



Louisiana Economic Development
**Development Ready
Communities**

Strategic Plan

City of New Roads

Development Ready Communities Strategic Plan

Vision Statement

The City of New Roads is a picturesque community offering a family-friendly environment for locals and visitors, yet much of its greatest resources are filled with untapped potential due to its rich historical charm and cultural diversity. Quality of life is emphasized with some of the highest graduation rates in the State of Louisiana and through the many families that have flourished from its broad career opportunities.



Priority: Infrastructure

The City of New Roads has adequate road, sewer, electric, and telecommunications infrastructure to support basic business needs. The City is in need of cleaning up blighted property, additional visitor accommodations that provide for business meetings, and dedicated space for commercial and industrial growth. In order to address those needs, we have established the following goals.

Overview of Goals

1. New Roads has an effective Planning and Zoning Commission.
2. All blighted properties in the City have been restored or removed.
3. New Roads has a business/industrial park.
4. New Roads has a new hotel with meeting rooms.

Infrastructure Goals and Strategic Actions

Goal 1: New Roads has a Planning and Zoning Commission that is both proactive and reactive in its efforts, consists of qualified and committed members, and meets at least once a month.

Short-Term Measurable Outcomes

Within 6 months, the Planning and Zoning Commission will have a minimum of 5 qualified members who will complete a tentative work plan for the upcoming year.

Responsible Organizations

Planning and Zoning Commission; Mayor.

Strategic Actions for Goal 1	
# 1 – Meet with current Planning and Zoning members to assess their commitment level, as well as their knowledge and experience in planning and zoning practices.	
Timetable: 90 days	
# 2 – Recommend that those members who are no longer committed or interested either resign or increase their level of participation.	
Timetable: 90 days	
# 3 – Recruit new members based on their knowledge and experience in planning and zoning practices.	
Timetable: 6 months	
# 4 – Hold an orientation where new and old members can meet and develop a work plan for the upcoming year consisting of goals and action plans that address key issues and concerns.	
Timetable: 6 months	

Goal 2: All blighted properties in the City have been identified and restored or removed.

Short-Term Measurable Outcomes

A complete list of properties needed improvement will be completed in 6 months

Long-Term Measurable Outcomes

The number of blighted properties will be reduced by 25% within two years, 50% within three years, 75% within five years.

Responsible Organizations

Ms. Francis Gaines, Constituent Services Liaison; City Council.

Strategic Actions for Goal 2	
# 1 – A committee will be formed to identify all blighted properties in the City and rank them in order of needed action.	
Timetable: 6 months	
# 2 – The City will continuously hold fundraisers and apply for grants to fund the demolition or restoration of the blighted properties until the City is rid of all blighted properties identified by the committee.	
Timetable: 2 years; 3 years. 5 years	Estimated Cost: Unknown Source of Funding: Various

Goal 3: New Roads has a business/industrial park.

Short-Term Measurable Outcomes

Identify possible locations, narrow to three choices.

Long-Term Measurable Outcomes

The park will have and marketing plan and will be 25% occupied within two years, 50% occupied within five years, fully occupied in ten years.

Responsible Organizations

Pointe Coupee Chamber of Commerce; Mayor.

Strategic Actions for Goal 3	
# 1 – Potential property will be identified.	
Timetable: 6 months	
# 2 – Identified properties will be presented to the Mayor and members of the City Council. The City will acquire a piece of property specifically for the purpose of developing a business/industrial park.	
Timetable: 1 year	
# 3 – As the City sells pieces of the property, the profits will be used to further economic development efforts in the City.	
Timetable: 10 years	Estimated Cost: \$7,000,000 Source of Funding: CDBG

Goal 4: New Roads has a new hotel with meeting rooms.

Short-Term Measurable Outcomes

Long-Term Measurable Outcomes

Responsible Organizations

Pointe Coupee Chamber of Commerce; Mayor

Strategic Actions for Goal 4	
# 1 – We will complete applications for a community development block grant to develop a piece of property ready for a hotel developer to build upon.	
Timetable: 12 months	
# 2 – We will request the city council form a TIF district around the property to fund other improvements in the immediate area.	
Timetable: Will vary	

Priority: Marketing/Communications (Internal and External)

New Roads has a thriving retail sector and transportation repair business sector. It has a need to improve communications with businesses, non-profits, and other sections of the parish community at large. In order to enhance its existing communications efforts, we recommend the following goals.

Overview of Goals

1. There is an active and effective means of communication in place that keeps local businesses informed on City goals, plans, actions and opportunities, particularly in the area of economic development.
2. There is a marketing plan in place to showcase current and future development opportunities within New Roads.
3. Communication among all city officials and/or entities is present and often.

Marketing/Communications Goals and Strategic Actions

Goal 1: There is an active and effective means of communication in place that keeps local businesses informed on City goals, plans, actions and opportunities, particularly in the area of economic development.

Short-Term Measurable Outcomes

The City of New Roads will develop a monthly e-newsletter to keep businesses informed. An e-mail list will start being compiled immediately.

Long-Term Measurable Outcomes

The list of e-mail addresses for city businesses will be 50% in one year and 100% complete in two years

Responsible Organizations

City of New Roads; Main Street Manager

Strategic Actions of Goal 1
1 – Compile a list of e-mail addresses for all businesses located in the City. To obtain these addresses, we will first look through the information the City has on file from forms businesses submit to obtain their licenses. Missing e-mail addresses will be obtained from the Pointe Coupee Chamber of Commerce records, personal contacts, and business-to-business visits.
Timetable: Two years
2 – Distribute monthly e-newsletters containing important and useful information (such as upcoming grant opportunities, recent or upcoming business openings/closures, and upcoming City events/activities) to all businesses in the City. Important information that should be sent out immediately will be sent out in a special e-mail.
Timetable: First newsletter will be distributed within 6 months.

Goal 2: There is a marketing plan in place to help promote development opportunities within New Roads.

Short-Term Measurable Outcomes

Within a year, a marketing brochure will be developed for the City for handing out to potential investors.

Long-Term Measurable Outcomes

We will measure and record the number of firms we distribute the brochures to and measure the number who choose New Roads as a location. These firms will be interviewed to determine what influenced their final decision.

Responsible Organizations

Economic Development Director

Strategic Actions for Goal 2	
# 1 – Continuously place development opportunities in any free media outlets/information sources that reach potential buyers, developers and employers.	
Timetable: 1 year	Estimated Cost: \$16,000 Source of Funding: City of New Roads
# 2 – Keep information packets (use updated versions of site selector visit materials) readily available for potential buyers or developers.	
Timetable: 6 months	Estimated Cost: \$1,000 Source of Funding: Chamber of Commerce

Goal 3: Communication among all city officials and/or entities is present and often.

Short-Term Measurable Outcomes

A timetable for quarterly meetings between parish wide officials and municipal officials will be developed.

Long-Term Measurable Outcomes

Strategic goals for cooperation will be established between the communities and organizations.

Responsible Organizations

Mayors of various municipalities and parish administrator.

Strategic Actions for Goal 3	
# 1 – Expand current quarterly meetings among area officials—mayors, police chiefs, fire chiefs, sheriffs, economic development directors—to include a school board representative, the assessor and any other officials/organization that would benefit from attending such a meeting.	
Timetable: 6 months	

Priority: Recreation

New Roads has beautiful recreational assets available to the community that need some support both organizationally and financially. In order to maintain and improve those assets, we recommend the following goals.

Overview of Goals

1. False River is recognized in the state and region as a trophy lake.
2. New Roads has a park along False River with a grassy play and picnic area.
3. There is a current program in place intended to educate residents on the importance of exercise and recreational activities while improving and beautifying two city parks: Douglas Park and Rosenwald Park.

Recreation Goals and Strategic Actions

Goal 1: False River is recognized in the state and region as a trophy lake.

Short-Term Measurable Goals

A survey will be designed and mailed to all residents surrounding the lake.

Long-Term Measurable Goals

A millage will be established to support a lake authority and create revenue to support a bond that will pay for the parish contribution to federal funds to restore the lake.

Responsible Organizations

Chamber of Commerce

Strategic Actions for Goal 1	
# 1 – We will form a lake committee headed by one of our city councilmen that will partner with the False River Civic Assoc, Army Corp of Engineers, LDWF, State Parks & Recreation, the Kiwanis, our newly elected Lt. Governor and State Representative Major Thibaut.	
Timetable: 6 months	
# 2 – A survey of landowners around the lake will be distributed to explore the option of creating a lake authority district around the lake. The authority would be supported by fees on lake activities, permits, and a millage on people with property on the lake. Income generated would be used to fund the parish matching requirement on federal funds to restore the lake.	
Timetable: Within 12 months	Estimated Cost: \$1,500 Source of Funding: City of New Roads

Goal 2: New Roads has a park along False River with a grassy play and picnic area.

Short-Term Measurable Goals

Property for the park will be identified.

Long-Term Measurable Goals

The committee will raise at least half of the funds necessary to establish the park through fund raisers within two years.

Responsible Organizations

False River park committee

Strategic Actions for Goal 2	
# 1 – The City of New Roads will form a committee that will actively raise funds to help develop a park along False River, partnering with the Health Services District and the state's department of parks and recreation.	
Timetable: 3 years	Estimated Cost: \$200,000 Source of Funding: Fundraisers, CNR, Health Services District

Goal 3: There is a current program in place intended to educate residents on the importance of exercise and recreational activity while improving and beautifying two city parks: Douglas Park and Rosenwald Park.

Short-Term Measurable Outcomes

Long-Term Measurable Outcomes

Responsible Organizations

Strategic Actions for Goal 3

Priority: Economic Development

Improving the creation and expansion of business is the most productive form of economic development for rural communities. This approach has been referred to as “economic gardening” by community development professionals. In order to promote the growth of New Roads’ “garden”, we recommend the following goals be adopted by the City.

Overview of Goals

1. The City of New Roads has established a downtown development district.
2. The City of New Roads has established a relending program.
3. The City of New Roads has adequate funding mechanisms to support a first class economic development strategy.
4. The City of New Roads was instrumental in developing a regional economic development plan.

Economic Development Goals and Strategic Actions

Goal 1: The City of New Roads has established a downtown development district for the downtown area creating grants and financial assistance to businesses for creating additional jobs, building improvements, and starting new businesses.

Short-Term Measurable Outcomes

A revenue stream will be created to establish a grant process for the city to award to new businesses, expansion of existing businesses, and improvement or development of property in the downtown area.

Long-Term Measurable Outcomes

We will measure the use of the grant program for effectiveness in creating jobs and capital investment in the downtown area.

Responsible Organizations

Mayor, City Council, Main Street Manager, Parish Economic Development Director

Strategic Actions for Goal 1	
# 1 – The City will create a downtown development district by ordinance.	
Timetable: 1 year	
# 2 – The City will establish a fund from new revenues to assist businesses that create new jobs, make building improvements and start new businesses.	
Timetable: 2 years	Estimated Cost: \$20,000 Source of Funding: City of New Roads

Goal 2: The City of New Roads has established a relending program to assist in capital formation to create small businesses and help existing small businesses expand.

Short-Term Measurable Outcomes

A relending program will be established to assist new businesses in getting started and existing businesses in expansion.

Long-Term Measurable Outcomes

We will measure the number of businesses that participate in the program. We will also measure the success rate of businesses that participate and the number of jobs created.

Responsible Organizations

The economic development committee for the city of New Roads.

Strategic Actions for Goal 2

1 – The City will apply to USDA for funds to help establish a relending program.

Timetable: 6 months

Goal 3: The City of New Roads has adequate funding to provide long term sustainability for its economic development efforts.

Short-Term Measurable Outcomes

A committee will be formed to study various means of funding economic development and will make recommendations to the city council and administration of the City of New Roads.

Long-Term Measurable Outcomes

Funding mechanisms will be adopted by the city and plans will be put in place for the most effective utilization of those funds.

Responsible Organizations

Mayor, City Council, Parish Economic Development Director

Strategic Actions for Goal 3

1 – The city will appoint a committee to study economic development funding programs for the council to consider for adoption.

Timetable: 6 months

2 – The City will establish a long range plan for use of the funds generated from the adopted funding mechanism.

Timetable: 5-10 years

Goal 4: The City of New Roads helped Pointe Coupee Parish leaders and West Feliciana Parish leaders develop a regional economic development plan thru the SET (Stronger Economies Together) initiative with the USDA and Rural Development.

Short-Term Measurable Outcomes

The mayor or his designee will be actively involved in the regional development planning process to insure that the City of New Roads' interests are well represented in the plan.

Long-Term Measurable Outcomes

Increased inquiries for business development in the New Roads area, resulting in a corresponding increase in capital investment and jobs created.

Responsible Organizations

Mayor, Parish Economic Development Director

Strategic Actions for Goal 4
<p># 1 – The mayor or his designee will work with the USDA in the regional planning process.</p> <p>Timetable: 1 year</p>
<p># 2 – The City will adopt policies and marketing plans that are alignment with the marketing and attraction strategies developed by the regional team.</p> <p>Timetable: 5-10 years</p>

Priority: Leadership Development

Like many small cities, New Roads has many of the same people actively involved in helping to shape its economic outcomes and political direction. To more fully enjoy growth and expansion, it needs to create an influx of additional people interested in seeing it realize its full potential. In order to help facilitate that process, we recommend the following goal be adopted to help support existing leadership and avoid burnout for the leadership already established.

Overview of Goals

1. New Roads has a leadership development training class to recruit and develop leaders for the city.
2. New Roads provided leadership in the parish to establish zoning restrictions along the bridge corridor.

Leadership Development Goals and Strategic Actions

Goal 1: New Roads has a leadership development program that recruits and trains members on being effective leaders for the city. It determines where those members will serve on completion of the program.

Short-Term Measurable Outcomes:

A leadership development program will be established using the iLead Institute with LSU AgCenter.

Long-Term Measurable Outcomes:

Leaders will be developed and appointed to various boards, commissions, and committees to serve the city.

Responsible Organizations:

Mayor and City Council.

Strategic Actions for Goal 1	
# 1 – Establish a Leadership Development Program.	
Timetable: 6 months	
# 2 – Determine in what capacity those leaders developed will serve the city.	
Timetable: 6 months	
# 3 – Appoint the new leaders to the committees, boards, and commissions.	
Timetable: 1 year	Estimated Cost: \$1,500 for 10 participants Source of Funding: City of New Roads

Goal 2: New Roads’ leadership in the parish helped to establish zoning restrictions along the new bridge corridor.

Short-Term Measurable Outcomes:

A leadership development program will be established using the iLead Institute with LSU AgCenter.

Long-Term Measurable Outcomes:

Leaders will be developed and appointed to various boards, commissions, and committees to serve the city.

Responsible Organizations:

Mayor and City Council.

Strategic Actions for Goal 2	
# 1 – Designate leadership to advocate for zoning. Research minimal zoning restrictions that have been adopted by other parishes and counties in rural communities. Decide on a proposed ordinance to promote for adoption by the police jury. Involve the city/parish attorney, John Wayne Jewell, in discussion.	
Timetable: 90 days	
# 2 – Form town hall meetings and educational forums to educate the public. Meet with individual jury members to educate them on the importance of zoning. Make a recommendation before the full police jury for adoption.	
Timetable: 6 months	
# 3 – Adopt an ordinance and review periodically for effectiveness.	
Timetable: 5 – 10 years	Estimated Cost: \$2,500 for meetings, legal fees Source of Funding: City of New Roads

Priority: Workforce Development

The business community in New Roads has made a strong case for a need in improvement in the overall quality of the workforce. We need to strengthen our competitiveness in the areas that we have identified as being important to growth opportunities in the city, including retail, renewable energy, and digital media.

Overview of Goals

1. Work to create training and entrepreneurial opportunities in digital media to create a trained workforce that can attract these types of companies and help establish the creation of these type companies in New Roads.
2. New Roads has an ongoing working relationship and communications strategy between the City of New Roads and the Louisiana Workforce Commission.

Workforce Development Goals and Strategic Actions

Goal 1: New Roads has a digital media training program that focuses on broadcast media and computer digital technology.

Short-Term Measurable Outcomes:

A digital media training class will be established at Louisiana Technical College.

Long-Term Measurable Outcomes:

The digital media class will grow to include advanced classes. The students will work as interns to locally established companies that will create broadcast media content. The City will establish a digital media technology incubator to help encourage the growth and formation of these businesses.

Responsible Organizations:

Dean of Louisiana Technical College, Director of Economic Development, Rural Community Broadcasting Service

Strategic Actions for Goal 1	
# 1 – Establish a digital media training class.	
Timetable: one year	
# 2 – Create digital broadcast media companies and a technology incubator .	
Timetable: two – five years.	
Timetable: 1 year	Estimated Cost: \$30,000 Source of Funding: not know yet

Goal 2: New Roads has an ongoing working relationship and communications strategy with the Louisiana Workforce Commission.

Short-Term Measurable Outcomes:

Regular meetings between city officials and representatives of the Louisiana Workforce Commission will be established.

Long-Term Measurable Outcomes:

The city will work to help promote the use of the LWC to area businesses and citizens. The city and commission will measure the number of successful placements with city businesses and city residents. The city will work to establish a representative on the local workforce investment board or to develop a regular working relationship with one of the members who will inform the board of issues important to the City of New Roads.

Responsible Organizations:

City of New Roads Mayor and Louisiana Workforce Commission office in New Roads

Strategic Actions for Goal 2	
# 1 – Establish a regular meeting schedule with LWC representatives.	
Timetable: 6 months	
# 2 – Develop a communications strategy to inform area businesses of how they can benefit from the services of the LWC .	
Timetable: one year	
Timetable: 1 year	Estimated Cost: minimal Source of Funding: City of New Roads

Priority: Education

One of the highest areas of priority identified in our community assessment process was improvement in educational outcomes. Much of the education process lies outside of the city and its control, but working with members of the educational organizations will be critical for the City of New Roads to achieve its economic development goals and improving quality workforce availability to businesses.

Overview of Goals

1. A leadership program has been created to facilitate an “adopt a class” initiative for 7th graders in the Pointe Coupee educational systems. This program develops leadership skills and establishes mentors for 7th graders to inspire them to high expectations of achievement.
2. Regular meetings between leaders of each of the educational institutions in Pointe Coupee will be established to improve communication of strategies and improve working relationships. These meetings will be hosted by the Mayor of New Roads with Catholic of Pointe Coupee, False River Academy, and principals of Pointe Coupee Parish schools.
3. There is a concerted effort between all school systems and public entities to improve attendance.

Education Goals and Strategic Actions

Goal 1: A leadership program has been created to facilitate an “adopt a class” initiative for 7th graders in the Pointe Coupee educational systems. This program develops leadership skills and establishes mentors for 7th graders to inspire them to high expectations of achievement.

Short-Term Measurable Outcomes:
Creation of the adopt a class program.

Long-Term Measurable Outcomes:
We will measure the total number of children who are impacted by the program and the number of “mentors” that we are able to attract to the program.

Responsible Organizations:
Mayor of New Roads, Catholic of Pointe Coupee, False River Academy, Pointe Coupee Schools

Strategic Actions for Goal 1	
# 1 – Create the adopt a class program.	
Timetable: one year	
# 2 – Recruit mentors for the classes .	
Timetable: one year	
Timetable: 1 year	Estimated Cost: none Source of Funding: none

Goal 2: Regular meetings between leaders of each of the educational institutions in Pointe Coupee will be established to improve communication of strategies and improve working relationships. These meetings will be hosted by the Mayor of New Roads with Catholic of Pointe Coupee, False River Academy, and principals of Pointe Coupee Parish schools.

Short-Term Measurable Outcomes:
Establish a schedule of meetings and gather commitment from all parties.

Long-Term Measurable Outcomes:
We expect improvement of educational strategies with all entities from cross pollination of ideas and sharing of resources.

Responsible Organizations:
Mayor of New Roads, Catholic of Pointe Coupee, False River Academy, Pointe Coupee Schools

Strategic Actions for Goal 2	
# 1 – Create a meeting schedule (recommended every 60 days).	
Timetable: one year	
# 2 – Gather commitment for attendance from all parties.	
Timetable: one year	
# 3 – All school systems will inform the public of accomplishments through newsletters to parents, schools papers, local papers (<i>The Banner</i> and <i>The Advocate</i>) .	
Timetable: one year	
Timetable: 1 year	Estimated Cost: \$1,000 Source of Funding: City of New Roads

Goal 3: There is a concerted effort between all school systems and public entities to improve attendance

Short-Term Measurable Outcomes:
A program to measure attendance and publicate attendance will be established.

Long-Term Measurable Outcomes:
Attendance at all Pointe Coupee educational institutions will improve with a corresponding increase in graduation rates.

Responsible Organizations:
Mayor of New Roads, Catholic of Pointe Coupee, False River Academy, Pointe Coupee Schools

Strategic Actions for Goal 3

1 – School systems will work jointly with the Chamber of Commerce and other agencies to make the current plan more effective.

Timetable: one year

2 – School calendars will be adequately published so that parents will know the various times during the school year when students will be “off” so that family activities or out-of-town trips can be planned without their students missing valuable instruction.

Timetable: 6 months

3 –Schools will take strong measure to inform parents of the daily attendance requirements and laws of the BESE and the Louisiana State Department of Education.

Timetable: one year

Timetable: 1 year

Estimated Cost: none

Source of Funding: