FOCUS —
NORTHSHORE INFRASTRUCTURE: INTELLECTUAL AND PHYSICAL CAPITAL

Hosted by:
Institute for Economic Development
and Real Estate Research
Executive Partner: Latter & Blum, Inc.
# Table of Contents

## Agenda

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
</tr>
<tr>
<td>Speaker Biographies</td>
</tr>
</tbody>
</table>

## Infrastructure Panels

- **Michael Olivier, CEO, Committee of 100 Louisiana**
  - Intellectual Capital Panel
    - **Dr. John Crain, President, Southeastern Louisiana University**
    - **Susana Schowen, Workforce Initiatives Manager, LED FastStart, Louisiana Economic Development**
  - Physical Capital Panel
    - **Dennis Decker, Assistant Secretary of Multimodal Planning, Louisiana Department of Transportation and Development**

## Commercial Real Estate Panel

- **2014 Office Market Outlook, Martin Mayer**
- **2014 Retail Market Outlook, Townsend Underhill**
- **Warehouse & Distribution, Michael Saucier**

## Residential Real Estate Panel

- **Metro New Orleans Multi-Family Market, Larry Schedler**
- **Single Family Housing, Richard Haase**

## Institute for Economic Development & Real Estate Research Partners

- Back Cover
Dr. Peter Fos, President, University of New Orleans

Peter J. Fos became the sixth leader and the first president in the history of the University of New Orleans in January 2012. A UNO graduate and New Orleans native, President Fos has extensive experience as an administrator and faculty member with a proven record of conducting research, fundraising, developing collaborative relationships with other academic institutions, and implementing institutional effectiveness and student success programs. Prior to being selected as UNO’s president, President Fos was a professor and program director of health policy and systems management at Louisiana State University Health Sciences Center. He was responsible for the academic aspects of the program, including curriculum development and assessment and student and faculty professional development.

President Fos previously spent three years as provost and executive vice president at The University of Texas at Tyler. As provost he was responsible for undergraduate and graduate programs, sponsored research, assessment and institutional effectiveness, academic success program, international education, the honors program and the university registrar. In addition, he oversaw five academic colleges, the graduate school, the Robert R. Muntz Library, and the Palestine and Longview campuses. President Fos held the Sam A. Lindsey Endowed Chair, awarded to a recognized scholar in an academic discipline that is of strategic importance to the university.

Prior to that, President Fos served as dean of the College of Health at The University of Southern Mississippi for four years. At Southern Miss, he was responsible for undergraduate and graduate programs for 3,000 students in seven departments and schools. Before his tenure at Southern Miss, President Fos also held the position of chief science officer at the Mississippi State Department of Health.

President Fos has held faculty positions at the University of Nevada, Las Vegas School of Dental Medicine, where he served as chair of the Department of Clinical Sciences, and Tulane University School of Public Health and Tropical Medicine. He spent 17 years at Tulane University in the Department of Health Systems Management, and served as assistant dean for undergraduate relations.

President Fos received his undergraduate degree in biological sciences at UNO, a doctor of dental surgery at LSU Health Sciences Center, and a master of public health and doctor of philosophy in health care decision analysis at Tulane University. He is married to Lori, who is also a UNO graduate.
Honorable Pat Brister, President, St. Tammany Parish

Patricia Brister, and her husband Joe, have lived in St. Tammany Parish 33 years. They owned and operated a successful company for over 35 years until recently retiring and selling that business to their employees. Pat served as Vice President and Chief Financial Officer. Elected to the office of Parish President in 2011, Pat previously served eight years on the Parish Council, including two years as Chair. Economic development is one of Pat’s key priorities in office. Pat was appointed by Governor Foster to serve on the Louisiana State Museum Board, where she served as Vice Chairman of the Finance Committee, and the St. Tammany Parish Environmental Services Commission. She has served on the Board of the St. Tammany Children’s Advocacy Center, the Commission on Families, and the Mayor’s Military Advisory Committee. She has been involved with the Lake Pontchartrain Basin Foundation, where she received their Meritorious Service Award and served on the St. Tammany West Leadership Foundation. Pat served as Chairman of the Women’s Build Habitat for Humanity home in 2004, served for two years as Chairman of the Board of Directors of St. Tammany West Habitat for Humanity, and also served on the Board of the Volunteers of America-Greater New Orleans. She was named Woman of the Year in 2004 by the St. Tammany Business and Professional Women’s Organization and Alumnus of the Year in 2007 by the St. Tammany Leadership Foundation. In February, 2001 she received an appointment to the nineteen member Board of the Federal Home Loan Bank of Dallas. In January, 2004 she was elected as Vice Chairman of the Board and continues to serve on this Board. President George W. Bush appointed Pat as one of three delegates representing him at the United Nations Commission on the Status of Women in 2005. In 2006, President Bush appointed Pat as Head of Delegation to that UN Commission. This appointment holds the rank of United States Ambassador and she was confirmed for that position by the U. S. Senate.

Michael Olivier, CEO, Committee of 100 Louisiana

Michael Olivier is the CEO of the Louisiana Committee of 100 for Economic Development, Inc. The Committee of 100 is a private sector non-profit business advocacy group intent on building coalitions and partnerships to bring business and economic development to Louisiana. The membership is comprised of the CEOs of the top private sector companies statewide as well as University Presidents in Louisiana. Prior to his current role he served as Regional President for the Americas for Future Pipe Industries, Inc. where he was responsible for the management and growth of the Group’s operations in the Americas region from North to South America. From 2004 to 2008, Mr. Olivier served as Secretary of Louisiana Economic Development to Governor Kathleen Babineaux Blanco following 17+ year tenure as the Executive Director and Chief Executive of the Harrison County Development Commission in the casino and industrial region of the Mississippi Gulf Coast. Mike has been involved in all aspects of regional economic development and has been recognized locally, regionally and nationally. He won the American Economic Development Council’s Distinguished Service Award in 1995, 1996 and 1997 and was twice appointed to the Mississippi Business Finance Corporation by Governor Kirk Fordice and Lt. Governor Amy Tuck. He served as president of the Southern Economic Development Council and a ten year board member and officer of the American Economic Development Council. Business Week named him Mississippi’s Economic Developer of the Year in 1999, and in 2002, Southern Business and Development magazine named him one of the “Top 10 Economic Developers of the Decade”. In 2005 Olivier led Louisiana Economic Development to achieve the ISO 9001 certification and the Accredited Economic Development Organization designation, both “firsts in the nation” for a state economic development agency. In 2006 and 2007, Olivier was named as “One of the Top 10 in the U.S. to make a difference in Economic Development” by Southern Business and Development magazine. His work lead Louisiana to be named “State of the Year” for the first time by the magazine. Michael and his wife Penelope are Louisiana natives and alumni of the University of Louisiana, Lafayette. He is a Certified Economic Developer, Honorary Life Member and Fellow Member of the International Economic Development Council.
**Dr. John Crain, President, Southeastern Louisiana University**

Dr. John L. Crain was named President of his alma mater - Southeastern Louisiana University – in 2009. He previously served the university as Provost and Vice President for Academic Affairs, head of the Department of Accounting, chair of the Council of Department Heads, president of the Faculty Senate, director of the Small Business Development Center, and 13 years as a full-time member of the accounting faculty. A native of Franklinton, Crain holds the bachelor’s degree and MBA from Southeastern and a doctoral degree in accountancy from the University of Mississippi. For his work with the Department of Accounting, which included reaffirmation of national accreditation for the department, he received Southeastern’s highest faculty award, the President’s Award for Excellence in Research. He has served on numerous statewide commissions and national panels regarding higher education excellence and achievement initiatives. Crain currently serves on the Board of Directors of the Lake Pontchartrain Basin Maritime Museum, North Shore Business Council, GNO, Inc., and the Committee of 100 for Economic Development. He is also a member of the Hammond Rotary Club.

---

**Dr. William Wainwright, Chancellor, Northshore Technical Community College**

Dr. William Wainwright, a native of Broussard, LA was appointed Chancellor of Northshore Technical Community College August 10, 2011. Mr. Wainwright began his career at the Sullivan Campus in 1998 as the Pinelands Partnership School-to-Work and Tech Prep Regional Coordinator. He later served as Dean of the Hammond Area Campus and then District Dean of Workforce Development for the Louisiana Technical College Greater Capital Area District and recently served as Regional Director of Northshore Technical College. Career Highlights include serving on the Education Transition Team for Governor Kathleen Blanco, Graduate of the Louisiana Community and Technical College System Leadership Development Institute, LCTCS Foundation Board Member, publication in the Community College Journal of Research and Practice, Self Study trainer for the Council on Occupational Education, Harvard IEM Graduate, Salzburg Global Leadership Institute Fellow, and Accreditation consultant for Jeddah Community College in Jeddah, Saudi Arabia. He completed his doctoral studies at the University of New Orleans in December of 2011 in Higher Education Administration.

---

**Susana Schowen, Workforce Initiatives Manager, LED FastStart, Louisiana Economic Development**

Susana Schowen joined LED FastStart in June of 2010 as the Workforce Initiatives Manager, tasked with implementing high-level strategies focused on systemic workforce reform. Based on analyses of workforce supply and demand, she is collaborating with educational stakeholders to align offerings to the needs of Louisiana employers. Prior to joining FastStart, Susie founded the Baton Rouge campus of ITT Technical Institutes and managed a nationwide basic skills program focused on underperforming high schools for Thomson Peterson’s. Before that, she held a number of positions with Kaplan, Inc. managing test preparation courses, financial services training and online college programs. She received degrees in chemistry from Wellesley College and Columbia University.
Donald Shea, Director of Economic Development, St. Tammany Parish

Donald Shea came to St. Tammany Parish as its first Director of Economic Development in early 2013. He had been serving the Jacksonville (FL) Civic Council as its first Executive Director. In addition, Don served as transition staff director for newly-elected Jacksonville Mayor Alvin Brown during June and July of 2011, and subsequently as an executive-on-loan to Mayor Brown to redesign the economic development delivery system for downtown Jacksonville and the consolidated City of Jacksonville/Duval County government. Prior to that, Don served as Executive Director of the Shreveport (LA) Downtown Development District, and for nearly seven years at the St. Petersburg (FL) Downtown Partnership, as President & CEO. Previously, he served as President of the management company for the downtown Business Improvement District in Jackson, MS. Earlier, Don was CEO of the New Orleans Downtown Development District, the first downtown management BID in the United States. He also formed an alliance of downtown medical and research institutions in New Orleans, first as Board member and later as President of the New Orleans Regional Medical Complex (NORMC). Don has served for many years on the Board of Directors of the International Downtown Association (IDA), and was Chairman of IDA during 2004-2005. Don has a bachelor’s degree from the University of Massachusetts/Amherst and a Master of City Planning degree from the Harvard University Graduate School of Design in Cambridge.

Dennis Decker, Assistant Secretary Office of Multimodal Planning, Louisiana Department of Transportation and Development

Dennis was selected as the Assistant Secretary of Multimodal Planning in March of 2011. He is responsible for leading approximately 100 professionals engaged in a wide range of activities including but not limited to: statewide and metropolitan planning; airport, highway, port, and transit project programming and program management; highway safety policy and program development; airport safety; cartography; monitoring and coordinating navigation projects and freight rail activity, bridge and pavement management systems, corridor studies; and development of conceptual designs, scopes and budgets for selected projects. Prior to joining LDOTD he retired from Federal Highway Administration in March 2011 after over 31 years of service. His last assignment with FHWA was Team Leader of FHWA’s National Review Team from June 2009 until March 2011, where he was responsible for ensuring accountability and transparency of fund expenditures relative to the American Recovery and Reinvestment Act of 2009 (ARRA). Prior to this assignment, he served as the Division Administrator in FHWA’s Ohio Division from April 2003 until June 2009 and Assistant Division Administrator in the West Virginia Division from November 1998 until April 2003. He has been recognized with a number of performance and special act awards and has received the USDOT Secretary’s Team Award(2011), 2 Administrator’s Superior Achievement Awards (1989 and 2000), the FHWA Innovation Award, the FHWA Strive For Excellence Award and AASHTO Trailblazer Award. Dennis obtained a Bachelor’s Degree in Civil Engineering from Georgia Institute of Technology in 1979.

Shelby LaSalle, Shelby P. LaSalle, Jr. LLC Consulting, Vice Chair of Economic Development Foundation and Northshore Business Council Executive Committee

Until March, 2011, Mr. LaSalle held the position of Chairman and Chief Executive Officer of Krebs, LaSalle, LeMieux Consultants, Inc., where he was associated with every phase of the organization since 1965. As Chief Executive Officer, Mr. LaSalle was responsible for the integration of staff and technology to satisfy the client and project needs, including environmental documentation and permitting, land planning, engineering design, project management, contract and business administration and business development. When GEC acquired Krebs-LaSalle in 2011, this allowed Mr. LaSalle to focus on client relations, business development, corporate strategy, visioning, culture integration and community activities. His business insight and professional integrity have earned him high regard from business and community leaders with whom he has served over 40 years on the boards of a variety of organizations such as Business Councils, Foundations, Chambers of Commerce, First Responder Associates and many others. He has been recognized for his community service with awards such as the Mandeville Police Department Reserve Officer of the Year Award; the Boy Scouts of America Silver Beaver Award; a Citizen of the Year Award; and the United States Presidential Volunteer Service Award from President George Bush. Shelby is married to Dr. Marija G. LaSalle and is the father of 4 grown sons and an 8 year old daughter named Shelby Marie.
Dr. Ivan Miestchovich, Jr., Director, Institute for Economic Development and Real Estate Research, University of New Orleans

Dr. Ivan Miestchovich is also the Max Derbes, III Professor of Real Estate and an Associate Professor of Finance. He has authored or co-authored numerous research monographs focusing on housing and neighborhood redevelopment, commercial revitalization, business, industrial and port development, economic development planning. He is the author of the annual Real Estate Market Analysis for New Orleans and Northshore Regions and has worked with communities, regional and local organizations throughout Louisiana to formulate and implement economic development strategies. Dr. Miestchovich is very active in the business community and serves on the Board of Directors of the Bank of New Orleans and the St. Tammany Economic Development Foundation as well as the Advisory Board of the Capital One Community Renewal Fund, LLC.

Townsend Underhill, Senior Vice President of Development, Stirling Properties

Mr. Underhill serves as Senior Vice President of Development; in that role, he is responsible for running the Development Division of Stirling Properties. Stirling’s Development focus is on seeking, evaluating, and implementing new development and re-development opportunities across various product types with a focus on Retail and Office Development. Recent noteworthy development projects include Mid-City Market and Magnolia Marketplace in New Orleans, Fremaux Town Center in Slidell (mixed-use), River Chase in Covington (mixed-use), MacArthur Village in Alexandria, Kings Country Village in Pineville and various Walgreens throughout Louisiana. Mr. Underhill also plays an integral role in New Business Development, Asset Management, Facility Management, and third-party client relationships. Townsend currently serves as the ICSC State Director for Louisiana. He is also highly active in GNO Inc., as a member of the Next Generation Board, as well as sitting on their Public Policy and Development Committees. He serves on the Board of Directors for West St. Tammany Chamber of Commerce. Mr. Underhill holds the designation of Certified Commercial Investment Member (CCIM), as well as the ICSC Certified Retail Property Executive (CRX). He is a licensed Real Estate Broker in both Louisiana and Kentucky. Mr. Underhill has a bachelor of Business Administration degree in Real Estate from Arizona State University, W.P. Carey College of Business where he graduated Magna Cum Laude. He also holds a Master of Business Administration degree from the University of Georgia, Terry College of Business, with specializations in Real Estate and Entrepreneurship.

Martin Mayer, President and CEO, Stirling Properties

Marty Mayer serves as the President and Chief Executive Officer of Stirling Properties. Mr. Mayer is a member of the International Council of Shopping Centers (ICSC). He is currently a member of ICSC’s Worldwide Board of Trustees, ICSC Open Air Center Committee and served as Co-Chairman of that committee from 2008 to 2010. He has previously served as the ICSC Louisiana State Director and the Louisiana State Operations Director. Mr. Mayer recently completed a term as Chairman of GNO, Inc., and is currently on the Executive Committee of GNO, Airport Committee and also serves on its Super Region Committee and chairs the Sustainable Industries Initiative. Mr. Mayer is also a member of the Louisiana Committee of 100 and serves on its Executive Committee. Marty is also a member of Urban Land Institute (ULI) and served as Chairman of its Small Scale Development - Silver Council from 2007 to 2009. He also has served on the Executive Committee of the ULI Louisiana District Council. In addition, Mr. Mayer served as a past Chairman of the St. Tammany West Chamber of Commerce and is also on the Executive Committee of the Northshore Business Council and serves on its Public Policy Committee. He is also a past Commissioner of the St. Tammany Economic Development District and served as Chair for the St. Tammany Economic Development Task Force for Parish President Pat Brister. Mr. Mayer was selected to be one of the 50 representatives statewide to join Governor Bobby Jindal’s Ethics Transition Advisory Council and was appointed by the Governor to the Board of Commerce and Industry for the State of Louisiana. He is also a member of the Mary Bird Perkins Cancer Center Rathbone Society. Mr. Mayer received his BSME and an MBA in Finance from Tulane University.
Richard Haase, President, Latter & Blum, Inc.

Richard (Rick) Haase is the President of LATTER & BLUM, Inc., the largest full-service Real Estate brokerage in the Gulf South. Established in 1916, the company has grown to include operations in Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria and Southern Mississippi and handles all phases of residential, commercial, leasing, property management, insurance, appraisals, title and mortgage services. Rick has been active in residential Real Estate sales, brokerage, and management for more than 33 years. Before being named as President, Mr. Haase served as President of the Latter & Blum Residential Operations, focusing primarily on the three residential companies within the Latter & Blum Family of Companies. Before joining LATTER & BLUM Inc., Mr. Haase held upper management positions with a number of market leading companies across the US and has extensive expertise in delivering integrated, tailored solutions to agents and consumers, and is an established leader in the local and national Real Estate community. Rick is an expert and frequent lecturer at programs dealing with brokerage leadership and management, strategic planning, management and organizational coaching and development. He is a graduate of the Gestalt Institute’s Organizational Systems Development program and he holds numerous Real Estate industry designations. Mr. Haase is on the Board of Directors for the New Orleans Police & Justice Foundation, a member of the Board of Governors for Junior Achievement of Greater New Orleans, Inc., a member of the Business Council of New Orleans & the River Region, a member of Greater New Orleans, Inc.

Larry Schedler, President, Larry G. Schedler & Associates, Inc.

Larry G. Schedler has been exclusively representing buyers and sellers of apartment communities for 30 years, and has successfully handled the sale of more than 40,000 multi-family units, with a market capitalization in excess of $1,000,000,000 in value. Mr. Schedler began his career as an acquisition representative for a private, regional investment firm that specialized in multi-family assets and then as a multi-family broker. Larry formed Larry G. Schedler & Associates, Inc. to specifically represent buyers and sellers of multi-family properties throughout the Gulf South. He has consistently been recognized by various professional organizations as the top multi-family broker in the State of Louisiana and the Gulf South. Larry has successfully represented conventional market-rate buyers and sellers, as well as non-profit housing organizations, institutional investors, insurance companies, and financial institutions. He is a graduate of Loyola University of the South and holds the Certified Commercial Investment Member designation (CCIM). Larry is a licensed real estate broker in Louisiana, Mississippi and Alabama. Larry is a frequent guest speaker as a representative of the local and regional apartment market for The University of New Orleans, the Urban Land Institute, CREW, Multi-Housing World, etc. He has been a guest on local radio broadcasts and was asked to testify at a Congressional Hearing of the Gulf South Apartment Market in the wake of Hurricanes Katrina and Rita. Larry currently chairs the Board of Directors of Christopher Homes, Inc. and serves on an advisory board of the Willwoods Foundation. Larry is a co-publisher of the Greater New Orleans Multi-Family Report, which is a bi-annual publication on the local multi-family market which provides an overview of rental rates, occupancy and sales and construction activity.

Michael Saucier, President and Founder, Gulf States Real Estate Services

Michael Saucier is President and Founder of Gulf States Real Estate Services companies that include full real estate development and construction divisions. His drive, vision and knowledge of the development process and project management expertise, as well as his business/governmental contacts have contributed to the creation and success of major projects in the Gulf South. He has made Gulf States Real Estate Services one of the premier real estate development, brokerage, property management, and construction/project management firms in the Gulf Coast Region of the United States. Mike has served as a board member on The State of Louisiana Economic Development Corporation under Governors Blanco and Jindal. Mike is Gulf States qualifying Broker of Record and also possesses licenses in residential and commercial construction fields. Mike is also a founding member of the Northshore Business Council.
It is expected that Louisiana will net 40,000 new jobs every year over the next several years as a result of the economic growth in manufacturing.

In 2014 Louisiana employment is expected to reach 2 million for the first time in history.

Louisiana has announced more than $60-$80 billion in new projects and expansions.

Louisiana ranks among the Top 10 business climates in the US.

Louisiana’s business taxes are the most competitive in the nation for new manufacturing projects.
Louisiana’s Opportunities
New Orleans Region

- Construction projects in the New Orleans total more than $12 billion
- New Orleans has continued to see strong and steady job growth, having added 43,000 jobs since 2006
- Nucor is completing the first $750 million phase of a planned $3.4 billion iron and steel mill in St. James parish

Louisiana's Opportunities
Announced new/expansion projects

- Past: Good year = $5 billion
- Recent Survey: $81 billion!
- Highly concentrated by industry
  - Chemicals - $75 billion
- Highly concentrated geographically
  - Lake Charles MSA: $46.6 billion
  - Baton Rouge MSA: $25.1 billion
  - St. James Parish: $8.3 billion

Louisiana’s Opportunities
It's Not All Manufacturing

- IBM Technology Center - Baton Rouge
  - +800 jobs over 4 years; $55 mm office tower, residential complex & garage downtown;
- Ameritas
  - Information technology & software development center in Chase Tower South; 300 jobs @ $63,000+
- GE Capital Technology Center
  - New corporate office in New Orleans +300 information technology and software development jobs @$60K-$100K by 2015
Louisiana's Opportunities
It's Not All Manufacturing

• New Orleans Healthcare Complex
  $995 mm "Project Legacy" VA Hospital; 2,200
  jobs early 2016
  New $1.06 billion Big Charity Hospital; open
  Spring 2015; 2,200??

Louisiana’s Opportunities
Workforce

• Louisiana will need more than 86,000
  skilled craft workers through 2016 to
  meet the needs of these projects

• In addition, Louisiana will need about
  250,000 total workers to support the
  boom in economic expansion
Louisiana’s Opportunities

*Workforce*

- It is expected that Louisiana will net 40,000 new jobs every year over the next several years as a result of this economic growth.
- Louisiana will need about 69,000 employees working in STEM fields by 2018.
- In 2014 Louisiana employment is expected to reach 2 million for the first time in history.

# 1 Issue:

*Workforce*
Contributions to Intellectual Capital for the Northshore
June 6, 2014

Southeastern students & alumni - 2013

<table>
<thead>
<tr>
<th>Parish</th>
<th>Students</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Tammany</td>
<td>3,415</td>
<td>9,592</td>
</tr>
<tr>
<td>Tangipahoa</td>
<td>2,141</td>
<td>9,737</td>
</tr>
<tr>
<td>E. Baton Rouge</td>
<td>1,863</td>
<td>7,419</td>
</tr>
<tr>
<td>Livingston</td>
<td>1,787</td>
<td>5,715</td>
</tr>
<tr>
<td>Ascension</td>
<td>1,344</td>
<td>2,876</td>
</tr>
<tr>
<td>Jefferson</td>
<td>1,094</td>
<td>3,997</td>
</tr>
<tr>
<td>Washington</td>
<td>468</td>
<td>1,776</td>
</tr>
</tbody>
</table>

Academic programs
- 45 undergraduate programs
- 22 graduate programs

New programs of study
- Supply Chain Management
- Engineering Technology with concentrations in mechanical, computer, construction and energy
- Art: New Media & Animation concentration
- Information Technology
- Doctorate in Nursing Practice
Outreach to Business
Southeast Louisiana Business Center
- 10th year of economic and workforce development support for the Northshore
- SBDC ranked among top 10 in nation
  - 3,600+ clients
  - 220+ new businesses & expansions
  - 2,500 new jobs developed
  - $328 million in capital formation
- Business incubator encourages new business development
  - $13.6 million in new capital; 80 new jobs
- Business Research Center conducts various studies and research projects to support region

Southeastern & NTCC Partnerships
Connect to Success:
- Ensures student access and efficient transfer
- Facilitates shared facilities and resources
Joint regional company visits:
- Bill Joubert, Southeast Louisiana Business Center Director
- David Lloyd, NTCC Business & Industrial Coordinator
- Visit companies in the region to learn about workforce and other challenges

Facilities improvements:
$165 million in last 15 years
State Funded:
- New classroom & lab facilities:
  - Biology
  - Nursing/Kinesiology
  - Science
  - Teacher Education
Self-Funded:
- New student housing
- Strawberry Stadium: new media facilities, hospitality suites
- Strength & conditioning center
- Student Activity Center
- Parking garage/shuttle system
- Student Union Expansion
Major Challenges

Budget: 2008 – 2009 $127.6 million

- State Funds: $79.3 million
- Self-Generated: $48.3 million

NOTE: State funds include State Appropriation and $2.5 million in SELF statutorily dedicated funds.

2013 – 2014 Budget $107.5 million

- Self-Generated: $70.9
- State General Fund: $11.5

NOTE: State General Fund includes State Appropriation and $2.1 million in SELF statutorily dedicated funds.
Southeastern undergraduate tuition & fees

Future opportunities

Future Academic Programs
- 3-year accelerated baccalaureate program in Information Technology
- Baccalaureate program in Health Management Systems
New Science & Technology Facility
New classroom and laboratory space supports expansion of growing programs in:
• computer science
• information technology
• engineering technology
• industrial technology
• Occupational Health Safety & Environment

State General Fund:
• Collaboration between higher education, economic development and workforce commission
• Aligns $40 million in new investment in higher education with emerging economic growth sectors
• Funds are in addition to state funding and tuition revenues
• Requires 20% industry match to spur private investment in higher education through scholarships, internships, in-kind contributions, facilities, equipment, technology or cash

2013
SOUTHLAND CONFERENCE FOOTBALL CHAMPIONS
ECONOMIC OVERVIEW OF LOUISIANA AND THE NORTHSHORE REGION

- Louisiana’s population has grown by 4.3% over the last six years, and the current population is estimated to be 4.625M.
- Louisiana’s seasonally adjusted 4.5% unemployment rate in April 2014 was below the nation’s seasonally adjusted rate of 6.3%.
- The Northshore Region’s unemployment rate was 4.5%.
- Industry employment in Louisiana is predicted to grow by 14.5% from 2010 to 2020.
- Industry employment in the Northshore Region is predicted to grow by 14.5% through 2020.
- Over 1,400 new manufacturing jobs are forecasted to be created.

OVER THE NEXT FEW YEARS LOUISIANA WILL BE HOME TO A MAJOR MANUFACTURING INVESTMENT BOOM

- $60 billion in projects have been announced or are at various stages of development.
- Louisiana is in final consideration for projects totaling $24 billion in additional capital investment.
- LED feels confident estimating that in the coming years Louisiana will realize between $65 and $85 billion in new capital investment in the manufacturing sector.
- The demand for machine operators, maintenance mechanics, welders, process technology technicians, and supervisors is expected to rise significantly.

LED Cumulative Project Wins Since 2008

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOTAL NEW JOBS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>&gt;16,000</td>
</tr>
<tr>
<td>2009</td>
<td>&gt;21,000</td>
</tr>
<tr>
<td>2010</td>
<td>&gt;21,000</td>
</tr>
<tr>
<td>2011</td>
<td>&gt;20,000</td>
</tr>
<tr>
<td>2012</td>
<td>&gt;20,000</td>
</tr>
<tr>
<td>2013</td>
<td>&gt;20,000</td>
</tr>
<tr>
<td>2014 (as of 06/03/2014)</td>
<td>&gt;18,000</td>
</tr>
</tbody>
</table>

*See New Orleans, Baton Rouge, Shreveport, and Lafayette sections.
IN ABSOLUTE NUMBERS, THE LARGEST JOB GROWTH IN THE COMING YEARS WILL BE IN INDUSTRIAL CRAFT TRADES

- 86,000 new industrial craft workers are needed in the coming years.
- Many of the manufacturing maintenance positions will be filled by industrial construction craft workers who will have the opportunity to transition directly from plant construction to plant maintenance at a higher salary and greater job security.

PROFESSIONAL JOBS WILL FOLLOW LOUISIANA’S NEW INDUSTRIAL CONSTRUCTION AND MANUFACTURING JOBS

- Growth in Louisiana’s manufacturing and construction industries will inevitably lead to professional job growth, including an increased demand for healthcare practitioners and educators.
- Every in-demand, high-impact professional job will require some sort of postsecondary degree, with the most valuable degrees being in engineering, finance, accounting, computer science, and data analytics.

LOUISIANA’S SOFTWARE DEVELOPMENT WORKFORCE WILL GROW EXPONENTIALLY

- Since the IBM announcement we have seen an exponential growth in major software development companies interested in doing business in Louisiana.
- The most competitive entry-level workers in Louisiana’s job market will have a degree in computer science.
- Louisiana has committed $75 million in new funding over 10 years to at least triple the annual number of bachelor’s graduates in computer science at LSU, Lafayette, UL, and DQO.

<table>
<thead>
<tr>
<th>OCCUPATIONS</th>
<th>ESTIMATED % GROWTH THROUGH 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers, Applications</td>
<td>+32%</td>
</tr>
<tr>
<td>Computer Network Architects</td>
<td>+29%</td>
</tr>
<tr>
<td>Software Engineers, Systems Software</td>
<td>+29%</td>
</tr>
<tr>
<td>Information Security Analysts</td>
<td>+24%</td>
</tr>
<tr>
<td>Database Administrators</td>
<td>+21%</td>
</tr>
<tr>
<td>Computer Systems Analysts</td>
<td>+19%</td>
</tr>
<tr>
<td>Computer and Information Systems Managers</td>
<td>+18%</td>
</tr>
</tbody>
</table>
LOUISIANA’S LONG-TERM GROWTH IS DEPENDENT ON A QUALITY WORKFORCE

- The most economically rewarding bachelor and graduate degrees will be in engineering, engineering technology, finance and accounting, computer science, and data analytics.
- The most economically rewarding two-year degrees and industry based certifications will be in engineering technology, construction crafts, and industrial production, with a heavy emphasis on welding and electrical skills.
- Graduates in these fields should be competitive for nearly all of the high-demand entry-level openings Louisiana will see in the coming years.
Statewide Transportation Plan

- **Policy Actions**
- **Programs** (e.g., highway asset management, operations, safety, small capacity; ports; airports; transit; bike/ped; rail; intermodal connectors; local programs)
- **Megaprojects** (large, high-cost projects such as Interstate widenings, major bridge replacements, etc.)
- **Stand-Alone Plans** (incorporated within or referenced/coordinated with)
  - Asset Management
  - Aviation
  - Freight (all modes)
  - Rail (freight and passenger)
  - Strategic Highway Safety Plan

Legislative Questionnaire – Where Funding Should Go

- Providing additional transportation choices such as walking, biking, and transit
- Providing essential/public transportation services for elderly, disabled, and low-income citizens
- Improving transportation safety
- Reducing commute times
- Strengthening the economy and creating/sustaining jobs
- Maintaining what we have

Percent Responding as Very Important (Rank of 1 or 2 out of 6)

- 77%
- 54%
- 26%
- 19%
- 18%
- 17%
- 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%
**Legislative Questionnaire – Feasible Funding Options**

- Other responses included increase in state gas tax, public-private partnerships, more effective spending.
- Reducing other state expenditures, such as higher education, health care, etc., to allow greater expenditures in transportation: 17%
- Local option taxes/fees: 31%
- Savings from outsourcing/privatizing state services: 46%
- Tolls approved by local voters: 61%

**Public Survey – Importance of Investments**

- Maintain what we have: 58%
- Increase safety – all modes: 45%
- Reduce congestion – new capacity: 78%
- Ports to attract business, jobs: 63%
- Airports for business, tourism: 61%
- Railroads for economic development: 74%
- Reduce congestion – technology/low cost: 73%
- Increase safety – all modes: 64%
- Ports to attract business, jobs: 58%
- Airports for business, tourism: 57%
- Railroads for economic development: 50%
- Reduce congestion – new capacity: 41%
- Basic transp. for elderly/disabled/low income: 69%
- Reduce congestion – new capacity: 68%
- Ports to attract business, jobs: 67%
- Airports for business, tourism: 66%
- Railroads for economic development: 64%
- Reduce congestion – technology/low cost: 63%
- Increase safety – all modes: 62%
- Ports to attract business, jobs: 61%
- Airports for business, tourism: 60%
- Railroads for economic development: 59%
- Reduce congestion – new capacity: 58%
- Basic transp. for elderly/disabled/low income: 57%
- Reduce congestion – new capacity: 56%
- Ports to attract business, jobs: 55%
- Airports for business, tourism: 54%
- Railroads for economic development: 53%
- Reduce congestion – technology/low cost: 52%
- Increase safety – all modes: 51%
- Ports to attract business, jobs: 50%
- Airports for business, tourism: 49%
- Railroads for economic development: 48%
- Reduce congestion – new capacity: 47%
- Basic transp. for elderly/disabled/low income: 46%
- Reduce congestion – new capacity: 45%
- Ports to attract business, jobs: 44%
- Airports for business, tourism: 43%
- Railroads for economic development: 42%
- Reduce congestion – technology/low cost: 41%
- Increase safety – all modes: 40%
- Ports to attract business, jobs: 39%
- Airports for business, tourism: 38%
- Railroads for economic development: 37%
- Reduce congestion – new capacity: 36%
- Basic transp. for elderly/disabled/low income: 35%
- Reduce congestion – new capacity: 34%
- Ports to attract business, jobs: 33%
- Airports for business, tourism: 32%
- Railroads for economic development: 31%
- Reduce congestion – technology/low cost: 30%
- Increase safety – all modes: 29%
- Ports to attract business, jobs: 28%
- Airports for business, tourism: 27%
- Railroads for economic development: 26%
- Reduce congestion – new capacity: 25%
- Basic transp. for elderly/disabled/low income: 24%
- Reduce congestion – new capacity: 23%
- Ports to attract business, jobs: 22%
- Airports for business, tourism: 21%
- Railroads for economic development: 20%
- Reduce congestion – technology/low cost: 19%
- Increase safety – all modes: 18%
- Ports to attract business, jobs: 17%
- Airports for business, tourism: 16%
- Railroads for economic development: 15%
- Reduce congestion – new capacity: 14%
- Basic transp. for elderly/disabled/low income: 13%
- Reduce congestion – new capacity: 12%
- Ports to attract business, jobs: 11%
- Airports for business, tourism: 10%
- Railroads for economic development: 9%
- Reduce congestion – technology/low cost: 8%
- Increase safety – all modes: 7%
- Ports to attract business, jobs: 6%
- Airports for business, tourism: 5%
- Railroads for economic development: 4%
- Reduce congestion – new capacity: 3%
- Basic transp. for elderly/disabled/low income: 2%
- Reduce congestion – new capacity: 1%
- Ports to attract business, jobs: 0%
- Airports for business, tourism: 0%
- Railroads for economic development: 0%

**Public Survey – Revenue Options**

- Reducing expenditures on higher education, health care, etc.: 23%
- Voter-approved tax by parish/city: 78%
- Voter-approved tolls: 61%

Opened ended question on how to pay for projects (in addition to above):
- #1 response – no other ideas (51%)
- #2 response – more effective spending (18%)
- #3 response – some sort of taxes/fees (14%)
Revenue Scenario Development

Scenario 1 “Baseline”:
- 0.5% annual State and Federal Revenue Growth

Scenario 2 “Reduction”:
- Baseline + Major Reduction in Federal FY 15, Slight Rebound FY 16

Scenario 3 “Modest Increase”:
- Baseline + Dedicated Vehicle Sales Tax $ beginning FY 20

Scenario 4 “Aggressive Increase”:
- Baseline + Dedicated Vehicle Sales Tax $ beginning FY 20 + $300 M annual Federal increase beginning FY 20

Revenue Totals by Scenario

<table>
<thead>
<tr>
<th>Mode</th>
<th>Scenario Revenue Levels, FY 2012 - 2044, Constant 2010 Dollars, in Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Road &amp; Bridge</td>
<td>$15.6</td>
</tr>
<tr>
<td>Transit</td>
<td>$1.8</td>
</tr>
<tr>
<td>Port</td>
<td>$0.4</td>
</tr>
<tr>
<td>Aviation</td>
<td>$0.7</td>
</tr>
<tr>
<td>Rail</td>
<td>$0.0</td>
</tr>
<tr>
<td>Total</td>
<td>$18.5</td>
</tr>
<tr>
<td>Annual Avg.</td>
<td>$0.56</td>
</tr>
</tbody>
</table>

Revenue Scenario Discussion

- NEEDS = $47 Billion
- Scenario 1 = $18.5 Billion
- Scenario 2 = $16.0 Billion
- Scenario 3 = $28.0 Billion
- Scenario 4 = $35.0 Billion
Northshore Area Proposed Mega Projects

<table>
<thead>
<tr>
<th>Highway</th>
<th>Limits</th>
<th>Improvement Type</th>
<th>Cost Estimate ($M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-12 LA 21 to I-10/I-59</td>
<td>Widen 4 to 6 lanes</td>
<td>$170</td>
<td></td>
</tr>
<tr>
<td>LA 6341 I-12 to Bush</td>
<td>New 4 lane</td>
<td>$230</td>
<td></td>
</tr>
<tr>
<td>US-190 LA 1077 to US11</td>
<td>Widen 2 to 4 lanes</td>
<td>$180</td>
<td></td>
</tr>
<tr>
<td>I-12 Hammond to Mandeville</td>
<td>Widen 4 to 6 lanes</td>
<td>$375</td>
<td></td>
</tr>
<tr>
<td>LA 25 Covington to Folsom</td>
<td>Widen 2 to 4 lanes</td>
<td>$135</td>
<td></td>
</tr>
<tr>
<td>LA 25 Folsom to Mississippi</td>
<td>Widen to 4 lane- divided</td>
<td>$250</td>
<td></td>
</tr>
</tbody>
</table>

Other Proposed Northshore Area Projects

<table>
<thead>
<tr>
<th>Highway</th>
<th>Limits</th>
<th>Improvement Type</th>
<th>Cost Estimate ($M)</th>
<th>Proposed Letting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-12 LA 21 to US 190</td>
<td>Widening and Overlay</td>
<td>$43</td>
<td>SFY 17-18</td>
<td></td>
</tr>
<tr>
<td>I-12 US 190 to LA 59</td>
<td>Widening and Overlay</td>
<td>$44</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>LA 1085</td>
<td>Intersection w/ Hwy 1077</td>
<td>Roundabout Construction</td>
<td>$3.0</td>
<td>11/2014</td>
</tr>
<tr>
<td>LA 59</td>
<td>Intersection w/Lonesome Rd. And Sharp Rd.</td>
<td>Roundabout Construction</td>
<td>$3.6</td>
<td>7/2015</td>
</tr>
<tr>
<td>US-190 X</td>
<td>Intersection w/Jefferson Hwy.</td>
<td>Roundabout Construction</td>
<td>$1.2</td>
<td>SFY 16-17</td>
</tr>
<tr>
<td>I-10</td>
<td>Twin Spans to I-12/I-59</td>
<td>Median Barrier Lighting</td>
<td>$5.0</td>
<td>2016</td>
</tr>
<tr>
<td>I-10/I-59 French Branch BR.</td>
<td>To W. Pearl River Int.</td>
<td>Pavement Replacement</td>
<td>$34</td>
<td>9/2014</td>
</tr>
</tbody>
</table>

Northshore Projects Under Construction

<table>
<thead>
<tr>
<th>Highway</th>
<th>Limits</th>
<th>Improvement Type</th>
<th>Cost Estimate ($M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US 190 LA 22 to Lonesome Rd.</td>
<td>Widen Roadway &amp; Replace Bridge</td>
<td>$11.4</td>
<td></td>
</tr>
<tr>
<td>US 190</td>
<td>Intersection w/ LA 454</td>
<td>Roundabout Construction</td>
<td>$1.2</td>
</tr>
<tr>
<td>US 190 I-12 to LA 22</td>
<td>Overlay &amp; Auxiliary Lane</td>
<td>$8.8</td>
<td></td>
</tr>
<tr>
<td>I-59 Slidell Rest Area</td>
<td>Overlay/drainage</td>
<td>$2.2</td>
<td></td>
</tr>
</tbody>
</table>
2014 Office Market Outlook

June 6, 2014

NORTHSHORE

National Office Trends

- Office environment – recruiting/retention tool
- Greater flexibility / greater productivity
- Elimination of private offices
- Average SF per worker went down from 225 SF in 2010 to 176 SF in 2012.
- -2 SF office space = +1 SF amenity

National Office Trends

- Employees today are looking for:
  - Convenience
  - Location
  - Simple commute
  - Food on site
  - Workout facilities
Local Office Trends

- Demand is beginning to outstrip the supply
- Quick absorption of available space
- Relocations and expansions
  - Companies from Southshore
  - Energy-related companies

Northpark Expansion

Greengate One Office Building:
- 36,906 SF
- Rain CI!
  Headquarters
Tammany West Multiplex

Northshore Office Outlook

- Ripe for new construction in next year
- Availability of space and large land tracts
- Eastern St. Tammany poised for boost

Targeted Industries
- Marine services, Oil & gas, Logistics, Scientific R&D, Engineering, Advanced Manufacturing

- 60,000 SF in pipeline

Fremaux Park
Retail Trends

- Momentum in big box & power
- Trepidation in dept. stores & jr. fashion
- Women's fashion rebounding
- Restaurants at all-time high
- Space demand strong b/c no new space
- High rent
Retail Trends

- Impact of Online sales
- Marketplace Fairness (2014)
- Omni-channel Retail
- Opportunity for brick & mortar retailing
- Street Retail & Urban Redevelopment
- Luxury retailers growing thru off-price outlets

Local Retail Trends

- Continued interest from new retailers
- Expansions of existing retailers
- Minimize leakage
- Location is key
- Adaptive reuse & unique configurations

St. Tammany Parish Retail Sales

![Bar chart showing St. Tammany Parish retail sales from 2004 to 2013.](chart.png)

(Estimates: Source: reported by the SLU Business Research Center)
Northshore Warehousing & Industrial Sector

Presented by Mike Saucier
President
Gulf States Real Estate Services
June 6, 2014

Preview: Basic Data & Talking Points
• State of the Warehouse Industrial Sector
• St. Tammany and Tangipahoa Inventory
• I-12 Corridor
• Infrastructure Challenges & zoning
• The Paradigm Shifts
• Drivers for Industry Change

State of the Warehouse Industrial Sectors
• New Orleans & Baton Rouge vs. St. Tammany and Tangipahoa
• Aging Inventory
• Opportunities in Build to Suit/ Co-Ownership
### St. Tammany Inventory

<table>
<thead>
<tr>
<th>Listing #</th>
<th>Total SF</th>
<th>Bldg $PSF</th>
<th>Listing Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1110207</td>
<td>8,000.00</td>
<td>1.25</td>
<td>Lease</td>
</tr>
<tr>
<td>1998501</td>
<td>5,000.00</td>
<td>1.00</td>
<td>Lease</td>
</tr>
<tr>
<td>28797257</td>
<td>10,000.00</td>
<td>0.50</td>
<td>Lease</td>
</tr>
<tr>
<td>28494368</td>
<td>20,000.00</td>
<td>0.50</td>
<td>Lease</td>
</tr>
<tr>
<td>28794329</td>
<td>10,000.00</td>
<td>0.50</td>
<td>Lease</td>
</tr>
</tbody>
</table>

### Tangipahoa Inventory

<table>
<thead>
<tr>
<th>Listing #</th>
<th>Total SF</th>
<th>Bldg $PSF</th>
<th>Listing Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000000</td>
<td>10,000.00</td>
<td>1.00</td>
<td>Lease</td>
</tr>
<tr>
<td>28797257</td>
<td>5,000.00</td>
<td>1.00</td>
<td>Lease</td>
</tr>
<tr>
<td>28794329</td>
<td>10,000.00</td>
<td>1.00</td>
<td>Lease</td>
</tr>
<tr>
<td>28494368</td>
<td>20,000.00</td>
<td>1.00</td>
<td>Lease</td>
</tr>
</tbody>
</table>

### I-12 Corridor (Hot Exits)

- Airport Road
- Robert Exit
- Hwy 1077 Exit
- Hwy 190 N
- Hwy 59
- Hwy 434 (Bush Highway)
Infrastructure Challenges & Zoning

- Utilities
- Transportation
- Zoning
- Quality of Life

The Paradigm Shifts

- Demographics
- Psychographics
- Private/Public Synergies

Drivers of Industry Change

- Desire for Ownership
- Low Interest Rates
- Technology
- Fracking
- Natural Gas
Northshore Multi-Family Market
-- An Overview --

Economic Outlook & Real Estate Seminar
June 6, 2014

Northshore Multi-Family Inventory

- East St. Tammany: 35% 2,305
- West St. Tammany: 50% 3,254
- Tangipahoa: 15% 973

Total: 6,532

St. Tammany Parish Median Household Income

- $60,813
- $59,197
- $48,522
- $36,681
- $44,673
- $53,046

St. Tammany Parish, St. Charles Parish, Jefferson Parish, Orleans Parish, Louisiana, United States
Northshore Statistics
Snapshot – May 2014

Occupancy: 94%
Average Sq Ft: 985
Average Rents: $1,034
Average Rent/Sq Ft: $1.05

East St. Tammany

<table>
<thead>
<tr>
<th># of Units</th>
<th>2,305</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>35%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>95%</td>
</tr>
<tr>
<td>Rental Rate Range</td>
<td>$723 - $1,128</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$976</td>
</tr>
<tr>
<td>New Construction</td>
<td>0</td>
</tr>
</tbody>
</table>

West St. Tammany

<table>
<thead>
<tr>
<th># of Units</th>
<th>3,254</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>50%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>93%</td>
</tr>
<tr>
<td>Rental Rate Range</td>
<td>$862 - $1,202</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$1,067</td>
</tr>
<tr>
<td>New Construction</td>
<td>0</td>
</tr>
</tbody>
</table>
Recent Development

Brookstone Park Apartments

- Located near the Pinnacle Shopping Center and Ochsner Boulevard
- Luxury Market Rate
- Phase I – 128 Units
- Phase II – Recently completed added an additional 112 Units
- Rental Rate Range: $830 - $1,419
- Average Rent/SF: $1.13

Recent Development

Brewster Commons Apartments

- Luxury Market Rate
- 240 Units
- Also located near Pinnacle Shopping Center
- Rental Rate Range: $905 - $1,490
- Average Rent/SF: $1.15

Tangipahoa

<table>
<thead>
<tr>
<th># of Units</th>
<th>973</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>15%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>94%</td>
</tr>
<tr>
<td>Rental Rate Range</td>
<td>$583 - $885</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$710</td>
</tr>
<tr>
<td>New Construction</td>
<td>0</td>
</tr>
</tbody>
</table>
Historically, housing Leads 
us into the recession and 
historically, housing leads 
us out of the recession.
Last Year we looked at where the market was headed?

Let’s check the typical market phases again & compare to where we were last year...

---

**Typical Phases of Real Estate Market**

- **Phase I PEAK**
  - Unit Sales Increasing
  - Prices Increasing
  - Inventory Decreasing

- **Phase II CORRECTION**
  - Unit Sales Decreasing
  - Prices Increasing
  - Inventory Increasing

- **Phase III TROUGH**
  - Unit Sales Decreasing
  - Prices Decreasing
  - Inventory Increasing

- **Phase IV RECOVERY**
  - Unit Sales Increasing
  - Prices Decreasing
  - Inventory Decreasing

---

**Residential Markets**

*Active Inventory vs. Sold Inventory*
Buyers Market or Sellers Market

Sellers – Under 3 Months
Buyers – Over 6 Months

Greater New Orleans Area
Single Family - Active Listings vs. Sold Listings

Garden/Uptown Area
Single Family - Active Listings vs. Sold Listings
Mississippi Gulf Coast Area
Single Family - Active Listings vs. Sold Listings

Source: LATTER & BLUM Research Division
This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.

Area by Area
March Months of Inventory Q1 Pended
2013 vs. 2014
Kenner + 4.1 4.3 -15%
East Jefferson + 3.6 3.8 -5.4%
Metairie + 3.5 3.6 -2.8%
Lakefront/Gntlly + 4.8 3.2 +41.3%
E. St. Tammany - 6.3 4.7 +22.8%

Source: LATTER & BLUM Research Division
This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.

Area by Area
March Months of Inventory Q1 Pended
2013 vs. 2014
Garden/Uptown + 2 2.3 -5.3%
New Orleans East + 6.6 5.2 +32.7%
W. St. Tammany - 4.4 3.1 +12%
LaPlace - 7.3 5.5 -3%
West Bank + 5.4 4.5 +15.5%
River Parishes - 6.7 5.2 +4.5%
Hist. District - 4.5 2.8 +29.4%

Source: LATTER & BLUM Research Division
This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.
GNO – Median Price $165,000.
Resale

Source: LATTER & BLUM Research Division

Copyright © Teagraphics, Inc.

This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.

GNO – Median Price $218,000.
New Construction

Source: LATTER & BLUM Research Division

Copyright © Teagraphics, Inc.

This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.

GNO – Median Price
New Construction Resale
$218,000.00 $165,000.00

$53,000.00 Premium - 24%

Source: LATTER & BLUM Research Division

Copyright © Teagraphics, Inc.

This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.
Top Expected Influencers 2014

- Consumer Confidence
  - Jobs - “stronger than last year numbers and sentiment”
  - Price stability – “3rd year of price increases”
- Mortgage Interest Rates – have ticked up, but not substantially enough to curtail the activity.

Mortgage Rates Trend – 1 year

Mortgage Rates Trend – 3 year
Mortgage Rates Trend – 30 years

Top Expected Influencers 2014

• Consumer Confidence
  – Jobs - “will I have one”
  – Price stability – “will I overpay if I act now”
• Mortgage Interest Rates – For how long?
  • March 20th Fed Announced more tapering
• Continued burn off of excess inventory

Greater New Orleans Area
Inventory Burn Off

2012 – 7.5 Months
2013 – 6.9 Months
2013 – 5.1 Months
2014 – 4.2 Months
+10.2% Pended Sales
+3.4% increase in Average S.P.
Top Expected Influencers 2014

- Flood insurance - Biggert-Waters Changed by Grimm-Cassidy... a good start!

Top Expected Influencers 2014

- Shadow inventory
  - Default, short sales, pre-foreclosures, foreclosures 31% decline in distressed mortgages in LA - 7.5% to 5.1% year over year
Top Expected Influencers 2014

- Biggert-Waters must be dramatically reformed
  Grimm-Cassidy a good start!
- Shadow inventory
  - Default, short sales, pre-foreclosures,
    foreclosures 31% decline in distressed
    mortgages in LA - 7.5% to 5.1% year over year
- Dodd-Frank bill – massive over correction
  - Over 300 rules many disproportionately &
    negatively impact LA
  - Credit scores & loan foreclosures

Median priced home, 100% LTV, 30 year mortgage vs. Adjusted Rent for GNO
Under 1 Rents are Cheaper; Over 1 Mortgage payments are Cheaper

Two Wrong Predictions

1. BP Oil spill will cause a
   25% decline in the region’s
   property values
2. Foreclosures will swamp our
   area and drive down all
   housing prices for years to come
Potential Disaster Issues for Housing

- Loss of Home Mortgage Tax Deductibility
- Elimination of the GSE’s (Freddie Mac & Fannie Mae) as Mortgage Financing Market Makers
Today...

Greater New Orleans, Louisiana and the Nation are in the early stages of a housing recovery.

Thank You.