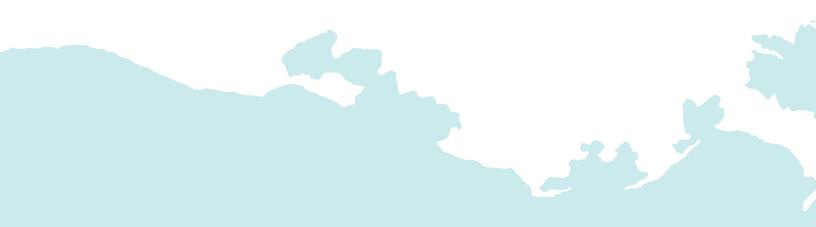
Plan. Ahead.

2012 Annual Report



Contents

- 3 Chairman's Letter
- 4 Governance & Staff
- 5 Services & Expertise
- 6 Statewide Scope
- 7 Highlights
- 8 Success Stories
- 16 Financial Report
- 18 Membership

Looking ahead.

A letter from the Chairman of the Board

It is a pleasure to introduce this, our second annual report. First of all, let me say to all of those who are supporting CPEX as a member or sponsor, thank you for this invaluable support. Without it, we could not continue and expand our critical work throughout the state.

I think the forward-looking theme of this report is appropriate. Planning is, after all, about the future — a future which is coming whether we prepare for it or not. Today, we have the opportunity to plan the creation of the communities we desire for ourselves and the generations to come.

In his address at our 7th annual Smart Growth Summit last fall, Mitchell Silver, Chief Planning and Development Officer for the city of Raleigh and past President of the American Planning Association, observed there are many people who are simply opposed to all planning efforts. To those people he poses this question:

"When you say no to something, what are you saying yes to?"

Case Al Amm

Those naysayers may think they are allowing for the status quo, but in our ever-changing world, that is not a valid option. In Louisiana, as in much of the United States, there has been a lack of proactive planning, which typically results in reactive measures that fall short of achieving the efficiency and quality of life we crave.

When I was born, this country had fewer than 150 million residents. Today, it has more than 300 million and is projected to have a half billion residents by the end of this century. This may sound like the distant future, but it is within the lifetime of those born today. This growth will challenge our ability to plan and adapt. We will require some 50 million new housing units within the next 50 years. Many areas of our country are already facing severe water shortages, and our country's infrastructure is inadequate for the present population, not to mention future growth.

Those communities that prioritize planning for the future will secure economic prosperity and ensure a good quality of life. It is the fundamental goal of CPEX to help communities in Louisiana achieve this level of success and security.

Additionally, at our Smart Growth Summit, the City of El Paso made an interesting presentation regarding the evolution of their transit system. When the city brought in a new City Manager, she required department heads and other city staff members to participate in urban planning training offered by the Congress for the New Urbanism (CNU). A few years later, more than 200 city employees have completed this training and received CNU certification. The leaders of their transit system shared with us that this training has given the various components of their operation a common foundation from which to better see how policy decisions at all levels affect the development of their community. We were inspired by this story, and CPEX has recognized the valuable opportunity for communities in Louisiana to consider a similar course. In the coming year, we are renewing our commitment to provide that unified understanding that will advance the communities of our beloved state.



Cordell HaymonChairman of the Board

GOVERNANCE & STAFF

CPEX is governed and staffed by a talented group of multi-disciplinary experts committed to advancing and promoting the benefits of proper planning in Louisiana.

A guiding force behind everything CPEX does, the Board of Directors is an engaged group of community leaders with vast experience in planning, law, legislation, economic development, entrepreneurship, marketing, civic engagement, philanthropy, etc. They stand as the critical perspective for CPEX and have helped it become a welcomed planning voice in Louisiana.

The staff of CPEX functions as an "innovation engine" thanks to a visionary team with training in community planning, architecture, landscape architecture, marketing, outreach, fundraising, policymaking, and advocacy who collaborate and cross-pollinate to create the concept-driven, integrated plans that CPEX promotes.

Cordell Haymon, Chair

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Partner, Phelps Dunbar LLP

Yolanda Dixon, Secretary

First Assistant Secretary of the Senate, Louisiana State Senate

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EVP, Baton Rouge Area Foundation

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Executive Assistant

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Community Planner

Jennifer Stenhouse

Director of Development

Elizabeth "Boo" Thomas, FASLA

President/CEO

Tara Titone, LEED AP

Project Manager

SERVICES & EXPERTISE

CPEX helps create highly functional, equitable communities throughout Louisiana that capitalize on their unique qualities through community-driven planning and implementation.

Planning & Implementation

Comprehensive planning
Funding strategies and identification
Implementation
Grantwriting
Community assets research
Code and ordinance development
Small-scale site design
Cultural placemaking
Zoning
GIS mapping
Historic preservation

Communication & Outreach

Engagement campaigns
Branding / Civic identity
Community outreach
Facilitation / Workshop design
Request for Qualifications preparation
Request for Proposal preparation
Vendor recruitment & selection
Training programs
Strategic visioning
Exhibit design
Wayfinding systems

Policy & Advocacy

Legislative strategy Policy research and strategy Organizational support Best practices research Public / Private synergies 113

Combined years of star planning experience

20

Communities where CPEX has been involved in planning

5.5
MILLION

Dollars leveraged for planning of behalf of Louisiana communities

11

Comprehensive Plans for communities across Louisia

5

CPEX-assisted zoning ordinand and code update projects

MORE THAN 500

in the community

STATEWIDE SCOPE

The majority of our projects are centered in the South Louisiana super region, however, in the absence of a statewide planning organization, our goal is to expand our involvement in communities across the state.



HIGHLIGHTS









Arming our coastal communities with Resiliency Plans

CPEX worked with the Town of Jean Lafitte and Lafourche Parish to develop comprehensive Coastal Community Resiliency Plans. Funded in part by Louisiana Office of Community Development and the communities, the plans focus on long-term and realistic strategies towards economic prosperity, quality of life and reducing the risks inherent to living in the coastal environment for all community residents. The strategies were developed using the Best Practices Manual for Development in Coastal Louisiana and garnering significant public input. Jean Lafitte adopted the Town Resiliency Plan unanimously in April 2013. Lafourche Parish will complete their plan in early 2014.

CONNECT: Advocating for connectivity in our super region

During the third year of the CONNECT initiative, significant strides have been made toward the overarching goals of impacting policy, building collaborative leadership, supporting the build out of a super-regional transportation system and becoming trusted advocates for the pursuit of transportation planning in the state. CPEX planned a Medical District Policy Forum, supported by a grant from Surdna Foundation to engage executive leadership from major medical facilities in conversation about promoting connectivity in the super region. Additionally, CPEX was integral in the successful Baton Rouge Transit Coalition campaign to fund improvements to the Capital Area Transit System (CATS).

CPEX also established a partnership with Louisiana DOTD, New Orleans and Baton Rouge Regional Planning Commissions, Louisiana Public Health Institute, and One Voice to implement the new federal transportation bill, MAP 21, that seeks to transform federal policy and programmatic framework for investments to guide the national transportation system's growth and development.

Building on the 7th Annual Smart Growth Summit

CPEX hosted its Smart Growth Summit on November 26–28, 2012 at the Manship Theatre at the Shaw Center for the Arts in downtown Baton Rouge. Thanks to the flexibility of our speakers and the hard work of our staff, CPEX was able to reschedule the statewide conference from the original August dates due to Hurricane Isaac.

The 2012 Summit included over 800 attendees representing more than 30 parishes across Louisiana as well as participants from Texas, Mississippi, Alabama, Georgia, Massachusetts, Minnesota, Maryland, New York, Illinois, Utah, California, and Washington DC. It provided 35 continuing education sessions to architects, landscape architects, engineers, planners, realtors, lawyers, and LEED professionals. The Summit also enjoyed an unprecedented amount of media coverage including 30 published articles from statewide publications and 7 radio/television spots. Using social media before and during the Summit, we gained hundreds of new Facebook followers and many of our national partners and speakers retweeted information about the conference.

Cultural placemaking in Old South Baton Rouge

In 2012, CPEX partnered with the Arts Council of Baton Rouge, the East Baton Rouge Redevelopment Authority, the Louisiana Black History Hall of Fame and other Old South Baton Rouge community stakeholders to advance arts and cultural placemaking initiatives. These initiatives seek to preserve cultural heritage and provide a previously impoverished neighborhood with new opportunities to participate in arts and culture. The goal of the effort is to create a plan that will positively impact the OSBR community and reverse trends of blight and poverty by creating work and social opportunities, enhancing access to the arts, and innovating and transforming institutions and neighborhoods. Project deliverables will include an economic feasibility study, master implementation plan, and a duplicable community model.

Diversifying our funding with new foundation partnerships

CPEX successfully partnered with the Ford Foundation, the Greater New Orleans Foundation, Kresge Foundation and the Walton Family Foundation to assist the state in the development of the Coastal Community Resiliency Program. Outlined in Louisiana's Comprehensive Master Plan for a Sustainable Coast 2012, Coastal Protection and Restoration Authority (CPRA) is developing a program that will efficiently allocate \$10 billion over the next 50 years for non-structural measures. As a part of that initiative, CPEX is capturing local voices on non-structural needs and opportunities and providing research to CPRA.

7

The road ahead.

CPEX helps residents reimagine a portion of Government Street to prove its potential

The potential for progress is hard to visualize. It requires creative thinking and technical knowledge the average resident did not have the capacity for — until now.

The Better Block concept is used in communities to galvanize public support around proper planning. Instead of two dimensional drafts or renderings, residents and community members can walk through and interact with the future that they have the power to implement. This approach allows for community ownership and removes the fear of change that plagues most planning initiatives.

We know Government Street is a diamond in the rough. It bridges academic institutions, growing residential neighborhoods and dynamic areas of Baton Rouge. By employing tactics like multi-purpose green space, pop-up retail and dining outlets, dedicated bike lanes and interactive art installations, we are able to "prove" that Government Street not only needs to evolve, but that it actually could stand as a model for other forgotten areas in the city.

After the completion of the *Better Block BR* demonstration, CPEX, the Mid City Redevelopment Alliance and the Mayor's office have been engaged by several local business owners and community stakeholders to further explore opportunities for feasibility research and creative planning.

To implement what was learned at *Better Block BR*, CPEX is committed to supporting the City-Parish and the FutureBR Implementation Team to integrate the following *Complete Streets* practices in the area: restriping for bike lanes; addition of a two-way-left-turn-lanes; reducing traffic and pedestrian conflict points.

To learn more about *Better Block BR*: www.cpex.org/work/better-block-br









BY THE NUMBERS:

More than 3,000 people participated in the *Better Block BR* event.



Ahead of his time.

CPEX hosts multiple 'walkability audits' with Dan Burden to explore ways to make South Louisiana more livable

Having spent more than 35 years advocating for more "walkable" communities, Dan Burden accompanied members of CPEX on a walking tour through Mid City Baton Rouge. During the audit, Dan pointed out ways to integrate additional measures and features that would make it easier for pedestrians, cyclists, and cars to coexist and encourage new growth and economic development.

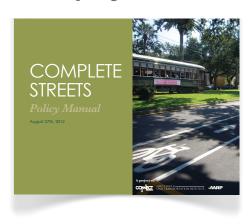
Walkable communities require more collaboration between those who are schooled in city-making and those with the civic power to make meaningful, policy-driven changes.

CPEX is committed to bringing these stakeholders together to provide the inspiration, training, context, connections and support necessary to envision and build the walkable communities that citizens and business owners crave.

Another walkability audit was done last year in New Orleans and in the coming year, we are going to organize and promote more walking tours around the state to encourage this type of contextual learning experience.

CPEX's CONNECT Coalition joined with UNO and AARP to publish the *Complete Streets Policy Manual* to advocate for smart community development.

To download the *Complete Streets Policy Manual*, visit: www.cpex.org/CONNECT





What makes a community "walkable?"

Center

Walkable neighborhoods have a center — a main street or a public space

Population:

Walkable neighborhoods have enough people for businesses to flourish and for public transit to run frequently

Mixed income, mixed use:

Walkable neighborhoods have different types of housing located near businesses

Parks and public space:

Walkable neighborhoods have plenty of public places to gather and play

Pedestrian design:

Walkable neighborhoods have buildings close to the street

Schools and workplaces:

Walkable neighborhoods have schools and offices close enough for most residents to walk from their homes

Complete streets:

Walkable neighborhoods have streets designed for a variety of users

STATEWIDE WALKABILITY SCORES:

Alexandria: 42 out of 100 Baton Rouge: 47 out of 100 Lafayette: 50 out of 100

Lake Charles: 56 out of 100

Mandeville/Covington: 83 out of 100

New Orleans: 56 out of 100

Source: www.walkscore.com





Ahead of the curve.

Jena's Vision coming to life as a CPEX plan is implemented

In 2009, Mayor Murphy McMillin recognized the need for planning in Jena and contacted CPEX to learn of opportunities for Town Planning Grants. Jena applied for and received this pivotal grant from CPEX. After an exhaustive search process, Code Studio was selected to bring the plan to fruition.

During the last year, thanks in large part to the comprehensive plan developed by Code Studio and facilitated by CPEX, progress has been abundant in Jena.

The plan has provided a roadmap for success for small businesses, investors, private land owners and grantors. Because of that, the funding success rate for the ongoing Jena improvement effort has been nearly perfect.

"The town of Jena invests in CPEX because they are helping us become the community we know we have the potential to be."

— Mayor Murphy McMillin, Jene

Because more than 35% of the population of Jena participated in the charrette workshops that helped forge the plan, the reaction from the residents has been resoundingly supportive.

The public has a real ownership of the plan, which is professionally and practically sound. As a planning tool, it has played a key role in producing exceptional results for Jena and stands as an illustrative model for the way forward in many Louisiana communities facing similar issues.

THE MODEL FOR IMPLEMENTING A PLAN

Pilot Streetscape Project

As outlined in the vision plan, the streetscape ribbon-cutting was held last year.

Jena's Vision Trail Network

The citizens of Jena expressed an overwhelming desire to have walking and biking trails throughout the community. With *Jena's Vision* as a resource, Jena has been successful in securing funding, through the competitive application process, for three recreational trails and three transportation enhancement components.

Park Expansion

Jena was successful in receiving a grant from the Louisiana Recreational Land and Water Conservation Fund to purchase land that almost doubles the size of the public park by adding a natural area that adds to the existing recreational space. This newly acquired land is also used for the Hemp's Creek Nature Trail and is the site for the Historic Homestead listed below.

Private Contributors

Jena's Vision has been instrumental in giving private contributors confidence in donating land to the City Park and the trail system. One donor gave land, which was used to connect Jena's Vision Trail from Downtown to the City Park. Another donor gave a Rural Historic Homestead structure along with the necessary funding for labor and materials, to relocate and set it up as a welcome pavilion at the newly expanded park. CPEX also recruited Breithaupt Atelier as the volunteer for the architectural services necessary to restore the home.

Enhancing the Vibrancy of Downtown

The plan encouraged the LA DOTD to run US Highway 84 through the center of town, rather than creating a commerce-busting bypass of Jena. In addition, the plan appealed to the school board to build the brand new elementary school adjacent to the downtown area so that area children could walk to school, ride their bikes, or have parents or grandparents drop them off in a golf cart.

Revitalization of the Strand Theater

The 1940s Strand Theater was purchased by the Town of Jena in 2011. The input from the local citizens was that Jena needed a multi-purpose, civic building for performances and banquets. CPEX helped facilitate the façade restoration and the complete renovation is ongoing.

Live Lively LaSalle!

In 2012, Jena partnered with 9 other LaSalle Parish entities to apply for the Blue Cross and Blue Shield of Louisiana Foundation's health initiative. This grant funded projects that help combat obesity in our state. Jena's portion of the grant is \$137,500 and is being matched in-kind by the town. These funds are being used to fulfill additional aspects of *Jena's Vision* as outlined in the comprehensive plan. It will add exercise venues for adults and children along the trail system, a spray park and an adult fitness trail.







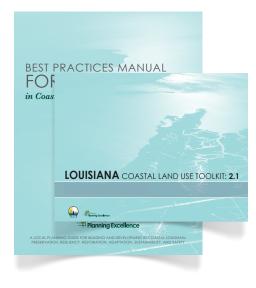
Coasting ahead.

CPEX-developed best practices manual offers coastal communities a strategy for resiliency

On Louisiana's coast, communities are grappling with how to plan for a future with the increasing amount of coastal erosion and subsidence, sea level rise and seasonal storms. CPEX, in a partnership with the Coastal Protection and Restoration Authority (CPRA), developed the Best Practices Manual for Development in Coastal Louisiana and the Louisiana Coastal Land Use Toolkit to help communities that face risks inherent to living in the coastal environment. Flooding, wetland loss, erosion, and subsidence have caused significant stress on the communities' economic and environmental assets as well as residents' overall quality of life.

These easily scalable guides will help local officials and residents reduce current and future risks that threaten the communities' existence and limit future growth and vibrancy. Their use will also create a unified effort to preserve the continuation of the essential products and services our coastal communities provide the state, region and nation.

Download the Best Practices Manual for Development in Coastal Louisiana and the Louisiana Coastal Land Use Toolkit at www.cpex.org/downloads





The Louisiana coastline is comprised of six distinct geotypes. These geotypes characterize the unique features of each land area. The Manual and Toolkit were designed to individualize recommendations for each geotype.

- Chenier Plain
 Coastal Delta
 Upper Riverbanks
- Middle Riverbanks
 Alluvium
- rbanks
- Lower Riverbanks

What is the Best Practices Manual for Development in Coastal Louisiana?

Many coastal communities are already at risk and must revisit what and where they have built to ensure that additional construction actually reduces risk. The Manual is a timely, informative, easy-to-use document that explains and illustrates the latest available international, national and local best practices in coastal development. It focuses on the roles communities, infrastructure and the natural environment play in creating resilient, long-term solutions to the challenges associated with living in coastal areas. The Manual is designed to be used by implementers and decision-makers from the public, private and non-profit sectors who are involved with planning development and redevelopment.

What is the Louisiana Coastal Land Use Toolkit?

To move the ideas from the Manual into meaningful implementation, CPEX and CPRA also commissioned a guide for development standards. This document is designed to help communities reduce their risk from flooding by addressing stormwater management and natural resource protection. It includes a Zoning Code, a Subdivision Code and additional ordinances that can be scaled and tailored to fit the needs of the community in the following categories:

- Flood Damage Reduction
- Historic Overlay Districts
- Borrow Pits
- Stormwater Management
- Parking and Site Access
- Landscaping & Tree Preservation
- Airport Overlay Districts
- Outdoor Lighting, Storage & Display
- Signage
- Natural Resource Protection



Ahead count.

With fewer grants from the Federal Department of Housing and Urban Development, CPEX seized the opportunity to diversify its funding sources to create a road to growth and increased community engagement.

Similar to the communities we serve, financial sustainability and the opportunity for healthy growth is paramount at CPEX. Using our unique public/private funding strategy, we seek to leverage common interest in Louisiana communities that can translate into an effective means of planning and implementation. Despite shrinking federal funding sources, CPEX has never been in better fiscal health with better-than-average reserves and a diverse revenue spectrum.

NONPROFIT FINANCE FUND®

EVALUATION AND RECOMMENDATIONS:

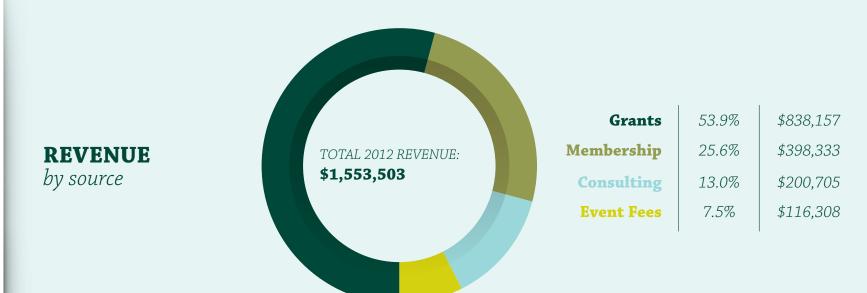
In 2012, CPEX engaged the Nonprofit Finance Fund (NFF) to get a better sense of the overall fiscal health of the organization. CPEX leadership participated in the NFF's Sustainability Planning Workshop and was subsequently awarded a technical assistance grant provided by the Greater New Orleans Foundation and JPMorgan Chase. This allowed CPEX the opportunity to work directly with the NFF on its financial capacity and sustainability measures.

The NFF evaluation showed that CPEX has the financial strength to accomplish its short-term and long-term goals:

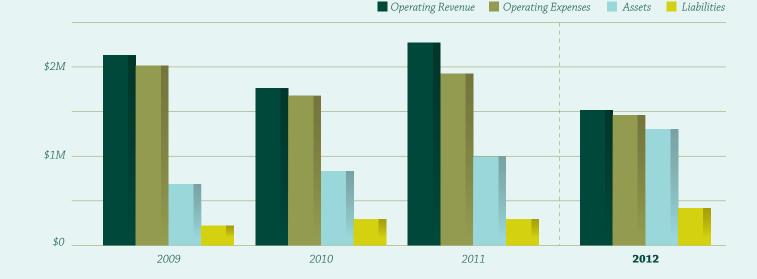
Consistent, annual surplus
Conservative maintenance of expenses
Adept financial management in place
Balance sheet positions CPEX to deliver on its mission
Sustainable, diverse set of funding sources

"Conservative fiscal management, consistent surpluses, and leadership's ability to adapt to a new revenue environment have endowed CPEX with a strong balance sheet that will support organizational sustainability and enable mission growth."

— Casey Johnson, Advisory Services Analyst, Nonprofit Finance Fund®



FINANCES at a glance



MEMBERSHIP

Ahead of the game.

Our members and donors are the real visionaries in the state of Louisiana. They, like us, know that meaningful change only happens when collective determination is paired with practical funding and commitment.

Vision Level 2 | \$25,000+

All Star Automotive Group

Lane Grigsby

Cordell and Ava Haymon

Manship Media - Richard F. Manship,

Douglas L. Manship Jr., David C. Manship,

Dina Manship Planche

Irene W. and C.B. Pennington Foundation

Dee Dee Reilly

Newton B. Thomas/Newtron Group Fund

Susan Turner and Scott Purdin

Vision Level 1 | \$10,000+

Laura and Jim Bailey

Baton Rouge Area Foundation

Roberta A. Guillory

Charles W. Lamar III, Charles Lamar Family Foundation

John and Virginia Noland

Leadership Level 2 | \$5,000+

Blue Cross and Blue Shield of Louisiana

The Imogene Brown Family Fund

Douglass S. Coleman

CSRS, Inc.

The McMains Foundation

SGS Petroleum Service Corporation

Stantec Consulting Services

Mr. John G. Turner and Mr. Jerry G. Fischer Joanna Wurtele

Leadership Level 1 | \$2,500+

Lee and Brenda Berg, Lee Michael's Fine Jewelry

Biggz Professional Tree Care

J. Terrell and Mary Kay Brown Family Fund

Capital One, N.A.

Coca-Cola Bottling Company of Baton Rouge

Donna D. Fraiche, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

HNTB Corporation

Jones Walker

Mayor Murphy McMillin, Town of Jena

Sean and Jennifer Eplett Reilly

Starmount Life / AlwaysCare Benefits

Stone Pigman Walther Wittmann L.L.C.

Stonehenge Capital Company, LLC

Taylor Porter Brooks & Phillips

John and Boo Thomas

Whitney Bank

WHLC Architecture

Foundation Level 3 | \$1000+

AARP Louisiana

American Institute of Architects,

Louisiana Chapter

Breazeale, Sachse & Wilson, L.L.P.

Steve Carville, Milton J. Womack, Inc.

Commercial Properties Realty Trust

Linda and John Davies

Robert E. DeSilva, Sr.

Alice and Bob Greer

The Kellihers

Scott Kirkpatrick, Roedel, Parsons, Koch, Blache, Balhoff & McCollister

Luke and Kathryn Kissam

John P. Laborde

R. King Milling

Roger and Marcia Moser

Hermann "Buck" Moyse, III, Moyse Family Foundation

Jake and Mary Nell Netterville

Jay and Elizabeth Noland

Joanie and Allen Penniman

Randy Roussel, Phelps Dunbar LLP

Craig and Lynne Smith

Steve and Martha Strohschein

Dann and Janet Thomasson

Jeffrey and Ansley Zehnder

Foundation Level 2 | \$500+

Princeton Bardwell

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Mr. & Mrs. John Spain

Josef Sternberg Memorial Fund

Mike Sullivan, AIA, Looney Ricks Kiss/LRK

Martin and Moo Svendson

Anne and Andy Thomas

Foundation Level 1 | \$250+

Frank and Copper Alvarez

Glenn E. Angelle, AIA, NCARB

Elliott and Susan Atkinson

Bardwell Development Co., LLC

Carolyn Bennett

Ken Best, J-K Best Co., Inc.

Warren and Brenda Birkett

George and Lacy Bofinger

Hannis T. Bourgeois, LLP, CPAs

Johnny and Beth Brantley **BREC** Foundation

Carole Anne Brown

John K. Carpenter

J. Patrick Cave

Renee Chatelain

Norman Chenevert, Chenevert Architects

Citizens Bank & Trust Co.

Linda and Kelwin Clark

Charles H. Coates, Jr. and Peggy D. Coates

Tommie L. Cockfield and Stephen P. Jackson, Cockfield Jackson Architects

Bruce Conque

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Yolanda and Jimmy Dixon

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Andrés Duany

Gregory M. Eaton John and Marty Engquist

Jori Erdman

Felder's Collision Parts, Inc.

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Megan and Adam Knapp

Kevin and Debbie Knobloch

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Friends of Mary Landrieu

Charles and Crissie Landry

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Jeannine and Tim Lomax

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Patrick J. Mascarella

Kathy and Frank McArthur

McGlynn Glisson and Mouton

Marie A. Moore

Chrystal N. Musgrove

Dyke Nelson, AIA, LEED AP, BD+C

Stephen and Heather Moret

Roger H. Ogden

Olinde Financial Group

Beth and James Ruiz Charles E. Schwing

Patricia A. Day & Joseph G. Simmons

Dale Songy, Coleman Partners Architects, LLC

St. Tammany Parish Government

Sissy and Ralph Stephens Victoria Theriot

Young Professionals | \$100+

Ursula B. Carmena

Robert and Judith Levy

Janice B. Macomber

Shelby and Molly McKenzie

One-time Gift

William E. Borah Louis D. Curet

Wendy and Mike Herschman

Betsy and Jim Toups

Grantors & Funders

AARP Louisiana Blue Cross and Blue Shield of Louisiana

Capital One, N.A.

JPMorgan Chase Foundation **Credit Bureau Foundation of Baton Rouge**

The Ford Foundation

Greater New Orleans Foundation

US Department of Housing and

Urban Development

The Kresge Foundation Louisiana Housing Finance Authority

State of Louisiana, Office of Community

Development — Disaster Recovery Unit

NeighborWorks America

National Association of REALTORS® **Surdna Foundation**

The Walton Family Foundation

19

Just **plan** extraordinary.

