



Annual Review 2019

St. Bernard

ECONOMIC DEVELOPMENT FOUNDATION

Booming Downriver.



St. Bernard

ECONOMIC DEVELOPMENT
FOUNDATION

LETTER FROM THE **EXECUTIVE DIRECTOR**



Meaghan McCormack

2019 was an incredible year for St. Bernard Parish. More rapidly than ever, the Parish is positioning for long-term sustainable economic growth as a result of the steady increase in private-sector investment, local entrepreneurship and new jobs.

Along with that, St. Bernard is experiencing an unprecedented level of residential development. In the first half of 2019 alone, the Parish saw an 11% jump in sales prices for single-family homes. This is one of the largest increases in the metro area according to data compiled by the New Orleans Metropolitan Association of Realtors and the Gulf South Real Estate Information Network. SBEDF is a proud partner of Sold on St. Bernard and will continue to champion our parish as a great place to live, work, and play.

In 2019, SBEDF hosted a number of special guests and events to showcase the opportunities and successes the business community is seeing. We did a board tour of NASA's Michoud site, an investor soirée at the historic Ford Plant in Old Arabi, and welcomed Acting Administrator Chris Pilkerton of the United States Small Business Administration to tour our small but growing businesses located in St. Bernard Parish.

And gratefully, the Parish and EDF earned well deserved recognition for impact. Our Executive Director was featured by Biz New Orleans as one of the top five economic development leaders in the region and invited to share the challenges, successes, and insight as to what's to come for the parish. SBEDF was also proud to see Mrs. Rita Gue, President of the Arlene & Joseph Meraux Foundation receive the 2019 Institutional Leadership Award from the International Economic Development Council. The recognition is one of the most prestigious honors given in the field of economic development and brings international attention to the ongoing economic development efforts of St. Bernard Parish. The award signals to professionals within the industry that our community is a leader in a collaboration-based approach to business attraction and retention.

In my humble opinion, the time has never been better to invest in St. Bernard. Highlights from 2019 include significant improvements to infrastructure and the St. Bernard Port, Harbor & Terminal District, a grant for Nunez Community College's aerospace lab and STEAM makerspace, an incredibly successful Economic Development Week and Shop Small Week, the grand opening of many great businesses, and the relocation of the Zeitgeist Multi-Disciplinary Arts Center — which features programming ranging from alternative films and creative music to live performances and community events.

This list represents the work of the small but mighty team at SBEDF, but it is not possible without our many investors, community partners, board members, and without your commitment to the work of the St. Bernard Economic Development Foundation. We appreciate the trust and confidence you extend to us.

With gratitude,

Meaghan McCormack



MEAGHAN MCCORMACK
Executive Director

PROGRAMS & INITIATIVES

OUR PROGRAMS



Startup St. Bernard

Schmelly's Dirt Farm, a compost collection and processing company, won the fifth annual Startup St. Bernard pitch competition. Held in conjunction with NOEW, Startup St. Bernard showcases the parish as a premier location for startups to thrive. The Meraux Foundation and SBEDF were joined by a deep bench of partners working together to provide a prize package valued at over \$100K.



Shop Small Week

For the third year, Small Business Saturday was expanded to a week-long "Shop Small" campaign in partnership with American Express, the St. Bernard Chamber, the Old Arabi Neighborhood Association, the St. Bernard Parish Office of Tourism, and over 30 businesses. SBEDF administered a passport incentive program in which local shoppers who made purchases at over 5 or more locations were eligible to win over \$1,000 in prizes.



Grow St. Bernard -

Grow St. Bernard, powered by SBEDF and the St. Bernard Chamber, took place in the spring of 2019. The six-part educational series provided valuable information to new, growing, and pre-revenue businesses. Sessions included presentations from entrepreneurs and notable guest speakers on workflow success strategies, bookkeeping, digital marketing trends, and employee engagement. Eleven businesses were recognized for completion of the program.



Film St. Bernard

Film St. Bernard, a local tax incentive established to grow and mature the creative media sector, attracted nearly \$2.7 million in local expenditures with many more productions in the pipeline. Feature films included "Underwater" by Fox and "The Domestics" by MGM.



Retail Attraction

SBEDF focuses on retail development to capture sales tax leakage to neighboring parishes and improve the quality of life in St. Bernard. Each year, SBEDF attends the International Council of Shopping Centers RECon, the largest retail real estate convention in the world, to highlight the opportunities in St. Bernard with targeted retailers and developers.



Working on the Water

Working on the Water (WOW) is an initiative designed to inform fishermen on how they can use their unique skills to explore new work opportunities and increase revenues in a volatile industry. In 2019, SBEDF released an informational circular campaign for this segment.



ENCOURAGING
GROWTH

SUPPORTING DEVELOPMENT



PUBLIC POLICY

THREE OPPORTUNITY ZONES

Economic Development Tool

Three Opportunity Zones, a new federal economic development tool based on the deferral and reduction of capital gain liability, were awarded to St. Bernard Parish after SBEDF worked with regional and state partners to recommend census tracts for the program.

TIGER GRANT

Chalmette Slip Reconstruction

\$13 million federal TIGER Grant awarded to the St. Bernard Port, Harbor and Terminal District to help reconstruct the Chalmette Slip, the lone deep draft calm water slip on the lower Mississippi River originally constructed in 1907. The total project construction cost is estimated to be \$30 million.

ADDITIONAL PROJECTS

Supporting Our Community

SBEDF provided letters of support for various other projects including:

- Bayou La Loutre Ridge Restoration and Marsh Creation project in eastern St. Bernard Parish
- Regional Innovation Alliance's application for the U.S. Economic Development Administration (EDA) Regional Innovation Strategies i6 Challenge Grant
- GNO, Inc.'s GNOu programming grant application for the EDA
- Creative Alliance of New Orleans' application for the National Endowment for the Arts Our Town Grant.



Photo opposite page

View of the St. Bernard Port, Harbor & Terminal District.

Photo left

U.S. Senator Bill Cassidy; St. Bernard Port, Harbor and Terminal District Executive Director Drew Heaphy; and 2014-2019 SBEDF Executive Director Andrew Jacques.

BUSINESS DEVELOPMENT

Material assistance includes identifying an original lead, or assisting in at least one of the following areas: (1) business incentives, (2) site identification / selection, (3) market research, (4) key business introductions, (5) zoning permitting assistance, (6) public relations, or (7) any other assistance that materially and positively impacts a business' ability and decision to locate, expand, or grow in St. Bernard Parish.

Photo top left

Entrance of the St. Bernard Parish Hospital in Chalmette, LA.

Photo bottom left

View of the Domino Sugar refinery in Chalmette, LA from the Mississippi River

Photo bottom right

The Amazement Center, one The Ranch Film Studio's stage spaces.





BOASSO GLOBAL

Boasso Global, an international tank container industry service company headquartered in Chalmette, experienced overseas growth and implemented a rebrand to reflect their expanding global presence.



DOMINO SUGAR

ASR Group, owner of Domino Sugar was recognized by Walmart for their commitment to local manufacturing and job creation as part of Walmart's 10-year commitment to buy an additional \$250 billion in products supporting American jobs by 2023.



HOLLYWOOD TRUCKS

On the heels of the creation of the Film St. Bernard tax credit, Hollywood Trucks expanded into St. Bernard with a location at the Ranch Film Studios. Hollywood Trucks is the fastest growing entertainment transportation company in the world.



SHOE DEPT. | ENCORE

National footwear retailer Shoe Show Inc. grew its presence in St. Bernard by nearly doubling its retail space and expanding its Shoe Dept. Encore storefront.



VALERO

Valero invested \$11 million in St. Bernard Parish to consolidate the plant's administrative operations with the construction of a new administration building adjacent to the Meraux refinery.



THE RANCH

The Ranch Film Studios, one of the largest film and TV production studios in Louisiana, with over 200,000 sq. ft of production space on 27 acres of land, completed a major million-dollar renovation to interior sound stages and revamped the campus façade.



ST. BERNARD PARISH HOSPITAL | OCHSNER HEALTH SYSTEMS

The St. Bernard Parish Hospital managed by Ochsner (SBPH), saw over 75,000 patients in 2019. More than \$1 million in capital improvements are planned to ensure SBPH continues to grow to meet the healthcare needs of the residents of St. Bernard Parish.



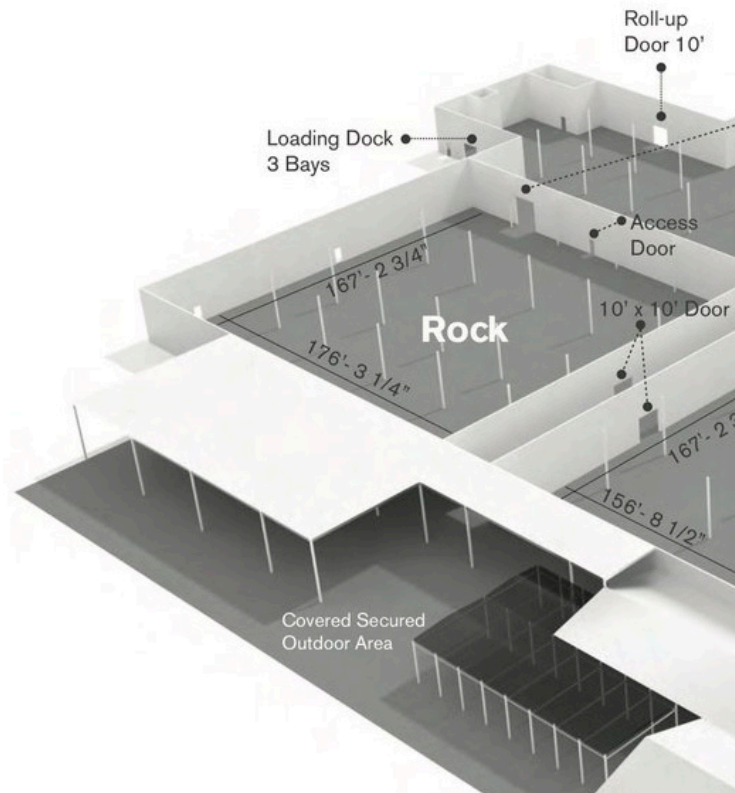
WHO DAT COFFEE CAFÉ

In mid-2019, Who Dat Coffee Café opened its second location in Chalmette, complete with a full-service coffee bar, pastries, salads, quiches, and sandwiches. Owner Craig Nero worked with the property owner to revitalize an old building and raise the bar for surrounding businesses and property owners.



ZEITGEIST MULTI-DISCIPLINARY CENTER

Thanks to the efforts of the Meraux Foundation and others, the Zeitgeist Multi-Disciplinary Center, the premier alternative film institution in Metropolitan New Orleans and beyond, decided to relocate to St. Bernard. This is yet another example of the blossoming Old Arabi Cultural Arts District.



CELEBRATING **ST. BERNARD**



2019 HIGHLIGHTS



SMALL BUSINESS GROWTH *25 New Business Openings in 2019*

Grand openings for **Big Easy Blasting, Family Health & Wellness, UrgENT and Muddy Miss Studio** were some of over 25 new businesses to open in 2019. A diverse blend of retail, restaurants, and specialty business openings are leading the revitalization of St. Bernard's commercial core along Judge Perez Drive.



INFRASTRUCTURE IMPROVEMENTS *Nearly \$100 Million in St. Bernard Improvements*

St. Bernard Parish Capital Projects and Coastal Departments advanced nearly \$100 million in improvements throughout St. Bernard Parish. Projects included road resurfacing, drainage upgrades, new parks and greenspace, marsh creation and reforestation, and a variety of beautification endeavors.

The St. Bernard Port, Harbor and Terminal District was awarded \$200K in funds from the Delta Regional Authority to replace and modernize their wastewater treatment facility at the Chalmette Terminal. This project will improve sanitary services to the port's tenants and reduce overall operational costs for the Port. It is also projected to retain 400 jobs. SBEDF was honored to partner with the St. Bernard Port, Harbor and Terminal District in authoring the grant.

Photo left

Startup St. Bernard
2019 Winners.



CORPORATE ATTRACTION AND EXPANSION *Job Creation at Top St. Bernard Employers*

St. Bernard's top employers including Associated Terminals, Boasso Global, Chalmette Refining and Ochsner all added jobs in 2019. SBEDF's Business Retention & Expansion Program provides assistance with incentives, lead generation, and site selection for a variety of businesses via one-on-one confidential meetings.



WORKFORCE DEVELOPMENT *Launch of Aerospace Manufacturing Center*

Nunez Community College launched its Aerospace Manufacturing Center to provide skilled technicians for Boeing and NASA's growing Orion Project at the nearby Michoud Assembly Facility.

Nunez Community College was granted a \$150K investment from the Delta Regional Authority that will be used to develop and expand their Aerospace Manufacturing Center and STEAM maker space, preparing students for high-wage careers in the technical fields. This investment is projected to create 20 new jobs, retain 10, and will enable Nunez to train 100 individuals for in-demand careers. SBEDF is proud to have introduced the funding opportunity and consulted Nunez on the grant application.

2019 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE MEMBERS

Sean Warner – Chair

Gulf Coast Bank & Trust Co.

Zeljko Franks – Vice Chair

Associated Terminals

Drew Heaphy – Treasurer

St. Bernard Port, Harbor, & Terminal District

Bill Haines – Secretary

The Meraux Foundation

Joseph S. DiFatta Jr. – Past Chair

St. Bernard Parish Sheriffs Department

Kim Keene

St. Bernard Parish Hospital | Ochsner Health Systems

Deborah D. Keller – Immediate Past Chair

Deborah D. Keller & Partners

Walter J. Leger, Jr. – At-Large/ Past Chair

Leger & Shaw Attorneys and Counselors

VOTING APPOINTED BOARD MEMBERS

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St. Bernard Tourist Commission

LisaMarie Brandon

Rain CII

Cindi Meyer

State Farm Insurance

Mindy Nunez Airhart

Southern Services & Equipment

Ross Gonzales

St. Bernard Port, Harbor & Terminal District

Frederick J. Sigur Jr.

Frederick J. Sigur Investment Company

Honorable Robert Buckley

34th Judicial District Court, Division A

Cullen Tonry

St. Bernard Bar Association

Al Claude

New Orleans Metropolitan Association of Realtors

Taryn M. Rogers

Valero

Elizabeth Ellison-Frost

PBF Energy

Pamela Ferbos

Entergy

Terri Cerniglia

Capital One Bank

Rachel L. Nunez

Hancock Whitney Bank

Kevin Reichert

St. Bernard Community Foundation

Jeff Pohlmann

Today's Ketch Seafood

George Barisich

United Commercial Fisherman's Association

VOTING MEMBERS/ PUBLIC OFFICIALS

Parish President Guy McInnis

St. Bernard Parish Government

Councilwoman Wanda Alcon

St. Bernard Parish Council

Dr. Tina Tinney

Nunez Community College

Superintendent Doris Voitier

St. Bernard Parish Public Schools

HONORARY MEMBERS

James Pohlmann

St. Bernard Parish Sheriffs Department

Jaylynn Turner

St. Bernard Parish Assessor

Senator Sharon Hewitt

Louisiana State Legislature

Senator J.P. Morrell

Louisiana State Legislature

Representative Ray Garofalo

Louisiana State Legislature

Diana Dysart

St. Bernard Parish School Board

Randy Nunez

Clerk of 34th Judicial District Court

Perry Nicosia

St. Bernard Parish District Attorney

Katie Tommaseo

St. Bernard Parish Office of Tourism

2019 INVESTORS

TOP INVESTOR



DIAMOND INVESTORS



IMPACT CHAMPIONS



PARTNERS



BUILDERS

Adams and Reese LLP
Atmos Energy

Boasso Global
Capital One Bank

Cox Communications
Hancock Whitney

Palmisano
Park Investments, Ltd.

COMMUNITY COLLEAGUES

BaumTech
Bill Haines
Cindi Meyer
Cindi Meyer Agency
Deborah D. Keller
and Partners, LLC

Doris Voitier
Drew Heaphy
Frederick J. Sigur
Investment Company
Jessica Reab
Joseph DiFatta

Katherine Lemoine
Kim Keene
Leger & Shaw Attorneys
and Counselors
Mark Heck
Nunez Community College

Ross Gonzales
Sean K. Warner
Zeljko Franks

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