

# **CITY OF ABBEVILLE**

## **3-YEAR STRATEGIC PLAN**

**Louisiana Economic Development**  
**Louisiana Development Ready Communities Program**



Presented to the City of Abbeville  
February 2022  
**Steering Committee**

## **LDRC Committee**

Mark Piazza	Mayor, City of Abbeville
Roslyn White	Abbeville Councilwoman – LDRC Co-chair
Nikki Vidos	Courtesy Automotive Group – LDRC Co-chair
Anne Falgout	Director of Vermilion Economic Development
Rob Roy	Abbeville Electric Supply – Rotary
Onezieme Mouton	Designer & Entrepreneur
Corey Lege	OIM Talos Energy
Brady Broussard	Abbeville Councilman

## **LDRC Resource Team**

Stacey Neal	Louisiana Economic Development (LED) Director of Community Competitiveness
Robby Abboud	Louisiana Economic Development (LED) Assistant Director of Community Competitiveness

## Priority 1: Quality of Life

- Through the survey and planning efforts, it is abundantly clear that quality of life and city appearance is important to residence and community leaders.
- Enforcement of blight and litter pick up are key to improving the appearance of the community.
- Creating a quality of place for residents is key to the future of the city.

### Overview of Goals

1. Enforcement of blight and litter
2. Explore GIS mapping system to map blighted properties
3. Conduct needs assessment for current city-owned parks
4. Access river to create activities and economic opportunities
5. Increase safety in City of Abbeville

### Goal 1: Enforcement of Blight and Litter pick up in the City of Abbeville

**Responsible Organizations** will include (but not limited to): City of Abbeville, Keep Abbeville Beautiful (KAB), Chamber of Commerce, Parish Proud

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – Explore and identify funding to hire a part time enforcement officer</b>	Enforcement officer in place
<b>Estimated Cost:</b> Up to \$15,000 annual	
<b>Source of Funding:</b> City budget	
<b>Timetable:</b> Immediate – complete by June 2022	
<b>#2 – Each council person will assign a designee to KAB to help identify and catalog problem areas in each district. Creates priority list.</b>	Each district has appointee on KAB
<b>Estimated Cost:</b> n/a	
<b>Source of Funding:</b> none	
<b>Timetable:</b> Immediate	
<b>#3 – Increase advertising/media coverage of city-wide clean ups and hotline/website for reporting issues through social media, civic organizations (Chamber/Rotary/Etc).</b>	Increased frequency and participation in events and more people reporting via hotline/website.
<b>Estimated Cost:</b> n/a	
<b>Source of Funding:</b> none	
<b>Timetable:</b> Immediate and ongoing	

Strategic Actions for Goal 1	
<b>#4 – Identify funding resources to help with litter programs.</b>	Funds applied for
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: Immediate	

**Goal 2: Explore GIS mapping system to map blighted properties.**

Responsible Organizations will include (but not limited to): City of Abbeville, KAB, Tax Assessor

Strategic Actions for Goal 2	
Action	Performance Metrics
<b>#1 – City to meet with the Tax Assessor’s office to ensure the feasibility of building a layer into the GIS system to map blighted properties.</b>	New layer on map
Estimated Cost: unknown	
Source of Funding: Tax Assessor/City of Abbeville	
Timetable: immediate and ongoing	
<b>#2 – New enforcement officer to ensure new mapping is updated based on priority list provided by KAB council appointees</b>	Map updated
Estimated Cost: Hourly rate of enforcement officer – 1 hour per week	
Source of Funding: City of Abbeville	
Timetable: immediate and ongoing	
<b>#3 – Invite DEQ’s Brownfield contact and Acadiana Planning to visit the city to help identify properties that need environmental clean up.</b>	Visit happens/properties identified
Estimated Cost: \$0	
Source of Funding: Brownfield funds	
Timetable: immediate and by 3 <sup>rd</sup> Qtr 2022	

**Goal 3: Conduct needs assessment for city-owned parks and prioritize funding for improvements.**

Responsible Organizations will include (but not limited to): City of Abbeville, Parks and Recreation Board

Strategic Actions for Goal 3	
Action	Performance Metrics
<b>#1 – Identify funding for a needs and use assessment for each city-owned park</b>	Funds identified
Estimated Cost: n/a	

Strategic Actions for Goal 3	
Source of Funding: n/a	
Timetable: immediate	
<b>#2 – Prioritize parks, identify funding, and create a timeline to improve existing parks.</b>	Funding secure and parks improved
Estimated Cost: TBD	
Source of Funding: n/a	
Timetable: immediate	

**Goal 4: Access the river to create activities and economic opportunities.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, Landowners, Vermilion Tourism, Vermilion Economic Development, Realtors

Strategic Actions for Goal 4	
Action	Performance Metrics
<b>#1 – Identify property along the river to be acquired by the city to be used for eco-tourism and economic development projects</b>	Properties identified and available
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate – by 4 <sup>th</sup> Qtr. 2022	
<b>#2 – Identify funding and timeline to purchase properties</b>	Funding identified
Estimated Cost: unknown	
Source of Funding: none	
Timetable: immediate	
<b># 3 – Work with tourism and economic development offices to market properties for project</b>	Marketing happening/project landed
Estimated Cost: n/a	
Source of Funding: Vermilion Tourism & Vermilion Economic Development	
Timetable: immediate once property is purchased	

**Goal 5: Increase safety in city limits.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, Abbeville Police Dept, Vermilion Parish Sheriff's Office

<b>Strategic Actions for Goal 5</b>	
<b>Action</b>	<b>Performance Metrics</b>
<b>#1 – Help with communicating “good news” stories through city social media page and other forms of communications</b>	Communication to citizens
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate and ongoing	
<b>#2 – Help to identify grants for the police department to purchase cameras or other needed equipment</b>	Funds identified
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	
<b>#3 – Community-building events involving officers to rebuild trust</b>	Events being held
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	

## Priority 2: Infrastructure

- It is very important to the community and the residents to know plans from the city on current infrastructure needs.
- Infrastructure projects are worked on every day, the public is unaware of progress.
- As with other rural parts of the state, broadband needs are critical for the growth of the city.

### Overview of Goals

1. Inform the public of progress and upcoming infrastructure plans.
2. Work with the state office of broadband to bring service to all of Abbeville.

### Goal 1: Inform the public of infrastructure plans and information.

**Responsible Organizations** will include (but not limited to): City of Abbeville, Acadiana Planning, Vermilion Police Jury

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – Continue to communicate with DOTD about the condition of state highways that run through town.</b>	Improved Roads
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate and ongoing	
<b>#2 – Keep the public informed of city infrastructure projects and plans on social media and through other media outlets.</b>	Notification in media.
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	
<b>#3 – Inform the community of DEQ results from water testing. Publish on the city website and social media with links to results.</b>	Results posted.
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	
<b>#4 – As a group (city/parish/port/edo), request that legislative delegation look for funding and make drainage issues a priority.</b>	Meetings with delegation held.
Estimated Cost: \$0	
Source of Funding: n/a	
Timetable: immediate and ongoing	

**Goal 2: Work to bring affordable broadband to all of Abbeville.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, Vermilion Police Jury, Acadiana Planning

Strategic Actions for Goal 2	
Action	Performance Metrics
<b>#1 – Work with Louisiana Office of Broadband and the planning district to partner and receive funding on bringing broadband to unserved areas.</b>	
Estimated Cost: Unknown	
Source of Funding: Office of Broadband	
Timetable: immediate and ongoing	

**Priority 3: Education and Workforce**

- Residents and business owners recognize the need to have a skilled workforce in place and the need for workforce training to be offered (through South Louisiana Community College) to parish residents to retain and grow the local population.
- Education of staff, elected officials and the public regarding potential projects is a priority for the community to create understanding of economic development.

**Overview of Goals**

1. Ensure workforce training being done at South Louisiana Community College (SLCC) is relevant.
2. Promote dual enrollment available at SLCC and ULL.
3. Continue funding for continued education of Economic Development staff/board, elected officials, partners to remain updated on economic and community development practices.

**Goal 1: Ensure workforce training being done at SLCC is current and relevant.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, VEDA, SLCC, Chamber

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – VEDA director/staff to sit on the advisory committee for local Community College.</b>	Attend meetings
Estimated Cost: n/a	
Source of Funding: VEDA	
Timetable: Ongoing	



Strategic Actions for Goal 1	
<b>#2 – Chamber of Commerce to survey members to see workforce needs of existing business, share survey results with VEDA, SLCC and UL.</b>	Survey results given to SLCC and UL
Estimated Cost: n/a	
Source of Funding: Chamber	
Timetable: Ongoing	

**Goal 2: Promote existing dual enrollment opportunities to the community.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, Chamber, VEDA, SLCC, UL, VPSB

Strategic Actions for Goal 3	
Action	Performance Metrics
<b>#1 – Promote existing programs available to high school students to have a skilled workforce in the community.</b>	Communication going out
Estimated Cost: none	
Source of Funding: none	
Timetable: ongoing	
<b>#2 – Chamber to invite secondary education officials to speak at functions about programs available.</b>	Speakers at functions
Estimated Cost: none	
Source of Funding: none	
Timetable: ongoing	

**Goal 3: Continued education for Vermilion Economic Development staff and board and elected officials.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, VEDA

Strategic Actions for Goal 4	
Action	Performance Metrics
<b>#2 – VEDA staff and/or elected officials to attend continued education programs to remain up to date on policy, programs, and current economic and community development practices</b>	Programs attended
Estimated Cost: up to \$5,000 annually	
Source of Funding: SBEDF, DRA, LED	
Timetable: annual	

## Priority 4: Economic Development

- Understanding that building community development assets is key to future growth in the city, local representation in Economic Development is a top priority.
- With the recent addition of available sites and buildings to the database, VEDA is taking a proactive approach to attract new business for the betterment of the community.
- Small Business accounts for most of the local business in the city, helping make the process easier will help to increase businesses opening in Abbeville.

### Overview of Goals

1. Continue to add information on available sites/bldgs. and certified sites on the state database.
2. Educate elected officials, local leadership, and the community on importance/reason for economic development programs and funding for local economic development.
3. Marketing of community for business attraction.

#### Goal 1: Work with VEDA to ensure any available sites and buildings are on database.

Responsible Organizations will include (but not limited to): City of Abbeville, VEDA, Realtors.

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – Identify any available business/commercial sites (small or large) within the city to add to the database.</b>	Sites added
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: Immediate and ongoing	
<b>#2 – Have discussions with commercial building owners to have properties added to the database.</b>	Buildings added
Estimated Cost: \$0	
Source of Funding: GNO, Inc	
Timetable: immediate and ongoing	
<b>#3 – Encourage real estate agents to add available properties to the database.</b>	Sites/bldg. added
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate and ongoing	

#### Goal 2: Educate community and leaders on the importance of local representation for economic development.

Responsible Organizations will include (but not limited to): City of Abbeville, VEDA, LED, Police Jury

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – Work with LED and One Acadiana on meetings with stakeholders and community leaders on the importance of local economic development representation.</b>	Meetings held
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: by end of Summer 2022	
<b>#2 – Work with VEDA to identify funding for local economic development.</b>	Funding identified
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: By end of year 2022, ongoing annually	

**Goal 3: Marketing of assets to attract business.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, Chamber, VEDA, LED, 1A

Strategic Actions for Goal 2	
Action	Performance Metrics
<b>#1 – Assist VEDA with marketing efforts of assets such as port/airport/sites through social media.</b>	Social media posts
Estimated Cost: none	
Source of Funding: none	
Timetable: immediately and ongoing	
<b>#2 – Partner with One Acadiana and LED with marketing trips specific to the region or target market.</b>	Trips happening
Estimated Cost: none	
Source of Funding: none	
Timetable: immediate	

## Priority 5: Marketing & Communications

- In today’s media/social media world, telling your story is crucial to ensure that the positive news about your community is told. Someone else will tell your story if you do not.
- A website can make or break a community and making sure the most up-to-date information is available on your website may be the difference between landing a project or not.
- Telling your story to your partners is often overlooked, but it could be one of the most important things you can do as a community.

### Overview of Goals

1. **Create a Communications Committee to help tell good news stories about Abbeville.**
2. **Prepare a windshield tour and have a team in place to bring in partners to showcase assets.**

### Goal 1: Create a Communications Committee.

**Responsible Organizations** will include (but not limited to): City of Abbeville, Volunteers

Strategic Actions for Goal 1	
Action	Performance Metrics
<b>#1 – Create a Communication Committee to communicate more effectively with the digital team, residents &amp; media.</b>	Committee in place
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate and ongoing	
<b>#2 – Create a newsletter that will go out monthly using content provided by existing businesses and organizations.</b>	
Estimated Cost: n/a	
Source of Funding: n/a	
Timetable: immediate and ongoing	

**Goal 2: Prepare a windshield tour of Abbeville and have a team in place to show case the city/parish to partners.**

**Responsible Organizations** will include (but not limited to): City of Abbeville, VEDA, Chamber, Tourism

<b>Strategic Actions for Goal 2</b>	
<b>Action</b>	<b>Performance Metrics</b>
<b>#1 – Identify local assets that would be of interest to economic development partners and site selector.</b>	List of assets
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	
<b>#2 – Identify a team that would be available to give tours and promote the city.</b>	List of team members
Estimated Cost: n/a	
Source of Funding: none	
Timetable: immediate	
<b>#2 – Invite partners from LED, 1A, Acadiana Planning, utilities, state organizations to visit and see the tour.</b>	Tours given
Estimated Cost: n/a	
Source of Funding: none	
Timetable: ongoing	