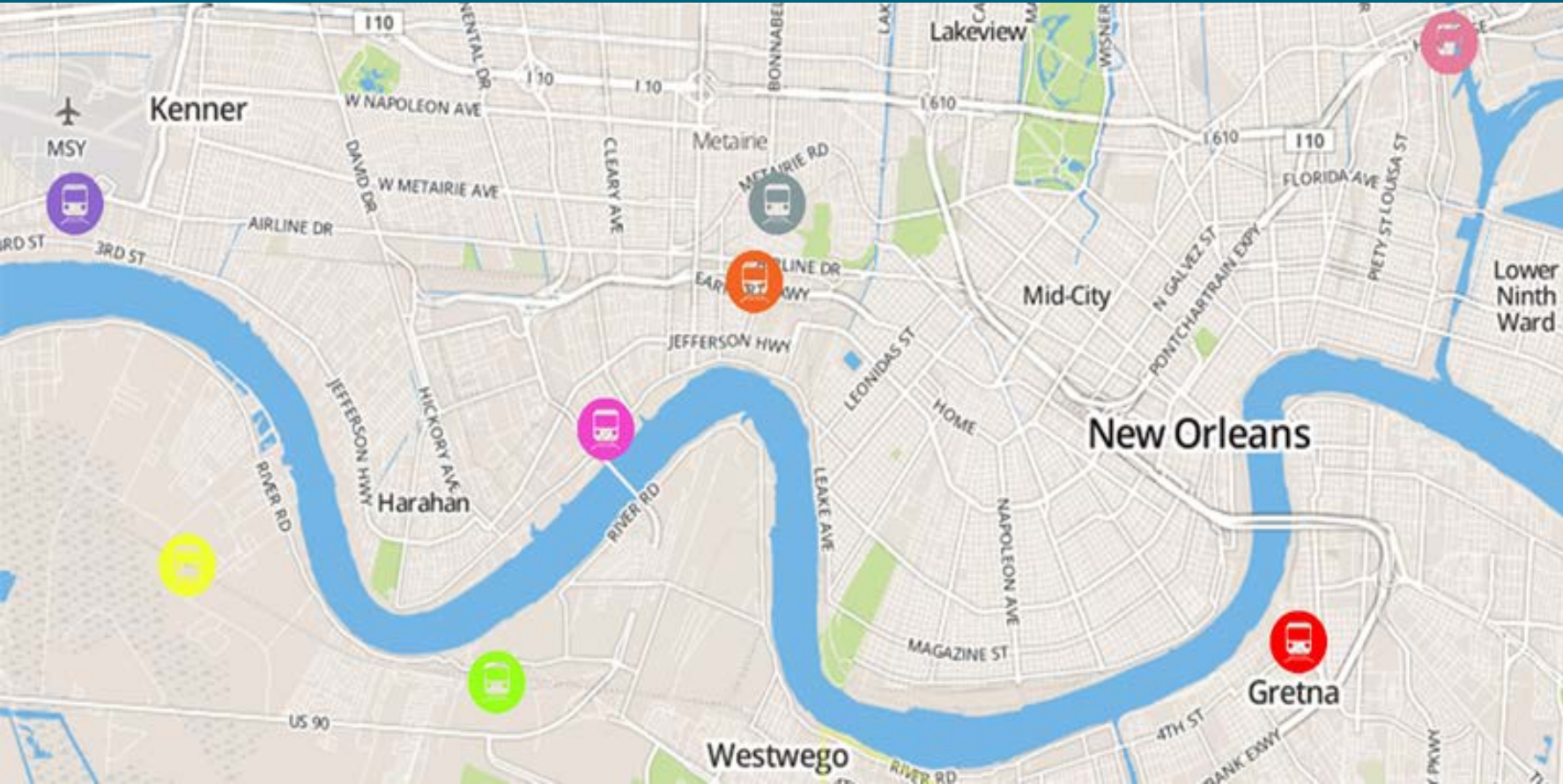




# RAIL

Jefferson Parish is serviced by six Class I Railways and two Short Line Railways:

- Canadian National (CN)
- Union Pacific
- Norfolk Southern
- Kansas City Southern
- Burlington North Santa Fe
- CSX
- New Orleans Public Belt
- New Orleans & Gulf Coast



## Miles To:

Atlanta, GA	472
Baton Rouge, LA	76
Birmingham, AL	346
Chicago, IL	922
Cincinnati, OH	806
Dallas, TX	516
Houston, TX	343
Jackson, MS	181
Jacksonville, FL	550
Kansas City, MO	906
Memphis, TN	391
Mobile, AL	147
Nashville, TN	537
New Orleans, LA	5





# PORT

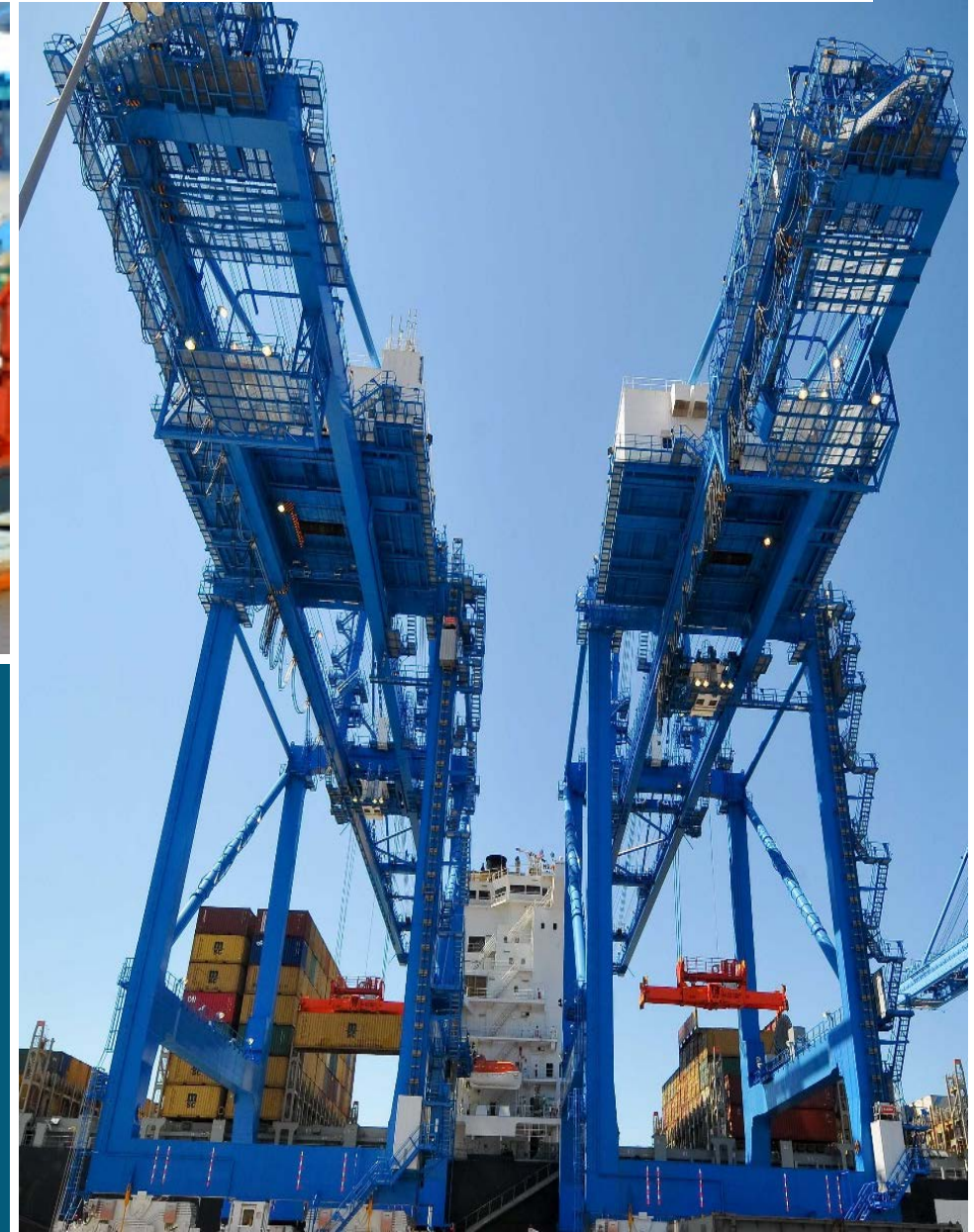


The Port of New Orleans is America's most intermodal port.

Only seaport in the U.S. served by all six Class I rail lines, 50 ocean carriers, 16 barge lines and 75 truck lines.

20 million square feet of cargo handling area, more than 3.1 million square feet of covered storage area, and 1.7 million square feet of cruise and parking facilities.

Connected to major inland markets and Canada via 14,500 miles of waterways.





# JEFFERSON EDGE 2020

The Jefferson EDGE 2020 is Jefferson Parish's long-term economic development strategic plan to promote sustainability, job growth and investment in the community.

Through the EDGE, JEDCO has been called upon to promote the assets that set this community apart: our diverse industry clusters and the infrastructure/business climate that supports them.

## Industry Clusters



Food, Beverage, Fishing, and Seafood



IT Systems and Products



Environmental Management



Water Transportation,  
Distribution & Logistics



Healthcare





# QUESTIONS?

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