



BANK

VILLAGE PLATTE
BANK

1111

INVEST
VILLE PLATTE

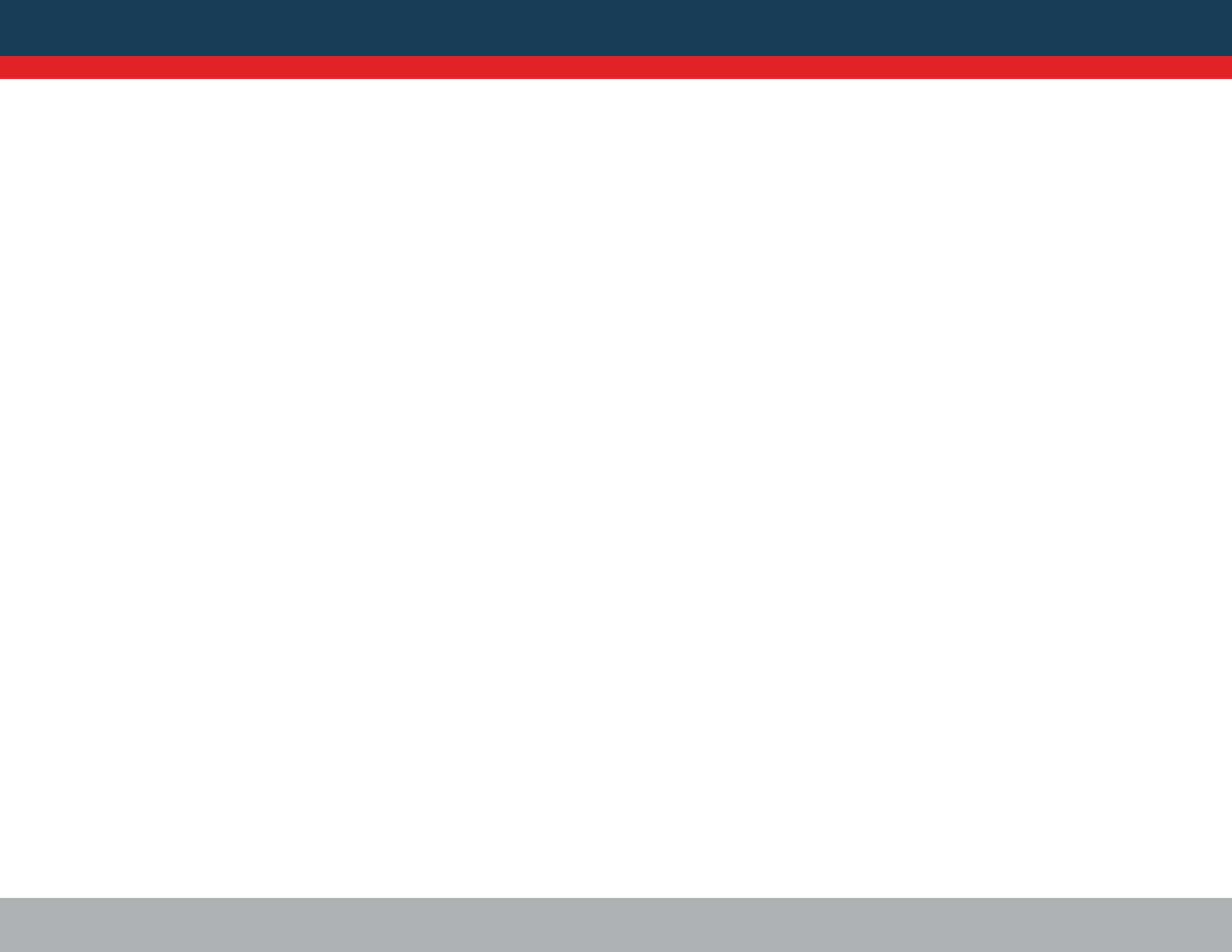


TABLE OF CONTENTS

Ville Platte Opportunity Zones	2
About Ville Platte	3
Wealthworks: The 8 Capitals	4
Individual Capital	6
Intellectual Capital	10
Social Capital	14
Cultural Capital	16
Natural Capital	20
Built Capital	22
Political Capital	26
Financial Capital	28
Proposed Public Catalyst Projects	30
Introduction to Opportunity Zones	31
Incentives	34
Opportunity Zone Partners	42

VILLE PLATTE OPPORTUNITY ZONES

An experienced labor force, readily available land for business relocation or expansion and a strong commitment to economic growth make Evangeline Parish and its communities a place that offers amazing potential for growth and success. Strategic access to rail, commodity pipelines, I-49, U.S. Highway 167 and 190 are a unique draw for companies. Evangeline Parish's opportunity zones are located within the downtown area of Ville Platte, the seat of Evangeline Parish.

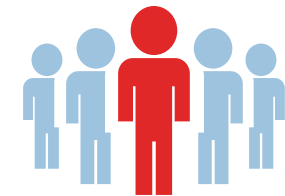
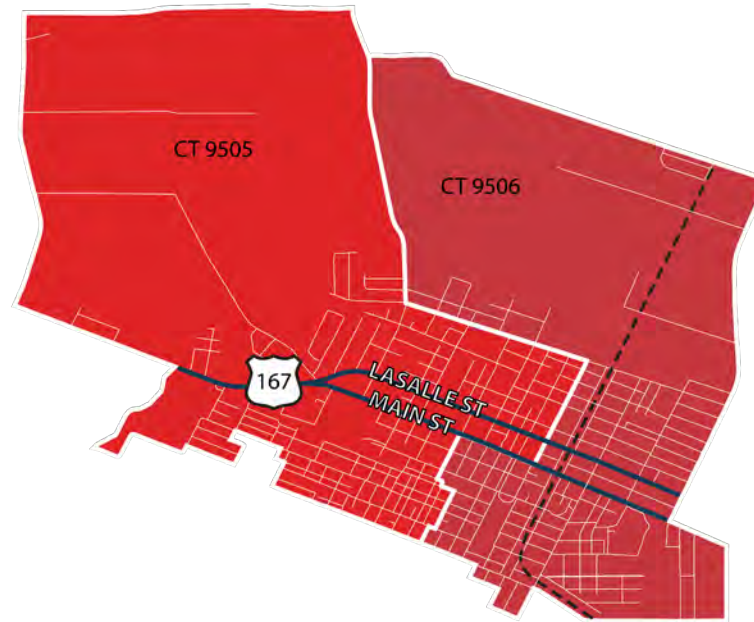
OPPORTUNITY ZONES IN VILLE PLATTE

CENSUS TRACT	MUNICIPALITY	TPOLOGY
9505	VILLE PLATTE	RURAL RESIDENTIAL
9506	VILLE PLATTE	RURAL MIXED

EVANGELINE PARISH



VILLE PLATTE OZ'S



33,636
PARISH POPULATION

*U.S. Census Bureau, 2014-2018
American Community Survey, 5-year estimate

LEGEND

- OPPORTUNITY ZONES
- INTERSTATES
- U.S. HIGHWAYS

ABOUT VILLE PLATTE

Ville Platte is home to many talented welders, mechanics, carpenters and other labor-force workers who contribute to the success of local businesses. There are also many farmers from the area who take advantage of the fertile lands and yield an abundance of crops each year. The ideal location of this town combined with its highly skilled workforce creates the perfect environment for both businesses and residential communities to thrive. The Ville Platte Industrial Park is home to some of the area's largest employers: Ville Platte Iron Works, Cameron and Cabot Industries.



WELCOME TO VILLE PLATTE SIGN

WEALTHWORKS: THE 8 CAPITALS

WealthWorks simplifies things by organizing local features into eight discrete capitals. Each capital is defined in the table below. All capitals share the following characteristics: each capital is a collection of one category of related resources; every region has a stock of each type of capital—meaning the combined quantity and quality of the many components of that capital in the region; and taken together, the existing stocks of these capitals constitute a region's current wealth.



INDIVIDUAL

The skills and capacity, including health, that allow individuals to be productive. Investments in human capital include spending on skill development, education, training, and health maintenance and improvement.



INTELLECTUAL

The knowledge, creativity, and innovation needed to solve problems and develop new ways of doing things. Investment in intellectual capital is through research and development and support for activities that increase innovation, as well as diffusion of new knowledge and applications. It can come from sharing with other people and communities.



NATURAL

The productive environmental assets (e.g., air, water, land, minerals, plants, animals, fish, ecosystem services) in a region. Investments in natural capital include restoration and maintenance.



BUILT

The fully functioning constructed infrastructure (e.g., buildings, sewer treatment plants, manufacturing and processing plants, energy, transportation, communications infrastructure, technology) needed to support community well-being. Investment in physical capital is in construction, renovation, and maintenance. Built capital depreciates with use and requires ongoing investment to maintain its value.



SOCIAL

The trust, networks, and inclusive relationships needed to get things done. Investments in social capital are those that lead to new conversations, shared experiences, and connections between individuals and groups and/or strengthen relationships within groups.



CULTURAL

The traditions, customs and beliefs shared by the community, including the way you see the world. Investments in cultural capital can help to preserve tradition while also helping to shift and align beliefs in ways that help people develop shared values and history.



POLITICAL

The voice, power and influence over decisions needed to achieve goals, including the distribution of resources. Investments in political capital are made through inclusive organizing – gathering and disseminating information, providing access to decision makers, creating broader constituencies and increased voice.



FINANCIAL

Financial capital, including investments and personal savings, generates monetary returns that can be used for further investment or consumption. Stewardship of financial capital implies responsible investment to generate added income as well as eliminate unnecessary cost or waste. In creating wealth, community members strive to invest financial capital in ways that increase and improve the quality of the other six forms of capital.



INDIVIDUAL CAPITAL

BY THE NUMBERS

7,196

Town of Ville Platte

35.6 Median Age

39.4% Poverty Rate

2,997 Number of Households

\$20,534 Median Household Income

\$75,000 Median Home Value

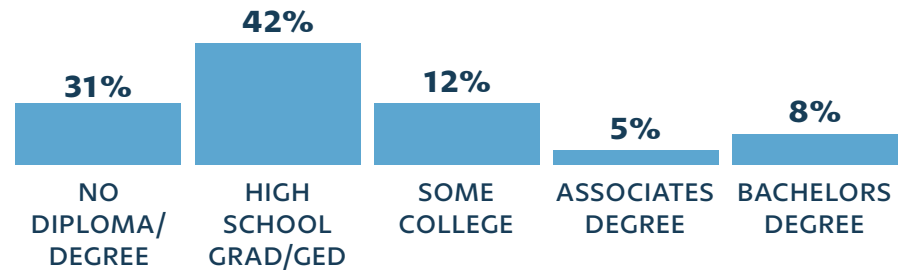
EDUCATIONAL ATTAINMENT:

69%

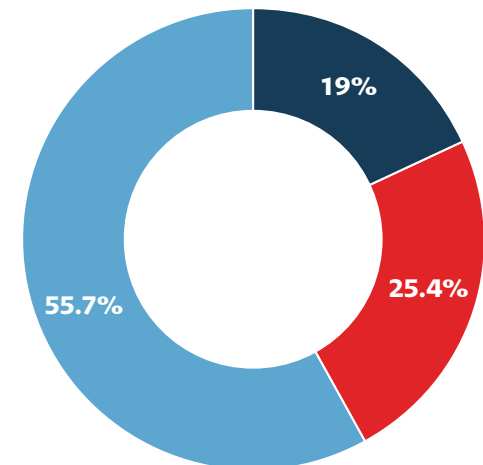
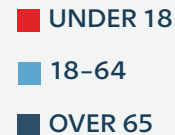
HIGH SCHOOL GRAD
OR HIGHER

10%

BACHELOR'S DEGREE
OR HIGHER



VILLE PLATTE AGE DISTRIBUTION



2018 NARRATIVE PROFILE / AMERICAN COMMUNITY SURVEY / US CENSUS BUREAU

WORKFORCE

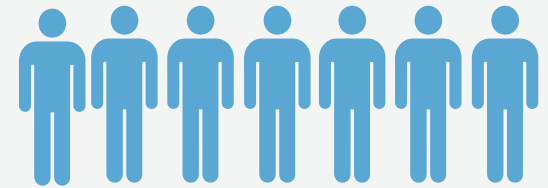
These are the top 10 industry sectors for Evangeline Parish based on NAICS Codes:

- Health Care and Social Assistance
- Retail Trade
- Manufacturing
- Educational Services
- Public Administration
- Transportation and Warehousing
- Finance and Insurance
- Construction
- Accommodation and Food Services
- Administration & Support, Waste Management and Remediation

INDUSTRY HIGHLIGHT: CABOT

Located in the Evangeline Ward One Industrial Park, Cabot's Ville Platte facility produces more than 10 different carbon black grades that are sold to customers throughout North America. Carbon Black is a material that extends the life of tires and other rubber products. On July 7, 2020, Governor John Bel Edwards and Senior Vice President of Cabot Corporation Bart Kalkstein announced a \$90 million investment at the facility. With the investment, Cabot will create 15 new direct jobs and 47 new indirect jobs in Evangeline Parish and the Acadiana Region as well as over 380 construction jobs. The project will capture waste energy to create steam from an incineration process, remove impurities, and generate electricity to power site operations. Other sustainability benefits of this project include: reductions in sulfur dioxide, nitrogen oxides and indirect greenhouse gas emissions.

ACCESS TO A SKILLED, LOYAL WORKFORCE



687,000

REGION POPULATION

1.4MILLION

**PEOPLE
WITHIN A
60-MILE
RADIUS**



EVANGELINE PARISH MAJOR EMPLOYERS

COMPANY NAME	INDUSTRY
SAVOY MEDICAL CENTER	HEALTHCARE
CAMERON VALVES & MEASUREMENT	MANUFACTURING
MERCY REGIONAL MEDICAL CENTER	HEALTHCARE
HERITAGE MANOR	HEALTHCARE
UNION TANK	MANUFACTURING
CABOT	MANUFACTURING

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)



CAMERON VALVES & MEASUREMENT

CAMERON VALVES & MEASUREMENT

Cameron's Ville Platte facility serves as a manufacturing center for valve brands including CAMERON®, GROVE®, WKM® and TOM WHEATLEY®. The facility's commitment to incorporate best practices, extensively trained employees and the most modern equipment fulfills Cameron's mission for manufacturing excellence. Cameron's Ville Platte facility has made a \$60 million investment in state-of-the-art robotic manufacturing systems. This commitment to excellence helps ensure that quality products are released to customers. Through Cameron's mission to innovate and enhance production, the Ville Platte facility will continue to meet the increasing demands of a growing industry.

FOCUS ON HEALTHCARE – MERCY REGIONAL MEDICAL CENTER

Mercy Regional Medical Center in Ville Platte is trusted for friendly, comprehensive care. As a full-service hospital, Mercy Regional Medical Center can attend to all medical needs. Getting great health care services in Ville Platte, LA has never been easier— a convenient online patient portal that makes accessing records and scheduling new appointments a breeze. Mercy Regional Medical Center is a 109-bed acute care facility that serves as the primary health resource for Evangeline Parish and surrounding communities. Fully accredited by The Joint Commission, the hospital offers a full range of healthcare services, including 24-hour Emergency Department featuring state-of-the-art trauma rooms, Intensive Care Services, Medical and surgical care, and a Comprehensive Imaging / Radiology department.



MERCY REGIONAL MEDICAL CENTER ENTRANCE



INTELLECTUAL CAPITAL



55 BY 25

55 by 25 is an initiative by One Acadiana with a **vision** of an equitable education system that meets the region's need for talent and offers all Acadiana residents the chance for a better life through increased educational attainment, a **goal** of increasing the proportion of working-age adults in Acadiana with postsecondary degrees, certificates, or other high-value credentials to 55 percent by 2025, and a **common purpose** to galvanize business, education, faith, civic and community leaders and organizations in support of a shared agenda to increase educational attainment, prosperity, and quality of life.

55BY25ACADIANA.ORG

ACADIANA WORKS, INC.

Acadiana Works brings business and job seekers together through an array of services to help with recruitment needs, improve productivity and provide a competitive edge. They offer no-cost recruitment and screening services, information on tax incentive programs, labor market information, training and more. Many of the services can be customized to meet businesses' specific needs.

ACADIANAWORKFORCE.ORG/SERVICES/CAREER-SERVICES | (337) 363-6241

SOUTH LOUISIANA COMMUNITY COLLEGE (SLCC) – C.B. COREIL CAMPUS



SLCC C.B. COREIL CAMPUS

[SOLACC.EDU/CAMPUSES/C-B-COREIL-CAMPUS](https://solacc.edu/campuses/c-b-coreil-campus) | CBCOREIL@SOLACC.EDU | (337) 363-2197

In Ville Platte, students can study close to where they live and work. SLCC's C.B. Coreil Campus offers both hands-on training programs as well as associate degree programs. Whether students want to learn a skill and go right into the workforce or start their journey to a four-year degree, they can get started at the C.B. Coreil Campus.

Program's at the C.B. Coreil Campus in Ville Platte include:

- Business
- General Studies
- Medical Assistant (Fall Start)
- Practical Nursing (Fall Start)
- Welding (Fall Start)

REGIONAL HIGHER EDUCATION CAMPUSES

UNIVERSITY OF LOUISIANA AT LAFAYETTE

SOUTH LOUISIANA COMMUNITY COLLEGE

LSU EUNICE

EVANGELINE PARISH SCHOOL BOARD

VillePlatteishometo various public and private schools. Many of the schools offer dual enrollment programs with the local universities, cross-enrollment programs for vocational training, and workforce readiness programs.

VILLE PLATTE HIGH SCHOOLS
HIGH SCHOOL
VILLE PLATTE HIGH SCHOOL
CHRISTIAN HERITAGE ACADEMY
SACRED HEART HIGH SCHOOL



EVANGELINE PARISH LIBRARY

It is the mission of the Evangeline Parish Library to provide informational, cultural, educational, and recreational materials to the people of Evangeline Parish. Although the Library places an emphasis on the selection of books and other print materials, it also acquires appropriate audio and visual media, as well as electronic resources.

The Evangeline Parish Library is the local center for continuing self-education and can provide assistance to students at all levels. The Library strives to maintain an active collection, meeting current and foreseeable needs.



EVANGELINE PARISH LIBRARY INTERIOR



EVANGELINE PARISH LIBRARY FAÇADE

The library has just moved from the former main library, a 1937 post-office building, to a new location at 916 W. Main Street. The new building is about 9,100 sq. ft. under cover. The library board and staff are particularly proud that this was a locally funded project.

The library system runs with a total operating budget of about one million dollars, which must stretch to cover all facility needs and all debt service. The bulk of library funding comes from ad valorem property taxes. Other sources of funding are grants, Erate reimbursements, state aid (when available), donations, and fines and fees.



SOCIAL CAPITAL

Ville Platte has a variety of civic organizations that provide the opportunity for social interactions and community service. These include:

- Rotary Club
- Lion's Club
- VVA & VFW
- Friends of Louisiana State Arboretum
- Community Foundation
- NPO's: Acosta Foundation
- Council on Aging
- Evangeline Community Action
- Magnolia Garden Club

VILLE PLATTE RELIGIOUS INSTITUTIONS

CHURCH NAME

ANTIOCH BAPTIST CHURCH

DISCIPLES BAPTIST CHURCH

FIRST BAPTIST CHURCH

NEW LIFE ASSEMBLY OF GOD

NINTH BAPTIST CHURCH

OUR LADY QUEEN OF ALL SAINTS

SACRED HEART CHURCH

ST. JOHN BAPTIST CHURCH



SACRED HEART CHURCH

FRIENDS OF THE LOUISIANA STATE ARBORETUM

The mission of Friends of the Louisiana State Arboretum is to recognize, promote, and improve the value and benefits of the Louisiana State Arboretum through management, education, research, and training.

Major goals are:

- To enhance the Louisiana State Arboretum through the organization and networking of existing Arboretum programs, and the establishment of new programs in the community when there is an expressed need.
- To increase public awareness of the values and benefits of the Arboretum resources and Arboretum management through public education, professional native flora and fauna training, and research.



SCHOOL VISIT AT THE ARBORETUM



CULTURAL CAPITAL

Evangeline Parish is a hub for Cajun tradition. Experience authentic foods such as gumbo, boudin, smoked meat, and everything in between. Evangeline Parish is home to many beautiful parks for camping, hiking, or fishing. There are a number of well stocked antique and thrift stores in the region. Ville Platte, once a center for Cajun Zydeco, and Swamp Pop music is home to the historic Floyd's Record Shop. Started by Floyd Soileau more than 60 years ago, Floyd's Record Shop has a rich history of preserving the music of Southwest Louisiana. Soileau got his start in the music business as a DJ at KVPI in the 1950's, eventually opening his own record store in 1957. In 1975 Soileau opened Louisiana's first and only pressing plant. These musical traditions continue today and this great Cajun and swamp pop music can be heard online at flattownmusic.com.

VILLE PLATTE FESTIVALS

FESTIVAL NAME	MONTH
COURIER DE MARDI GRAS A CHEVAL	MARCH
LE GRAND HOORAH	APRIL
LA SMOKE MEATS FESTIVAL	MAY
LOUISIANA COTTON FESTIVAL	OCTOBER
LE TOURNOI DE LA VILLE PLATTE	OCTOBER



LA SMOKE MEATS FESTIVAL

FEATURED FESTIVAL – LE TOURNOI DE LA VILLE

This event is a tournament or joust, originally held in France. The Tournoi, which means "tournament" in French, is run on horseback and requires speed, agility and accuracy on the part of both the rider and his mount. The rider carries a long, slender lance which he uses to put through each of seven small suspended iron rings (representing the seven enemies of cotton) as he races his horse around a quarter-mile circular track. Riders make three rounds of heats to decide the champion.



RIDERS IN LE TOURNOI DE LA VILLE PLATTE

ZYDECO CAJUN PRAIRIE SCENIC BYWAY

Louisiana's Scenic Byways offer investment opportunities for entrepreneurs looking to join Louisiana's growing cultural tourism market. The Zydeco Cajun Prairie Byway celebrates the music of south Louisiana, touching many iconic music spots while ambling through serene, rolling prairies. The byway passes crawfish farms, sweet potato fields and pastures where cattle and horses graze. The towns along the route hold celebrations to honor everything from cotton to cracklins. The byway consists of three loops and a spur, so visitors have their choice of routes. The Evangeline parish loop ends in Ville Platte, home to the 6,400-acre Chicot State Park, with its playground, swimming pool, fishing and boating facilities, and the Louisiana State Arboretum. Here you'll find hundreds of indigenous plants, from sycamores to orchids, along with white-tailed deer, wild turkey and many types of birds.

WHAT IS SWAMP POP?

Swamp pop is a music genre indigenous to the Acadiana region of South Louisiana. It emerged in the 1950s and early 1960s becoming popular with teenage Cajuns. Swamp pop combines New Orleans-style rhythm and blues, country and western, and traditional French Louisiana musical influences. Swamp Pop maintains a large audience in south Louisiana and southeast Texas, and it has acquired a small but passionate cult following in the United Kingdom, northern Europe, and Japan. Ville Platte is home to the International Swamp Pop Museum.



LOUISIANA SWAMP POP MUSEUM



KARY'S ROUX: A TASTE OF THE CAJUN PRAIRIE

Ville Platte is home to many unique, locally produced, and authentic Cajun products. Among these are Kary's Roux and Pig Stand Barbeque Sauce. Started in 1975 in Ville Platte, Louisiana, Kary's Roux is a traditional dark Cajun roux made from flour and oil, cooked slowly until it is the perfect color. The ready-made roux saved customers time over the stove making roux, and allowed them to simply take it out of the jar and add it to boiling water. Marketed throughout Southwest Louisiana, Pig Stand Bar-B-Q Sauce is a Cajun style bar-b-q sauce made with catsup, onions, and many other ingredients. It has been manufactured since 1953, and was the sauce used on the famous Pig Stand Bar-B-Q plate lunches. Kary's Roux extended products line includes Kary's Roux, Kary's Light Roux, Kary's "No Fat" Roux, Kary's Gumbo Mix, Kary's Bisque Mix, Pig Stand Bar-B-Q Sauce, Pig Stand Basting Sauce, Pig Stand "Hot" Bar-B-Q Sauce, and Queen Bee all-purpose seasoning. All of their products can be found throughout Louisiana, Texas, Mississippi, and other parts of the Gulf Coast.



SLAP YA MAMA CAJUN PRODUCTS

Most people have heard the expression, "tastes so good, make you wanna slap ya mama." That's the way Walker & Sons feel about their spice blend. That's why they named their product "Slap Ya Mama." Slap Ya Mama Seasoning was born from local ingenuity and the desire to have a seasoning that had a real Cajun pepper taste without the heavy salt content of the national brands. The classic blend contains seasonings and spices that bring any dish to life. It is not too spicy, but it is full of flavor. The mix can be used on any dish whether it is for grilling, smoking, or frying. Slap Ya Mama seasoning has grown to include a diverse line of healthy Cajun Seasoning Products and Hot Sauces.



NATURAL CAPITAL

Boasting Louisiana's largest state park, Chicot State Park, Ville Platte certainly does not lack a diverse spectrum of outdoor recreation opportunities. An ideal complement to the state's largest park since 1961, the Louisiana State Arboretum, is perched on the edge of Lake Chicot and holds the title of oldest state-supported arboretum in the United States. This Arboretum is a prime example of how Ville Platte has come together as a community to progress their town with the support of their social organizations like the Magnolia Garden Club, the Rotary Club, and the Chamber of Commerce. The Arboretum contains over 150 species of plant life native to Louisiana and centuries-old trees, as well as a diversity of wildlife and birds while the surrounding State Park offers chances for boating, hiking, camping, glamping, and a variety of other activities perfect for local staycations.

VILLE PLATTE NATURE & RECREATION

ASSET	RECREATION TYPE
CHICOT STATE PARK	HIKING, BIKING, BOATING, HUNTING, CAMPING
LOUISIANA STATE ARBORETUM	HIKING, EDUCATION, BIRDING, WILDLIFE, SWAMP WALKS
CROOKED CREEK RECREATION AREA	AQUATIC RECREATION, CAMPING, HIKING, WILDLIFE VIEWING
VILLE PLATTE PARK	SPORTS COMPLEX
ZYDECO CAJUN PRAIRIE BYWAY	STATE DESIGNATED SCENIC BYWAY
MILLER'S LAKE	FRESHWATER FISHING
KISATCHIE NATIONAL FOREST	HIKING, BIKING, HUNTING, CAMPING, WILDLIFE

CHICOT STATE PARK

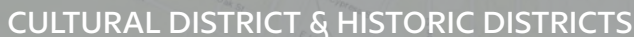
Located four miles north of Ville Platte, Chicot is Louisiana's premier state park, its largest and finest! The park covers 6,000 acres of rolling hills and includes a fish-rich 2,000-acre reservoir filled with largemouth bass, crappie, blue gill and red-ear sunfish. Picnicking, swimming in the Olympic-sized pool, hiking, bicycling and birding are popular activities. Camping is available within the park and nature/hiking/backpacking trails encircle the lake, playgrounds and pavilions.



CYPRESS TREES IN LAKE CHICOT



Historic buildings and structures play a special role in creating the distinctive character of each and every community. Their essential legacy of cultural, educational, recreational, aesthetic, social, and environmental benefits must be preserved and/or documented for present and future generations. The Louisiana Division of Historic Preservation's professionally trained staff work in the public's interest to recognize, revitalize, rehabilitate, and record the historic built environment in the state through the important programs and technical assistance offered.



This map depicts the Ville Platte Historic District. The many points on the map represent locally and nationally registered structures that are recognized for their age, architecture, engineering, commerce, community planning and development, industry, or transportation significance.

ACCOMMODATIONS

COTTAGE COUTURE

Cottage Couture opened its doors in February of 2014 offering a small but impressive collection of antiques and gifts. Since then, Cottage Couture has grown and welcomed a variety of vendors, whom offer unique, one of a kind pieces. Cottage Couture operates in conjunction with the Cottage Bed and Breakfast and the Cottage Couture Café & Courtyard, which prepares gourmet sandwiches and soups.

THE COTTAGE BED AND BREAKFAST

A treasure for Ville Platte, the Cottage was built in 1902 and has been beautifully restored to its original character, located just a block off of Main Street. The Cottage serves as a wedding venue and is conveniently located near several cafes and restaurants. There are a number of unique business opportunities within Ville Platte to expand the existing tourism resources.



THE COTTAGE B&B




114 S SOILEAU ST. VILLE PLATTE, LA | (337) 363-3388

HOTELS

HOTEL	PHONE NUMBER
HOTEL CAZAN (MAMOU)	(337) 468-5100
BEST WESTERN	(337) 360-9961

CRITICAL INFRASTRUCTURE

Ville Platte is strategically located in east central Evangeline Parish on US Hwy. 167, which traverses the state in a north – south direction. In addition, the Acadiana Railway runs through the heart of town which intersects to the north at the Union Pacific Railroad where it goes north to Alexandria and southeast to New Orleans. The Acadiana Railway also runs south to the Union Pacific Railroad that runs east to Baton Rouge and west to Lake Charles. Add to that the fact that Ville Platte can get to Interstate 49 in two directions; 13 miles northeast to interstate 49 on Louisiana Hwy 29 and 19 miles southeast on US Highway 167 and you will understand why Ville Platte is in the perfect location for business.

INFRASTRUCTURE		
		
COMMERCIAL AIRPORT	CLASS 1 RAIL SYSTEMS	MAJOR INTERSTATES
Lafayette Regional Airport	BNSF	I-49
Alexandria International Airport	Union Pacific	U.S. 167

VILLE PLATTE UTILITY COMPANIES		
COMPANY NAME	TYPE	PHONE NUMBER
CLECO VILLE PLATTE CUSTOMER SERVICE OFFICE	ELECTRIC	(800) 622-6537
VILLE PLATTE UTILITY SERVICES	WATER/SEWER	(337) 363-4505
CENTURYLINK	TELECOMMUNICATIONS	(833) 329-6421
HUGHESNET	TELECOMMUNICATIONS	(833) 374-1016
SUDDENLINK COMMUNICATIONS	TELECOMMUNICATIONS	(833) 329-6421
EVANGELINE GAS COMPANY	GAS	(337) 363-4177

WARD ONE INDUSTRIAL PARK: EVANGELINE PARISH RAIL SPUR

Evangeline Parish is uniquely attractive to larger national and international companies such as Union Tank, Cameron Valves & Measurement and Cabot Corporation due to its strategic access to rail, commodity pipelines, Interstate 49, and US Highway 167. Since the 1970's Evangeline Parish Police Jury (EPPJ) has owned and operated the rail spur located in the community's industrial park. Evangeline Parish Police Jury will increase the rail capacity at the spur by a total of 32 cars allowing the parish to generate over \$80,000 a year for the initial loan repayment and long-term economic resiliency of the parish.

EPPJ has utilized DRA SEDAP funds to:

- Refurbish the existing rail spur
- Extend the existing spur by 102 feet
- Build a second rail spur totaling 785 feet.





POLITICAL CAPITAL

The Evangeline Parish Police Jury is responsible for regulating and directing the affairs of the Parish and its inhabitants, regulating the construction and maintenance of roads, bridges and drainage systems, regulating the sale of alcoholic beverages, providing for the health and welfare of the Evangeline Parish Community. Ville Platte's City Administration building, which includes the mayor's office, is located at 126 E Main Street. Ville Platte is operated by six council members that conduct monthly city council meetings.



VILLE PLATTE CITY HALL

EVANGELINE PARISH DEPARTMENTS

EVANGELINE PARISH DEPARTMENTS	
DEPARTMENT	PHONE NUMBER
EVANGELINE PARISH SCHOOL BOARD	(337) 363-6653
CITY OF VILLE PLATTE MAIN LINE	(337) 363-2939
EVANGELINE PARISH POLICE JURY	(337) 290-3773
EVANGELINE PARISH INDUSTRIAL BOARD	(337) 363-5108
EVANGELINE PARISH DISTRICT ATTORNEY	(337) 363-3438
EVANGELINE PARISH CLERK OF COURT	(337) 363-5671
EVANGELINE PARISH ASSESSOR	(337) 363-4310
EVANGELINE PARISH TAX ASSESSOR	(337) 224-2688
EVANGELINE PARISH SOLID WASTE COMMISSION	(337) 363-7254
EVANGELINE COUNCIL ON AGING	(337) 363-5161



FINANCIAL CAPITAL

EVANGELINE PARISH ECONOMIC PARTNERS

ACADIANA PLANNING COMMISSION

The Acadiana Planning Commission serves the public sector in the planning and implementation of Economic, Community & Transportation Development throughout the region known as Acadiana including the Louisiana Parishes of Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, and Vermilion.

ONE ACADIANA

One Acadiana is a bolder, re-energized version of the Greater Lafayette Chamber of Commerce. 1A is a business-led, privately-funded economic development organization serving a nine-parish (county) area in South Louisiana. Their vision is to make the Acadiana region one of the most sought-after places in the South for emerging businesses and professional talent. Lafayette Parish's local and area agencies and organizations work collaboratively to leverage the strengths of each entity to create opportunities for business expansion and to bring new businesses into the area, both of which will create better paying jobs; thereby, improving living standards and ensuring sustainable growth.

INDUSTRIAL DEVELOPMENT BOARD NO. 1

The Industrial Development Board No. 1 is a public, state-chartered authority that serves as the primary facilitator of Economic Development Activities for the Parish of Evangeline, Louisiana and the communities of Ville Platte, Mamou, Pine Prairie, Turkey Creek, Chatagnier and Basile as well as the Evangeline Ward One Industrial Park.

CHAMBER OF COMMERCE

The purpose of the Evangeline Chamber of Commerce is to promote and perpetuate the business, commercial, manufacturing and civic interest of the Parish of Evangeline; to advance the agricultural interest of the Parish of Evangeline; to develop a unified public spirit in all, whereby they may put forth a unified effort in aid of their cities, towns, villages, and parish to make them more prosperous, more beautiful, and better places to live. Through the years they have helped promote small businesses and culture to provide a better environment for families.

EVANGELINE PARISH FOUNDATION

Evangeline Parish Foundation (EPF), an affiliate of Community Foundation of Acadiana (CFA), is committed to satisfying donors' specific interests by supporting and contributing to 501(c)(3) nonprofit organizations, churches, schools and public entities throughout Evangeline Parish. EPF supports these organizations through the generosity

VILLE PLATTE FULL SERVICE FINANCIAL INSTITUTIONS	
INSTITUTION	PHONE NUMBER
EVANGELINE BANK & TRUST	(337) 363-5541
INVESTAR BANK	(337) 363-5643
JEFF DAVIS BANK	(337) 363-4444
SOUTHWEST LOAN OF VIDRINE	(337) 363-4877
WHITNEY BANK	(337) 363-5602

PROPOSED PUBLIC CATALYST PROJECTS: DANCING ON MAIN STREET

In the Fall of 2019 Students from UL Lafayette's MBA marketing course adopted Ville Platte for their course projects on economic development. A SWOT and market analysis was conducted to identify potential catalyst projects to spur economic development in downtown Ville Platte. Through a series of community meetings, the group identified a need for a permanent performance space in Ville Platte's downtown. This performance space is designed to increase foot traffic for Ville Platte's businesses while providing a key amenity that taps into Ville Platte's musical roots. As part of this performance space, the student group proposed the creation of outdoor concert events that are open to the public, with the suggested title of "Dancing on Main Street." "Dancing on Main Street" would take place on Saturday evenings, (with strategic placement during football season), and would last three hours starting at 5:30 p.m. until 8:30 p.m. The idea presented to residents and guests to increase interest and attendance would be an opportunity to come together as a community, enjoy live music and dancing, and socialize. The goal would be for the outdoor concerts to occur once a month.



UL LAFAYETTE MBA STUDENTS AND VILLE PLATTE'S MAYOR VIDRINE

INTRODUCTION TO OPPORTUNITY ZONES

The Opportunity Zone program was established by Congress in the 2017 Tax Cuts and Jobs Act as an innovative approach to spurring long-term private sector investments in low-income urban and rural communities.

WHAT ARE OPPORTUNITY ZONES?

Opportunity Zones are low income census tracts nominated by governors and certified by the U.S. Department of the Treasury into which investors can now put capital to work financing new projects and enterprises in exchange for certain federal capital gains tax advantages.

WHAT ARE OPPORTUNITY FUNDS?

Opportunity Funds are private sector investment vehicles that invest at least 90% of their capital in Opportunity Zones. U.S. investors currently hold trillions of dollars in unrealized capital gains in stocks and mutual funds alone – a significant untapped resource for economic development. Opportunity Funds provide investors the chance to put that money to work rebuilding the nation's left-behind neighborhoods. The fund model will enable a broad array of investors to pool their resources in Opportunity Zones, increasing the scale of investments going to under-served areas.

WHO CAN ESTABLISH AN OPPORTUNITY FUND?

The statute allows for broad participation in the creation of Opportunity Funds with the goal of drawing a wide array of investors to support the broad variety of needs in low income communities nationwide. Any entity, from a large bank to a community development financial institution, from a venture capital group to a developer consortium, as well as regional economic development organizations, can establish a fund as long as they follow guidelines set out by the statute and the U.S. Treasury.

For more information visit:

irs.gov/credits-deductions/opportunity-zones-frequently-asked-questions

WHAT CAN AN OPPORTUNITY FUND INVEST IN?

The policy enables funds to be responsive to needs of different communities, allowing for investment in operating businesses, equipment, and real property. For example, funds can make equity investments in, or purchase the stock of, a company if substantially all the company's tangible property is and remains located in an Opportunity Zone. Funds can take interests in partnerships that meet the same criteria. Funds can also invest directly in qualifying property, such as real estate or infrastructure, if the property is used in the active conduct of a business and if either the original use of the property commences with the fund or the fund substantially improves the property.

BENEFITS OF OPPORTUNITY ZONE INVESTMENT

The Opportunity Zone program offers three tax incentives for investing in low-income communities through a qualified Opportunity Fund.

TEMPORARY DEFERRAL



A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the opportunity zone investment is disposed of or on December 31, 2026.

STEP-UP IN BASIS



A step-up in basis for capital gains reinvested in an Opportunity Fund. The basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least five years and by an additional 5% if held for at least seven years, thereby excluding up to 15% of the original gain from taxation.

PERMANENT EXCLUSION



A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund if investment is held for at least 10 years. This exclusion only applies to gains accrued after an investment in an Opportunity Fund.

KEY PARTIES



TAXPAYERS



QUALIFIED
OPPORTUNITY
ZONES



OPPORTUNITY
FUND



PROJECTS



THE
COMMUNITY

HOW IS THIS DIFFERENT THAN OTHER TAX CREDITS?

- ✓ More market-oriented
- ✓ Qualifying residential, commercial real estate, and business investments
- ✓ No benefit cap

KEY PARTIES IN OZ INVESTMENTS

In typical OZ investments there may be several different parties involved, though in some cases there may only be one party. The **investor** or **taxpayer** who has a capital gain to invest is always involved. The typical opportunity zone **fund** is managed by a fund manager separate from the investors. Frequently, there is a third party who is developing a **project** or starting a business in a qualified opportunity zone. **Qualified Opportunity Zones** are specially designated census tracts that have lacked substantial investment for a significant period of time. Their designation as opportunity zones are designed to economically benefit the **community** as a whole. For sophisticated investors, it is possible for all three roles to be played by the Investor.

INCENTIVES

Developers can utilize the Opportunity Zone program along with other incentives to increase their capital stack and thus reduce total costs of projects, create higher returns, and potentially expand the project. This concept is also referred to as "twinning" or "stacking" incentives. Below are some of the other incentives that may be able to stack with the Opportunity Zone program. Developers should consult their legal and financial advisors to determine the solution that is best fit for the project and their associated investors.

Please note this list is not inclusive of all business incentives and not all available incentives are guaranteed.

NEW MARKET TAX CREDITS (FEDERAL)

Established in 2000, the New Markets Tax Credit program (NMTTC) attracts investment for acquisition, rehabilitation, or construction of real estate projects in low-income communities. Approximately 43% of U.S. census tracts qualify for NMTTCs.

The U.S. Department of the Treasury competitively allocates tax credit authority to intermediaries known as Community Development Entities (CDEs). CDEs primarily consists of domestic corporations and partnerships. NMTTC investors provide capital to CDEs and in exchange receive a tax credit against their federal income tax. Local government does not play a role in this tax incentive, as it is a federal program.

An investor must make an investment in a project for seven years to realize the maximum amount of benefits possible from the program. This includes:

- 5% of the investment for each of the first three years
- 6% of the investment for each of the remaining four years

This totals to a potential 39% of the initial investment. New Market Tax Credits are often stacked with other incentives, further enhancing development opportunities.

For more information visit:

cdfifund.gov/programs-training/Programs/new-markets-tax-credit/Pages/default.aspx

EPA BROWNFIELDS PROGRAM (FEDERAL)

The EPA's Brownfields Program provides grants and technical assistance to communities, states, tribes, and others to assess, safely clean up, and sustainably reuse Brownfield sites. Brownfields are properties that may have hazardous substances, pollutants or contaminants present. Grants are available for Phase I/II environmental assessments, clean-up (if necessary), and redevelopment. In addition, the program was expanded in 2006 to cover properties with petroleum contamination.

- Brownfields Assessment Grants provide funding for Brownfield inventories, planning, environmental assessments, and community outreach.
- Brownfield Revolving Loan Fund Grants provide funding to capitalize loans that are used to clean up Brownfields.
- Brownfield Job Training Grants provide environmental training for residents of Brownfield communities.
- Brownfield Clean-up Grants provide direct funding for clean-up activities at certain properties with planned greenspace, recreational, or other nonprofit uses.
- Brownfield Area-Wide Planning Grants provide funding to communities to research, plan, and develop implementation strategies for cleaning up and revitalizing a specific area affected by one or more Brownfield sites.
- Alternative funding/Assistance sources: State (LA DEQ), Local (APC), Regional TAB (Technical Assistance for Brownfields – Kansas State University)

For more information visit:

epa.gov/Brownfields/types-Brownfields-grant-funding

In addition, for more information on the Small Business Revolving Loan fund, please visit:

scpd.org/opportunity-zones-and-small-business-revolving-loan-programs/

FEDERAL HISTORIC REHABILITATION TAX CREDIT (FEDERAL)

Encourages and supports the preservation/rehabilitation of historic/older buildings through incentives. This credit applies to income producing properties that are individually listed on the National Register or a contributing element within a National Register Historic District. This incentive is a 20% federal tax credit of eligible construction costs and fees.

For more information visit:

nps.gov/tps/tax-incentives.htm

ENTERPRISE ZONE (STATE)

The Enterprise Zone, or EZ program is a jobs incentive program that provides Louisiana income and franchise tax credits to a new or existing business located in Louisiana creating permanent net new full-time jobs and hiring at least 50% of those net new jobs from one of four targeted groups. The benefit provides: either a one-time \$3,500 or \$1,000 tax credit for each net new job created.

An Enterprise Zone can result in a 4% rebate of sales and use taxes paid on qualifying materials, machinery, furniture, and/or equipment purchased or a 1.5% refundable investment tax credit on total investment, excluding tax exempted items. The 4% or 1.5% rebate shall not exceed \$100,000 per net new job.

For more information visit:

opportunitylouisiana.com/business-incentives/enterprise-zone

QUALITY JOBS (STATE)

The Quality Jobs, or QJ program provides a cash rebate to companies that create well paid jobs and promote economic development. The program provides up to a 6% cash rebate on 80% of gross payroll for new direct jobs for up to 10 years. Effective July 1, 2018, the rebate is available on 100% of gross annual payroll. It can provide a 4% sales/ use rebate on capital expenditures or a 1.5% refundable investment tax credit on the total capital investment, excluding tax exempted items.

For more information visit:

opportunitylouisiana.com/business-incentives/quality-jobs

INDUSTRIAL TAX EXEMPTION (STATE)

Available exclusively to manufacturers, the Industrial Tax Exemption Program is Louisiana's original incentive program for capital investments. This incentive abates local property taxes for up to 10 years on new investments and annual capitalized additions related to the manufacturing site. Note: Executive Order JBE 2016-26, issued June 24, 2016, provides changes and new requirements. See LED website for updates.

For more information visit:

opportunitylouisiana.com/business-incentives/industrial-tax-exemption

RESTORATION TAX ABATEMENT (STATE)

The Restoration Tax Abatement (RTA) program grants businesses and homeowners up to 10 years of property tax abatement to encourage the expansion, restoration, and development of existing commercial structures and owner-occupied residences in downtown, historic, and economic development districts.

For more information visit:

opportunitylouisiana.com/business-incentives/restoration-tax-abatement

STATE HISTORIC REHABILITATION TAX CREDIT (STATE)

This program encourages and supports the preservation/rehabilitation of historic/older buildings through incentives. It applies only to income producing properties that contribute to the significance of a designated Downtown Development District or a Cultural District in Louisiana. The incentive provides for a 20% state tax credit for eligible construction costs and fees that meet the Secretary of the Interior's Standards for Rehabilitation.

For more information visit:

crt.state.la.us/cultural-development/historic-preservation/tax-incentives/state-commercial-tax-credit/index

LOUISIANA FASTSTART (STATE)

A single-source workforce solution that works with businesses to anticipate and address the company's workforce needs early in the startup or expansion process. This is a discretionary incentive of the state and is based on a company's commitment to create jobs. Target industries that this program works with are manufacturing, call centers, headquarters, wholesale distribution, technology, and digital media.

For more information visit:
opportunitylouisiana.com/faststart

ANGEL INVESTOR TAX CREDITS (STATE)

Louisiana's Angel Investor Tax Credit (AITC) encourages accredited investors to invest in early stage, small wealth-creating Louisiana businesses that seek startup and expansion capital.

- Provides a 35% tax credit on investments by accredited investors who invest in businesses certified by Louisiana Economic Development as Louisiana Entrepreneurial Businesses (LEB) located in an opportunity zone.
- \$7.2 million annual program cap.
- Investors can invest \$720,000 per business per year and \$1.44 million per business over the life of the program.
- The AITC Program sunsets on July 1, 2025.

For more information visit:
opportunitylouisiana.com/business-incentives/angel-investor-tax-credit

DIGITAL INTERACTIVE MEDIA AND SOFTWARE DEVELOPMENT INCENTIVE (STATE)

The Digital Media Incentive provides a tax credit of just 25% on qualified payroll for in-state labor and 18% for qualified production expenditures.

For more information visit:
opportunitylouisiana.com/business-incentives/digital-interactive-media-and-software-program

PURCHASING COMPANY INCENTIVES PROGRAM (STATE)

The Purchasing Company Incentives Program authorizes the Secretary of Louisiana Economic Development (LED) to enter into a contract with a procurement processing company which recruits purchasing companies to Louisiana. The contract shall provide for incentive rebate payments in exchange for the generation of new state tax revenue from new taxable sales to a purchasing company which is managed by the procurement processing company.

CORPORATE HEADQUARTERS RELOCATION PROGRAM (STATE)

This program provides for the granting of contracts for businesses to receive rebates of 25% of applicable relocation costs for relocating or expanding its headquarters in Louisiana. Louisiana Economic Development (LED) will determine the eligibility of a business based on criteria that include that the relocation or expansion will create at least 25 headquarters jobs, that program participation will be a significant factor in a highly competitive site selection situation, and that securing the project will provide a significant positive economic benefit to the state.

TAX INCREMENT FINANCING (LOCAL)

Tax increment financing (TIF) is an economic development tool utilized by local governments which may be utilized to encourage development and redevelopment in certain areas. Capturing future incremental tax revenue enables the local government to undertake economic development activities or provide subsidies that otherwise might not be possible.

The state has authorized local governments to designate project areas, "TIF Districts", to capture tax increments (on property tax, sales tax and/or hotel occupancy tax) that can be used to focus on funding toward improvements in distressed or underdeveloped areas where development would not otherwise occur. The taxing bodies in these districts continue to receive the base value tax revenues while the incremental increase goes to the project or project areas for a designated period of time. The TIF is created by the local governing authority and remains in effect until it expires or until the bonds or loans are paid off.

PILOT (LOCAL)

A Payment in Lieu of Taxes (PILOT) is a tax incentive designed to restructure the tax burden for developers interested in relocating, expanding, or developing in certain areas. With PILOTs, local governments can grant developers exemptions from traditional property taxes for a set period of time to support improvements to property, or to locate a project in a blighted and distressed area.

In reducing a developer's local property tax liability, additional cash flow is generated that can make a marginal project more economically feasible and allow a development to be financed that might not otherwise be possible without the incentive. The incentive also increases the fair market value of the property as a result of higher net operating income.

PILOT recipients must show that the project benefits the community, however, in the form of additional employment through construction and permanent jobs, meeting certain payroll criteria, generating certain sales tax revenues, and other requirements specified in the agreement.

ECONOMIC DEVELOPMENT PARTNERS



Acadiana Planning Commission (APC) - APC is a public-sector organization focused on planning and implementation of community, economic, and transportation development throughout South Louisiana's Acadiana Region.

Monique Boulet, CEO
mboulet@planacadiana.org



One Acadiana (1A) - 1A is a business-led, privately-funded economic development organization for the nine parishes (counties) in South Louisiana's Acadiana Region, and serves as the chamber of commerce for the city of Lafayette.

Troy Wayman, President & CEO
Troy@OneAcadiana.org

Industrial Development Board No. 1 - The Industrial Development Board No. 1 is a public, state-chartered authority that serves as the primary facilitator of Economic Development Activities for the Parish of Evangeline, Louisiana and the communities of Ville Platte, Mamou, Pine Prairie, Turkey Creek, Chatagnier and Basile as well as the Evangeline Ward One Industrial Park.

William Ward, President
tojoward1947@gmail.com



Evangeline Chamber of Commerce - The vision of the Evangeline Chamber of Commerce is to promote, support, and strengthen business to create a more prosperous community. The mission is to be a business advocate and to promote economic progress for the betterment of communities, municipalities, and the parish.

Renee Brown, Executive Director
cajun@vpchamber-tourism.org



Community Foundation of Acadiana (CFA) - CFA is a tax-exempt, donor-centric, entrepreneurial foundation whose core purpose is building legacies and improving communities by connecting generous people to the causes they care about. CFA is South Louisiana's premier philanthropic organization benefiting the region, with a particular focus on the parishes of Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, and Vermilion.

Raymond Hebert, President & CEO
rhebert@cfacadiana.org



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Christopher Caldwell, Federal CO-Chairman
John Bel Edwards, States' CO-Chairman



FOR MORE INFORMATION, VISIT:

InvestAcadiana.com