

Livingston Tomorrow 2014-2020



Executive Summary

Over the last decade, Livingston Parish has experienced unprecedented population and business growth. This growth has increased demands for public services, roads, retail shopping and perhaps most pressing, a highly skilled and readily available workforce. Our challenge is to fill the large employment demand from the expansions of our existing business and from multiple business relocations into our parish with well-trained and well-educated workers.

In addition, the LEDC recognizes the dynamics and pressures of the global economy and its formidable impacts on the parish's economic competitiveness as we move forward in the 21st century. It is critically important to set a continuing stage for the future by creating a climate of positive growth, expanding workforce development resources, investing in our infrastructure and enhancing our marketing capabilities. The results of these efforts will be positive economic growth creating new quality jobs and capital investment in Livingston Parish.

Fortunately, LEDC has already been at work in these endeavors, and has a track record of success as our foundation for the future. The Livingston Economic Development Council was created in 1982, and despite a meager budget, it has been instrumental in the establishment of an industrial park, recruitment of numerous businesses to Livingston, providing expansion assistance to existing businesses, and assuring that businesses have a trained workforce. LEDC's role in the successful effort to secure funding for a parish campus of the Louisiana Community and Technical College campus is a strong indication of our commitment to workforce development.

Our efforts have had a lasting impact on our parish, and we are excited about the opportunities before us in the coming years. Our vision is bold, our plan is robust. Please join us as we lead the economic explosion that will bring a new era of prosperity for Livingston and its residents.

This is Livingston Tomorrow – starting now.

Livingston Parish population increased by 39.4%
Between 2000 and 2010. ▶ 2013 estimate is 132,821

Livingston Parish ranked 11th
in the nation by CNN Money with the most job growth in over the past 10 years.

Home to 3
of the nation's best public schools.

Ranked consistently in the top 10
school districts in Louisiana.

Livingston Parish ranked 62nd
among the nation's fastest-growing counties/parishes

What We've Done

Business Attraction

Prospects have been courted resulting in new business and industrial facilities locating in the parish. CAP Technologies, Superior Steel, Walker Metals and Quality Iron of Louisiana are four of our recent successfully recruited businesses. We are active and regular participants at trade shows which link us with corporate real estate professionals and national site selection consultants.

Business Retention & Investment

The Livingston Tomorrow campaign was instrumental in the LEDC efforts to increase the capital investment amounts by business. The funding has helped us establish an ongoing program to visit our existing industry and selected service providers to provide information on the most current business incentive programs and to identify those that might be at risk and those poised for expansion.

Economic Diversification

Successful efforts to recruit high-tech research and technology businesses include the CAP Technologies facility and the research and development function of Bercen, Inc. We have utilized leaders of existing Livingston Parish businesses, maybe our best economic development advocates, in our marketing and recruitment efforts. Linking our existing business with local, regional and state resources is an ongoing and high priority each day at the LEDC.

Marketing and Business Relations

The LEDC has, and is continuing to take steps, to promote our community as a world-class business destination by increasing community awareness. We have created promotional materials, both print and video, outlining advantages of doing business in Livingston Parish. We enhanced our web site and are currently upgrading it again. We annually host several business oriented educational events, not available elsewhere in the region, at little or no charge. We established monthly economic activity reports and have just started providing a quarterly economic demographics report called Livingston Market Watch.



The Results

\$221,715,770
Investment

3,435
Direct Jobs
Created

Workforce Development

LEDC led the effort to obtain state funding to build the new Livingston Parish campus of the Louisiana Community and Technical College System. We have also partnered with the Workforce Investment Board, Livingston Literacy and Technology Center, Southeastern Louisiana University, the SLU Small Business Development Center, other educational allies and private industry to enhance the workforce development plan and ensure a trained workforce for businesses.

Strategies For Economic Growth

Livingston Parish has the opportunity to be one of the leading areas of growth in the state, region, and nation and must be prepared to take advantage of this opportunity. The Livingston Tomorrow campaign is designed to be Livingston's economic development vehicle to capitalize on the plentiful resources of our community by bringing together a diverse group of individuals, organizations and businesses. Our plan calls for the creation of thousands of new jobs, new business growth and existing business expansion, and prosperity in Livingston Parish over the next few years.



Job Creation

Goal: To retain and attract innovative companies to Livingston Parish.

Strategies:

Conduct recruitment efforts to attract high growth companies and quality jobs.

Maintain partnership with other economic development allies.

Continue efforts to provide economic intelligence to investors and parish communities.

Support local companies' growth and development through our business retention program, thus providing more new jobs.

Assist local entrepreneurs in establishing and growing their companies by sponsoring educational programs for small businesses and budding entrepreneurs.

Performance Measures:

Number of jobs

Amount of Capital Investment

Total payroll created

Workforce Development and Education

Goal: Provide opportunities for the business community to educate themselves and their employees. The LEDC will provide leadership, direction and business involvement for educational and workforce development improvements for the current and future workforce.

Strategies:

Collaborate with business owners on the needs for industry specific training programs.

Partner with allies to provide continued education for business owners and their employees.

Assist in the process of crafting the scope and services of the new Livingston Parish campus of the Louisiana Community and Technical College System.

Identify local workforce skill shortages.

Identify training resources that could assist local training needs.

Performance Measures:

Facilitate the development of industry specific training programs as needed.

Provide an operational community and technical college campus available for use in the local community.

Meet with business owners to discuss and develop continued education classes.

We will continue to partner with the Workforce Investment Board, the Livingston Literacy and Technology Center, Southeastern Louisiana University, the SLU Small Business Development Center, other educational allies and private industry to enhance the community-wide workforce development plan that unites business and education.

Strategies *(continued)*

Parish branding

Goal: Increase awareness of Livingston Parish as a world-class business destination.

Strategies:

Continue the effort of branding Livingston Parish through both advertising and public relations campaigns.

Conduct marketing activities in support of our business recruitment and retention activities.

Continue efforts to inform Investors on organization efforts.

Host annual investor meeting to highlight success of the organization.

Create materials that position Livingston to compete in business recruitment on a regional, national and global basis.

Performance Measures:

Recognition and positive awareness of Livingston Parish in outside regions.

Local and regional press mentions

Visits to our website

Parish Competitiveness

Goal: Target issues that will impact Livingston Parish's ability to compete on a regional and national level.

Strategies:

Support and promote the local education system.

Assist in the effort to expand the local transportation infrastructure.

Target regional, state, and federal funding sources to address Livingston Parish development needs, and track programs that have been successful at attaining grant funds.

Maintain a well-oiled political and public policy advocacy effort to draw attention to Livingston Parish's need for redevelopment and new development

Identify new local sites and maintain an inventory of sites for economic development

Performance Measures:

Participation in Master plan development and implementation.

Dollar amount of funds secured for local growth.

Number of sites identified as a possibility for a new or expanding company.

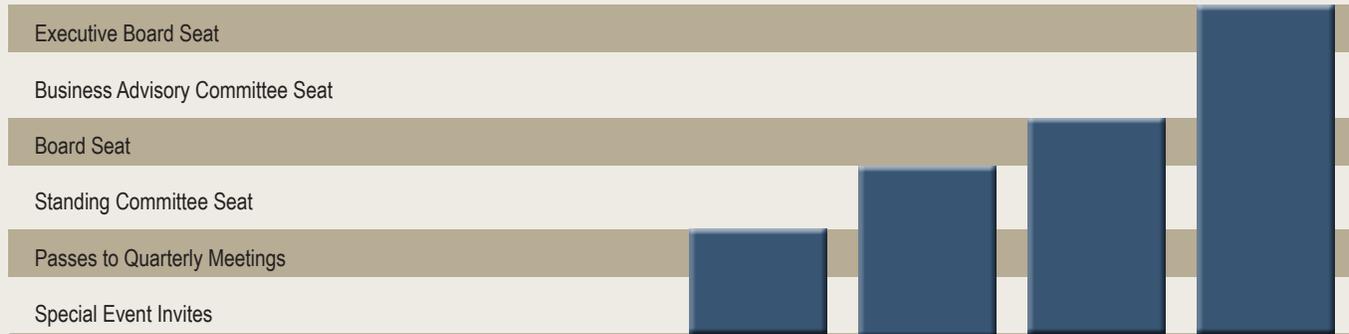
2020 Vision

By 2020, we envision a Livingston Parish with a vibrant, diversified economy with high quality jobs that continually strives to improve our infrastructure, transportation, education and workforce development, healthcare and other vital services. We will be an area that is more competitive for new business than we are today, a leader in expansion activity of our existing industry and a center for entrepreneurial development, innovation, talent and leadership. By aggressively preparing for the future, Livingston Tomorrow will ensure that our current economic prosperity continues and grows well into the future.

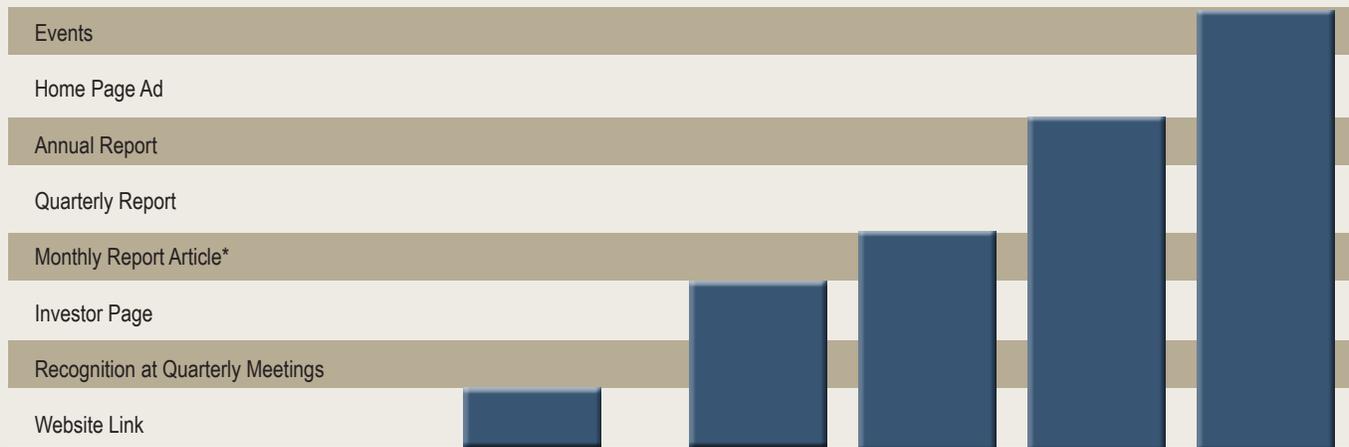
LEDC Annual Investor Levels

General Membership \$300	Bronze \$2,000	Silver \$5,000	Gold \$10,000	Platinum \$15,000
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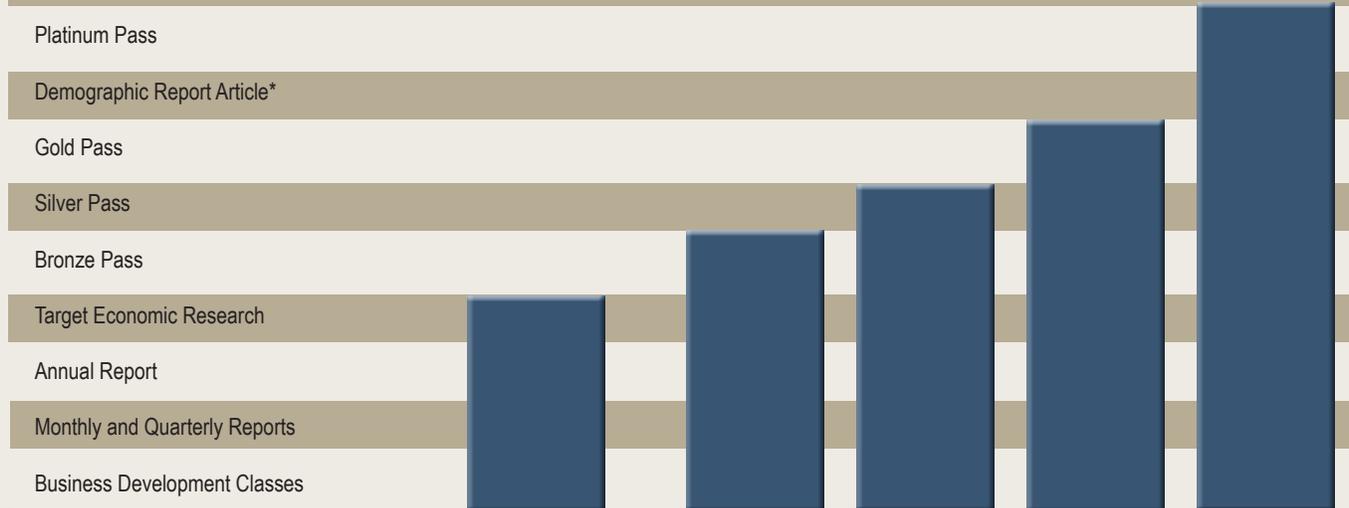
PARTICIPATION



RECOGNITION



OUTREACH



* Availability determined by investor level.

LEDC Investor Definitions

Executive Board Seat – Guaranteed company position on LEDC’s Executive Board.

Board Seat - Guaranteed company position on LEDC’s Board of Director.

Business Advisory Committee – Provides recommendations and insights to President and C.E.O. when needed in closing recruitment transactions.

Standing Committee Seat – Company has the option to have a seat on one of LEDC’s standing committees.

Passes to Quarterly Meetings – company will be given passes to attend LEDC annual meetings based on level of investment.

Platinum Investor – full table, 8 seats per meeting

Gold Investor - 3 free passes to each quarterly meeting.

Silver Investor – 2 free passes to each quarterly meeting.

Bronze Investor – 1 free passes to each quarterly meeting.

Special event invites- Special invitations to LEDC events.

Events- All levels will be recognized at each LEDC event. Platinum level sponsorship will have the opportunity to speak to membership.

Homepage Ad – Company will be allowed to create an online ad that will be featured on the LEDC homepage.

Annual Report – Company will be recognized in the LEDC annual report by including company logo. This report highlights the organization’s activities throughout the previous year.

Quarterly Report - Company will be recognized in the LEDC quarterly reports by including company logo. This report highlights the growth of Livingston Parish previous quarter.

Monthly Report Article – Company will be given the option to write an article about their industry and how the economy affects it.

Investor Link –Special recognition on LEDC’s website to include a link to investors’ website, corporate snapshot and contact information.

Quarterly Meetings - Company will be recognized at the LEDC quarterly meetings.

Website Link – Company will be listed in the LEDC membership page.

Platinum Pass – Investor will be provided four free memberships that can be given to another business.

Demographic Report Article – Business will be given the option to write an article about their industry and how the economy affects it.

Gold Pass - Investor will be provided three free memberships that can be given to another business.

Silver Pass - Investor will be provided two free memberships that can be given to another business.

Bronze Pass - Investor will be provided one free membership that can be given to another business.

Target Economic Research – LEDC will provide the company with economic research as requested.

Annual Report Copy - LEDC will provide company with a copy of the annual report.

Monthly and Quarterly Reports – LEDC will provide company with a copy of both the monthly and quarterly demographic reports.

Business Development Classes – Company will receive invitation to all business development classes.

The logo features the letters 'LED C' in a gold, serif font. A blue, wavy graphic element is positioned below the letters, extending from the 'E' to the 'C'.

LIVINGSTON ECONOMIC
DEVELOPMENT COUNCIL

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