



For Immediate Release

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I-12 ALLIANCE UNVEILS NEW WEBSITE, MARKETING TOOLS

Louisiana's I-12 Alliance, a coalition of economic development entities in five North Shore parishes, today unveiled a new website designed to market the region as a destination for businesses seeking a home.

At a luncheon hosted by Southeastern Louisiana University in Hammond, Angelos Angelou of AngelouEconomics, an Austin-based economic development and site selection firm, presented the results of a year-long study and unveiled a new website, www.I12Alliance.com, built in cooperation with the economic development foundations in St. Tammany, Tangipahoa, Washington, Livingston and St. Helena Parishes.

The Angelou study of the I-12 Corridor was designed to identify industries the region should attract, and involved numerous meetings and focus groups and hundreds of man hours over the last year. The study developed new marketing strategies for the region and identified target industries that may be drawn to the corridor – aerospace manufacturing, material supplies, energy, and logistics enterprises. The third component of the study has been the development of the website, with input from all five parishes, and will also include the development of printed materials to market the region to site selectors.

Louisiana's I-12 Alliance has as its mission "to offer, as a collective, the resources, insight, infrastructure, and partnership to continue to guide the economic prosperity throughout eastern Louisiana."

In 2006, the Louisiana Department of Economic Development offered Tier II grants, designed to encourage regional marketing of Louisiana's attractiveness as a business destination. The \$100,000 grants required a one-to-one match, and economic development organizations and St. Tammany Parish Government contributed to reach the goal.

Printed collateral is still in development, but the website will allow participant members to begin marketing efforts for Louisiana I-12 Alliance parishes immediately. The website will be hosted and maintained by Southeastern Louisiana University, through its Small Business Development Center.

“St. Tammany’s Economic Development Foundation is proud to have taken the lead in this exciting project,” said EDF Executive Director Brenda Reine-Bertus, “and we’re proud of the excellent participation from members of Louisiana’s I-12 Alliance. The I-12 Corridor has indeed become a significant economic force in Louisiana, and I’m confident the teamwork represented in the Alliance will lead to tremendous, positive economic growth for all of us.”

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ABOUT STEDF

STEDF is the lead economic development organization for St. Tammany Parish. The organization is charged with attracting new business and employment opportunities to St. Tammany Parish. The organization seeks to improve the quality of life in the parish by strengthening and supporting the business climate in the area. For more information, visit www.stedf.org.