

P R E S S R E L E A S E

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The Port of South Louisiana and the parishes of St. Charles, St. John, and St. James have been awarded a \$75,000 marketing grant from the Louisiana Department of Economic Development to develop a targeted marketing plan. Under the name, River Parishes Region Marketing Coalition, the group applied for the grant to fund the development of a plan to market the region and its many assets.

The Matching Grant Program is a new grant program administered by the Louisiana Department of Economic Development, and the River Parishes Region Marketing Coalition was awarded this grant in the first phase. The Coalition will match the \$75,000 with cash and in-kind services. The Port of South Louisiana will manage the project.

The process for developing the plan involves an assessment of the business climate in the region; identification of target industries and companies; development of a targeted marketing plan with strategies and recommendations on the most effective methods of marketing the Port and Region to these industries; and an assessment of two sites in each parish to determine their suitability as a location for the target industries.

The project is scheduled to start early next month and will take approximately six months. The consultant team of Tamerica Management Company/Wadley-Donovan GrowthTech/ Location Advisory Services has been chosen based on decades of state and national experience in economic development and site selection.

“The Port of South Louisiana and the River Parish Region has had tremendous growth over the years, and we want to insure that we take a logical approach to future growth,” said Port of South Louisiana Executive Director, Joel Chaisson. “We will know specifically what industries and growth companies in which to focus our marketing efforts,” he added.

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The Port of South Louisiana, comprising St. Charles, St. John and St. James parishes on the Mississippi River between New Orleans and Baton Rouge, is the world’s 5th largest tonnage port and the largest tonnage port in the Western Hemisphere.