

Annual Report 2012

St. Tammany
EDEF
ECONOMIC DEVELOPMENT FOUNDATION



Stuart McAvoy
STEDF President
 UPS, Government Sector Solutions
 Development Manager

Bruce Clement
STEDF Vice-President
 Slidell Memorial Hospital,
 Chief Operating Officer

Stella Helluin
STEDF Treasurer
 Nolan Power Group, Human Resource
 Manager/Assistant Controller

Nixon Adams
 Mandeville Planning & Zoning
 Commission, Chairman-Zoning

David “Dave” Anderson
 Retired Senior Vice President,
 Hancock Bank

Martin Bruno, Jr., FAICP

Mayor Mike Cooper
 City of Covington

Shelby P. LaSalle, Jr.
 Shelby P. LaSalle, Jr., Owner

Ron Lee
 Ron Lee Homes, Owner

Trilby Lenfant
 St. Tammany Parish, Intergovernmental
 Relations Director

Peter J. Link
 First Bank and Trust, Executive Vice
 President, Loan Portfolio Manager

Ivan Miestchovich, Jr., Ph.D., CEcD
 University of New Orleans,
 Institute for Economic Development
 & Real Estate Research,
 Director and Associate Professor of
 Finance

Daniel “Danny” R. Schaus
 Cleco Power, LLC, Director of
 Governmental Services

Eric Schouest
 Cleco Power, LLC, General Manager
 Eastern District

As the St. Tammany Economic Development Foundation begins a new year, we look back with pride at our accomplishments and with enthusiasm for what lies ahead. 2012 saw more than \$70 million in economic impact from our projects, and we are approaching a measurable \$1 billion in economic impact on the St. Tammany Parish economy over the last 10 years.

We saw several major projects come to fruition, including the groundbreaking of the Associated Wholesale Grocers warehouse in Pearl River, a 720,000-square-foot facility that will bring 300 permanent jobs to our parish when it opens later this year. Indeed, economic data—which we track and publish quarterly in our Trends Report—show we have fared much better than the state and nation during the recent recession. While unemployment hit double-digits in many places, it remained at a healthy level here. Business startups continue apace, and the housing market is showing signs of growth.

But we don’t rest on the successes of the past. At any given time, we have about 40 projects in progress, and some, such as AWG, take years to complete.

More than ever, we are focused on business retention. Keeping our economy healthy and our job growth steady involves more than just reaching out to our new businesses and encouraging them to locate here, although that is vital to our mission. It also involves nurturing the businesses that are already here, helping them succeed by navigating state incentive programs, offering free educational opportunities and coordinating with municipal, parish and state officials as advocates for local businesses of all sizes.

Our main goal for 2012 was to expand St. Tammany’s inventory of certified sites, which are parcels of land ready for development. Louisiana Economic Development has already certified five such sites in St. Tammany. Additionally, Cleco, which in 2010 launched its SmartSites program, is working to certify two more sites. Sites successfully completing Cleco’s program will be promoted by Cleco nationwide as available, fully served and developable. We are also working with local landowners and developers to identify 100- to 250-acre tracts of land to keep the process virtually continual.

While many of our efforts are behind the scenes, the impact can be seen everywhere in St. Tammany, from major construction projects to increased housing sales as new families move here to follow new jobs. Of course, nothing exists in a vacuum, and responsive local governments, comprehensive rezoning, low crime and quality education are all factors in our work—factors to which we contribute in a variety of ways.

Sincerely,

Brenda Bertus
 CEO

About St. Tammany EDF

The St. Tammany Economic Development Foundation (STEDF), a non-profit corporation and politically unaffiliated, is recognized as the lead economic development organization for St. Tammany Parish. STEDF seeks to improve the quality of life in the parish by strengthening and supporting the business climate in the region.

Our Services

Site Selection Services

- Locates sites that meet business partner specifications
- Coordinates meetings and negotiations
- Maintains database of available site locations

Demographic Statistics & Publications

- Customizes individual information products
- Publishes 10-Year Economic Summary, Parish Profile, and Quarterly Economic Trends Report
- Reports and information available online at www.stedf.org

Retention Program

- Makes on-site visits to resident businesses and industries
- Facilitates problem resolution
- Hosts Business Assistance Forums

Support

- Facilitates federal, state and local incentives
- Acts as both a liaison and an advocate with local governments and regulatory agencies
- Assists in finding resources
- Supporting Workforce Development Efforts
- Provides business counseling services through Southeastern Louisiana University's Small Business Development Center, Manufacturing Extension Partnership of Louisiana (MEPOL), and Louisiana Procurement Technical Assistance Center (LA PTAC)

Projects

STEDF achieved important wins in new business development, retention/expansion, and job creation throughout the year. Thirteen projects reached completion in 2012 generating \$44.1 million in investments, representing the retention of 301 jobs and creating 701 new jobs. Six of the completed projects were expansions. Some of the 2012 completed projects include:

Capstone Logistics - Capstone Logistics provides performance workgroup solutions for distribution and manufacturing. The \$100,000 project, located in Pearl River, created 25 new jobs.

Continued on next page →

STEDF Staff

Brenda Bertus
CEO

Tracy Clanton
*Executive Assistant/
Economic Development Specialist*

Michael Tomlinson
Economic Development Specialist

Ronda Sides
Information & Events Coordinator

Other Members Of Our Team

James Hartman
Communications Director
James Hartman & Associates

John Borland
Economist
Borland Econometrics



STEDF/Northshore Legislative Alliance Business Forum – March 20, 2012

STEDF and the Northshore Legislative Alliance partnered to jointly host a Business Forum Luncheon. Pictured from left: Trilby Lenfant, St. Tammany Parish Government; Dino Paternostro, Northshore Legislative Alliance; Bruce Clement, Slidell Memorial Hospital; Shelby LaSalle, GEC, Inc.; Guest Speaker: LED Secretary Stephen Moret; Eric Schouest, Cleco; Brenda Bertus, STEDF; unidentified; Representing Northshore Business Council as Luncheon Sponsor: Larry Rase, Northshore Business Council and Kelly McHugh; Kelly J. McHugh & Associates.



SEDC Annual Conference – August 5-7, 2012

All smiles at the Southern Economic Development Council Annual Conference in Myrtle Beach, South Carolina. Pictured from left: Slidell Mayor Freddy Drennan, Brenda Bertus, STEDF and Skip Smart, Louisiana Economic Development.

2012 Investors

City of Covington
 City of Mandeville
 City of Slidell
 Cleco Power, LLC
 Express Employment Professionals
 Gilsbar, Inc.
 LaPorte CPAs & Business Advisors
 Louisiana Workforce Commission
 Mele Printing
 Northshore Business Council
 IBERIABANK
 Paternostro Bros. Joint Venture Real Estate
 Poitevent Interests
 St. Tammany Parish Home Builders Association
 St. Tammany Parish Government
 Stirling Properties
 Washington-St. Tammany Electric Cooperative
 Wegmann-Dazet & Co.



Senator Mary Landrieu Hurricane Isaac Tour – 9-25-12
 STEDF coordinated with Senator Mary Landrieu to hold a meeting with businesses affected by Hurricane Isaac. Front row from left: Constance Monroe, Water Street Bistro; Sara Adams, The Lake House; Dawn Davis, Morton's. Back row from left: Denis Bechac, Mandeville City Council & Old Mandeville Business Association; Tony Monroe, Water Street Bistro; Mayor Peter Gitz, Town of Madisonville; US Senator Mary Landrieu; Brenda Bertus, STEDF; Gary Nicosia, GEI Electrical Contractors; Mayor Donald Villere, City of Mandeville; Chuck Sabadie, Lincoln Investment Planning

Projects (*Continued*)

Panera Bread – Panera Bread, located in Covington, is a bakery-café known for freshly baked artisan bread. This \$1.25 million project created 50 new jobs.

101 Mobility – 101 Mobility, located in Covington, provides quality mobility products. This \$30,000 project created 2 new jobs.

International Paint – International Paint, located in Slidell, provides protective coatings. This \$150,000 project created 20 new jobs.

PrideStaff – PrideStaff, located in Slidell, is a national staffing services and employment agency providing temporary staffing and recruiting for multiple industries and job openings. This \$10,000 project created 2 new jobs.

Greatwide Logistics Services – Greatwide Logistics Services is a transportation company located in Pearl River. This \$500,000 project created 150 new jobs.

Expansions

Diversified Foods & Seasonings, Inc. – Diversified Foods & Seasonings, a specialty foods manufacturer located in Madisonville, completed an \$8 million plant and equipment expansion.

Jackson Cabinetry – Jackson Cabinetry, a manufacturer of fine-custom furniture located in Covington, completed a \$120,000 expansion.

MECO, Inc. – MECO, Inc., an international water treatment company serving the defense, petroleum and pharmaceutical sectors broke ground near Abita Springs on an \$11.3 million facility that will create 127 new jobs and retain 81 jobs. The company is currently located in Covington.

Mele Printing – Mele Printing, the largest commercial printer in the metro New Orleans area, recently expanded their printing operations with the purchase of a \$2.4 million five-color printing press. Mele is located in Covington.

Trinity Marine Products, Inc. – Trinity Marine Products, a leading manufacturer of barges used to transport cargo on U.S. inland waterways located in Madisonville, completed a \$5 million expansion that created 245 new jobs and retained 158 jobs.

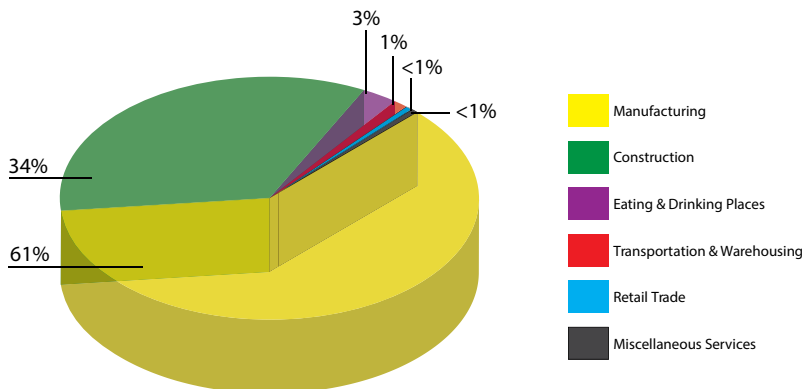
Retention

In 2012, 133 retention visits were performed representing 3,586 existing jobs. Of these visits, 55 were to Hurricane Isaac affected businesses in Madisonville, Mandeville and Slidell. The purpose of these visits is to assess the well-being of our existing firms and to provide assistance through outreach and educational opportunities. Many of the expansion projects listed above were identified during a retention visits.

Active Projects

At year's end, STEDF was working 38 active projects, in various stages of development, representing potentially \$303.4 million in investments, 424 existing jobs and 3,809 new jobs. These projects will be carried over to 2013.

**2012 STEDF Combined Economic Impact
of 13 Completed Projects**



Highlights & Achievements

- Brenda Bertus met with Donald Cravins, staff director and chief counsel to U.S. Sen. Mary Landrieu, to discuss the importance of federal programs in funding small businesses. Landrieu is chair of the Senate Committee on Small Business and Entrepreneurship; Cravins visited St. Tammany Parish to meet with local officials and economic development leaders. Brenda discussed the importance of the Small Business Innovative Research (SBIR) program, the State Trade and Export Promotion (STEP) project, and the need for continued funding for Small Business Development Centers.
- STEDF coordinated with Senator Mary Landrieu to hold a meeting with businesses affected by Hurricane Isaac. Additionally, STEDF visited 55 Hurricane Isaac affected businesses in Madisonville, Mandeville and Slidell to provide important business recovery information.
- For two months, STEDF housed a Small Business Administration Business Recovery Center (BRC) to assist businesses impacted by Hurricane Isaac. The BRC provided business owners the opportunity to meet one-one-one with SBA representatives to apply for disaster recovery assistance.
- Responded to 20 Requests for Proposals (RFPs) representing more than \$949 million in potential investments and 3,931 potential new jobs. Five of the responses led to site visits. Nine of the RFP's are active projects representing a potential \$165.5 million investment and 2,030 new jobs.
- Conducted 11 Site Visits for prospects interested in relocating to St. Tammany.



STEP Seminar – June 28, 2012

STEDF partnered with Southeastern Louisiana University's Small Business Development Center to host a Business Assistance Forum discussing the State Trade & Export Promotion (STEP) grant program.



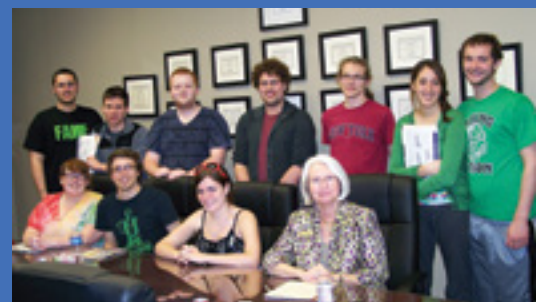
Small Business & Entrepreneurship Meeting - April 20, 2012

Jeanne-Marie Ganucheau, Smart Growth Coordinator for U.S. Senator Mary Landrieu; Don Cravins, Staff Director & Lead Counsel for Senate Committee for Small Business and Entrepreneurship; and Brenda Bertus, STEDF meet to begin coordination for a Small Business Summit.



Louisiana Economic Development Incentives Workshop – April 11, 2012

There was a great turn out for the Louisiana Economic Development (LED) Incentives Workshop jointly hosted by STEDF, LED & Southeastern Louisiana University's Small Business Development Center.



Indiana University AmeriCorps Volunteers – March 12, 2012

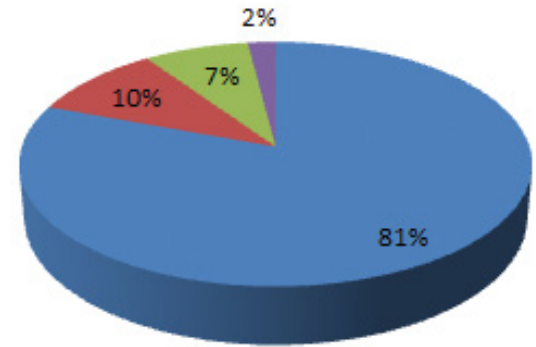
STEDF CEO Brenda Bertus (seated, right) gave a presentation on economic development in St. Tammany to a group of AmeriCorps volunteers from Indiana University.

Highlights & Achievements (Continued)

- NMD, Inc., a Northshore based technology firm, was awarded “Technology Product of the Year” at the 2012 Governor’s Technology Awards for the New Orleans region for Emerge®, a popular, comprehensive e-marketing product used by businesses and government entities throughout Louisiana. NMD was nominated by STEDF for this award.
- St. Tammany leads Louisiana parishes in number of Certified Sites and number of available sites/buildings on LED’s site database. Of the 29 Certified Sites statewide, five of those sites are in St. Tammany. We continue to meet with landowners and realtors to increase both the number certified sites and number of available sites/buildings in the state database. We continually contact landowners and realtors to explain and encourage them to list their properties on LED’s site database; therefore making us more competitive in winning new projects. To date, St. Tammany has 108 sites/buildings listed.
- Hosted five Business Assistance Forums:
 - “Louisiana Going Global,” , focused on various aspects of exporting, presented by representatives from LSU’s Louisiana & Business Technology Center.
 - “LED Business Incentives Workshop & Clinic,” discussed program rules and application processes for a variety of programs and incentives, presented by representatives from Louisiana Economic Development.
 - “Effective Facebook Techniques for Businesses,” highlighted landing pages, page design, deals, analytics, best practices, contests and much more, presented by Brian Walker, Owner of 5 Stones Media. This event was so popular we hosted it twice!
 - “State Trade & Export Promotion (STEP) Grant Program,” informed participants about a new export grant program called STEP that provides reimbursements for expenses related to entering new markets. The program was presented by Southeastern Louisiana University’s Small Business Development Center.
- CEO Brenda Bertus celebrated 10 years with STEDF. She was hired in July 2002 and since then the organization has seen tremendous growth in operations, success and scope.

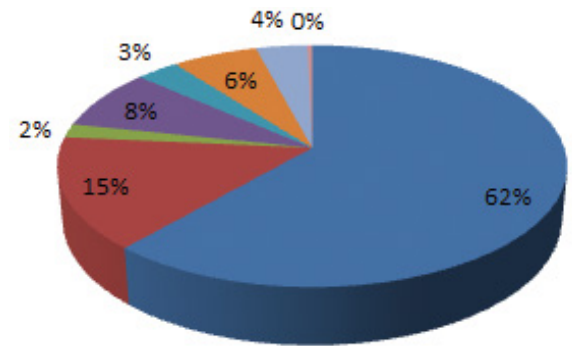
STEDF 2012 Budget

Revenue*



District Support	\$331,250
Parish/Municipal Support	\$40,083
Investments	\$31,200
Other Income	\$8,290
Total	\$410,823

Expenditures*



Salaries & Benefits	\$273,687
Office Overhead	\$66,793
Advertising/Marketing	\$8,201
Professional Fees	\$36,215
Seminars/Training & Travel	\$14,052
Demographics & Dues/Subs	\$28,023
Contract Labor	\$16,826
Other	\$1,535
Total	\$445,332

Non-Recurring Revenue*

Non-Recurring Revenue	\$10,000
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Non-Recurring Expense*

Non-Recurring Expense	\$28,414
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* Unaudited figures

St. Tammany Development District

The St. Tammany Parish Development District is a political subdivision of the state created by the Legislature to foster business development through the issuance of bonds and by taking other steps necessary to advance sustainable commerce. The St. Tammany Economic Development Foundation is the management arm for the St. Tammany Parish Development District.

District Bond Projects

A significant portion of the District's economic development work involves helping private entities finance their projects. In the past nine years, the District has issued more than \$836 million in private activity bonds and industrial revenue bonds to finance 19 projects that have generated 1,588 jobs in St. Tammany Parish.

PROJECT NAME	BOND AMOUNT	NEW JOBS	PURPOSE
Diversified Foods & Seasonings	\$15,380,000	75	Manufacturing Facility-Madisonville
Folger Coffee Company	\$25,000,000	90	Distribution Facility-Lacombe
Florida Marine Transporters	\$25,000,000	100	Marine Vessels-Mandeville
Main Street Holdings	\$5,400,000	225	Main Street Center-Slidell
Main Street Holdings	\$2,600,000	N/A	Main Street Center-Slidell
Florida Marine Transporters	\$49,074,000	N/A	Marine Vessels-Mandeville
Tammany Middle	\$7,800,000	150	Former Wink, Inc. Building-Covington
Rooms To Go	\$45,000,000	300	Distribution Facility-Pearl River
1077 Properties LLC	\$2,240,000	40	Tammany West Multiplex Office Building-Covington
BCS LLC	\$3,680,000	80	Hwy. 1077 Retail Complex-Covington
112/59 Properties, LLC	\$3,310,000	200	Hwy. 59 Retail Complex-Mandeville
Slidell Development Co., LLC	\$25,000,000	50	Summit Fremaux Development-Slidell
Tammany Holding Company, LLC	\$15,000,000	50	Lakeshore Marina Development-Slidell
Florida Marine Transporters	\$39,151,000	N/A	Marine Vessels-Mandeville
Florida Marine Transporters	\$107,265,000	32	Marine Vessels-Mandeville
Champagne Beverage	\$23,000,000	35	Distribution Facility-Madisonville
Associated Wholesale Grocers	\$75,000,000	161	700,000 sf Distribution Facility
Florida Marine Transporters	\$263,435,000	N/A	Marine Vessels
Florida Marine Transporters	\$104,131,000	N/A	Marine Vessels
TOTAL	\$836,466,000	1,588	

District Commissioners

Chadwick Collings

District Chairman

Milling Benson Woodward, Partner

Peter J. Link

District Vice-Chairman

First Bank & Trust, Executive

Vice-President, Loan Portfolio Manager

Bill Davis

District Treasurer

Slidell Memorial Hospital, CEO

Keith Baker

Slidell Oil Co., LLC

Brenda Bertus

St. Tammany EDF, CEO

Honorable Patricia Brister

St. Tammany Parish, President

Martin Bruno, Jr., FAICP

Jason Cobb

Lakeview Regional Medical Center, CEO

Randy Lawshe

H&R Block

Peter Egan

Egan Healthcare

Eric Schouest

Cleco Power, LLC, General Manager

Eastern District

Luther Traylor

Retired Finance Director, Naval

Meteorology & Oceanography Command

Michal Tusa

Sutton, Alker & Rather, Attorney



Louisiana Going Global Business Assistance Forum – January 24, 2012

STEDF partnered with the LSU LBTC to present a "Louisiana Going Global" Business Assistance Forum. Pictured from left: Terry Looney, Gulf Coast Bank & Trust; Kristi App, J.W. Allen & Co. Inc.; Brenda Bertus, STEDF; Linda Clark, Kean Miller Law Firm; Sandro Murtas, Export Solutions Group, Office of International Trade, US SBA; Shannon McCormick, LBTC



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Brenda Bertus 10 Year Anniversary – July 20, 2012
STEDF CEO Brenda Bertus is presented with a token of appreciation by STEDF Vice-President Bruce Clement for 10 years of service.



East St. Tammany Chamber of Commerce Business & Community Showcase – April 12, 2012
STEDF Economic Development Specialists Michael Tomlinson and Tracy Clanton working the STEDF booth at the East St. Tammany Chamber's Business & Community Showcase.



District Chairman Honored – July 12, 2012
STEDF CEO Brenda Bertus presents outgoing St. Tammany Parish Development District Chairman Danny Schaus with a Chairman's Plaque for his service.