



NAIOP | Gulf Coast Chapter

June 25, 2025



LOUISIANA'S ECONOMIC DEVELOPMENT COMMUNITY



U.S. Economic Development Administration
A bureau of the U.S. Department of Commerce

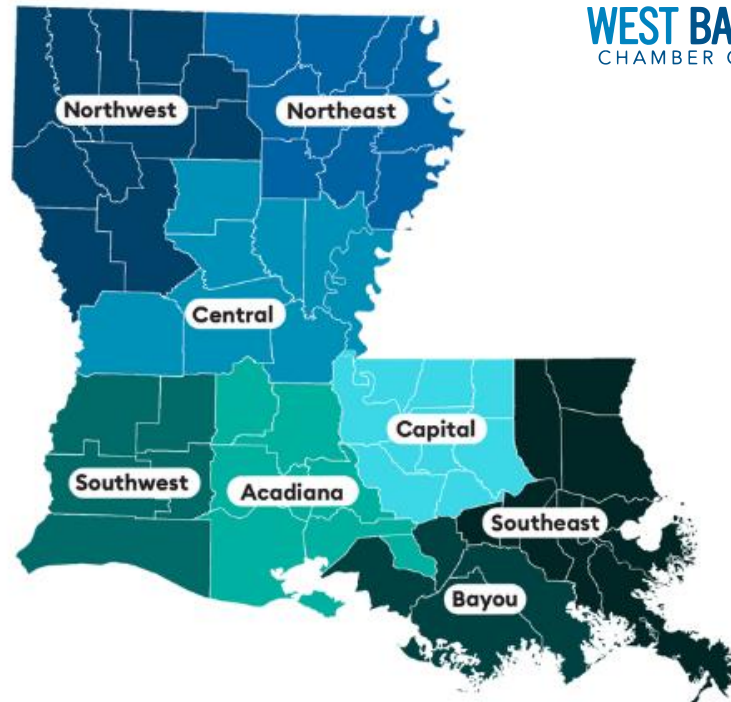


Baton Rouge Area Chamber®

ASCENSION
ECONOMIC DEVELOPMENT CORP.



CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE



About BRAC



Business Development



Policy



Research



Investor Relations



Marketing & Communication

CAPITAL REGION AREA OVERVIEW

- Over 877,000 population MSA that is dissected by the Mississippi River
- Over 455,300 jobs across the region and ~4.0% unemployment rate
- Low unionization – less than 2.9% private – and right-to-work state
- Low-cost environment for manufacturing operations
- Access to cheap and reliable utilities – power, natural gas, industrial gases, water, etc.
- Superior logistic availability via Interstate 10 and Interstate 12 and major artery roads, Mississippi River and multiple Class I railroad operators

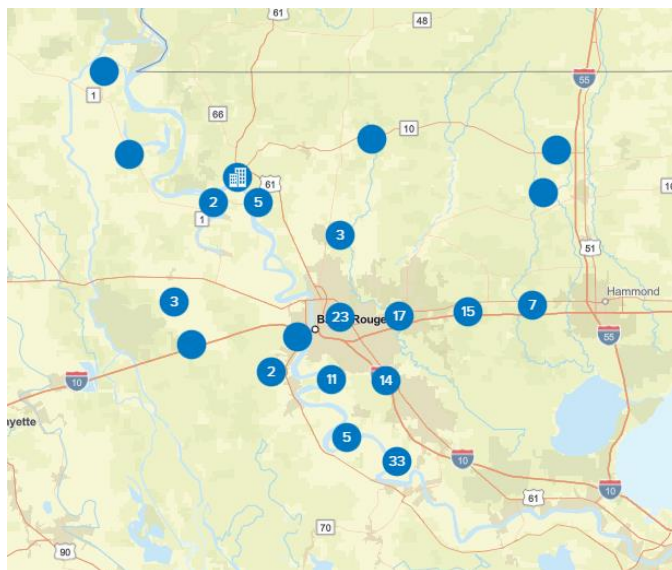


ONLINE ECONOMIC DEVELOPMENT SITES DATABASE



- Since its inception, LED has certified **157** sites, with **31** of them moved into higher commerce.
- Associated with **\$24 Billion** in CapEx, **6,100+** jobs

Capital Region Properties



= industrial / commercial property



Buildings & Sites®

By Entergy

Site Selection Center

Capital Region Properties Summary

- 111 active sites listed
- 37 buildings
- Sites: 0.23 acres to 15K acres
- Buildings: 650SF to 600kSF

Ascension Parish's RiverPlex Mega Park



- Established in 2015
- 17,000 – acre overlay district, largest contiguous industrial tract on MS River Deepwater Navigation Channel
- Roadway and rail upgrades
- Electrical upgrades
- Pipeline connectivity
- CO2 and Hydrogen pipelines
- Currently over \$17 Billion and 1,700+ direct jobs proposed



CAPITAL REGION PROJECT WINS (2022 – 2025)

45 PROJECT
WINS

\$13.4B+ CAPITAL
INVESTMENT

3,925 NEW
DIRECT JOBS

9,695 JOBS
RETAINED



TARGET INDUSTRIES

CORE



**PROCESS
INDUSTRIES**



AGRIBUSINESS



MANUFACTURING



LOGISTICS

GROWTH



LIFE SCIENCES



TECHNOLOGY



RENEWABLES

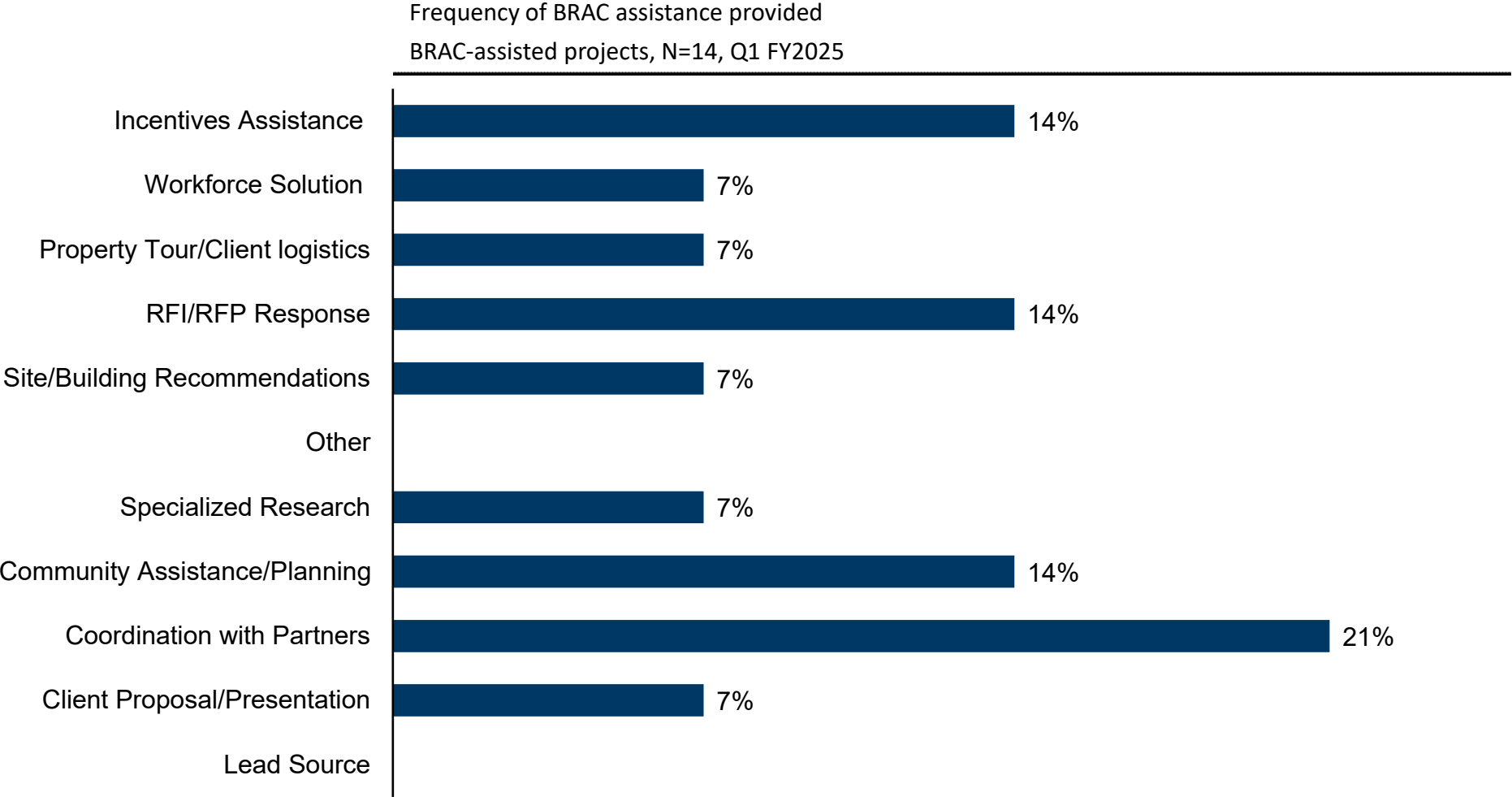
BRAC BUSINESS DEVELOPMENT EFFORTS

- **Business Recruitment and Retention**
 - **Anthony Bodin** – Technology sectors – AI – Cybersecurity – Industrial (Automation, Connectivity) – Biotechnology - Retention
 - **Janet Galati** – Energy and related sectors – Houston based – Area Development – NAIOP
 - **Jayson Newell** – Manufacturing and Logistics – Site Selectors Guild – South Carolina / Georgia – Retention
 - **Russell Richardson** – Industrial Assets Management Council – Chicago – Retention Work
- **Business Location Services**
 - **Adelina Lepine** - site development programs coordination
 - Confidential site selection services
 - Site tours and field visit coordination
 - Permitting and infrastructure requirements
 - Facilitation of incentives (State and Local)
 - Business Intelligence: strategic analysis, industries, workforce, markets, supply chain
- **Business and Community Partnerships**
 - Introductions to business and community leaders
 - Regional partnerships: education partners, local and state economic development organizations

BUSINESS RETENTION VISITS BY PARISH

Parish	Share of regional jobs	BRE visits	Share of visits
East Baton Rouge	68%	27	52%
Ascension	12%	7	13%
Livingston	8%	7	13%
Iberville	4%	6	12%
West Baton Rouge	3%	3	6%
Pointe Coupee	1%	---	0%
West Feliciana	1%	---	0%
East Feliciana	1%	1	2%
St. Helena	0.4%	1	2%
Baton Rouge Area Total	100%	52	100%

Number OF BRAC ASSISTANCE instances by type FOR PROJECT ANNOUNCEMENTS in 2025

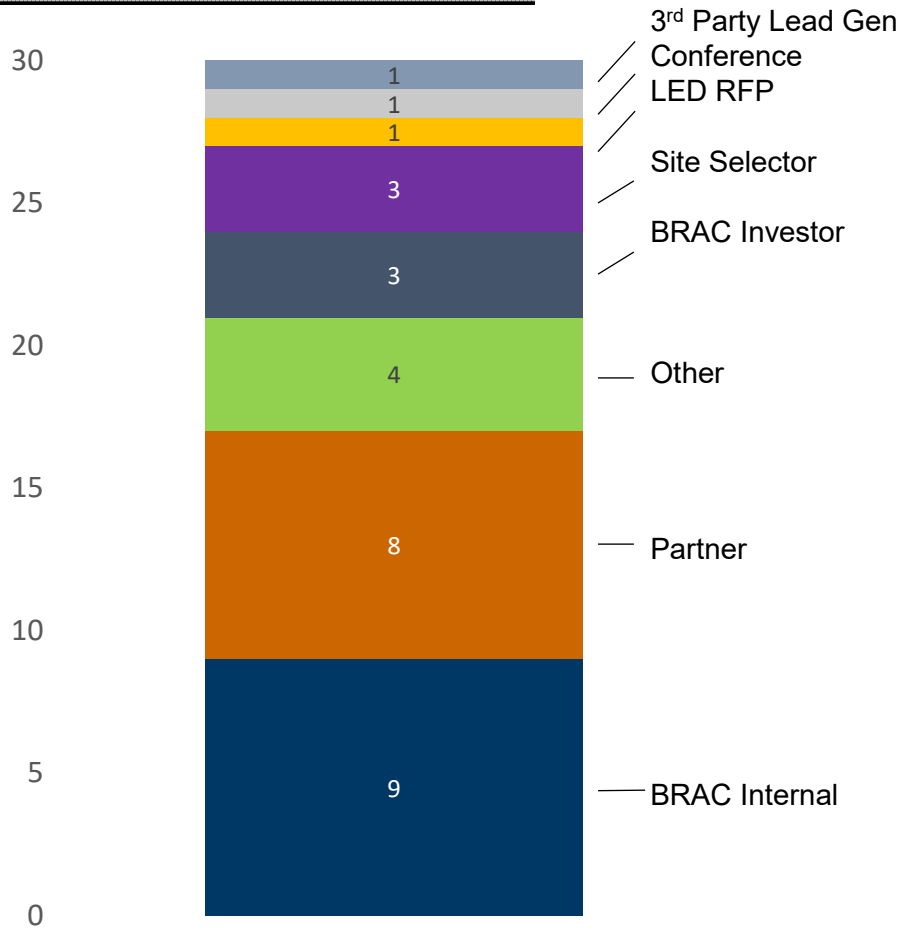


Note: See Glossary in Appendix for definitions
Source: BRAC internal data

OVER \$50 BILLION IN PROJECTS ARE ACTIVE IN THE CAPITAL REGION

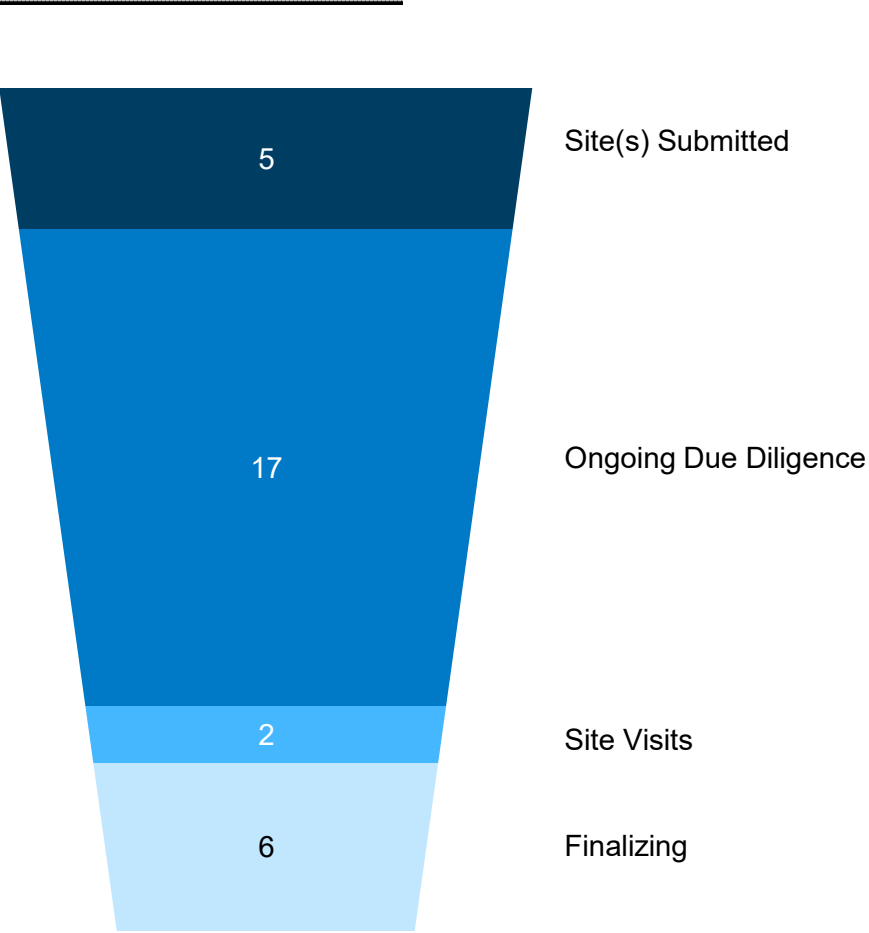
Opportunities by lead source

N=30



Opportunities by project stages

Projects, N=30



See Glossary for detailed definitions for each stage

Source: BRAC internal data

■ Questions?