
Jerry W. Jones Jr.

Economic Development Executive and Intergovernmental Liaison

Award-winning Economic Development Executive with over a decade of experience in Governmental Affairs, Public Policy Formation, Revitalizing Urban Cores, and Driving Economic Growth. Possessing a deep understanding of complex urban challenges and opportunities. Adept at working with multiple political subdivisions. Skilled in strategic planning, economic analysis, Planning and Zoning, working across municipal departments, and understanding development codes and permitting processes to assist businesses with navigating possible hurdles that deter them from calling a community their home. Strong background in budgeting and management, cross-departmental and multi-entity project management, information technology utilization, human resources development, and public speaking. Additional expertise in:

- **Urban Planning and Design • Community Engagement • Public Private Partnerships**
- **Grant Writing and Management • Social Media • Marketing & Branding •**
- **Entrepreneurial Development • Site Selection/Tradeshaw Marketing • Industrial Recruitment • Retail & Commercial Development • Program Development • Strategic Planning • Team Building • Organization Development • Small Business Development**
- **CDBG Disaster Funds • Small Business Loans**

Education:

Harvard University- *Authentic Leadership Certification 2015*

The University of Oklahoma- *Economic Development Institute 2014*

The University of Southern Mississippi - *True South Economic Development Certification 2013*

Southern University and A&M College- *Bachelor of Arts Political Science 2010*

Experience:

City of Richmond's Development Corporation of Richmond, TX

Economic Development Director

November 2020-Present

The Economic Development Director is responsible for the Development Commission of Richmond (DCR) Board and serves as the Board's chief administrative officer. The position serves as the principal point of contact on public-private partnerships for economic development activities while negotiating, developing, and monitoring agreements and other economic and business development incentives. As the director, I lead our department in aggressively soliciting developers, site selectors, and business owners, encouraging them to locate or expand in the City of Richmond.

- Embarked upon spearheading the development and implementation of a 2024-2028 comprehensive economic development strategy and implementation plan,
- Successfully assisted the City with their revised Comprehensive Masterplan. The draft Masterplan also has a Downtown plan that the department has worked closely with our

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Planning and Zoning department to ensure the plan is within the code.

- Focused on revitalizing our downtown area and implementing a Vacant Downtown Commercial Revitalization Pilot Program. Currently we have following:
 - Pre-development agreement with a firm to commercialize our former fire station.
 - Vacancy and Revitalization Grants to businesses totaling nearly \$500,000.
- Collaborated successfully to advocate for the passage of Texas House Bill 3097 & HB4301. These two bills extend Texas State Rebate on taxes for our future Hotel/Convention project.
- SB 374 Successfully joined in to advocate to give cities in Texas the ability to annex right of way to continue growing the communities that call Texas home.
- Focused on marketing, branding and website overhauls. We engaged into a contractual agreement with Bella Media to create content for our social media and website presence. Already we have seen a more than 200% increase in our social media presence.
- Created new activities such as Richmond Economic Development Week, Biannual Richmond's Small Business Breakfast, and Coffee at the BLOCK. All these activities encourage networking amongst businesses and provide resources to those businesses on meaningful dialogue on business growth.
- Secured funding for infrastructure improvements, public spaces, and economic development initiatives.
- Created Richmond's Youth Program for Entrepreneurs(RYPE). The program takes youth for two weeks from 3PM to 5PM and trains a youth on entrepreneurship from start to finish. Partnered with our SBDC office, CenterPoint Economic Development Team.

Baton Rouge North Economic Development District, Baton Rouge, LA

Executive Director

November 2018- November 2020

Baton Rouge North was created by the legislature in 2016. Upon my arrival in 2018 there were still some foundational issues that needed to be addressed. Although my work requirement was no different from my previous work in St. John, I did have to set up several things that I found already completed in St. John upon arrival. The following accomplishments were made during 2019:

- Revised the District's Strategic Plan which was approved unanimously by the board.
- Work with the Accountant on creating a budget that was unanimously supported by the board.
- Created Develop North Baton Rouge, which is the foundation arm of the North Baton Rouge area which helps build the philanthropic component of the district's goals.
- Created the annual Baton Rouge North Economic Development Week. This was recognized by Congressman Graves as a signature event for the North Baton Rouge community.
- Created the BRNEDD Façade and Signage Improvement Program Guidelines and

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Application.

- Work with new and existing businesses and industry within the area of Business Recruitment, Retention and Expansion.

St. John the Baptist Parish, Laplace, LA

Director of Economic Development

May 2016-November 2018

Works collaboratively with the River Region Chamber of Commerce, Port of South Louisiana/Executive Airport, St. John the Baptist Business Association as well as GNO Inc., the Regional Economic Development organization to build Small Businesses and attract Industry to our Parish. Direct functions involving Strategic Planning; Marketing Plan; Industrial Park development including prospect development and coordination of incentive packages. Successfully designed and implemented marketing strategies that resulted in rebranding St. John the Baptist Parish with implementation of a new website and site selection publication advertisements. Facilitate workshops and economic development events like National Economic Development Week, with parish officials to substantially expand economic development opportunities in the Parish. Forged strong relationships with major investors/employers, including Marathon Petroleum Corporation, Barton Industries, Air Products, Bayou Steel, DuPont, Pinnacle Polymers, Evonik, and Pin Oak Terminals LLC.

- Strengthening St. John's Small Business Outreach program and assisted fourteen businesses who received Community Development Block Grant (CDBG) disaster designated funds totaling approximately \$1 million.
- Manages the Economic Development Budget as well as the St. John Soundstage and West St. John Community Centers along with their collective \$400,000.00 budget.
- Developing a façade and business improvement loan program with the funds repaid from CDBG disaster funds.
- Directing all services and activities of economic development including attracting increased capital investments and expanding and diversifying employment opportunities.
- Supervising industrial recruiting activities including prospect acquisition; development and coordination of packages and building relationships with internal and external economic development associations.
- Implementing economic development goals for the Parish and coordinating with the development community, local businesses and various Parish departments and staff; provide leadership for strengthening identity and representation with multiregional and state partners.
- Analyzing existing economic situations relative to business attraction and expansion; reviewing modern techniques for business attraction and retention; and resolving sensitive and controversial issues.
- Coordinating with the Economic Development Committee to formulate and implement marketing and business attraction strategies.
- Coordinates the annual Andouille Festival, which is the Parish's \$350,000.00 premiere community event. This event sponsorships and ranking has increased during my tenure as

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director. During my tenure, increased events sponsorships in one year by 30% and in the second year by 330%. Strengthening our public-private partnership with Marathon Petroleum LLC. Also enhanced promotional ranking by statewide nomination as its first in its 44-year history.

- Coordinate and participate in both Domestic and International fact-finding trade missions for developing industrial expansion opportunities.
- Participate in trade shows, site selector guilds and economic development workshops and conferences. Sponsor leadership capacity activities (IEDC Basic Training for Elected Officials)

Lake Charles North Redevelopment Authority (LCNRA), Lake Charles, LA

Chief Executive Officer
2016

November 2013-May

- Collaborated with committees on all Cultural District initiatives (and marketing of initiatives) to provide resources and technical assistance to committees who seek to develop initiatives, design and beautification efforts, economic development opportunities, etc.
- Maintained communications with staff and regional partners and acted as the lead contact for the North portion of Lake Charles as it relates to economic, community and small business development.
- Developed annual plans with committees (including budgets) and executive board throughout the year. Marketing includes monthly e-blasts, social media posts, press releases, etc.
- Collaborated with local, regional, state, federal and private sector economic development organizations and entities on advancing small business and community development in North Lake Charles.
- Assisted in business recruitment and retention by identifying ways for small businesses to find funding and locations and training that will grow the small business sector in North Lake Charles.
- Assisted in maintaining and regularly updating the lcnra.org website.
- Established policy recommendations and provided status updates on development activities to Lake Charles North Redevelopment Authority (LCNRA) board and community.
- Created, implemented and managed the LCNRA annual and long-term budgets, and Adjudicated Property Community Improvement Plan.
- Spearheaded the sale of 20+ properties for enhanced commercialization, resulting in an increase of an increase of 70% in the budget within the first year.
- Helped landowners and business owners find ways to develop their land and improve their business opportunities.
- Identified and applied for grants from various private and governmental organizations and managing applicable projects.
- Served as key representative for the LCNRA in the community, and in interacts with the administrations of both Lake Charles, and Calcasieu Police Jury.
- Cultivated awareness throughout the region on the benefits of having a strong and vibrant Lake Charles North community.

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Imperial Calcasieu Regional Planning and Development Commission (IMCAL)

Interim Executive Director (Economic and Community Developer) March 2013- May 2016

Interim Executive Director Role:

- Developed and coordinated relationships with federal, state, regional, and local leaders. IMCAL is a municipality and parish membership-based organization. Reinvigorated and restored crucial government relationships.
- Provided reporting to regional board of directors and leadership committees on operations, budgets, financial statements, contracts, and agreements, reporting and performance, in addition to development progress within the region.
- Managed Metropolitan Planning Organization and staff search. Finalizes the indirect rate analysis for compliance with the Louisiana Department of Transportation and Development.
- Encouraged the trust and participation within the stakeholders of local elected officials, business leaders, and citizens on “regionalism.” Manages the Safety Coalition initiative.
- Facilitated discussions with manufacturers and developer groups.

Economic Developer Role:

- Created a new, regional Comprehensive Economic Development Strategy (CEDS) for Southwest Louisiana, incorporating alignment of transportation planning.
- Coordinated with Economic Development team for creation and implementation of a regional resources outreach program focusing on both retention and business startups.
- Worked with federal, state, and regional partners to inform small businesses of supportive resources.
- Analyzed demographic and socioeconomic data in regional assessment.
- Provided professional consulting for municipal and parish local government elected officials and key staff on development considerations and viable resource pursuit.
- Communicated effectively as intermediary between local interests and State and Federal funding or resource program officers.
- Served as the Certified Project Coordinator for region’s engagement with the Delta Regional Authority.
- Assisted with all activities supportive of planning and development agency and capacity for “regionalism.”

Central Louisiana Business Incubator (CLBI), Alexandria, LA.

Project Manager

March 2010- December 2011

- Developed a Commercial Kitchen providing accessibility to small and developing caterer and food prep businesses.
- Participated in alliance of business resource providers to enhance local and regional ecosystems for small business diversification and encouragement of entrepreneurial climate.

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Boards and Commissions:

Board Member

January 2020 – December 2020

Louisiana Industrial Executives Association (LIDEA)

Elected to serve as a board member by my peers, LIDEA consist of state and local economic development agencies (EDO'S), chambers of commerce, utilities, railroads, banks, ports, business consultants, engineering firms, real estate development groups, and similar organizations.

Commissioner

December 2018-December 2020

Baton Rouge Recreation and Parks Commission

BREC is the agency that connects people to parks and nature in East Baton Rouge Parish. It is a political subdivision of the state of Louisiana created in 1946 to develop, maintain and operate public parks and recreational facilities. Throughout its 70-year history, BREC has taken seriously its responsibility to improve the health, safety, environment and quality of life for all citizens. BREC was among the first park agencies to earn national accreditation and recently earned reaccreditation for an unprecedented fifth time, meeting all 144 standards. BREC is a two-time National Gold Medal Award winner and 13-time national finalist.

Board Member

June 2018-December 2020

Research Park Corporation

Research Park Corporation (RPC) is a 501(c)(3) formed in the early 1990's by the Louisiana legislature to help grow and diversify the innovation economy in Baton Rouge and Louisiana. RPC has emerged as an economic development conglomerate of four organizations, each taking a different but aligned approach toward helping Louisiana companies create the jobs of the future. In addition to managing corporate functions for the family of organizations, RPC also pursues national sources of funding to fuel economic development initiatives in Louisiana.

Regional Advisory Co-Council Member

April 2017-April 2018

Delta Regional Authority-Delta Leadership Network

The Delta Leadership Network's Regional Advisory Council works closely with Delta Leadership Institute's leadership to drive the planning and implementation of local alumni engagement initiatives, executive academy sessions, and events to engage alumni as ambassadors. The Council's purpose is to support the advancement of Delta Leadership and its alumni community. As DLI continues to grow its commitment to enhance and sustain local and regional growth through leadership, it recognizes the priority of utilizing the vision, passion, and talents of its alumni community.

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District 3 City Councilman
City of Alexandria, Louisiana

December 2011-December 2012

In the council member role, chaired two of the primary jurisdiction committees of the City of Alexandria, and participated directly in development projects with the city administration on a host of large-scale projects. These projects include work on a large hotel and convention center revitalization plan and distressed neighborhoods revitalization plan. Actively co-authored legislation regarding the City's Special Planned Activity Redevelopment Corridors (SPARC) plan, which is the largest economic development generator in the history of Alexandria and assisted in overseeing its implementation.

- Completed \$12 million dollars in capital infrastructure and collaborated with mayor and administrative staff on Lower Third Stockyard neighborhood revitalization project, which would consist of over \$20 million creation of mixed use commercial and housing development.
- SPARC (or Special Planned Activity Redevelopment Corridors). Projects leveraged bond dollars with state and federal dollars to implement the following projects:
 - Lower Third Streetscape
 - Downtown Hotel Initiative- which saved two hotels one being constructed back in 1908 and the other in 1985.
 - Main Street/Broadway Streetscapes
 - Alexandria Riverfront Amphitheater and Riverfront Convention Center Improvements
 - Sugarhouse Road Extension and Reconstruction

Chairperson of the following:

- Public Works, Transportation and Safety
- Economic Workforce Development and Planning Division

Civic and Professional Affiliations

Current Member

- Alpha Phi Alpha Fraternity Inc.
- Jno G. Lewis Jr. Lodge No. 261
- Texas Downtown Association
- Texas Economic Development Council
 - Serve on the following committees: TEDC Legislative Committee, Economic Development Sales Tax, Workforce Development, and Forward Planning Committee
- Greater Houston Partnership
 - Serve on the following committees: Transportation & Infrastructure, Houston Region Economic Development Alliance, and Regional Economic Development

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- Fort Bend Chamber of Commerce
 - Leadership Class of 2023
- Central Fort Bend Chamber of Commerce
 - Leadership Class of 2022
 - Serve as co-chair on the Workforce Development Division

Past Member

- Governor Appointed: Delta Regional Authority, Leadership Institute 2014
- Louisiana Municipal Association- Past Member
- Louisiana Association of Planning and Development Commission
- River Region Chamber of Commerce (Workforce and Small Business Committee)
- International Economic Development Council

Awards

- 2023 Texas Economic Development Council's Certificate of Achievement for Economic Development Excellence- Presented to Develop Richmond TX
- 2021 2021 National Economic Development 40 Under 40 Award
- 2018 International Economic Development Council Excellence in Economic Development Silver Award for St. John the Baptist Parish Economic Development Week
- 2018 Southern University Alumni Federation 40 under 40
- 2011 Cenla Board Builders 2011 New Leaders Council Fellow
- 2008 Southern University Pelican Award