

# JEFFERSON PARISH

The most populous parish in the Greater New Orleans region, Jefferson Parish stretches from the south shore of Lake Pontchartrain to the Gulf of Mexico at Grand Isle, making it the business gateway to Southeast Louisiana. Major industries include medical, oil and gas, marine, and business/technical/industrial services. Jefferson Parish boasts an exceptional transportation infrastructure including large port operations, major railways and the Louis Armstrong International Airport in Kenner

## *The Center of the Region*

Jefferson Parish is a dominant force within the Greater New Orleans region. It sits at the heart of the largest intermodal transportation system in the South. It is home to the largest population in the region with the largest tax base and the largest workforce. In the aftermath of Hurricane Katrina, it was the staging ground for the recovery.

### **BUSINESS CLIMATE**

In recent years, major companies, like the Smoothie King International Headquarters, returned home to Jefferson Parish after the storm to invest in the community. These companies choose to do this because of Jefferson Parish's educated workforce, the international airport, the community's accessibility, and a strong pro-business climate. In the aftermath of Katrina, Jefferson Parish has emerged stronger than ever, boasting a diverse industry base made up of companies that have chosen to locate here.



### **Recent Developments**

**School System:** The Jefferson Parish Public School System has realized a 17% increase in district performance score and enrollment numbers are up. Currently, JPPSS boasts 38 A and B schools across the parish. Several schools in the Parish ranked among the top 10 in the state over the last several years, according to U.S. News and World Report. The Patrick F. Taylor Science and Technology Academy highlights a new regional trend in which schools are increasing curriculum focus on science and technology. The programs better prepare the Jefferson Parish students for future careers in the technology and bioscience industries.



**Beautification Projects:** \$3 million was spent in beautification projects in the aftermath of Katrina to install sculptures along major corridors around the parish. Fountains were recently installed on Veterans Memorial Boulevard and murals have been painted in Fat City.

**Recreation:** Jefferson Parish is family-friendly. With miles of bike paths, a summer splash park, and new recreational facilities, like the Sector 6 Trampoline Park, popping up regularly, the parish has a variety of offerings for residents. In 2012, NOLA Motorsports Park, a state-of-the-art race track and karting facility, opened in Jefferson Parish. In 2015, the track was home to the first Indy Grand Prix of Louisiana, attracting thousands of visitors to the three-day event. Family Gras and the Gretna Heritage Fest offer live musical guests and plenty of culture for local residents and visitors alike.

**Airport:** The Louis Armstrong New Orleans International airport is in the process of building a new airport terminal, complete with 30 new gates, a new hotel and a new Interstate-10 ramp. The airport has added new international and non-stop flights and MSY surpassed pre-Katrina passenger numbers in 2014.

**Flood Protection:** \$14 billion was spent regionally in hurricane protection improvements and \$1 billion was spent to improve internal drainage infrastructure.

### **KEY COMMUNITY FOCUSES**

**Churchill Technology & Business Park:** A 500-acre tract of developable land upon which to build a business park. It is already home to the JEDCO administrative offices, the JEDCO Conference Center, the Business Innovation Center, an incubator for startup companies, and the Patrick F. Taylor Science and Technology Academy, which is home to some of the best and brightest students in the region.

## Jefferson Parish continued

Churchill Park is part of a larger area, called Fairfield. That is 8,000 acres of land that has been identified for mix-use development.

**Elmwood:** This area of Jefferson Parish has the number one sales tax in the region. Since 2013, over 16 new units have been added to the Elmwood Shopping Center, making it an attractive retail location for Parish residents.

**Fat City:** This small area in Jefferson Parish was identified as unique opportunity for growth. It is currently undergoing a major revitalization. New businesses, such as Chronos Body, Health & Wellness, a new Sheriff substation, and a handful of new restaurants, are choosing to locate in the area. The Parish updated zoning ordinances.

**Laketown:** This area highlights an incredible opportunity for waterfront development adjacent to other assets, such as the Treasure Chest Casino, the Pontchartrain Center, and Coconut Beach, which features the largest manmade outdoor sand volleyball courts in the country.

**Huey P. Long Bridge Expansion:** The lanes on this iconic bridge were expanded after the storm to more effectively connect the East and West Bank of Jefferson Parish. This is attractive to companies choosing to locate to the area. For instance, Dyno Nobel, a global leader in the chemical industry, chose to build its new ammonia production facility on the West Bank of Jefferson Parish because the bridge offers easy access to the East Bank and the major Interstates running through the Parish.



### NEW PHYSICAL ASSETS

- Sector Gate - south of Harvey Canal
- 13 safe houses built in Jefferson Parish pump stations
- NOLA Motorsports Park – state-of-the-art facility in Fairfield that will be the new home of the Indy Grand Prix of Louisiana
- Huey P. Long Bridge Expansion
- Churchill Technology & Business Park

### KEY PEOPLE

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### FIND OUT MORE

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