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 Quite often, the support system and advice that helped in the creation of a business are no longer available or no longer applicable as the organization expands and changes.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.

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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
- World Trade Center New Orleans
- Louisiana Contractors Accreditation Institute
- Mentor Protégé Recognition Program

**Technology, Research, and Innovation Incentives**
- R&D Tax Credit
- Angel Investor Tax Credit
- SBIR

**Entertainment Incentives**
- Motion Picture Investor Tax Credit
- Digital/Interactive Media Tax Incentive Programs
- Sound Recording Investor Tax Credit
- Live Performance Production Program

**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 10 years or until the firm no longer qualifies for the program.
Small Business Loan & Guaranty 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
Shamelda Pete
225.342.5341
shamelda.pete@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 million 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
Kelly A. Raney
kelly.raney@la.gov
225.342.0411

**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
Camille Campbell
Program Manager, Small Business Services
225.342.5534
camille.campbell@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 million and a workforce between five and 100. 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
Christopher Cassagne
Assistant Director, Small Business Services
225.342.5882
c christopher.cassagne@la.gov

Darrell Johnson
Program Manager, Small Business Services
225.342.4680
darrell.johnson2@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
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 15 new jobs, or any service-related operation that commits to creating at least 50 new jobs.

*Contact*

Louisiana Economic Development
Paul Helton
Executive Director of Workforce Development Programs
225.342.5600
paul.helton@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 10 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. Note: Until June 30, 2018, this program rebates only 80 percent of gross payroll.

*Requirements*

The company must create new full-time jobs in Louisiana, must provide health care coverage, and other requirements as applicable.
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 15 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 50 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
Ben Fontenot
225.342.4058
ben.fontenot@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@wtcano.org
www.wtcno.org
**Louisiana Contractors Accreditation Institute**

*Program Description*

The *Louisiana Contractors Accreditation Institute* provides business training focusing on expanding understanding of the construction industry.

*Requirements*

Must have the intent to start or currently have an established construction-based Louisiana business.

*Contact*

Camille Campbell  
Program Manager, Small Business Services  
225.342.5534  
camille.campbell@la.gov

**Mentor Protégé Recognition Program**

*Contact*

Tatiana Bruce  
Senior Program Manager  
225.342.5663  
tatiana.bruce@la.gov

**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](http://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** provides up to a 30 percent tax credit on qualified research expenditures incurred in Louisiana. The amount of the credit depends on the size of the company. Companies with fewer than 50 employees receive a 30 percent tax credit, companies with between 50 and 100 employees receive a 10 percent credit, and companies with over 100 employees receive an 5 percent tax credit. The non-refundable credit can be carried forward for a five-year period.
**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
Shameldna Pete
225.342.5341
shamelda.pete@la.gov

**Angel Investor Tax Credit**

**Program Description**
The Angel Investor Tax Credit (keep hyperlink) provides a 25 percent tax credit on investments by accredited investors who invest in businesses certified by Louisiana Economic Development as Louisiana Entrepreneurial Businesses (LEB). The AITC Program sunsets on July 1, 2025.

**Requirements**
Companies who receive investments must be certified as Louisiana Entrepreneurial Businesses by Louisiana Economic Development, and investments must not exceed $720,000 per year. 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, 2021

**Contact**
Louisiana Economic Development
Seth Brown     Marissa Doin
225.342.5254     225.342.5883
seth.brown@la.gov     marissa.doin@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 million.

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
Stephen Hamner
225.342.4838
stephen.hamner@la.gov
www.louisianaentertainment.gov
**Digital Interactive Media and Tax Software Credit Program**

*Program Description*

Digital media projects provides up to a 25 percent refundable tax credit for Louisiana resident labor expenditures and up to an 18 percent refundable tax credit on qualified production expenditures.

*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*

Eric Burton
225.342.5340
eric.burton@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
Lacey McRight Chataignier
225.342.5553
lacey.chataignier@la.gov

**Live Performance Production Program**

*Program Description*

The Live Performance Production Program 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:

- Provides a 7 percent tax credit for certified Louisiana expenditures between $100,000 and $300,000
- Provides a 14 percent tax credit for certified Louisiana expenditures between $300,000 and $1,000,000
- Provides an 18 percent tax credit for certified Louisiana expenditures over $1,000,000
- Provides an additional 7 percent tax credit for payroll expenditures to Louisiana residents
- Program is subject to a $10 million cap per year (with 50 percent or $5 million being reserved for not-for-profit organizations). Projects are subject to a $1 million cap, per year
- The tax credit is refundable or transferable on a one time basis.

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

Contact
Lacey McRight Chataignier
225.342.5553
lacey.chataignier@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.
Enterprise Zone Louisiana

Program Description
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 percent 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 or a rebate of state sales and use taxes paid on qualifying materials, or a 1.5 percent refundable investment tax credit on the total capital investment, excluding tax exempted items. The rebate shall not exceed $100,000 per net new job.

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; retailers and restaurants are excluded.

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

Industrial Tax Exemption Program

Program Description
The Louisiana Industrial Ad Valorem Tax Exemption Program (ITEP) is an original state incentive program, which offers an attractive tax incentive for manufacturers who make a commitment to jobs and payroll in the state. With approval by the Board of Commerce and Industry and local governmental entities, the program provides an 80 percent property tax abatement for an initial term of five years and the option to renew for five additional years at 80 percent property tax abatement on a manufacturer’s qualifying capital investment related to the manufacturing process in the state.
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.

Manufacturers who filed Advance Notification after June 24, 2016 and prior to July 1, 2018 have the option of proceeding under the 2017 rules. To review the process, click here (https://www.opportunitylouisiana.com/business-incentives/industrial-tax-exemption-alt-rules).

Contact

Louisiana Economic Development
Kristin Cheng
Program Administrator
225.342.2083
kristin.cheng@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 50 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
Stephanie Hartman
Director, Small Business Services
225.342.5677
stephanie.hartman@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 50 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
Stephanie Hartman
Director, Small Business Services
225.342.5677
stephanie.hartman@la.gov

**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**
EBRPSS Fair Share Program
Fredell Butler
225.226.3725
fbutler@ebrschools.org