

# Community & Economic Development Practice

*CDI – February 18, 2025*



**LED**

LOUISIANA  
ECONOMIC  
DEVELOPMENT

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# Agenda

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- Welcome & Introductions
- Community & Economic Development
- Fundamentals of Community Development
- Community Assessment
- Development Ready Communities
- Economic Development Capacity Indicators
- Success Stories
- Does Quality of Life Matter
- What are you Reading?
- Focus Post Pandemic

## Community Development

*A comprehensive process for managing community change that involves citizens in a dialog on issues to decide what must be done, and then, involves them doing it*

*CDC Community Development Handbook, Robert Pittman, Ph.D.*

## Economic Development

*The process of creating wealth through the mobilization of human, financial, capital, physical & natural resources to generate marketable goods and services.*

*CDC Community Development Handbook, Robert Pittman, Ph.D.*

*Community Development is to produce the asset and Economic Development is to mobilize the assets.*

# Who's job is Community Development?

## Community Development

- Quality of Life Issues
- Amenities
- Safety
- Housing
- Education
- Tourism Development
- Community Image
- Marketing
- Healthcare

## Economic Development

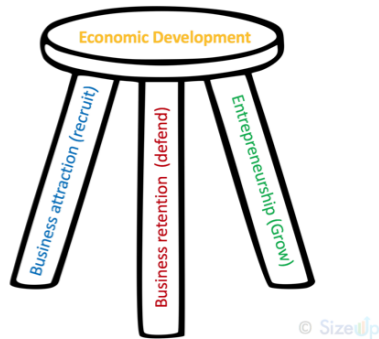
- Infrastructure
- Incentives
- Business attraction
- Business retention
- Site Development
- Workforce Development
- Business Climate
- Transportation
- Asset focused marketing

*In some communities both fall under 1 organization, in others it is a separate effort.*

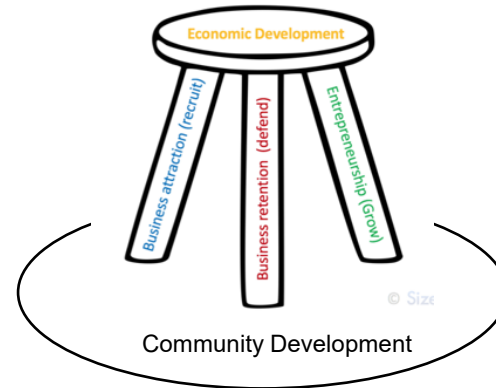
# A Balanced Approach

THEN

Three Legs of Effective Economic Development



NOW



Community Development can now be the base for economic development

# Leadership Makes a Difference

- Why are some communities able to rise above their problems and adversities, and achieve a more sustainable and equitable living and working environment?  
“Leadership is often the critical ingredient that determines whether a community overcomes its limitations or remains mired in its problems.”
- Local leaders, taking actions with some measure of unity, have initiated and sustained the long-term and difficult process of improving the economic climate of their communities.

Source: *Leadership: An Essential for Dynamic Economic Development*, Southern Economic Development Council

# Fundamentals of Community Development

- Empowerment – what are you motivated to do and what can you control
  - Who are these people?
- Character & Appearance – what does your community physically look like?
  - Important
  - Shows pride & ownership
- Include people who are not normally in the discussion
  - Groups that are against everything
  - Younger generation – high school/college age
- Planning & Preparation – do a formal strategic plan
  - WRITE IT DOWN
- Collaboration & Participation
  - Chambers, Clubs, Civic Organizations
- Awareness – what do you have to offer?
  - Assessment
- Transparency & Trust
  - All levels
  - How to build the trust

# Community Assessment

## ➤ Why is this an important first step for moving toward a plan?

- Foundation of your strategic plan and first step to the SWOT
- Helps to define your assets in detail
- All information is in one place and can be given to stakeholders to ensure everyone has the same information

## ➤ Who should be involved in the process?

- Mayor, Police & Fire Chief, Council, City/Parish Engineer, School Superintendent
- Major Business/Property Owners, Bankers, Faith Based Community
- Realtors, University Leadership, Utilities, Local/State EDO's, Healthcare Leadership



# Readiness Community Assessment

The Community Assessment used at LED consists of 37 questions:

## ➤ Community Services

- Governing body
- Capital Improvement Projects
- Budget
- Trash/Water/Sewer

## ➤ Fire/Police Protection

- Citizen Campaigns
- Ratings
- Disaster Plan
- Communication

## ➤ Quality of Life

- Appearance
- Parks/Recreation
- Art/Culture
- Housing
- Healthcare

## ➤ Economic Development

- Sites/Buildings
- Utilities
- Local Incentives
- Organization

## ➤ Transportation

- Airport
- Port
- Interstates/Highways
- Rail

## ➤ Education and Workforce

- K-12
- Data on quality of school (scores)
- Physical Condition/Equipment
- Dual Enrollment
- Workforce Skills Training

# Community Assessment

## ➤ Visual Tour (Windshield)

- Have someone from outside of the community on the tour
- Take different route than the norm
- Include housing options, industrial areas, recreational areas
- Take pictures

## ➤ Look at :

- Street Conditions
- Vacant Buildings
- Litter/landscaping – Blight
- Condition of public facilities
- Condition of sidewalks/parks
- Main Street – type of business (does it fit?)

***Leadership.....Take the information & make change!!***

# Louisiana Development Ready Communities



- The overarching goal of **Louisiana Development Ready Communities** is to create communities that LED can take to the global marketplace and compete with to win new investment and jobs! To be “open for business”
- **Louisiana Development Ready Communities** demonstrate the value of the community development process using all resources LED has developed over the last several years and to show other communities the value of engaging in the process as well.
- All **Louisiana Development Ready Communities** must complete:
  - The LDRC Community Assessment
  - Economic Development Capacity Indicator scoring
  - Hold a town hall meeting
  - Do a survey of the community and
  - Develop a 5-Year Community & Economic Development Strategic Plan
- **IEDC 2020 Silver Award**

# Economic Development Capacity Indicator Scoring

- Increase local economic development capacity
- Create value added support for local and parish economic development efforts by enhancing the collaboration between communities/parishes, regional economic development organizations
- Assist in recognizing needs to enhance competitiveness and to develop programs and resources to address those needs
- Designed to be used on a parish level, but works on city or even organizational level
- Multiple communities use this “scoring” as an annual review to create a work plan for the upcoming year

# List of Economic Development Capacity Indicators

## ➤ ORGANIZATION

- Staffing
- Budget
- Economic Development Plan
- Target Industry Analysis
- Regional ED Organization (REDO) Engagement
- Leadership Training / Stakeholder Education

## ➤ PRODUCT DEVELOPMENT

- Available Sites
- Available Buildings
- Workforce / Labor
- Infrastructure Capacity
- Understanding of Local Competitiveness

## ➤ MARKETING AND BUSINESS DEVELOPMENT

- Marketing Plan
- Economic Development Partnerships
- Prospect Hosting
- Promotion Collateral
- Inventory of Unique Selling Points

## ➤ COMMUNITY RESILIENCE

- Parish-wide Emergency Preparedness Plan
- Disaster Preparedness
- Business Retention & Expansion Plan
- Constituent Communication & Engagement

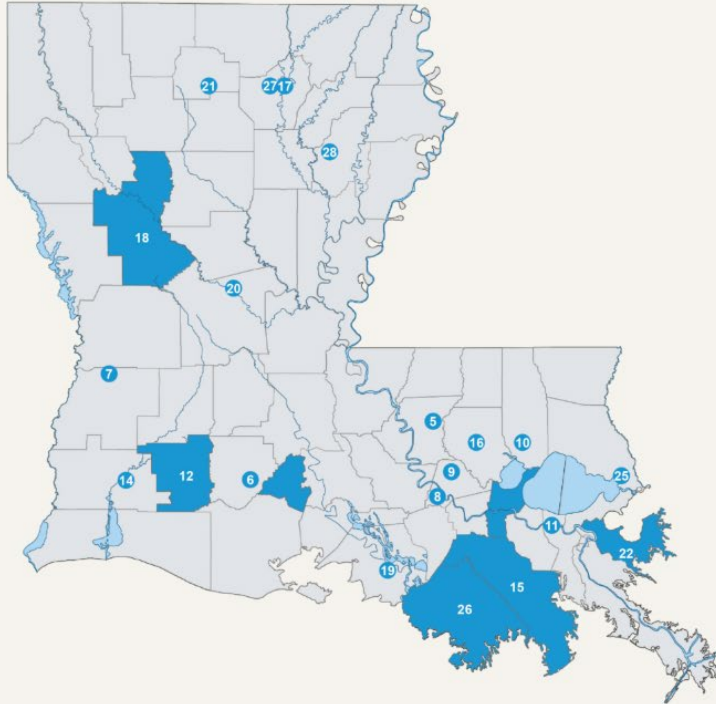
# What We Have Learned from LDRC:

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- Not all communities are the same, but at the core they have the same issues
- Needs and issues are very different in rural vs. urban areas
- A consistent point of contact in the community is critical
- Successful communities have a WRITTEN plan, have prioritized goals and are in implementation process
- Metrics to measure progress are critical

**IMPLEMENTATION and SUSTAINABILITY are critical to community development!**

# As of March 2025 – 28 Active Communities



## Development Ready Communities

- |                           |                                  |
|---------------------------|----------------------------------|
| 1 City of Abbeville       | 13 City & Parish of Lafayette    |
| 2 Algiers                 | 14 City of Lake Charles          |
| 3 City of Broussard       | 15 Lafourche Parish              |
| 4 City of Carencro        | 16 Town of Livingston            |
| 5 City of Central         | 17 City of Monroe                |
| 6 Crowley                 | 18 City & Parish of Natchitoches |
| 7 DeRidder                | 19 Patterson                     |
| 8 Donaldsonville          | 20 Pineville                     |
| 9 Gonzales                | 21 Ruston                        |
| 10 Hammond                | 22 St. Bernard Parish            |
| 11 City of Harahan        | 23 St. John the Baptist Parish   |
| 12 Jefferson Davis Parish | 24 City of Scott                 |
|                           | 25 Slidell                       |
|                           | 26 Terrebonne Parish             |
|                           | 27 West Monroe                   |
|                           | 28 Winnsboro                     |

# Gonzales, La – Population 12,500

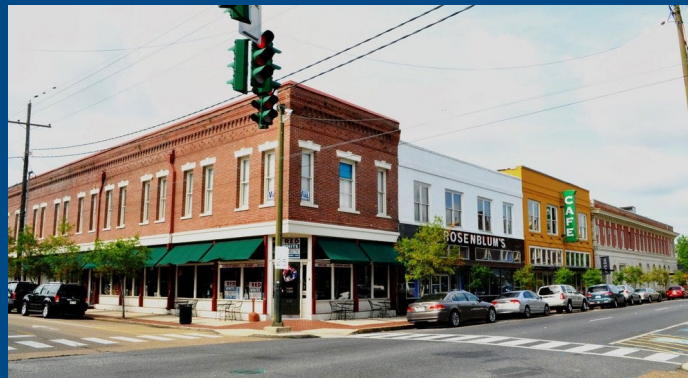
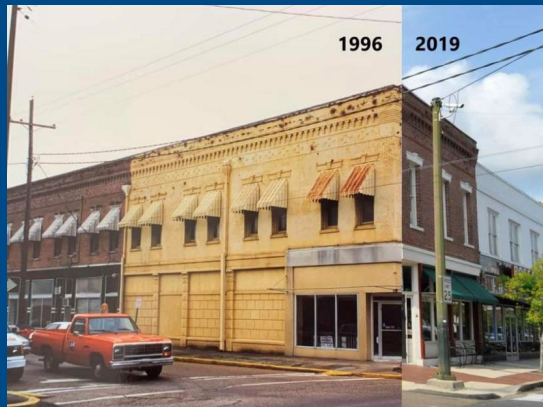




# Abbeville, La – Population 11,048



# Hammond, La – Population 20,000





# The NIMBY and Why do they matter?



# Does Quality Life/Place Matter?

## COMBINED RATINGS\* CORPORATE SURVEY

Site Selection Factors	2022	2021
Ranking		
1. Labor costs	89.1	96.4 (1)**
2. Quality-of-life	87.1	82.1 (11T)
3. Availability of skilled labor	85.8	94.9 (2)
4. Energy availability	82.3	94.7 (3)
5. Construction costs	81.2	82.1 (11T)
6. ICT/broadband	80.7	36.8 (26)
7. Corporate tax rate	79.7	87.7 (7)
8. Energy costs	79.4	N/A
9. Environmental regulations	79.0	82.5 (9)
10. Available land	78.1	62.5 (19)

Source: *Area Development Magazine*, 2023

**SITE SELECTION MAGAZINE**

**X-FAB EXPANDS SILICON CARBIDE FOUNDRY IN LUBBOCK, TEXAS**

**TALENT ATTRACTION & RETENTION**

From Site Selection magazine, July 2022

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### Here's Who Decides What Quality of Life Means

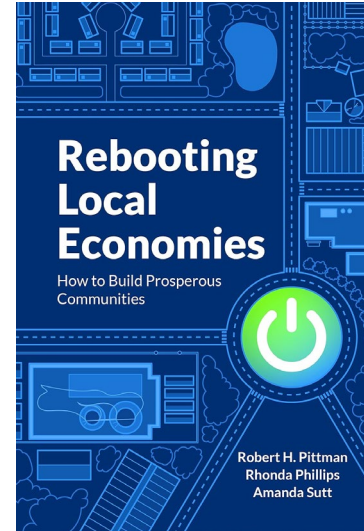
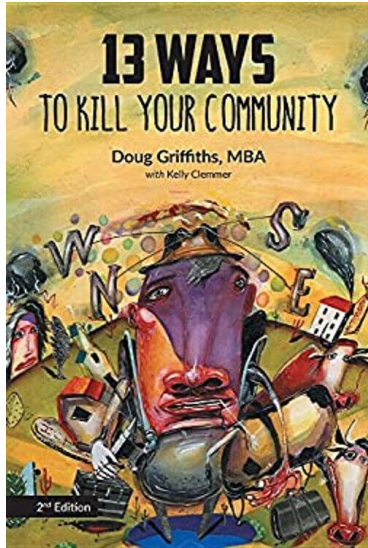
Attracting talent means tuning in to what millennials and Gen Z have to say.

**Related Articles**

- QUALITY OF LIFE:** The NO. 1 State For Quality Of Life (Jan 11, 2024)
- QUALITY OF LIFE:** Rivers Run Through It (Nov 2, 2023)
- QUALITY OF LIFE:** Where Affordability & Fun Intersect (Sep 14, 2023)
- QUALITY OF LIFE:** Locations Are Working Harder to Deliver Today's Workforce (Sep 5, 2023)
- QUALITY OF LIFE:** Feels Like Home (Feb 16, 2023)
- QUALITY OF LIFE:** Painting a Picture of Success (Feb 15, 2023)

Source: *Site Selection Magazine*; [www.siteselection.com](http://www.siteselection.com)

# Suggested Readings & Podcasts



- Strong Towns Podcast
- The Small Town Podcast – Matt Seale (Ga)
- Revitalize or Die, Jeff Siegler – LinkedIn, Facebook, etc.

# Post Pandemic Focus

- Focus on parks and outdoor space
- Focus on your downtowns and a walkable community
- Is there a cost or restriction that would keep business from keeping a physical location
- Are you a Remote Work Community
- Invest in existing sites/buildings
- Focus on existing business and spend significant time on retention
- Strategic Research
- Add telework to your strategic plan
- “Zoom/Virtual” is not a sustainable substitute

# Contacts

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