



**LEDA**  
LAFAYETTE ECONOMIC  
DEVELOPMENT AUTHORITY

Three-Year Strategic Plan:

**ELEVATE!**

April 2022



# LAFAYETTE LOUISIANA

The origins of the Lafayette Economic Development Authority (LEDA) date back to 1899 when a group of forward-thinking businessmen formed the Lafayette Improvement Association. The organization was further strengthened in 1946 when the Louisiana Legislature established the Lafayette Harbor & Terminal District and granted authority to levy 2.5 mills to cover administrative and operational expenses—establishing a strong foundation and stable resources for the organization that would ultimately become LEDA. Legislation enacted in 1971 and 1972 expanded LEDA’s scope and mission to include industrial development and enhanced its impact by adding linkages to higher education and the private sector. From those pivotal moments in LEDA’s history through present day, LEDA has made a tangible, positive impact on the Lafayette economy.

Under the leadership of Gregg Gothreaux, LEDA’s most recent past president and CEO who served for more than 25 years, LEDA fostered the creation of thousands of jobs, attracted millions in capital investment, and served as a catalyst for transformative property developments that are still thriving today. In just the last seven years, LEDA has ushered in the creation of more than 3,000 new direct jobs and over \$300 million in capital investment. We are thankful to Gregg for his many years of leadership and stewardship at LEDA and for his contributions in moving the Lafayette economy forward.

In November 2021, the baton was handed off to Mandi Mitchell—an IEDC-Certified Economic Developer and Lafayette native who most recently served nine years in state government in various roles at Louisiana Economic Development. In her most recent role at LED, Mandi served as Assistant Secretary and oversaw the Small Business & Community Competitiveness and State Economic Competitiveness teams and directly led federal, state, and local government relations on behalf of the department. Mandi was also actively engaged in LED’s business development efforts. Prior to her state government service, Mandi worked for the U.S. Army Corps of Engineers, BellSouth/AT&T, and as an independent government relations, business development, and community relations consultant. Mandi has a bachelor’s degree in electrical engineering and an MBA from the University of New Orleans, and she is a graduate of the Oklahoma University’s Economic Development Institute.

As Mitchell takes the helm at LEDA, she will build upon the solid foundation established by past leaders and commissioners and will broaden, deepen, and elevate LEDA’s services to achieve economic prosperity in Lafayette Parish.

It is against this backdrop that LEDA’s new president & CEO, in concert with the LEDA Board of Commissioners and staff, gathered input from partners and allies, and embarked upon the development of a new vision and mission and a strategic plan for the future of economic development in Lafayette.

Lafayette, Louisiana, affectionately known as the “Hub City,” is located at the heart of the Acadiana Region. Named for the Marquis de Lafayette, the community is the ultimate display of authentic Acadian and Creole culture. Lafayette is home to a pro-business, pro-economic development environment where new ideas and risk taking are embraced. Lafayette citizens are hard-working, dedicated, and take pride in their skill, craft, trade, or profession. And thanks to the four-year and two-year higher education power houses in UL Lafayette and SLCC, the talent pool continues to thrive and grow. Lafayette Parish has a very strong industry base to build upon. Along with generations of blue- and white-collar professionals from the energy sector, Lafayette has become known for its strong healthcare, manufacturing, financial/banking, and retail industries, and is quickly establishing its place in the tech sector, logistics, and aviation.

Driven by Cajun and Creole ingenuity and creativity and known for its wildcatter mentality, the entrepreneurial spirit thrives in Lafayette Parish as demonstrated by endeavors such as the launch of the nation’s first master’s program in computer science at UL Lafayette in the 1960s, the citizenry’s desire and perseverance to launch a municipally owned fiber network (LUS Fiber) in 2005, the many technological innovations in the oil & gas and healthcare industries that were birthed in Lafayette, and most recently, UL Lafayette’s achievement of the Carnegie R1 designation. Many of

# LAFAYETTE LOUISIANA

Louisiana's notable large, medium, and small economic driver companies started right here in Lafayette—Acadian Ambulance, SCP Health, Stuller, LHC Group, LogoJet, Something Borrowed Blooms, and Hampr to name a few. Lafayette's nationally recognized business incubator is a technology-focused starting point for new businesses. LEDA'S Opportunity Machine, or OM, moved into a renovated downtown location in April 2022, boosting the number of downtown-based Lafayette business by more than 80. The OM has graduated its share of companies in engineering, tech, medical and other sectors, among them are Digital Twin: a developer of training programs through virtual reality, augmented reality, and mixed reality; Aerobotics Drone Division: a drone company that now is part of energy contractor Grand Isle Shipyard; Bare Walls: a Lafayette art subscription service for businesses and homeowners; and NeuroRescue: winner of the 2018 Accelerate South pitch competition, the company's cooling device helps victims of heart attacks, strokes, and head injuries. Lafayette is also home to information services leaders such as CGI, SchoolMint, and Perficient.

Lafayette has a solid base of physical assets working in its favor. Lafayette is strategically located at the intersection of Interstate 10 and Interstate 49. Lafayette is home to a new \$150 million world class terminal at the Lafayette Regional Airport. Also, at the airport is an 80,000 square-foot state-of-the-art aviation/aerospace manufacturing facility. Lafayette is home to the campus of UL Lafayette—an R1 designated research institution.

Not only is Lafayette GREAT for business, it is also a great place to live, work, and play—it strikes the right balance of being both family-centric and a college town. Lafayette was named the Happiest City in America by the Wall Street Journal's MarketWatch.com. Lafayette Parish is home to many of the most heavily attended outdoor music festivals and is home to a thriving culinary scene and is among the highest ranked cities for restaurants per capita among similarly-sized communities. Led by the Lafayette Convention and Visitors Commission and local elected and community leaders, efforts continue to establish Lafayette as a destination for visitors—whether visiting for youth sports, music festivals, or to see historic Cajun and Creole sites and places. Live music, food, and festival offerings combine for an unmatched “joie de vivre.”

Lafayette Parish is home to unique, thriving municipalities and there exists strong synergies between the City of Lafayette and its sister cities of Broussard, Carencro, Scott, and Youngsville and the Town of Duson. Each municipality has something unique to offer. Throughout the parish, we enjoy a below average cost of living and many options for great places to reside featuring a number of walkable, mixed-use neighborhoods, and historic neighborhoods. Primary and secondary educational options in the parish are plentiful whether private, parochial or public with industry-specific academies, magnet and advanced placement options, STEM options and language immersion options.

In summary, Lafayette has a solid foundation from which to continue building upon: strong human capital assets, physical infrastructure assets, and business friendly government and policies. Not unlike every other locality in the U.S., Lafayette has some challenges; however, in every challenge we at LEDA see an opportunity and we intend to approach those with our partners and allies to make a better way. LEDA will leverage our community's strengths and opportunities and we will address our challenges and weaknesses head-on.

We envision Lafayette to be the **location of choice** for top talent, existing and new businesses, entrepreneurs, and innovators. And we will get there by serving as a catalyst for job growth, capital investments, and community development efforts that will lead to a **strong and diversified economy, equitable access to economic opportunity, and an excellent quality of life** in Lafayette Parish. ■

# STAFF & BOARD



## LEDA Staff

Mandi D. Mitchell  
President and CEO

Nikki Bourgeois  
Executive Assistant to the President

Brittany Deal  
Director of Business Intelligence

Anne Famoso  
Business Development Manager

Theresa Goldkamp  
Community Coordinator, OM

Billy Gunn  
Manager, Communications

Pamela LaFleur  
Chief Administrative Officer

Ryan LaGrange  
Director of Workforce Development

McKenzie Montalvo  
Research Analyst

Mark Mouton  
Director of Business Retention and Expansion

Katherine Nebel  
Development Manager, OM

Destin Ortego  
Executive Director, OM

Genesis Sanchez  
Operations Coordinator, OM

Bria Schilling  
Accountant

Maria Spannuth  
Senior Accountant

Hoyt Strain  
Director of Business Attraction

Lena Styles  
Administrator

Jaquentin Wallace  
IT Manager

Stacey Zawacki  
Director of Communications

## LEDA Board of Commissioners

Dr. Ramesh Kolluru, Chairman  
University of Louisiana at Lafayette

Chris Arsement, Vice Chairman  
Arsement, Redd & Morella CPAs

Frank Neuner, Secretary/Treasurer  
NeunerPate

Blake David, Member at Large  
Brussard and David

Mike Guidroz, Immediate Past Chairman  
RR Company of America

DaCoda Bartels  
Grand Isle Shipyard Drone Division

Mark Doré  
Kean Miller

Chad Hanks  
Advanced Agriculture, Inc.

Jerry Luke LeBlanc  
University of Louisiana at Lafayette

Willie Leday  
retired, U.S. Probation and Parole Office

Wayne Phillips  
SLEMCO

Ken Stansbury  
Cornerstone Financial



Lafayette Economic Development Authority  
211 East Devalcourt Street  
Lafayette, LA 70506  
337.593.1400 | [www.lafayette.org](http://www.lafayette.org)



## ELECTED OFFICIALS

### **Municipality Mayors**

Josh Guillory, Mayor-President, City-Parish of Lafayette  
Ray Bourque, City of Broussard  
Glenn Brasseaux, City of Carencro  
Jan-Scott Richard, City of Scott  
Ken Ritter, City of Youngsville  
Johnny Thibodeaux, Town of Duson

### **Lafayette Parish Council**

Bryan Tabor, District 1  
Kevin Naquin, District 2  
Josh Carlson, District 3  
John Guilbeau, District 4  
AB Rubin, District 5

### **Lafayette City Council**

Pat Lewis, District 1  
Andy Naquin, District 2  
Liz Hebert, District 3  
Nanette Cook, District 4  
Glenn Lazard, District 5

### **Broussard City Council**

Angel Racca, District 1  
David Bonin, District 2  
Jesse Regan, District 3  
Michael Rabon, District 4  
Kenny Higginbotham, District 5  
Ray Gary, District 6  
Jeff Delahoussaye, At Large

### **Carencro City Council**

Jordan Arceneaux  
Antoine Babineaux  
Danielle Capritto  
Kim Guidry  
Alfred Senegal

### **Town of Duson Aldermen**

Coby Duhon  
Steve Hanks  
Carroll Pepper  
Carolyn Richard  
Wade Robin

### **Scott City Council**

Troy Bergeron, At Large/Mayor Pro-tem  
Doyle Boudreaux, District 1  
Terry Montoucet, District 2  
Danny Hollier, District 3  
Kenny Suire, District 4

### **Youngsville City Council**

Kayla Reaux, Division A  
Lindy Bolgiano, Division B  
Matt Romero, Division C  
Ken Stansbury, Division D/Mayor Pro Tempore  
Shannon Bares, Division E

### **Federal**

*Senate*  
Bill Cassidy  
John Kennedy

### *House of Representatives*

Clay Higgins

### **State**

*Senate*  
Gerald Boudreaux, District 24  
Page Cortez, District 23  
Bob Hensgens, District 26  
Fred Mills, District 22

### *House of Representatives*

Beau Beaulieu, District 48  
Stuart Bishop, District 43  
Marcus Bryant, District 96  
Jean-Paul Coussan, District 45  
Julie Emerson, District 39  
Jonathan Goudeau, District 31  
Vincent Pierre, District 44  
John Stefanski, District 42

## PARTNERS & ALLIES

Acadiana Center for the Arts  
Acadiana Planning Commission  
Acadiana Veteran Alliance  
Acadiana Workforce Solutions  
Area Chambers of Commerce  
Downtown Development Authority  
Evangeline Thruway Redevelopment Team  
Greater Southwest Louisiana Black Chamber of Commerce  
Holy Rosary Institute  
Industrial Development Board  
Lafayette Consolidated Government  
Lafayette Convention and Visitors Commission  
Lafayette International Center  
Lafayette Parish School System  
Lafayette Public Trust Financing Authority  
Lafayette Regional Airport Commission  
LAGCOE

Louisiana Community & Technical College System  
Louisiana Economic Development  
Louisiana Procurement Technical Assistance Center  
Louisiana Small Business Development Center  
Louisiana Workforce Commission  
Manufacturing Extension Partnership of LA  
One Acadiana  
Peer EDOs of Acadiana Region: Acadia, Evangeline, Iberia, St. Landry, St. Martin, St. Mary, Vermilion  
REALTORS® Commercial Alliance  
South Louisiana Community College  
State and Local Elected Officials  
University of Louisiana Lafayette  
Upper Lafayette Economic Development Foundation  
Utilities: LUS, LUS Fiber, Cleco, SLEMCO, Entergy

# ECONOMIC IMPACT

Since 2014: More than 3,400 direct jobs  
More than \$301 million CapEx



SafeSource Direct (manufacturing)

- 1,221 new jobs across two facilities in Broussard
- \$150 million investment in facilities



Amazon (distribution)

- 500 direct jobs
- \$271.5 million economic impact in Year 1 of operation



LHC Group: (home health provider)

- 500 job headquarters expansion
- 200,000 square foot facility expansion



CGI (IT solutions provider)

- 400 job initial commitment
- 400 job expansion



VieMed (medical)

- 220 job headquarters expansion



SchoolMint (IT solutions provider)

- 178 job expansion, HQ relocation from California
- \$73.7 million annual economic impact



Kibberia (food manufacturing)

- Expansion from Connecticut
- Up to 150 jobs at full operation



Completeful (technology, manufacturing, fulfillment)

- 100 existing jobs and 100 new jobs
- Up to 500 employees at peak production times



Westfielduid Controls (manufacturing)

- 67 job relocation from California
- \$37.4 million annual economic impact



Calls Plus (back office, call center)

- Create 50 direct jobs
- Retain 37 jobs

# WHERE WE'RE HEADED

Lafayette has enjoyed healthy growth over the last decade—Lafayette Parish had a 9% increase in population, going from 221,578 in 2010 to 241,753 in 2020. To see this rate of growth continue and even accelerate, community and economic development leaders must be intentional and deliberate on a number of fronts, including: improving the business climate so existing businesses can remain and grow, marketing the parish to new businesses and external talent, making wise infrastructure investments, strengthening the key elements of a robust entrepreneurial ecosystem, enhancing quality of life, and in deploying business friendly regulatory policies at the local and state level.

Building upon the solid foundation laid from the organization's roots of more than 100 years, LEDA seeks to

- Elevate Lafayette's profile globally.
- Elevate job growth in Lafayette.
- Elevate Lafayette's entrepreneurial ecosystem.
- Elevate Lafayette's quality of life.
- Elevate Lafayette's talent pool.
- Elevate economic competitiveness for each Lafayette municipality.
- Elevate infrastructure investments in Lafayette.
- Elevate North Lafayette and equitable access to economic opportunity.

LEDA will be laser focused on growing our economy through the legacy services of business retention & expansion, business attraction, entrepreneurship services, and workforce development, while layering on new areas including focusing business attraction efforts on targeted high growth industries, adding a cluster-based strategy and other diversification efforts to business retention & expansion, expanding workforce development efforts to include talent attraction strategies, in marketing the parish to site selectors and C-suite executives and talent, amplifying LEDA's voice in advocating for financial resources and public infrastructure investments for the parish, advocating for state public policy improvements, teaming up with community partners to boost small business development, adding direct hands on support to enhance community competitiveness, and weaving in inclusive economic development strategies in all facets of our work.

We begin by articulating our core values, our vision, and mission. We will then articulate our strategies and tactics which are grounded in international best practices; and we affirm our commitment to diversity and inclusion and organizational excellence. The key to LEDA's success will be steadfastness and execution and the commitment to teamwork with public and private partners and allies. ■

## Values, Vision & Mission Statements

**LEDA's Core Values:** Excellence, Teamwork, Collaboration, and Integrity

**LEDA's Values Statement:** LEDA is committed to **excellence** in our quest to facilitate economic growth and prosperity for Lafayette Parish. We believe that economic development is a team sport, hence we commit to **teamwork** and **collaboration** with business, government, education, civic, and non-profit partners. The LEDA team will fulfill its mission with **integrity** and the highest ethical standards.

**LEDA's Vision Statement:** Leveraging our favorable business climate, joie de vivre, and culture of ingenuity and creativity, Lafayette will be the location of choice for top talent, existing and new businesses, entrepreneurs, and innovators.

**LEDA's Mission Statement:** LEDA's mission is to catalyze job growth and capital investments that will lead to a strong and diversified economy, equitable access to economic opportunity, and an excellent quality of life in Lafayette Parish.

LEDA will achieve its mission by engaging in the best practices in business retention & expansion, business attraction, workforce development & talent attraction, by fostering entrepreneurship and small business development, by curating a positive business climate, and by engaging in efforts to enhance quality of life in the parish.

**LEDA's Commitment to Diversity:** Diversity is a distinctive component of the history, culture, and identity of Lafayette Parish. LEDA is committed to developing a team with various backgrounds, skills, and perspectives—fostering innovative and equitable support to our clients and the diverse businesses and business owners in Lafayette Parish. Striving for inclusion within our workplace and the communities we serve confirms LEDA's commitment to cultivating a welcoming environment for all.

# BUSINESS DEVELOPMENT GOALS

## Target Industries



Energy



Healthcare



Technology  
(IS & IT)



Manufacturing



Logistics, Transportation  
& Warehousing



Aviation



Retail

While we currently have a strong or emerging base in the targeted industries, LEDA will continually conduct in-depth evaluations of the human capital assets and physical assets in the parish to ensure “the product” and our business climate inform and validate our target industries so as to ensure success in identifying ideal targets, successful lead generation, and wins within each sector.

Through its business development efforts, LEDA seeks to influence the investment decisions of corporate leaders to realize job growth, increased capital investments, and the launch of new businesses in Lafayette Parish.

**Service Lines:** Business Retention & Expansion (BR&E), Business Attraction, Entrepreneurship & Small Business Development, International Trade and Foreign Direct Investment (FDI), Business Intelligence

## Goal:

*Attract, grow, and retain quality jobs in the parish to achieve a strong and diversified local economy.*

### *Business Retention & Expansion Strategies & Tactics*

- Create opportunities to meet with area businesses to build a better business community through strong relationships, information, and education.
- Implement a comprehensive visitation program, by visiting economic driver companies and companies in target industries and industry sectors, and aggressively pursue expansion opportunities.
- With Business Attraction and Business Intelligence, develop and implement a vertical clustering strategy—research the supply chains of existing local businesses and pursue vertical clusters where opportunities exist, including targeting suppliers and customers of existing, growing businesses.
- Identify and raise awareness of energy transition opportunities in partnership with LOGA and key oil and gas industry leaders. Work with existing industry and the university to position our area to play a role in offshore wind, solar, hydrogen, and carbon capture, utilization, and storage—whether in research, technology development, or manufacturing of component parts.
- Host information sessions and workshops on topics of interest that are most impactful and insightful for the benefit of local companies.





# BUSINESS DEVELOPMENT GOALS

## Goal:

*Attract, grow, and retain quality jobs in the parish to achieve a strong and diversified local economy.*

### *Business Attraction Strategies & Tactics*

- Develop and implement a strategic action and marketing plan focused on lead generation among the industries we are best positioned to grow. The plan will include identification of niche areas of focus for each municipality in the parish and North Lafayette based upon relevant assets and resources.
- Partner with BR&E on a cluster-based strategy within the industries of energy, healthcare, information technology, manufacturing, logistics, aviation, and retail.
- Build and maintain relationships with site selectors and C-suite executives among select companies within targeted industry sectors.
- With the support of Marketing, develop and implement a marketing and outreach program focused on select companies and industry-specific site selectors.
- Regularly attend select trade shows and site selector conferences.
- Conduct prospect visits and host at least one familiarization tour biennially.

## Goal:

*Capitalize on the entrepreneurial spirit and grow new business startups and scalable ventures in the parish.*

### *Entrepreneurship & Small Business Development Strategies & Tactics*

- Continue to serve scalable startups through the Opportunity Machine, leverage OM's downtown location to grow its membership, identify creative funding streams to enable the OM to engage directly in equity investments, and position the OM as the best incubator in the Southern Region through new programming and enhanced marketing and outreach efforts.
- Develop a comprehensive entrepreneurship-led economic development program of work by engaging in ecosystem building and resource navigation, serving micro-enterprises, main street businesses, innovation-led companies, and second stage scalable startups—all with a concerted effort to reach minority- and women-owned business enterprises (MWBEs).
- LEDA will serve as the small business resource navigator, bringing together existing resources and partners to form a strong ecosystem and network of support to include managerial and technical assistance, access to capital, and networking opportunities.
- LEDA will work towards the development of a parish-specific small business resource mapping tool.
- LEDA will leverage the small business development programs and resources of LED, the SBA, and other state and federal partners.
- LEDA will support the launch of a small business services center in North Lafayette to provide business education and guidance to entrepreneurs and small business owners through training, mentorship, networking, and business boot camps.



# BUSINESS DEVELOPMENT GOALS

## Goal:

*Leverage Lafayette's connectivity to international destinations and secure FDI and export opportunities for Lafayette Parish companies in partnership with the Lafayette International Center.*

### *International Trade & FDI Strategies & Tactics*

- Identify local businesses that are well-positioned for international trade and engage in export promotion efforts with support and resources from the Louisiana Office of International Commerce, the U.S. Commercial Service, and other state and federal partners.
- Explore and pursue foreign direct investment opportunities for Lafayette Parish.
- In partnership with the Lafayette International Center, host international representatives in pursuit of high-quality business prospects and for purposes of developing trade opportunities for local exporters.

## Goal:

*Serve as the go-to resource in the parish for business intelligence, market research, strategic analysis, and economic and labor force data.*

### *Business Intelligence Strategies & Tactics:*

- Provide timely and accurate responses to both internal and external requests for market data, research, information, and support.
- Develop high quality RFP/RFI responses in partnership with LEDA's BR&E and BA departments.
- Produce regular reports on Lafayette Parish's economic indicators for both internal and external audiences.
- Provide ongoing research and support for LEDA's certified sites efforts.



# BUSINESS CLIMATE GOALS

Through a carefully cultivated business climate, LEDA seeks to increase the attractiveness of Lafayette Parish for talent and capital investment. A positive business climate reflects a local economic environment conducive for private sector investment and job growth. The attitude of elected officials and the general public toward business, business regulations and taxes, the quality of local government services, education and workforce training programs, access to and the cost of capital, transportation access, and infrastructure (including broadband) contributes to the measure of a community's business climate.

**Service Lines:** Workforce Development & Talent Attraction, Infrastructure Development, Community Competitiveness, Marketing, Communications & Public Relations, Public Policy & Advocacy

## Goal:

*Establish Lafayette as a well-known hub for top talent, thereby increasing the quality and quantity of the workforce in the parish and the region.*

### *Workforce Development & Talent Attraction Strategies & Tactics*

- Implement industry specific Talent Attraction programs for each target industry.
- Through research and direct dialogue with existing local employers, uncover talent and workforce issues and challenges, create a feedback loop with employers, and help them respond efficiently.
- Work with LED FastStart, SLCC, and UL Lafayette to offer customized training solutions.
- Strengthen relationships by serving as facilitator of systemic change by creating connections for the business community with education and training systems starting at middle school level and through bolstering career academies and pathways and STEM-readiness in secondary schools.
- Explore and partner with LPSS, SLCC, and community workforce development partners to implement non-traditional strategies such as adult education, upskilling (especially in areas of automation), and work opportunity credits for formerly incarcerated persons.
- Raise awareness among the local business community and MWBEs of existing federal and state workforce development resources, programs, and funding opportunities such as IWTP, SBET, and OJT.
- Implement strategies to retrain displaced or underemployed oil and gas workers and transfer their skills to other sectors, including advanced manufacturing and renewable energy sectors.
- Continue traditional/legacy workforce development strategies such as the renowned LEDA Job Fair, the LEDA Online Job Board, and specialty job fairs (such as industry-specific job fairs, jobs fairs for differently-abled members of the Lafayette workforce, and job fairs for workers displaced by closures or economic downturns).
- Research and pursue EDA workforce development-related funding opportunities.
- Actively engage in efforts to achieve 1A's 55 by 25 strategy.

## Goal:

*Advocate for and facilitate physical infrastructure investments in the parish that will catalyze development and promote sustainability.*

### *Infrastructure Development Strategies & Tactics*

- Identify and advocate for infrastructure projects that promote economic development, improve connectivity and mobility, and reduce traffic congestion.
- Advocate for increased broadband availability, increased access to digital infrastructure, and for improvements to roads, bridges, water, and sewer infrastructure.
- Explore and pursue infrastructure funding opportunities from federal and state sources.



# BUSINESS CLIMATE GOALS

## *Infrastructure Development Strategies & Tactics, cont.*

- Identify available sites, land, and buildings that are prime for development or redevelopment and connect with commercial Realtors and developers to encourage investment.
- Work with local, state, and federal partners to encourage infill development and redevelopment of brownfield sites.
- Identify candidate sites parish-wide for the LED Certified Sites Program, especially sites of 100 acres or more.
- Inventory and market major assets in the parish such as LEDA's Business Parks; UL Lafayette; LFT (and its 80,000 square-foot aviation/aerospace manufacturing facility); broadband availability and speeds offered by LUS Fiber, Cox and AT&T; EDDs; TNDs; our location at the intersection of I-10 and I-49; and the community's proximity to rail and ports to our south along Highway 90.
- Support UL Lafayette's Master Plan enhancements.
- Advocate for funding for Lafayette gateway improvements: Louisiana Avenue, Evangeline Thruway Corridor/I-49 Connector, and University Avenue Corridor.
- Advocate for functional service roads along all I-10 exits in Lafayette.
- Support infrastructure development within the five Economic Development Districts: Northway, Holy Rosary, Downtown, Trappey, and University.

## Goal:

*Enhance parish and municipal competitiveness through enhancing direct support of all municipalities in the parish, by leveraging catalytic assets unique to Lafayette Parish, by elevating the knowledge base of economic development in the parish, and by supporting and advocating for Quality of Life and Quality of Place enhancements.*

## *Community Competitiveness Strategies & Tactics*

- Secure Louisiana Development Ready Certification for all municipalities in the parish by designating LEDA personnel to steer or support the effort as needed.
- Proactively identify strategically located available land for purposes of increasing the number of LED Certified Sites in the parish.
- Ensure Lafayette's municipalities are aware of and are implementing and marketing all possible local, state, and federal programs: Main Street Program, Restoration Tax Abatement, Historic Tax Credits, and more.
- Host economic development workshops for newly elected officials, including information on state and local incentives (TIFs, PILOTs, ITEP, P3s, all LED incentives).
- Leverage Opportunity Zones in the parish.
- Leverage Economic Development Districts in the parish.
- Leverage catalytic assets that are unique to Lafayette Parish: UL Lafayette, SLCC, LFT, Downtown, Opportunity Machine, LUS Fiber, Festival International, and Festival Acadiens et Creoles.
- Support the DDA's efforts to advance downtown development, support recruitment of more businesses to downtown, and support the addition of residential and mixed-use developments.
- Directly engage in urban revitalization efforts to enhance the quality of life in disinvested areas of the parish while also increasing attractiveness of these areas for private investment and job creation.
- Partner with LCG to implement programs to streamline and expedite development and permitting processes.
- Develop a collaborative relationship with planning leaders in all municipalities and incorporate referrals to LEDA within permitting packets for all developments in each municipality.
- Partner with LCG to implement a Business Licensure Program in Lafayette Parish.
- Pursue IEDC AEDO certification for LEDA.



# BUSINESS CLIMATE GOALS

## *Community Competitiveness Strategies & Tactics, cont.*

- Engage with and support LPSS and other education serving institutions to improve education outcomes, boost literacy and reading levels, and connect high school graduates to quality job opportunities.
- Support, amplify, and partner in 1A's Studer Community Institute Quality of Life initiative.
- Leverage the community's green spaces, recreational spaces, family entertainment venues, and performing arts venues to demonstrate the parish's excellent quality of life thereby boosting talent attraction efforts.
- Identify and pursue rankings and awards and recognition opportunities to elevate the community's profile.
- Identify comparable and aspirational communities and conduct benchmarking research.
- Key to community competitiveness is Disaster Preparation, Response, Recovery, and Resiliency. As such, LEDA will undertake the following important efforts:
  - Establish an organizational Emergency Response Plan.
  - Plan and design a Virtual Business Recovery Center for the parish's business community.
  - In partnership with the LA BEOC housed at UL Lafayette, launch a Disaster Preparation and Small Business Resiliency Training Program, host information sessions on business interruption insurance, and host FEMA and SBA workshops every year well in advance of the start of hurricane season.

## Goal:

*Through an integrated, strategic approach of marketing, communications, and public relations, LEDA will elevate Lafayette's brand globally.*

## *Marketing, Communications & PR Strategies & Tactics*

- Develop industry-specific marketing materials and a targeted marketing campaign to prospective talent within target industries.
- Develop a robust social media and digital marketing and communications strategy.
- Develop and maintain strong relationships with print, TV, and radio news directors and ensure LEDA is accessible and responsive to local media.
- Inform the media and community of LEDA's efforts and contributions to the business community through LEDA's website, news releases, editorials, social media postings, advertisements, and events.
- Rebrand LEDA's logo in sync with the new vision and mission statements.
- Redesign LEDA's website around the core elements of sites, workforce, quality of life, incentives, information on the geographic location of Lafayette, and case studies and testimonials.
- Curate positive stories of business successes, community, and quality of life in Lafayette Parish and broadcast widely and frequently.
- Identify and pursue rankings and awards and recognition opportunities to elevate the community's profile.

## Goal:

*Advocate for public policy outcomes that support economic growth in Louisiana and Lafayette Parish.*

## *Public Policy & Advocacy Strategies & Tactics*

- Monitor federal and state public policy issues and engage in advocacy with a focus on infrastructure, economic development incentives and tools, public education policy along the entire continuum from early childhood to postsecondary education, and other policy issues critical for local economic development success.
- Engage in Super Region Advocacy (SWLA + Acadiana) for redistricting, infrastructure resources, and other important regional efforts and initiatives.



# BUSINESS CLIMATE GOALS

## Goal:

*In every endeavor, LEDA will remain committed to diversity, equity, and inclusion as these tenets are essential to the growth and prosperity of the entire community.*

### *Diversity, Equity, and Inclusion Strategies & Tactics*

- Establish a feedback loop by creating the CEO Economic Inclusion Council to include Black, Hispanic, Asian, Indian, Native-American, Women, and Veteran business leaders.
- Build capacity and raise awareness among minority-, women-, and veteran-owned small business owners by raising awareness of available programs and resources.
- Increase opportunity and access to capital for minority-, women-, and veteran-owned small businesses.
  - Partner with LCG and other local government entities in the parish to enhance opportunities for certified DBEs, MBEs, WBEs, veteran-owned and other similarly situated businesses.
  - Partner with Delta Sigma Theta Sorority Inc. and LCG to digitize the Black Pages and expand to include other minority business groups.
  - Partner with local banks to leverage Community Reinvestment Act opportunities.
  - Work with partners including local private philanthropists to launch a micro-loan program for local small businesses, DBEs, and youth entrepreneurs and ensure local partners are poised to offer managerial and technical assistance.
  - Connect private companies with existing supplier diversity programs to local small, minority-, women-, and veteran-owned businesses.
  - Establish a local Mentor Protégé program.
- Creatively partner with the Acadiana Veteran Alliance for at least one major event per year.
- Facilitate redevelopment and revitalization in North Lafayette, advocate for public infrastructure investments in North Lafayette, and attract private investments that will catalyze growth and produce quality jobs to uplift the area.

# LAFAYETTE LOUISIANA

## Measuring Success

LEDA will track and measure its success by comparing the parish's annual economic performance on several outcomes-centric metrics to current performance:

- unemployment rate
- labor force participation rate
- population growth (net in-migration)
- property tax base growth and sales tax growth
- economic diversification (employment mix by industry)
- number of new business start-ups annually

In addition, LEDA will track the performance of its own business attraction and business recruitment efforts using the following metrics:

- leads generated each year
- visits conducted
- deals closed per year
- direct and indirect job creation from deals closed each year

## Commitment to Organizational Excellence

- LEDA commits to its core values of Excellence, Teamwork & Collaboration, and Integrity.
- LEDA will identify and benchmark against comparable and aspirational communities.
- LEDA commits to an ongoing quality process: Plan, Implement, Evaluate, Adjust.
- Annually, LEDA will conduct an annual organizational performance evaluation and individual staff performance evaluations to ensure we are focused on our vision, mission, and goals.
- LEDA will hold a board retreat annually to obtain visionary guidance from its Board of Commissioners.



Lafayette Economic Development Authority  
211 East Devalcourt Street  
Lafayette, LA 70506  
337.593.1400 | [www.lafayette.org](http://www.lafayette.org)