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### **Economic Development In St. Tammany Takes On New Identity**

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ST. TAMMANY PARISH, La. –The St. Tammany Parish Development District, the lead economic development organization for St. Tammany, has taken on a new identity as the St. Tammany Corporation. This new name is the first step in a series of efforts towards realigning the organization's focus with the modern economic development industry.

"St. Tammany Corp. represents a new chapter and a new focus for economic development in St. Tammany," said CEO Chris Masingill. "The name and logo tell you who we are and what we are doing. We are building a roadmap and charting a new course. We are energetic, proactive and forward-looking. We are focusing on our competitive advantages for growing vibrant economies: our quality of life, our geographic location, our friendly business climate and our talented workforce, all in a unified St. Tammany."

Of those competitive advantages, St. Tammany's unique infrastructure and its wellness-minded community inspired the themes distilled in the new logo.

"The three interstates that intersect in St. Tammany get national attention, and recreational amenities like the Tammany Trace make the parish distinct and attractive," said Marty Mayer, vice president of the Board of Commissioners. "If we're targeting distribution companies or information technology companies, this logo is going to speak to their interests."

St. Tammany Corp. is taking measures to identify the best strategies for targeting businesses and practicing economic development in St. Tammany Parish. In July, the organization requested proposals for a comprehensive strategic plan. By the end of 2018, St. Tammany Corp.'s mission and vision will expand significantly, aligning with the updated priorities and goals outlined in the plan. St. Tammany Corp. will continue to support vibrant economies—but the scope of its work will evolve alongside the evolving industry of economic development.

"This is a business-friendly identity for a business-friendly organization," said Bill Davis, president of the Board of Commissioners. "When we're marketing the parish nationally, this is going to stand out. It's fresh, it's unique and it creates a sense of place from the first glance."

The St. Tammany Parish Development District was created through legislation. It retains its legal name and the powers of a political subdivision as outlined. The modernized St. Tammany Corp. will be a full-scale, lead economic development entity for St. Tammany Parish that blends the powers of the district with the vision and toolkit of an expanded organization.

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**About St. Tammany Corporation:** As the lead economic development organization for St. Tammany, the St. Tammany Corporation functions as the comprehensive resource center for business services throughout the parish. The services provided by the St. Tammany Corporation include, but are not limited to, business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany.