

# *momentum*

*Center for Planning Excellence | Annual Report 2011*



A blurred background image of a park. In the foreground, several runners are captured in motion on a paved path. To the right, a large, multi-tiered fountain sprays water. The background features a large, leafy green tree and a modern multi-story building with a glass facade. The sky is filled with soft, white clouds.

*I invest in CPEX because I know  
we cannot grow our economy if  
we leave any community behind.*

*John Noland | Community Investor*

## *Table of Contents*

<i>Letter from the Chair</i>	<i>4</i>
<i>About CPEX</i>	<i>7</i>
<i>Governance</i>	<i>10</i>
<i>Financials</i>	<i>13</i>
<i>Members</i>	<i>16</i>
<i>Partners</i>	<i>19</i>

*Jena invests in CPEX because they are helping us become the community we know we have the potential to be.*

*Mayor Murphy McMillin | Town of Jena*

Cover Photo

Malik Blair swings at the Baranco Clark YMCA in front of the new solar pavilion and outdoor classroom in Old South Baton Rouge.

Left

Runners participate in the weekly Happy's Running Club in a revitalized downtown Baton Rouge.

## Letter from the Chair



**I became involved in planning because I believed our community of Baton Rouge could be so much better than it is.** That was 14 years ago, and the planning effort was called Plan Baton Rouge. In many ways, the planning we have done in this community and in the numerous others where we have worked has helped make them better places to live. But we still have a long way to go.

CPEX was created as an independent non-profit six years ago, and this annual report marks a significant milestone in our growth and progress. Our business model has transitioned over the past year to rely on funding support from those who believe in our work, as well as the revenues we will generate through that work. The strongly positive response we have received to our request

for support has been very affirming and encourages us to re-double our efforts. My deepest thanks to all of you for your incredible support.

Communities are complex organisms with multiple systems that interact with each other. Things are as they are for reasons, and those reasons include a wide assortment of public policies. The essence of planning is to identify those policies and to understand the positive and negative effects they are having on communities so we can be intentional about adopting policies that take us where we want to go—instead of in the wrong direction. If we are going to build healthy, competitive, equitable communities in Louisiana, we must make smart decisions to maximize the value of our finite resources.

CPEX is blessed with a remarkable leader in Boo Thomas, and she has assembled a talented and dedicated staff that are an inspiration to me as I work with them. Our success is predicated on the strength of our partnerships—with funders, civic leaders, stakeholders and experts in the field, and now with our membership. With your continued support, we will build on our momentum and strive to achieve our mission of making our communities and our state great places to live and work.

Sincerely,

A handwritten signature in black ink that reads "Cordell Haymon". The signature is fluid and cursive, written over a white background.

Cordell Haymon, Chairman of the Board

Cities cannot thrive while their core communities suffer. In the historic but disinvested neighborhood of Old South Baton Rouge, CPEX helped develop a plan for revitalization in 2006. Since then, we have worked to implement plan recommendations including commercial façade improvements, home rehabilitation, business training, community greening and capacity building.

# *reinvestment*

A walkable development has transformed this block in Old South Baton Rouge.



# awakening



An abandoned fishing camp deteriorates in Port Fourchon.

Louisiana's coast is a vital and threatened asset. Dedicated to strengthening coastal communities, CPEX launched our *Best Practices Manual for Development in Coastal Louisiana* this year and we are currently working in Thibodaux, Jean Lafitte and Lafourche Parish to create plans for community resiliency.

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

*I invest in CPEX because they understand the value of our heritage, and how the history and culture of a community can inspire plans for a brighter future.*

*Suzanne Turner | Preservationist*

## *About CPEX*



ELIZABETH "BOO" THOMAS, FASLA  
President and CEO



HALEY BLAKEMAN, PLA, AICP  
Community Planner



CAMILLE BROOME  
Director of Planning



JOHN CARPENTER  
Director of Policy



ASHLEY CONISH  
Policy Intern



AMANDA DE LA TORRE  
Special Initiatives Associate



RACHEL DIRESTO  
Executive Vice President



## *About CPEX*



JEANNETTE DUBININ  
Project Manager



ALICIA HAWKES  
Operations Manager



PHILLIP LAFARGUE II  
Director of Communications



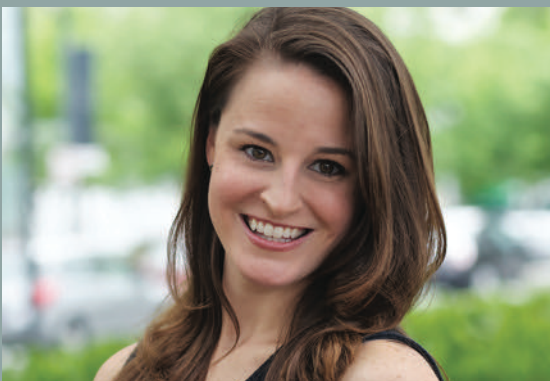
LAUREN MARSCHALL  
Planning Intern



ANNA SNYDER  
Communications Intern



JENNIFER STENHOUSE  
Outreach and Membership Manager



LACY STROHSCHIEIN  
Special Initiatives Manager



TARA TITONE, LEED AP  
Project Manager

## *Governance*

The **CPEX Board of Directors** is comprised of a formidable set of passionate community leaders with extensive backgrounds in planning, law, legislation, economic development, entrepreneurship, marketing and communications, crime prevention, philanthropy and much more. In addition to guiding the work of CPEX, the board represents a critical and diverse cohort of Louisiana stakeholders. Their decision making and direction setting has helped CPEX become the organization it is today.

**CORDELL HAYMON, *Chair***

Senior Vice-President, SGS  
Petroleum Service Corporation

**RAYMOND A. JETSON**

Pastor, Star Hill Church

**RANDY ROUSSEL, *Treasurer***

Partner, Phelps Dunbar LLP

**ADAM KNAPP**

President and CEO,  
Baton Rouge Area Chamber

**DEREK GORDON, *Secretary***

President and CEO, Arts Council  
of Greater Baton Rouge

**JAY NOLAND**

Attorney, Real Estate Developer,  
Noland Development, L.L.C.

**YOLANDA DIXON**

First Assistant Secretary of the Senate,  
Louisiana State Senate

**JOHN SPAIN**

Executive Vice President,  
Baton Rouge Area Foundation

**DONNA FRAICHE**

Shareholder, Baker, Donelson, Bearman,  
Caldwell, & Berkowitz, P.C.

**JEFFREY ZEHNDER**

CEO, Zehnder Communications

# *progress*

A solar-powered classroom now stands next to a playground and community garden at the YMCA.



Transformative projects can be achieved through meaningful partnerships and application of new technologies. A collaborative effort between CPEX, the YMCA, LSU and BRCC, the solar-powered outdoor classroom at the Baranco Clark YMCA showcases green building techniques and provides a meeting space to be programmed with family wellness and health activities.

Smart transportation investment is critical for creating great communities.

It connects people to each other, to businesses and to opportunities. It gives people access right where they live to mobility options that suit their lifestyles. CPEX advocates for smarter transportation investments through much of our work, especially the CONNECT Coalition and the Baton Rouge Transit Coalition.

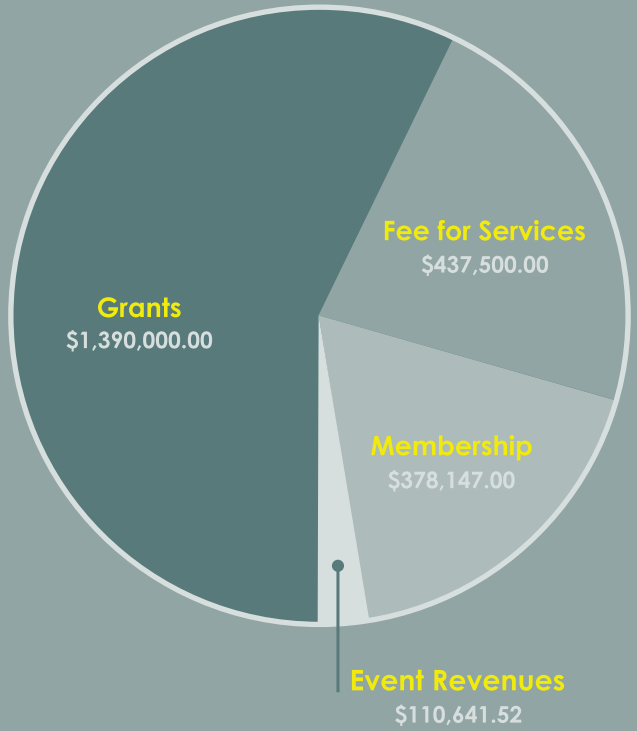


Early morning commuters board a bus in Mid City Baton Rouge.

*mobility*

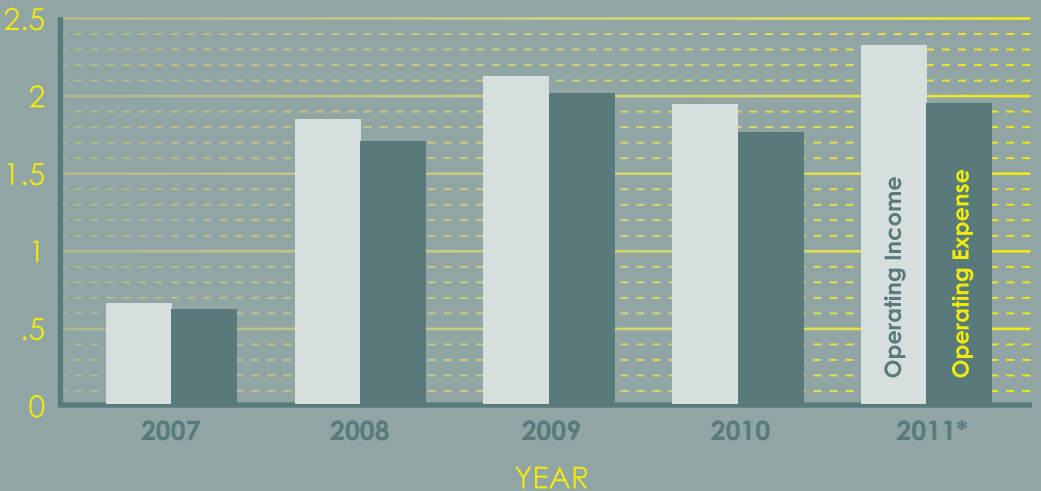
In 2008, CPEX started drawing down on grants from the U.S. Department of Housing and Urban Development. In 2012, those funds are no longer available to us. The large share of revenues from grants in 2011 as reflected in this pie chart will be reduced this year, so CPEX has ramped up membership, events, and fee-for-service-based efforts to make up the balance. In 2012, grant revenues are likely to be a smaller percentage of the total.

### 2011 REVENUES



(MILLIONS)

### CPEX ANNUAL BUDGET



\* 2011 operating income reflects the first year of member contributions, which will be used in 2012 to support operations.

*I invest in CPEX because I want my children and grandchildren to be proud to call Louisiana home.*

*Newton B. Thomas | Grandparent*



# participation

*Clockwise from top left:*

## **THE GROW SUNFLOWER PROJECT**

**June 2011** - In partnership with the East Baton Rouge Redevelopment Authority and Baton Rouge Green, CPEX worked with the Old South Baton Rouge community to beautify and bring positive activity to vacant lots in designated development areas by planting fields of sunflowers.

## **COMMUNITY MEETING IN JEAN LAFITTE**

**November 2011** - CPEX conducted outreach in the coastal town of Jean Lafitte, to develop a plan for economic growth and resiliency in the face of coastal risks.

## **COMMERCIAL FAÇADE IMPROVEMENT GRANTS PRESS EVENT**

**May 2011** - Through our Commercial Façade Improvement Grants Program, CPEX has helped improve 18 businesses in Old South Baton Rouge, all showcased at this press event.

## **JOHN ROBERT SMITH SPEAKING AT TRANSPORTATION POLICY FORUM**

**July 2011** - CPEX's CONNECT Coalition brought together private citizens, public agencies and key decision-makers at a Transportation Policy Forum. John Robert Smith, former mayor of Meridian, MS and current president of Transportation for America provided key best practices and important trends in his opening keynote address.

## **DEDICATION AT AVEIA'S RAINBOW COMMUNITY GARDEN**

**March 2011** - Old South Baton Rouge resident Marva Coleman has worked diligently with CPEX to develop a community garden in a vacant lot she owns. The garden is named in memory of her daughter, the late Aveia Coleman.

## **NETWORKING AT THE SMART GROWTH SUMMIT**

**August 2011** - CPEX's 6th annual Smart Growth Summit brought in over 800 professionals, officials and citizens to network and share local, national and international solutions in planning and development that can be applied in Louisiana communities.

## **MARTIN LUTHER KING, JR., DAY OF SERVICE**

**January 2011** - Each year, CPEX plans volunteer activities for the Martin Luther King, Jr., Day of Service to make an impact restoring homes in Old South Baton Rouge as part of our Home Rehabilitation Program, which has improved 20 homes since 2008.

## **JENA STREETSCAPE IMPROVEMENTS RIBBON CUTTING**

**November 2011** - Including streetscape improvements along their downtown Main Street, the Town of Jena has completed or started 17 implementation projects in the two short years since the adoption of their CPEX-facilitated plan for growth, *Jena's Vision*.

## *Members*

### **Vision Level Two | \$25,000**

Lane Grigsby

Cordell and Ava Haymon

Manship Media - The Advocate and WBRZ TV

All Star Automotive Group

Irene W. and C.B. Pennington Foundation

Dee Dee & Kevin Reilly

Newton B. Thomas/Newtron Group Fund

Susan Turner and Scott Purdin

### **Vision Level One | \$10,000+**

Laura and Jim Bailey

Baton Rouge Area Foundation

Douglass Stewart Coleman

Charles W. Lamar III, Charles Lamar Family Foundation

John and Virginia Noland

### **Leadership Level Two | \$5,000+**

ABMB Engineers, Inc.

The Imogene Brown Family Fund

CSRS, Inc.

Roberta Guillory

The McMains Foundation

SGS Petroleum Service Corporation

John G. Turner & Jerry G. Fischer

Whitney Bank

Joanna Wurtele

### **Leadership Level One | \$2,500+**

Princeton and Dadie Bardwell

Lee and Brenda Berg, Lee Michael's Fine Jewelry

Capital One, NA

Steve Carville, Milton J. Womack, Inc.

ExxonMobil Baton Rouge

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

Alice and Bob Greer

Jones Walker

Stonchenge Capital Company, LLC

Stone Pigman Walther Wittmann, LLC

J. Terrell and Mary Kay Brown Family Fund

John and Boo Thomas

WHLC Architecture

John and Janet Young

Sean and Jennifer Eplett Reilly



## Foundation Level Three | \$1,000+

AARP Louisiana  
Linda and John Davies  
Town of Jena  
Mary Terrell and Cheney Joseph  
John P. Laborde  
R. King Milling  
Hermann “Buck” Moyses, III, Moyses Family Foundation  
Jake L. Netterville, Postlethwaite and Netterville, CPAs  
Jay and Elizabeth Noland  
Cary Saurage, Alma Lee and H.N. Saurage, Jr. Fund  
Craig and Lynne Smith  
Steve and Martha Strohschein  
Dann and Janet Thomasson  
Thomas H. Turner, Turner Industries Fund  
Jeffrey and Ansley Zehnder

## Foundation Level Two | \$500+

AIA Louisiana  
Coleman Partners Architects, LLC  
Cox Communications  
John Dardis, AICP  
Neil Erwin, Caroline Erwin  
Michael Hooper, La Capitol Federal Credit Union  
Laurence Lambert  
Crissie and Charles Landry  
Latter & Blum Property Management, Inc.  
Karen and Cornelius Lewis  
Ben Marmande, IBERIABANK  
Randy Roussel, Phelps Dunbar LLP  
Josef Sternberg Memorial Fund  
Mike Sullivan, AIA, Looney Ricks Kiss/LRK  
Martin and Moo Svendson

## Foundation Level One | \$250+

Elliott W. Atkinson, Jr.  
Ken Best, J-K Best Co., Inc.  
Brenda and Warren Birkett  
Randy J. Bonnacaze, Hannis T. Bourgeois, LLP  
Jim Brandt  
John and Beth Brantley  
Carole Anne Brown  
John K. Carpenter  
J. Patrick Cave  
Renee Chatelain  
Norman Chenevert, Chenevert Architects  
Center for Planning Excellence Staff  
Citizens Bank & Trust Co.

## Members

Linda Perez Clark, Kean Miller LLP  
Catherine Coates  
Charles H. Coates, Jr. and Peggy D. Coates  
Thomas and Debbie Cotten  
Patricia A. Day & Joseph G. Simmons  
Yolanda and Jimmy Dixon  
Andrés Duany, Duany Plater-Zyberk & Co.  
Gregory M. Eaton  
Thomas L Frazer, Frazer & Persac. APAC  
Carol and Ken Gikas  
Derek Gordon and Rodolfo Ramirez  
Hearin Properties  
Robert H. Hodges  
Ted Jack  
Raymond A. Jetson  
Rebecca and John Joy  
Martha and Joe Juban  
Megan and Adam Knapp  
Fairleigh and John Jackson  
Louisiana Cooperative Extension Service and LSU AgCenter  
Susan P. Leake  
Anne and Paul Marks, Jr.  
Patrick J. Mascarella  
Frank D. McArthur  
Danny McGlynn, McGlynn Corp LLC  
David “Chip” Mills, Zachary Chamber of Commerce  
Roger H. Ogden  
Janice and Gerald Pellar  
Garrick A. Rose  
James and Beth Ruiz  
Hank and Laurie Saurage  
Dale Songy, Coleman Partners Architects, LLC  
John and Linda Spain  
Ralph and Sissy Stephens  
Tangipahoa Parish Government  
Anne and Andrew Thomas  
Charlotte L. Wright

### Students and Young Professionals Level | \$100+

Cara L. Bartholomew  
William E. Borah  
Kevin and Debbie Knobloch  
Robert and Judith Levy  
Janice B. Macomber  
Elizabeth Siccone  
Becky Simmons

## 2011 Grantors and Funders

Baton Rouge Area Foundation  
East Baton Rouge Mortgage Finance Authority  
Greater Baton Rouge REALTORS® Association  
Greater New Orleans Foundation  
The Home Depot  
Huey and Angelina Wilson Foundation  
JPMorgan Chase Foundation  
Louisiana Coastal Protection and Restoration Authority  
Louisiana Housing Finance Agency  
Louisiana Office of Community Development  
National REALTORS® Association  
NeighborWorks America  
Surdna Foundation  
U.S. Department of Housing and Urban Development

*I invest in CPEX because they understand the private market perspective, and how to reconcile it with the needs of communities.*

*Charlie Lamar | Community Investor*

*I invest in CPEX because they understand the impact of the built environment on people's health, access to opportunities and ability to age comfortably in their community.*

*Kevin Reilly, Sr. | Community Investor*



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