



Executive Director's Report — September 2019

Greetings! Hard to imagine that summer is coming into the rear-view mirror. It is time once again to give a quick high-level monthly summary of the forward momentum in our area and for the Acadiana Region. As a parish, we saw slight improvements in two of our key forward indicators; unemployment and sales tax collections.



August St Landry Composite Sales Taxes Collection
<ul style="list-style-type: none"> • \$ 5,736,230 August 2019 • \$ 5,892,714 July 2019 • \$ 5,608,199 August 2018 • \$ 5,007,393 August 2017

July St Landry Unemployment Comparisons
<ul style="list-style-type: none"> • July 2019 6.6 % - June 6.8 % • July 2018 7.3% • July 2017 7.3 % • July 2016 8.9 % • July 2015 8.5 %

This month we continue to track inputs on the area housing market through following a recent article on September 12th in the Acadiana Advocate by Adam Daigle on an interview with Bill Bacque. Here is some content from the article:

Home sales in both Lafayette Parish and Acadiana took a significant jump in August, data shows. The 553 homes sold last month in Acadiana was also the most reported for August, breaking the old mark of 492 two years ago, data shows. The \$112,390,316 in dollar volume was also the highest reported for August, breaking the old mark of \$94,284,933 four years ago.

The dollar volume of sale reported in Acadiana in August was the second highest reported this year and keeps pace with last year's record-breaking year that topped \$1 billion. Last year the dollar volume topped \$100 million only three months, and August was the fourth month in 2019 to top that mark.

Mortgage rates fell to a three-year low last week, sliding to 3.82% for a 30-year conventional mortgage, according to the Mortgage Bankers Association, down from 3.87% the previous week. Mortgage applications increase by 2% from the week earlier on a seasonally adjusted basis. The low interest rates are helping drive local homes sales, Bacque noted.

Home sales outside Lafayette Parish were 338 in St. Landry Parish, up from 292 a year ago; 336 in Iberia Parish, up from 261 a year ago; 237 in St. Martin Parish, up from 211 a year ago; and 174 in Acadia Parish, up from 152 a year ago.

Again, this is an important trend to follow with the economic picture for St Landry and other outlying parishes. Quality residential roof tops are a catalyst for a population mix that becomes desirable for companies that compete on a national and international scale with complex products and equally complex business models.

We hope these thoughts provide some value and would welcome your thoughts, or additional insights into these areas of conversation. We at SLED and its affiliate entities thank you for all you do and look forward to working with all of you through the second half of 2019 to create further positive momentum while building sustainable foundations for future growth.

The SLED Team

Communications

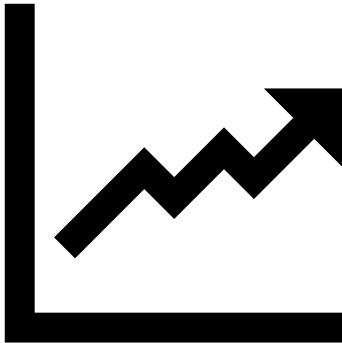
In August, we **stated** the process of doing an overall assessment of our communication platforms among all our boards, as well as some partner entities with the team of Klout9. Part of this assessment has been going through the library of articles in the We're Moving Forward Campaign to see which articles still offer value for video content creation. We plan to come to each of the boards in Oct with an update on this effort, to share the strategies developed in this process, and to talk to each board about how they can individually make a difference with this campaign.

The video creation component of the campaign has already started and will aggressively continue through the month of September.

A quick at a glance snapshot show some of the preliminary progress we are already seeing on social media platforms.




There have been 121 articles written for this campaign to shine a light on positive things happening in St. Landry Parish. While we are no longer loading articles into the site, we will be including these and future articles into the newly developed opportunitystlandry site, so people can continue to hear more about some of the great things happening in our area.



POST ENGAGEMENT +12,300%
POST REACH +4878%
NEW PAGE LIKES +1,200%

LINKEDIN www.linkedin.com/st-landry-economic-development

UNIQUE VISITORS +80%
NEW FOLLOWERS +400%
POST IMPRESSIONS +119%



Twenty-two St. Landry Parish projects announced over the past 45 months have created

- 1,228 new fulltime jobs.
- Retention of 540 existing jobs.
- Creation of at least 430 indirect jobs
- Support of an estimated 7,345 temporary constr. jobs
- 319 Million in direct construction investment

Who's Growing?

In total we are tracking 16 project inquiries. The end of the list are recent wins, the early list are projects that have a 90% or better of success. FTE is full time employee. Capex is investment in property and equipment. Projects that have been soft announcements are indicated below and include updates to the graph to the left.

Project Doughnut – Area recruitment, in state expansion. 3.5m capex, 15FTE's (quarter public announcement anticipated)

Project Link – Area expansion. 10.5m capex, 25 FTE's (Pending October Public Announcement)

Project Ride – In state expansion, area recruitment 9m capex, 55FTE's (Currently in construction, **Team Honda**.) Anticipate October Announcement. Part of the Gateway Plaza Project as well.

Project Clean – Recruitment. 2.3m capex. 25 growing to 50 FTE's (Project is now hiring. Working to coordinate timing on a formal announcement) **Westport Medical**. Not reflected in count. Public Announcement anticipated in October

Project Wrench – Area expansion, .9m capex, 12FTE's (Soft announcement in construction

Project Gateway - This is a large multi-use development project in the central parish on a 100-acre site. **Lily Pad Pediatrics**, in construction, multiple new medical facilities anticipated to be in

construction in 2019. Not reflected in count. Ribbon cutting anticipated for October.

Project Greenleaf – Recruitment, Capex 2.75m, 25FTE’s. Building acquisition process now being negotiated with a local municipality. Potential 4th Quarter Announcement.

Project Blackpool – Recruitment, Capex 500m, 110 FTE’s. Capital partners now being solidified. Project capitalizes heavily on existing multi-model resources.

Recent Announced:

Project Anchor – Expansion 2.5m capex 45 FTE’s, 15 retained **Geaux Bear Development**.

Project Belt – Area expansion. 2.1m capex 15 FTE’s (**Noble Plastic Expansion** at Opelousas Site)

Project Boost – Area expansion/retention. 107m capex, 5 FTE’s, 90K Annual, 8 Indirect Jobs, 800 Temp Constr. **Delek Refinery Alkalization Facility**.

Project Drop Off - Area expansion. 1.5m capex, 10FTE’s **Dixie Storage Expansion**

Project Vista – Area expansion, **Delek Refinery**, 156.5m Capex, or more, and 30 FTE creation, 90k Annual Salary, 48 indirect jobs, and up to 1500 temp construction jobs. 200 FTE retained.

SLP Homestead Location Expansion/DCG Relocation/Expansion Ceremonies held in August.

Business Outreach (BERG)

We continue ongoing conversations driver employers in area. This includes roughly 25 companies. It is not uncommon for our group to engage with them multiple times on challenges they may be having through the year that may affect their competitiveness, or growth potential. We often become their bridge with government entities

Key Parish Employer Contacts

- Delek Refinery - Savoies Foods
- C&G Container - Wal Mart Distribution Center
- DCG Insurance - Prairie Construction
- Dixie Storage - Evangeline Downs
- Giles Automotive Group - Piggly Wiggly Stores
- Sunland Construction - Noble Plastics
- Med Express - Gaubert Oil
- Riceland Crawfish - Acadian Medical Group
- Opelousas General - MANCO Containers
- Design Precast - Lemoyen Timber
- Gaienne Lumber - Courville Toyota
- Stage Retail - Lowes Opelousas

Area Development



Vision St Landry - has been focused on advocacy and support for core areas has included:

- Improving education (SLP District Plan and Efficiency Evaluation)
- Redevelopment of downtowns (Opelousas DDD, Eunice Planning)
- Development of the I-49 Corridor (CSLEDD, GCEDD, Midway, Gateway Plan)
- Building leadership capacity – Vision Member in Training Consideration

Vision St. Landry will hold its next meeting on September 30th. One of the key focuses of this meeting will be a presentation by a firm specializing in best practice for the economic development nationally on doing an in-depth survey of up to 90 business CEO's within the area on their expectations and needs for the future. This kind of effort would then validate the activities and strategies included in the economic development strategic plan.



The Central St Landry Economic Development District, CSLEDD - Continues to progress with implementing their 2018 priorities and aggressively moving into 2019. These include:

- Improving wastewater capacities to the north and south
 - The land acquisition for a wastewater facility plant to south end of the district has been completed.
 - The plant design process is now underway with a project timeframe of 4 – 6 months.
- Maintenance of the grounds and trash along the I-49
 - The lawn maintenance and litter abatement schedule for 2019 remains on task.
 - Spot litter abatement around intersections of 1-90, Creswell Lane and Judson Walsh has been delayed, but should start in September.
 - Herbicide treatment has begun and near completion for aprons and rail pads
 - The tree trimming and mulching on all sides of Hwy-190 and I-49 is complete. Please remember to check on the difference when you go by.

- Lighting along the I-49
 - Harry Guilbeau – Project is to a punch list stage and at 95% completion installed all lighting at interchange will be complete, including LED.
 - Creswell Lane/I-90 – Retro and refurbishing at interchanges Lighting Bid Proposal upgrading light fixtures to LED has been bid and a contractor has been selected for Creswell.
 - Judson Walsh Exit – Permitting for the exit will be handled through the Baton Rouge Office. The estimated cost to complete new lighting at interchange is \$1.35 million – \$1.5 million. The district has authorized Morgan Goudeau & Associates to proceed forward with preliminary analysis.

- Master planning the EVD Property.
 - Update included on the regular board agenda.
 - Active conversation with RV developers as well as commercial site developers with active tenants having an interest in the area.
 - October presentation to CSLEDD Board and possibly Boyd Gaming Executive Team for the release, or option of property of highest interest by developers in the plan.

The Downtown Development District Board (DDD) – Their recent progress includes:

- Consultant proposals for an ODDD Master Plan on were made in August by 3 firms 2019.
- Plans have been reviewed in detail by the board’s selection committee and SLED Team.
- Recommendation to the full board on September 20th for consideration of final selection.
- TAP Grant for courthouse sidewalks still pending.
- Phase I Environmental of the New Life Center is now in progress

In the Region



One Acadiana - SLED takes an active leadership role in many of the *One Acadiana Committees* and board efforts. The committees include:

1. *Site Development Committee – Increased the number of certified sites in the region from 3 to 14. St. Landry currently has the most certified sites in the region.*
2. *Urban Revitalization and Development Committee – Focusing on carrying forward many of the systemic lessons learned by the leader’s exchange group that visited Greenville in March.*

3. *Transportation Infrastructure Committee – Focused largely on moving forward the priorities in infrastructure included in the RIVR Report created by this committee.*
4. *Government Affairs Committee – Tracks key legislative and political influences that could adversely impact the business development, education, infrastructure or other growth inhibitors for area businesses.*
5. *Workforce Development Committee – Champion of the 55 by 25 Project designed to get workers more prepared through two-year degree and certifications for tomorrows work force.*



Acadiana Planning Commission (APC) We regularly engage on a broad range of planning and related efforts that include:

- The I-49 Midway Corridor Project
- New Life Center Environmental Evaluations
- Sunset/Grand Coteau MPO related projects
- The Opportunity Zone Investment Program Presentations (Recent White House Visit)
- St Luc Hospital Repurpose Alternatives



AEDC, Acadiana Economic Development Council:

Economic development professionals from 7 Parishes focused on making progress on issues that impact all the parishes in Acadiana, particularly in the parishes surrounding Lafayette. This group works to find solutions to common challenges faced by the economic development leaders in Acadiana and host monthly board meetings that facilitate these actions.

Educational Progress



District K-12 Education: We continue our work with Patrick Jenkins, St Landry Parish Schools Superintendent, his staff and the SLP School Board through efforts that include:

- Partnership in a Shop Local campaign designed by the communication team at the district
- Presentation in recent convocation event on education as a pillar of community.
- Direct support of the SLPS JAG Program.
- Continuing advocacy support for St. Landry Parish Schools Plan Strategic Plan.
- Advisory Board for the OHS Bio-Med Academy
- Supporting leadership to establish a St Landry Parish Foundation.
- Recognizing of career and technical teachers and administrators of the year for the past school year.
- Active in selecting the students of the year for the past school year.
- Partnered with JD Bank for the Junior Achievement financial literacy program at Opelousas Middle School.



T.H. Harris: The TH Harris enrollment figures are up again in for the fall. We continue to work with the TH Harris on:

- The new LPN/RN Program supported by SLED was official announced with its initial cohort session for fall 2019.
- SLED Scholarship through Vision St Landry for 2019/2020.
- Continue with Quarterly meetings with key leadership of SLCC to discuss currents needs and standings.
- Regularly meet to identify critical area workforce shortages and proactive educational solutions, which has led to current considerations for CDL Training in Opelousas.



LSU-Eunice: LSU-E looks to increase its enrollment with to increase for fall with to over 3000-students. Our engagement includes:

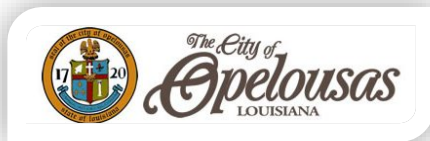
- An active member of the LSUE Board of Advisors
- Active member of the LSUE Business Management Advisory Committee
- Upcoming LSUE Tri-Parish Social
- SLED Scholarship through Vision St Landry for 2019/2020.
- LSUE Chancellor Search Committee. New Chancellor, Dr Nancy Sorenson named as Chancellor in June.
- Continued discussion with developers on area student/housing projects.

Community/Cultural Development



Eunice: Multiple planning efforts and initiatives through effort led through:

- The Eunice Strategic Plan, which was facilitated by a team from SLED, was unanimously approved presented at the July 2019 Eunice City Council.
- Ongoing work with the Eunice ED Committee on site development and OZ next steps
- Ongoing meetings with LSUE, the LSU Real Estate Foundation and developers on student housing project potential.



Opelousas: Multiple planning efforts and initiatives through effort led through:

- Area economic development district, CSLEDD initiatives
- Area economic development district, ODDD initiatives
- Secondary and post-secondary education direct support
- Midway Corridor Project monthly working group and policy meetings.
- New Life Center reuse coordination.
- Opportunity Zone session with the White House Office of Recovery Management.

Arnaudville: Multiple efforts associated with the cultural economy including:

- Continued input and guidance on plans for the St Luc Hospital, which includes helping to get support for phase II environmental reviews and future uses.
- Establishment and management of Creative Placemaking Task Force
- Received revised design for Phase I of the project: "The Sculptural Pathway." This included dimensions and installation under the Hanging Garden Project.
- Community planning efforts were featured in Southern Lifestyle Magazine

Grand Coteau: Ongoing efforts include:

- Midway Corridor Project monthly working group and policy meetings.
- Leading capital outlay requests to fund the roundabout traffic solution at Exit 11.
- Using our government affairs team expedite roundabout design.
- Promotion of the Blue Andrus Certified Industrial site
- TAP Grant coordination for pedestrian access through the business corridor

- Promoting and engineering plan for overhead lighting at the Exit 11 interchange

Sunset: Support of the town through:

- Midway Corridor Project monthly working group and policy meetings.
- Assistance in promoting MPO project call request for a 182 Resurfacing Project.
- Cultural economy projects; including the Old Sunset High and the Sunset Arena
- Continued promotion of the Blue Andrus Certified Site.

Port Barre:

- Working on additional pad development in the Port Barre Industrial Park.
- Project Greenleaf assistance building disposition assistance
- Established boundaries for an area economic development district

Washington:

- Midway Corridor Project monthly working group and policy meetings.

We have 9 tenants in the Business Center that include

- Boone Speech and Learning Services
- Miracle-Ear
- Magnolia Community Development Corporation
- Victory Manufacturing
- WIOA 40
- Mind and Body Connections, LLC
- St. Landry – Evangeline United Way
- Infinity Back-Ground Chex
- Starr Staffing, LLC

The Business Center

The Business Center now has more than 26 employees in working out of the Center in addition to hundreds of persons visiting the center in some capacity each month. On average, the CAVE room is getting used several times per week.

We are continuing our work with on-going facility upgrades and are waiting work on an additional LBIA Grant application for additional building improvements. If approved, this will allow for renovations in the center of the building. We recently replaced the mother board in for our front sign which is now again 100% operational.

The last LSBDC, ULL SBDC counseling session was held on September 25th, 2019. The next sessions will be held on Sept 10th. Services are available to any business, are confidential, and are free.

Grants Update

Capital Outlay - In concert with our Government Affairs team we have been engaged with the Parish and CSLEDD on capital outlay funding for wastewater capacity projects along I-49. We now have 1.395m that has been secured for the new wastewater facility in Harry Guilbeau area. We plan to be in construction of a fully enclosed wastewater treatment facility to the south in early 2020. We have also been successful in securing 2.67m that will be targeted for the construction of a new roundabout at the Exit 11 Interchange.

- We are currently working with our governmental affairs team to coordinate capital outlay requests to be submitted by November 1st for the 2020 Legislative Session.

The 2019-2020 LBIA Grant of \$25,000.00 grant application for facility improvements has been submitted. We anticipate a formal response in September.

We continue partnership work with Grand Coteau on their DOTD TAP Grant designed to address the accessibility and safety of pedestrian transportation in the business district area.

We continue with local partners TAP Grant for the two (2) sidewalks along W. Landry Street between the intersections of S. Market Street and S. Court Street. A final design is to be submitted to DOTD in the 3rd quarter of 2019 by the Cities engineering firm.



Training Opportunities

SLED is committed to paying the tuition of board members, or a limited number of elected officials in the area to participate in the next basic economic development courses. We anticipate that there will be a basic course offered through LIDEA in New Orleans in January of 2020. Details are still not available, but the course will likely cover the following topics:

- Managing the Economic Development Organization; Ethics in Economic Development; Transportation and Logistics; Real Estate Development and Reuse; Community Development; Understanding Retail; Workforce Development; Marketing and Attraction; Finance /Incentives; Strategic Planning; Small Business & Entrepreneurship

Upcoming Meetings

- Opelousas DDA Board Meeting, 9 a.m. on Sept 20th, SLED Bldg.
- Central St. Landry EDD Board Meeting, 8:30 a.m. on October 10th, SLED Bldg.
- Vision St Landry Board Meeting, September 30th, SLED Bldg.
- Midway Corridor Working Group September 19th, 12:00, SLED Bldg.