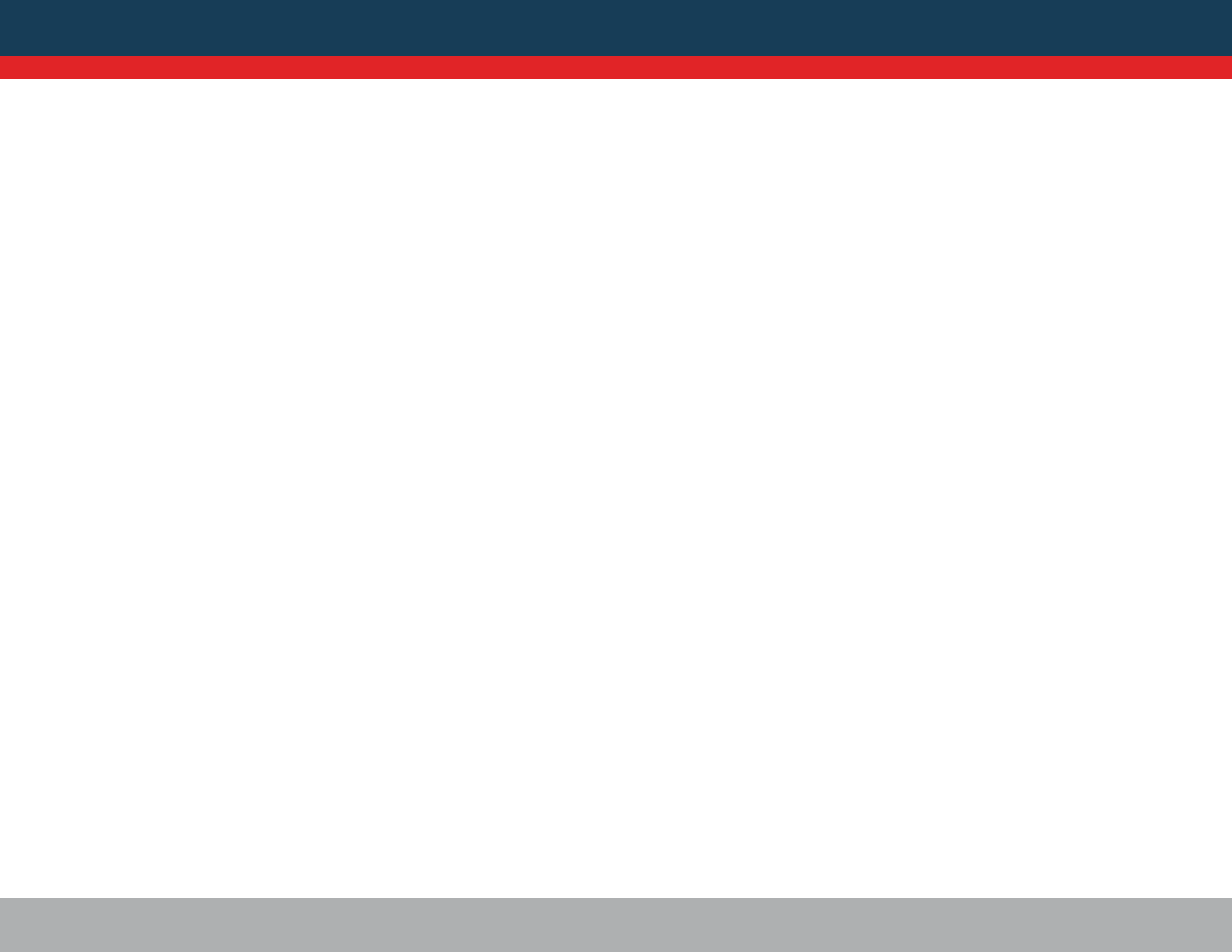




OPELOUSA INDIANS: PRE - 1700

**INVEST  
OPELOUSAS**





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# OPELOUSAS OPPORTUNITY ZONES

St. Landry Parish is home to a hard-working and highly-trained population. Its proximity to I-10 and I-49 along with U.S. Highways 190, 167 and 71, provide north-south and east - west connectivity to north Louisiana and Texas. St. Landry Parish's opportunity zones are located in the Cities of Eunice and Opelousas. The Eunice opportunity zone is located adjacent to the Louisiana State University at Eunice Campus while the three Opelousas opportunity zones are in and around the city's historic downtown.

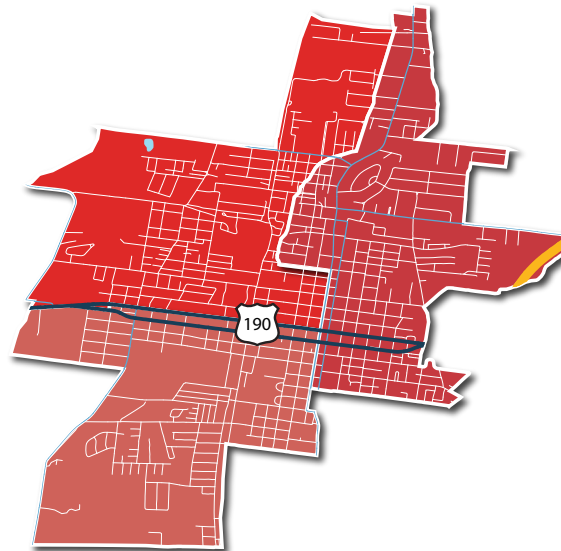
## OPPORTUNITY ZONES IN OPELOUSAS

CENSUS TRACT	MUNICIPALITY	TYOLOGY
9613	OPELOUSAS	RURAL RESIDENTIAL
9614	OPELOUSAS	RURAL MIXED
9616	OPELOUSAS	RURAL RESIDENTIAL

### ST. LANDRY PARISH



### OPELOUSAS OZ'S



# 83,449

## PARISH POPULATION

\*U.S. Census Bureau, 2014 -2018  
American Community Survey, 5-year estimate

### LEGEND

- OPPORTUNITY ZONES
- INTERSTATES
- U.S. HIGHWAYS

## ABOUT OPELOUSAS

Opelousas, third oldest city in Louisiana, is the parish seat of St. Landry Parish. It is situated at the juncture of Interstate 49 (exits 15-19) and U.S. Highway 190. Major new businesses are locating near Opelousas. In 2000, Wal-Mart opened a \$90 million distribution center north of the city on a 200-acre tract located off Interstate 49 at exit 23. Initially, the center has about 600 employees, but that number could eventually double. In addition, Evangeline Downs, a horse racing track and major entertainment complex, has been relocated from Lafayette to a site near Opelousas.

As far back as 1690, French traders carried on a lucrative trade with the Opelousas Indians (the name Opelousas means Blackleg). The exact year in which Opelousas can be considered to have been established is uncertain, but records indicate that the first land grant to a settler in the Opelousas area was made in 1782. Opelousas was part of the Louisiana Purchase acquired by the United States in 1803. It was incorporated as a town in 1821. During the Civil War, Opelousas became the state capital after Baton Rouge fell under Union control. This rich history is reflected in the traditions carried on by the people of Opelousas today.



WELCOME TO OPELOUSAS SIGN

# WEALTHWORKS: THE 8 CAPITALS

WealthWorks simplifies things by organizing local features into eight discrete capitals. Each capital is defined in the table below. All capitals share the following characteristics: each capital is a collection of one category of related resources; every region has a stock of each type of capital—meaning the combined quantity and quality of the many components of that capital in the region; and taken together, the existing stocks of these capitals constitute a region's current wealth.



## INDIVIDUAL

The skills and capacity, including health, that allow individuals to be productive. Investments in human capital include spending on skill development, education, training, and health maintenance and improvement.



## INTELLECTUAL

The knowledge, creativity, and innovation needed to solve problems and develop new ways of doing things. Investment in intellectual capital is through research and development and support for activities that increase innovation, as well as diffusion of new knowledge and applications. It can come from sharing with other people and communities.



## NATURAL

The productive environmental assets (e.g., air, water, land, minerals, plants, animals, fish, ecosystem services) in a region. Investments in natural capital include restoration and maintenance.



## BUILT

The fully functioning constructed infrastructure (e.g., buildings, sewer treatment plants, manufacturing and processing plants, energy, transportation, communications infrastructure, technology) needed to support community well-being. Investment in physical capital is in construction, renovation, and maintenance. Built capital depreciates with use and requires ongoing investment to maintain its value.



## **SOCIAL**

The trust, networks, and inclusive relationships needed to get things done. Investments in social capital are those that lead to new conversations, shared experiences, and connections between individuals and groups and/or strengthen relationships within groups.



## **CULTURAL**

The traditions, customs and beliefs shared by the community, including the way you see the world. Investments in cultural capital can help to preserve tradition while also helping to shift and align beliefs in ways that help people develop shared values and history.



## **POLITICAL**

The voice, power and influence over decisions needed to achieve goals, including the distribution of resources. Investments in political capital are made through inclusive organizing – gathering and disseminating information, providing access to decision makers, creating broader constituencies and increased voice.



## **FINANCIAL**

Financial capital, including investments and personal savings, generates monetary returns that can be used for further investment or consumption. Stewardship of financial capital implies responsible investment to generate added income as well as eliminate unnecessary cost or waste. In creating wealth, community members strive to invest financial capital in ways that increase and improve the quality of the other six forms of capital.



# INDIVIDUAL CAPITAL

## BY THE NUMBERS

# 16,399

City of Opelousas

**35.8** Median Age

**45.2%** Poverty Rate

**6,154** Number of Households

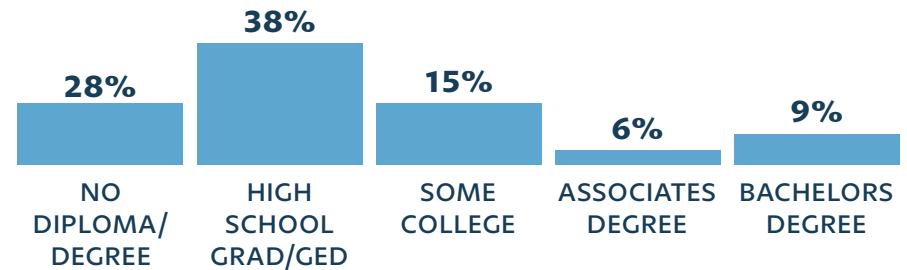
**\$21,522** Median Household Income

**\$94,100** Median Home Value

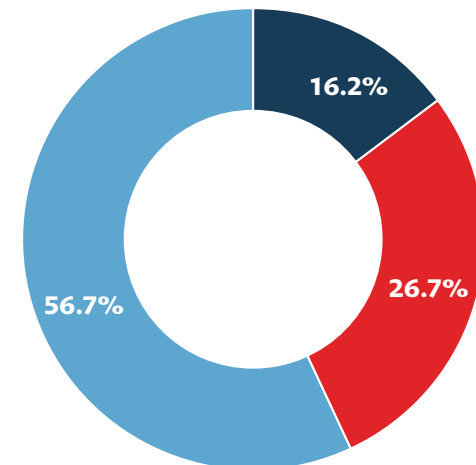
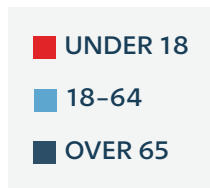
## EDUCATIONAL ATTAINMENT:

**72%**  
HIGH SCHOOL GRAD  
OR HIGHER

**14%**  
BACHELOR'S DEGREE  
OR HIGHER



## OPELOUSAS AGE DISTRIBUTION



2018 NARRATIVE PROFILE / AMERICAN COMMUNITY SURVEY / US CENSUS BUREAU



## WORKFORCE

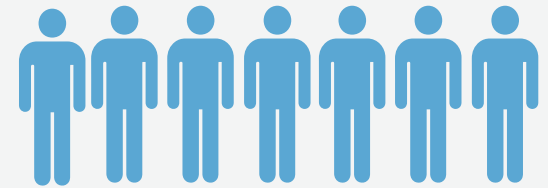
These are the top 10 industry sectors for St. Landry Parish based on NAICS Codes:

- Retail Trade
- Manufacturing
- Transportation and Warehousing
- Construction
- Wholesale Trade
- Finance and Insurance
- Professional, Scientific, and Technical Services
- Mining, Quarrying, and Oil and Gas Extraction
- Real Estate and Rental and Leasing
- Utilities

### INDUSTRY HIGHLIGHT: WALMART DISTRIBUTION CENTER

The Opelousas Distribution Center is located at 3160 Highway 743 and takes advantage of Opelousas' strategic location close to intersection of I-49 and US HWY 190. The 1.2-million-square-foot Walmart Distribution Center was built in 1999. The cavernous facility services 87 Walmart SuperCenters and 25 Walmart Neighbor Stores in Louisiana, Texas and Mississippi. The facility employs about 950 people with Starting pay between \$17 and \$18 per hour.

ACCESS TO A SKILLED,  
LOYAL WORKFORCE



**687,000**

REGION POPULATION

**1.4MILLION**

PEOPLE  
WITHIN A  
60-MILE  
RADIUS



## ST. LANDRY PARISH MAJOR EMPLOYERS

COMPANY NAME	INDUSTRY
OPELOUSAS HEALTH SYSTEMS	HEALTH CARE
WALMART DISTRIBUTION CENTER	RETAIL DISTRIBUTION
DELEK	REFINED PRODUCT MARKETING
EVANGELINE DOWNS	RACETRACK & CASINO
INTERNATIONAL SNUBBING	WELL INTERVENTION SERVICES

## EVANGELINE DOWNS

Evangeline Downs Racetrack & Casino, east of Opelousas, is one of Louisiana's four racinos, a combination of a casino and racetrack. Louisiana is one of ten states where the combination is legal. Evangeline Downs Racetrack and Casino hosts thoroughbred and quarter horse racing seasonally, which often coincides with live regional music ranging from zydeco to country. While the concept of racinos have been around since the mid-90s, Evangeline Downs is the first racino in the country to be built from the ground up. In 2009, the Horseplayers Association of North America introduced a rating system for 65 thoroughbred racetracks in North America. Of the top ten, Evangeline Downs was ranked #6. Evangeline Downs Racetrack & Casino employs 200+ in St. Landry Parish.



EVANGELINE DOWNS RACETRACK & CASINO

[EVANGELINEDOWNS.COM](http://EVANGELINEDOWNS.COM)

# FOCUS ON HEALTHCARE - OPELOUSAS GENERAL HEALTH SYSTEM

Opelousas General Health System's primary goal is to provide quality, compassionate, affordable & accessible health care. They are able to offer this with the help of physicians, staff members, volunteers, and the community. Working together, they provide greater benefits of lasting value that will touch more lives than ever before. On May 29, 1957, Opelousas General Hospital, under the management of the Marianites of Holy Cross, opened its doors to this community. The growth and prosperity of this hospital over the past 62 years has been nothing short of remarkable. Opelousas General Health System is governed under the leadership of a five-member Service District Board, and a nine-member Board of Trustees. The Board has been dedicated to providing the patients of OGHS with the most advanced quality of medical care available today. Achieving this requires constant improvement of medical services and a commitment to the acquisition and implementation of new technology and services. This acquisition of technology, combined with continuing education relative to advanced medical techniques, provides a healing environment typically found in much larger metropolitan areas.



OPELOUSAS GENERAL HEALTH SYSTEM



# INTELLECTUAL CAPITAL



## 55 BY 25

55 by 25 is an initiative by One Acadiana with a **vision** of an equitable education system that meets the region's need for talent and offers all Acadiana residents the chance for a better life through increased educational attainment, a **goal** of increasing the proportion of working-age adults in Acadiana with postsecondary degrees, certificates, or other high-value credentials to 55 percent by 2025, and a **common purpose** to galvanize business, education, faith, civic and community leaders and organizations in support of a shared agenda to increase educational attainment, prosperity, and quality of life.

[55BY25ACADIANA.ORG](http://55BY25ACADIANA.ORG)

## ACADIANA WORKS, INC.

Acadiana Works brings business and job seekers together through an array of services to help with recruitment needs, improve productivity and provide a competitive edge. They offer no-cost recruitment and screening services, information on tax incentive programs, labor market information, training and more. Many of the services can be customized to meet businesses' specific needs.

[ACADIANAWORKFORCE.ORG/SERVICES/CAREER-SERVICES](http://ACADIANAWORKFORCE.ORG/SERVICES/CAREER-SERVICES) | (337) 893-1986

# SOUTH LOUISIANA COMMUNITY COLLEGE - T.H. HARRIS CAMPUS



SLCC T.H. HARRIS CAMPUS

[SOLACC.EDU/CAMPUSES/T-H-HARRIS-CAMPUS](https://solacc.edu/campuses/t-h-harris-campus) | [THHARRIS@SOLACC.EDU](mailto:THHARRIS@SOLACC.EDU) | (337) 943-1518

SLCC's main campus and extension campus both offer technical training and associate degrees to students in St. Landry Parish. The T.H. Harris extension campus is home to Louisiana's only accredited Nondestructive Testing program. Students in this program are learning to become inspectors and can work in a variety of industries. The main T. H. Harris Campus is home to one of the college's largest Practical Nursing programs as well. Graduates of this program become Licensed Practical Nurses (LPNs) who go on to work in clinics, doctors' offices, nursing homes, and hospitals. The college bookstore is always open online.

## REGIONAL HIGHER EDUCATION CAMPUSES

UNIVERSITY OF LOUISIANA AT LAFAYETTE

SOUTH LOUISIANA COMMUNITY COLLEGE

LSU EUNICE

## ST. LANDRY PARISH SCHOOL BOARD

The St. Landry Parish School Board is overseen by a board comprised of 13 partisan members who are elected to represent geographical districts for four-year terms. Their primary responsibilities are to set the vision and goals of the district, adopt policies that give the district direction to set priorities to achieve its goals, hire and evaluate the superintendent, and adopt and oversee the annual budget.

## OPELOUSAS SENIOR HIGH SCHOOL

Opelousas Senior High School (OSHS) is governed by the St. Landry Parish School Board. The St. Landry Parish School Board offers a dual enrollment program through a partnership with Louisiana State University at Eunice (LSUE). Through programs and classes, students interested in obtaining college credits and even an associates degree or certificate of technical studies upon completion of high school. An additional college preparatory program is available to students at Opelousas Senior High School.



# OPELOUSAS PUBLIC LIBRARY

The Opelousas public library traces its roots back to 1870, and the formation of the Opelousas Methodist Library Association. By 1889, citizens could subscribe to the Jacobs Circulating Library for \$3 per year, however, a true community library was lacking. Through the efforts of the Opelousas Women's Club the first public reading room and library was established on the second floor of the Saizan Building on the corner of Main and Landry streets in downtown. In 1922 the St. Landry Parish Police Jury agreed to let the club use a room in the courthouse, once used for the Registrar's office, as the first true public library in St. Landry Parish.



OPELOUSAS PUBLIC LIBRARY INTERIOR



OPELOUSAS PUBLIC LIBRARY

In 1967 the cities of Opelousas and Eunice came together and created the Opelousas–Eunice Public Library with branches in both communities. The Opelousas branch opened on Oct. 1, 1967 North Main Street. It remained there until November of 1969, when the new library building was officially opened. Thanks to the dedicated and determined ladies of the Opelousas Women's Club, who have fought for and supported the public library for over a century, the Opelousas continues to have a library today.



# SOCIAL CAPITAL

Opelousas has a variety of civic organizations that provide the opportunity for social interactions and community service. These include:

- Kiwanis Club
- Rotary Club
- Masonic Temple
- American Legion
- Knights of Peter Claver
- Lions Club
- Veterans of Foreign Wars
- The Walking Ladies of Opelousas

## OPELOUSAS RELIGIOUS INSTITUTIONS

### CHURCH NAME

ST. LANDRY CATHOLIC CHURCH

MT. OLIVE BAPTIST CHURCH

HOLY GHOST CHURCH

BELLEVUE STREET BAPTIST CHURCH

CORNERSTONE BIBLE CHURCH OF OPELOUSAS

CHRIST CHURCH, OPELOUSAS CAMPUS

OUR SAVIORS CHURCH

OPELOUSAS GREATER FIRST APOSTOLIC CHURCH



ST. LANDRY CATHOLIC CHURCH



## ST. LANDRY PARISH VISITOR INFORMATION CENTER

The St. Landry Parish Visitor Center located at I-49 Exit 23, was opened in 2011 as one of the first visitor centers in the state designed to be an attraction in itself. The Center is an award-winning example of how sustainable practices can and should be incorporated in the design and function of a building as well as a state certified welcome center. From its orientation on the property to the materials used for construction, much attention was given as to how both old and new practices could be used to tell the story of St. Landry Parish. As one of the largest and oldest parishes in Louisiana, St. Landry's rich history has been well preserved for visitors to see today. The building is used to start that conversation about unique Louisiana practices like bousillage and how that relates to the use of processed cardboard and newspaper for insulation. The St. Landry Parish Visitor Center incorporates reclaimed materials such as the longleaf pine used as flooring in the lobby and the handmade bricks reused on the exterior walls.



ST. LANDRY PARISH VISITOR INFORMATION CENTER



# CULTURAL CAPITAL

St. Landry Parish is home to world-class art and music. Residents and visitors will find a unique cultural experience that is incredibly vibrant and full. The food is spectacular and the musicians are world renowned. With art galleries, theater, and outdoor events, there are numerous ways to explore the art and cultural scene in St. Landry and Opelousas.

LOCAL FESTIVALS	
FESTIVAL NAME	MONTH
ZYDECO EXTRAVAGANZA	SPRING
MUSIC & MARKET	SPRING/FALL
OPELOUSAS SPICE & MUSIC FESTIVAL	SUMMER
JUNETEENTH FOLKLIFE FESTIVAL	SUMMER
ST. LANDRY PARISH CATHOLIC CHURCH VOICES OF THE PAST CEMETERY TOURS	FALL
HOLY GHOST CREOLE FESTIVAL & BIZARRE	FALL
LIGHTING OF LE VIEUX VILLAGE	WINTER



LIGHTING OF LE VIEUX VILLAGE

[CITYOFOPELOUSAS.COM/ANNUAL-EVENTS-FESTIVALS/](http://CITYOFOPELOUSAS.COM/ANNUAL-EVENTS-FESTIVALS/)

## FEATURED FESTIVAL - ORIGINAL SOUTHWEST LOUISIANA ZYDECO MUSIC FESTIVAL

These traditions of yesteryear may be only a memory for some, but it is the testimony that the Zydeco Music Festival serves. A testimony to those who came before; to the ancestors who toiled in the fields under the hot sun to take care of their families; to those who shared with one another during good and bad times, especially to the ancestors who celebrated, laughed, and loved despite the hardships they encountered. The Zydeco Music Festival is their offspring – a living reminder for the community to never to forget where they came from, to always appreciate and respect the past, and most of all, to continue the legacy in keeping the rich culture alive. Southern Development Foundation has kept the Original Southwest Louisiana Zydeco Music Festival alive and developed it into what is now known as the world's largest Zydeco ("LA LA") Music Festival.



ORIGINAL SOUTHWEST LOUISIANA ZYDECO MUSIC FESTIVAL

# LE VIEUX VILLAGE

French for the Old village. This historical park and museum is a collection of buildings from Opelousas and St. Landry Parish, dating from the 1700s to the early 20th century. The village includes one of the oldest Creole homes west of the Mississippi River, the Louisiana Orphan Train Museum, a Zydeco Music exhibit, and a chapel for weddings.

## OPELOUSAS CULTURAL ATTRACTIONS

### ATTRACTION NAME

THE OPELOUSAS NATIONAL HISTORIC DISTRICT

OPELOUSAS MUSEUM & INTERPRETIVE CENTER

FIREMAN'S MUSEUM

CREOLE HERITAGE & FOLKLIFE CENTER

LE VIEUX VILLAGE

LOUISIANA ORPHAN TRAIN MUSEUM

HISTORIC MICHEL PRUDHOMME HOUSE

EVANGELINE DOWNS RACETRACK & CASINO



LE VIEUX VILLAGE

[CAJUNTRAVEL.COM/THINGS/LE-VIEUX-VILLAGE-HERITAGE-PARK](http://CAJUNTRAVEL.COM/THINGS/LE-VIEUX-VILLAGE-HERITAGE-PARK)

# LOUISIANA ORPHAN TRAIN MUSEUM

Between 1854 and 1929 two charity institutions, The Children's Aid Society and The New York Foundling Hospital, gathered resources to help the more than 250,000 homeless or abandoned children living on the streets of New York City. The plan was to take as many children off the streets of New York and place them into rural homes across America. The Orphan Train Movement is recognized as the beginning of the modern foster care system. It was responsible for bringing more than 2,000 children to Louisiana. Despite the hardship of leaving their only known life behind, those children rode the orphan trains for new and better lives. The last orphan train ride to Louisiana was in 1929. It was in that year the program ceased in large part due to growing measures by state legislatures across the country to restrict or forbid the interstate placement of children.



LOUISIANA ORPHAN TRAIN MUSEUM



# NATURAL CAPITAL

Opelousas is adjacent to one of the most unique and bio-diverse habitats in the country, touting the title of the nation's largest swamp and one of the largest bottom land hardwood forest ecosystems left in North America. The Atchafalaya Basin does not disappoint any nature enthusiast, whether their thrill is air boating around giant alligators or spotting a rare nesting bird through binoculars. Opelousas is ripe with a generous helping of natural assets and beauty; From rare coastal prairie lands, marshlands and wetlands that are prime areas for hunting, fishing, boating, & wildlife-viewing, to the local parks, playgrounds, and outdoor venues for community activities.

## OPELOUSAS NATURE & RECREATION

ASSET	RECREATION TYPE
ATCHAFALAYA BASIN	NATIONAL HERITAGE AREA, BOATING, FISHING, HUNTING, HIKING, AIR-BOATING
BAYOU COURTABLEAU	AQUATIC ACTIVITIES, WATERWAY, FISHING
BAYOU TECHE	NATIONAL PADDLE TRAIL, FISHING, BOATING
CHICOT STATE PARK	BOATING, HUNTING, FISHING, STATE PARK
FERN STREET PLAYGROUND PARK	FAMILY PARK
NORTH CITY PARK	FAMILY PARK
SHERBURNE WILDLIFE MANAGEMENT AREA	PUBLIC LANDS, HUNTING, FISHING, WILDLIFE VIEWING
SOUTH CITY PARK	FAMILY PARK
THISTLETHWAITE WILDLIFE MANAGEMENT AREA	HUNTING, FISHING, PUBLIC LANDS

# SOUTH CITY PARK

South City Park has a campground with 61 RV sites, beautiful shady trees, and plenty of recreation for those who want to enjoy the outdoors. The park is perfect for families and reunions with a large covered pavilion, BBQ areas, tennis courts, and a playing field. The camping sites can accommodate 30/50 amp hookups and have access to water, electricity, and an on-site dumping station.



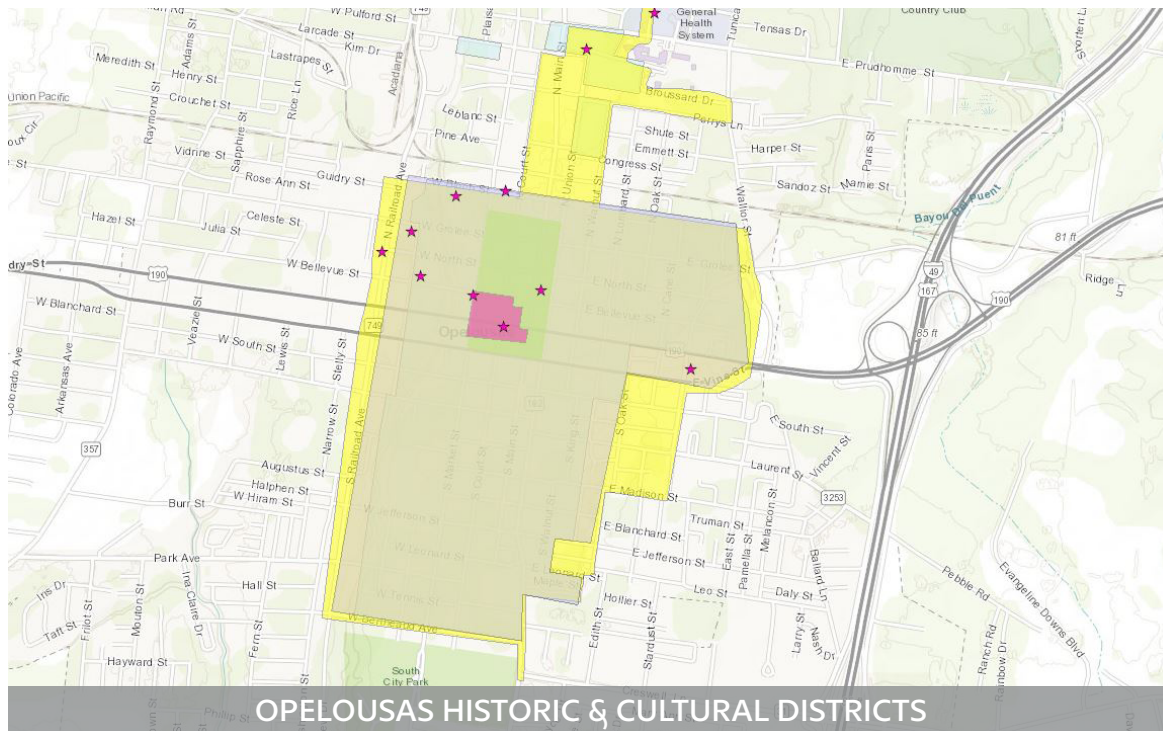
COVERED PICNIC AREA



# BUILT CAPITAL

## LA OCD STANDING STRUCTURES AND DISTRICTS

Historic buildings and structures play a special role in creating the distinctive character of each and every community. Their essential legacy of cultural, educational, recreational, aesthetic, social, and environmental benefits must be preserved and/or documented for present and future generations. The Louisiana Division of Historic Preservation's professionally trained staff work in the public's interest to recognize, revitalize, rehabilitate, and record the historic built environment in the state through the important programs and technical assistance offered.



## HISTORIC & CULTURAL DISTRICTS

Within this map are the nationally registered Opelousas Historic District, Opelousas Cultural District, and the Eligible Opelousas Residential District. The stars on the map represent nationally registered structures that are recognized for their age, architecture, engineering, commerce, community planning and development, industry, or transportation significance.



## ACCOMMODATIONS

OPELOUSAS BED & BREAKFASTS	
B&B	PHONE NUMBER
CASITA AZUL	(337) 254-9695
COUNTRY RIDGE BED & BREAKFAST	(337) 948-1678
CRAWFORD HOUSE B&B	(337) 945-8274
EVANGELINE OAKS RV PARK	(337) 288-0032
FROZARD PLANTATION COTTAGE	(337) 945-0204
JOHN LAFLEUR'S LOUISIANA CREOLE B&B	(337) 678-9436
MAMA SUE'S GUESTHOUSE	(337) 739-7974
SHIRLEY'S BED & BREAKFAST	(337) 693-0420

OPELOUSAS HOTELS	
HOTEL	PHONE NUMBER
BEST WESTERN OPELOUSAS INN & SUITES	(337) 740-4100
DAYS INN	(337) 740-4667
MOTEL 6	(337) 898-3180

# CRITICAL INFRASTRUCTURE

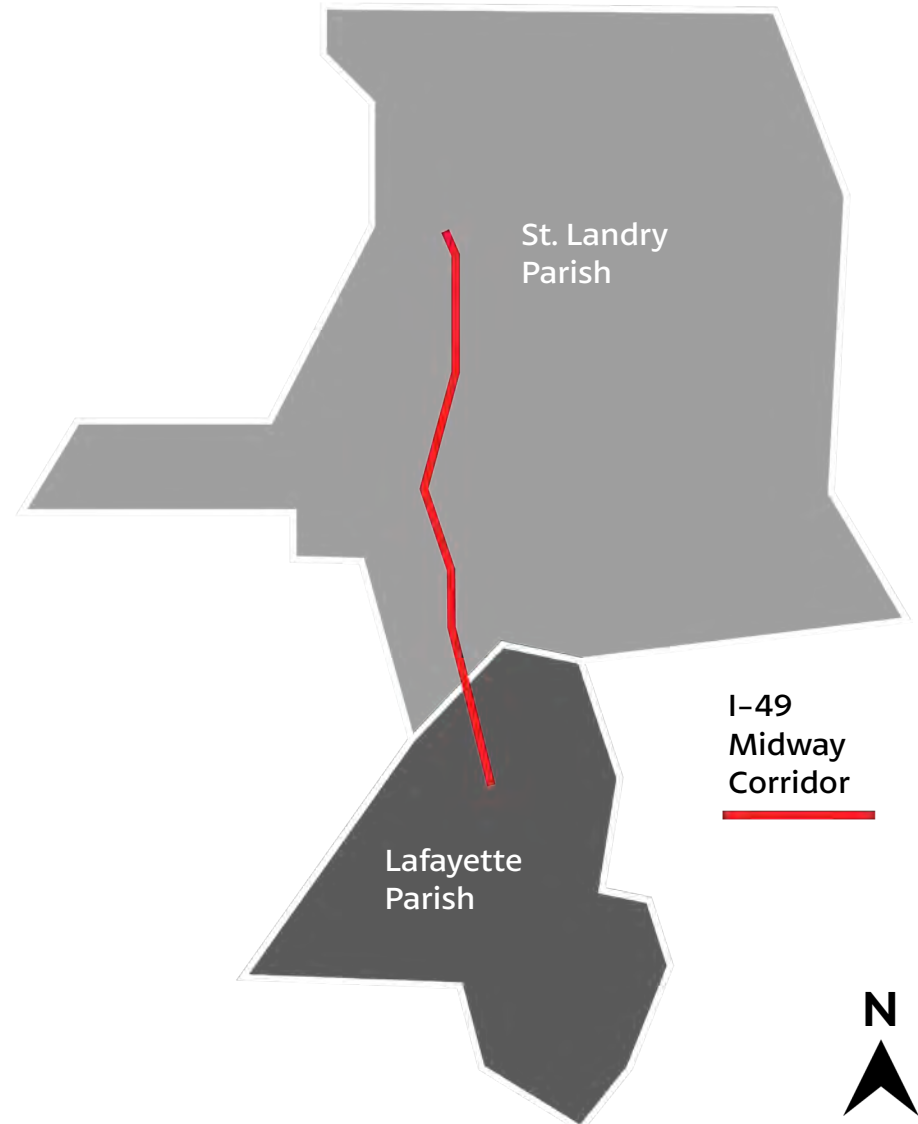
## I-49 MIDWAY CORRIDOR

St. Landry Economic Development (SLED) and Acadiana Planning Commission (APC) have partnered to facilitate a planning initiative for a 31 mile stretch of Interstate 49 with the five St. Landry governments represented herein. This includes Washington, Opelousas, Sunset, Grand Coteau, and the Parish of St. Landry. The overall purpose of the project is to:

- Enhance multi-parish connectivity
- Develop a community vision
- Create visibility for growth opportunities
- Foster collaboration and consistency among municipalities
- Identify and mitigate future challenges
- Explore and plan for new endeavors
- Promote and ensure sustainable development
- Build a repository of existing plans and infrastructure
- Establish the foundation for a corridor plan

## AHART FIELD

St. Landry Parish Airport, also known as Ahart Field, is a public use airport located in Opelousas. The airport features two paved runways measuring 6,000 feet and 4,000 feet. The airport has about 18,000 general aviation aircraft operations per year, or an average of 49 per day.



## OPELOUSAS UTILITY COMPANIES

COMPANY NAME	TYPE	PHONE NUMBER
CITY WATER DEPARTMENT	WATER	(337) 948-2527
CENTURYLINK	TELECOMMUNICATIONS	(888) 218-0467
CHARTER SPECTRUM	TELECOMMUNICATIONS	(866) 874-2389
CLECO	ELECTRICITY	(800) 622-6537
HUGHESNET	TELECOMMUNICATIONS	(844) 737-2700
SLEMCO	ELECTRICITY	(337)896-5384
SUDDENLINK	TELECOMMUNICATIONS	(877) 694-9474
VERIZON	TELECOMMUNICATIONS	(337) 305-8018
WASTE WATER	WATER	(337) 948-2558

## INFRASTRUCTURE



### COMMERCIAL AIRPORT

Lafayette Regional Airport  
Alexandria International Airport



### CLASS 1 RAIL SYSTEMS

BNSF  
Union Pacific



### MAJOR INTERSTATES

I-49  
I-10



# POLITICAL CAPITAL

The St. Landry Parish Court House is located at 118 S Court Street, #133, and the Opelousas Mayor's Office is located at 105 N Main Street.



OPELOUSAS MAYOR'S OFFICE

## OPELOUSAS CITY DIRECTORY

DEPARTMENT	PHONE NUMBER
MAYOR'S OFFICE	(337) 948-2520
ADMINISTRATIVE OFFICES	(337) 948-2527
CITY CLERK	(337) 948-2539
CIVIC CENTER	(337) 948-2525
CODE ENFORCEMENT	(337) 948-2533
FIRE CHIEF	(337) 948-2542
MAIN STREET	(337) 948-5227
MUNICIPAL CIVIL SERVICE	(337) 948-2532
MUNICIPAL FIRE AND POLICE	(337) 948-5240
PARKS & RECREATION	(337) 948-2562
POLICE CHIEF	(337) 948-2500
PUBLIC WORKS	(337) 948-2550
TOURISM INFORMATION CENTER	(337) 948-6263



# FINANCIAL CAPITAL

## ST. LANDRY PARISH ECONOMIC PARTNERS

### ACADIANA PLANNING COMMISSION

The Acadiana Planning Commission serves the public sector in the planning and implementation of Economic, Community & Transportation Development throughout the region known as Acadiana including the Louisiana Parishes of Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, and St. Landry.

### ONE ACADIANA

One Acadiana is a bolder, re-energized version of the Greater Lafayette Chamber of Commerce. 1A is a business-led, privately funded economic development organization serving a nine-parish (county) area in South Louisiana. Their vision is to make the Acadiana region one of the most sought-after places in the South for emerging businesses and professional talent. Lafayette Parish's local and area agencies and organizations work collaboratively to leverage the strengths of each entity to create opportunities for business expansion and to bring new businesses into the area, both of which will create better paying jobs; thereby, improving living standards and ensuring sustainable growth.

### ST. LANDRY ECONOMIC DEVELOPMENT (SLED)

SLED is committed to moving St. Landry Parish Forward through the creation and implementation of a forward-looking strategy of economic and community development. Initiatives are designed to bring growth and prosperity to St. Landry Parish businesses, communities, its clients and youth.

### ST. LANDRY CHAMBER OF COMMERCE

Since 1919, the St. Landry Chamber has served as an organization through which business executives, professionals and other concerned citizens have united to provide leadership and direction for the economic and social development of the community. Partners benefit from the many programs and events held to promote their business and the business community as a whole. The parish's success depends on the solid financial base that members provide as well as the dedication of those who work through the board and committee structure.

## ST. LANDRY PARISH TOURIST COMMISSION

The St. Landry Parish Tourist Commission is a legislatively created political subdivision of the state of Louisiana, whose main charge is to develop and promote tourism within St. Landry Parish.

## OPELOUSAS DOWNTOWN DEVELOPMENT DISTRICT

The Downtown Development District in collaboration with other local public and private entities is devoted to building leadership, progressing, and serving as the catalyst for economic growth and development in Downtown Opelousas. The DDD will encourage cooperation and collaboration by advancing a positive image of downtown and to plan and develop the designated commercial district to its potential, through economic development and historic preservation.

### OPELOUSAS FULL SERVICE FINANCIAL INSTITUTIONS

INSTITUTION	PHONE NUMBER
AMERICAN BANK & TRUST CO.	(337) 948-3056
EVANGELINE BANK AND TRUST COMPANY	(337) 948-1720
PELICAN STATE CREDIT UNION	(337) 948-3238
ST. LANDRY BANK & TRUST	(337) 942-7516
ST. LANDRY HOMESTEAD FEDERAL SAVINGS BANK	(337) 948-3033
WHITNEY BANK	(337) 942-8584

# 2019 DOWNTOWN MARKET ANALYSIS

This market analysis is a research effort that examines business retention, expansion and recruitment opportunities for downtown Opelousas, LA. The analysis was completed in March 2019 as a resource to guide the downtown organization, Opelousas Main Street. The analysis also serves as a resource for existing and prospective entrepreneurs, site selectors, and others seeking a comprehensive analysis.

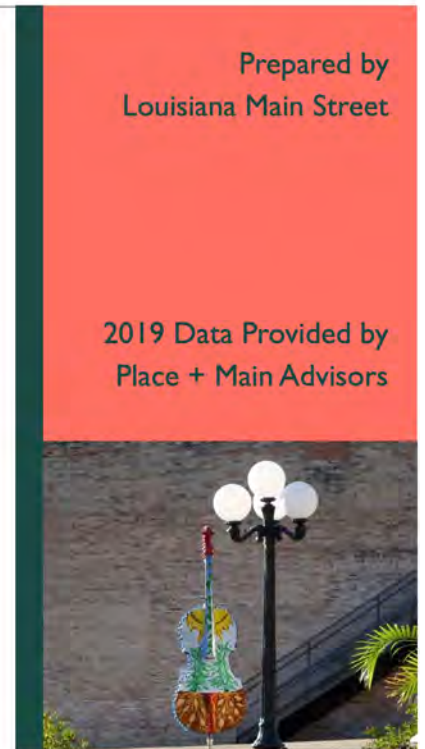
The study assembles market information that can be used to identify business gaps in the community and to fill empty and new commercial space. This study provides information to guide business development at the community level. While it does not attempt to provide business-related marketing advice, it can be used to help business operators understand market characteristics in their efforts to reach new customers. The information is provided for educational purposes only. None of the information serves as a guarantee of business success.

# 2019 Downtown Market Analysis

OPELOUSAS, LOUISIANA

Prepared by  
Louisiana Main Street

2019 Data Provided by  
Place + Main Advisors





## OPELOUSAS MAIN STREET

As a Main Street America™ Accredited program, Opelousas Main Street is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.



BODEMULLER THE PRINTER, INC. IN DOWNTOWN OPELOUSAS

## PROPOSED PUBLIC CATALYST PROJECT: NEW LIFE CENTER

Located in downtown Opelousas, the four-story New Life Center was built in 1958 and served as a hotel through the 1980's when it was purchased by the Catholic Church and converted to a shelter for battered women and their children. The church donated the property to the City of Opelousas in 2018. It is currently vacant and has great potential for redevelopment. It is the tallest building in the historic downtown area and is located along US HWY 190, a short distance from its intersection with Interstate 49. Redevelopment of the property is of high priority to the City of Opelousas. If redeveloped as a mixed-use facility, it would serve to attract new residents to downtown Opelousas who could then support the attraction of new businesses.



OPELOUSAS NEW LIFE CENTER

In August of 2019, Acadiana Planning Commission (APC), on behalf of the City of Opelousas, requested a Phase I Targeted Brownfield Environmental Site Assessment (ESA) for the New Life Center as a potential brownfield site. A Phase I ESA was completed in September of 2019. In October of 2019 APC partnered with the City of Opelousas, St. Landry Economic Development, and Kansas State University Technical Assistance to Brownfields (KSU TAB) to conduct a series of stakeholder round-tables and an open community meeting to determine the community's vision for the site. The community visioning session established a consensus for the redevelopment of the site as a mixed residential/commercial development that would bring new residents into Opelousas' downtown. The City of Opelousas, who currently owns the property, plans to issue a Request for Proposals for the redevelopment of the property through a potential public/private partnership. The New Life Center is currently the subject of a Local Foods, Local Places Technical assistance award that will further help refine the potential scope of the Building's redevelopment.



OPELOUSAS NEW LIFE CENTER

# INTRODUCTION TO OPPORTUNITY ZONES

The Opportunity Zone program was established by Congress in the 2017 Tax Cuts and Jobs Act as an innovative approach to spurring long-term private sector investments in low-income urban and rural communities.

## WHAT ARE OPPORTUNITY ZONES?

Opportunity Zones are low income census tracts nominated by governors and certified by the U.S. Department of the Treasury into which investors can now put capital to work financing new projects and enterprises in exchange for certain federal capital gains tax advantages.

## WHAT ARE OPPORTUNITY FUNDS?

Opportunity Funds are private sector investment vehicles that invest at least 90% of their capital in Opportunity Zones. U.S. investors currently hold trillions of dollars in unrealized capital gains in stocks and mutual funds alone – a significant untapped resource for economic development. Opportunity Funds provide investors the chance to put that money to work rebuilding the nation's left-behind neighborhoods. The fund model will enable a broad array of investors to pool their resources in Opportunity Zones, increasing the scale of investments going to under-served areas.

## WHO CAN ESTABLISH AN OPPORTUNITY FUND?

The statute allows for broad participation in the creation of Opportunity Funds with the goal of drawing a wide array of investors to support the broad variety of needs in low income communities nationwide. Any entity, from a large bank to a community development financial institution, from a venture capital group to a developer consortium, as well as regional economic development organizations, can establish a fund as long as they follow guidelines set out by the statute and the U.S. Treasury.

For more information visit:

[irs.gov/credits-deductions/opportunity-zones-frequently-asked-questions](https://www.irs.gov/credits-deductions/opportunity-zones-frequently-asked-questions)

## WHAT CAN AN OPPORTUNITY FUND INVEST IN?

The policy enables funds to be responsive to needs of different communities, allowing for investment in operating businesses, equipment, and real property. For example, funds can make equity investments in, or purchase the stock of, a company if substantially all the company's tangible property is and remains located in an Opportunity Zone. Funds can take interests in partnerships that meet the same criteria. Funds can also invest directly in qualifying property, such as real estate or infrastructure, if the property is used in the active conduct of a business and if either the original use of the property commences with the fund or the fund substantially improves the property.

## BENEFITS OF OPPORTUNITY ZONE INVESTMENT

The Opportunity Zone program offers three tax incentives for investing in low-income communities through a qualified Opportunity Fund.

### TEMPORARY DEFERRAL



A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the opportunity zone investment is disposed of or on December 31, 2026.

### STEP-UP IN BASIS



A step-up in basis for capital gains reinvested in an Opportunity Fund. The basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least five years and by an additional 5% if held for at least seven years, thereby excluding up to 15% of the original gain from taxation.

### PERMANENT EXCLUSION



A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund if investment is held for at least 10 years. This exclusion only applies to gains accrued after an investment in an Opportunity Fund.

## KEY PARTIES



TAXPAYERS



QUALIFIED  
OPPORTUNITY  
ZONES



OPPORTUNITY  
FUND



PROJECTS



THE  
COMMUNITY

### HOW IS THIS DIFFERENT THAN OTHER TAX CREDITS?

- ✓ More market-oriented
- ✓ Qualifying residential, commercial real estate, and business investments
- ✓ No benefit cap

### KEY PARTIES IN OZ INVESTMENTS

In typical OZ investments there may be several different parties involved, though in some cases there may only be one party. The **investor** or **taxpayer** who has a capital gain to invest is always involved. The typical opportunity zone **fund** is managed by a fund manager separate from the investors. Frequently, there is a third party who is developing a **project** or starting a business in a qualified opportunity zone. **Qualified Opportunity Zones** are specially designated census tracts that have lacked substantial investment for a significant period of time. Their designation as opportunity zones are designed to economically benefit the **community** as a whole. For sophisticated investors, it is possible for all three roles to be played by the Investor.

# INCENTIVES

Developers can utilize the Opportunity Zone program along with other incentives to increase their capital stack and thus reduce total costs of projects, create higher returns, and potentially expand the project. This concept is also referred to as "twinning" or "stacking" incentives. Below are some of the other incentives that may be able to stack with the Opportunity Zone program. Developers should consult their legal and financial advisors to determine the solution that is best fit for the project and their associated investors.

Please note this list is not inclusive of all business incentives and not all available incentives are guaranteed.

## NEW MARKET TAX CREDITS (FEDERAL)

Established in 2000, the New Markets Tax Credit program (NMTTC) attracts investment for acquisition, rehabilitation, or construction of real estate projects in low-income communities. Approximately 43% of U.S. census tracts qualify for NMTTCs.

The U.S. Department of the Treasury competitively allocates tax credit authority to intermediaries known as Community Development Entities (CDEs). CDEs primarily consists of domestic corporations and partnerships. NMTTC investors provide capital to CDEs and in exchange receive a tax credit against their federal income tax. Local government does not play a role in this tax incentive, as it is a federal program.

An investor must make an investment in a project for seven years to realize the maximum amount of benefits possible from the program. This includes:

- 5% of the investment for each of the first three years
- 6% of the investment for each of the remaining four years

This totals to a potential 39% of the initial investment. New Market Tax Credits are often stacked with other incentives, further enhancing development opportunities.

For more information visit:

[cdfifund.gov/programs-training/Programs/new-markets-tax-credit/Pages/default.aspx](https://cdfifund.gov/programs-training/Programs/new-markets-tax-credit/Pages/default.aspx)

## EPA BROWNFIELDS PROGRAM (FEDERAL)

The EPA's Brownfields Program provides grants and technical assistance to communities, states, tribes, and others to assess, safely clean up, and sustainably reuse Brownfield sites. Brownfields are properties that may have hazardous substances, pollutants or contaminants present. Grants are available for Phase I/II environmental assessments, clean-up (if necessary), and redevelopment. In addition, the program was expanded in 2006 to cover properties with petroleum contamination.

- Brownfields Assessment Grants provide funding for Brownfield inventories, planning, environmental assessments, and community outreach.
- Brownfield Revolving Loan Fund Grants provide funding to capitalize loans that are used to clean up Brownfields.
- Brownfield Job Training Grants provide environmental training for residents of Brownfield communities.
- Brownfield Clean-up Grants provide direct funding for clean-up activities at certain properties with planned greenspace, recreational, or other nonprofit uses.
- Brownfield Area-Wide Planning Grants provide funding to communities to research, plan, and develop implementation strategies for cleaning up and revitalizing a specific area affected by one or more Brownfield sites.
- Alternative funding/Assistance sources: State (LA DEQ), Local (APC), Regional TAB (Technical Assistance for Brownfields – Kansas State University)

For more information visit:

[epa.gov/brownfields/types-epa-brownfield-grant-funding](https://epa.gov/brownfields/types-epa-brownfield-grant-funding)

In addition, for more information on the Small Business Revolving Loan fund, please visit:

[scpd.org/opportunity-zones-and-small-business-revolving-loan-programs/](https://scpd.org/opportunity-zones-and-small-business-revolving-loan-programs/)



## **FEDERAL HISTORIC REHABILITATION TAX CREDIT (FEDERAL)**

Encourages and supports the preservation/rehabilitation of historic/older buildings through incentives. This credit applies to income producing properties that are individually listed on the National Register or a contributing element within a National Register Historic District. This incentive is a 20% federal tax credit of eligible construction costs and fees.

For more information visit:  
[nps.gov/tps/tax-incentives.htm](https://nps.gov/tps/tax-incentives.htm)

## **ENTERPRISE ZONE (STATE)**

The Enterprise Zone, or EZ program is a jobs incentive program that provides Louisiana income and franchise tax credits to a new or existing business located in Louisiana creating permanent net new full-time jobs and hiring at least 50% of those net new jobs from one of four targeted groups. The benefit provides: either a one-time \$3,500 or \$1,000 tax credit for each net new job created.

An Enterprise Zone can result in a 4% rebate of sales and use taxes paid on qualifying materials, machinery, furniture, and/or equipment purchased or a 1.5% refundable investment tax credit on total investment, excluding tax exempted items. The 4% or 1.5% rebate shall not exceed \$100,000 per net new job.

For more information visit:  
[opportunitylouisiana.com/business-incentives/enterprise-zone](https://opportunitylouisiana.com/business-incentives/enterprise-zone)

## **QUALITY JOBS (STATE)**

The Quality Jobs, or QJ program provides a cash rebate to companies that create well paid jobs and promote economic development. The program provides up to a 6% cash rebate on 80% of gross payroll for new direct jobs for up to 10 years. Effective July 1, 2018, the rebate is available on 100% of gross annual payroll. It can provide a 4% sales/ use rebate on capital expenditures or a 1.5% refundable investment tax credit on the total capital investment, excluding tax exempted items.

For more information visit:  
[opportunitylouisiana.com/business-incentives/quality-jobs](https://opportunitylouisiana.com/business-incentives/quality-jobs)

## **INDUSTRIAL TAX EXEMPTION (STATE)**

Available exclusively to manufacturers, the Industrial Tax Exemption Program is Louisiana's original incentive program for capital investments. This incentive abates local property taxes for up to 10 years on new investments and annual capitalized additions related to the manufacturing site. Note: Executive Order JBE 2016-26, issued June 24, 2016, provides changes and new requirements. See LED website for updates.

For more information visit:

[opportunitylouisiana.com/business-incentives/industrial-tax-exemption](http://opportunitylouisiana.com/business-incentives/industrial-tax-exemption)

## **RESTORATION TAX ABATEMENT (STATE)**

The Restoration Tax Abatement (RTA) program grants businesses and homeowners up to 10 years of property tax abatement to encourage the expansion, restoration, and development of existing commercial structures and owner-occupied residences in downtown, historic, and economic development districts.

For more information visit:

[opportunitylouisiana.com/business-incentives/restoration-tax-abatement](http://opportunitylouisiana.com/business-incentives/restoration-tax-abatement)

## **STATE HISTORIC REHABILITATION TAX CREDIT (STATE)**

This program encourages and supports the preservation/rehabilitation of historic/older buildings through incentives. It applies only to income producing properties that contribute to the significance of a designated Downtown Development District or a Cultural District in Louisiana. The incentive provides for a 20% state tax credit for eligible construction costs and fees that meet the Secretary of the Interior's Standards for Rehabilitation.

For more information visit:

[crt.state.la.us/cultural-development/historic-preservation/tax-incentives/state-commercial-tax-credit/index](http://crt.state.la.us/cultural-development/historic-preservation/tax-incentives/state-commercial-tax-credit/index)

## **LOUISIANA FASTSTART (STATE)**

A single-source workforce solution that works with businesses to anticipate and address the company's workforce needs early in the startup or expansion process. This is a discretionary incentive of the state and is based on a company's commitment to create jobs. Target industries that this program works with are manufacturing, call centers, headquarters, wholesale distribution, technology, and digital media.

For more information visit:  
[opportunitylouisiana.com/faststart](https://opportunitylouisiana.com/faststart)

## **ANGEL INVESTOR TAX CREDITS (STATE)**

Louisiana's Angel Investor Tax Credit (AITC) encourages accredited investors to invest in early stage, small wealth-creating Louisiana businesses that seek startup and expansion capital.

- Provides a 35% tax credit on investments by accredited investors who invest in businesses certified by Louisiana Economic Development as Louisiana Entrepreneurial Businesses (LEB) located in an opportunity zone.
- \$7.2 million annual program cap.
- Investors can invest \$720,000 per business per year and \$1.44 million per business over the life of the program.
- The AITC Program sunsets on July 1, 2025.

For more information visit:  
[opportunitylouisiana.com/business-incentives/angel-investor-tax-credit](https://opportunitylouisiana.com/business-incentives/angel-investor-tax-credit)

## **DIGITAL INTERACTIVE MEDIA AND SOFTWARE DEVELOPMENT INCENTIVE (STATE)**

The Digital Media Incentive provides a tax credit of just 25% on qualified payroll for in-state labor and 18% for qualified production expenditures.

For more information visit:  
[opportunitylouisiana.com/business-incentives/digital-interactive-media-and-software-program](https://opportunitylouisiana.com/business-incentives/digital-interactive-media-and-software-program)

## **PURCHASING COMPANY INCENTIVES PROGRAM (STATE)**

The Purchasing Company Incentives Program authorizes the Secretary of Louisiana Economic Development (LED) to enter into a contract with a procurement processing company which recruits purchasing companies to Louisiana. The contract shall provide for incentive rebate payments in exchange for the generation of new state tax revenue from new taxable sales to a purchasing company which is managed by the procurement processing company.

## **CORPORATE HEADQUARTERS RELOCATION PROGRAM (STATE)**

This program provides for the granting of contracts for businesses to receive rebates of 25% of applicable relocation costs for relocating or expanding its headquarters in Louisiana. Louisiana Economic Development (LED) will determine the eligibility of a business based on criteria that include that the relocation or expansion will create at least 25 headquarters jobs, that program participation will be a significant factor in a highly competitive site selection situation, and that securing the project will provide a significant positive economic benefit to the state.

## **TAX INCREMENT FINANCING (LOCAL)**

Tax increment financing (TIF) is an economic development tool utilized by local governments which may be utilized to encourage development and redevelopment in certain areas. Capturing future incremental tax revenue enables the local government to undertake economic development activities or provide subsidies that otherwise might not be possible.

The state has authorized local governments to designate project areas, "TIF Districts", to capture tax increments (on property tax, sales tax and/or hotel occupancy tax) that can be used to focus on funding toward improvements in distressed or underdeveloped areas where development would not otherwise occur. The taxing bodies in these districts continue to receive the base value tax revenues while the incremental increase goes to the project or project areas for a designated period of time. The TIF is created by the local governing authority and remains in effect until it expires or until the bonds or loans are paid off.

## **PILOT (LOCAL)**

A Payment in Lieu of Taxes (PILOT) is a tax incentive designed to restructure the tax burden for developers interested in relocating, expanding, or developing in certain areas. With PILOTs, local governments can grant developers exemptions from traditional property taxes for a set period of time to support improvements to property, or to locate a project in a blighted and distressed area.

In reducing a developer's local property tax liability, additional cash flow is generated that can make a marginal project more economically feasible and allow a development to be financed that might not otherwise be possible without the incentive. The incentive also increases the fair market value of the property as a result of higher net operating income.

PILOT recipients must show that the project benefits the community, however, in the form of additional employment through construction and permanent jobs, meeting certain payroll criteria, generating certain sales tax revenues, and other requirements specified in the agreement.

## ECONOMIC DEVELOPMENT PARTNERS



**Acadiana Planning Commission (APC)** - APC is a public-sector organization focused on planning and implementation of community, economic, and transportation development throughout South Louisiana's Acadiana Region.

**Monique Boulet, CEO**  
[mboulet@planacadiana.org](mailto:mboulet@planacadiana.org)



**One Acadiana (1A)** - 1A is a business-led, privately-funded economic development organization for the nine parishes (counties) in South Louisiana's Acadiana Region, and serves as the chamber of commerce for the city of Lafayette.

**Troy Wayman, President & CEO**  
[troy@oneacadiana.org](mailto:troy@oneacadiana.org)



**St. Landry Parish Economic Development (SLED)** - SLED is committed to moving St. Landry Parish Forward through the creation and implementation of a forward-looking strategy of economic and community development. Initiatives are designed to bring growth and prosperity to St. Landry Parish businesses, communities, its clients and youth.

**Bill Rodier, Executive Director**  
[billr@stlandryed.com](mailto:billr@stlandryed.com)



**St. Landry Chamber of Commerce** - Since 1919, the St, Landry Chamber has served as an organization through which business executives, professionals and other concerned citizens have united to provide leadership and direction for the economic and social development of the community. Partners benefit from the many programs and events held to promote their business and the business community as a whole. The parish's success depends on the solid financial base that members provide as well as the dedication of those who work through the board and committee structure.

**Raquella Manuel, President & CEO**  
[chamber@stlandrychamber.com](mailto:chamber@stlandrychamber.com)



**Community Foundation of Acadiana (CFA)** - CFA is a tax-exempt, donor-centric, entrepreneurial foundation whose core purpose is building legacies and improving communities by connecting generous people to the causes they care about. CFA is South Louisiana's premier philanthropic organization benefiting the region, with a particular focus on the parishes of Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, and Vermilion.

**Raymond Hebert, President & CEO**  
[rhebert@cfacadiana.org](mailto:rhebert@cfacadiana.org)



**Delta Regional Authority (DRA)** - The production of this prospectus was supported by the Delta Regional Authority as part of a grant award to the Acadiana Planning Commission. The contents do not necessarily represent the official views of, nor an endorsement, by the Delta Regional Authority or the U.S. Government. For more information, please visit [DRA.gov](http://DRA.gov).

**Christopher Caldwell, Federal CO-Chairman**  
**John Bel Edwards, States' CO-Chairman**



**FOR MORE INFORMATION, VISIT:**

[InvestAcadiana.com](http://InvestAcadiana.com)