



**MICHAEL S. YENNI**

Mayor

# **CITY OF KENNER**

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**  
**Nov. 21, 2014**

### *CITY COUNCIL APPROVES THREE-YEAR MARKETING CONTRACT WITH JEDCO*

**Kenner, LA.** – The Kenner City Council unanimously approved a three-year agreement with the Jefferson Parish Economic Development Commission (JEDCO) Thursday night aimed at increasing economic development in the city.

JEDCO has worked with Kenner since 2009 to both retain businesses already located in the city and to lure new companies to choose Kenner. The \$75,000 yearly cost is unchanged. The three-year contract is longer than previous yearly extensions, but Kenner Mayor Michael Yenni said the longer term will benefit both the city and JEDCO.

“When you go from year to year there is no continuity,” Yenni said. “It’s difficult for JEDCO to propose any type of long-term plan to promote economic development when their own future is uncertain. That type of planning can mean more new businesses for the city.”

JEDCO officials agreed.

“We are excited to continue our long-standing partnership with the City of Kenner. This three-year cooperative endeavor agreement (CEA) aids us in our ongoing efforts to position Kenner for economic success seamlessly from year to year,” said Jerry Bologna, JEDCO Executive Director.

“Since 2009, JEDCO has provided Kenner with valuable business assistance. Through the CEA, the organization recruited Target to the Esplanade Mall and the 4th Source corporate headquarters and software development offices to the City. JEDCO also provided assistance to more than 200 Kenner businesses through the JEDCO Business Retention & Expansion program. We look forward to working with the City of Kenner in the future to strategically enhance its economic opportunities long-term.”

Yenni said he also is pleased with the form of the contract, which requires JEDCO to reach certain goals or the city has the right to terminate the contract at any time.

Those goals include retention meetings with existing businesses, assistance in marketing The Esplanade mall to potential new businesses and help marketing and implementing the Request for Proposal city

**1801 WILLIAMS BOULEVARD • CITY HALL • BUILDING B, SUITE 200 • KENNER, LOUISIANA 70062**  
**OFFICE 504-468-7206 • FACSIMILE 504-468-7205 • MYENNI@KENNER.LA.US**

officials have been working on to attract commercial developers interested in building an upscale boardwalk-type development for Laketown.

“A performance-based contract makes the most sense,” Yenni said. “Based on the successes JEDCO has already enjoyed, we know they are working hard for the city, and including specific goals in the contract makes it easy for us to analyze JEDCO’s performance.”

Lacey G. Bordelon, deputy director of JEDCO, said Kenner will continue to have an economic development expert dedicated solely to the interests of the city. The \$75,000 yearly cost will pay for the salary and benefits of that employee in addition to a portion of business subscriptions and other Kenner-specific spending.

###