2015 Dr. Ivan Miestchovich
UNO/Latter & Blum Economic Outlook & Real Estate Forecast Seminar
for the Northshore Region
Clarion Inn & Suites Conference Center, Covington, LA
Friday, June 12, 2015 | 8:30AM – 12:30PM

Agenda

8:00 – 8:30 AM
Registration & Networking

8:30 – 8:45 AM
Welcome & Opening Remarks
Dr. John Williams, Dean, College of Business Administration, University of New Orleans
Honorable Pat Brister, President, St. Tammany Parish
TBD, UNO International Alumni Association

8:45 – 10:15 AM
Northshore Economic Development: Projects, People and Places
Moderator
Ms. Ashley Cangelosi Llewellyn, Programs Manager, St. Tammany Parish Economic Development Foundation
Mr. Quentin Messer, Assistant Secretary, Louisiana Economic Development
Ms. Brenda Bertus, CEO, St. Tammany Parish Economic Development Foundation
Ms. Stacey Neal, Executive Director, Tangipahoa Parish Economic Development Foundation
Mr. Larry Collins, President & CEO, Livingston Parish Economic Development Council

10:15 – 10:30 AM
Break
Sponsored by: The University of New Orleans

10:30 – 12:30 PM
Real Estate Panels: Trends and Outlook
Moderator
Dr. Robert Penick, Senior Vice President & CFO, Latter & Blum, Inc., Adjunct Professor, UNO

10:30 – 11:30 AM
Residential Real Estate Panel
Single Family
Richard Haase, President, Latter & Blum, Inc.
Apartments
Larry Schedler, President, Larry G. Schedler & Associates

11:30 AM – 12:30 PM
Commercial Real Estate Panel
Retail & Office
Michael Saucier, President, Gulf States Real Estate Services
Warehouse & Distribution
Robert “Terry” Blackwell, Real Estate Consultant, Gulf States Real Estate Services
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## Northshore Economic Development: Projects, People and Place

- Mr. Quentin Messer, Assistant Secretary, Louisiana Economic Development
- Ms. Brenda Bertus, CEO, St. Tammany Parish Economic Development Foundation
- Ms. Stacey Neal, Executive Director, Tangipahoa Parish Economic Development Council
- Mr. Larry Collins, President & CEO, Livingston Parish Economic Development Council

## Residential Real Estate Panel

- Single Family Housing, Richard Haase
- Northshore Multi-Family Market, Larry Schedler

## Commercial Real Estate Panel

- Michael Saucier, President, Gulf States Real Estate Services
  - Commercial Real Estate Sectors – Global Intro
  - Northshore Office Sector
  - Northshore Retail Sector
- Robert “Terry” Blackwell, Real Estate Consultant, Gulf States Real Estate Services
  - Northshore Warehouse & Industrial Sector
- Michael Saucier, President, Gulf States Real Estate Services
  - General Commercial Real Estate Market Wrap Up

## Institute for Economic Development & Real Estate Research Partners

- Back Cover
Dr. John Williams, Dean, College of Business Administration, University of New Orleans

Dr. John A. Williams became Dean of the College of Business Administration at the University of New Orleans in August 2010. Dr. Williams worked in the hospitality industry for seventeen years managing both chain restaurants and independent restaurants that included a Mobile Guide four-star restaurant. He holds a Ph.D., Master of Science, Bachelors, and Associates Degree, all from the Pennsylvania State University. Prior to joining the University of New Orleans as Director of the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration, Dr. Williams served as Director of the Department of Hotel, Restaurant, Institution Management & Dietetics at Kansas State University and as the Coordinator of the Undergraduate Program at Virginia Tech. Dr. Williams’ research in grant procurement and publishing are in the human resource area. He has published refereed articles in a number of journals that include the Journal of Hospitality and Tourism Research, Journal of Management Development, Journal of the American Dietetics Association, Journal of Child Nutrition and Management, Journal of Foodservice Business Research, Journal of Restaurant and Foodservice Marketing, and Florida International Journal. His current research involves the study of the success, plateau, and derailment of management.

Honorable Pat Brister, President, St. Tammany Parish

Parish President Patricia Brister, and her husband Joe, have lived in St. Tammany Parish 34 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.
Quentin L. Messer, Jr., Assistant Secretary, Louisiana Economic Development

Quentin L. Messer, Jr. is Assistant Secretary for Louisiana Economic Development (LED). Quentin manages initiatives and programs related to business intelligence, community competitiveness, small business services and state economic competitiveness. In his capacity, as a member of the department’s executive management team, Quentin is President of the Louisiana Economic Development Corporation (LEDC), Secretary Stephen M. Moret’s designate to the Research Park Corporation board, where he is the Board Treasurer and Chairperson, Audit Committee, staff lead for the Louisiana Innovation Council (LIC), and the agency’s representative on ratings agency calls related to the State’s General Obligation and other indebtedness. Quentin was selected as a 2015 Dr. Martin Luther King, Jr. Distinguished Leadership Award recipient of the Fannie Lou Hamer Community Service and Leadership Award by Grambling State University. He is member of the Council for a Better Louisiana’s (CABL) Leadership Louisiana 2014. A native of Jacksonville, FL, Quentin is a former corporate transactions attorney, charter school operating executive, and strategy consultant with the Boston Consulting Group (BCG), Quentin is excited daily by the opportunity to work on better leveraging Louisiana’s human capital, geological and regional assets to transform the life trajectories of more Louisianans. The father of two daughters, including a Lance Corporal in the U.S. Marines, and a son, Quentin, is married to Kenya LeNoir Messer, Ed.D, Associate Vice Provost, Office of Diversity, Office of Academic Affairs at LSU. He holds an AB, Woodrow Wilson School of Public and International Affairs from Princeton University and JD/MBA from Columbia University’s Law and Business Schools, respectively.

Brenda Bertus, Executive Director, St. Tammany Parish Economic Development Foundation

Brenda Bertus has been Chief Executive Officer St. Tammany Economic Development Foundation since July 2002, during which time the organization has become a driving force in parish and regional economic development efforts. She was instrumental in leading the organization of regional parishes into both informal and recognized consortia to pool resources, seek grant funding, and coordinate efforts in U.S. regional and national marketing and in pursuing business-friendly legislation in Baton Rouge. She has testified before legislative committees and the state Bond Commission on numerous occasions, working towards progressive legislation and bond approval for local and regional projects. Prior to leading the STEDF, Brenda served as President and CEO of the Slidell Chamber of Commerce (now East St. Tammany Chamber), and was co-owner of a successful real estate development company for 10 years. Brenda is a graduate of both the Louisiana Leadership program and Leadership Northshore. She is a graduate of the Economic Development Institute (OU/EDI) at the University of Oklahoma, and studied at the Institute for Organizational Management at the University of Georgia. She is a 35-year resident of St. Tammany Parish and is married to Don Bertus, who works in the automotive industry.
Larry Collins, President & CEO, Livingston Parish Economic Development Council

Lawrence B. “Larry” Collins, a native of Baton Rouge, graduated from Louisiana State University with a degree in International Trade and Finance in 1983. In October of 2012, he joined the Baton Rouge Area Chamber as the Director of Economic Development for the eight parish region surrounding Baton Rouge and to direct BRAC’s international business development efforts. In May of 1989, he began working with the Louisiana Office of International Trade, Finance and Development, a Division of the Louisiana Department of Economic Development. In 1991, he was appointed Director of the Trade Division, in 2003, he was named Director of the Department’s International Services Office. During his time with the department, he managed projects in over 30 countries. Under his direction, Louisiana established its trade promotion offices in Mexico, Taipei, Hong Kong and London. He has also served on advisory panels to the Louisiana Board of Regents, Louisiana State University, Southeastern and Loyola in areas regarding international commerce. He also served on the International Business Committee of the New Orleans World Trade Center and was appointed to the U.S. District Export Council. In 1997, Mr. Collins was elected Chair of the National Association of State Development Agency’s International Division. Before joining the Department of Economic Development, Mr. Collins spent seven years with a major retailer serving as a buyer and in management positions. Upon graduating from Louisiana State University in 1985, he founded his own businesses in Louisiana.

Stacey Neal, Executive Director, Tangipahoa Parish Economic Development Foundation

Stacey Neal was named Executive Director of Economic Development for Tangipahoa Parish in May of 2012. Prior to working for the parish, Stacey was the Community Developer for the Hammond Area Economic and Industrial Development District for seven years. She grew up in Tangipahoa Parish and graduated from Southeastern Louisiana University in 1991 with a BA in Marketing. Stacey completed training through the Community Development Institute in Conway, AR, where she received the Professional Community and Economic Development certification. Stacey also holds the Certified Louisiana Economic Developer certification through LID-EA. She is an active member of the area Chambers of Commerce, a member of the I-12 Alliance for Economic Development, a member of the Northshore Technical and Community College Advisory Board in Greensburg, current President of the Southeastern Louisiana University Alumni Association, past board member of the Louisiana Industrial Development Executives Association (LIDEA), and a graduate and past board member of Leadership Tangipahoa. Stacey and her husband Michael, have two daughters; Jordyn and Laken. They attend St. Thomas Aquinas High School and Holy Ghost Catholic School and are very active in track and soccer. They attend St. Helena Catholic Church in Amite.
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. LATTER & BLUM Inc. operates Latter & Blum, Inc./REALTORS®, C.J. Brown REALTORS® Inc., Noles-Frye Realty, Van Eaton & Romero® (all four ERA Powered), NAI Latter & Blum Commercial Real Estate, Latter & Blum Insurance Services, Essential Mortgage Corp. and Platinum Title and has four Franchise Offices in LA & MS. 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. Mr. Haase 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. Mr. Haase has continued to focus on expanding LATTER & BLUM, Inc. and its Real Estate services in the Gulf South and overseeing the management, staff and Agents of all companies within the brand, which includes 27 offices and over 1,200 Agents and Staff. In this capacity, Rick assumes responsibility for the overall strategic focus, growth and profitability of this historic company. Mr. Haase has extensive expertise in delivering integrated, tailored solutions to Agents and consumers, and he is an established leader in the local and national Real Estate community. He 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.

Dr. Robert Penick, Senior Vice President & CFO, Latter & Blum, Inc.; Adjunct Professor, UNO

Robert (Bob) Penick joined Latter & Blum in 1989 as Vice President and Chief Financial Officer. In May 2013 he was appointed Senior Vice President, Treasure and Chief Financial Officer. This experience spans forty years in a management capacity with companies in New Orleans like A. Copeland Enterprises, Farm Credit Banks of New Orleans, D.H. Holmes Companies and Ingram Corporation. He has served as a Corporate Controller, Director of Finance and as a Treasurer and Chief Financial Officer of these local companies. Bob earned B.S. and M.B.A. degrees from Loyola University and M.Ed. Degree from Our Lady of Holy Cross College and also M.S. and Ph.D. degrees from the University of New Orleans in Urban Studies and Planning. During his tenure with Latter & Blum, Bob has been in charge of financial operations for each company within the Latter & Blum family of companies and is involved in the mergers and acquisitions process. He also manages the corporate insurance, leasing, budgets, planning, human resources and branch operations. Bob serves as an Adjunct Professor of Finance at UNO and is on the Adjunct faculty of the NAR “Realtor University” which offers a master’s degree to REALTORS across the country. His military career ended with his retirement from the US Army Reserves as a Lt. Colonel with almost 30 years of service. Bob is a member of the Institute of Management Accountants, the International Association of Financial Planner, the American Real Estate Society and holds a Louisiana Insurance License. In 2011 he was listed as one of the top “Money Makers” in New Orleans by the local journal City Business.

Richard Haase, President, Latter & Blum, Inc.
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 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 has experience in working with not only all cash and conventionally financed transactions, but also on tax-exempt and taxable bond transactions, Low Income Housing Tax Credits (LIHTC), Historic Tax Credits and with the various HUD/FHA financing programs. 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, as well as numerous professional organizations. 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.

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 has experience in working with not only all cash and conventionally financed transactions, but also on tax-exempt and taxable bond transactions, Low Income Housing Tax Credits (LIHTC), Historic Tax Credits and with the various HUD/FHA financing programs. 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, as well as numerous professional organizations. 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.

Robert “Terry” Blackwell, Real Estate Consultant, Gulf States Real Estate Services

Robert “Terry” Blackwell brings 42 years of diverse experience to the GSRES team. A former banker, multi-state business owner and licensed real estate agent, Terry understands the commercial real estate needs of both Seller/Landlord as well as those of the Buyer/Tenant. Terry has lived in Southeast Louisiana for 46 years residing the last 15 years in Covington, Louisiana with his wife Jeanine and their daughters Madison, Mackensie and Riley.
"BUILDING IT AND THEY ARE COMING"

THE ARGUMENT FOR CONTINUED OPTIMISM ABOUT LOUISIANA'S IMPROVING BUSINESS CLIMATE

JUNE 2015

LOUISIANA ECONOMIC DEVELOPMENT
OpportunityLouisiana.com

THE STRATEGIC IMPORTANCE OF THE GULF COAST HAS BEEN RECOGNIZED SINCE THE LOUISIANA PURCHASE

"It is New Orleans, through which the produce of three-eighths of our territory must pass to market..."
Thomas Jefferson to Robert R. Livingston, Washington, April 18, 1802

WHY DOES ECONOMIC DEVELOPMENT MATTER? HEALTHY JOB & ECONOMIC GROWTH WILL DRIVE EVERYTHING ELSE

Healthy tax revenue growth without increasing tax burdens

1For full realization, assumes fiscal/tax reforms strengthen linkages between state tax structure and the state’s economy

2Q1 1980 – Q2 2005; Source: Moody’s Analytics, U.S. Census; LED analysis

2015 Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast for the Northshore
WHAT WOULD LOUISIANA LOOK LIKE OVER THE NEXT 25 YEARS WITH CONSISTENT, HEALTHY ECONOMIC GROWTH?

<table>
<thead>
<tr>
<th>Category</th>
<th>Milestone</th>
<th>Healthy job growth rate</th>
<th>Sluggish job growth rate</th>
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<tbody>
<tr>
<td>Employment</td>
<td>2027</td>
<td>20,000</td>
<td>18,000</td>
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<tr>
<td>Population</td>
<td>2027</td>
<td>2,500,000</td>
<td>2,000,000</td>
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<td>Cumulative net migration</td>
<td>2022</td>
<td>500,000</td>
<td>400,000</td>
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<tr>
<td>Poverty</td>
<td>2040</td>
<td>Below Southern average</td>
<td>Below Southern average</td>
</tr>
<tr>
<td>Congressional seats</td>
<td>2020</td>
<td>Seventh</td>
<td>Eighth</td>
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<tr>
<td>Eighth</td>
<td>2030</td>
<td>Ninth</td>
<td>Ninth</td>
</tr>
<tr>
<td>Ninth</td>
<td>2040</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Achieving consistent, healthy economic growth would also lead to increased government revenues (without any increase in tax burdens), fueling robust investments in education and transportation infrastructure, as well as lower crime and better quality of life.

LED WILL PRIMARILY FOCUS ON EIGHT STRATEGIES TO POSITION LOUISIANA FOR A BRIGHTER ECONOMIC FUTURE

- Improve state economic competitiveness
- Enhance community competitiveness
- Cultivate top regional economic development assets
- Focus on business retention and expansion
- Develop nationally-competitive business recruitment capacity
- Cultivate small business, innovation, and entrepreneurship
- Develop robust workforce solutions
- Aggressively tell our story

COMPANIES HAVE ANNOUNCED OVER $100 BILLION OF LOUISIANA CAPITAL INVESTMENTS SINCE 2008

Based on a review of capital investment announcements, LED conservatively estimates that ~$62 billion of new capital investment projects will be completed over the next few years.
LA’S NEW PARADIGM INCLUDES A BUSINESS ENVIRONMENT THAT HAS BECOME A MAJOR SELLING POINT TO FIRMS

LA’s business environment has steadily improved over the last 6 years...

- #1 Best State Workforce Training Program [Business Facilities, 2014]
- #1 Best Business Climate [Business Facilities, 2014]
- #6 Top States for Doing Business [Area Development, 2014]

… and continues to gain recognition nationwide across a variety of dimensions.

LED'S FASTSTART PROGRAM HAS ALLOWED THE STATE TO MAKE STRATEGIC INVESTMENTS IN HUMAN CAPITAL

- Based on a company’s immediate and long-term workforce needs, LED FastStart employees develop and deliver high-quality customized recruitment and training programs designed to attract and retain a high-quality workforce.
- The FastStart staff includes dozens of experienced professionals from a range of different industry sectors.
- LED FastStart, consistently ranked 1st in the country among comparable programs, has designed and delivered comprehensive workforce solutions for a variety of industries and companies, as well as high-tech companies located by Venture magazine and Credit Suisse.
- Importantly, FastStart not only recruits new employees for the company, but also facilitates in accelerating them to independence.

LED FASTSTART® RANKED NATION’S BEST STATE WORKFORCE TRAINING PROGRAM

#1

LED FASTSTART® WAS ALSO ABLE TO ASSIST IBM WITH OUT-OF-STATE RECRUITING EFFORTS

- FastStart brought together IBM and 17 other Louisiana companies for Louisiana Digital Jobs, a series of unique out-of-state recruiting events. This internet-driven recruitment campaign targets talented software engineers and IT professionals who have an interest in Louisiana.

LOUISIANA JOB CONNECTION HAS RAMPED UP TO MATCH EMPLOYERS WITH JOB SEEKERS

- Louisiana Job Connection: [https://louisianajobconnection.com/](https://louisianajobconnection.com/)
  - Intuitive job posting functionality and easy-to-use interface
  - Flexibility to manually post jobs or to scrape them from existing applicant tracking systems
  - More than 35,000 job seekers and over 1,400 employers registered in the system

LED’S “COME HOME, LOUISIANA” CAMPAIGN ATTRACTS LOUISIANA EX-PATS TO RETURN FOR JOB OPPORTUNITIES

  - Attracts Louisiana natives to Louisiana Job Connection, where they can learn more about available career opportunities
  - Features comeback stories of those who have left the state and have recently returned home for a job
  - Encourages in-state audience to share e-cards and information to those who no longer live in Louisiana
NEW QUALITY OF LIFE SITES SHOWCASE LOUISIANA’S WORK/LIFE BALANCE

Quality of Life Sites
- Provides information to job seekers considering opportunities in Louisiana
- Includes region-specific information on education, health care, neighborhoods, industries, recreation, cultural activities and other quality of life factors
- Print and presentation materials developed for face-to-face meetings

LOUISIANA HAS IDENTIFIED SECTORS WITH THE GREATEST ECONOMIC GROWTH POTENTIAL

SPECIALTY HEALTHCARE
- New investment in two research hospitals for New Orleans will reach over $2 billion
- Pennington Biomedical Research Center is world-renowned for obesity/diabetes research and treatment
- Tulane University is highly ranked in tropical medicine research

OIL & GAS
- Leader in production of crude oil and natural gas
- Major onshore resource plays premier access to Gulf of Mexico
- Distribution channels through Mississippi River, Gulf of Mexico, six class one railroads and thousands of miles of pipeline

DIGITAL MEDIA & SOFTWARE DEVELOPMENT
- 35% cash refund on development, no project limit
- New Orleans is the No.1 brain magnet in U.S. according to Forbes
- Thriving ecosystem of startups and incubators

WATER MANAGEMENT
- Water-related spending in tens of billions over next 30 years
- Global “laboratory” for deltaic and climate change science
- Creating “Water Institute”
- Inherent science and engineering disciplines are transferable

NEXT GENERATION AUTO
- Well positioned within the Southern Automotive Corridor with large inventory of sites and existing facilities
- Experienced manufacturing workforce
- Readily available transportation infrastructure including ports, rail, international airport and trucking

RENEWABLES & ENERGY EFFICIENCY
- Aggressive incentives for clean technology and software development
- Robust refinery and agricultural infrastructure
- Diverse feedstock and transportation alternatives
- The lowest state-and-local tax burdens for new firms

HIGHER EDUCATION PARTNERSHIPS HAVE BEEN REPLICATED ACROSS THE STATE

<table>
<thead>
<tr>
<th>Company</th>
<th>Education partner</th>
<th>Industry</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM</td>
<td>LSU</td>
<td>Software and information</td>
<td>$2B million to build the Louisiana Digital Media Center</td>
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<td></td>
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<td></td>
<td>$10 million over 15 years to triple the number of computer science graduates</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$2 million over seven years to expand telecommunications curriculum</td>
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<td></td>
<td></td>
<td></td>
<td>$15 million over 10 years to increase number of computer science graduates</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$3 million over 10 years to improve academic programs</td>
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<tr>
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<td></td>
<td></td>
<td>$4.5 million over 10 years to increase number of computer science graduates</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$20 million for new training facility and equipment</td>
</tr>
<tr>
<td></td>
<td>IBM</td>
<td>Chemical manufacturing</td>
<td>$20 million for new training facility and equipment</td>
</tr>
</tbody>
</table>
LOUISIANA POSSEES THE LEGAL FRAMEWORK AND STAKEHOLDER SUPPORT FOR CORPORATE CHARTERS

Corporate charter in Louisiana:

What does the company have to do initially?
- Companies must invest a minimum of 50% of the per pupil allocation of state funds by the Minimum Foundation Program formula for the parish in which the school is chartered.

What are the minimum and maximum investment amounts?
- The minimum investment is calculated as 50% of the per pupil allocation of state funds by the Minimum Foundation Program formula for the parish in which the school is chartered.
- The maximum investment is calculated as the sum of the per pupil allocation of state funds by the Minimum Foundation Program formula for the parish in which the school is chartered plus any capital improvements, including major improvements in the buildings or equipment.

What restrictions does the company have?
- The school's maximum enrollment may be reserved for dependent children of permanent employees of the corporate partner.
- The school's governing or management board must include at least one member from the corporate partner.
- Corporate partnerships must provide ongoing support to the school as specified in the charter agreement.

What guarantees can the corporate partner provide?
- Companies must provide ongoing support to the school as specified in the charter agreement.
- Examples of such support include offering student internships, career counseling, and academic tutoring or enrichment activities.

Can multiple companies join together to partner with a school?
- Yes, state law permits companies to form a consortium when partnering with a school.

Are there any location restrictions?
- No, state law does not limit where corporate partner charter schools may be located.

Currently, Louisiana has no corporate partner charter schools.

In Louisiana, corporate charter schools must:
- Work with at least one college or university to develop a high-quality charter school.
- Be endorsed by a local education agency, a public high school, a not-for-profit corporation, or another entity.

ECONOMIC DEVELOPMENT ORGANIZATIONS ENGAGED IN RECRUITMENT OF HIGH QUALITY SCHOOL MODELS

LOUISIANA HAS BOOSTED STANDARDIZED TEST PERFORMANCE AND COLLEGE ENROLLMENT
LOUISIANA STUDENTS HAVE SURPASSED PRIOR-YEAR BENCHMARKS FOR ADVANCED PLACEMENT CREDITS

<table>
<thead>
<tr>
<th>Test Takers</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td>11th grade</td>
<td>8,800</td>
<td>8,800</td>
<td>8,900</td>
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<tr>
<td>12th grade</td>
<td>21,300</td>
<td>21,300</td>
<td>21,100</td>
<td>21,100</td>
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<tr>
<td>AP Tests</td>
<td>17,500</td>
<td>16,900</td>
<td>15,600</td>
<td>15,100</td>
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<tr>
<td>AP Exams</td>
<td>9,610</td>
<td>9,610</td>
<td>9,610</td>
<td>9,610</td>
</tr>
</tbody>
</table>

JUMP START WILL PROVIDE BOTH COLLEGE AND CAREER-TRACK STUDENTS WITH INDUSTRY-VALUED CREDENTIALS

- Jump Start is Louisiana’s new program for school districts, colleges, and businesses to collaborate in promoting career readiness and preparing students to take advantage of economic development efforts. The program allows students to earn industry credentials while still in high school and set them for the college fields most likely to lead to high-wage jobs.
- Jump Start will be available to any student pursuing a Career Diploma.
- While in high school, participating students will be provided hands-on learning in the classroom and workplace experiences to high school students, collaborating in providing career courses and certifying them for the career credential.
- These credentials will qualify graduates to launch a career upon graduating. Jump Start will be a required path for students pursuing a university-preparatory diploma while in high school, and valued by Louisiana employers.
- Jump Start will be an elective path for students pursuing an advanced diploma.
- Jump Start will provide both college and career-track students with industry-valued credentials.

TRANSFORMATIVE POSSIBILITIES EXIST ACROSS EACH OF LOUISIANA’S REGIONS; EFFORTS ARE ALREADY UNDER WAY

1. **Northwest Region**
   - petrochemical
   - anchors a new hub for tech jobs, while new capital site attracts a greenfield
   - software sector

2. **Central Region**
   - continue their studies after high school

3. **Southwest Region**
   - manufacturing
   - continues to provide significant growth

4. **Southeast Region**
   - continues to provide significant growth
   - anchor growth
   - continues to provide significant growth

5. **Northshore Region**
   - petrochemical
   - continues to provide significant growth
   - anchor growth

6. **Acadiana Region**
   - petrochemical
   - continues to provide significant growth
   - anchor growth

7. **Southwest Region**
   - manufacturing
   - allows them to continue their education after workplace experiences to high school students, collaborating in providing career courses and certifying them for the career credential.

8. **Northshore Region**
   - petrochemical
   - allows them to continue their education after workplace experiences to high school students, collaborating in providing career courses and certifying them for the career credential.
SO, HOW DO WE GET THERE? WE MUST EMBRACE A VISION FOR SUSTAINED, DIVERSIFIED, HEALTHY ECONOMIC GROWTH

Strategic higher-ed investments (e.g., CS, engr., skilled trades)

More development-ready manufacturing sites

Retention and expansion of existing business and industry, and entrepreneurship support

Comprehensive fiscal/tax reform (e.g., fewer exemptions and lower, flatter rates)

Additional attractive K-12 options (e.g., magnets, charters)

Cultivation of top regional economic assets (e.g., England Airpark, Chennault, CIC)

Attraction of diverse new growth industries (e.g., aerospace, auto, IT, water management)

Enhanced legal and regulatory systems

Best-in-class workforce training (e.g., FastStart)

Greater local focus on attractive, livable communities

Envisioned solutions for transportation infrastructure financing

These efforts will all require strong leadership – and not just from within the economic development community. For Louisiana to consistently achieve healthy economic growth and make progress on generational issues holding back our state, unified, concerted efforts across stakeholders are needed.

Aggressive national marketing to tell Louisiana’s story

CONTACT
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Assistant Secretary
225.342.4851
Quentin.Messer@la.gov
Growing Together

Economic Outlook & Real Estate Forecast Seminar

**Mission**

Our mission is to promote a growing and vibrant economy in St. Tammany.

**Vision**

To be nationally recognized as a premier place to live and do business.

**Seven Years in St. Tammany**

113 projects completed by STEDF since 2008:
- Generated $744.2 million in investments
- Created 4,551 new jobs
- Retained 1,768 existing jobs
### Business Attraction

- We identify potential sites, coordinate meetings and negotiations, and maintain a database of available site locations.
- In 2014, we completed 13 projects:
  - generating **$54.3 million** in investments
  - representing the retention of **276** jobs
  - creating **315** new jobs

### 2014 New Projects

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Location</th>
<th>Jobs:</th>
<th>CAPEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Tire Distributors</td>
<td>Automotive</td>
<td>Slidell</td>
<td>25 new</td>
<td>$8M</td>
</tr>
<tr>
<td>Country Inn &amp; Suites</td>
<td>Hospitality</td>
<td>Slidell</td>
<td>10 new</td>
<td>$6M</td>
</tr>
<tr>
<td>E&amp;B Natural Resources Management Corp.</td>
<td>Oil &amp; Gas</td>
<td>Covington</td>
<td>5 new</td>
<td>$906K</td>
</tr>
<tr>
<td>Enviro-Tech Systems LLC</td>
<td>Oil &amp; Gas</td>
<td>Covington</td>
<td>25 new</td>
<td>$1M</td>
</tr>
<tr>
<td>FEDEX</td>
<td>Delivery/Logistics</td>
<td>Covington</td>
<td>15 new, 97 part-time, 100 indirect</td>
<td>$24M</td>
</tr>
<tr>
<td>J.E.T. Slidell</td>
<td>Service</td>
<td>Slidell</td>
<td>10 new</td>
<td>$500K</td>
</tr>
<tr>
<td>Lighthouse of Madisonville</td>
<td>Restaurant</td>
<td>Madisonville</td>
<td>90 new</td>
<td>$5.5M</td>
</tr>
<tr>
<td>Marine Power Management</td>
<td>Manufacturing</td>
<td>Covington</td>
<td></td>
<td>$2.3M</td>
</tr>
<tr>
<td>Supreme Color Graphics</td>
<td>Manufacturing</td>
<td>Abita Springs</td>
<td>3 new</td>
<td>$250k</td>
</tr>
</tbody>
</table>

### Business Retention

- We help companies establish valuable relationships.
- We partner with:
  - Louisiana Workforce Commission
  - U.S. Export Assistance Center
  - LSBDC at Southeastern Louisiana University
  - St. Tammany Technical Community College
  - MEPOL
  - LA-PTAC
- In 2014, STEDF performed 112 retention visits representing over **7,891** existing jobs and **300** new jobs.
2014 Expansion Projects

CDIT Solutions
Technology | Slidell
Jobs: 90 new | CAPEX: $50K

Synergy Glass Company, LLC
Manufacturing | Mandeville
Jobs: 20 new | CAPEX: $700K

Northshore Millworks, LLC
Manufacturing | Mandeville
Jobs: 12 new | CAPEX: $2M

Rotolo Consultants, Inc.
Landscape Architects | Slidell
Jobs: 10 new, 196 retained | CAPEX: $2M

As the year progresses, we plan to further develop our programs and the assets of our parish. We hope to:

• Cultivate physical assets, devoting more attention to land and site opportunities

• Foster entrepreneurship and workforce development in St. Tammany

• Focus on our accessibility to partners and residents

Growing Together

In 2014, we hosted a five-part series facilitated by regional and statewide leaders, engaging 33 local businesses to identify workforce needs.

Speakers included representatives of Greater New Orleans, Inc., Louisiana Economic Development, the Louisiana Workforce Commission, the Northshore Technical Community College, and The Data Center.
In 2015, we hope to create an ecosystem for entrepreneurial-minded individuals and companies.

The Entrepreneurship Program will equip them with the knowledge necessary to flourish and connect them with the resources to succeed.

Topics will include intellectual property, marketing, sales, finance, and business structure.

**Corporate Headquarters**
- Netchex
- Textron Marine & Land Systems
- POOLCORP
- Hornbeck Offshore Services
- Nestle Health Science-Pamlab

**Business Parks**
- Fremaux on I-10
- River Chase off I-12
- Northpark off I-12

**Site Database**
- 5 certified sites
- 90 buildings
- 117 shovel-ready sites

---

**Staff**

- **Brenda Bertus**
  - Chief Executive Officer

- **Tracy Clanton, CLED, SPHR, SHRM-SCP**
  - Finance & Operations Manager

- **Ashley Gangushel Llewellyn, M.S.**
  - Program Manager

- **Michael Tomlinson, CLED**
  - Economic Development Specialist

- **Ronda Sides**
  - Administrative Specialist

- **Julie Landry, M.A.**
  - Communications Specialist
Tangipahoa Economic Development Foundation

Parish population:
- 2000 100,588
- 2010 121,097
- 2015 130,320
- Projection for 2020 is 140,343

Median HH income (current): $39,873
Average wage: $36,296

8 incorporated municipalities
Zoning inside of the city limits only
Hammond and Ponchatoula do their own permitting; Tangipahoa Parish Government issues permits for all areas outside of those 2 municipalities

Source: Southeastern Business Research Center; ESRI 2015; LWC

Tangipahoa Parish Demographics

Intersection of I-12 and I-55
Canadian National Railroad dissect the parish; public and private spurs throughout the parish
Port Manchac is a 140 acre inter-modal facility with buildings available for lease; 4,000 ft of storage track and new bulk head is being constructed with new barge offloading docks
Hammond Northshore Regional Airport; 2 runways that are 5,000 and 6,500 ft long; new control tower opened the beginning of 2015; 2 FBO’s on site

Transportation Assets
**Education**

- Higher Education:
  - Southeastern Louisiana University
  - Northshore Technical & Community College

- K-12 Education:
  - 32 public schools
    - 7 Magnet Schools
    - 2 Montessori Schools
    - 1 International Baccalaureate Diploma Programme
  - 7 Private/Parochial Schools

---

**Top Employers in Tangipahoa**

<table>
<thead>
<tr>
<th>North Oaks Medical Center</th>
<th>Southeastern Louisiana University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evergreen Life Services (Northlake)</td>
<td>Walmart Distribution Center</td>
</tr>
<tr>
<td>Inner Parish Security Corp</td>
<td>CARE Inc</td>
</tr>
<tr>
<td>Sanderson Farms, Inc</td>
<td>C&amp;S Distribution (formerly Winn Dixie)</td>
</tr>
<tr>
<td>Smitty's Supply</td>
<td>Elmers Candy</td>
</tr>
<tr>
<td>J&amp;M Industries</td>
<td>Neill Corp</td>
</tr>
<tr>
<td>Entergy (Distribution/Office/Field)</td>
<td>Bradken</td>
</tr>
<tr>
<td>Scarlano Brothers</td>
<td>S&amp;W Wholesale</td>
</tr>
<tr>
<td>Cypress Pointe Surgery Center</td>
<td>Guico Machine Works</td>
</tr>
</tbody>
</table>

---

**New Projects in the 2014-15**

- MKS Plastics, Inc
- Universal Plant Services
- NIKO Industries (a division of Ruelco)
- New Orleans Sno Balls to Go
- Torus Software School
- Plastic Bottle Manufacturer
- Expansions to Smitty's, Elmers, J&M Ind.
Sites & Buildings

➢ 61 Industrial or Commercial Sites
  ▪ 31 sites are 20 acres or bigger
  ▪ 3 Certified Sites (had 5, 2 have sold)
  ▪ 2 Sites at LED waiting for approval to move forward with application

➢ 18 Industrial or Commercial Buildings
  ▪ 9 buildings are 20K sq ft or bigger
  ▪ 100K sq ft spec building – leased before it was finished

Tangipahoa Economic Development Foundation
Stacey Neal, Executive Director
985-549-3170
sneal@tangipahoa.org
LIVINGSTON PARISH

Business Development Wins
And
Growth Trends
June 12, 2015

MAJOR INDUSTRIAL WINS 2014 & 2015

Martin Brower - Warehouse/Distribution Facility
(Walker/Hwy 190)
190+ New Jobs
$20mm CAPEX
$10mm Annual Payroll

EPIC Piping – Metals Manufacturing Facility (Hwy 63 @ I12)
560+ New Jobs
$43mm CAPEX
$33mm Annual Payroll

FASTEST COMMERCIAL GROWTH AREAS

Juban Crossing
Academy/BEK/Rouses/Old Navy/ULTA/Bed Bath & Beyond/Michaels/Shoe Carnival/Ross
Coming soon: Kohls/Theater

Range Avenue Bass Pro-north to Watson
Restaurants/Banks/ Specialty Retail/Housing
Hwy 16 toward Port Vincent
Residential and retail
Hwy 190 Amite River to the parish line
Population growth/retail services
INFRASTRUCTURE IMPROVEMENTS

Interstate bridge widening to three lanes
Major interchange improvements at Satsuma and Walker
HWY 190 widening and safety features (roundabouts)
Livingston Industrial Park road extension

DRIVING FORCES IN LIVINGSTON PARISH

Geography    Interstate 12
             Baton Rouge/Hammond/New Orleans
Population   46% Growth since 2000
Schools      Home to 3 of the nation’s best public schools
             Consistently ranked in top districts in Louisiana
Housing      Options include affordable entry level and golf courses to waterfront/yacht capable
Lifestyle    Recreation and entertainment options abound

BEYOND THE HORIZON

Livingston Regional Airport (south at Satsuma)
Additional Medical Facilities to compliment existing operations of North Oaks and OLOL
Additional Sites for Development
Business and Political Leaders who are progressive and business friendly
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
How long have we been in a Peak Market pattern?

Key Indicators From 2010 - 2015

<table>
<thead>
<tr>
<th>Unit Sales</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>First 3 months</td>
<td>6,844</td>
<td>5,944</td>
</tr>
<tr>
<td>2014</td>
<td>30,322</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>30,356</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>26,880</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>24,270</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>21,954</td>
<td></td>
</tr>
</tbody>
</table>

- 79% Increase in Unit Sales Over Past Five Years!

Key Indicators From 2010 - 2015

- **Unit Sales** from 21,954 to 30,322 79%
- **Average Sale Price** from $197,300. to $212,610 7.8%
- **Months of Available Inventory** from 10 to 5 50%
Inventory – 2010 – 2015

Classic Peak Market Pattern for Roughly the Past Five Years!

Top Expected Influencers 2015

- Consumer Confidence
- Jobs
- Cost of Financing – Mortgage Rates
- Availability of Credit
- New Household Creation Rate
- Millenials
- Shadow Inventory
- Oil/Energy Sector
- National Debt
Top Expected Influencers 2015

- Consumer Confidence
  - Jobs - “will I have one”
  - Am I under-employed?
  - Price stability – “will I overpay if I buy now”

Source: LATTER & BLUM Research Division

Mortgage Rates Trend – 30 years

Financing Costs - All Time Low!

Top Expected Influencers 2015

Dodd-Frank law - Wall Street Reform Act –
- Massive over correction
- Over 300 rules disproportionately & negatively impact LA
- Credit scores - 100 point increase in score of closed loan….50 pts higher than it need to be

Source: LATTER & BLUM Research Division
Homeownership Rate Slip - Q1 2015

- Overall rate at 26-year low (63.8%)
- Falling for the right reasons
- Homeowners are NOT dropping out…
  “Hordes” of new “renter” households are being formed
- 2014 -1.5 million households formed
- 2013 - 1.7 million were formed
- 2007 – 2012 only 500,000 per year

---

18-34 year olds…
They’re going some where!!!
Pent Up Demand

---

G.N.O. Foreclosure Actions -2014
(pre-foreclosure, auction date set, bank owned)

- Jefferson – 1 in 836
- St. Tammany – 1 in 1,034
- St. John – 1 in 1,250
- St. Charles – 1 in 1,334
- St. Bernard – 1 in 1,677
- Orleans – 1 in 2,641
- Nation – 1 in 1,295
- Highest (worst) - Maryland – 1 in 564
- Lowest (best) - N. Dakota 1 in 64,942
Potential Serious Issues for Housing

• Oil price falls and layoffs
• Loss of Home Mortgage Tax Deductibility
• Elimination of the GSE’s (Freddie Mac & Fannie Mae) as Mortgage Financing Market Makers

Source: LATTER & BLUM Research Division

Thank You!

Hyatt Hood
Latter & Blum, Inc.
hhood@latterblum.com
1151 North Causeway Blvd.
Mandeville, LA 70471
Northshore Multi-Family Market
-- An Overview --

UNO Real Estate Market Forecast
June 12, 2015

Northshore Multi-Family Inventory

<table>
<thead>
<tr>
<th># of Units</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East St. Tammany</td>
<td>39%</td>
</tr>
<tr>
<td>West St. Tammany</td>
<td>47%</td>
</tr>
<tr>
<td>Tangipahoa</td>
<td>14%</td>
</tr>
</tbody>
</table>

Total | 6,858 |

Occupancy: 94%

Average Rents: $1,021

Average Rent/Sq Ft: $1.03
## East St. Tammany

<table>
<thead>
<tr>
<th># of Units</th>
<th>2,689</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>39%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>94%</td>
</tr>
<tr>
<td>Rental Rate Range</td>
<td>$681 - $1,145</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$952</td>
</tr>
<tr>
<td>New Construction (Units)</td>
<td>296</td>
</tr>
</tbody>
</table>

## West St. Tammany

<table>
<thead>
<tr>
<th># of Units</th>
<th>3,193</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>47%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>93%</td>
</tr>
<tr>
<td>Rental Rate Range</td>
<td>$857 - $1,173</td>
</tr>
<tr>
<td>Average Monthly Rent</td>
<td>$1,062</td>
</tr>
<tr>
<td>New Construction</td>
<td>0</td>
</tr>
</tbody>
</table>

## St. Tammany – New Unit Inventory

- **2008 - 2015**
  - **2008**: 538 units
  - **2009**: 312 units
  - **2010**: 546 units
  - **2011**: 160 units
  - **2012**: 0 units
  - **2013**: 0 units
  - **2014**: 0 units
  - **2015**: 296 units
Springs of Fremaux at Towne Center
Slidell, LA

- Developer: Continental Properties (Milwaukee, WI)
- 16.5 Acre Site (18 Units/ Acre)
- 296 Units (Market Rate)
- Studio, 1, 2, & 3 Bedroom Units
- Conventionally Financed (U.S. Bank)
- Total Development Cost: $35,000,000 ($118,000/ Unit)

Springs of Fremaux at Towne Center
Slidell, LA

- Average Rents: $1,075 / month
- Rent Per Square Foot: $1.07
- Average Unit Size: 1,000 SF
- Now Leasing (Move-in- August)
- 4,000 SF Clubhouse
- Attached/ Detached Garages
- Resort Style Swimming Pool

www.larryschedler.com
Presented by Mike Saucier
President
Gulf States Real Estate Services
June 12, 2015

Commercial Real Estate Sectors
Global Intro

• Office
• Retail
• Industrial/ Warehouse

Related Issues & Comparisons for all 5 Parishes

• St. Tammany Clearly job creation Leader. (See UNO Report Comments & Slides)
• Livingston Tow/ Tangipahoa Third (See LAQDB office and retail summary slide for Livingston and Tangipahoa.)
• Livingston & St. Helena primarily driven by Baton Rouge, St. Tammany & Washington By New Orleans
• Tangipahoa is poised for growth as it has some, special assets.
  • Two Interstates (Railroads/Regional Airport/SU only fully accredited University on Northshore)
  • High Land Less Wetlands
  • Lower Property Tax Burden than St. Tammany
  • Generally no zoning battles

Note: But job growth has been stagnant post Katrina.

Turning Ideas Into Reality

Anatomy of Community Development

JOBS IS WHERE IT ALL STARTS

Incentives

Investment

Regulatory Environment [Zoning, Etc.]

Tax Breaks

Land & Business Park Inventory

Office Development

Service Jobs

Retail Development

Construction & Wholesaling Jobs

Commercial/ Technical Colleges

Lower, Middle, High School Education

Business Pk's

JOBS IS WHERE IT ALL STARTS

Workforce
Quality of Life is Often what seals the deal

- Housing
- Changing Cost of Living
- Recreation
- Entertainment
- Quality Education Options
- Shopping Choices

Infrastructure/Transportation/Environmental/Quality of Life

The Primary Driver (Jobs)

Table 1: Employment Trends by Sector, Metropolitan Area, Region, and State, 1997-2015

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
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<tr>
<td>Information</td>
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<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
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<td></td>
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<td>Construction</td>
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<td>Government</td>
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<td>Education</td>
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<td>Professional</td>
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<td>Business Services</td>
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<tr>
<td>Public Admin</td>
<td></td>
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<tr>
<td>Finance</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Arts/Recreation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: The data is compiled from the Bureau of Labor Statistics.
Other Drivers (Incentives)

Only two that directly affect Developers.
Northshore Office Sector

The Past

The Future

Preview: Basic Data & Talking Points

- Define the Class A, B & C Divisions
- State of Office Sector
- Signature Projects/Trends
- Challenges in Office (Class A)
- Office Market Opportunities
  (Medical, Class A, B & C, Owner Occupied)

UNO/Laffer & Blum Report

2015 Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast for the Northshore
Not a lot of Production.

August rent much less than St. Tammany.

The Houston office market was about 140 million square feet across 11 submarkets. There are a total of 84 office buildings currently under construction or recently completed totaling 26 million square feet.
Class "B"
10,000 Square Feet (Completed 2015) Covington, LA

TURNING IDEAS INTO REALITY

FMT/Expansion (Mandeville, LA)

"A Relentless Pursuit of Excellence"

TURNING IDEAS INTO REALITY
60,000 Square Feet Total (10,000 SF expansions/ proposed 2016)

22,000 Square Feet (Commenced in June 2015)

48,000 Square Feet (Under Construction) Mandeville, LA

Class "B" ± Project

Turning Ideas Into Reality

Sam Camp & Co.
Turning Ideas Into Reality

Sensitive, Quality Development

Versailles Business Park
The Power of Commercial POA’s
Northshore Retail Sector

Preview: Basic Data & Talking Points

- St. Tammany and Tangipahoa Signature Projects
- Washington, Livingston & St. Helena
- Demographic Trends (Strengths & Weaknesses)
- Drivers for Industry Change
St. Tammany and Tangipahoa Signature Projects

- Freamaux Town Center (Slidell, LA.)
  400,000 SF (Phase I & II)
  350,000 SF (Phase III)
- Juban Crossing (Denham Springs, LA.)
  470,000 SF
- River Chase (Covington, LA.)
  Approximately 780,000 SF GLA
- Pinnacle @ Nord Du Lac (Covington, LA.)
  Original Development: 430,000 SF
  New Redevelopment: Twice the original footprint
- Tamanend – Approved for 400,000 SF of Retail

Other Parishes not reporting:

- Freamaux Town Center (Slidell, LA.)
  400,000 SF (Phase I & II)
  350,000 SF (Phase III)
- Juban Crossing (Denham Springs, LA.)
  470,000 SF
- River Chase (Covington, LA.)
  Approximately 780,000 SF GLA
- Pinnacle @ Nord Du Lac (Covington, LA.)
  Original Development: 430,000 SF
  New Redevelopment: Twice the original footprint
- Tamanend – Approved for 400,000 SF of Retail
Demographic Trends (Strengths & Weaknesses)

- See IKEA Requirements
- St. Tammany – Excellent Household Income
  - But not enough people
- Better Jobs = Better Retail
- Freamaux Town Centre Success (MASS)
- Restaurants (Eating out) See Maren Millhop Report
Drivers of Industry Change

- Redevelopment opportunities
  - Whole Foods
  - Slidell Mall
  - Hwy 190 Corridor (Veterans Blvd. Analogy)
- Technology (on-line shopping)
- Smaller Stores (more specialized)
- Discount Retailing (T.J. Maxx, Ross, Etc.)
- Small Anchored Centers (less & less)
“In God we trust, all others must bring data.”
Dr. W. Edward Deming

Real Estate Market Analysis
April 2015
by
Ivan J. Miestchovich, Jr. Ph.D., CEcD
UNO
Institute for Economic Development
And Real Estate Research
Special Thanks

Brenda Bertus
Chief Executive Officer
St. Tammany Parish

Larry Collins
President & CEO
Livingston Parish

Stacey Neal, PCED, CIED
Executive Director
Tangipahoa Parish

Ryan Seal
Executive Director
Washington Parish

What is a Certified Site?

- A development ready site
- Minimum of 25 acres
- Undergoes rigorous 3rd party review
- Wetlands Mitigated
- Environmental Studies
- Zoning
- Soil Analysis
- Title

Shovel Ready!
St. Tammany Parish
Population: 275,901
St. Tammany Parish Emergency Operations Center

- The Azby Fund
- Wadsworth Estates LLC
- PUD Originally approved pre-Katrina
- October 2013 Advocate Article talks of office, multi-family and warehouse/distribution

1/12 and Highway 190 Interchange - 10 Developable Acres

2015 Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast for the Northshore
The Retail Exits
Tangipahoa Parish
Population: 129,086

Robert (SE Quadrant) - The Haven
Conclusion and Questions

“Learn from yesterday, hope for tomorrow, the important thing is not to stop asking questions.”

Albert Einstein
New Development Challenges/Opportunities

Challenges

- Inadequate Infrastructure
- Unstable Regulatory Environment
- Some Quality of Life gaps exist
- Negative 1st Impressions
- High property tax burdens
- True Coordinated Regional Marketing
- Wetlands Mitigation

Opportunities

- Direct Economic Development Incentives to Infrastructure
- Provide for clear up & fair code and ordinance (wetlands)
- Identify them & focus on them (Education, Family, Entertainment)
- Cut grass, clean up major corridors, lighting
- Create new development property tax incentives (freeze)
- Create regional Marketing material for local Counts, with Regional & Statewide Links
- Create "Mini" site certification designation for areas less than 25 acres
- Defund the CORP!
Quality of Life

Recreation & Entertainment ("Area Marketing")

Thank you!