



THRIVE2023

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St. Tammany Corporation Releases Inaugural Impact Report Showcasing Two Years of Leadership Under New Organization

Organization Celebrates Economic Development Efforts for St. Tammany Parish

MANDEVILLE, La – Today, St. Tammany Corporation released its digital *Impact Report* publication highlighting and celebrating the vision, efforts, and accomplishments of the organization from July 2018 through June 2020, a time during which the role of economic development in St. Tammany was redefined with new leadership, a new name, and a bold strategic plan.

The *Impact Report* showcases the implementation of four focus areas of *THRIVE2023* – St. Tammany’s 5-year Economic Development Strategic Plan, adopted in February 2019, while also providing an overview of the St. Tammany economy, recognizing announced business development projects, and describing outreach and engagement activities with a special focus on the organization’s nimble operations during the early days of the pandemic.

Highlights include implemented strategic initiatives; *Advance St. Tammany* – St. Tammany Corporation’s multi-layered business retention and expansion program; and *The AnalyST* – St. Tammany Corporation’s comprehensive research and data publication suite. The *Impact Report* details the comprehensive work led by the economic development organization in response to the pandemic and the evolving needs of business and industry, including new websites, virtual business programming, and specific technical assistance outreach.

“When I stepped into my role as CEO in July 2018, we launched a complete reboot of economic development in St. Tammany with new leadership, focus areas, and an expanded vision,” said Chris Masingill, St. Tammany Corporation CEO. “Since that time, St. Tammany Corporation has continued to evolve in increased capacity, responsiveness, and results as an independent parish-wide economic development organization.”

“Times of challenge reveal so much about people’s character and the team at St. Tammany Corporation has certainly demonstrated their character, individually and collectively,” shared Marty Mayer, President of the Board of Commissioners. “Their commitment to serving the business and industry community, communicating consistently with stakeholders throughout the region, and assessing needs and challenges and working to mitigate those risks and barriers are a few of the ways they have risen to this particular challenge.”

“Even now, I recognize this is only the beginning for St. Tammany Corporation,” stated Masingill. “Our focus areas for the remainder of the year include enhancing our technical assistance programming for

businesses, launching an online platform focused data and research, creating assets to prepare for virtual site tours and prospect visits, and strengthening collaboration between business, government, education, and workforce stakeholders. We are committed to making St. Tammany the destination of choice for highly-skilled talent and innovative business and industry to thrive.”

The digital publication is now available at www.sttammanycorp.org.

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About St. Tammany Corporation: As the independent lead economic development organization for St. Tammany, St. Tammany Corporation is the comprehensive resource center for business formation and expansion throughout the parish. The services provided by the St. Tammany Corporation include, but are not limited to, business retention, site selection, workforce development, research, data and technical services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany.