FOR INVESTORS

PROSPECTUS

A REGIONAL STRATEGIC PLAN FOR 2020

THINK BIGGER

FOR INVESTORS

Baton Rouge Area Chamber
BRAC: AN ECONOMIC CATALYST

BRAC’s MISSION is to lead economic development in the nine-parish Baton Rouge Area.

BRAC’s VISION is for the Baton Rouge Area to be one of the leading economies and premier business locations in the country, growing and attracting talent with its unique culture, vibrant communities and beautiful spaces.

This PROSPECTUS and regional plan guides the work that BRAC’s talented team will do through the year 2020.
BRAC’s ECONOMIC DEVELOPMENT PARTNERS
BRAC’s IMPACT

BRINGING THE REGION TOGETHER

In 2005, Southern Louisiana was greatly affected by Hurricanes Katrina and Rita. In the aftermath of these natural disasters the Baton Rouge Area was awakened to the opportunity to become the leading growth economy in Louisiana. BRAC unified the assets and efforts of the metropolitan area, acting as an impartial broker for the entire region for business prospects seeking to make investments in the area.

PROGRESS BEGINS WITH A PLAN

Every five years we look at our role as a conduit for economic growth and development through the creation of a five-year strategic plan. Beginning in 2006, BRAC – then known as the Greater Baton Rouge Chamber of Commerce – realized the need to shift our focus in order to tackle the needs of the entire Baton Rouge Area. We did more than change our name; we took the lead in economic development for the nine-parish area, garnering support of businesses and organizations across the region.

BUILDING ON THE MOMENTUM

As a result, the first five-year plan saw a twofold increase in both Baton Rouge Area projects and jobs announced, compared to the five years before its formation. That performance was maintained and strengthened during the second five-year period.

<table>
<thead>
<tr>
<th>YEARS</th>
<th>PROJECTS ANNOUNCED</th>
<th>JOBS ANNOUNCED</th>
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<tbody>
<tr>
<td>2001-2005</td>
<td>76</td>
<td>3,784</td>
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<tr>
<td>2006-2010</td>
<td>144</td>
<td>7,657</td>
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<tr>
<td>2011-2015</td>
<td>185</td>
<td>9,146</td>
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Source: Site Selection/Conway Data
THINK BIGGER: THE FIVE-YEAR REGIONAL STRATEGIC PLAN

EXECUTIVE SUMMARY

The Baton Rouge Area’s business community developed the new strategic plan for 2016-2020 through regional input, focused research and the guidance of a planning committee. It’s aggressive, bold and it sets out to achieve impressive milestones that this region needs to compete and prosper. Our strategic plan is guided by a collective vision of our investors and community partners. While we have achieved much in the last 10 years, it is time to set higher expectations for the Baton Rouge Area and to Think Bigger.

By investing in and engaging with BRAC, your business can play an integral role in the future success of the region. Now is the time for the region – and your organization – to Think Bigger.

BRAC WILL HELP ADVANCE THIS VISION TO:

- Grow and diversify the Baton Rouge Area economy
- Cultivate the region’s talent
- Transform the Baton Rouge Area’s quality of life
- Elevate the region’s external image
A STRONG FOUNDATION: THE FOUR GOALS

WITH THE SUPPORT OF BUSINESSES IN THE CAPITAL REGION, BRAC IS COMMITTED TO ACHIEVING THESE FOUR GOALS, EACH OF EQUAL IMPORTANCE, EACH CONNECTED TO THE OTHERS.

GROW AND DIVERSIFY THE BATON ROUGE AREA ECONOMY

FOUR STRATEGIC OBJECTIVES WILL ADVANCE THIS GOAL:

- Align and deepen BRAC’s targeted business retention, attraction and small business approaches
- Promote major assets for diversification and competitiveness
- Accelerate entrepreneurship, high-growth firms and business innovation
- Continually enhance the region’s business climate

CULTIVATE THE REGION’S TALENT

FOUR OBJECTIVES ARE NECESSARY TO ACHIEVE THIS GOAL:

- Expand STEM learning and partnerships in PK-12 public education
- Align regional workforce development systems to meet business needs
- Attract and retain top talent that supports our targeted business sectors
- Promote the business case for diversity and inclusion
ELEVATE THE REGION’S EXTERNAL IMAGE

GOAL 4

THREE STRATEGIC OBJECTIVES WILL ACHIEVE THIS GOAL:

• Articulate the Baton Rouge Area’s value to businesses and talent
• Execute a sustained media relations strategy to target audiences
• Advance formal super-regional efforts

TRANSFORM THE BATON ROUGE AREA’S QUALITY OF LIFE

GOAL 3

FOUR OBJECTIVES DRIVE TOWARD THIS GOAL:

• Act as a change agent on major initiatives and policy reforms that enhance quality of life and economic growth
• Champion swift transportation and traffic solutions
• Improve access to high-quality school choices for all families in the Baton Rouge Area
• Advocate for transformational quality of place initiatives
FIVE YEARS. EIGHT PRIORITIES.

These eight priorities will be pursued as cornerstones of the strategic efforts and activities BRAC will execute in the years ahead.

1. Develop a permanent solution to the I-10 problem and other regional transportation challenges

2. Aggressively pursue education reforms that offer the best public PK-12 choices to students

3. Create a world-class program for assisting existing businesses in the region
4. Aggressively promote the Water Campus to fulfill its highest and best use related to economic diversification.

5. Create a program to retain and attract talent that rivals those of the nation’s top metros.

6. Pursue the development of a full medical school in the region.

7. Permanently establish a unified, comprehensive external image strategy for the region.

8. Improve the region’s physical attractiveness.
## CAMPAIGN INVESTOR LEVELS & BENEFITS

### $4,000 & UP

**SUPPORTING ($4,000)**

- Engagement plan
- Economic Outlook
- Discounted talent services
- Exclusive campaign investor events
- Monthly BRAC CEO email briefings with monthly economic indicators report
- Highlighted profile in BRAC’s business directory with link to company website
- Recognition in published campaign investor list included in *Catalyst*, annual report, and BRAC’s website

**POLICY ($10,000)**

- One complimentary talent development consultation
- Discounted BRAC event sponsorships
- Research paper and policy briefings
- Two complimentary registrations to BRAC’s Monthly Lunch per year
- BRAC promotion/C-level representation at company events

**R&D ($15,000)**

- Project win receptions
- One complimentary, customized candidate recruitment tour per year
- One complimentary, customized research report per year*
- One complimentary, customized policy briefing per year
- BRAC investor mailing list (for marketing purposes)

**DEVELOPMENT ($25,000)**

- Business Development Advisory Committee seat
- Inclusion in Business Development Resource Guide provided to prospects
- Business Development Advisory Committee exclusive events
- Two complimentary, customized candidate recruitment tours per year
- Two complimentary, customized research reports per year*
- Two complimentary registrations to BRAC’s Signature Speaker event per year

**BOARD ($50,000)**

- Board of Directors seat
- Private engagements with business development prospects
- Customized, annual BRAC CEO briefings on location
- Three complimentary, customized candidate recruitment tours per year
- Three complimentary, customized research reports per year*
- Two complimentary registrations to BRAC’s annual event

**EXECUTIVE ($100,000)**

- Executive Committee seat
- Private newcomer orientation on location for an investor’s new hires
- Logo recognition on BRAC website
- CEO Leadership Group

*Restrictions apply

While benefits at each level build upon the previous level and include all annual investor benefits, the number of complimentary tours, reports and registrations are specified by level.
ANNUAL INVESTOR BENEFITS
$400 – $3,999

BY INVESTING IN AND ENGAGING WITH BRAC, YOU RECEIVE THE FOLLOWING ACCESS AND BENEFITS:

- Advertising opportunities through investor portal, including investor calendar and coupons
- Opportunity for participation on BRAC’s councils, committees and working groups
- Discounted access to BRAC events
- Business development and networking through the Ambassador Program
- Assistance through BRAC’s business concierge
- Recognition in BRAC publications and web features
- Exclusive sponsorship opportunities and grand opening services
- Weekly communication on news related to BRAC’s scope of work
- Weekly legislative updates during regular sessions of the Legislature

For more information go to brac.org/investors.

Contact BRAC for a customized conversation on investor levels and benefits.
info@brac.org | 225.381.7125
BRAC ANNUAL INVESTMENT SCHEDULE

BRAC OFFERS A RANGE OF INVESTMENT LEVELS TO ACCOMMODATE BUSINESSES OF ALL SIZES. INVESTMENT LEVELS ARE BASED ON A COMPANY’S TYPE OR FULL-TIME EMPLOYEES IN THE BATON ROUGE AREA (UPDATED ANNUALLY).

PROFESSIONAL SERVICES FIRM | Accounting, architecture, insurance, legal and physicians groups
Minimum $400 + $75 each additional professional

FINANCIAL INSTITUTIONS
Minimum $400 + $33 per million in annual deposits

ASSOCIATIONS, CLUBS, CHURCHES, NONPROFITS, SCHOOLS AND GOVERNMENT AGENCIES
1-199 employees: $400
200+ employees: $550

HOSPITALS
Minimum $400 + $0.11 per thousand net annual revenues

ASSOCIATE INVESTOR | Retired professionals, government employees, educators and students
$200 each

HOTELS AND MOTELS
Minimum $400 + $7 per room

AUTOMOTIVE DEALERS, NEW AND USED
Minimum $500 + $50 each full-time employee over four

MANUFACTURERS, PROCESSORS, REFINERIES AND CHEMICAL PLANTS
1-100 employees: Minimum $400 + $14 per employee
101-500 employees: Minimum $600 + $14 per employee
501+ employees: Minimum $1500 + $14 per employee

INVESTMENT
1-4 employees: $400
5-10 employees: $500
11-20 employees: $600
21-30 employees: $700
31-40 employees: $800
41-50 employees: $900
51-75 employees: $1,000
76-100 employees: $1,100
101+ employees: $1,100 + $7 per employee
AT BRAC, WE SEE PRIME OPPORTUNITIES HARMONIZING WITH A MOMENTUM THAT’S BEEN BUILDING SINCE 2006. WE SEE THE NEXT FIVE YEARS AS A PERIOD DURING WHICH THE BATON ROUGE AREA MOVES FORWARD FASTER THAN EVER BEFORE.

THINK BIGGER WITH US.