



ST. TAMMANY CORPORATION IMPACT REPORT



**ST. TAMMANY
CORPORATION**
The Economic Development Organization for St. Tammany

2022



This document serves as the report for the St. Tammany Parish Development District program of work for July 1, 2020, through December 31, 2022.





WELCOME

A Letter from Chris Masingill, CEO

Four and a half years at St. Tammany Corporation have flown by, and our pace and our outcomes have only accelerated. Our first report captured the initial reboot of economic development in St. Tammany, the launch of our five-year economic development plan, THRIVE2023, and our initial response to the pandemic. This report provides an opportunity to reflect on the components of the strategic plan that have been implemented, the increased capacity of St. Tammany Corporation, and the unique programs and initiatives created and brought to fruition by the economic development organization while living through the realities of the post-pandemic landscape and contending with two very active hurricane seasons. All the while, my results-driven, goal-oriented, mission-focused management philosophy has remained steadfast, and that is reflected in our implementation of the strategic plan elements.

St. Tammany Corporation believes that the process matters as much as the outcome. This mantra is demonstrated in how we cultivate partnerships, facilitate programs, and manage projects across industries and scale. During the timeframe covered in this Impact Report, our team has worked on significant projects requiring comprehensive research, focused due diligence, sincere understanding of best practices, and detailed coordination and facilitation of dynamic partnerships of local and regional stakeholders. St. Tammany Corporation's commitment to our vision of being the destination of choice for businesses, talent, and families is reaffirmed daily, and it is my honor to lead this organization as we thrive together.

Sincerely,

A handwritten signature in blue ink that reads "Chris Masingill". The signature is fluid and cursive.

Chris Masingill, CEcD
Chief Executive Officer



REFLECTION FROM THE BOARD PRESIDENT

A Letter from Marty Mayer

In 2019, the newly formed St. Tammany Corporation developed a bold and forward-thinking strategic plan, THRIVE2023. Due to our diligent implementation of the plan, the results reflected in this Impact Report truly demonstrate an inflection point in economic development in St. Tammany.

St. Tammany Corporation, with a steadfast vision and an innovative mindset, has diligently implemented the elements of the THRIVE2023 strategic plan and explored creative and thoughtful ways to approach the needs of the local landscape. Even more remarkable is that all of these accomplishments occurred during a period of time that saw a global pandemic and multiple active hurricane seasons, unforeseen crises that required St. Tammany Corporation to take on new and unexpected leadership initiatives. The depth, breadth, and level of sophistication of the staff was greatly enhanced, and their ability to stay focused while also adapting to the challenges was truly impressive.

The outcomes of these efforts are best captured in the various collaborative efforts led and facilitated by St. Tammany Corporation engaging a wide array of stakeholders. From the Northshore Regional Resiliency Collaborative EDA grant and the logistics corridor project to the two three-year pilot programs encompassing St. Tammany, Tangipahoa, and Washington Parishes—Northshore Healthscape and STartUP Northshore—St. Tammany Corporation is cultivating an environment where partnership, possibilities, and prosperity can flourish.

As my time as Board President comes to an end, I am immensely proud of how the lead economic development organization in St. Tammany has evolved. In 2019, we set forth a bold vision for what the organization could be, and St. Tammany Corporation continues to rise to the occasion with a dedication to relationships, relevance, and results. I look forward to the final year of THRIVE2023 implementation and what lies ahead for St. Tammany Corporation. I am confident that the future is bright.

Sincerely,

A handwritten signature in blue ink, appearing to read "Marty Mayer", with a long horizontal flourish extending to the right.

Marty Mayer,
Board President (2020 – 2022)
St. Tammany Parish Development District Board of Commissioners

TABLE OF CONTENTS

4 Welcome	8 Mission. Vision. Thrive.	12 2022 Economic Impact Numbers	20 Economic Development	20 Advance St. Tammany Technical Assistance	26 By The Numbers	28 Partnerships
---------------------	--	--	--------------------------------------	--	-----------------------------	---------------------------

54
Board and Staff

52
Through
the Lens

50
Thrive Capital
Investors

48
Strategic
Partners

46
Awards and
Recognition

44
STartUP
Northshore

42
Special Projects

40
RESTORESTAMMANY.COM

38
INVESTSTAMMANY.COM

34
Telling The
St. Tammany Story

30
Strategic
Initiatives

32
Workforce
Development

An aerial photograph of a river winding through a lush, green forested area. In the background, industrial buildings and a dock with several boats are visible. The sky is a clear, bright blue.

MISSION. VISION. THRIVE.

The vision of St. Tammany Corporation is to strategically align the economic landscape in St. Tammany to be the destination of choice for highly-skilled talent and business formation, attraction, expansion, and retention.

Our organizational values are encompassed in the acronym **THRIVE**.



Transformational

We intend to move our relationships with business and industry beyond the transactional level, to truly build relationships, partnerships, and coalitions that are transformational—ones that transform the capacity of St. Tammany as a business destination.

Honesty

Honesty and integrity are paramount in economic development. We must clearly articulate our scope, services, value, and impact as an economic development organization.

Results-Driven

We aim to move past inputs and outputs and to truly celebrate outcomes. We can produce results-driven work by utilizing our data tools to best understand exactly where our community is right now and creating a program of work that moves the needle toward positive outcomes, resulting in a more competitive community for business, industry, and talent.

Intentional

We aim to be intentional with our initiatives, programs, resources, and capacity. We want to engage in high-value activities that align with our biggest economic development opportunities for sustainable economic growth.

Vital

The economic development organization is vital to the maintenance and growth of the quality of life we hold dear in St. Tammany. We serve as the truth-teller of the economic vitality of the parish.

Engaged

The economic development organization must be engaged directly with all relevant local, regional, and state partners, while remaining ahead of the curve on international, national, and regional economic development industry trends and best practices.

As economic development practitioners, we must be engaged in lifelong learning, in active listening to constituents and partners, and be aware of the threats to the local, regional, and state economy.

**CAPACITY.
SOPHISTICATION.
COMPETITIVENESS.**

THRIVE2023

In February 2019, the Board of Commissioners adopted THRIVE2023, St. Tammany's 5-Year Economic Development Strategic Plan. This strategic plan has guided our efforts, actions, and investments as an organization, and we have remained steadfast in our implementation of the focus areas. Throughout the pandemic and across multiple active hurricane seasons, the principles and focus areas of THRIVE2023 have been our North Star and are reinforced by both data and direct experiential feedback from local business and industry.

Our implementation priorities have been to enhance capacity, sophistication, and competitiveness across all four focus areas of the plan:

1. ORGANIZATIONAL EFFECTIVENESS

Creating a High-Performing Economic Development Organization

2. BUSINESS DEVELOPMENT

Harnessing Location and Innovation as Key Drivers of Success

3. CROSS-CUTTING STRATEGIES

Building Community Competitiveness

4. MARKETING & COMMUNICATIONS

Telling the St. Tammany Story

St. Tammany Corporation's body of work is facilitated in direct alignment with the priorities of THRIVE2023 and these efforts are showcased throughout this Impact Report. Our bold, collaborative, and intentional approach to the implementation of THRIVE2023 has provided opportunities for the economic development organization to serve as a convener and facilitator of programs and initiatives throughout the region, advancing our vision in an impactful way.

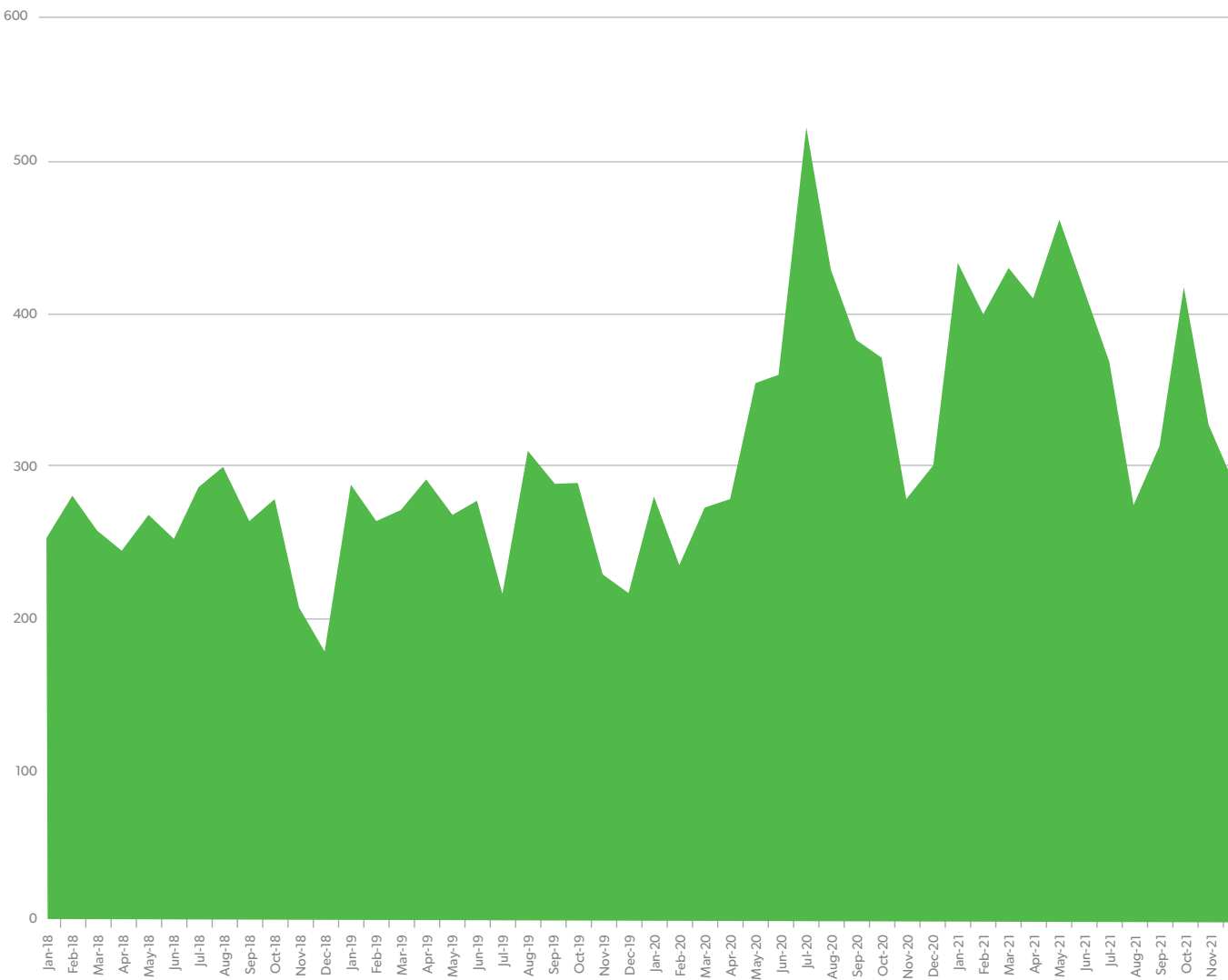


2022

Economic Impact Numbers



ST. TAMMANY PARISH NEW BUSINESS INCORPORATIONS BY MONTH 2018 – 2022



Source: Louisiana Secretary of State

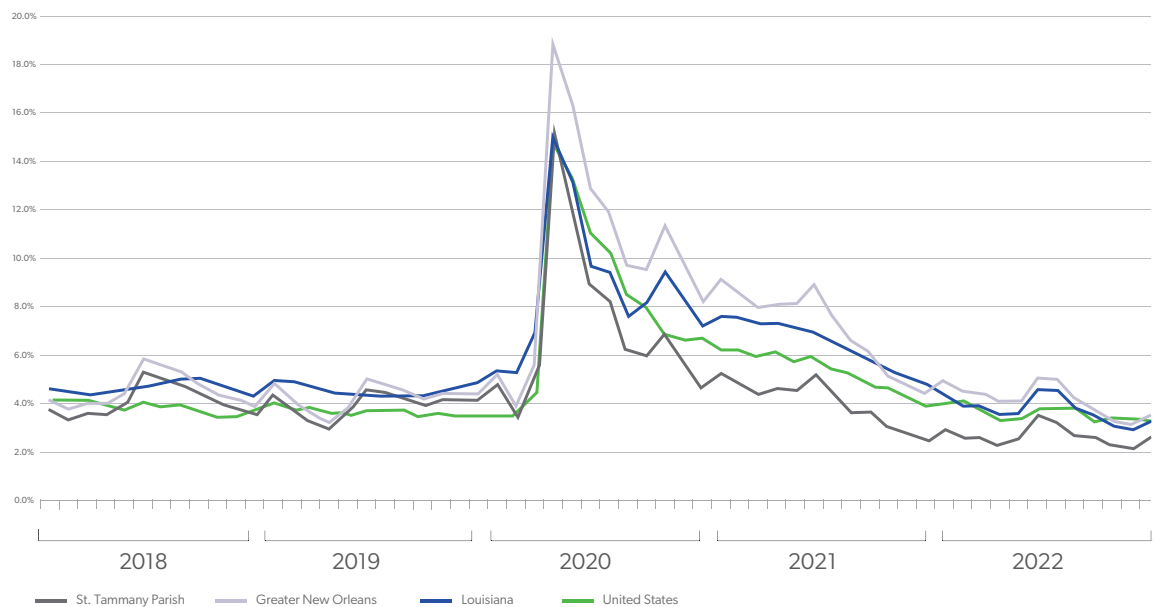


TARGETED INDUSTRIES IN 2022

	JOB	GROWTH RATE (2017–2022)	EARNINGS PER JOB	GROSS REGIONAL PRODUCT
TRANSPORTATION, DISTRIBUTION, & LOGISTICS	8,004	16%	\$100,368	\$1.7 billion
SCIENTIFIC & TECHNICAL SERVICES	7,352	21%	\$79,682	\$880.2 million
HEALTHCARE	14,036	7%	\$65,988	\$1.04 billion
PROFESSIONAL & BUSINESS SERVICES	12,597	1%	\$86,910	\$2.5 billion

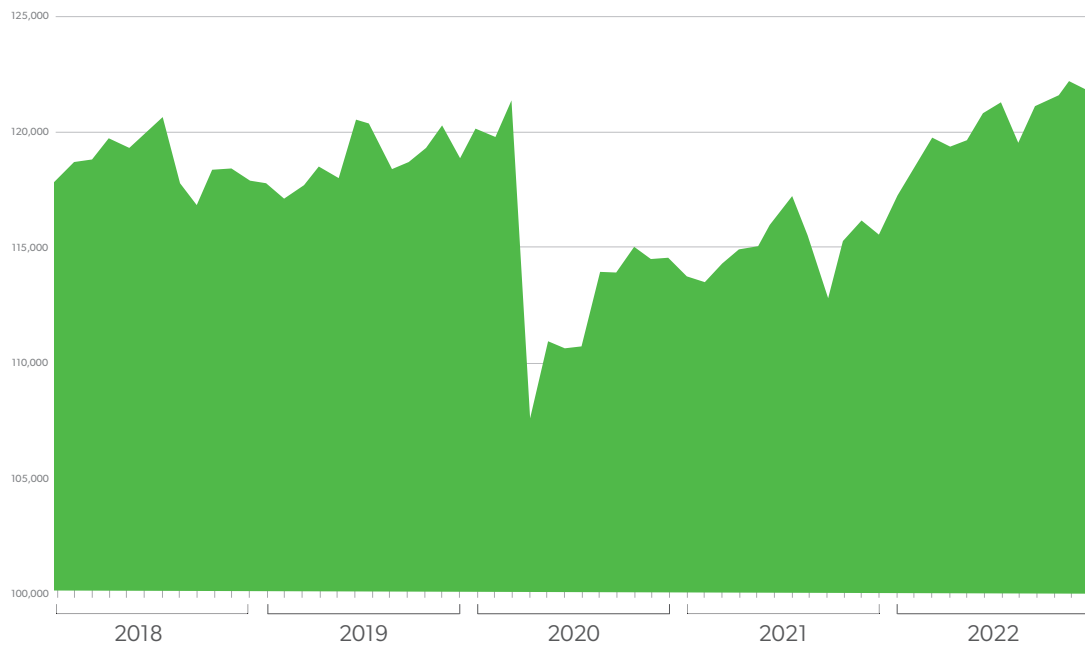
Source: St. Tammany Corporation

UNEMPLOYMENT COMPARISON 2018 – 2022



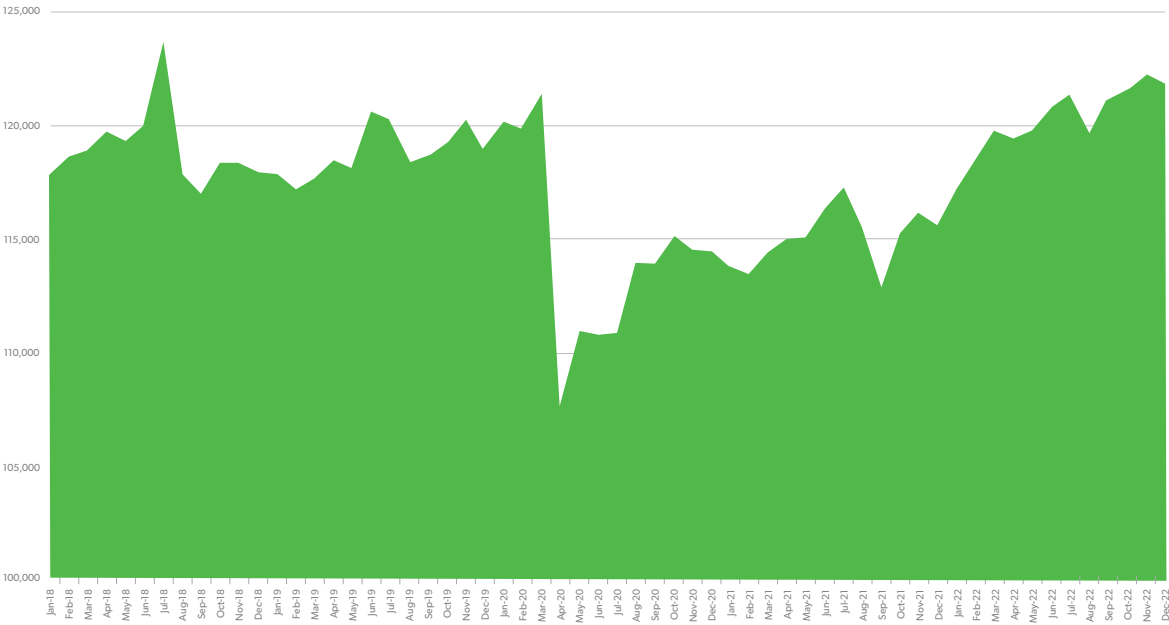
Source: U.S. Bureau of Labor Statistics

ST. TAMMANY LABOR FORCE: JAN 2018 – DEC 2022



Source: U.S. Census Bureau

ST. TAMMANY JOB GROWTH: JAN 2018 – DEC 2022



ST. TAMMANY POPULATION GROWTH: 1970 – 2022



Source: U.S. Census Bureau



ECONOMIC DEVELOPMENT

St. Tammany Corporation's economic development team works with companies across a variety of industries as they expand, build, and relocate their business in St. Tammany. As part of our award-winning business support program Advance St. Tammany, our business and technical services include site selection, serving as an ombudsman to local government partners, direct interface with workforce training and talent recruitment opportunities, incentives awareness and application process assistance, groundbreaking event management, project management facilitation, and communications support.

LAND AND SITES

As the site selection process becomes more sophisticated and competition for high-impact projects more intense, decision-makers are imposing rigorous criteria upon sites under consideration. Companies are actively searching for ways to shorten the location decision timeframe by choosing sites that are ready to develop and relatively hurdle-free.

TJ Smith Certification

More than ever, decision-makers are relying on state-sponsored site certification programs such as Louisiana Economic Development's (LED) Site Readiness Program, EDRED. The program assists communities by identifying potential sites, assisting with the attainment of accepted levels of due diligence, and certifying their status of being development-ready or at a stage where construction could commence. In August 2021, St. Tammany Corporation, in partnership with LED, certified the TJ Smith property, a 140-acre industrial site in Slidell. This site was the first to be certified in St. Tammany in five years and represents a major asset in responding to potential location and expansion projects.

Advance Manufacturing and Logistics Initiative

St. Tammany Corporation, as the chief economic development organization for St. Tammany Parish, Louisiana, works to position land and site assets within our community to be as viable as possible for new and existing companies. Recognizing the advantageous geographic location of St. Tammany along the I-12 corridor and the linkage to St. Tammany's targeted industry sectors (logistics, transportation, and distribution; scientific and technical services; and business and professional services), St. Tammany Corporation initiated a two-part program of work:

- Retooling a unique existing zoning designation, Advanced Manufacturing and Logistics (AML), which provides for the location of large-scale industrial facilities for operations such as research and development; transportation, warehousing, and logistics; and specific and advanced manufacturing.
- Developing a logistics corridor initiative including the master planning of a large tract of land within the corridor for the sole purpose of attracting and recruiting major high-value AML-related economic development projects.

A key land asset is a site situated at the intersection of I-12 and Highway 1088 in central St. Tammany Parish. This property has been identified as an ideal prospective setting for significant economic development projects for nearly a decade due to its many strategic strengths, especially its location. Working collaboratively with the parish government and a cooperative landowner, John Crosby of Crosby Development Company, St. Tammany Corporation helped successfully rezone the land to AML, bringing the total acreage classified as AML to almost 1,000 acres. This is a first step in a multi-year, comprehensive master planning process engaging state and regional stakeholders and industry experts to ensure the long-term sustainability of our local economy and harnessing our competitive assets: location, land, and talent.

"By designating the property with the Advanced Manufacturing and Logistics (AML) zoning classification, the St. Tammany Parish Council and Administration has created a unique asset to strengthen business attraction efforts in our community. Ensuring that a site has the correct zoning in place prior to a project can go a long way toward eliminating ambiguity and increasing site desirability for prospective companies. This designation will ensure the highest and best use of the property with maximum investment and employment creation opportunities for decades to come."

John Crosby | Owner, Crosby Development Company, LLC

ECONOMIC DEVELOPMENT PROJECTS

St. Tammany Corporation's economic development team works directly with companies that want to relocate, expand into, or grow their existing operations within St. Tammany Parish. We work with all types of companies to break down barriers to doing business and ensure that their needs are met so that they can be successful in our community. Below is a summary of our most notable projects.



Amazon chose St. Tammany Parish as the location of a new 140,000-square-foot last-mile distribution facility at Freaux Town Center in Slidell, a project that is expected to create 250 new jobs. The new facility is designed for electric delivery vehicles, as the company works toward their goal of having 10,000 electric delivery vehicles delivering goods by the end of 2022. Delivery station jobs will have a starting pay of \$15 per hour with benefits and provide opportunities for entrepreneurs and independent contractors who want to deliver packages.



Avenues Recovery, a high-end substance-related rehabilitation facility with more than 400 employees nationwide, specializes in patient-centric clinical treatment. The company chose St. Tammany for their new \$11.7 million facility in Covington. The project will include the rehabilitation of a property that has been out of commerce and unoccupied for the past five years. The new location will create 93 new full-time jobs and include almost \$4 million in new permanent, annual payroll. Avenues takes pride in working with patients to create transition plans that support reintegration into daily independent living. Plans include volunteer work, accountability, access to clinical tools in high-risk situations, and fulfilling responsibilities related to legal, financial, family, and other obligations. The company boasts a detox 30-day readmission rate of only three percent.



D-Bat Northshore Batting Academy is a \$1.5 million indoor training facility that will provide youth athletes with experiential learning and coaching in baseball and softball. D-Bat Northshore is expected to create five full-time jobs, with the potential to hire up to an additional 20 part-time coaches and support staff. The 15,000-square-foot facility will offer the ultimate place for young players to train, offering twelve batting cages and a pitching mound; a pro shop; an area for parents to watch coaches instruct players and assess progress; meeting spaces for coaches, teams, and planning groups; and a party room that can accommodate up to thirty people. Founded in 1998, D-Bat Sports, the parent company responsible for more than 100 academies nationally, has quickly become the top indoor baseball and softball training center in the country. D-Bat began franchising operations in 2008 and, with a current staff of more than 1,500 across all its locations, is the largest network of training facilities in the country.

"We are so grateful to St. Tammany Corporation and so many other stakeholders across the parish who have become our friends and who have helped us to make it to this (groundbreaking) day. It will be these partnerships that will encourage our success!"

Dr. Ruth Nichols | Owner, D-BAT



Costco Wholesale, a multinational Fortune 500 corporation that operates a global chain of high-end membership-only warehouse club retail stores, is opening a new 159,000-square-foot facility in the Nord-du-Lac commerce park on Pinnacle Parkway in Covington. The new facility will create \$45.8 million in capital investment along with a total of 150 new jobs. Full-time salaries will be higher than Parish averages, at \$59,155, with all jobs including a generous benefits package. The project will generate an estimated \$60 million in new sales and property tax revenue for St. Tammany Parish over the next ten years. Costco has earned recognition for its focus on employees and its community outreach efforts. The company is invested in attracting and retaining talent, creating a safe and productive work environment, and ensuring all employees receive competitive wages and benefits with opportunities to grow.



Goldfish Swim School provides swim lessons and water safety instruction to infants and children ages four months to 12 years, teaching children how to be safer in and around the water. Each school offers swim lessons and programs using a proprietary philosophy, The Science of SwimPlay®, that builds life skills both in and out of the water using play-based learning in a fun and safe environment. Each school's number-one focus and main priority is always the same: educating children on water safety while teaching them how to swim and respect the water.



The Healthy School Food Collaborative (HSFC) is a food services organization dedicated to expanding access to nutritious meal options for students, families, and communities. Established in New Orleans in 2016, its mission has been to reduce childhood obesity in Louisiana by expanding access to affordable nutritious food options. HSFC established an operations base near US Hwy 11 in Pearl River and diversified its food services, which currently reach clients in 16 states and Washington D.C. A \$4.6 million, five-year expansion plan was unveiled in late 2022, including the creation of 77 new direct jobs over a 10-year period. The expansion will enable HSFC to reach additional markets throughout Louisiana and neighboring states with an array of services ranging from National School Lunch Program consulting to food co-packing and meal delivery logistics. The three-phase project will include the addition of a commercial kitchen, expansion of existing cold storage, USDA food manufacturing facilities, and the development of a new HSFC Research and Development Culinary Lab, a hybrid food services start-up incubator, and food co-packing and co-manufacturing space. HSFC plans to open its R&D culinary lab to out-of-state companies looking to develop and produce food products in Louisiana. It will also be made available as an experimental kitchen and co-packing space for local chefs and restaurateurs.



Thomas Pump & Machinery, Inc. is a manufacturer, distributor, and service provider of industrial pumps and equipment. The company, which has been headquartered in Louisiana since 1985, expanded its existing product line to offer additional pumps to the food processing industry. The company has additionally purchased new manufacturing equipment in an effort to continue to grow and improve its services. Their expansion includes the hiring of five additional full-time employees at the company's facility in Slidell, Louisiana.



Urban Air Adventure Park, the largest indoor adventure park operator in the world, will be bringing its one-of-a-kind experience for thrill-seekers of all ages to Covington with the planned opening of its newest park in 2023. The 45,000-square-foot state-of-the-art Urban Air Adventure Park will allow kids of all ages to have fun and aim higher with a full lineup of family-friendly activities, including wall-to-wall trampolines, dodgeball courts and obstacle courses, and playgrounds with multilevel climbing ropes and twisting tubes. The park is equipped with unique and patented attractions that can only be found at Urban Air, providing a one-of-a-kind experience for both enthusiastic adventurers and their pint-sized counterparts.

"St. Tammany Corporation and GNO Inc. assisted our project with workforce development assistance that led to our \$2.8 million Quality Jobs Grant through LED, connections to our utility companies, and even a Commercial Kitchen Equipment Rebate Program by CLECO. Other connections included budget and operations assistance with the SLU Small Business Development Center, connections to elected officials and local partners like the Louisiana Restaurant Association and many others. We are looking forward to opening in the near future and continuing our collaboration with St. Tammany Corporation."



ADVANCE ST. TAMMANY TECHNICAL ASSISTANCE



Advance St. Tammany is St. Tammany Corporation's multi-layered program that is intentionally designed to support the needs of St. Tammany businesses. Through this initiative, St. Tammany Corporation works with all types, sizes, and scopes of businesses across a variety of industry sectors. Technical services offered through this program include economic development support program guidance and coordination, site selection and certification, demographic and market research, marketing assistance, government relations and partner connections, and workforce training and talent retention assistance.

Technical Assistance

As a result of Advance St. Tammany meetings, 524 individual technical assistance requests were addressed between July 2020 and December 2022. The requests depicted in the chart on the following page can represent multiple requests from one company.

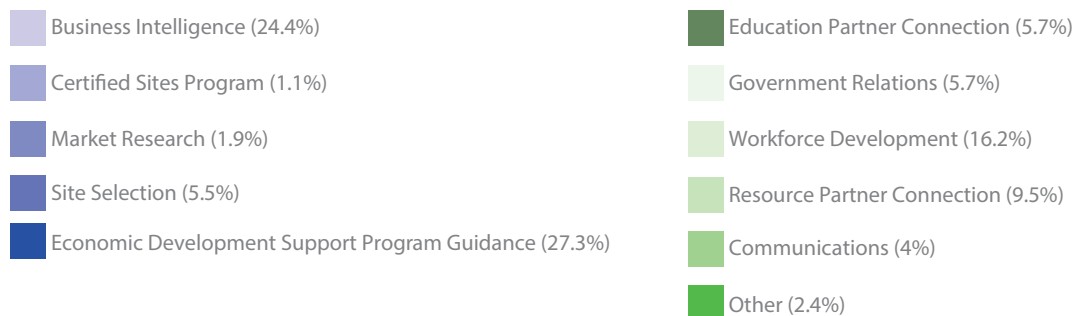
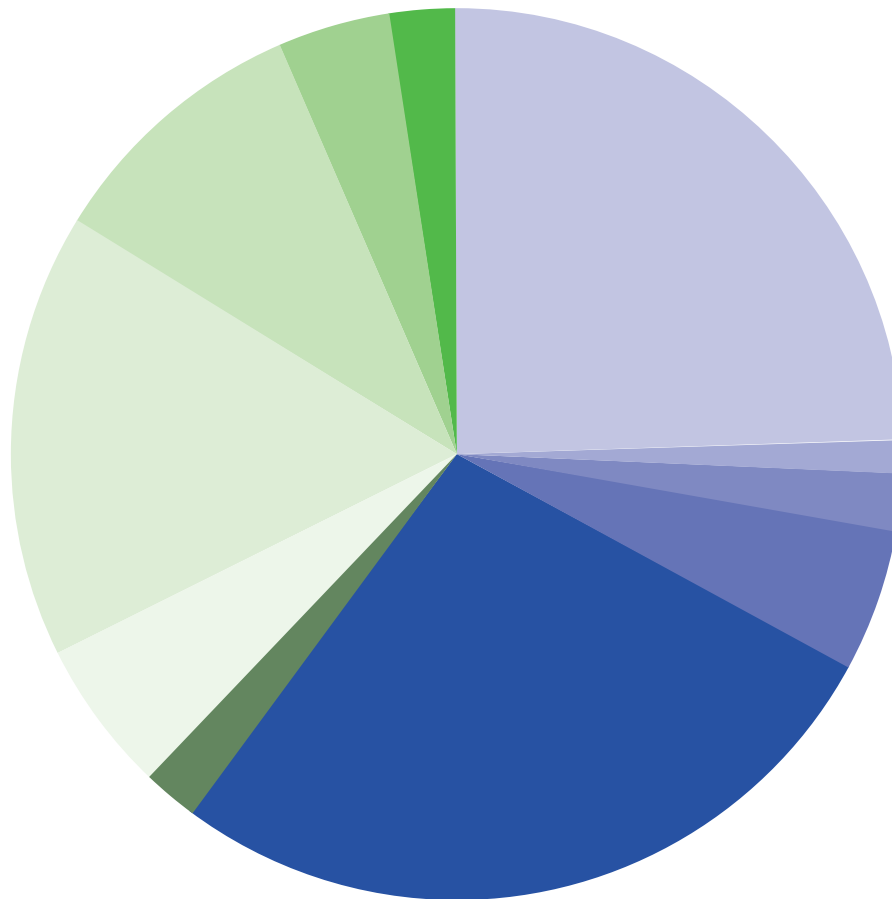


St. Tammany Corporation cohosts a workforce briefing and tour of NTCC's Lacombe campus



Kate Moore and Todd Whalley accept an IEDC Gold Award in recognition of the Advance St. Tammany initiative

Advance St. Tammany Technical Assistance Services, July 2020 – December 2022



Source: St. Tammany Corporation

BY THE NUMBERS



223

Individual Companies Assisted

46

LED Driver Companies Served



PROJECT INVESTMENTS

12

Total Project Wins

\$173,325,000

Total Capital Investment

117

Retained Jobs

778

Direct New Full-Time Jobs



SITE SELECTION ASSISTANCE

6

Site Visits

10

Site Certification
Pre-Application Submissions



BUSINESS SUPPORT HOURS

1,268

Hours spent responding to research requests, tracking and analyzing economic trend reports, fielding and reviewing RFPs, and researching



SOCIAL MEDIA

2,836

Followers Across Facebook, Twitter, and LinkedIn



INCENTIVES

26

Companies Assisted

5

Approved LED Business Support Packages

13

Financial/ED Impact Studies



STAFF ENGAGEMENT

992

Hours of Professional Development

627

Events Attended by Staff (Hours)

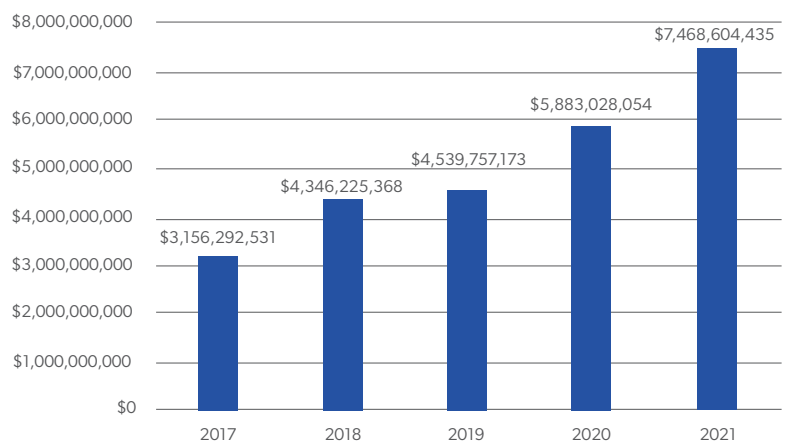


PARTNERSHIPS

U.S. Commercial Service Engagement

St. Tammany Corporation works closely with the New Orleans U.S. Export Assistance Center to facilitate direct business assistance and regular free virtual programming to area businesses looking to enhance or expand their export activities. According to the International Trade Administration's Metropolitan Export Series, exports are vital to St. Tammany Parish's economy and have demonstrated many consecutive years of growth, with particularly strong results (exceeding 30 percent) in 2018 and 2020. The most recent data further indicates that St. Tammany is one of only two parishes in any of our state's nine Metropolitan Statistical Areas (MSAs) with diversified export values and consistent growth from 2017 to 2021, as shown in the graph below. This data also reinforces the importance of St. Tammany's service exports, including our specialized telecommunications, maritime, and energy subsector clusters. Our collaborative work was recognized in July 2022 when St. Tammany Corporation was awarded the President's "E" Award for export service in recognition of business engagement supporting increased U.S. exports.

St. Tammany Parish Five-Year Export Growth



Source: U.S. Commercial Service

"As a group of business and community focused entities, the increased communication, coordination, and engagement we have experienced through our collaboration has been fantastic. We appreciate St. Tammany Corporation's leadership in facilitating this effort and look forward to the evolution of this partnership."

Lacey Osborne | CEO, St. Tammany Chamber of Commerce

Port of New Orleans

In April 2021, St. Tammany Corporation entered into an MOU with the Port of New Orleans to enhance our collective business development opportunities and regional competitiveness. The official start of our partnership with the Port of New Orleans was celebrated with a small MOU signing ceremony at the Port. This partnership is significant and truly advances the business development elements outlined in THRIVE2023 of harnessing our competitive advantages and leveraging our assets. By joining our economic development colleagues who have an ongoing partnership with the Port of New Orleans, we are collectively strengthening the competitive advantage of our region.

In 2022, St. Tammany Corporation convened the first meeting of a working group of representatives from the PortNOLA, St. Bernard, St. Tammany, Tangipahoa, and Washington parishes. With a keen understanding of the region and an aligned vision for strategically positioning our collective key assets, the purpose of this collaborative working group is to strengthen the competitiveness of the region and enhance the communications and marketing of business development assets. This is a direct outcome of the MOU that St. Tammany Corporation has with the Port of New Orleans and the collaboration we share with our economic development partners.

Louisiana Small Business Development Center

In December 2020, St. Tammany Corporation and the Louisiana Small Business Development Center at Southeastern Louisiana University (LSBDC-SLU) formalized our partnership with the signing of an MOU. Through this agreement, the partners are working toward accomplishing specific outcomes, with the overarching goal being stronger businesses, more jobs, and a more resilient economy. Both organizations have an interest in strategically aligning support for the St. Tammany Parish small business community. St. Tammany Corporation and the LSBDC-SLU promote the joint efforts established under this MOU, with St. Tammany Corporation serving as the primary partner in St. Tammany Parish. The two organizations, in collaboration with the St. Tammany Chamber of Commerce, continue to deliver relevant virtual and in-person programming for the local small business community. This partnership has been particularly helpful in sharing timely information about federal resources and programs throughout the pandemic.

St. Tammany Economic Partnership

The vision of the St. Tammany Economic Partnership is to enhance awareness and maximize impact in St. Tammany through the facilitation of clear, consistent, and collaborative communications and programming among business and community-centered entities. St. Tammany Economic Partnership (STEP) members include the executive leadership of each of the following entities that represent business and community interests in St. Tammany: St. Tammany Corporation, St. Tammany Chamber of Commerce, St. Tammany Parish Tourist and Convention Commission, Northshore Community Foundation, Northshore Business Council, Northshore Home Builders Association, and Tri-Parish Works. The formalized STEP group creates an opportunity for increasing cross-programmed events and collaborative initiatives while increasing impact to stakeholders and the broader community. In times of emergency, it also provides a vehicle for quick convening, streamlined communications, and aligned action. St. Tammany Corporation serves as the convener and provides staff support for the STEP initiative.

"St. Tammany Corporation exemplifies the pursuit of equitable economic growth through international trade. By working diligently for years with its native industry and maximizing resources for the benefit of all, its leadership and staff sustained growth in the overall exports of the parish and expanded its base, building momentum which even carried through the recent downturn. St. Tammany companies are clearly resourceful and enterprising—they know that 95 percent of the world's consumers are outside the U.S., and they've refocused strategic plans to greatly diversify their clientele and gain additional resiliency. If there was any time for this award to truly distinguish successful programs promoting global commerce, that time is now. Congratulations to St. Tammany Corporation, and I look forward to continuing my agency's support for the strong relationship among local leaders of the parish and the international trade community."

STRATEGIC INITIATIVES

Northshore Healthscape



Healthcare is a major economic driver on the Northshore, in terms of both jobs and productivity,

contributing more than \$1.5 billion to the three-parish GDP. The industry supports 22,000 jobs in the area, and demand continues with 5,000 unique job postings in the past 12 months. Projections indicate that jobs in this sector will increase by 11 percent by 2026. As the population grows across the Northshore, local healthcare leaders have expanded services to improve access to care closer to home. As a result, patients generally do not have to travel long distances for the care that they or their families need. Northshore healthcare institutions need a talented and skilled workforce qualified to provide these enhanced services, so educating and training the next generation of talent is paramount.

In February 2021, St. Tammany Corporation launched the St. Tammany Healthcare Leadership Roundtable, another proactive step to engage a key economic driver in our economy—the healthcare industry—in a robust, collaborative, and solutions-focused facilitated dialogue. These quarterly virtual roundtable meetings are an opportunity to discuss strategic priorities for collaboration, workforce development, and talent retention. As the process evolved, there was a clear desire among partners to pursue a healthcare infrastructure assessment and prioritize workforce development and talent solutions by leveraging St. Tammany Corporation's existing Workforce Roundtable and formalizing this collaborative effort.

In February 2022, St. Tammany Corporation presented the concept of a three-year healthcare sector pilot program. On May 4, 2022, "Northshore Healthscape: A Collaborative Enhancing the Pulse of our Regional Healthcare Economy" was officially launched. Northshore Healthscape is an economic development initiative that will harness competitive advantages, enhance our workforce, and promote the Northshore as a healthcare destination. Key stakeholders in this collaborative, representing the St. Tammany, Tangipahoa, and Washington parishes, include North Oaks Health System, Ochsner Northshore-Mississippi Gulf Coast Region, Our Lady of the Lake Northshore, Slidell Memorial Hospital, St. Tammany Health System, and St. Tammany Corporation.

Recognizing the opportunities, challenges, and needs of our healthcare ecosystem, the priority areas of work for the pilot program are capacity building, workforce and talent, ecosystem development, and strategic implementation. Key deliverables in the pilot program's first year include a healthcare infrastructure assessment conducted by VisionFirst Advisors, tangible efforts to address immediate and short-term workforce and talent needs, the development of a Northshore healthcare collective branding campaign and the production of an industry impact report. St. Tammany Corporation serves as the coordinator and project manager for this comprehensive sector strategy implementation.

"This collective of healthcare leaders, in partnership with St. Tammany Corporation, is creating an actionable framework that will benefit our entire region (through the Northshore Healthscape). It's exciting to take these steps to enhance our workforce so that, ultimately, we can take care of our patients in the communities we serve."

Sandy Badinger | CEO, Slidell Memorial Hospital and Ochsner Northshore

Healthier Northshore



The Healthier Northshore initiative is dedicated to bringing people, organizations, and resources together to amplify healthier living throughout the St. Tammany and Washington parishes. Comprising of leading health systems, government officials, local experts, and community leaders

across the St. Tammany and Washington parishes, the Healthier Northshore Initiative serves as a network for healthcare-related education and resources in the region and promotes early detection and prevention to improve the health of our residents. St. Tammany Corporation plays a key role in this initiative, with St. Tammany Corporation leadership serving as the chair of the Connect to Resources committee and as a member of the executive committee.



Northshore Healthscape key stakeholders with NTCC Practical Nursing students



Attendees at the Northshore Healthscape Launch at Northshore Technical Community College

Northshore Healthscape Partners



Northshore Healthscape key stakeholders at NTCC



Marty Mayer interacts with the nursing simulator at NTCC

"We are grateful to St. Tammany Corporation for gathering the leading health systems on the Northshore into this pilot program. Rather than competition, we lead with 'coopetition' because we are cooperatively focused on strengthening our labor pool and elevating our region as a destination for world-class healthcare."

Joan M. Coffman, FACHE | President and CEO, St. Tammany Health System.



WORKFORCE DEVELOPMENT INITIATIVES

Workforce and talent continue to be an important topic of conversation in the economic development world. St. Tammany Corporation's steadfast and collaborative efforts in this space are rooted in our Workforce Roundtable. The **Workforce Roundtable** is facilitated by St. Tammany Corporation and comprises executive representatives from Northshore Technical Community College, St. Tammany Parish Public Schools, Tri-Parish Works, and Southeastern Louisiana University. This group continues to convene monthly, and its collaborative efforts have resulted in unique programmatic engagements that are connecting businesses with job seekers and training opportunities, launching new training and degree programs created with industry input and guidance, and providing career-awareness initiatives for junior high and high school students.

The Workforce Roundtable also directly engages with business and industry through the **St. Tammany Partnership for Industry, Workforce, and Economic Development**. Over the past two and a half years, the partnership has continued facilitating programming elements through a series of sector-specific virtual engagements, with virtual sessions focused on manufacturing; distribution and logistics; information technology; professional services; construction; customer service; and hospitality. The expertise of area business and industry leaders is leveraged to better understand the needs, challenges, and opportunities of our business community as it pertains to attracting, retaining, and training talent. The insights gained help our workforce and talent partners develop relevant and timely programs to ensure our local companies have an adequate pipeline of talent to meet their current and future needs. During the meetings, we share a brief look at the current state of the specific industry from a data perspective, engage in a dialogue led by business and industry leaders, and provide highlights of existing training and education efforts to support and scale the talent pipeline within that business sector.

In August 2022, approximately 170 junior high and high school career and technical education faculty from 21 St. Tammany Parish Public Schools locations participated in a half-day professional development session called Future Focus. The goal of this event was to connect the local career and technical education faculty with business and industry to equip them with information to bring back to the classroom during the upcoming academic year. This direct engagement and information sharing builds awareness of career opportunities available in St. Tammany in a variety of industry sectors and prepares students for jobs in these fields. Following an economic landscape overview from St. Tammany Corporation and a briefing about Northshore Technical Community College, the faculty members were divided into industry sector groups focused on business and information technology, healthcare, hospitality, and skilled crafts. During the sessions, faculty members heard from a panel of industry leaders and gained insights into the occupations within their industry, required skills and experience, emerging trends, and industry expectations for junior high and high school students preparing to pursue a career in their industry.



Northshore Technical Community College career center staff representing the school at the IT Summit



Northshore Technical Community College Mechatronics Mobile Lab



Northshore Technical Community College Mobile STEM Lab



Workforce Roundtable Partners at the State of Workforce Breakfast



Healthcare panelists at the Future Focus event, August 2022



Northshore Technical Community College students and alumni attending NTCC's inaugural IT Summit

"From career awareness programming and customized training to industry-based credentials and dual enrollment, the intentional and collaborative efforts of the Workforce Roundtable are enhancing career pathways for our residents and connecting them to employment opportunities with our local companies."

Dr. William Wainwright | Chancellor, Northshore Technical Community College

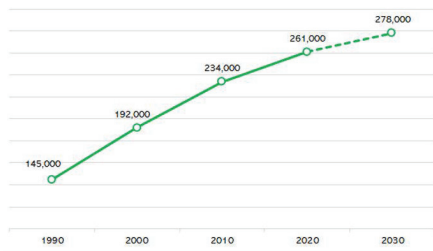
St. Tammany NOW

St. Tammany NOW is a curated collection of the latest economic development information and business and industry insight in our community directly from St. Tammany Corporation, the economic development organization for St. Tammany. St. Tammany NOW highlights what and who makes the St. Tammany business community thrive and illustrates the opportunities

to diversify and fortify our economy. In this issue, we are providing an overview of the St. Tammany economy one year into the pandemic. Alongside the data snapshot, we are sharing insights from industry partners on the pressing issues they are facing as our communities and businesses recover from the pandemic and providing a glimpse of what may lie ahead in the second half of 2021.

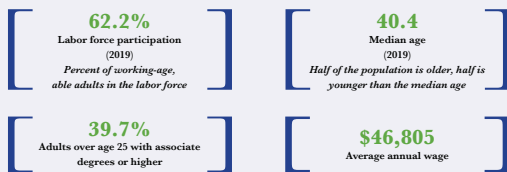
Population

St. Tammany contributes to more than 20% of the total 10-parish Greater New Orleans Region's total population. We are one of the top five fastest-growing parishes in the state.



Source: Esri

Current Workforce Stats

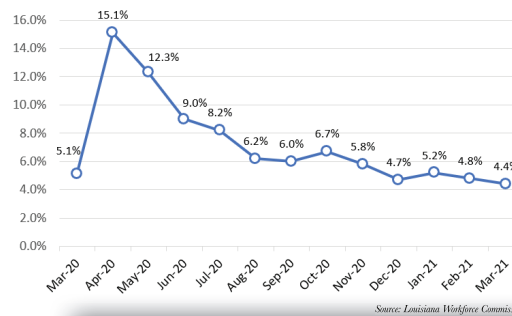


Site Selection
Magazine
July 2022



Chris Masingill
Chief Executive Officer
St. Tammany Corporation

St. Tammany Unemployment Rate



Source: Louisiana Workforce Commission

St. Tammany NOW
June - July 2021



INVESTMENT PROFILE:

GREATER NEW ORLEANS & ST. TAMMANY PARISH



Where Innovation Transforms Every Day

High-tech lifestyle, quality of life and life sciences converge in Southeast Louisiana.

It's not just our health facility. It's also in our blood."

by ADAM BRUNS
adam.bruns@siteselection.com

a company created in a joint venture between Ochsner and Trax Development to be the only U.S. provider-owned PPE manufacturer with U.S. provider-owned quality control.

So says Jayne Dominique, a registered nurse with Ochsner Health System, in a video about the healthcare provider's Louisiana legacy, noting that she and her siblings, all four of her children and all of her grandchildren were born at Ochsner. Not to mention three sisters and her mother were nurses there too.

The organization turns 80 this year and employs 34,000 across the Gulf south. But Ochsner (pronounced "Ox-ner" by some and "Aasch-ner" by others) is more than a stalwart institution. It's also a catalyst for converging innovations in healthcare and technology. You might say creative innovation is in their blood.

No better example exists than SafeSource Direct,

the company created in a joint venture between Ochsner and Trax Development to be the only U.S. provider-owned PPE manufacturer with U.S. provider-owned quality control. "Challenging times spark innovation," said Ochsner Health President and CEO Warner Thomas in May 2022 when it was announced SafeSource would develop two new PPE manufacturing facilities in Broussard in Louisiana's Acadiana region, just 12 months after the company's launch. Louisiana Economic Development projects the company will create around 2,000 new jobs over the next two years.

Ochsner's stake in SafeSource Direct is managed through Ochsner Ventures. "Ochsner is one of only 20 health systems that have an innovation investment arm," says Matt Wolfe, vice president of

Each talent in Greater New Orleans knows how to balance screen time with real-world time in beautiful places like this one in St. Tammany Parish, known for its quality of life. Photo courtesy of St. Tammany Parish.

34 JULY 2022 SITE SELECTION

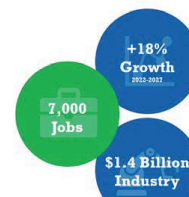


Boundaries of the St. Tammany Logistics and Distribution Center
Source: St. Tammany Corporation

In October 2021, the St. Tammany Parish Zoning Commission approved the rezoning of the original 92-acre Wadsworth tract to the Advanced Manufacturing and Logistics (AML) designation. This zoning designation is the most recent addition to St. Tammany's Unified Development Code and represents a need for more precise designations that reflect St. Tammany's existing business base, exponential growth over the past decade, and future land use needs. Since the property's rezoning, numerous prospective companies have shown interest in the site, all of which are in the Distribution and Logistics sector, including light/green manufacturers, national and international distribution centers, and warehousing companies. These types of facilities will serve parish economic goals including the provision of living-wage jobs and contributions to strengthen the local tax base. To be clear, these are not the heavy industrial, "dirty" jobs of the past. Cutting-edge, sustainable companies that produce sophisticated jobs with above-average pay are a perfect fit for the ethos of our community. By designating the site AML, the Parish is creating a unique asset for business attraction opportunities. The St. Tammany Logistics & Distribution Corridor is one of the only centrally located sites with prime interstate access in St. Tammany. With appropriate zoning in place, this strategic corridor represents an opportunity for our community to better compete for high-value projects. Proactive master planning will allow thoughtful, sustainable, quality, and smart development, and provide an opportunity

Port of St. Bernard offers access to 30-plus major inland hubs such as Memphis, Chicago, and Canada via 14,500 miles of waterways. We are also in proximity to six Class 1 railroads and located within reasonable distance of major metropolitan areas in the southeastern and midwestern United States.

The distribution and logistics sector make up nearly 7,000 jobs in our community with average hourly wages of \$24.24/hour or \$50,419.20 annually. These are high-wage, sophisticated, clean, quality jobs, in an industry that is leading in renewable and clean energy usage, most notably through construction of environmentally conscious facilities and



Distribution and Logistics Industry Data | Source: EMSI

St. Tammany NOW

St. Tammany NOW is a curated collection of the latest economic development information and business and industry insight in our community directly from St. Tammany Corporation, the economic development organization for St. Tammany. St. Tammany NOW highlights what and who makes the St. Tammany business community thrive and illustrates the opportunities

to diversify and fortify our economy. In this issue, we are providing an overview of the St. Tammany economy one year into the pandemic. Alongside the data snapshot, we are sharing insights from industry partners on the pressing issues they are facing as our communities and businesses recover from the pandemic and providing a glimpse of what may lie ahead in the second half of 2021.

In this issue, we share insights on the recent planning and development events in St. Tammany and highlight a property integral to the future of the parish. In our role as chief economic development advisors to our key elected officials and parish departments, St. Tammany Corporation is charged with strategically aligning the economic landscape in St. Tammany to be the destination of choice for highly skilled talent, business formation, attraction, expansion, and retention. We carry out this charge using multiple tactics, one of which is positioning land and site assets within our community to be as viable as possible for new and existing companies. Our competitive advantages lie in our geographical location, burgeoning target industry sectors, and educated and nimble workforce. It is economic development's core responsibility to maximize opportunities for strategic growth. Working with the St. Tammany Parish administration, St. Tammany Corporation has provided



St. Tammany Logistics and Distribution Center Conceptual Land Use Plan | Source: Google Earth

St. Tammany NOW
August - September
2022

TELLING THE ST. TAMMANY STORY

As our organization continues to enhance our capacity and our sophistication, we have explored various avenues to provide relevant resources to our local community and share about the business technical assistance services our organization provides. Our various online platforms provide opportunities for individuals, businesses, and organizations to tap into St. Tammany Corporation's vast resource network from both computers and smartphones.

Additionally, St. Tammany Corporation values connecting with local media representatives and sharing the latest economic development news. In the summer of 2020, St. Tammany Corporation partnered with EDGE of the Lake magazine / Northshore Media Group to curate a featured section titled "St. Tammany NOW" in its bimonthly magazine. St. Tammany Corporation staff write and curate the content for each issue, focusing on a specific facet of economic development. This ongoing partnership provides a platform to share economic development data, initiatives, and programs in a publication that reaches a three-parish region, giving St. Tammany Corporation an opportunity to engage directly with community members through the sharing of timely, relevant information. Topics featured in St. Tammany NOW include Advance St. Tammany and business intelligence, target industry sectors, data overviews and research publications, certified sites, healthcare, demographic data overview, tourism, RESTOREStTammany.com and disaster recovery, strategic partnerships, IT sector overview, the launch of Northshore Healthscape, logistics and distribution sector overview, STartUP Northshore, and Coalition for Sustainable Flood Insurance (CSFI). The magazine also spotlights various honors, awards, and partners. St. Tammany Corporation CEO Chris Masingill also participates in regular Friday morning radio interviews on The Lake 94.7.



TWO HUNDRED YEARS AGO THIS YEAR, the first steamboat crossed Lake Pontchartrain, offering the first real link between St. Tammany Parish (established 11 years earlier in 1810) and the Northshore. More steamboats would follow, then a railroad, and finally the first bridge in 1924.

Since these first links were established between the north and south sides of the lake, St. Tammany Parish has drawn residents with the promise of a quiet, more rural, even healthier way of life. In the 1890s, the U.S. Government named the Northshore the second-hottest place in the country due to the few deaths it saw from yellow fever. Centuries later, in the midst of another global pandemic, St. Tammany is now the fourth-fastest growing parish in the state.

Charged with managing and overseeing this growth, the parish's three-year-old economic development organization, St. Tammany Corporation, has announced 12 new projects that represent a capital investment of over \$40 million and created 174 new jobs just from July 2018 to March 2021. Its leader, Arkansas native Chris Masingill, counts among his fast accomplishments launching a five-year strategic plan called T18BY2023 and creating the St. Tammany Partnership for Industry, Workforce and Economic Development, a collaborative workforce development and talent retention initiative.

Driven by what he describes as his own humble beginnings — his dad was a boat cop, his mom was a waitress and he struggled early on with severe dyslexia — Masingill said he's inspired every day to solve problems and create better opportunities for the future of the parish, which he adds already benefits from a very educated workforce, lower cost of doing business and multiple advantages.

But will all this rapid economic growth threaten the quality of life that has been the parish's biggest draw since the beginning? Masingill is convinced it doesn't have to.

ENTREPRENEURIAL HUB
During the 3rd quarter of 2020, 1,343 new business incorporations were filed in St. Tammany — the highest or second for a single quarter. (Source: Louisiana Secretary of State)

WE HAVE A SIGNIFICANT NUMBER OF FOLKS THAT LEAVE THIS PARISH EVERY

DAY TO GO TO WORK UP TO 70 MILES IN ONE

DIRECTION. THESE ARE INDIVIDUALS THAT ARE

THE BEST EDUCATED, HIGHEST PAID. THAT'S THE

KIND OF TALENT THAT ST. TAMMANY IS PRODUCING

IN THE REGION.

You've said one thing that attracted you to this job was that it was like a startup. Can you explain?

The leadership here in St. Tammany did a reboot of economic development in 2008. They wanted to restructure the organization or organizations because there was an alignment of several entities that were doing economic development. They wanted to create a new strategy, a new playbook. And so, it was very appealing.

I feel like it was a fit for me because I've got very much of an entrepreneurial spirit, just in terms of how I operate and my management style. We run pretty fast. We're full throttle. I love to show up and show out, and we have all kinds of ways that we do that through implementing our strategic initiatives, managing projects, working with our elected officials and economic development.

My whole purpose is to compete, and St. Tammany is the kind of place that has the resources, all of the ingredients, but it's about putting those ingredients together in the right way to create the unbelievable product and make it all work.

What are the main mission and goals of St. Tammany Corp.?

Our goal is to be the destination for building businesses, growing businesses, attracting talent and being an ideal place for quality of life, businesses and families and talent, they recognize that we are a destination of choice. If you want to start a business, you want to raise a family here, you want to play here, you want to pray here, you want to go to school here, we're at the top of your list.

Since even before Hurricane Katrina, the region has experienced some incredible growth.

Yes. In 1990, the population in St. Tammany was about 145,000. In 2000, it was 192,000. That 47,000 people added just in that 10-year period. Then in another 10 years we hit 234,000, which means that was an increase of another 42,000 people in the 2000s. You got into 2020, and

now we're at about 263,000, and we predict by 2030, we will be over 278,000 people. So, we have to be ready for that. And infrastructure, we've got to be ready for that for occupation and educational opportunities because that's how you keep your people. That's how you attract the kind of talent that then, in turn, attracts more sophisticated businesses, more diverse businesses, because business goes where talent goes.

Who are the big business players in St. Tammany?

We've got the three main industry sectors that we have really put some strategic focus on. The first is transportation and logistics — a significant industry sector for us. Companies like Rooms To Go and Medline are here, and now we've got the expansion of Medline in Tangipahoa Parish. We've got water transportation with companies like Florida Marine, we've even got some assembly and manufacturing-related industries like Dana Corp. We've got a lot of gas transportation-related companies that also sit right here in St. Tammany. This is a sector with significant potential for growth, potentially (in) warehousing and distribution, and logistics space. The expansion of the port in St. Bernard is also going to have a significant potential positive impact for us.

Business and professional services is another main sector for us. We have nearly 25,000 employees that represent that industry, which has a high average wage. We have a lot of corporate headquarters, financial services, advertising and public relations firms. Sterling Properties has its headquarters here on the Northshore, for example. We're very competitive in this sector in terms of commercial office space availability, low rates, and a lower cost of doing business.

Third, I would say is scientific and technical services. We've got several local IT operations, cyber-security operations and companies doing government contracting in the ICT space. Probably the most famous example is Tulane's private lab. Another subset of that, which has a huge impact on the Northshore, is healthcare. We've got over almost 14,000 jobs that are in that sector — 3%, above the national average — and we saw almost a 22% growth in 10 years. When you start talking about what they contribute to the economy, just in taxes alone, it's \$20 million from healthcare.

What do you see as the biggest challenges for the parish?

What we need to do is economic development is make sure that we're knocking down barriers. Do we have the right regulatory processes in place? How does government interact with businesses? We want to make sure we create the right kind of environment that can help businesses start and grow. Businesses don't want to be in an environment where they have things to be consistent, and very clear and understandable processes. Right now, we're doing a major review of our codes, and our parish president has initiated something called New Direction 2040, which is really helping to put a sense of development principles in place for what the future looks like for St. Tammany. We're clearly very involved in that.

I think the other thing too, for us is that with that growth, you can never stop investing in infrastructure. The transportation arteries, the water and wastewater, the drainage, the coastal restoration, we have to make sure we've got the right things in place for surge protection. So, we're working policy issues, we're working regulatory issues, we're managing actual projects. We're providing some strategic leadership. We're doing project management as it relates to initiatives. We're actually facilitating projects on behalf of our government partners.

What about workforce? Are there challenges there?

About two and a half years ago we launched Thrive 2030, our five-year economic development strategic plan. But one of the complementary documents that we did with that was a full economic analysis that really

reinforced our strategic focuses. It helped us identify our targeted industries and one of the things that we learned coming out of that exercise is that St. Tammany truly helps power the region with its talent. We have a significant number of folks that leave this parish every day to go to work up to 70 miles in one direction. These are individuals that are the best educated, highest paid. That's the kind of talent that St. Tammany is producing in the region.

We have an amazing, talented workforce, but you've got to constantly make sure that you're managing that, that you're increasing the pipeline, which means you're bringing more talent to your community, you're creating more opportunities for educational attainment. When you look at the educational attainment in St. Tammany, we have the highest educational attainment in the entire state. That doesn't happen by accident, you've got to constantly make sure that you're working with K through 12.

Every year we as an industry will constantly survey our employees. We're constantly working on these educational attainment issues and workforce training and development. When you ask a business wanting to relocate or expand, the first out of 10 questions or reasons or issues that businesses have center around talent.

Luckily, through relationships with [Northshore] Technical Community College, our relationship with K through 12, Parish Weeks and Academics (Louisiana University), we were able to really bolster our workforce training and development initiatives, and it just it makes us that much stronger.

Much of what attracts people to the Northshore is its more rural feel and quality of life. How do you keep that with all the growth?

That is the magic question, right? That's the real challenge that economic development on the Northshore faces every day, because it's a balancing act. Our quality of life is part of our competitive advantage and attractiveness of the Northshore. But here's the reality. The reality is, in that from a historical context, we

LOW UNEMPLOYMENT

In March 2021, the unemployment rates were:

NATIONWIDE 6%

LOUISIANA 7.3%

GREATER NEW ORLEANS 8%

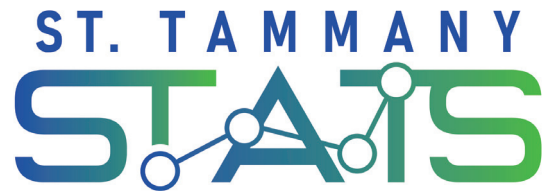
ST. TAMMANY 4.4%

SOURCE: LWC

Biz New Orleans
June 2021



SHARING OUR STORY THROUGH DATA



In October 2020, St. Tammany Corporation launched StTammanyStats.com, an innovative and interactive platform that delivers data-driven and evidence-based information that stakeholders and prospects can use to make the best possible decisions for St. Tammany to thrive.

StTammanyStats.com focuses on telling the story of St. Tammany through analysis of its economic characteristics while reinforcing the importance of tracking and understanding economic trends for users including economic developers, public officials, and business professionals. The website also houses our COVID-19 digital dashboard, which provides timely, relevant, easy-to-understand data compiled from Snapshot: Initial Impacts of COVID-19 on St. Tammany publications, produced in spring 2020 through summer 2022.

St. Tammany Corporation's digital research publication, *The AnalyST*, offers quarterly economic trends reports. *The AnalyST* is a curated collection of economic indicators designed to provide insight into our regional and national economies and their interconnectivity with St. Tammany Parish. This publication covers a range of St. Tammany-focused indicators covering topics including new business formations and new commercial and residential construction, as well as national economic indicators such as the consumer price index and gross domestic product.

Through its suite of data publications, St. Tammany Corporation continues to prioritize its mission of being an economic truth-teller and providing meaningful, thoughtful analysis that lays the groundwork for transformational, results-driven economic development. Check out St. Tammany Corporation's latest edition of *The AnalyST* at StTammanyStats.com.





INVESTSTTAMMANY.COM



In May 2022, St. Tammany Corporation launched the organization's strategic economic development website, InveSTStTammany.com, to spur business growth, attract investment and create jobs. The new website is powered by GIS Planning's industry-leading

technology for property search and analysis to promote the region for business relocation and expansion.

The new economic development website and web tools make property listings and workforce data for St. Tammany Parish instantly accessible in a clear, relatable format to community leaders, site selectors, realtors, and businesses making location or expansion decisions. The intuitive, mobile-friendly web tool is free to use and requires no additional account to access information. InveSTStTammany.com provides data and statistics including available labor pool, economic indicators, business resources, commercial site availability, key infrastructure, demographics, and targeted industries.

A user-friendly, interactive data tool powered by GIS Planning's industry-leading ZoomProspector software ensures that businesses making location decisions can view available commercial sites and buildings and research critical demographic, workforce, consumer spending, talent, and business data. The St. Tammany Corporation also makes extensive use of the standalone Intelligence Components to add interactive data to their web pages, such as Community Profile infographics, talent pool data demographic data, and more.

The interactive tools also enable deep analysis of demographics, workforce, business, industry, consumer spending, and infrastructure data. Stakeholders in St. Tammany, including property owners, developers, and listing agents can take full advantage of the mobile-friendly tools to support business, create jobs, and power economic growth across the region.

St. Tammany Corporation's new website layers these listings with additional proprietary data sources like Applied Geographic Solutions, National Center for Educational Statistics, EMSI, and Data Axle (formerly InfoGroup USA).

Key unique features include:

DEMOGRAPHIC ANALYSIS

Visitors can research population, education attainment, household information, and even employee types by distance or radius from a selected property or a pin on the map and export the information in ready-to-go reports.

BUSINESS REPORTS

The business database can help identify industry clusters and potential customers, competitors, and suppliers. Visitors can use heat maps to visualize consumer spending across the region. This is also an excellent resource as well for retail site locations.

WORKFORCE DATA

Powerful occupation, labor force, wage, and talent data can help existing businesses and prospective investors make informed decisions to grow the regional economy.



Why InveST In St. Tammany?

#2 lowest business cost in the metro area

#1 in educational attainment

[LEARN MORE](#)

Educational Attainment

41.71% of the population in St. Tammany Parish have an associate's degree or higher. 90.44% have a high school degree or higher.

Education Level	Percentage
< Grade 9	3.07%
Grade 9-12	6.49%
High School	25.82%
Some College	22.91%
Assoc Degree	7.28%
Bach Degree	22.35%
Grad Degree	12.08%

4
in the community
30
within 50 miles

Colleges

offer associate's Degree or Certificate

1
in the community
35
within 50 miles

Universities

offer Bachelor's Degree or Higher

RESTORESTTAMMANY.COM



During an emergency, the primary responsibility of a local economic development organization is to serve as a conduit and disseminator of

timely, relevant, and dependable information and resources while providing technical assistance to its businesses and community. St. Tammany Corporation takes this responsibility seriously, and we are committed to the development of an economic recovery plan for St. Tammany.

2020 and 2021 were active hurricane seasons, with Hurricane Ida in 2021 having the most immediate impact to our area. Days after the hurricane made landfall, St. Tammany Corporation rolled out a suite of business disaster response and economic recovery initiatives to assist those impacted. The initiatives included facilitating a brief business needs assessment, operating a business recovery help line, and launching a disaster relief website. These streamlined efforts helped St. Tammany Corporation gauge immediate business needs and coordinate efforts for economic recovery with our local government, business stakeholder, and regional, state, and federal economic development partners.

In the aftermath of Hurricane Ida, St. Tammany Corporation also re-established its business recovery help line, first launched in the early days of the pandemic, to provide technical assistance to businesses in need of resource navigation. More than 100 St. Tammany businesses engaged in St. Tammany Corporation's initial business assessment process.

RESTOREStTammany.com serves as a one-stop resource center for St. Tammany businesses and as a guide for communities throughout the parish. This comprehensive website includes timely, relevant updates on the current restoration process and ongoing economic recovery in St. Tammany. Launched in early September 2021, the website and the platform serves as a critical tool that can be swiftly updated to meet the community's needs during any emergency response or disaster management scenario. This platform is now an essential component of St. Tammany Corporation's business continuity and resiliency plan for providing business support and technical assistance.



In late September 2021, St. Tammany Parish President Mike Cooper announced the launch of a new parish-wide collaborative community recognition program

designed to showcase the efforts of various businesses, non-profits, and community organizations that have stepped up in tremendous ways in the aftermath of Hurricane Ida and shown amazing generosity to communities in need throughout St. Tammany. St. Tammany Community STANDOUTS is a collaborative effort presented by the Parish President's office, St. Tammany Corporation, St. Tammany Chamber of Commerce, St. Tammany Parish Tourist and Convention Commission, Northshore Business Council, Northshore Community Foundation, Northshore Home Builders Association, and Tri-Parish Works. The 15 Community STANDOUTS were recognized through a coordinated social media campaign highlighting their impact in helping our community recover in the aftermath of Hurricane Ida.





SPECIAL PROJECTS

In our role as chief economic development advisors to our key elected officials and parish government, St. Tammany Corporation is asked to lead special projects at the direction of our elected officials. St. Tammany Corporation serves as a convener, facilitator, project manager, and program support team when engaging in these initiatives.

Revenue Review Advisory Committee

The Revenue Review Advisory Committee was a community-based task force established by the parish president and council leadership to conduct an objective, independent review of the parish government's finances and determine a path toward sustainable revenue in our parish for state-mandated expenses. The committee was made up of community representatives from all sections of St. Tammany's residential makeup, including both public and private representatives. The objective of the St. Tammany Revenue Review Advisory Committee was established with the following mission statement:

Our parish is at a juncture wherein sustainable revenue as compared to necessary expenses to support the services our residents and businesses deserve is reliant upon nonrecurring fund balances. Therefore, this special ad hoc committee shall undertake a time-sensitive review of the financial health of this parish, giving particular consideration to the present revenue stream as compared to the financial obligations of St. Tammany Parish and provide whatever recommendations or comments are deemed appropriate.

As the independent economic development organization and advisor for our key government stakeholders in St. Tammany, St. Tammany Corporation was asked to provide facilitation, coordination, and project management support for this special committee.

The committee met 13 times, both in-person and virtual, from late 2020 through April 2021. The group conducted over 26 hours of discussion and deliberation before settling on final recommendations. Altogether, the committee was supported by more than 200 hours of professional staff time. In April 2021, after extensive discussion and review of all information available, the committee voted on its final recommendation, which was for a 0.04 percent sales tax with a seven-year term to be put to a parish-wide vote later in 2021.

American Rescue Plan Strategic Investment Framework

As a partner and strategic advisor for key government stakeholders, St. Tammany Corporation was charged by Parish President Cooper and parish council leadership in the summer of 2021 to help facilitate and develop the strategic investment framework for the American Rescue Plan funding for the St. Tammany Parish government.



In fulfilling this assignment, St. Tammany Corporation provided research and information pertaining to relevant policy factors and other project and program considerations. St. Tammany Corporation provided project management support, organized and facilitated community stakeholder engagement sessions, compiled draft recommendations, and presented recommendations to the parish president and parish council leadership.

Over the course of approximately 90 days, St. Tammany Corporation facilitated four in-person stakeholder focus group sessions, convened the parish government working group, administered an online community survey yielding over 700 responses, and compiled a strategic framework for the administration and council to consider as they determine how the American Rescue Plan funds will be used in St. Tammany Parish. St. Tammany Corporation submitted the strategic investment framework draft to Parish President Cooper and the working group on August 4, 2021.

In submitting the recommendations, St. Tammany Corporation emphasized the key guiding principles for investing these dollars into sustainable, maximum-impact, high-value projects and programs of scale that build capacity and benefit the greatest possible number of St. Tammany residents. These one-time funds can be leveraged to be transformational in our parish and improve the lives of our families and workers.

In February 2022, St. Tammany Corporation submitted recommendations and considerations for an ARPA Community-Based Non-Profit Grant Program. These recommendations were consistent with the previously submitted document and reinforced the importance of supplementing the investment in physical infrastructure with investment in human infrastructure: community resilience, public health, mental health, and behavioral health.

Northshore Regional Resiliency Collaborative

In fall 2020, St. Tammany Corporation submitted an Economic Development Administration grant application for a five-parish regional initiative named the Northshore Regional Resiliency Collaborative. This dynamic and innovative opportunity is led by St. Tammany Corporation in partnership with Livingston Economic Development Council, St. Helena Economic Development Foundation, Tangipahoa Economic Development Foundation, Washington Economic Development Foundation, and Northshore Technical Community College. The scope of this initiative encompasses EDA's priorities of recovery and resiliency by assisting with economic resilience in the form of business continuity and emergency disaster preparedness programming and training to maintain and grow competitiveness. An innovative, collaborative program of this nature in this multi-parish footprint returns positive economic impacts far beyond the parish boundaries through innovative and intentional public-private partnerships. The Northshore, Greater New Orleans, the Baton Rouge metro, and the Gulf Coast all benefit from the outcomes of this grant: workforce education and training, talent retention, business diversification and continuity, and innovation and business formation. The grant was awarded in summer 2021, and in 2022 a grant management firm was hired and requests for proposals were advertised for the two cornerstone program elements of the grant: Business Continuity and Resiliency Planning, and Economic Impact Analysis and Regional Comprehensive Planning.

Historic Community Agreement and Sports Complex Negotiation

In July 2020, St. Tammany Corporation was brought in at the request of chief elected leadership to work with Peninsula Pacific Entertainment (P2E) to provide due diligence, economic analysis, and facilitate feasibility meetings for the proposed \$250 million entertainment and gaming resort development in Slidell. As St. Tammany Corporation studied similar projects, both within the state of Louisiana and across the country, we discovered a common best practice for communities potentially hosting such a development is the negotiation of a community agreement. These agreements are binding contracts wherein the proposed gaming establishment provides a range of programming, funding, and direct investments to the host community. These benefits are typically designed to mitigate any perceived negative effects of a gaming-related project and show good will by investing in the local community's success. As the official independent economic development organization for St. Tammany Parish, we played a key role, along with local leadership, in creating and facilitating this agreement, which we called the Community Assistance Resiliency and Enhancement (CARE) Partnership Program. In 2021, following significant community engagement, St. Tammany Corporation facilitated the adoption of this historic community investment agreement including the funding mechanism and initial planning assets for a sports complex related to the proposed entertainment and gaming resort development. Ultimately, the citizens of St. Tammany voted during the December 2021 election to not allow the entertainment and gaming resort development to move forward. The precise due diligence, dynamic project management, and thoughtful stakeholder engagement required by St. Tammany Corporation demonstrates our increased capacity and organizational sophistication which will serve us and St. Tammany well in future project endeavors.



Northshore Regional
Resiliency Collaborative
Partners

STARTUP NORTHSHORE

In August 2022, St. Tammany Corporation launched STartUP Northshore, a three-year regional pilot program with the purpose of catalyzing entrepreneurship, innovation, and business formation on the Northshore. This regional initiative



represents the St. Tammany, Tangipahoa, and Washington parishes with collaboration from the three representative economic development organizations, St. Tammany Corporation, Tangipahoa Economic Development, and Washington Economic Development Foundation, and is made possible through the financial support and partnership of Chevron and Citizens National Bank. Progress to date on this initiative includes the formalization of a strategic partnership with The Idea Village, anchored by the launch of the IDEAInstitute Northshore program, and the hiring and onboarding of an entrepreneur-in-residence staff position to serve as the program manager and point of contact for all things relating to entrepreneurship and second-stage companies. This position represents the only entrepreneur-in-residence position within an economic development organization in the state of Louisiana.

IDEAInstitute Northshore's fall 2022 cohort welcomed 16 founders across 14 companies and 12 industries who completed the 10-week accelerator from September through November. Cenzo Carrona, entrepreneur-in-residence and program manager, facilitated a curated experience for Northshore founders through 1:1 coaching sessions, coordinated in-person networking opportunities, and recruited mentors to take part in Coach Week. During Coach Week, a total of 30 1:1 coaching sessions were held, representing a value of approximately \$3,750 in free consulting services. Following a rigorous evaluation process, the Northshore's own Elliot Metzger was selected to pitch his vision for converting regional risk into environmental returns at The Idea Village's Fall 2022 IDEAInstitute Pitch Night in front of a panel of esteemed judges for a chance to win a cash prize to advance his business. A survey was distributed to the cohort at the conclusion of the 10-week accelerator program to provide feedback on their experiences. St. Tammany Corporation is happy to report that the inaugural IDEAInstitute Northshore cohort received a 100% Net Promoter Score, meaning that all founders in the program reported a score of 8 or higher on a scale of 1 to 10 in terms of how likely they are to recommend this program to an entrepreneur at a similar stage.

St. Tammany Corporation also facilitated three in-person networking opportunities for cohort participants to foster an environment of idea-sharing, collective problem-solving, and community-building among the founders. To build awareness of the initiative and highlight the cohort participants, St. Tammany Corporation ran a social media campaign in early November 2022 featuring details of the launch of STartUP Northshore, the powerful partnership established with The Idea Village, and the world-class programming we brought to the area in IDEAInstitute Northshore.

"The entrepreneurial ecosystem in southeastern Louisiana has evolved significantly in the past two decades, and we are excited to intentionally engage with well-respected regional partners to bring their expertise to the Northshore. The Northshore is well-suited to maximize our strategic geographic location and talented people to foster innovation and creativity through business formation."

Marty Mayer | Board President, St. Tammany Corporation

In December 2022, we facilitated our inaugural STartUP Northshore Leader's Circle, a gathering of regional thought leaders, industry experts, and seasoned entrepreneurs to share information about our effort to cultivate the entrepreneurial ecosystem on the Northshore and encourage participation in the initiative. The ongoing engagement of individuals committed to enhancing the entrepreneurial ecosystem is critical as we continue our work to foster a thriving startup community on the Northshore.



Gay Le Breton, Managing Director at Chaffe & Associates, Inc. and New Orleans Angel Network Board Member, addresses attendees at STartUP Northshore's Leader's Circle event to share NO/LAAN's excitement around the burgeoning Northshore startup landscape.



Local startup leaders discuss the potential for economic progress that STartUP Northshore can catalyze through this new initiative.



STartUP Northshore Leader's Circle members listen to St. Tammany Corporation's presentation on growing the entrepreneurial ecosystem on the Northshore.

"Our new partnership with the St. Tammany Corporation (IDEAInstitute Northshore) will offer Northshore entrepreneurs an enhanced opportunity to benefit from The Idea Village's deep experience in helping to catalyze their startups, while also connecting them with other Northshore startups, business coaches, mentors, and investors that are closer to home. The launch of this partnership, along with the Startup Northshore initiative, is a key first step towards building a connected super-regional startup community that supports local founders in creating dynamic, innovative new businesses and allows for deep, local connections wherever they choose to call home."

AWARDS AND RECOGNITION

President's "E" Award

St. Tammany Corporation was awarded the President's "E" Award for Export Service. In July 2022, Chris Masingill and Director of Existing Business and Industry Todd Whalley accepted the award from U.S. Secretary of Commerce Gina Raimondo at a ceremony held at the U.S. Department of Commerce in Washington, D.C. The President's "E" Award was created in 1961 by Executive Order of the President. The "E" Award for Export Service is given to businesses and organizations for assisting and facilitating export activities. It is the highest recognition a U.S. entity can receive for making a significant contribution to the expansion of U.S. exports. St. Tammany Corporation works closely with the New Orleans U.S. Export Assistance Center to facilitate direct business assistance and provide regular free virtual programming to area businesses looking to enhance or expand their export activities.

LCTCS Foundation's Impact Awards

St. Tammany Corporation was recognized by Louisiana's Community & Technical College System (LCTCS) with the Woody Ogé Excellence in Advocacy Award for their partnership and coordinated workforce development efforts with Northshore Technical Community College. Chris Masingill and Ashley Llewellyn, St. Tammany Corporation's Director of Strategic Initiatives, accepted the award at the annual LCTCS Foundation Impact Awards Gala held in New Orleans in September 2022. The purpose of the LCTCS Foundation's Impact Awards Gala is to celebrate extraordinary leadership efforts that have been effective in advancing the education and workforce needs of students, businesses, and communities across Louisiana.



Chris Masingill and Todd Whalley accepting the President's "E" Award, July 2022



LCTCS Foundation Impact Award

"St. Tammany Corporation has demonstrated a sustained commitment to export expansion. The 'E' Awards Committee was very impressed with St. Tammany Corporation's demonstration of community-wide export expansion supported by resources provided to its constituent companies. The organization's direct outreach to more than 600 companies to provide business counseling over the past four years was also particularly notable. St. Tammany Corporation's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs."

Gina Raimondo | U.S. Secretary of Commerce

PRSA Awards of Excellence

In November of 2022, St. Tammany Corporation took home two Awards of Excellence in the “Outstanding Elements: Print News Releases” category for its IDEA Institute Northshore Project and its Northshore Healthscape Project submissions at the Public Relations Society of America (PRSA) New Orleans Chapter Fleurish Awards Experience. Jolie Bernard, Communications Manager, accepted the awards on behalf of St. Tammany Corporation. This honor is given to campaign and outstanding elements submissions that score in the 75th to 92nd percentile. The New Orleans Chapter award submissions are scored by the PRSA Sierra Nevada Chapter. Out of 100 entries, St. Tammany Corporation earned two of the 18 Awards of Excellence presented to various organizations.



Celebrating Keith Espadron as a Forty Under 40 Honoree December 2022

IEDC Excellence in Economic Development Awards

St. Tammany Corporation took home major professional honors at the International Economic Development Council (IEDC) Excellence in Economic Development Awards, which are announced each year at IEDC's annual conference. St. Tammany Corporation was honored with several awards for Economic Excellence in the “Population 200,000–500,000” category.



Todd Whalley graduated from University of Oklahoma's Economic Development Institute in April 2022

STAFF ACCOLADES

Todd Whalley graduated from The University of Oklahoma College of Professional and Continuing Studies Economic Development Institute (OU EDI).

Three St. Tammany staff members have been named to the “Northshore Forty Under 40”:

- Ashley Llewellyn, 2020
- Elizabeth Lee, 2021
- Keith Espadron, Jr., 2022



2020

Gold | Advance St. Tammany - Business Retention Expansion (BRE) Initiatives
Gold | StTammanySafe.com – Special Purpose Website
Silver | COVID-19 Recovery and Response Campaign - Innovation in Economic Development Week



2021

Silver | StTammanyStats.com – Special Purpose Website
Bronze | The AnalyST – Magazine and Newsletter
Silver | St. Tammany NOW – Magazine and Newsletter



2022

Silver | InveSTStTammany.com – Special Purpose Website

STRATEGIC PARTNERS



THRIVE CAPITAL INVESTORS



ST. TAMMANY CORPORATION THROUGH THE LENS

A look at St. Tammany Corporation activities and events from July 2020 to December 2022.



Celebrating the November 2020 opening of the St. Tammany Chamber of Commerce office in Slidell



Kate Moore presenting an economic development update to the Women's Council of Realtors in June 2022



Ashley Llewellyn participates in an IEDC Economic Development Week panel at St. John the Baptist



Ashley Llewellyn participates on an ICSC Red River panel, March 2022



Chris Masingill addresses the St. Tammany Parish Council during their June 2022 council meeting



Staff members celebrate the organization's three IEDC 2020 Excellence in Economic Development Awards



St. Tammany Corporation and Port of New Orleans sign MOU to attract Manufacturing and Distribution



Chris Masingill participates as a panelist at the Advantous Tax Seminar, September 2022



St. Tammany representatives at the March 2022 GNO, Inc. Annual Luncheon



Local stakeholders at the Louisiana Industrial Development Executives Association Annual Conference, September 2022



Stakeholders attend the May 2021 State of the Parish Breakfast hosted by the St. Tammany Corporation



Workforce Roundtable Partners at the April 2022 launch of NTCC's Heavy Equipment Operator

BOARD OF COMMISSIONERS

*Denotes current St. Tammany Parish Development District Commissioner as of 12/31/2022

Scott Biggers
CLECO Power

Joan Coffman*
St. Tammany Health System

Scott Day*
Kent Design Build, Inc.

Mimi Goodyear Dossett*
Money Hill

Michael Gambrell
Treasurer | Resource Bank

Albert M. Hamauei*
Retired

Oscar Hernandez
Wells Fargo Advisors

Bruce Javery*
ATMOS Energy

Marty Mayer*
President | Stirling Properties

Bill Newton*
Retired Insurance Executive

Eric Schouest*
CLECO Power

Mike Tillman
Vice President | Rain CII

Dr. William Wainwright*
Northshore Technical Community College

STAFF

Jolie Bernard

Public Information Officer
and Communications Manager

Vincenzo Caronna

Entrepreneur in Residence and
Startup Northshore
Program Manager

Sharon Delong

Manager of Administration

Keith Espadron, Jr.

Special Associate for
Economic Development

Elizabeth Lee

Research and Policy Analyst and
Project Associate for
Strategic Initiatives

Ashley Llewellyn

Director of Strategic Initiatives

Chris Masingill

Chief Executive Officer

Kate Moore

Director of Economic Development

Jake Nickens

Director of Business and
Technical Services and
Land and Sites Manager

Ronda Sides

Executive Assistant to the CEO

Todd Whalley

Director of Existing Business
and Industry

GRADUATE FELLOWS

Jade Sumrall, 2020

Catherine Walker, 2021

Abigail Chascin, 2022



ST. TAMMANY CORPORATION

The Economic Development Organization for St. Tammany

21489 Koop Drive, Suite 7
Mandeville, Louisiana 70471
985-809-7874 | STTAMMANYCORP.ORG

