



CTAC

2020

ANNUAL  
REPORT



# TABLE OF CONTENTS

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## BACKGROUND + MISSION 3

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## YEAR 1 // Year in Review 4

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- Space + Equipment
- Branding + Online
- Economic Impact Study

## YEAR 2 // The Year Ahead 7

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- Organizational Development
- Advisory Board Member Selection
- Recruit + Hire Additional Personnel
- Staffing
- Continued Relationship With LED, CPRA, + Prime Companies
- Communications Plan
- Data Capture
- And Benchmarking System

## YEAR 3 // Looking Into the Future 11

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# BACKGROUND + MISSION

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The newly proposed Coastal Technical Assistance Center (CTAC) is an idea generated and funded through Louisiana Economic Development (LED) and the Coastal Protection and Restoration Authority (CPRA).

LED and CPRA have identified a need to assist Louisiana-based, small businesses in obtaining contracts with entities involved in the restoration and recovery efforts of coastal Louisiana. Facilitating such efforts will fall to longtime partner of LED and Regional Economic Development Organization, the South Louisiana Economic Council (SLEC).

The mission of CTAC will have primary and secondary focuses:

## Primary Focuses

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To serve as a Technical Assistance Center to Louisiana businesses seeking opportunities in the Coastal Restoration and Recovery efforts of Louisiana.

To assist businesses in obtaining contracts with prime contractors related to Coastal Restoration and Recovery efforts of Louisiana.

To provide opportunity to Louisiana-based business allowing coastal dollars to remain in Louisiana while creating jobs.

To provide training and assistance to businesses in preparation to be contractor and project ready relative to business organization, promotion, certification, insurances, etc.

## Secondary Focuses

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To help develop an increased workforce demand while qualifying needed workforce through a technical community college-based Workforce Initiative.

In operation of the Bayou Business Emergency Operations Center and in partnership with GOHSEP and LABEOC, to serve as a command resource during coastal disasters to align local businesses with contractors and opportunities during recovery efforts.



# YEAR 1

YEAR IN REVIEW





## YEAR 1 // Stand-up Program

### Space + Equipment

SLEC has acquired additional space within Babington Hall on the Nicholls State University campus. This space, located adjacent to the SLEC offices, is being renovated into the CTAC Executive Suite.

This suite encompasses space for the program coordinator of CTAC and support staff. Additionally, it is supplied with adaptable furniture to allow for smaller meetings and training sessions with CTAC clients.

Given its proximity to the SLEC offices, this suite will allow for access to SLEC facilities for administrative equipment and larger meeting rooms including the Lafont-Corales Room housing the Bayou Region Business Operations Center.

SLEC is currently in the process of purchasing all needed technology for CTAC including laptop workstations, in-office presentation television, telephone system, etc.



## Branding + Online

Branding team has developed several brand concepts that are currently being finalized along with soon having a staging website up until CTAC is completely operational with staff.

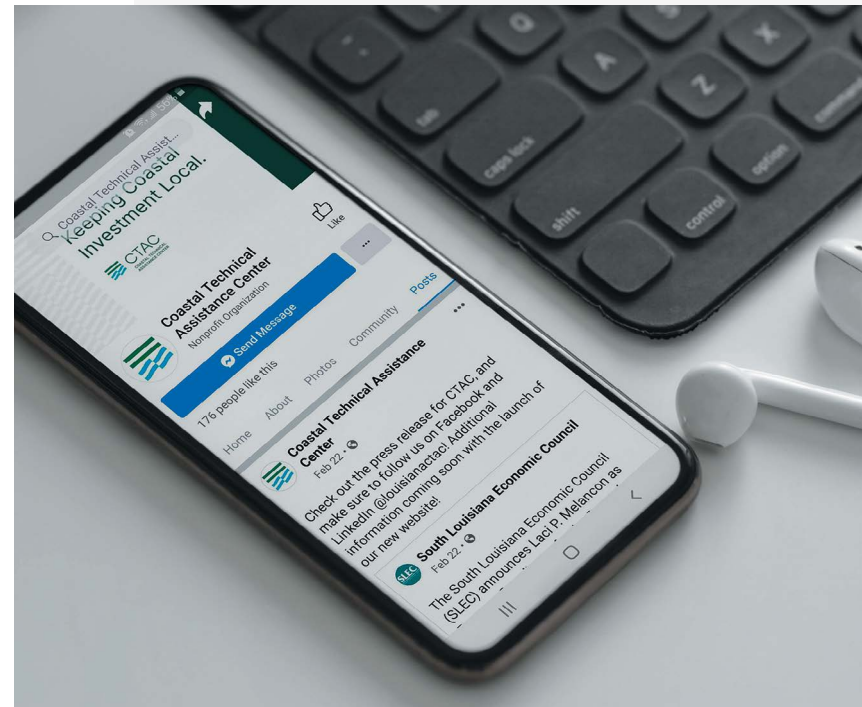
**Areas of the new website ([www.louisianactac.org](http://www.louisianactac.org)) which are being developed include:**

- Two Main Areas
  - “I Need to Find a Sub Contractor”
  - “I Would Like to Work with Coastal Contractors”
- Outline of services CTAC will provide
- Education, Training, and Certification Resources
- Relative Events to Coastal Projects and Contract Procurement
- Client Onboarding / Meeting Scheduling



## Economic Impact Study

In partnership with Camoin and Associates, a study was commissioned to understand workforce needs and leakage through the state of Louisiana and was completed in July 2020.







# YEAR 2

## THE FUTURE AHEAD

# YEAR 2 //

## Program Operational

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### Organizational Development

With the hiring of the CTAC Program Coordinator, CTAC will become operational with the ability to begin assisting businesses and clients (August 2020).

The process of how business will be assisted through CTAC, the "Client Journey" is attached and will outline first meeting through accepted contract. This process will be refined with new Program Coordinator and subject to change as CTAC starts up.

### Advisory Board Member Selection

Key entities in higher education, government, and business will be solicited to become a part of the CTAC Advisory Board.

Partners being considered for director roles include:



# Recruit + Hire Additional Personnel

As CTAC begins its outreach program of businesses identified through the Camoin & Associates study, additional personnel will be hired to facilitate business outreach and client meetings. These positions will report to the Program Coordinator.

The following positions are being considered.

- Business Analyst
- Client Services Consultant

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## Staffing

Advertisements for Program Coordinator were slated to begin in April 2020 with a hire date of July 1, 2020. Due to COVID, that process was postponed.

- A hiring committee was established including individuals from LED, CPRA, SLEC, Nicholls State, Fletcher, Restore or Retreat, and Associated Builders and Contractors.
- Advertising for the position began August 3, 2020.
- Over 60 applications were received and first interviews were conducted the week of September 21st.
- Second round interviews were conducted the week of September 28, 2020.
- Laci Melancon was hired beginning October 15, 2020.



## Continued Relationship with LED, CPRA + Prime Companies

Project Coordinator will be tasked with developing relationships with those prime contractors identified in CPRA awards and within the Camoin study.

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## Communications Plan

Feed media markets, conduct speaking engagements and conference appearances. Establish social media presence and reporting system. Establish email marketing system with segmented audiences.

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## Establish System for Data Capture + Benchmarking System

Program Coordinator will be tasked with developing tracking systems for all clients/business with whom they meet.

This system will track success rates including contract amount, jobs created, and percentage growth of companies utilizing CTAC services.





# YEAR 3

LOOKING INTO  
THE FUTURE



# YEAR 3 //

## Stand Alone Operation

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### KEY AREAS FOR IMPROVEMENT

Below are key areas where CTAC will continue to improve and grow into year 3. The largest task of year 3 will be for CTAC to be completely stand alone and to facilitate the receipt of additional funding to continue the program.

- Organizational Establishment (standalone)
- Schedule and business counseling
- Facilitate and secure company contracts with prime companies
- Conduct regularly scheduled board meetings
- Collect and organize data for presentation to interested parties
- Stabilize an ongoing public image through media channels
- Compose 3-year annual report and proposal for future funded operations
- Solicit State entities and legislators for more stable funding







# CTAC

COASTAL TECHNICAL  
ASSISTANCE CENTER

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