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Terrebonne Parish featured in business magazine

An international site selection magazine recognized Terrebonne Parish as a job engine leading the state in employment growth.

Site Selection Magazine featured an editorial profile on the parish in its January-February issue. The profile, which cost \$11,900 to publish, was paid for by the Terrebonne Economic Development Authority at half the cost due to a marketing grant the authority received from the state.

"I think it's going to give us a lot of bang for our buck," said Michelle Cardwell Edwards, the recruitment director for the agency.

The strategy behind paying for the profile is to make businesses aware of what the parish has to offer. The article highlighted the fact Houma is the hottest per-capita job market in the nation and mentioned the plant expansions of Edison Chouset and LaShip LLC, which together account for \$100 million in capital investment.

The article also advertises facts about the Port of Terrebonne and the Houma Navigation Canal.

The site selection magazine boasts an international distribution of 30,000 and is considered to be the leading site selector magazine in the world.

Site selectors are hired by companies to find land and locations specific to a company's needs.

"It takes time to get people to notice an area," Edwards said. "Part of what we hope to do is allow people to learn about Terrebonne Parish."

The magazine runs six issues a year and typically features three to four editorial profiles like the two-page sized article featuring the parish.



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