

## OUR RESULTS (through December 2009)

### RETENTION/EXPANSION

Jobs Expanded.....	112
Total Capital Investment.....	\$81 million
Jobs Retained.....	100
Visits to Local Companies.....	37

### ACTIVE RETENTION & EXPANSION PROJECTS (12/31/09)

Potential New/Retained Jobs.....	106
Potential Capital Investment.....	\$151 million

### ATTRACTION PROJECTS

New Jobs.....	25
New Capital Investment.....	\$5 million
Projects Logged.....	27

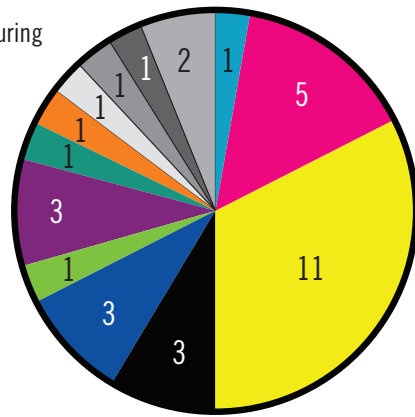
### ACTIVE ATTRACTION PROJECTS

Potential New Jobs.....	857
Pending Capital Investment.....	\$390 million

### Projects responded to in 2009 by Category (N= 34)

Industries Represented in RFPs sent

- 1 Bulk-handling
- 5 Specialty Chemical Manufacturing
- 11 Manufacturing-Other
- 3 Call Center
- 3 Distribution-Other
- 1 Food Distribution
- 3 Fabricators
- 1 Correctional Facility
- 1 Coal Gasification
- 1 Franchise
- 1 Recycling
- 1 Healthcare Mgmt.
- 2 Biofuels



### Business Retention & Calling Program Survey Results\*:

- 63% of companies' products are in the "growing" life cycle stage (36% stable)
- 92% of companies will introduce new products in the next two years
- 43% of companies report increasing company sales (36% stable)
- 36% of companies report their market share of products is increasing
- 73% of companies plan an expansion in the next three years
- 38% of companies report their employment needs will increase
- 100% of companies report a positive corporate opinion of Ascension Parish

### Business Retention & Expansion Key Issues

- Free Choice Act (card check)
- Healthcare Insurance
- Cap & Trade Legislation
- Planning & Zoning

\*=sample size of 37 companies interviewed from January 2009-December 2009



### AEDC Board Members

**Chairman, John D. Scanlan**  
EATEL

**Vice Chairman, Don Ramsey**  
Ramsey Enterprises

**Secretary/Treasurer, Randy Creel**  
Iberville Bank

**Teri Casso**  
Casso Enterprises, LLC

**Chuck LeBlanc**  
Bourg Insurance Agency, Inc.

**Dwight Poirrier**  
Attorney At Law

### Ex Officio Members:

Councilman John Cagnolatti  
City of Gonzales Council

Councilman Randy Clouatre  
Ascension Parish Council

Councilman Chris Loar  
Ascension Parish Council

### AEDC Staff

**Johnny Berthelot, Chairman**

**Mike Eades, CECD, President/CEO**

**Kristin Batulis, Director of Business Development**

**Lisa Laws, Administrative Assistant**

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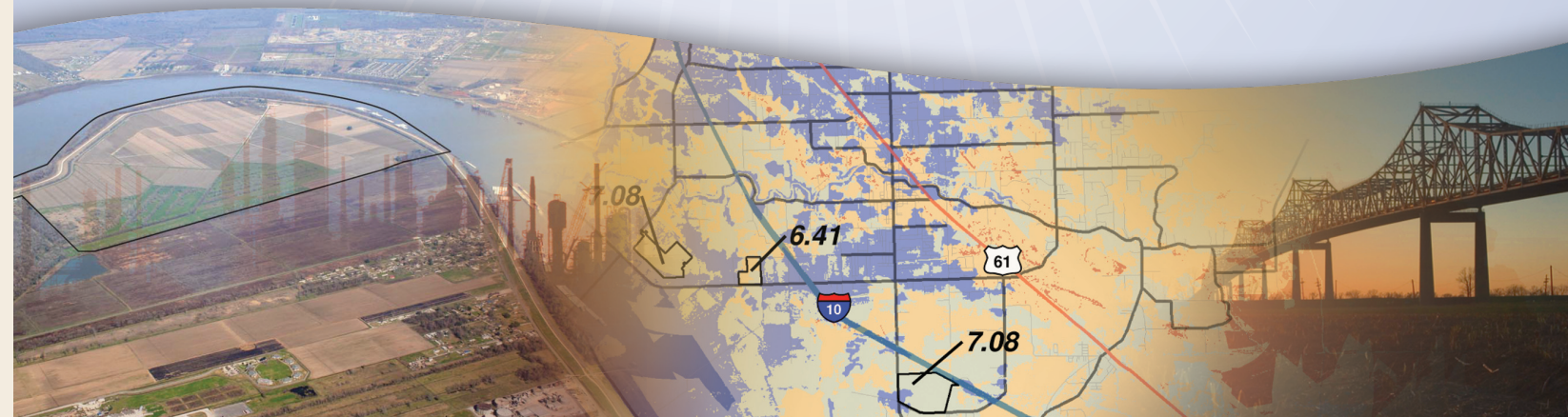
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# OUR 2009 ANNUAL REPORT

## HISTORY

AEDC entered its fourth full year of operations in 2009 embarking on major economic development initiatives for the Parish while improving Ascension Parish's position nationally with site selection consultants and conducting a very aggressive business retention and expansion calling program.

## FUNDING

The Parish of Ascension committed \$341,000 annually to AEDC in 2009. The City of Gonzales committed \$100,000 annually to AEDC in 2009.

The Ascension Economic Development Foundation (AEDF), a 501(C)(3) not-for-profit corporation, was created in May 2006 to raise additional funds from the private sector. More than \$75,000 in private donations have been raised since 2007 by AEDF to fund various special projects.

## 2009 OPERATIONAL HIGHLIGHTS

- Continued our Parish-wide business visitation program which utilizes the proprietary Synchronist© software system to measure business climate in the Parish and to uncover opportunities for expansions. A total of 37 companies were visited. AEDC assisted three expansion projects in 2009 (BASF, EXCEL Fabrication and Construction, and Blue Runner Foods, Inc.) as a direct result of this face-to-face calling program.
- AEDC staff continues to attend industry/site selection conferences and trade shows around the country with regional and state partners to market Ascension Parish to new business.
- Redesigned GIS maps of business park sites and the Pointe Sunshine megasite.
- Integrated Entergy's Louisiana Site Selection database into AEDC's website to promote available buildings and sites in the Parish. AEDC has also been meeting with private landowners on a regular basis to confirm the availability of their properties for economic development projects.
- Began work to incorporate the Donaldsonville Technology and Industrial Park into the Louisiana Department of Economic Development's new Certified Sites program.

## 2009 PROJECTS

### Attraction:

### SMITH TANK & STEEL, INC.

API & AWWA TANK ERECTION & REPAIR

**Smith Tank & Steel, Inc – 25 jobs, \$5 million in capital investment** – AEDC worked with officials in zoning issues at the proposed site along with state economic development incentives.

*"We're delighted to be up and running in Ascension Parish. AEDC and its partners played a big role in removing several obstacles that stood in the way of developing our site. For that we are most appreciative and we look forward to continuing our support with AEDC and strengthening our relationship within the Parish."*

Sam Smith, President

**TOTAL ECONOMIC IMPACT:**  
**25 jobs, \$5 million in new investment**

### Retention and Expansion:

### BASF

The Chemical Company

**BASF, Geismar – 12 jobs, \$80 million in capital investment** – AEDC assisted in securing Go Zone Bonds and other state incentives for BASF.

*"AEDC continues to support BASF and local companies in many ways. Most recently, AEDC's support for \$80 million in Go Zone Bonds for a new methylamines production facility in Geismar helped secure needed financing for the new investment. Their active involvement was much appreciated."*

Tom Yura, Senior VP and General Manager

### EXCEL

FABRICATION • CONSTRUCTION

**EXCEL Fabrication and Construction (formerly Bronco) – 100 jobs, \$100,000 in capital investment**

– AEDC worked with EXCEL officials in applying for the Enterprise Zone incentive, coordinated a formal announcement about the expansion, and aided in the ultimate decision not to move operations outside of the Parish.

*"AEDC worked diligently to assist us in identifying state economic development incentives. Their guidance was an important factor in our decision process to expand within Ascension Parish. AEDC has been and continues to be supportive of our on-going expansion efforts."*

Dave Roberts, President

### Blue Runner

**Blue Runner Foods, Inc –**

**10 jobs, \$1,000,000 in capital investment** – AEDC worked with Blue Runner officials in applying for the Enterprise Zone incentive and aided in the ultimate decision not to relocate to another Parish.

*"AEDC along with the City of Gonzales were instrumental in keeping our manufacturing facility in Ascension. With their help, we were also able to apply for tax incentives at the state level that may have been left on the table."*

Ricky Thomas, President

**TOTAL ECONOMIC IMPACT:**  
**122 jobs, \$81.1 million in new capital investment**

## FOCUS ON THE FUTURE

The Board of Directors of the Ascension Economic Development Corporation (AEDC) has approved a laundry list of key focus areas for the organization for 2010. While not encompassing AEDC's full program of work for 2010, highlights include:

## ENHANCED BUSINESS RETENTION AND EXPANSION PROGRAMS

AEDC recognizes that existing enterprises in Ascension Parish are our best prospects for creating new jobs. AEDC will expand its Business Retention and Expansion (BRE) programs in 2010 to ensure that more existing firms are made aware of local, regional and state resources and incentives that can be assessed to expand their physical assets and/or their employment base. The following specific actions will be taken:

- AEDC's BRE program will be "branded" in order to create better awareness of the services available from the organization and the potential benefits available for expanding firms.
- In cooperation with the Ascension and Donaldsonville Chambers of Commerce and local governments, AEDC will host a series of hands-on seminars regarding available incentives, workforce training and other key resources available to firms who are considering expansion.
- AEDC will double the number of face-to-face meetings with executives of existing enterprises in the Parish.

## ECONOMIC DEVELOPMENT INCENTIVES

AEDC staff must maintain a high level of knowledge of available incentives for all types of projects. For 2010, AEDC will accomplish the following:

- Train AEDC staff on the inner-workings of the new cost-benefit model being developed by the Baton Rouge Area Chamber and LSU to enable concise analysis of the economic impact of new and expanding business projects. This will allow AEDC to provide better information to local governments in the Parish in determining the applicability of discretionary incentives to any project.
- For all recommended incentives, provide local governments with "scalable" guidelines insofar as required job creation, capital investment, payrolls, etc. By way of example, local governments might wish to structure their incentive program to "reward" new and expanding firms for paying wage rates in excess of the current average in the area, for hiring local residents and/or other actions.



## AEDC WEBSITE

www.ascensionedc.com is the front door for economic development prospects considering locating or expanding in Ascension Parish. AEDC will accomplish a complete overhaul of its website to ensure that it reflects best practices in our industry and achieves high search engine optimization among the multitude of competing sites across the globe.



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