



Presentation to the St. James Parish Council
November 9, 2022
Convent, La

Thank you, Madam Chair and members. Thank you for allowing me to present to you this evening. My name is Desiree Lemoine. I am with The TJC Group in Baton Rouge, and I am proud to serve as campaign chair for Industry Makes. You have before you our One Pager, as well as the slide show presentation that I will run through tonight. **QUE THE PRESENTATION**

Industry Makes is a 501 (c) 4 formally formed earlier this year. But the idea and the collaboration for Industry Makes began in 2016.

In 2016 Governor Edwards signed an executive order making sweeping changes to the state's incentive program, commonly referred to as ITEP- or the Industrial Tax Exemption Program. The Governor's executive order changed the percentage of the deferral and gave local taxing authorities a vote on the incentive.

Industry as well as these local taxing authorities did not quite know who to go about complying with these new rules, and oftentimes, chaos ensued at local meetings. **NEXT SLIDE**

Afterwards industry leaders came together to form the Industry Communication and Collaboration Group, or the ICCG, to work with state officials and local taxing authorities to streamline the ITEP application and approval process so that it was predictable to all parties. We were all successful in that endeavor and we work every

day to ensure that process is strong and that manufacturers stay compliant with the requirements for ITEP. **NEXT SLIDE**

After the successful, collaborative efforts to streamline the ITEP process, the ICCG turned its focus to the relentless misinformation and scare tactics coming from activists' groups in and around the communities where local industry operates. This is where Industry Makes was born.

The Industry Makes mission is ***to be a trusted source of industrial communications, while advocating for the future investment and industrial growth that is the backbone of Louisiana's economy.***

Industry Makes was born out of collaboration to present a united front of coordinated anti-industry messaging.

Louisiana's manufacturing sector and the thousands of businesses, big and small, that support them, can no longer stand aside, and let others tell their story.

Industry Makes is an advocacy database and messaging and co-branding toolkit to complement existing marketing and advertising campaigns to show a united and shared benefit from industry's presence in communities. **NEXT SLIDE**

Industry Makes has four pillars: to support a positive perception of industry in Louisiana, to be a bold voice, to initiate research and to sustain the gains we have made thus far regarding the ITEP incentive. **NEXT SLIDE**

Here are a few of our current members, as well as some here with us tonight. **NEXT SLIDE**

The Industry Makes mission and purpose is one that is distinctly opposite of those who wish to shut down industry in this parish. These groups do not serve as watch dogs for their communities, they do not

have dialog with industry, they want to shut them down. They are not funded locally; they are funded by outside money. These monies go to train people on how to organize against industry, how to sue industry and, lest we forget the trips to Dubai and Switzerland, along with the glossy magazine articles. Let's take a listen to recent testimony given on Capitol Hill- **NEXT SLIDE**

NEXT SLIDE: Here are just a few of the headlines from July.

So what has Industry Makes been doing since July? **NEXT SLIDE**

We have been making ourselves legitimate by establishing a 501 C 4, filing with the Louisiana Secretary of State, setting up our social media presence, testifying in front of local officials like yourselves, we have done radio interviews and have established relationship with state agencies in order for Industry Makes to have the manufacturing data.

NEXT SLIDE

So, here is where you can find us? We have a website and a Facebook page, we are working on Twitter, but I must admit, that is new territory for me.

Industry Makes is here to support St. James Parish and the many ambassadors that we have here in the parish.

Thank you, Madam Chair, I am happy to answer any questions.