

2024 Mid-Year Dashboard

Amazon
announces
new
facility

* **OVER**
\$105
Million
announced in
capital investments

* **APPROX.**
707
Jobs
Direct/Indirect 

602
Jobs
retained 

33
Leads
25
Proposals

Industry Attraction, Retention, Expansion

*Investments & job creation publicly announced

1,102
Hours
coached

\$17.5
Million
in total
revenue 

\$7.5
Million
of revenue was
out-of-region sales

70
Active
clients 

85
Participants
attended BAS
workshops

Entrepreneurship & Regional Innovation - Entrepreneurship/BAS

AVERAGING
1,006
Shoppers
at the market

ALMOST
\$26
Thousand
in revenue from nutrition
access programs


RECEIVED
\$100
Thousand
in new funding

OVER
69
Participants
attended Farm & Food
workshops

30
Vendors
selling at the market

Entrepreneurship & Regional Innovation - Farm & Food

Technical
Assistance /
Training
Provided to 2
Rural
Communities

* **ALMOST**
380
Thousand
impressions across
social media platforms
/ website users 

* 
21,581
Students
reached to date 

* **366**
Outreach
events
conducted
to date 

OVER
200
Attended
Workforce
Summit 

Community
Competitiveness

Workforce Development - Healthcare Career Central

*November 2023 - May 2024

Workforce
Development

2024 Mid-Year Dashboard

DETAIL HIGHLIGHTS

Industry Attraction, Retention, Expansion

New Capital Investments/Announcements*

Amazon Chooses Rapides Parish for New Facility

- Amazon announces a new last-mile facility in the town of Boyce in Rapides Parish, Louisiana.

RoyOMartin announced investment of more than **\$30 million** at its Oakdale facility in Allen Parish

- **232 retained jobs**
- Nearly **600 indirectly supported jobs**

Boise Cascade plans to invest **\$75 million** to expand and modernize its Oakdale facility in Allen Parish

- Will potentially **create 107 new jobs**
- **Retained 370 jobs**

Leads

33 leads were received/generated resulting in **25 proposals**

- 42% became prospects
- Lead Generated by Organization:
 - Louisiana Central - 8
 - LED - 13
 - Cleco - 4
 - GAEDA - 2
 - GSLI - 2
 - NLEP - 1
 - Avoyelles Parish Port - 1
 - City of Alexandria - 1
 - City of Leesville - 1
- Sectors with leads:
 - Batteries - 6
 - Solar - 5

Community Competitiveness

Through a USDA Rural Development Grant to Louisiana Central, the communities of LaSalle and Natchitoches are **receiving technical assistance and training to create strategies to attract retail jobs in their communities**

Entrepreneurship & Regional Prosperity

Business Acceleration System

There were **70 active** Business Acceleration System **coaching clients** who have reported a total of **\$17.5 million in revenue** with **\$7.5 million out-of-region sales**

There were **85** workshop participants

Business Acceleration System provided **1,102 hours of coaching** to clients

Farm & Food

There are **1,006 people** on average **shopping** at the weekly Alexandria Farmers Market

There was **\$25,702.55** in **revenue** due to nutrition access programs

- **\$11,440** in fresh fruits & vegetables purchased from local businesses with Kids Club tokens at the market
- **\$6,420** of SNAP Match spent on local food from local businesses at the market
- **\$6,990** in Greaux the Good transactions
- **\$852.55** generated in transactions made at the consignment table in June

Louisiana Small Scale Agriculture Coalition

received \$4.1 mill. award of which **\$100k a year supports the expansion of Louisiana Central's Farm & Food Farmer Training Program**

Over **69 participants** attended Farm & Food **workshops**

- More than 45 attendees at Organic Grower workshops
- Farmer Training Program currently has 24 participants within 2 active cohorts

There were **2 NEW full time vendors** added to the market in the second quarter, totaling **30 vendors**, averaging **21 vendors at each market**