

measuring SUCCESS

The *Creative Capital Agenda* is comprised of **six strategies** that work together to drive economic development in the Baton Rouge area. Each issue of *Catalyst* features an update on our progress on each of these six strategies as well as a preview of upcoming goals and activities.



Strategy 1: Job Creation

Goal: Retain and attract high-growth companies to positively influence quality of life

It is estimated that 734 jobs have been created in the Capital Region through the efforts of BRAC in 2011. Thirty-five on-site retention visits were conducted in the second quarter with CEOs, plant managers, and other management professionals. From these visits, a potential expansion project has been uncovered and is actively being tracked.



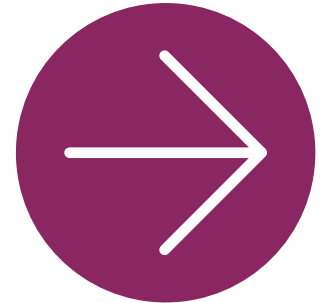
Strategy 2: International Development

Goal: Bring high-wage jobs associated with international business to the area to build a global reputation

BRAC entered into an agreement with NKF Consulting to undertake an initial phase of the target industry sector analysis. This is the first phase of a larger study (to be completed in 2012) that will become a forward-looking business development plan so that BRAC can align its resources with specific industry sector targets.

o u r

esss



Summary of Business Development Prospect Activity

	Project Count		Job Count (Estimates)	
	Current Count	Change from Prior Quarter	Current Count	Change from Prior Quarter
2011 Project Wins (YTD)	10	0	749	0
Prospects: Class A	12	0	561	+20
Prospects: Class B	27	+2	2,285	+750
Prospects: Total	82	+6	8,319	+860

Prospects: Class A

Project is at a 70 percent probability or greater. Leases or contracts negotiated, incentive agreements completed, company is in control of a site and working towards making an announcement. At this point, the company has spent significant resources in controlling a site and is preparing to develop within the region.

Prospects: Class B

Project is at a 30-60 percent probability. The prospect has visited the region, put the area on a short-list of sites, and begun the process of achieving site control. Other agreements such as permits and incentives may be in current negotiation.



Strategy 3: Entrepreneurship and Innovation

Goal: Support the development of new entrepreneurial firms and regional capacity for innovation

In the third quarter, the Regional Innovation Organization (RIO) was awarded an EDA grant that was applied for in the second quarter. This grant will play an integral role in establishing the foundation of the organization. Read more about the grant on page 8. Additionally, the RIO team finalized details for Baton Rouge Entrepreneurship Week (BREW), which was held from November 11 – 18.

4

Strategy 4: Global Branding

Goal: Increase awareness of the Baton Rouge area as a destination location for high-growth companies and talented people

A three-month promotional campaign was launched in July to increase awareness of the Capital Region as the Creative Capital of the South®. The campaign included billboards, print ads in *The Advocate* and the *Greater Baton Rouge Business Report*, online advertising with the *Greater Baton Rouge Business Report*, and radio and television spots. The goal of the campaign was to drive traffic to the website and social media outlets.

→ project win

Baton Rouge Shrimp Company Inc.

38 Jobs, \$2.1MM Capital Investment



In September, BRAC announced the formation of Baton Rouge Shrimp Company Inc. The company will process and market a premium gulf-caught shrimp product nationally and internationally. The United States recently increased the taxes on foreign shrimp coming into the country for another five years, which will allow domestic shrimp to be sold more profitably. The new facility will create thirty-eight direct and an estimated fifty-four indirect jobs for the area.

“We have one of the remaining sustainable fisheries in the country, producing more than \$1 billion in shrimp per year. Louisiana is the largest landing port for seafood in the continental U.S. This is the place to be if you are in the seafood business,” said Tommy Lusco, owner of Baton Rouge Shrimp. “The assistance of BRAC was crucial as we determined how to establish our business to take advantage of this tremendous local resource.”

5

Strategy 5: Talent Development

Goal: Attract, develop, and retain human capital to meet the needs of business

Nicole David, formerly director of events with BRAC, was chosen as the first-ever director of talent development. As Nicole transitions from her current role, the program will continue to develop further. Details of the program are expected to become available in the fourth quarter of the year.

6

Strategy 6: Regional Competitiveness

Goal: Target key public policy issues that impact the Baton Rouge area's ability to remain competitive in the global marketplace

The economic competitiveness team began collecting and analyzing data for the 2012 Economic Outlook, to be given in the fourth quarter. The team also began to create a strategy to improve the region's competitiveness for the digital media sector. Additionally, work commenced on the next Canvas Workshop to be announced in the fourth quarter. Progress continues to be made with regards to education, healthcare, and transit. ✨

BRAC's Economic Development Partners

- Ascension Economic Development Corporation
- Office of the Mayor-President, City of Baton Rouge/ Parish of East Baton Rouge
- East Feliciana Economic Development District
- Iberville Chamber of Commerce
- Livingston Economic Development Council
- Greater Pointe Coupee Chamber of Commerce
- St. Helena Parish Economic Development Committee
- West Baton Rouge Chamber of Commerce
- West Feliciana Parish

