STEDC Project Briefing

Charting Our Pathway Forward

5/26/25

Overarching Agenda

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General Project Update

02

St. Helena Parish Updates

03

Washington Parish Updates

04

Professional and Personal Development Updates

A New Partnership for Economic Transformation

- The Economic Recovery Corps (ERC) program launched in 2023 through a $30 million cooperative agreement with the U.S. Department of Commerce's Economic Development Administration.
- Funded through the CARES Act, ERC aims to address long standing economic disparities in America that surfaced during the COVID 19 pandemic, build capacity in hard-hit communities, and cultivate the next generation of economic development leaders.

ECONOMIC RECOVERY CORPS

IN PARTNERSHIP WITH

E·D·A U.S. ECONOMIC DEVELOPMENT ADMINISTRATION | INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

ERC Partner Coalition

NADO Research Foundation

NATIONAL ASSOCIATION of COUNTIES NACo

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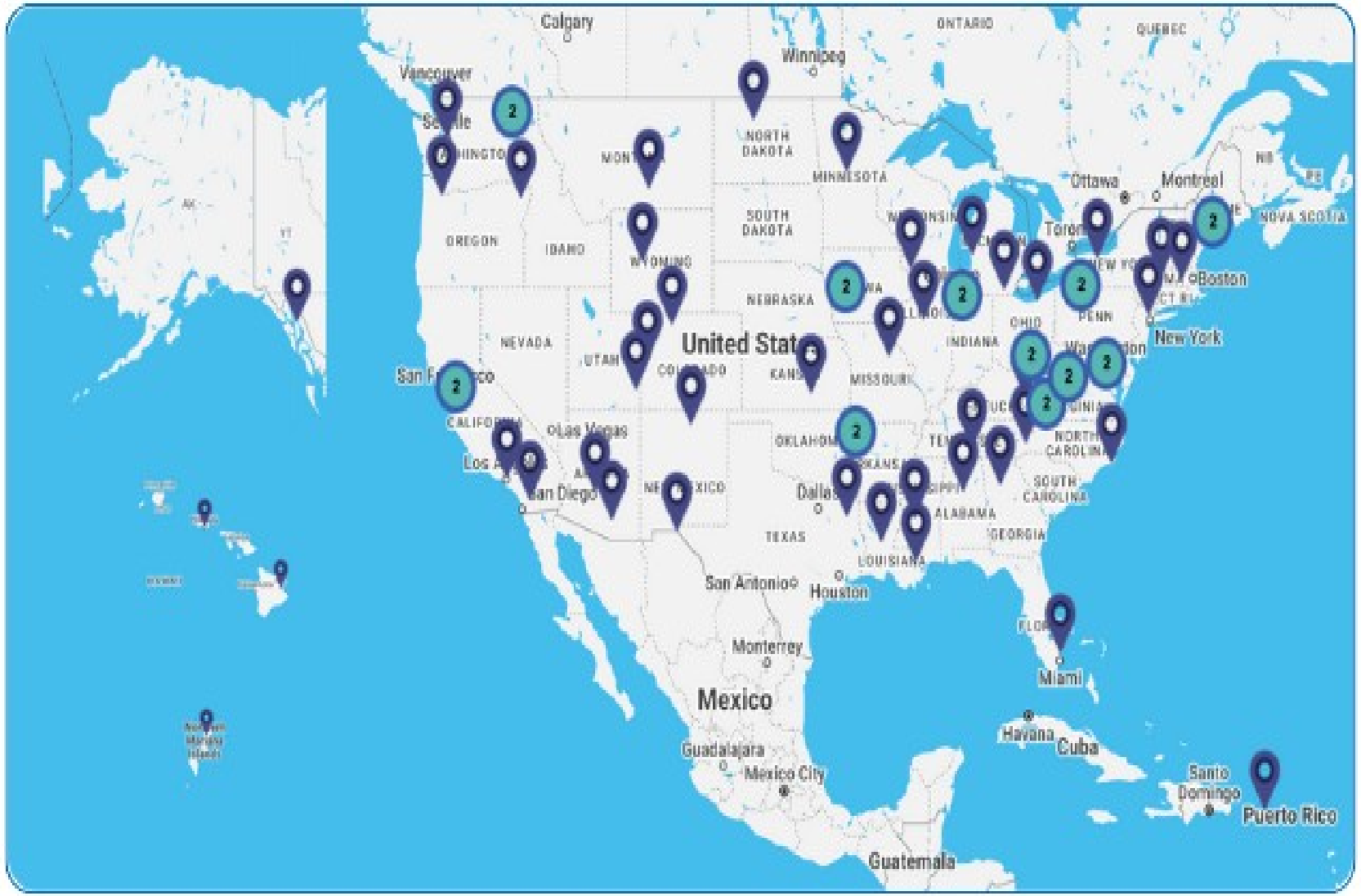
RAIN catalysts

CORI Center on Rural Innovation

NLC NATIONAL LEAGUE OF CITIES

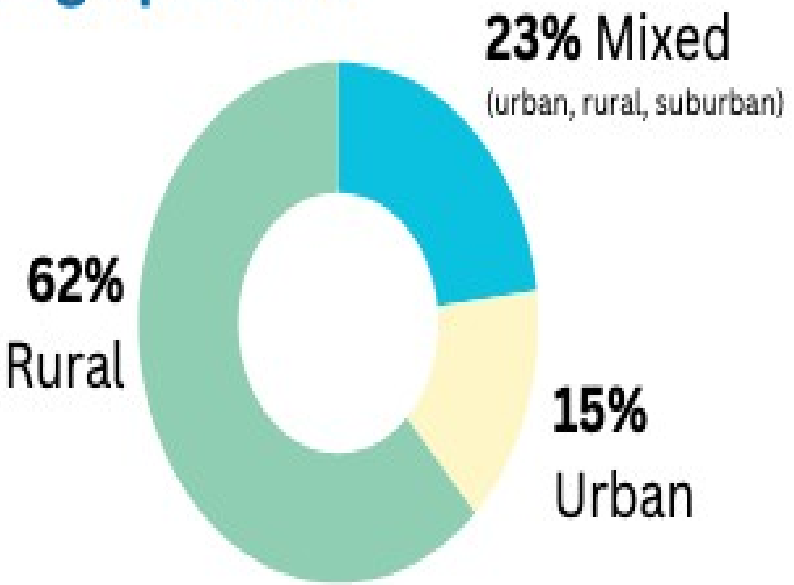
CITIES STRONG TOGETHER

ICMA



ERC Fellows are working alongside Host Organizations in communities large and small, including nine Tribal Nations, two U.S. territories, and 5 multi-state collaboratives.

Geographic Mix



65 Fellows, 65 Catalytic Projects, 42 States, 2 Territories

Profile of Fellows, Projects, and Host Orgs

Fellows

65% 10+ years of experience

69% Women

54% Identify as a person of color

40% Come from host community or region



Projects


Broadband



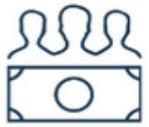
Housing


Childcare


Downtown Revitalization


Technology & Innovation


Workforce Development


Tourism & Recreation


Sustainability & Climate Resilience


Small business, Entrepreneurship, Access to Capital

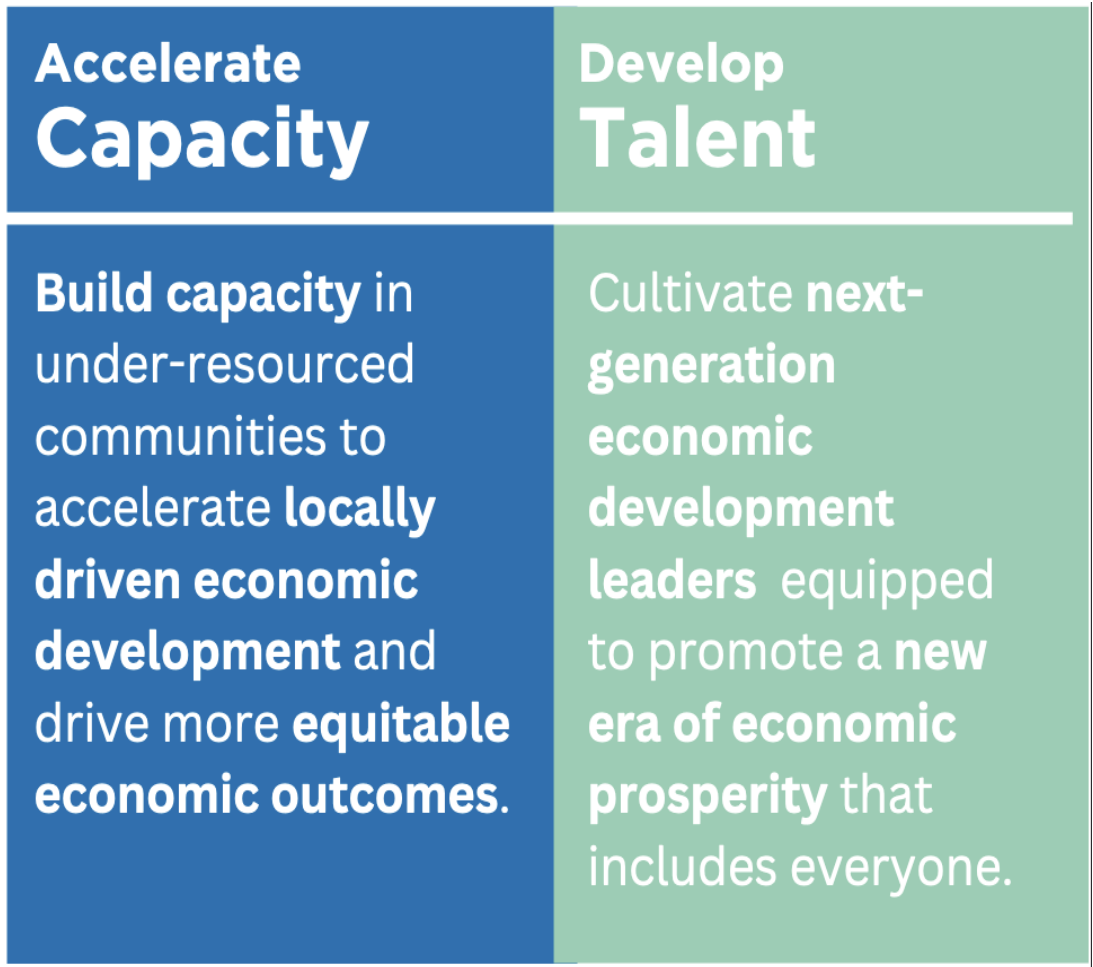

Transportation & Infrastructure

Host Organizations

- City and county governments
- Regional coalitions and partnerships
- Tribal Nations
- Economic development organizations (EDOs)
- Economic Development Districts (EDDs)
- Entrepreneurial support organizations
- Community Development Financial Institutions (CDFIs)
- Nonprofits and technical assistance providers

Cultivating Next-Generation Economic Leadership and Capacity

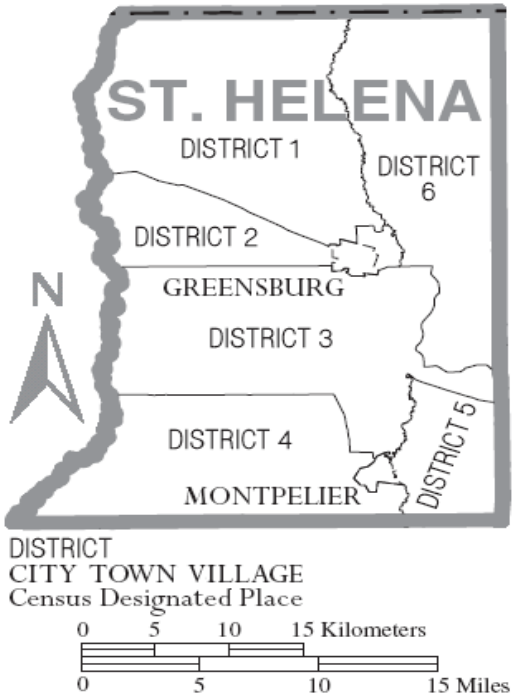
- The ERC program is led by the International Economic Development Council (IEDC) in partnership with six leading national organizations from across the economic development landscape.
- Over the 30-month Fellowship, 64 Fellows are working alongside Host Organizations in under- resourced communities, building a nationwide corps of diverse, cross-sector talent with the skills and expertise to activate regional strategies and promote innovation. The Fellowship seeks to promote connectivity and knowledge-sharing among urban, rural, and tribal areas to elevate new practice and transform the field of economic development.



My Project - Capacity Building through Suburban-Rural Regional Coordination

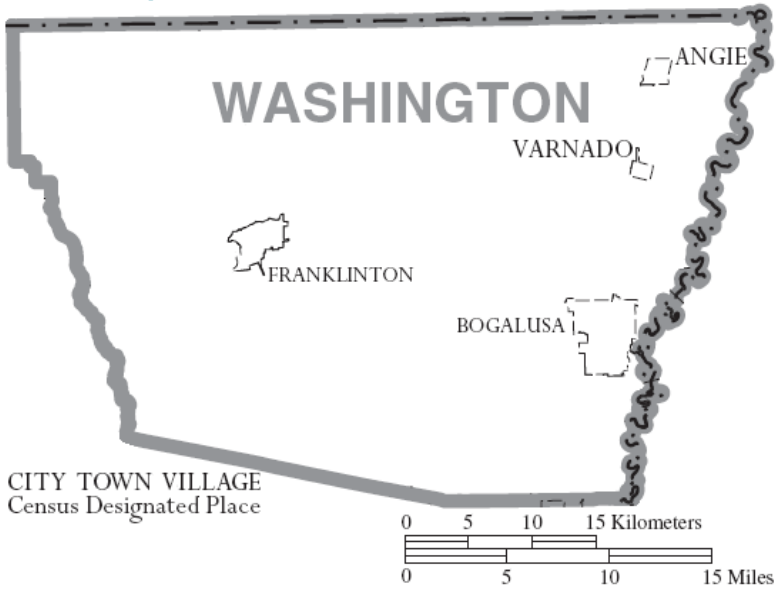
Serving St. Helena and Washington Parish

- Driving the LDRC Process
- Federal Partner Connections
- Driving Public Policy
- Research and Development

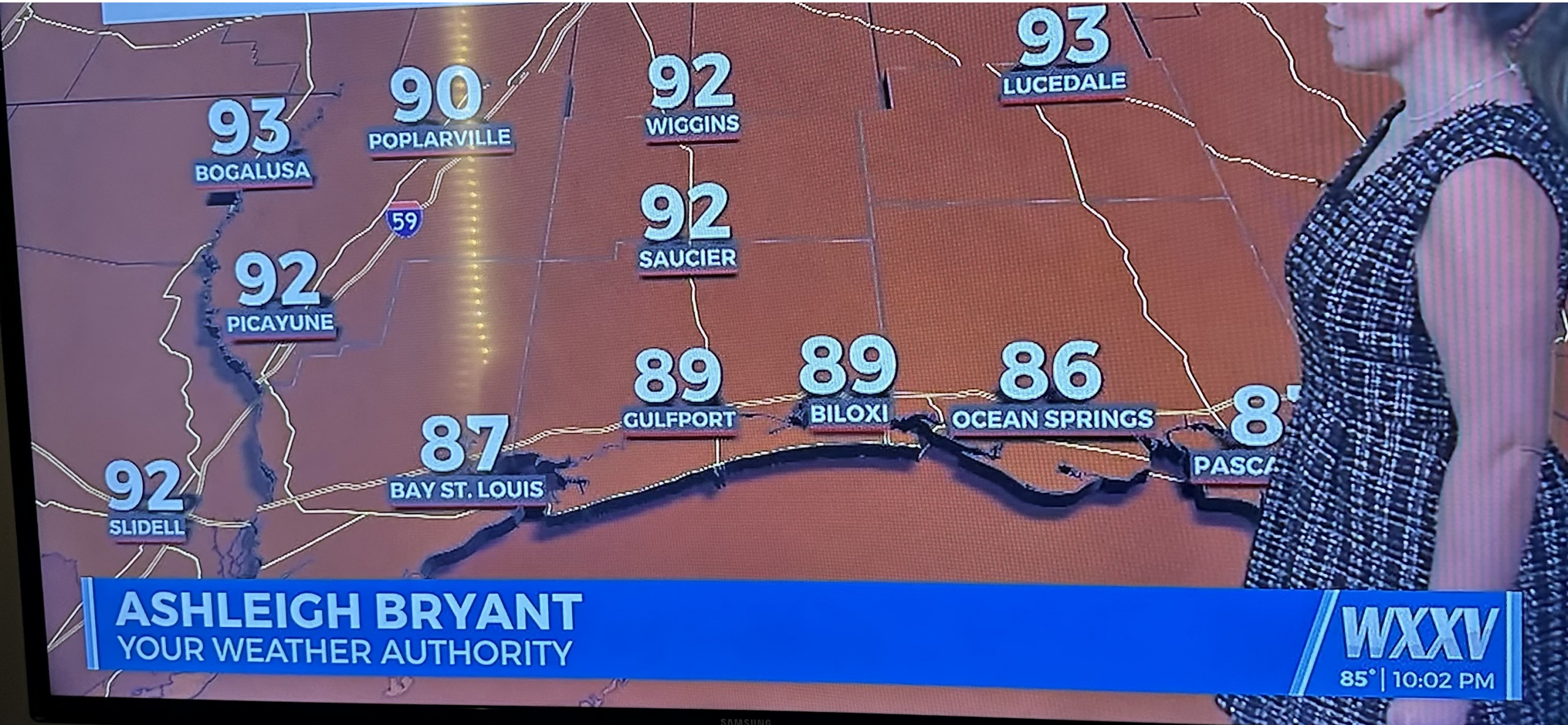


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My Why


93
BOGALUSA
90
POPLARVILLE
92
WIGGINS
93
LUCEDALE
59
92
SAUCIER
92
PICAYUNE
89
GULFPORT
89
BILOXI
86
OCEAN SPRINGS
87
BAY ST. LOUIS
92
SLIDELL
ASHLEIGH BRYANT
YOUR WEATHER AUTHORITY
WXXV
85° | 10:02 PM

General Project Update

Project Description

The Fellow's work will ultimately create and implement a place-based strategy for economic prosperity to build capacity and increase regional connectivity. Currently, STC leads two competitive grant initiatives with Washington and St. Helena among the five-parish regional participants. ***The information gathered, reports compiled, and relationships built through these grant programs will have an opportunity to be cultivated and enhanced through direct hands-on engagement with both local stakeholders and regional partners.***

The ERC Fellow will move current regional initiatives from one-time impactful grant programs into transformational initiatives and organizational capacity building as the professional economic development staff support to the communities.

Question: What are the next steps tied to NRRC?

Project Description

The Fellow's work will ultimately create and implement a place-based strategy for economic prosperity to build capacity and increase regional connectivity. Currently, STC leads two competitive grant initiatives with Washington and St. Helena among the five-parish regional participants. The information gathered, reports compiled, and relationships built through these grant programs will have an opportunity to be cultivated and enhanced through direct hands-on engagement with both local stakeholders and regional partners.

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Question: Am I mission aligned with STEDC?

Fellow Responsibilities

The Fellow will work collaboratively with the executive leadership team at St. Tammany Corporation and key representatives in St. Helena and Washington parishes to develop and implement community and economic development plans for St. Helena and Washington parishes, positioning these communities for sustainable economic prosperity through capacity building and resilience efforts. **The key representatives in St. Helena include Virgina Bell, St. Helena Economic Development Foundation, Inc., and Dr. Kelli Joseph, St. Helena Parish School District. Key representatives in Washington Parish include Mayor Tyrin Truong, Mayor of Bogalusa, and the local economic development board. Executive leadership at Northshore Technical Community College plays instrumental role in this regional initiative.**

Question: How have the scope of work and services changed due to project evolution?

Scope of Services

Catalyze Individual Relationships to Create Collaborative Partnerships

a. Participate in local economic development activities alongside executive staff members at all three parish EDOs to be introduced to key business, industry, community, government, and nonprofit leaders.

b. Understand the unique attributes of the various entities who participate in each parish ecosystem.

c. Map the economic development assets available in each parish including mission, vision, scope of services, and leadership.

d. Create a data collection system for tracking the engagement of stakeholder entities, collaborative programs, etc. (output)

Scope of Services

Regional Collaborative Support

a. Alongside the executive leadership of the EDOs, serve as a convener of stakeholders to build trust, celebrate wins and identify opportunities for collaboration.

b. Create a data collection system for capturing partnership engagements, collaborative service delivery, program deliverables (outcomes)

c. Develop content for the local EDOs to tell the story of business successes, new or innovative partnerships, collaborative endeavors, etc. within their parish

Scope of Services

Strategic Plan Development and Implementation

a. Leverage the information gathered and experiences shared during the two existing multi-parish grant efforts to identify the stakeholders and develop the framework to participate in the existing Louisiana Community Network initiative.

b. Complete the necessary and specifically outlined steps for certification as a “Louisiana Development Ready Community.”

c. Earn both St. Helena and Washington parishes the designation of “Louisiana Development Ready Community.”

Question: How to move the LDRC Process Forward?

Exercising the LDRC

Using the JKCF Internship as a driver for the LDRC process:

1. The Assessment
   - Economic Development, Sites and Buildings, Community Services, Quality of Life, Education and Workforce Development, Transportation
2. Community Competitiveness Initiative
   - Utilizing the Economic Development Capacity Indicators as a primer towards action.
3. Web Presence Development
   - How can we create a space and place for local population to talk and learn about their local economy?

In other words, how do we honestly answer whether the community feels they are ready?

From Capacity Building To Operationalization…

- If the overall pursuit is the creation of strategic plans within both Parishes, I want to become more attuned to the operational processes that create a vibrant EDO.
- In addition to fostering the onus behind LDRC Certification, I have been focused on ensuring that the community has a clear pathway to operationalize themselves beyond the edicts set forth in their planning document.
- Both St. Helena and Washington Parish each have unique profiles, which positions the project to move from broad capacity building to operational roles tailored to the particular needs of each Parish.
- The hope is to leverage insights from across the first year to refine objectives and approach towards strategic foresight.

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Internship Program

- Looks like we have our interns!
- Analy Vega is an incoming Freshman at Harvard and has an expertise in data science, public health, and public policy. She will help with ARCGis mapping and platform building around CCI and LDRC metrics.
- Mekyla Basconcillo is a Junior graphic design student at Woodbury University in Los Angeles and will help tremendously with site design and overall community design.
- Together we will endeavor to accomplish a few things:
  - Drive the process of the LDRC and CCI Parish implementation
  - Create an online presence for each Parish that is reflective of community
  - Build bespoke solutions for long-term use and enhancement

St. Helena Parish

Charting Our Pathway Forward



Agenda

St. Helena Parish

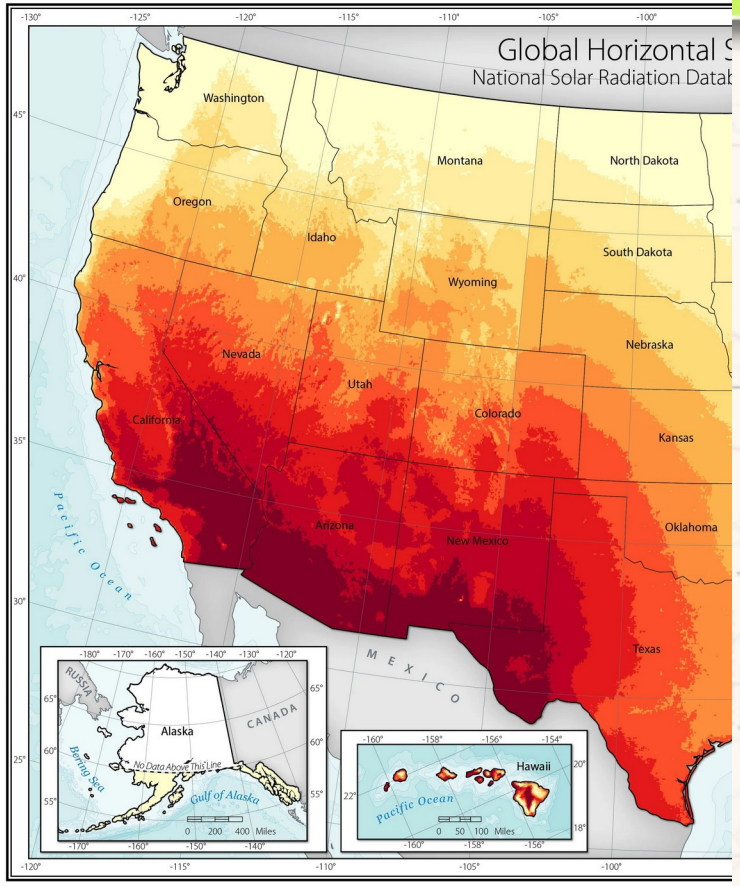
RWE Solar Farm Development Project

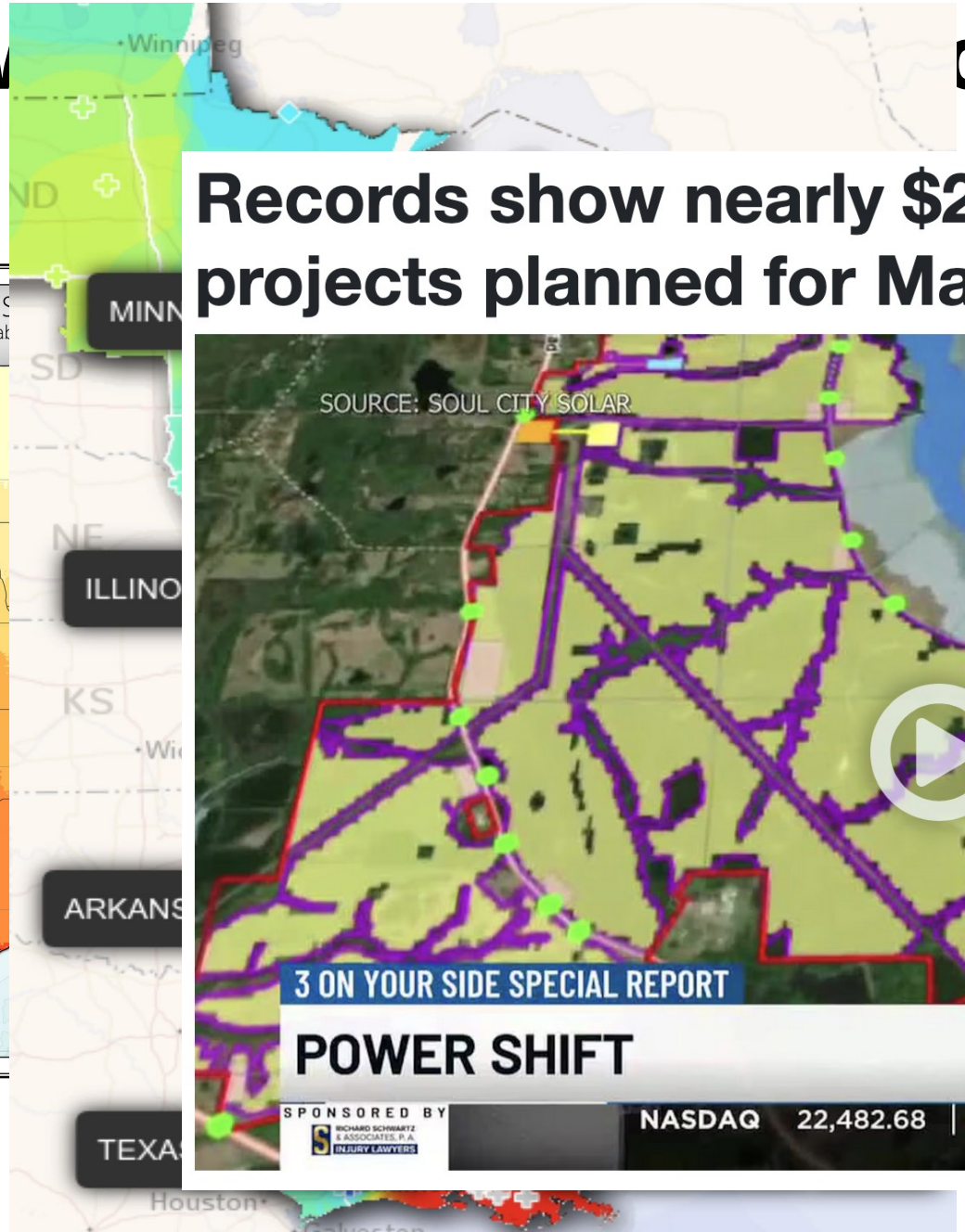
- Solar Internship and Apprenticeship Program Development
- Internship Program – Creating A Parish Profile

St. Helena Economic Development EDO Development

Parish Needs Assessment and Resource Generation

Solar and Pov owing





Records show nearly $2 billion in solar projects planned for Magnolia State

RWE Solar Farm Development

- Providing overall support to St. Helena Parish regarding potential development of 150MW Solar Farm and potential usage of the IRA Energy Investment Tax Credit.*
- Working with Center for Planning Excellence to provide overarching support regarding development of Community Benefit Agreement.
- Through the St. Helena Economic Development organization, providing overarching support in transition to Industrial Development Board.
- Research, guidance, and data support and facilitating subject matter expertise connecting with local leaders and stakeholders.
- Fostering connection and relationship building across Parishes, with STEDC providing PILOT and IDB development support.

***26 U.S.C. § 48 — Energy Investment Tax Credit, as amended by Pub. L. No. 117-169, § 13102, 136 Stat. 1818 (2022).**

Solar Internship and Apprenticeship Program Development

- We are interested in exploring a unique wrinkle to the RWE Solar Farm Development project via usage of the Solar Investment Tax Credit to create an internship/apprenticeship program.

- Through collaboration with Jackson State University and Southern University, along with participation from municipalities in Louisiana and Mississippi, explore the barriers to technical assistance that prevents clean energy from gaining traction.

- Building to add a German industrial scope that is meant to mirror and emulate certain aspects of the Duales Studium system, industrial clusters, and the Mittelstand in collaboration with the Alexander von Humboldt Stiftung.

Financing the Internship/Apprenticeship Program

The tax credit, tied to the Inflation Reduction Act, allows for clean energy developers to deduct a percentage of their project.

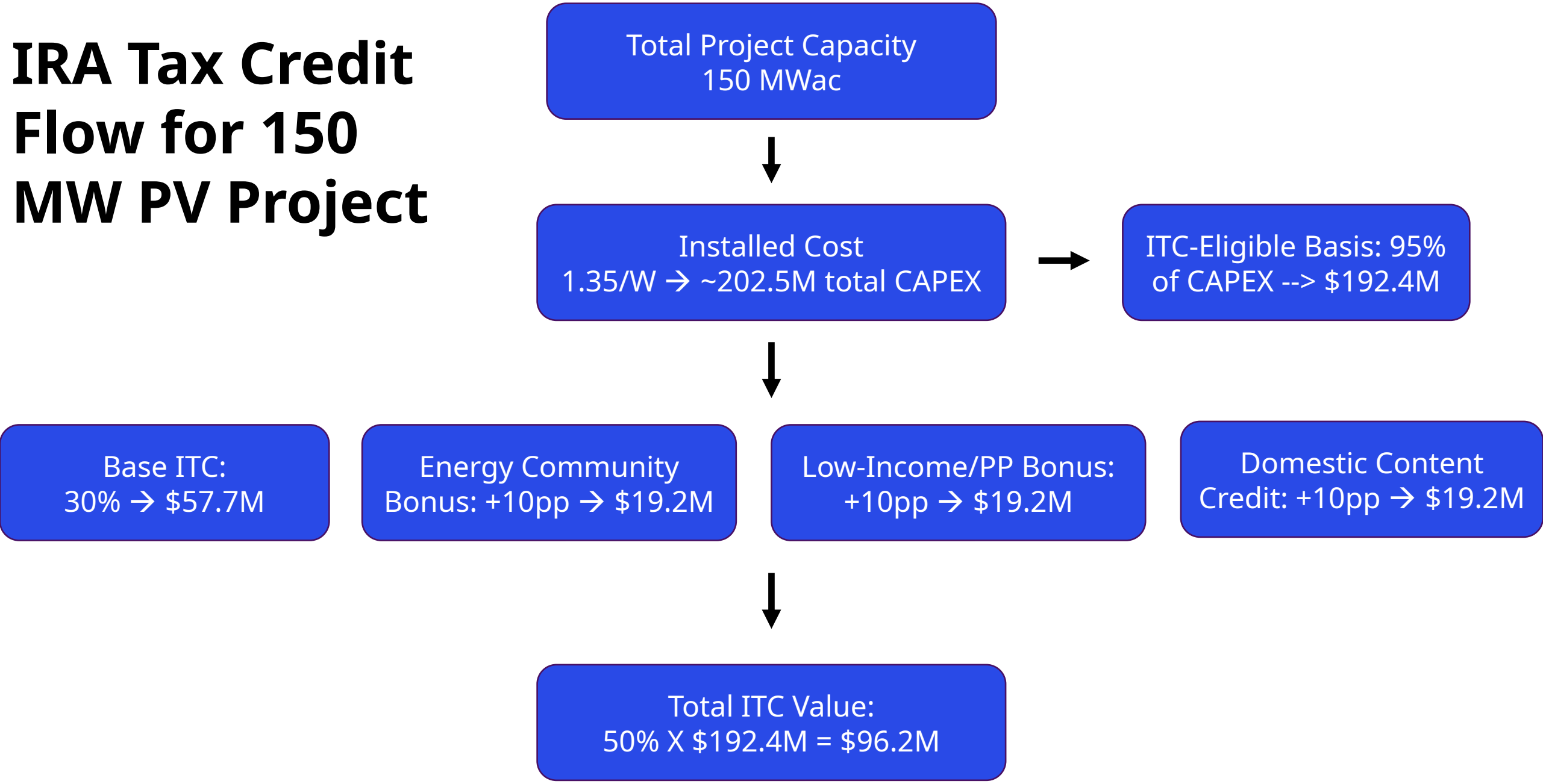
1. 30% base percentage that is maintained via prevailing wage + apprentice labor hours
2. +10% Energy Community Bonus, which is reserved for areas with historic fossil fuel + higher unemployment
3. +10% Low-Income/Persistent Poverty competitive allocation

50% Potential Tax Credit

- +10% Domestic Content Bonus

Up to 60% Potential Tax Credit

IRA Tax Credit Flow for 150 MW PV Project



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St. Helena Parish Internship Program

- Solar Development
- Summer Camp
- High School Internships
- LDRC Derived Areas of Focus

Strategic Plan Development Outreach



Reached out to DRA to confirm a few things:

1. The Parish is able to apply to the Strategic Grant program as a standalone entity.
2. They will have an additional round of strategic grant applications opening June 4.
3. That the Parish President can officially request that the Federal Co-Chairman visit the Parish.

St. Helena Economic Development EDO Development (Operation Ops Chops)

1. Governance and Trust-Building

- Help operationalize the newly formed Industrial Development Board and support EDO leaders with toolkits and templates for financial transparency, budget creation, and reporting.
- Facilitate community mapping sessions where local stakeholders identify, document, and discuss key assets and resources in St. Helena.
- Create dashboard and feedback mechanism for performance tracking engagement with community leaders and stakeholders.

2. Operational Capacity and Local Empowerment

- Build and create project management and communication tools to execute IDB tasks.
- Co-develop operational manuals and checklists, implement operational process playbook, and compliance reporting standards.
- Establish performance metrics, evaluation procedures, and continuous improvement feedback loops tied to IDB performance.

3. Community and Regional Collaboration

- Facilitate community mapping sessions where local stakeholders identify, document, and discuss key assets and resources.
- Coordinate regular community forums and listening sessions that allow residents to actively participate in shaping economic priorities.
- Develop success stories and case studies that highlight local achievements, empowering the community and strengthening regional credibility.

Parish Asset Mapping, Needs Assessment, and Resource Generation Plan

Parish Asset Mapping:

- Identify key physical assets: infrastructure, land availability, transportation routes, and utilities and map the community resources: educational institutions, healthcare facilities, and public amenities.
- Highlight local business ecosystems: existing enterprises, industries, and sectors could be ripe for expansion and document natural and cultural assets: historical sites, parks, tourism opportunities, and agricultural resources.

Needs Assessment:

- Conduct a comprehensive analysis of economic indicators (employment rates, household incomes, poverty levels) and use this to evaluate critical infrastructure gaps, including broadband internet, transportation, and general utilities.
- Survey and assess community perceptions and satisfaction, identify barriers to business growth and economic diversification, and identify education/training needs around community-driven initiatives to stimulate local entrepreneurship led economic development.

Resource Generation Plan:

- Establish clear metrics regarding public services and economic opportunity for tracking resource mobilization and economic impact.
- Develop strategies for securing federal and state funding (grants, incentives, and partnerships), leverage private sector partnerships and potential investors aligned with parish growth goals.
- Align parish development goals with regional and statewide economic priorities for collaborative funding opportunities.

Washington Parish

Charting Our Pathway Forward

Washington Parish Updates



Executive Director Search

Internship Program

Strategic Plan - Plan of Action

Lisbon Incubation Program – Learning From Local Control

ELED - Top 300 Businesses in Washington Parish for BRE

Community Leadership Economic Program

Executive Director Search

Jorgenson Pace

Done:

- Connected Anthony Michelic of the Jorgensen Pace Group with Washington Economic Development Foundation
  - Connected with Brittany McCoy, with an expertise in Louisiana and rural communities

To Be Completed:

1. Reach out to Colleges:
   - Southeastern, Southern, LSU, Harvard, Southern Miss, University of Oklahoma
2. Tinker with Job Description?

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Washington Parish Internship Program

- Bespoke Community Engagement Leadership Model
- Responsive to the particular needs and requests of the WEDF in building out a web presence
- Map top 300 Businesses and Industrial Development Park

Strategic Plan Development Outreach



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2. They will have an additional round of strategic grant applications opening June 4.
3. That the Parish President can officially request that the Federal Co-Chairman visit the Parish.

Lisbon Incubation Program

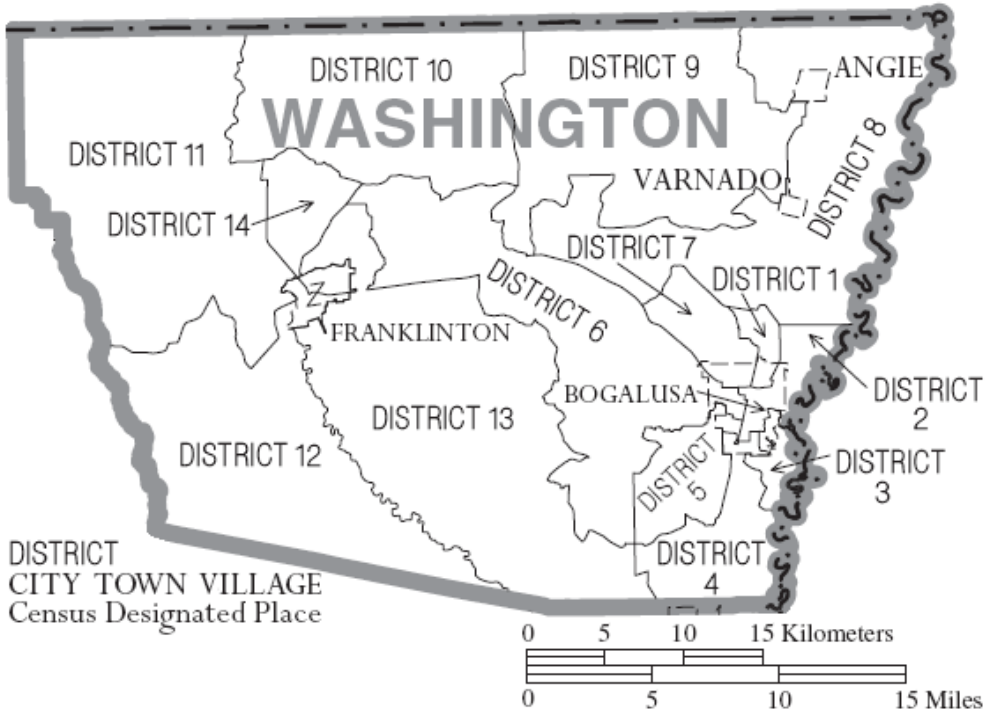
Was able to speak with Phoenix McLaughlin, Director of Strategy Implementation for the State of Maine and he shared:

1. Lisbon is an interesting Town and has been doing innovative programs to attract and grow business.
2. This particular incentive proved to be successful, but he doesn't know by how much.
3. It may be worthwhile to have a bigger conversation between the two municipalities.



The Top 300

Entrepreneurship Led Economic Development



- How do we better support the business/industry that already exists here?
- What are the key principles that define and inform the types of business the Parish should pursue?
- How do we attract and foster job creation? What does the future hold?

Economic Development is Business Retention and Expansion

I have begun collecting a list of business and industry in the Parish and hope to map them with the interns over the Summer.

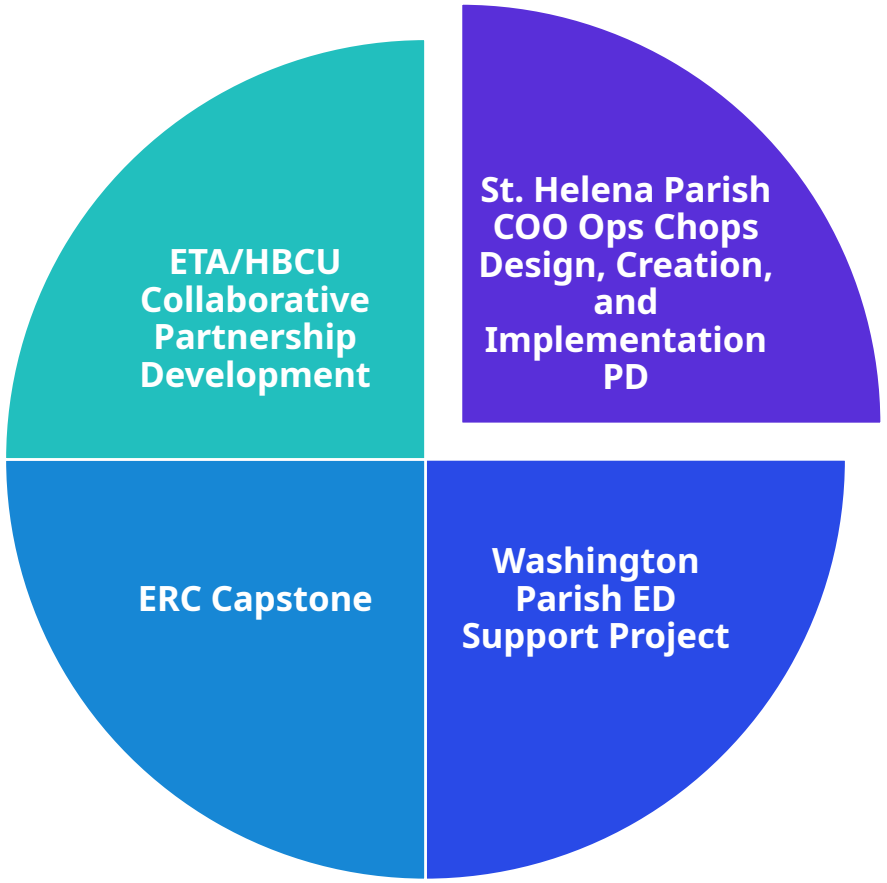


Community Leadership Economic Program

This process is still in development, but I wanted to say I have gotten good feed back and have found a place to copy the Green Book I have, so that I can share it with the group soon!

Professional & Personal Development

Enhancing My Ability to Do The Work



Step #	Step Name	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	April 2026	May 2026	June 2026
1	LDRC - Develop and Setup Websites		x	x	x	x	x	x	x	x	x	x	x	x
2	Strategic Plan Development					x	x	x	x	x	x	x	x	x
3	Retail Academy Stakeholder Capacity Building		x	x	x	x	x	x						
4	HBCU Economic Development Collaborative "Executive Director Technical Assistance and Support: Operation Ops Chops"				x	x	x	x			x	x	x	x
5	Community Leadership Development Redux					x	x	x	x	x				

ERC Capstone

Pursuit of EDP/CEcD

- **Have started taking coursework for both the EDP and CEcD. Thus far, I have completed:**
  - Entrepreneurship Led Economic Development
  - Entrepreneurial & Small Business Development Strategies
  - Economic Development Credit Analysis
  - Business Retention & Expansion
- **Next up on the list include the following courses:**
  - Neighborhood Development Strategies
- **I hope to test for the EDP exam after the Neighborhood Development Strategies course next week. The exam is TBD.**
- **I would also like to complete my CEcD before the end of the Fellowship as well and will be prepping for completion of each exam over the remaining year.**

What are you interested in learning?