

# Louisiana's Chemical Industry:

Our People. Our Community. Our Future.



THE EHRHARDT GROUP



# GOALS

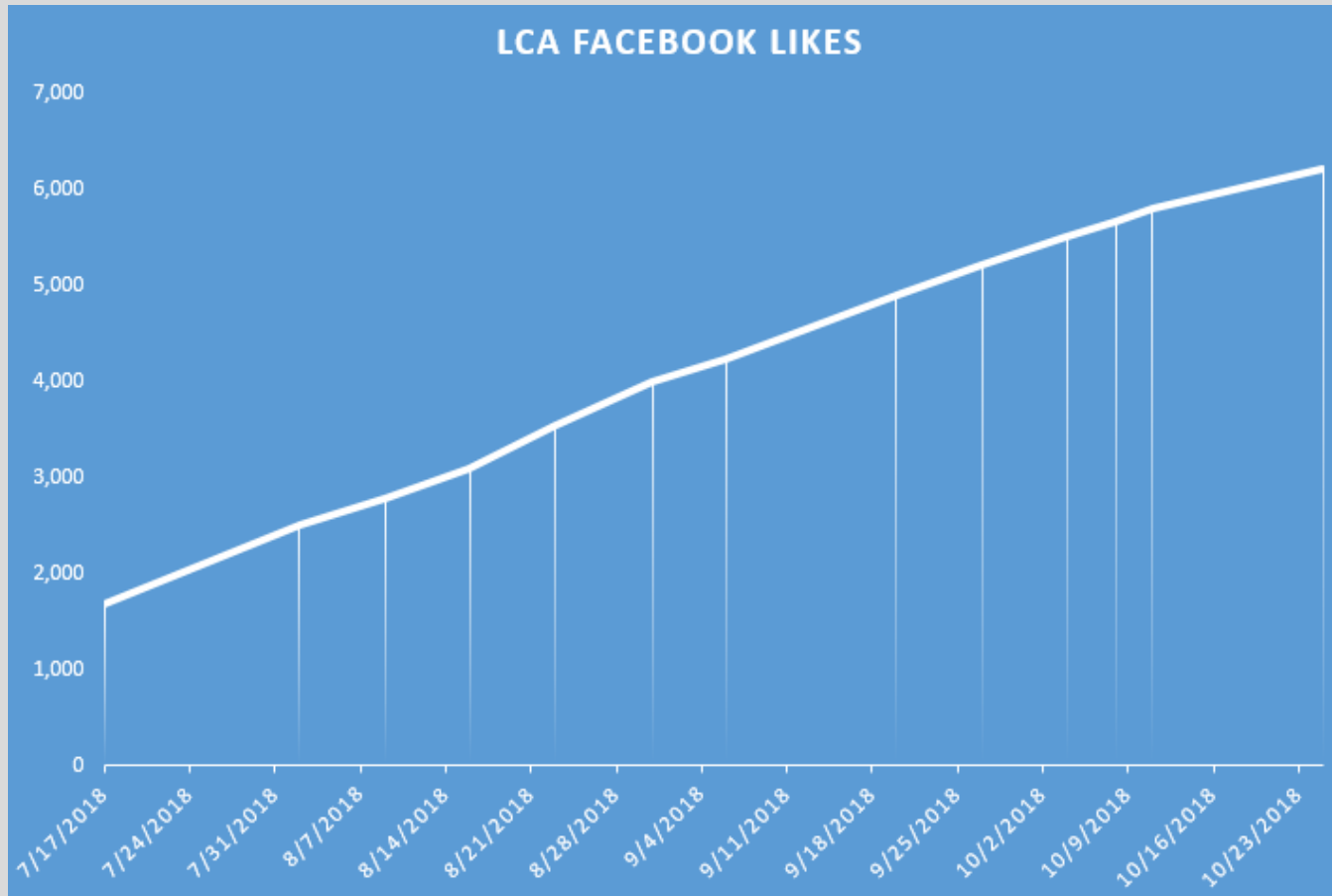
- **Demonstrate the value of Louisiana's chemical industry to citizens and their elected leaders**
- **Communicate consistently. Find new stories**
- **Develop an identified pool of Louisiana citizens that support the chemical industry**
- **Develop new outlets of communication**
- **Create opportunities to mobilize in key parishes**



# STRATEGIC APPROACH

- **Messaging**
  - Economic impact
  - Importance to community
- **Education**
  - Newsletters
  - Advertisements
  - ITEP materials
- **Engagement**
  - Caravan
  - Townhalls
  - Industry Days
- **Mobilization**
  - Fall 2019

# SOCIAL MEDIA



## LCA FACEBOOK LIKES

**5,765**

## LAFESTE FACEBOOK LIKES

**2,661**

# ADVERTISEMENTS



Louisiana Chemical Association

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With average annual wages totaling more than \$191 million, the Chemical Industry continues to fuel the Jefferson Parish economy.



**CLICK HERE: Jefferson Parish Continues Growing with Chemical Industry**

Read more here.



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LIKE if you want to bring jobs to Louisiana!



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1,987 people like this

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Written by Push Digital · June 25 at 9:47 AM ·

Louisiana's chemical industry believes in bringing in new business, job growth and education. Do you?



Our Chemical Industry

**POWERS LOUISIANA**



Public School  
Teacher Salaries

Chemical industry taxes  
pay the salaries of at least  
4 of every 10 public school  
teachers in Louisiana.



Louisianians Earn  
More Money

On average, Louisianians working in  
the industry earn \$2,050 every week.  
This is \$1,180 more than  
the statewide average.



More Property  
Tax Dollars

\$2 of every \$3 property  
tax dollars collected in  
the Capital Region are  
paid by industry.



More Tax Revenue  
For Parishes

Billions in investments will come onto  
property tax rolls during the next 5  
years – which means billions in  
new tax revenue for parishes.

**When Louisiana Encourages Job Creation...  
Our Neighbors and Communities Win.**

Every Time.



Louisiana Chemical Association

Learn more about **Louisiana's Chemical Industry** and building for the future at

[www.lca.org](http://www.lca.org)

# VIDEO TESTIMONIAL ADS

**VIDEO TESTIMONIALS  
PRODUCED ON THE  
FOLLOWING INDIVIDUALS:**

**LIZZ TAYLOR  
PLANT OPERATOR, BASF**

**TANNER MARTINEZ  
ENVIRONMENTAL HEALTH  
AND SAFETY TEAM LEADER, BASF**

**FELECIA GOMEZ-WALKER  
SUPERINTENDENT OF ST. CHARLES  
PARISH PUBLIC SCHOOLS**



# TOWNHALL

**On Oct. 2<sup>nd</sup>, LCA and LCIA hosted the first Chemical Industry Forum at Setpoint Integrated Solutions in Baton Rouge.**

**There were more than 75 industry supporters in attendance.**



# Here's how you can help.



[Facebook.com/LAChemicals/](https://www.facebook.com/LAChemicals/)



[Twitter.com/LAChemAssoc](https://twitter.com/LAChemAssoc)



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