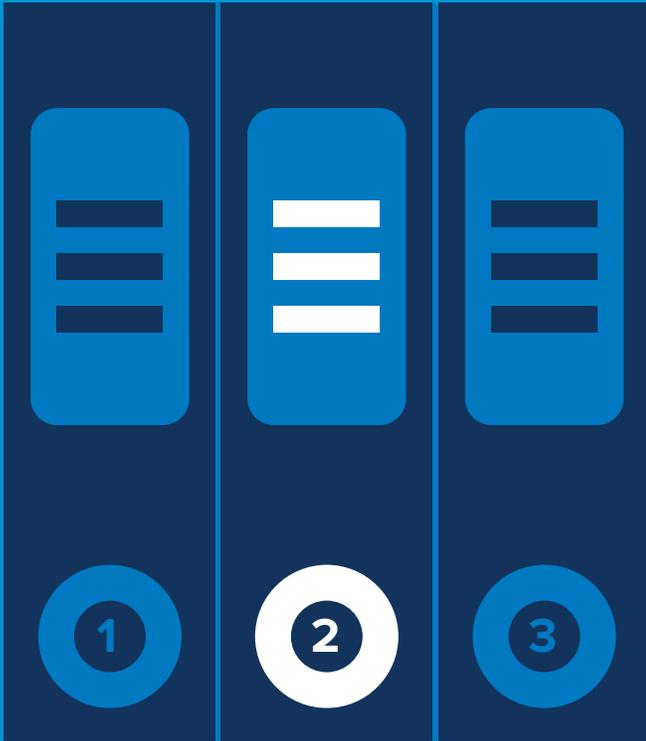


BRAC BUSINESS GUIDE

Growing Your Business



Baton Rouge Area Chamber®

*Leading Economic Development
in the Baton Rouge Area*

brac.org/bbg

Welcome

Every stage of business growth comes with its own unique challenges and opportunities. As business owners move from entrepreneurs to managers to executives, different obstacles arise. Quite often, the support system and advice that helped in the creation of a business are no longer available or no longer applicable as the organization expands and changes. This leaves business owners navigating the complex transition between startup and second-stage on their own – a significant contributor to the five-year survival rate of U.S. businesses hovering around 50 percent.

BRAC's Business Guide: Growing Your Business aims to assist business owners seeking to expand their market presence, react to changing conditions, finance major capital purchases, procure additional training for their employees, or otherwise engage in the kind of growth and transition activities that many organizations – particularly small businesses – do not have the time or expertise to pursue independently.

BRAC's Business Guide: Growing Your Business is broadly broken down into three sections: Marketing, which highlights basic marketing strategies and concepts, and provides informational resources to further refine business plans; Incentives and Assistance, which provides information on a wide variety of tax incentives, financial assistance, and training resources, with contact details; and Procurement, which outlines how businesses can begin to provide products and services to local, state, and federal agencies through governmental contracting.



[Marketing](#)



[Incentives and Assistance](#)



[Procurement](#)

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Marketing

Successfully growing a business requires expansion of the customer base as well as firm capacity.

Larger companies are typically able to develop their own marketing plans, or engage an outside company to do so based on the company's growth and profitability goals. Small businesses, however, often struggle to find the time or resources to dedicate to developing or commissioning a marketing strategy. Small business owners and their employees are typically fully focused on operations—drawing upon their passion and expertise—rather than on marketing or branding. The prospect of making a large investment in marketing, whether through a dedicated employee or an outside agency, requires thoughtful consideration of the business owner, oftentimes amid competing priorities. Fortunately, several free resources are available to provide basic marketing knowledge. This allows small business owners to understand some fundamental marketing principles, strategies, and tools before creating or ramping up marketing efforts.

In marketing, as in any endeavor, planning is the first step. Before setting out to build or update a [website](#), create an [email marketing](#) campaign, or start [advertising](#) new services or increased capacity, set a goal for the activities and know what issues need to be addressed.

- What business objectives do you expect to achieve?
- What products or services do you sell? (Consider sources of competitive advantage.)
- Who are your customers?
- Who is your competition? What are their strengths and weaknesses?
- How will you communicate your product or service to your customers?
- Who will do what, when? What are the specific tasks, goals, and assignments for everyone involved?
- How are you going to measure progress so you can learn from the experience?



For all of these issues, free resources exist. For market research, the [United States Census Bureau](#), [Bureau of Labor Statistics](#), and the [Small Business Administration's Business Data and Statistics](#) can all help develop a picture of your customer base, the local economy, and industry in your area. This knowledge will help to develop a target profile for future marketing efforts. At the same time, tools like the Securities and Exchange Commission's [EDGAR search page](#) and Dun & Bradstreet's [Hoovers unit](#) can assist with finding information on other companies in the industry, providing insight into how to distinguish your business from your competitors, and helping to identify potential business partners.

For additional information, see the Small Business Association's [Marketing 101](#) or visit the marketing section of SCORE's [website](#).





Incentives and Assistance

Many federal and state incentives have been devised to support the growth and development of Louisiana companies. Whether they provide loan guarantees to make it easier for startup companies to secure financing, fund training for small business employees, or invest in the infrastructure needed to recruit companies from other states, these programs are designed to financially support the growth of businesses in Louisiana.

Program descriptions are grouped into the six categories below.

Financial Incentives

- [LEDC](#)
- [SBA](#)
- [Other](#)

Workforce and Job Training

- [Louisiana FastStart](#)
- [Quality Jobs](#)
- [IWTP-Customized](#)
- [IWTP-SBET](#)
- [International Commerce](#)

State Incentives

- [New Market Jobs Acts](#)
- [Restoration Tax Abatement](#)

Technology, Research, and Innovation Incentives

- [R&D Tax Credit](#)
- [Angel Investor Tax Credit](#)
- [Technology Commercialization and Jobs Program](#)
- [SBIR](#)

Entertainment Incentives

- [Motion Picture Investor Tax Credit](#)
- [Digital/Interactive Media Tax Incentive Programs](#)
- [Sound Recording Investor Tax Credit](#)
- [Musical and Theatrical Production Tax Credit](#)

Site Location Incentives

- [Downtown Development Economic District Incentives](#)
- [Enterprise Zone Louisiana](#)
- [Industrial Tax Exemption Program](#)



Financial Incentives

Louisiana Economic Development Corporation

The [Louisiana Economic Development Corporation \(LEDC\)](#) is the administrator of Louisiana Economic Development's financial assistance programs. LEDC does not make direct loans. LEDC supports small business loans by reducing risk to the traditional lending community through the following loan guarantee programs:

Small and Emerging Business Development

Program Description

Individuals and companies benefit from Small and Emerging Business Development (SEBD) certification by becoming eligible for developmental assistance, including entrepreneurial training, marketing, computer skills, accounting, business planning, legal, and industry-specific assistance. This includes the Bonding Assistance Program, additional guarantee support under the LEDC Loan Guaranty Program, and consideration for bidding on selective service or product purchases by state agencies.

Requirements

To qualify for the SEBD program, at least 51 percent of a participating company must:

- be owned and controlled by one or more Small and Emerging Business Persons who are full-time employees of the firm (see below),
- have its principal place of business in Louisiana,
- be organized for-profit to perform a lawful function,
- not have a business net worth over \$750,000, and
- anticipate creating new full-time jobs.

For the SEBD program, a Small and Emerging Business Person must:

- be a U.S. citizen or legal resident,
- be a Louisiana resident for at least one year, and
- have a net worth of less than \$400,000, excluding personal residence, business assets, and retirement accounts if owning more than 51 percent of the business.

To continue program participation, a firm that is owned and controlled by one or more Small and Emerging Business Persons, as well as its individual owners, must continue to meet all eligibility requirements. Certification is effective for up to ten years or until the firm no longer qualifies for the program.



Contact

Louisiana Economic Development
John W. Matthews, Jr.
225.342.1181
john.matthews@la.gov

Small Business Loan Program**Program Description**

Provides loan guarantees and participations to banks in order to facilitate capital accessibility for small businesses (as defined by the SBA). Guarantees may range up to 75 percent of the loan amount, not to exceed a maximum of \$1.5 million. There is a minimum equity requirement of 15-20 percent for this program.

Requirements

Small business concerns must be domiciled in Louisiana, and owner(s) or principal stockholder(s) must be a resident of Louisiana. For loans under \$100,000, there must be one new permanent job created, or one retained job, while loans over \$100,000 must create at least two new permanent jobs.

Contact

Louisiana Economic Development
Seth Brown
225.342.5254
seth.brown@la.gov

Micro Loan Program**Program Description**

Provides loan guarantees and participations to banks in order to facilitate capital accessibility for small businesses. Guarantees may range up to 80 percent of the loan amount, not to exceed a maximum of \$50,000.

Requirements

Small business concerns must be domiciled in Louisiana employing 150 or fewer employees, and whose owner(s) or principal stockholder(s) must be residents of Louisiana. Applicants must also have a business plan, and a bank that is willing to fund the loan with a collateral-to-loan ratio of no less than one-to-one.

Contact

Louisiana Economic Development
Seth Brown
225.342.5254
seth.brown@la.gov

Contract Loan Program**Program Description**

The program provides a loan participation and guarantee to a bank for government contract loans. These loans are intended to help small businesses finance working capital for contracts with local, state, or federal government agencies. Loans may range from \$5,000 to \$1,000,000 and must be for terms of one year or less.

Requirements

Small business concerns must be domiciled in Louisiana and meet the SBA small business definition, with preference given to certified-minority businesses, women-owned businesses, or businesses owned by disabled persons. An assignable contract for goods or services with a federal, state, or local entity is required.

Contact

Louisiana Economic Development
Kelsey Short
225.342.5892
short@la.gov

Bonding Assistance Program

Entrepreneurial Services, a part of the Small Business Loan and Guarantee Program, is the administrator of the Small Business Bonding Assistance Program, as well as other programs that assist small business owners and entrepreneurs.

Program Description

A public-private partnership between Louisiana Economic Development (LED) and the surety industry, the bonding assistance program provides small construction businesses with the bonding assistance necessary for them to compete for public and private contracting opportunities. LED provides collateral to the surety company of up to 25 percent of the base contract amount, or \$200,000, whichever is less, to obtain reasonable rates for bid, payment, and performance bonds for small contractors.

Requirements

Business must be certified active in the Small and Emerging Business Development program. Bond underwriting is accomplished by the surety company, and the surety company has final bonding approval authority.

Contact

Louisiana Economic Development
Torri Buckles
225.342.5663
tbuckles@la.gov

Economic Gardening Initiative

Program Description

LED's [Economic Gardening Initiative](#) provides Louisiana-based small businesses with accelerated technical assistance and research. In this program, an experienced economic gardening team will provide customized services tailored to specific business needs, including reviewing core strategies, increasing business development opportunities, and improving internet presence.

Requirements

To qualify, a business must be a for-profit Louisiana-based company, with annual revenues between \$600,000 and \$50,000,000 and a workforce between five and one hundred. The organization must also have demonstrated growth in revenue or jobs in two of the last five years, and be an external market-oriented company within LED's target industry classification. Refer to the [eligibility requirements](#) online for more information.

Contact

Louisiana Economic Development
David Bennett
225.342.5882
david.bennett@la.gov

United States Small Business Administration

An agency of the federal government, the [Small Business Administration \(SBA\)](#) provides financial assistance to small business owners in Louisiana and across the United States. The SBA supports small business loans by reducing risk to the traditional lending community through the following loan guaranty programs:

7(a) Loan Guaranty Program

Program Description

[7\(a\) Loans](#) are the SBA's primary business loan guaranty program. To accommodate a wide range of financing needs, the program has broad eligibility requirements, credit criteria, loan structures, loan proceeds usages, and availability. Guarantees may range up to 85 percent for loans up to \$150,000, and up to 75 percent for loans up to \$2 million, with a guaranty cap of \$1.5 million for any one business.

Requirements

7(a) Loan Guaranty eligibility is based on company size, the nature of the business, use of proceeds, and other factors. More about SBA's eligibility requirements can be found [here](#).

Contact

U.S. Small Business Association, [Louisiana District Office](#)
365 Canal Street, Suite 2820
New Orleans, LA 70130
504.589.6685

SBA 504 Loan Program

Program Description

[SBA 504 Loans](#) provide long-term, fixed-rate, subordinate mortgage financing for acquisition and/or renovation of capital assets including land, buildings, and equipment. The maximum debenture is \$5 million for meeting specific job creation, community development, or public policy goals, and \$4 million for small manufacturers.

Requirements

Businesses that receive 504 Loans must operate as a for-profit U.S. company with a net worth less than \$15 million, an average net income of less than \$5 million (post tax), and provide a feasible business plan, among [other requirements](#).

Contact

U.S. Small Business Association, Louisiana District Office
365 Canal Street, Suite 2820
New Orleans, LA 70130
504.589.6685

Microloan Program

Program Description

The [Microloan Program](#) provides loans up to \$50,000 to help small businesses and certain not-for-profit childcare centers start up and expand. The average microloan is about \$13,000.

The SBA provides funds to specially designated intermediary lenders, which are nonprofit, community-based organizations with experience in lending, as well as management and technical assistance. These intermediaries administer the Microloan Program for eligible borrowers.

Requirements

Each intermediary lender has its own lending and credit requirements. Generally, intermediaries require some type of collateral, as well as the personal guarantee of the business owner.

Contact

U.S. Small Business Association, [Louisiana District Office](#)
365 Canal Street, Suite 2820
New Orleans, LA 70130
504.589.6685

Surety Bond Guarantee Program

Program Description

The Surety Bond Guarantee Program is a public-private partnership between the federal government and the surety industry providing small businesses with the bonding assistance necessary for them to compete for public and private contracting opportunities. SBA guarantees bid, payment, and performance bonds issued by surety companies for individual contracts on behalf of eligible small construction, service, and supply contractors.

Requirements

Eligibility is based upon business size, but the program typically targets small construction companies that lack the combination of working capital and a performance track record necessary to secure bonding on a reasonable basis through regular commercial channels.

Contact

U.S. Small Business Association, [Louisiana District Office](#)
365 Canal Street, Suite 2820
New Orleans, LA 70130
504.589.6685

Other

Small Business Loan Fund

Program Description

The [Small Business Loan Fund](#), which is managed by TruFund (formerly Seedco Financial), provides loans from \$50,000 to \$250,000 for small business owners and not-for-profit organizations. Loans may be used for working capital, debt consolidation, expansion, or other activities. These loans are targeted towards small businesses that struggle to access capital from traditional lending sources.

Contact

Trufund Financial Services
Shakita Billups
8550 United Plaza Blvd., Suite 702
Baton Rouge, LA 70809
225.284.1355
www.truefund.org/small-business-la
sbillups@trufund.org

Workforce and Job Training Incentives

LED FastStart®

Program Description

[FastStart](#) is a single-source, world-class, workforce solutions provider that works with businesses to anticipate and address companies' workforce needs early in the startup or expansion process. Louisiana FastStart's services are provided at no cost through LED. The FastStart program works with clients through a six-step process from initial evaluation of challenges, through the development of workforce development strategies, course delivery, and continuous feedback.

Requirements

Louisiana FastStart is available at no cost to any manufacturing, corporate headquarters, warehouse and distribution, research and development, or other strategic facility that

commits to creating at least fifteen new jobs, or any service-related operation that commits to creating at least fifty new jobs.

Contact

Louisiana Economic Development

Jeff Lynn

225.342.0107

jeff.lynn@la.gov

Quality Jobs Program

Program Description

The [Quality Jobs Program](#) rebates up to 6 percent of a qualifying company's gross annual payroll associated with new jobs created by a project for up to ten years, and may rebate the state's 4 percent sales/use tax rebate on capital expenditures or a 1.5 percent investment tax credit for qualified expenses.

Requirements

The company must create new full-time jobs in Louisiana, must provide health care coverage, and other requirements as applicable.

Contact

Louisiana Economic Development

Frank Favaloro

225.342.5402

ffavaloro@la.gov

Incumbent Worker Training Program - Customized Training

Program Description

The [Incumbent Worker Training Program \(IWTP\)](#) provides customized training to improve the skills of a company's current workforce. Employers select training providers, and training may take place on or off the worksite.

Requirements

Employers must have been in business in the state for at least three years, contributing and in full compliance with state unemployment insurance (UI) tax laws, may not receive IWTP Customized Training and IWTP Small Business Employee Training concurrently, and must have at least fifteen employees to be trained (employers can form consortia to meet this requirement).

Trainees must be incumbent workers (current employees) for whom the employer incurs a Louisiana UI tax liability. Training providers must be approved by the [Louisiana Workforce Commission](#).

Contact

Louisiana Workforce Commission
Monica Fabre
mfabre@lwc.la.gov

Incumbent Worker Training Program - Small Business Employment Training Program

Program Description

The [IWTP Small Business Employee Training Program \(SBET\)](#) is designed to benefit business and industry by assisting in the skill development of existing employees through individual, standardized (off-the-shelf) training. Employees are eligible for \$3,000 in training per state fiscal year (July 1-June 30). Employers are reimbursed for tuition and required textbooks and manuals once the training has been completed and proper documentation has been submitted to the [Louisiana Workforce Commission](#).

Requirements

Companies eligible are Louisiana-based businesses with fifty or fewer employees who have been in business in the state for at least three years, and are contributing to and in full compliance with state UI tax laws. Trainees must be incumbent workers (current employees) for whom the employer incurs a state UI tax liability. Employers cannot receive IWTP Small Business Employee Training and IWTP Customized Training concurrently. Training providers must be approved by the Louisiana Workforce Commission.

Contact

Louisiana Workforce Commission
Monica Fabre
mfabre@lwc.la.gov

International Commerce

LED's International Commerce division is responsible for facilitating the export of Louisiana goods and services. The International Services Division provides services to Louisiana and its companies by assisting businesses with all aspects of international trade and supporting ports and airports in their efforts to increase capacity.

Contact

Louisiana Economic Development
International Commerce
Anthony Bodin
225.342.6524
anthony.bodin@la.gov

World Trade Center New Orleans

The [World Trade Center New Orleans](#) is a non-profit organization whose mission is to add wealth and jobs in Louisiana through international trade, port development, and allied activities.

Contact

World Trade Center New Orleans
One Canal Place
365 Canal Street, Suite 1120
New Orleans, LA 70130
504.529.1601
info@wtcno.org
www.wtcno.org

State Incentives

New Markets Jobs Act***Program Description***

The [New Markets Jobs Act](#) allows individual and corporate taxpayers to receive a credit against federal income taxes for making qualified equity investments in Community Development Entities (CDEs). The credits provide a taxpayer who invests in a qualified CDE with a credit against income tax over a seven-year period. The credit amount is equal to the applicable percentage for such credit allowance multiplied by the purchase price paid to the issuer of such qualified equity investment.

Qualified community development entities must apply to the Department of Revenue for certification of the equity investments it issues. The application is available on the department's website at www.revenue.louisiana.gov/taxforms, and must be emailed to NewMarketTax.CreditApplication@la.gov.

Contact

Louisiana Department of Revenue
P.O. Box 4969
Baton Rouge, LA 70821-4969
225.219.5500
revenue.louisiana.gov

Restoration Tax Abatement

Program Description

Restoration Tax Abatement grants a five-year deferred assessment of ad valorem property taxes normally assessed for improvements, expansions, restorations, or development to commercial structures or owner-occupied residences within downtown development districts, economic development districts, or historic districts.

Requirements

An advance notification form should be filed before any construction activity begins, as some local governments may not be willing to grant requests for this tax exemption if the project has already begun.

Contact

Louisiana Economic Development
Becky Lambert
225.342.6070
becky.lambert@la.gov

Technology, Research, and Innovation Incentives

R&D Tax Credit

Program Description

The **Research and Development (R&D) Tax Credit** states that companies claiming federal income tax credit for research activities can claim a refundable tax credit. The amount of the credit depends on the size of the company. Companies with fewer than fifty employees receive a 40 percent tax credit, companies with between fifty and one hundred employees receive a 20 percent credit, and companies with over one hundred employees receive an 8 percent tax credit.

Requirements

Taxpayers who claim a federal income tax credit for the taxable year under 26 USCA Sec 41(a) for increasing research activities shall be eligible.

Contact

Louisiana Economic Development
Eric Burton
225.342.5340
eric.burton@la.gov

Louisiana Economic Development
Shamelda Pete
225.342.5341
shamelda.pete@la.gov

Angel Investor Tax Credit

Program Description

[Qualified Angel Investors](#) may be eligible for a tax credit equal to 50 percent of investments in early stage Louisiana Entrepreneurial Businesses. Credits are refundable and divided into portions of 10 percent over five years.

Requirements

Companies who receive investments must be certified as Louisiana Entrepreneurial Businesses by Louisiana Economic Development. Investors must meet certain requirements and cannot own the business they invest in. Investments must be early stage, high-risk, and not secured or guaranteed. The program will sunset July 1, 2015.

Contact

Louisiana Economic Development
Seth Brown
225.342.5254
seth.brown@la.gov

Technology Commercialization and Jobs Program

Program Description

Nonprofit or governmental research centers approved by LED are eligible for rebates of up to 6 percent of gross annual payroll associated with new jobs created. The [Technology Commercialization Tax Credit and Jobs Program](#) also provides businesses commercializing Louisiana technologies a refundable tax credit of 40 percent of commercialization costs up to \$250,000 per year.



Requirements

Research centers must be approved by LED and must pay an average of \$50,000 per year to employees.

Contact

Louisiana Economic Development

Shamelda Pete

225.342.5341

shamelda.pete@la.gov

Small Business Innovation Research

Program Description

The [Small Business Innovation Research \(SBIR\)](#) program is a competitive grant program designed to allow small business concerns to engage in research and development that has the potential for commercialization. Phase I awards are up to \$150,000 and Phase II awards are up to \$1,000,000.

The SBIR program, established in 1982, provides an exceptional opportunity for any innovator who is capable of conducting high-quality research and development.

Requirements

Proposal guidelines are issued by the federal agencies. The Phase I duration is approximately six months and the Phase II duration may not exceed two years.

Contact

Louisiana Business and Technology Center

Roy Keller

225.578.7555

rkeller@lsu.edu

Entertainment Incentives

Motion Picture Investor Tax Credit

Program Description

The [Motion Picture Investor Tax Credit](#) provides a 30 percent tax credit on in-state qualified motion picture expenditures with no project or program caps. Payroll expenditures for Louisiana residents qualify for an additional 5 percent tax credit (35 percent effective total credit rate).



Production Incentives

- Fully transferable tax credit of 30 percent on in-state expenditures related to the production of a motion picture.
- An additional 5 percent tax credit for Louisiana payroll expenditures
- No annual cap or per-project cap on tax credits
- Tax credits can be applied against any Louisiana tax liability
- Production companies can also claim a direct refund for 85 percent of the face value of the tax credit from the Louisiana Department of Revenue.

Requirements

Entity must spend at least \$300,000 on motion picture productions in Louisiana.

Contact

Louisiana Economic Development

Christopher Stelly

225.342.5403

chris.stelly@la.gov

www.louisianaentertainment.gov

Digital/Interactive Media Tax Incentive Program

Program Description

Digital media projects earn a 35 percent tax credit on payroll for in-state labor, and a 35 percent tax credit for qualified production expenses made in Louisiana. There is no cap and no minimum required for this credit.

Eligibility

The incentive is open to all Louisiana digital interactive media and software development projects that are not regulated under Louisiana Gaming Control Laws. The refundable tax credit does not apply to software developed for institutional, private, or internal purposes and excludes largely static internet sites. Only work physically performed in Louisiana and only direct development equipment purchased through Louisiana businesses qualifies for the incentive.

Contact

Louisiana Economic Development

Heath Williams

225.342.3571

heath.williams@la.gov



Sound Recording Investor Tax Credit

Program Description

The Sound Recording Investor Tax Credit provides a refundable [tax credit](#) of 25 percent of allowable expenditures on a \$15,000 minimum investment on recording, tracking, and overdubbing of music (including live performances), film scores, and spoken word performance.

Contact

Louisiana Economic Development

Philip Mann

225.342.5521

philip.mann@la.gov

Musical and Theatrical Production Tax Credit

Program Description

The [Musical and Theatrical Production Tax Credit](#) program offers a fully transferable tax credit that can be sold or applied against Louisiana tax liability. Tax credits received for infrastructure cannot exceed \$10 million per project and are also subject to a \$60 million annual cap. The tax credit value increases with higher levels of certified expenditures, as outlined below:

- 10 percent of the base investment for expenditures between \$100,000 and \$300,000
- 20 percent of the base investment for expenditures between \$300,000 and \$1 million
- 25 percent of the base investment for expenditures over \$1 million
- In addition to the baseline tax credits for live performance production and infrastructure, the producer may also qualify for additional incentives, including:
 - » 10 percent additional tax credit for payroll of Louisiana residents
 - » Transportation tax credit offered for shipping of live performance-related property
 - » Opportunities for collaboration with Louisiana's top educational institutions

Requirements

A production must invest a minimum of \$100,000 on live performance projects in Louisiana.

Contact

Louisiana Economic Development

Philip Mann

225.342.5521

philip.mann@la.gov

Site Location Incentives

Baton Rouge Downtown Development District Economic Incentives

Program Description

The Baton Rouge Downtown Development District (DDD) offers several economic incentives for companies locating or growing within the DDD. Incentive programs administered by DDD include downtown low-interest loans, a federal historic rehabilitation tax credit, a five-year property tax abatement on improvements to structures, economic development zone status, a state commercial historic tax credit, and a state residential historic tax credit.

Requirements

DDD's economic incentives are available to companies located in the downtown Baton Rouge area, which is comprised of five geographic districts: the riverfront area, Beauregard Town, Spanish Town, Governmental Complex District, and the Central Business District. Contact the DDD for separate requirements for each program.

Contact

Downtown Development District

225.389.5520

DDD2@brgov.com

Enterprise Zone Louisiana

Program Description

The [Enterprise Zone \(EZ\) Louisiana](#) program is a jobs incentive program that provides Louisiana income and franchise tax credits to a business hiring a minimum number of net new employees. Thirty-five percent of these new jobs must be filled from one of four targeted groups. Companies may be eligible for a one-time \$2,500 job tax credit for each certified net new job created in Louisiana. Companies may be eligible for a sales/use tax exemption paid on materials, furniture, fixtures, machinery, and equipment purchased and used exclusively on the EZ site or a 1.5 percent refundable Investment Tax Credit.

Requirements

A business must create permanent new jobs and an advanced notification form must be filed before any hiring, purchasing, or construction activity begins. Participation in this program excludes the use of the Quality Jobs Program.



Contact

Louisiana Economic Development
Rashonda Hanible
225.342.5382
roshonda.hanible@la.gov

Louisiana Economic Development
Joyce Metoyer
225.342.0485
joyce.metoyer@la.gov

Industrial Tax Exemption Program**Program Description**

The [Industrial Tax Exemption Program](#) abates local property taxes for up to ten years on a manufacturer's new investment in buildings, machinery, equipment, and other properties that are part of the manufacturing process and remain on the plant site.

Requirements

This program is available to manufacturers only. When applying for the Industrial Tax Exemption Program and also for either the Enterprise Zone or the Quality Jobs program benefits, an advance notification form must be filed before any hiring, purchasing, or construction activity begins.

Otherwise, the advance notification for the Industrial Tax Exemption program need only be filed for projects above \$5 million and the filing does not need to precede the beginning of construction activity.

Contact

Louisiana Economic Development
Lori Weber
225.342.6442
weber@la.gov



Procurement

Louisiana Procurement Technical Assistance Center

For procurement assistance, you may visit the Louisiana Procurement and Contract Network, which has information about open bids from state agencies in Louisiana.

For more hands-on assistance, you may contact the Procurement Technical Assistance Center (PTAC), which was established to generate employment and improve the general economy of Louisiana by assisting business firms in obtaining and performing under the U.S. Department of Defense, other federal agencies, and state and local government contracts.

Contact

Procurement Technical Assistance Center

Cindy Carrier

225.664.2600

cindycarrier@me.com

Through PTAC, trained procurement counselors can help determine if a business can successfully compete in the government marketplace, by evaluating capabilities and identifying potential buying agencies for products and services. Counselors provide an overview of the government contracting process and help identify government small business programs where a company may qualify. Eligible companies will be entered into an electronic bid matching database.

Hudson Initiative/Certified Small Entrepreneurships

Program Description

The [Hudson Initiative](#) aims to offer Louisiana-based small businesses more access to contracting and procurement of goods and services with state agencies. Race and gender neutral, this goal-oriented program encourages state agencies and contractors who receive state contracts to use Certified Small Entrepreneurships.





Requirements

To become a Certified Small Entrepreneurship, companies must:

- be independently owned and operated,
- not be dominant in its professional field,
- be owned by and have officers who are U.S. citizens or legal residents,
- be owned by persons domiciled in Louisiana,
- have its principal business office in Louisiana,
- have fewer than fifty full-time employees, and
- have average annual gross receipts that do not exceed \$5 million for construction businesses and \$3 million for non-construction businesses for each of the previous three tax years.

Applicants must apply at each state agency as a potential vendor. Each agency has its own registration process, and merely achieving certification as a Small Entrepreneurship will not help achieve procurement contracts if an applicant is not also registered with the various state agencies.

Contact

Louisiana Economic Development

John W. Matthews, Jr.

225.342.1181

john.matthews@la.gov

Veteran Initiative

Program Description

The [Veteran Initiative](#) is a program that encourages state agencies and contractors who receive state contracts to work with certified veteran-owned and service-connected, disabled veteran-owned small businesses. This program facilitates mutually beneficial partnerships between Louisiana-based small businesses, state agencies, and contractors. This program also provides veteran-owned or service-connected, disabled veteran-owned small businesses with greater potential for access to state procurement and public contract opportunities.

Requirements

To participate, small businesses must be certified by LED and meet certain qualification requirements, including:

- be owned by a certified veteran or service-connected, disabled veteran,
- be independently owned and operated,

- not be dominant in its professional field,
- be owned by and have officers who are U.S. citizens or legal residents,
- be owned by persons domiciled in Louisiana,
- have its principal business office in Louisiana,
- have fewer than fifty full-time employees, and
- have average annual gross receipts that do not exceed \$5 million for construction businesses and \$3 million for non-construction businesses for each of the previous three tax years.

The applicant will be able to check certification status on the Small Business Certification website. The applicant will also receive written notification of its approval status from LED. If the application is declined due to lack of adequate information, the application may be reconsidered once required information is provided.

Important note: Applicants must apply to each state agency as a potential vendor. If you are an individual with a disability interested in the Veteran Initiative, contact Louisiana Economic Development Disability Navigator, Brenda Bohrer at 225.342.3728 or bbohrer@la.gov.

Contact

Louisiana Economic Development
John W. Matthews, Jr.
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EBRPSS Fair Share Program

Program Description

The East Baton Rouge Parish School System’s (EBRPSS’s) Fair Share Program provides businesses – particularly minority and women-owned businesses – with the contacts and information they need to supply goods and services to the EBRPSS school district. The program sets an aspirational goal of utilizing minority and women-owned businesses for 20 percent of its total procurement, and covers professional services as well as material and supply purchases.

Contact

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