

TANGIPAOA ECONOMIC DEVELOPMENT FOUNDATION

Economic Development is the process of creating an environment conducive to increased business investment and job creation.

TEDF's Mission is to identify opportunities and lead efforts to attract new jobs and investment, enhance the climate for retention and expansion of existing business, address education and workforce development needs, and provide advocacy for economic development public policy on behalf of all Tangipahoa Parish citizens.

Our Strategic Aims

- Attract new jobs and investment
- Enhance the climate for retention and expansion of existing business
- Address education and workforce development needs
- Provide advocacy for economic development public policy

TEDF Vision Statement (2004) "One Parish – One Shared Vision"
Tangipahoa Parish will build on its strategic location, existing infrastructure, quality of life, and business and educational institutions to provide quality jobs for its citizens and their children, and retain a balance between the Parish's beauty and new development while becoming a desired location for new business and a prosperous location for its citizens.

TEDF MASTER PLAN (11-15-07)

STRATEGIC GOALS

GOAL I - MARKETING:

Develop and implement marketing and informational programs and initiatives that promote Tangipahoa Parish as a location to live, work and operate a business.

Objective A. LED LIAISON: Establish regular liaison with Louisiana Economic Development Department; maintain periodic contact with them to promote development opportunities and to be certain that Tangipahoa Parish is adequately represented in the State's responses to development inquiries and opportunities.

Objective B. REGIONAL LIAISON: Maintain contact and working relationship with GNO, Inc., Florida Parishes Economic Development Association, East Florida Parishes Retirement District, Entergy Economic Development Organization, Port of South Tangipahoa (Manchac) and other regional groups to develop a highly-visible, coordinated, regional marketing campaign.

Objective C. MARKETING MESSAGE & MEDIA: Identify the Parish's assets for its targeted industries and create marketing material that focuses on those assets that can be used as part of a comprehensive marketing program.

Objective D. INTERNAL MARKETING: Develop and maintain a comprehensive informational campaign for Tangipahoa Parish citizens that inform them of the Parish's development assets, issues and needs.

Objective E. TEDF IMAGE: Implement and maintain a program of regular news releases dealing with business success stories, expansions and resources to foster a positive image that

encourages further business development. Maintain regular contact with Daily Star, Amite-Tangi Digest, Kentwood News Ledger, North Shore Reporter, local television and radio and other media to promote a positive growth image for Tangipahoa Parish.

Objective F. RESIDENTIAL MARKETING: Identify and maintain a working relationship with realtors, homebuilders and residential developers to encourage their consideration of Tangipahoa Parish as a location for residential and retirement development.

GOAL II BUSINESS DEVELOPMENT:

Work with citizens, businesses, educational and governmental partners to enhance Tangipahoa Parish's desirability and strength as a business location, and support the attraction and development of quality jobs with career opportunities for our citizens.

Objective A. BUSINESS RECRUITMENT: Develop and implement programs that strengthen the Parish's competitiveness in attracting quality jobs and businesses.

Objective B. TARGET INDUSTRY IDENTIFICATION: Work with state, regional and local development groups to identify new industry targets as business changes in our area. Current concentration should be on distribution, light manufacturing and assembly, agriculture and forestry, tourism, port related industries and service industries.

Objective C. TARGET INDUSTRY WORKFORCE IDENTIFICATION: Work with state and regional development groups such as DOL, WIA-20, etc. and regional educational institutions such as Tangipahoa Parish School, LTC, SLU, etc. to identify the workforce skills needed for the target industries so that workforce development providers can develop, implement or revise training to meet their changing needs.

Objective D. RETENTION & EXPANSION: Develop and implement programs and initiatives aimed at encouraging and assisting Tangipahoa Parish businesses to grow and expand and to assist

them in becoming even more competitive, and that help them expand their employment opportunities for Tangipahoa Parish citizens.

Objective E. BUSINESS VISITATION PROGRAM: Develop and implement an ongoing business visitation program that results in information gathering from key Parish businesses that help identify opportunities for growth and threats that need to be addressed. Work to identify funding to increase staff for retention.

Objective F. BUSINESS EXPANSION FACT SHEET: Develop and distribute a fact sheet for businesses that provides specific information about expansion incentives and anecdotes of successes to inform local business about expansion resources and to encourage their use.

Objective G. TEDF VISIBILITY: Maintain high visibility and community involvement so that local businesses know to contact TEDF for assistance in business start-up or expansion, or for any assistance in operation. Set up a quarterly e-mail newsletter to be sent to the full board and others.

GOAL III WORKFORCE DEVELOPMENT:

Partner with and support the efforts of those working to develop the Parish's workforce to meet the changing needs of an increasingly competitive work environment and to provide greater career options for Tangipahoa Parish citizens.

Objective A. SLU PARTNERSHIP: Maintain a positive relationship with Southeastern Louisiana University as a partner in Tangipahoa Parish's and the North Shore's planned development. Identify economic development initiatives planned by SLU, have TEDF support and participate in those initiatives.

Objective B. TECHNICAL COLLEGE PARTNERSHIP: Maintain a positive relationship with Louisiana Technical College – Hammond Area Campus to help provide workers for existing and targeted businesses.

Objective C. ELEMENTARY & SECONDARY PARTNERSHIP: Maintain a positive relationship with Tangipahoa School Board to instill work ethics and student comprehension of life-long learning and its relationship to successful careers and work opportunities. Assemble and distribute data throughout the Parish schools that relays the connection between education, job skills, job performance and personal income.

Objective D. LA DEPARTMENT OF LABOR PARTNERSHIP: Maintain a positive working relationship with LDOL by participating in Job Fairs, Employee training opportunities under IWTP, DOL Rapid Response Team Activities, DOL Work Keys Program, etc.

Objective E. WORKFORCE INVESTMENT BOARD PARTNERSHIP: Maintain a positive working relationship with the local Workforce Investment Area (WIA – 20) organization by understanding and promoting their programs and services in the Parish.

Objective F. EMPLOYER WORKFORCE DEVELOPMENT SUPPORT: Develop and distribute a Workforce Development Program Fact Sheet as a service to Parish employers to inform them about programs available to them and their employees that can be used to enhance workforce productivity and competitiveness.

GOAL IV: INFRASTRUCTURE DEVELOPMENT:

Work with elected officials and partner with landowners, stakeholders, and other development organizations to implement planning that results in desired growth and job development within the Parish.

Objective A. LAND USE EDUCATION AND PLANNING: Support Parish and municipality initiatives directed at planned growth and the most effective and compatible uses of land and resources.

Objective B. LAND USE PLANNING PROCESS: Identify the issues and benefits related to land use planning, and St. Tammany and others' experiences in initiating and implementing such programs so that

TEDF can develop a formal position with regard to the need for land use planning in Tangipahoa Parish.

- Objective C. LAND USE PLANNING REDINESS:** Meet with elected officials in the Parish to provide TEDF’s findings on land use planning, to determine the interest in creating a master land use plan for the Parish similar to the one created in St. Tammany Parish, and to determine how TEDF might assist in that initiative.
- Objective D. TARGETED INFRASTRUCTURE IMPROVEMENT:** Work with the Parish and Municipalities to identify and address the most pressing infrastructure issues affecting development and to support infrastructure programs with a high potential for positive development.
- Objective E. INFRASTRUCTURE PRIORITIES:** Work with local business partners, infrastructure providers (e.g., utilities and State Highway Department) and Parish officials to identify and prioritize the infrastructure projects that have the highest potential for new business attraction or that support the growth of existing businesses and the creation of more quality jobs for Tangipahoa Parish citizens.
- Objective F. INFRASTRUCTURE LEGISLATIVE SUPPORT:** Meet with local elected officials and area legislators to ensure that they are aware of the highest priority infrastructure projects throughout the Parish.
- Objective G. BUSINESS PARK DEVELOPMENT:** Seek and exploit partnering opportunities with municipalities to create fully developed business parks that will serve as assets for business development.
- Objective H. BUSINESS PARK OPTIONS:** Identify how TEDF might legally partner with or assist municipalities, and the Parish, or private investors in developing business parks within the less developed areas of the Parish.
- Objective I. BUSINESS PARK FUNDING:** Identify potential public and private funding sources available for developing rural business parks so that TEDF and/or their partnering communities can apply for grants and low interest loans to purchase land and install infrastructure.

GOAL V. TEDF RESOURCE DEVELOPMENT:

Develop and implement programs and initiatives that provide adequate funding for comprehensive and aggressive development programs on behalf of Tangipahoa Parish and its citizens.

Objective A. ORGANIZATIONAL DEVELOPMENT: Examine and clarify TEDF's mission and role as it relates to other local and regional development groups, update its by-laws, and recruit and involve more members in TEDF's work so that the staff's efforts and successes are increased and magnified.

Objective B. MEMBERSHIP PRACTICES REVIEW: Continually review existing membership practices to include recruitment, fees, activities, and participation and make recommendations to the TEDF Board for an enhanced membership drive and benefits package.

Objective C. TEDF BY-LAWS REVIEW: Review and revise the organization's by-laws to be certain that board configuration, duties and responsibilities, member mentoring, assignment, duties and privileges, and committee configurations are aligned so that TEDF can realize its full potential.

Objective D. MEMBERSHIP RECRUITMENT: Implement an enhanced membership recruitment and involvement program that increases the number of TEDF members and their participation in TEDF events.

Objective E. MEMBERSHIP ASSIGNMENT: Develop and implement membership mentorship and "team assignment" process that helps TEDF identify membership talents and potential and results in matching those capabilities to TEDF project teams. Establish "Teams" for: Membership, Bylaws, Marketing, etc.

Objective F. FINANCIAL RESOURCES: Develop and initiate programs that provide financial resources for TEDF and its development initiatives.

Objective G. PUBLIC FINANCE SUPPORT: Review TEDF's legal and tax status with counsel to determine what public funding options may be open to TEDF including increased public support.

Objective H. FORMALIZED GRANT ID AND WRITING: Identify and implement procedures and processes that result in searches for public and private grants and grants being written to support TEDF's development activities.