NATCHITOCHES
ECONOMIC DEVELOPMENT ALLIANCE

2027-2029 Strategic Plan

Mission: Champion Investment. Maximize Potential. Cultivate Growth.

Economic Growth & Diversification

Recruit new industries and broaden the parish's economic base.

1 Natchitoches Parish attracts investment, quality jobs, and new opportunity.

- Pursue opportunities that increase capital investment and job creation.
- Implement investment attraction strategies aligned with the region's competitive advantages.
- Execute business recruitment efforts aligned with the parish's target industries.

2 Existing employers continue to invest and grow in Natchitoches Parish.

- Support employer expansion and reinvestment.
- Connect employers with available resources, incentives, and workforce solutions.

3 The Natchitoches Parish regional economy is more diverse and resilient.

- Support development of emerging industries and innovation-driven opportunities.
- Target industry sectors that complement and diversify the regional economy.

Development Readiness & Strategic Investment

Advance site readiness, infrastructure, and investment attraction.

1 Development-ready sites and infrastructure drive economic growth.

- Advocate for infrastructure investments that support economic development.
- Improve readiness of sites through planning, utilities, transportation, and broadband improvements.

2 Key assets serve as a foundation for future growth and economic development.

- Promote the parish's educational institutions as a competitive workforce advantage.
- Position the parish's multi-modal transportation and logistics network as a strategic asset for economic development.
- Promote quality-of-life assets as competitive advantages for talent and investment.

3 Natchitoches Parish is recognized as a competitive location for investment.

- Communicate a clear long-term vision for the parish's economic growth and development.
- Showcase the plans, data, and momentum that position the parish for investment.
- Optimize the strategic use of incentives and economic development tools to strengthen project competitiveness.

Workforce Competitiveness & Talent Attraction

Advance regional workforce strategy and talent development.

1 Workforce strategies are aligned with current and future industry needs.

- Identify and address critical workforce gaps impacting regional employers.
- Support development of workforce pathways aligned with targeted industry sectors.
- Use workforce data and trends to communicate emerging workforce needs.

2 Natchitoches Parish attracts and retains a talented workforce.

- Support initiatives that encourage graduates and young professionals to remain in the region.
- Partner with employers to identify and address barriers to workforce attraction.
- Support regional branding and marketing efforts focused on talent attraction.

3 A thriving community supports workforce attraction, retention, and population growth.

- Champion investments that improve quality of life and community competitiveness.
- Advocate for infrastructure amenities that support workforce attraction and retention.
- Support initiatives that improve housing availability and affordability.