

Jeff Davis Parish 3-Year Strategic Plan

Louisiana Economic Development
Louisiana Development Ready Communities Program



July 2022

Steering Committee

Creed Romano	President/CEO of Jeff Davis Economic Development
Steve Eastman	President, Jeff Davis Police Jury
Clare Coleman	Jeff Davis Parish Library
Poncho LeJeune	Town of Lake Arthur
Tesha ONellion	Zigler Museum
Charles Drake	CADA
Mindi Hetzel	Ochshner American Legion Hospital
Clint Hardy	Mr. Clint's

LDRC Resource Team

Stacey Duvic	Louisiana Economic Development (LED) Director of Community Competitiveness
Robby Abboud	Louisiana Economic Development (LED) Assistant Director of Community Competitiveness

Jeff Davis Parish

Priority: Infrastructure

- It is very important to the community and the residents to know plans from the parish on current infrastructure needs.
- Infrastructure projects are worked on every day, public is often unaware of progress.
- As with other rural parts of the state, broadband needs are critical for the growth of the city.

Overview of Goals

1. **Work with state office of broadband and private providers to bring service to all of Jeff Davis Parish.**
2. **Educate the community on how funding for road infrastructure works and identify new infrastructure funding.**
3. **Investigate ways to bring public transportation to the parish.**

Goal 1: Work to bring affordable broadband to all of Jeff Davis Parish.

Responsible Organizations will include (but not limited to): Jeff Davis Parish Police Jury, Imperial Calcasieu Planning District, Municipals within JDP, State office of Broadband, Private providers

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Work with Louisiana Office of Broadband and planning district to partner and receive funding for bringing broadband to unserved areas.	Broadband available
Estimated Cost: \$600,000 match	
Source of Funding: JDPPJ, Stakeholders	
Timetable: ongoing	
#2 – Jeff Davis ED will connect business community (particularly in rural areas) with new fiber options.	Business community using new fiber
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: Once fiber is in place	

Goal 2: Road infrastructure.

Responsible Organizations will include (but not limited to): DOTD, JDPPJ

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Continue to communicate with DOTD the condition of state highways that run through the parish.	
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate and ongoing	
#2 – Jeff Davis EDO to help identify funding through Infrastructure Bill to be used for road improvements with the parish.	Additional funding identified and applied for
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	
#3 – As a group (cities/parish/EDO), educate the community on how road funding works to help the public understand process.	Process discussed in public meetings, EDO meetings, organization meetings, newspaper and social media.
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	

Goal 3: Work to bring public transportation to Jeff Davis Parish.

Responsible Organizations will include (but not limited to): Jeff Davis Parish Police Jury, Imperial Calcasieu Planning District, Municipalities within JDP, Potential Providers of transportation

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Visit parishes that have successful public transportation programs to learn best practices.	Visits made
Estimated Cost: TBD	
Source of Funding: JDPPJ, Stakeholders	
Timetable: By 3 rd Qtr 2022	
#2 – Identify ways to fund public transportation.	
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	

Priority: Economic Development

- Understanding that building community development assets is key to future growth in the city, local representation in Economic Development is a top priority.
- With recent addition of available sites and buildings to the database, Jeff Davis Economic Development is taking a proactive approach to attract new business for the betterment of the community.
- Small Business accounts for the majority of the local business in the parish, providing access to small business programs will help to grow the parish.
- Recognizing that tourism is a major industry in the parish, promotion of Jeff Davis Parish is priority to increase revenue.

Overview of Goals

1. **Create a strategic plan, publish and keep updated.**
2. **Identify available buildings and sites to increase parish presence on the state wide database.**
3. **Work to promote and communicate small business programs parish wide.**
4. **Market the community to increase tourism.**
5. **Attract Manufacturing and Warehousing/Distribution Jobs.**

Goal 1: Create an economic development strategic plan, publish and keep updated as goals are met.

Responsible Organizations will include (but not limited to): JDPPJ, Mayors across the parish, JDP EDO/Tourism, realtors.

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Work with LED to have strategic plan created to help grow existing business and attract new industry to the parish.	Plan in place
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: Complete by June 2022	
#2 – Ensure that plan is published on website.	Plan on website
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: June 2022	
#3 – As goals are met in plan, keep updated version on website.	Plan is updated
Estimated Cost: n/a	

Strategic Actions for Goal 1	
Source of Funding: n/a	
Timetable: As goals are complete and ongoing	

Goal 2: Identify available buildings and sites to be put on database.

Responsible Organizations will include (but not limited to): JDP EDO (staff/board), LED, Mayors, land owners.

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Work with land and building owners to identify available industrial and commercial properties.	Sites identified
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate and ongoing	
#2 – Ensure appropriate sites are entered into the state database.	Increased number of sites on database
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate and ongoing	
#3 – Begin certification process for qualified business and industrial sites through LED and One Acadiana.	Additional certified sites
Estimated Cost: TBD	
Source of Funding: LED, One Acadiana, utilities	
Timetable: ongoing	

Goal 3: Work to promote available small business programs.

Responsible Organizations will include (but not limited to): Chamber, JDP EDO, Small Business Development Center, LED, 1A

Strategic Actions for Goal 3	
Action	Performance Metrics

Strategic Actions for Goal 3	
#1 – Ensure small business programs are being marketed through social media, chamber newsletters, websites and other forms of news outlets.	Small Business Utilizing Programs
Estimated Cost: none	
Source of Funding: none	
Timetable: immediately and ongoing	
#2 – Have staff from LED and SBDC (McNeese) speak at organizational events in the parish on available small business programs.	Speakers at events
Estimated Cost: none	
Source of Funding: none	
Timetable: immediate	
#2 – Provide space to SBDC (McNeese) to host training in Jeff Davis Parish on small business programs.	Training happening
Estimated Cost: donation of space	
Source of Funding: none	
Timetable: immediate and ongoing	

Goal 4: Market the community to increase tourism in the parish.

Responsible Organizations will include (but not limited to): Chamber, JDP EDO, Lt. Gvr Office, La Tourism Association

Strategic Actions for Goal 4	
Action	Performance Metrics
#1 – Ensure someone from staff continues to serve on LACVB board.	Staff serving on board
Estimated Cost: none	
Source of Funding: none	
Timetable: immediately and ongoing	
#2 – Continue to send staff or board to Louisiana Tourism Leadership Academy.	Program being attended
Estimated Cost: \$3,000.00 annually	
Source of Funding: Jeff Davis Parish Tourism Office	
Timetable: annually	
#3 – Work with Jennings Committee on the Recreation Park project	Recreation Park open
Estimated Cost: TBD	
Source of Funding: TBD	

Strategic Actions for Goal 4
Timetable: immediate

Goal 5: Attract manufacturing and distribution jobs to the parish.

Responsible Organizations will include (but not limited to): Chamber, JDP EDO, Small Business Development Center, LED, 1A, Southwest Business Alliance

Strategic Actions for Goal 3	
Action	Performance Metrics
#1 – Move forward with certification of 463 acre industrial site for a second industrial park in the parish.	Social media posts
Estimated Cost: TBD	
Source of Funding: TBD	
Timetable: immediately and ongoing	
#2 – Partner with One Acadiana and LED with marketing trip specific to the region or target market.	Trips happening
Estimated Cost: TBD	
Source of Funding: TBD	
Timetable: immediate	

Priority: Quality of Life

- Through the survey and planning efforts, it is abundantly clear that quality of life and city/parish appearance is important to residents and community leaders.
- Enforcement of blight and litter pick up are key to improving the appearance of the community.
- Creating quality of place for residents is key to the future of the parish.

Overview of Goals

- 1. Identify and prioritize areas that need beautification**
- 2. Enforcement of blight and litter**
- 3. Attraction of restaurants and retail parish wide**
- 4. Development of the downtown areas across the parish**

Goal 1: Identify and prioritize areas that need beautification

Responsible Organizations will include (but not limited to): City/Town Mayors and council members, Police Jurors, JDP EDO, Garden Clubs, Coop Extension

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Explore and identify funding to create “Keep Jeff Davis Parish Beautiful” to oversee beautification parish wide.	Organization in place
Estimated Cost: none (to identify)	
Source of Funding: n/a	
Timetable: Immediate – complete by Q1 2023	
#2 – Each community to help identify and catalog problem areas in each area. Creates priority list.	Priority list created
Estimated Cost: n/a	
Source of Funding: none	
Timetable: Immediate	
#3 – Invite DEQ to tour parish to identify blighted properties that qualify for the Brownsfield funding.	Funds being used for blighted areas
Estimated Cost: n/a	
Source of Funding: none	
Timetable: Immediate and ongoing	
#4 – Explore and apply for La Community Development Block Grant funds to move forward with demolition of blighted properties.	Funds applied for
Estimated Cost: n/a	
Source of Funding: none	
Timetable: Immediate and annual	

Goal 2: Work to recruit new retail and restaurants parish-wide.

Responsible Organizations will include (but not limited to): JDP EDO, JDPPPJ, Individual Towns/Cities, One Acadiana, SWLA Economic Development Alliance, Regional Realtors.

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Develop a one page marketing document to be used to talk to potential retailers and realtors.	Document complete
Estimated Cost: \$ 500 for print	

Strategic Actions for Goal 1	
Source of Funding: 1A, SWLA EDA, JDP ED office	
Timetable: Immediate	
#2 – Access database for contacts and information of targeted retail and restaurant outlets.	Database in hand
Estimated Cost: \$0	
Source of Funding: SWLA EDA	
Timetable: immediate to ongoing	
#3 – Attend ICSC on a regional level to meet with potential retailers	Attending ICSC
Estimated Cost: Cost of travel	
Source of Funding: JDP EDO	
Timetable: immediate to ongoing	
#4 – Identify potential sites for future retail industry	Database of sites
Estimated Cost: \$0	
Source of Funding: none	
Timetable: immediate to ongoing	
#5 – Educate the public on what retail looks for in a community through social media, speaking at civic organizations, and other outlets for communication	Information out in the public
Estimated Cost: \$0	
Source of Funding: none	
Timetable: immediate to ongoing	

Goal 3: Develop Louisiana Mainstreet Programs in all incorporated municipalities

Responsible Organizations will include (but not limited to): Individual town/city Mayors, JDP EDO, La Office of Lt. Governor, Volunteers, Chamber of Commerce

Strategic Actions for Goal 3	
Action	Performance Metrics
#1 – Invite La Mainstreet Program staff to tour each municipality and meet with individual Mayors on process.	Tours and meeting held
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate	
#2 – Support each municipality in creating and marketing Louisiana Mainstreets to improve existing downtown areas.	Downtowns being developed

Strategic Actions for Goal 3
Estimated Cost: n/a
Source of Funding: n/a
Timetable: immediate

Priority: Marketing & Communications

- In today’s media/social media world, telling your story is crucial to ensure that the positive news about your community are told. Someone else will tell your story if you do not.
- A Website will make or break a community, making sure the most up to date information is on your website may be the difference between landing a project or not.
- Telling your story to your partners is often overlooked, it could be one of the most important things you can do as a community.

Overview of Goals

1. **Increase online communication to residents, partners, existing business and potential new business.**
2. **Prepare a windshield tour and have team in place to bring in partners to show assets.**

Goal 1: Increase online communication.

Responsible Organizations will include (but not limited to): Jeff Davis Parish Police Jury, JDP EDO, Tourism office, Chamber of Commerce, City/Town Administration

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – Create economic development social media pages to push positive news and keep public aware of current events.	Social media pages created
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate and ongoing	

Strategic Actions for Goal 1	
#2 – Include content on existing industry and small business on website.	
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate and ongoing	

Goal 2: Prepare a windshield tour of city and have team in place to showcase city/parish to partners.

Responsible Organizations will include (but not limited to): JDP EDO/Chamber/Tourism, Mayors, JDPPJ

Strategic Actions for Goal 2	
Action	Performance Metrics
#1 – Identify local assets that would be of interest to economic development partners and site selector.	List of assets
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	
#2 – Identify team that would be available to give tours and promote the cities and parish.	List of team
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	
#3 – Invite partners from LED, 1A, SW Business Alliance, planning district, utilities, state organizations to visit.	Tours happen
Estimated Cost: n/a	
Source of Funding: none	
Timetable: ongoing	
#4 – Research and bring back the Shopping Tour previously done by Chamber.	Tours happen
Estimated Cost: n/a	
Source of Funding: none	
Timetable: ongoing	

Priority: Education and Workforce

- Residents and business owners recognize the need to have a skilled workforce in place and the need for workforce training to be offered (through Southwest Louisiana Technical Community College) to parish residents to retain and grow local population.
- Promotion of school system to business and industry are important to retention and attraction of new residents to the parish.
- Education of staff, elected officials and the public regarding potential projects is a priority for the community to create understanding of economic development.

Overview of Goals

1. **Ensure workforce training being done at SOWELA is relevant.**
2. **Support and promote current school system to business and industry.**
3. **Continue funding for continued education of Economic Development staff/board, elected officials, partners to remain updated on economic and community development practices.**

Goal 1: Ensure workforce training being done at SOWELA is current and relevant.

Responsible Organizations will include (but not limited to): JDP EDO, SOWELA, Current industry in the parish

Strategic Actions for Goal 1	
Action	Performance Metrics
#1 – JDP EDO director/staff to sit on advisory committee for local Community College.	Attend meetings
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: Ongoing	
#2 – Ensure current industry leaders are taking advantage of training opportunities at SOWELA.	Discussion with industry is happening
Estimated Cost: n/a	
Source of Funding: Chamber	
Timetable: Ongoing	

Goal 2: Promote school system to potential industry.

Responsible Organizations will include (but not limited to): JDP EDO, City Officials, JDPPJ

Strategic Actions for Goal 3	
Action	Performance Metrics
#1 – Promote news and programs coming from education system within the parish to existing and potential business leaders to encourage decisions makers to choose Jeff Davis Parish.	Communication going out
Estimated Cost: none	
Source of Funding: none	
Timetable: ongoing	
#2 – Chamber to invite k-12 and secondary education officials to speak at functions about programs available.	Speakers at functions
Estimated Cost: none	
Source of Funding: none	
Timetable: ongoing	

Goal 3: Continued education for Jeff Davis Parish Economic Development staff and board and elected officials.

Responsible Organizations will include (but not limited to): JDPPJ, Mayors, JDP EDO and Staff, LED

Strategic Actions for Goal 4	
Action	Performance Metrics
#2 – Jeff Davis EDO, staff and/or elected officials to attend continued education programs to remain up to date on policy, programs, and current economic and community development practices.	Programs attended
Estimated Cost: up to \$10,000 annually	
Source of Funding: JDP EDO, DRA, LED	
Timetable: annual	