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**St. Tammany Corporation, St. Tammany Chamber and SLU Small Business Development Center,
Announce Partnership with Shop Local Nola**

Partnership Supports Shop Local Nola Efforts to Help Small Business Exposure and Growth

MANDEVILLE, La – St. Tammany Corporation, the St. Tammany Chamber of Commerce, and the SLU Small Business Development Center are excited to announce their official partnership with [Shop Local Nola](http://ShopLocalNola.com), the largest directory for verified, locally owned businesses in the Greater New Orleans area, founded by [JB Communications, LLC](http://JBCommunications.LLC). They are joining other chambers and economic development associations in the Greater New Orleans area to join Shop Local Nola in an effort to encourage consumers to shop at local businesses. All of these organizations are committed to strengthening St. Tammany Parish and the Greater New Orleans businesses by bringing them as many resources as possible. ShopLocalNola.com is a free resource for businesses to boost their online visibility and even their Search Engine Optimization. Visit ShopLocalNola.com to register for your free business listing!

The ultimate goal of these partnerships is to help generate more local economic activity. Small businesses employ [58.9 million](#) people and donate more than [250% more](#) than large businesses to community causes. Local business also generates [70% more](#) local economic activity per square foot than big-box retailers. In St. Tammany, an estimated 96.8% of businesses meet the definition of a small business, employing fewer than 50 workers.

“St. Tammany Corporation is proud to join our partners in support of Shop Local Nola,” said Chris Masingill, CEO of St. Tammany Corporation. “ShopLocalNola.com is a free resource for businesses in St. Tammany parish to stay accessible to their existing customers and reach new patrons. This partnership enables our organizations to work collectively to bring greater attention to locally-owned St. Tammany businesses and celebrate the impact of small businesses in our economy and community.”

“Providing businesses in our community with resources to support their growth and help them thrive is integral to our mission,” said St. Tammany Chamber CEO Lacey Osborne. “We are grateful to Shop Local Nola for bringing this digital resource opportunity to St. Tammany businesses.”

“Shopping local is the most important thing consumers can do year-round,” says Jacquie Bonano, founder of JB Communications and Shop Local Nola. “Our goal is to work with St. Tammany Corporation and the St. Tammany Chamber to provide locally owned businesses with free resources to support their marketing efforts.”

“Retail leakage” or “out shopping” really hurts both the businesses, employees and local governments who rely on sales taxes to run the government. The Shop Local Nola campaign is a brilliant way to remind shoppers to support their community”, said William Joubert, SLU Small Business Development Center Director.

What this Means

Shop Local Nola encourages businesses in the St. Tammany area to claim their free business listings in order to start promoting local offers and keep their information visible and accessible. Shop Local Nola, St. Tammany Corporation, St. Tammany Chamber of Commerce, and the Small Business Development Center work together throughout the year to promote local events and businesses.

About Shop Local Nola

[Shop Local Nola](#), founded by [JB Communications, LLC](#), is the Greater New Orleans Area’s largest directory for verified, locally owned businesses. Currently, Shop Local Nola is running the [Shop Local Online Marketplace](#) to help local businesses promote seasonal deals and encourage shoppers to focus their shopping efforts on local institutions this year-round. The businesses in the Shop Local Nola database must be located in the Greater New Orleans Area, be majority-owned by a New Orleans resident, and be registered and in good standing with the Louisiana Secretary of State. To learn more about if your business is eligible for a listing on Shop Local Nola, visit [ShopLocalNola.com](#).

About St. Tammany Corporation

St. Tammany Corporation is the economic development organization for St. Tammany. Our vision is to strategically align the economic landscape in St. Tammany to be the destination of choice for highly skilled talent, business formation, attraction, expansion, and retention. To support this vision, St. Tammany Corporation provides business and technical assistance in a variety of areas including financial and incentive services, site selection assistance, business intelligence and market research, marketing and communications, and workforce development. Since July 2018, St. Tammany Corporation has helped to directly facilitate multiple major expansions of existing businesses, representing over \$48 million in capital investment and the creation of approximately 374 new jobs. To learn more about St. Tammany Corporation and the ways they are supporting local businesses in St. Tammany Parish, visit [StTammanyCorp.org](#).

About St. Tammany Chamber of Commerce

St. Tammany Chamber of Commerce is the voice of business for more than 1,000 businesses, from multi-national corporations who have established their base in St. Tammany Parish to local product and service storefronts that are the backbone of the community. The Chamber’s mission is to promote and support businesses through advocacy, connectivity, and resources. Visit [StTammanyChamber.org](#) to learn more about the St. Tammany Chamber works with businesses to keep St. Tammany strong.

About Southeastern Louisiana University Small Business Development Center

The SLU SBDC is a university-based partnership program with funding from U.S. Small Business Administration, Louisiana Economic Development and Southeastern Louisiana University. The SBDC program is a national one with centers in every state. No cost business consulting and training seminars

for existing businesses and those seeking to start a business. The business consultants in our program are trained, certified, and have years of experience assisting businesses.