

St. Tammany Parish Economic Outlook

Chris Masingill, CEO

May 10, 2019



Strategic Assets

3.3%
**Unemployment
Rate**

3,066
**New Business
Filings (2018)**

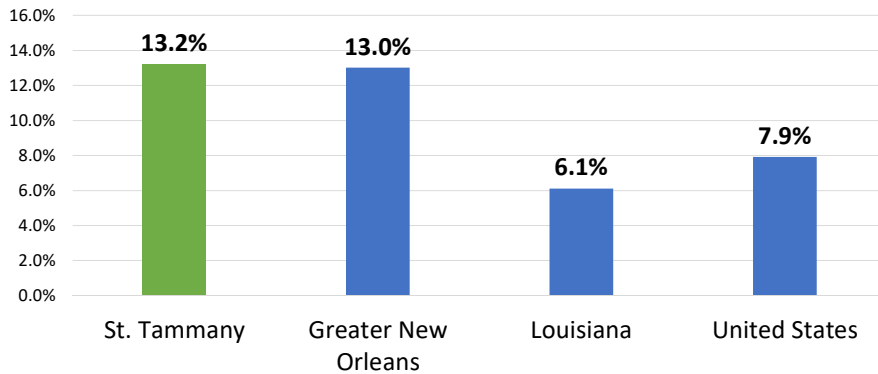
\$66,500
**Median Household
Income**

37.7%
**Bachelor's Degree
or Higher**



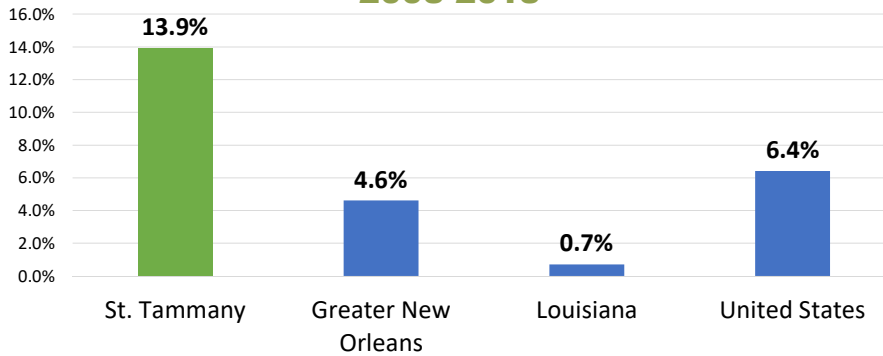
THRIVE ST. TAMMANY 2023

Ten-Year Population Growth 2008-2018



THRIVE ST. TAMMANY 2023

Ten-Year Job Growth 2008-2018



THRIVE ST. TAMMANY 2023

Building Permits in 2018 Outside City Limits

- **New Building Permits - Single Family:**
1,212
- **New Building Permits - Commercial:**
406




THRIVE ST. TAMMANY 2023

Target Industries

<p>LEGACY CLUSTER IN BOTH Water Transportation Oil and Gas Production and Transportation</p> <p>↑↑ SPECIALTY IN ST. TAMMANY, EMERGING IN REGION Automotive</p> <p>↓↓ ASSET IN ST. TAMMANY, DECLINING IN REGION Construction Products and Services</p> <p>↓↓ EMERGING IN ST. TAMMANY, DECLINING IN REGION Business Services</p> <p>↑↑ EMERGING IN BOTH Tech Marketing, Design, and Publishing</p>	<p>EXISTING CLUSTERS TO BE SUPPORTED:</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div> WATER TRANSPORTATION</div> <div> OIL AND GAS PRODUCTION AND TRANSPORTATION</div> <div> AUTOMOTIVE</div> <div> CONSTRUCTION PRODUCTS AND SERVICES</div> </div> <p>EMERGING CLUSTERS TO BE EXPLORED:</p> <div style="display: flex; justify-content: space-around; text-align: center;"> <div> BUSINESS SERVICES</div> <div> TECH</div> <div> MARKETING, DESIGN AND PUBLISHING</div> </div>
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THRIVE ST. TAMMANY 2023

MARKET OPPORTUNITIES	FACILITATED STRATEGIES	COMPETITIVE
<p><i>Follows an Existing Market</i></p>  <ul style="list-style-type: none"> - Speed of Doing Business - Ease of Doing Business - Environment Conducive to Start-Ups 	<p><i>Strategic Actions Taken to Increase Competitive Opportunities</i></p>  <ul style="list-style-type: none"> - Business Retention & Expansion - Innovation & Commercialization - Infrastructure - Business Formation 	<p><i>Multiple Communities are Competing, High-Wage Jobs</i></p>  <ul style="list-style-type: none"> - Target Industry Recruitment - Business Drivers - Led By Site Selectors or Corporate Real Estate

VisionFirst Advisors



THRIVE ST. TAMMANY 2023

Going Forward

- **Lead generation**
- **Marketing St. Tammany and the Northshore**
- **Strategic plan implementation**
- **Increased focus on existing industries**
- **Increased focus on business formation & entrepreneurship**



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THRIVE ST. TAMMANY 2023

QUESTIONS



THRIVE ST. TAMMANY 2023