



MAYOR YENNI'S ECONOMIC DEVELOPMENT COMMITTEE SEEKING TO MAKE KENNER A "CITY OF CHOICE"

November 23, 2011

For Immediate Release



The third meeting of the Mayor's Economic Development Committee will be held Friday December 2, 2011 at the Kenner City Park Pavilion. The meeting is scheduled from 8:30 a.m. to 10:30 p.m. Several months ago, the City of Kenner launched an economic development strategic planning effort. The purpose of this effort is to preserve and enhance Kenner's appeal to businesses and residents. We are fortunate to live in a city with a strong economy, safe streets, and stable neighborhoods; but to preserve those qualities, we realize that we must be vigilant. We must strive to make continual improvements to ensure quality governance, a quality economy, and a high quality of life. It is in this spirit that we are undertaking this economic development planning effort.

One of the goals of the committee is to make Kenner a community of choice. The ultimate test of whether we are succeeding in this effort is whether we can, in fact, attract a next generation of families to live, work, and play in Kenner. Communities of choice are not the kind of places that families settle for; rather, they are sought-after places that families actively seek to live within.

One of the concerns that has emerged time and again is the graying of Kenner's population. This is not a problem in and of itself—indeed, our city embraces a diverse population. This demographic trend does suggest that Kenner needs to attract a new generation of residents to maintain a high quality life and to remain economically competitive. The City has recently begun an effort to find out more about the neighborhood and lifestyle preferences of people in their 20's and 30's. To facilitate our fact-finding, we have engaged the social media outlets of Facebook and Twitter. The survey, which we have called the "New Orleans Area Neighborhood Preference Survey," seeks input from residents throughout the New Orleans Metropolitan Area. The survey tool is easy to use and should take approximately five minutes to complete.

While we are keenly interested in the 20's and 30's demographic, we welcome residents of all ages to take the survey. There are three ways that individuals can access the survey:

- The survey is available via Facebook on a Facebook page entitled "New Orleans Area Neighborhood Preference Survey" or at <http://tinyurl.com/NOLANPS>
- For those of you active in the "Twitterverse," this survey can also be found via Twitter at @NOANPS
- Finally, for those interested in taking the survey who are not engaged in social media, you may find the survey at the following web address:
https://www.surveymonkey.com/s/neighborhood_preference_survey

The Economic Development committee will utilize this survey and our use of social media to gain a better understanding of the kinds of characteristics that a potential next generation of Kenner residents are looking for. With this information in hand, it is our intention to make the improvements and investments that will further enhance Kenner's status as a "community of choice."

-0-