

# 2023 Dashboard

\* OVER  
**\$2.04**  
**Billion**  
announced in  
capital investments

\* APPROX.  
**976**  
**New jobs**  
Direct & Indirect

\* APPROX.  
**764**  
**Jobs retained**

**56**  
**Leads**  
received/  
generated

## Industry Attraction, Retention, Expansion

\* Investments & job creation publicly announced

**2,844**  
**Hours**  
coached

**\$39**  
**Million**  
in total  
revenue

**\$17.6**  
**Million**  
of revenue was  
out-of-region sales

**65**  
**Active clients**

**182**  
**Participants**  
attended BAS  
workshops

## Entrepreneurship & Regional Innovation - Entrepreneurship/BAS

OVER  
**26**  
**Thousand**  
market visitors/shoppers

OVER  
**\$62**  
**Thousand**  
revenue generated due to  
program efforts

OVER  
**\$500**  
**Thousand**  
funding secured

PROVIDED  
**149**  
Farm-related businesses with  
**Direct Technical Assistance**

## Entrepreneurship & Regional Innovation - Farm & Food

**\$37**  
**Thousand**  
NEW funding  
secured

**7,320**  
**Impressions**  
on social  
media platforms

OVER  
**5,000**  
**Students**  
reached

**227**  
**Outreach**  
meetings &  
professional  
development  
sessions

OVER  
**200**  
**Attended Workforce Summit**

**Community Competitiveness**

**Workforce Development - Healthcare Career Central**

**Workforce Development**

## Industry Attraction, Retention, Expansion

### New Capital Investments\*

**SunGas Renewables** announced investment of **approximately \$1.8 billion**

- Will **create 499 new direct & indirect jobs**

**Ucore North America** announced investment of **\$75 million**

- Will **create 398 new direct & indirect jobs**

**Weyerhaeuser** announced investments totaling over **\$103 million** in 2 facilities (Dodson and Natchitoches)

- Will **create 20 new jobs**
- Will **retain 372 jobs**

**PQ Corporation** announced investment of **\$5.5 million**

- Estimated to **create 11 direct & indirect jobs**

**Koppers** announced investment of **\$17 million**

- Will **create 38 direct & indirect jobs**

**Plastipak Packaging Inc.** announced investments totaling over **\$14.5 million**

- Will **create 10 new jobs**
- Will **retain 310 jobs**

**DRAX LaSalle BioEnergy LLC** announced investments totaling over **\$25.7 million**

- Will **retain 82 jobs**

### Leads

**56 leads** were received/generated resulting in 50 site proposals

- Conversions:
  - 30% became prospects
  - 5% are currently active prospects
  - 4% became projects

\*Investments & job creation publicly announced

## Entrepreneurship & Regional Prosperity

### Business Acceleration System

There were **65 active** Business Acceleration System **coaching clients** who have reported a total of **\$39 million in revenue** with **\$17.6 million out-of-region sales**

There were **182** workshop participants

Business Acceleration System provided **2,844 hours of coaching** to clients

### Farm & Food

**Farm & Food Central** secured over **\$500,000 in funding**

**Direct technical assistance** was provided to **149** farm-based businesses

There were over **26,000 visitor/shoppers** at the Alexandria Farmers Market

There was **\$62,267** generated in **vendor revenue** due to program efforts

- **\$20,715** in fresh fruits & vegetables purchased from local businesses with Kids Club tokens at the market
- **\$41,552** of SNAP and Greaux the Good Match (50/50) spent on local food from local businesses at the market
- 81% of vendors benefited from a Nutrition Access Program