

1 Introduced September 8, 2009, by  
2 Councilman Hursey, seconded by  
3 Councilman Hicks (by request of  
4 Administration)

5 **RESOLUTION R09-25**

6 A resolution by the Slidell City Council endorsing and supporting the  
7 Louisiana Development Ready Communities Pilot Program.  
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9 WHEREAS, The Louisiana Development Ready Communities Pilot Program,  
10 a strategic effort by Louisiana Economic Development to assist all of Louisiana's  
11 communities to become more competitive in today's global economy, is a community  
12 assessment, strategic planning, leadership development and marketing planning process  
13 for cities, towns and villages; and,  
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15 WHEREAS, the program's requirement provide for involvement of individuals  
16 from both public and private sectors of the community including elected and appointed  
17 municipal officials; municipal employees; community leaders and citizens; and  
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19 WHEREAS, implementation and achievement of the community's vision,  
20 objectives and strategies, and measurement of that achievement are the major goals of  
21 the program. LED's objectives are 1) to provide a comprehensive and straightforward  
22 assessment of community and economic development practices and activities; 2) to  
23 provide training, coaching and external resources to Pilot Communities; 3) to establish a  
24 repeatable process by the lessons learned, success stories and testimonials in the Pilot  
25 Program; and 4) to ultimately develop more marketable communities and diversified  
26 economies through a systematic approach to community and economic development in  
27 the State of Louisiana.  
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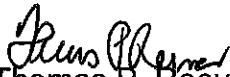
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2 **RESOLUTION R09-25**  
3 **PAGE 2**

4           NOW THEREFORE BE IT RESOLVED by the Slidell City Council that the City  
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6 of Slidell endorses and supports LED's Louisiana Development Ready Communities Pilot  
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8 Program and its work plan and authorizes the Mayor and City employees to cooperate with  
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10 and participate in the community assessment and strategic planning activities, and further,  
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12 the citizens of The City of Slidell are urged to support this effort.

13           **ADOPTED** this 8th day of September, 2009.

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16 Lionel Hicks  
17 Vice President of the Council  
18 Councilman, District A

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21 Thomas P. Reeves  
22 Council Administrator  
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**Bobby Jindal**  
Governor

**Stephen Moret**  
Secretary

## LOUISIANA DEVELOPMENT READY COMMUNITIES PILOT PROGRAM DESCRIPTION

The **Louisiana Development Ready Communities Pilot Program** is moving forward and embracing LED's vision of making local communities **development-ready, competitive, and "open for business."** Continuing the momentum of the grassroots community development effort building in Louisiana since early 2007, Louisiana Economic Development (LED) launched [LouisianaCommunityNetwork.com](http://LouisianaCommunityNetwork.com) in 2008, to connect communities to resources and tools to use for best practice community and economic development strategic planning.

Now in 2009, LED's goal is to have **8 Pilot Communities** complete their own community and economic development plans, by early 2010, significantly enhancing their competitiveness. Why? LED is aggressively moving forward in its efforts to move Louisiana from good to great and it needs great competitive communities to cultivate and attract innovation and business development. The **Louisiana Development Ready Communities Pilot Program** is part of an evaluation process leading up to a statewide readiness plan that all of Louisiana's communities can choose to participate in.

Beginning in early August, **Pilot Community Applications** will be available for downloading through [LouisianaCommunityNetwork.com](http://LouisianaCommunityNetwork.com) and/or LMA's web site [LMA.org](http://LMA.org). It's true, this is a lot of hard work, but...we're not going to just pile this on you and walk away....we're going to support you and provide the pilot communities with benefits unique to those selected:

1. Each Pilot Community will have a Resource Group assigned to it that have years of experience in community and economic development. Your community will receive on-going coaching and professional guidance during the pilot phase – especially with external assessment.
2. Each community will receive a Briefing Book and Roadmap that will clearly describe the process, resources and deliverables your community needs to develop.
3. We don't believe in wasting your time, so even the application process will bring your community to the point that you can get started even if not selected as a Pilot Community.
4. LED's Research Department will do all the data analysis necessary for your economic and demographic base analysis saving you hours and hours of looking for the most current data on your community
5. In order for your community to gather information from its businesses and leaders, ready to go online Business and/or Leadership Surveys will be available for your use with training/coaching on how to do a successful survey.
6. A nationally recognized site selection expert will visit your community as part of the community assessment process and will help you evaluate your sites and buildings as well as give you a chance to "test-drive" your sales pitch in a relaxed environment and get some valuable feedback.
7. A team from LED will visit your community and assist you with strategic planning by more fully familiarizing you with the state's Entertainment, Small Business, Business Retention and Expansion, Site Selection, Recruiting, and Incentive programs.
8. In the end, a publicized celebration of each Pilot Community's successes will be held to applaud and thank each community for their partnership both with LED and their private sector investors.

**Who is eligible to apply to be a Pilot Community?....**Any municipality in Louisiana may apply. Your community may have completed these essential community and economic development processes before....however, they need to be updated on a regular basis. Your community might not have undertaken this challenge before and is worried about the commitment. There will be a system for choosing the pilot communities using a scorecard and an application process that will enable even those communities not selected to make significant progress toward beginning the best practice steps.

**Pilot Communities will be selected by late-September** and will have to agree to plan and implement the four essential **best practice** "development-ready" elements on a tight schedule:

- |                                  |  |
|----------------------------------|--|
| 1. Kick-off Meeting              | During week of October 6, 2009         |
| 2. Community Assessment          | Completed by week of January 5, 2010   |
| 3. Strategic Planning            | Completed by week of February 22, 2010 |
| 4. Leadership Development Plan   | Completed by week of February 22, 2010 |
| 5. Marketing Your Community Plan | Completed by week of March 22, 2010    |

This is an aggressive pilot program requiring significant work and investment by LED and its partners in the Initiative. A Steering Committee of dedicated stakeholders has been continually working for the last two years and has devised a support methodology to see the Pilot Communities through to the completion of all of the steps. These valued partners include:

- AEP/SWEPCO
- Association of Louisiana Electric Cooperatives (ALEC)
- Entergy
- CLECO
- University of New Orleans
- Louisiana Municipal Association
- Police Jury Association of Louisiana
- LSU /SU Ext. Services.

For further information, please contact Skip Smart, LED Director of Community Development at 225.342.4321 or [smart@la.gov](mailto:smart@la.gov).

## Louisiana Development Ready Communities Pilot Program Application

<b>Insert the Name of City, Town, or Village</b>	... applies to become a Pilot Community in the Louisiana Development Ready Community Pilot Program.
<b>We agree to:</b>	
<ol style="list-style-type: none"> <li>1. Designate two Co-Chairs of the Steering Committee who will serve as primary points of contact for the entire length of the process. Mayor of the city must be on the Steering Committee.</li> <li>2. Provide all requested information and understand that incomplete applications will not be accepted.</li> <li>3. Meet the application deadline date of: September 18, 2009 – 5pm.</li> <li>4. Should your community be shortlisted, participation in a community interview with 2 members of the Selection Team will be required to complete your community's scorecard.</li> <li>5. If selected, participate fully and abide by <u>all</u> of the Pilot Program's requirements and schedule:             <ol style="list-style-type: none"> <li>a. Selection and Kick-off meeting with Pilot Communities (as many steering committee members as possible should attend the kick-off meeting) – Week of October 6, 2009</li> <li>b. Competitive Assessment - Completed by January 5, 2010</li> <li>c. Strategic Plan – Completed by February 22, 2010</li> <li>d. Leadership Development Plan – Completed by February 22, 2010</li> <li>e. Marketing Plan – Completed by March 22, 2010</li> </ol> </li> <li>6. Provide meeting space(s) and other meeting supplies (i.e. refreshments, office supplies, etc.) for all meetings during process. Meeting space may need to be large enough to accommodate the public at times. Your community may also want to budget for some advertising in local newspaper. In many communities, sponsorships and in-kind contributions take care of many of the expenses for the planning process, however the community would be wise to expect some cost and should plan on putting about \$2,500 aside to cover expenses.</li> <li>7. If selected, share your experiences with other communities during scheduled events within the Pilot Program.</li> </ol>	
<p><b><u>Submit 2 copies of your hardcopy application to:</u></b>            Pat Witty            Director, Community Outreach            Louisiana Economic Development            P.O. Box 94185            Baton Rouge, LA 70804-9185</p>	<p><b><u>For questions please contact:</u></b>            Skip Smart            Director, Community Development            Louisiana Economic Development            smart@la.gov            O - (225) 342-4321 C - (225) 241-0305</p>

Louisiana Economic Development (LED) will provide:

1. A Pilot Community Briefing Book and Roadmap that describes all aspects of the process, resources and descriptions of required deliverables.
2. A dedicated team of resource people will be assigned to your community to provide on-going guidance and coaching throughout the process as needed.
3. A nationally recognized site selection expert will visit your community as part of the community assessment process and will help you evaluate your sites and buildings as well as give you a chance to "test-drive" your sales pitch in a relaxed environment and get some valuable feedback.
4. A team from LED will visit your community assist you with strategic planning by more fully familiarizing you with the state's business and economic development programs.
5. To assist you with the community assessment, LED's Research Dept. will prepare your community's demographic and economic profile based on current data.
6. "Ready-to-go" survey tools to assist you in your community's assessment of business and leadership attitudes and opinions.
7. Louisiana Development Ready Communities Pilot Program training related to community assessments, strategic planning, leadership development, and marketing.
8. In the end, a publicized celebration of each Pilot Community's successes will be held to applaud and thank each community for their partnership both with LED and their private sector investors.

**Co-Chair Contact Information**

	Co-Chair	Co-Chair
Name:		
Organization:		
Title or Position:		
Address, City, Zip Code:		
Office Phone:		
Mobile Phone:		
Fax:		
E-mail Address:		

This application must be submitted by the local municipality (city, town, or village) or in some cases a group of local municipalities (partnership must be described fully). **Please provide the following attached to your application packet:**

1. A brief description of the community (250 words or less) focusing on its assets and challenges.
2. Description of your community's previous and current community and economic development planning and implementation efforts with a formal process defined by another organization (e.g. Entergy's Team City Program, Louisiana Office of Community Development - Small Communities Initiative, Louisiana Main Street Program, external consultant, etc.).
3. Please address the topic of your community's election cycle if it impacts any of the people on your Steering Committee's commitment or ability to serve during the timeframe of the process.
4. Please attach a copy of a city resolution of formal adoption of Pilot Communities Program of Work. An example is provided as Exhibit A.
5. A 1-page explanation of why your community should be selected and statement of commitment.
6. 2-3 Letters of Support (e.g. State Representative or Senator, Utility, Business Leader, Reg. EDO).

**Identification of Steering Committee**

A local Steering Committee, committed for the entire timeframe of the process, is required as part of the Pilot Program. The Steering Committee must have representation from both the public and private sectors and have defined roles. Two people need to co-chair the group (identified above), and a committee size not larger than ten (10) people to include the city's mayor. Please provide the following information for the people serving on the Steering Committee:

1. Name, Organization, Title, and Contact Information (address, telephone and email address)
2. Training or experience in Community/Economic Development

Steering Committee Member #1	
Steering Committee Member #2	
Steering Committee Member #3	
Steering Committee Member #4	
Steering Committee Member #5	
Steering Committee Member #6	
Steering Committee Member #7	
Steering Committee Member #8	
Steering Committee Member #9	
Steering Committee Member #10	