

LAFAYETTE PUBLIC TRUST
FINANCING AUTHORITY

RESUME LIST:

Brittany LaCour Deal

Joseph L. Gordon-Wiltz

Jackie Hettich

no incumbent submission

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Brittany LaCour Deal, M.S., CEcD, CERP

Lafayette, Louisiana | [LinkedIn](#)

A talented and dynamic senior economic development professional driven by proficiency in business and market intelligence, economic analysis, site identification and evaluations, strategic planning, collaboration, and organizational communication. Experienced, double-certified economic developer and researcher with a Master of Science in Communication and over nine years of experience in data and impact analysis, project management, problem-solving, public advocacy and community and government engagement.

Strengths: Highly Organized, Strategic-minded, Civically Engaged, Strong Communicator, Ethically Conscious, Effective Collaborator, Team Player, Problem Solver

KEY ACCOMPLISHMENTS

- Earned the designation of Certified Economic Developer (CEcD) through the International Economic Development Council, as well as Certified Economic Research Professional (CERP) through the Council for Community & Economic Research; presented the business case for certification and exam processes at both annual conferences in 2023
- Collaborated with Lafayette Mayor/President and LEDA's CEO to serve as project lead and public advisor for Lafayette's 311 Covid Response Initiative and Small Business Grant Program assisting more than 1,200 residents and business owners and awarding small business grants to more than 60 businesses unable to qualify for traditional Covid grant programs; also, developed an interactive, real-time dashboard using ArcGIS to inform local officials, state legislators and community leaders of the progress and needs of the community
- Served as LEDA's lead researcher for Opportunity Zone (OZ) Census Tract submissions to Louisiana Governor and worked with the White House Opportunity and Revitalization Council (WHORC) and Invest Acadiana to host OZ-focused pitch competition; assisted a dozen businesses with analytics and market analysis for pitch decks to obtain angel and venture capital funding for new and expansion projects
- Elected to serve on the board of Greater Southwest Louisiana Black Chamber of Commerce and The705 Young Professionals Group; Assist with membership growth, strategic planning, and partnership engagement
- Served as Lafayette project manager for US EDA's America's Competitiveness Exchange – Louisiana, hosting nearly 70 international delegates and federal government officials; organized and executed a three-day schedule of activities
- Designed, developed, and executed the processes for two micro-business grant programs for UpLFT (Community-based CDFI) and United Way- Women United, resulting in over 250 applicants and \$110,000 distributed; currently maintaining reporting requirements, managing compliance, and developed a comprehensive micro-grant playbook
- Collaborated with Lafayette Mayor/President and local government officials to lead the initial research and proposal for the University Avenue Redevelopment Initiative, which resulted in more than \$12 million in local investment and \$10 million in federal BUILD grants to redevelop a major corridor in Lafayette that primarily serves a disadvantaged population and promotes inclusive economic growth; managed the site identification process and analyzed ROI
- Conducted more than 40 economic and fiscal impact analyses and provided recommendations for deal structures, incentive packages and local infrastructure investments for prospective company recruitment, expansions, and relocations such as Amazon, CGI Federal, SchoolMint, Westfield Fluid Controls, Ochsner Medical and more
- Appointed as Project Manager for the City of Carencro's process to become a designated Louisiana Development Ready Community, successfully led this project through completion in the span of 6 months
- Successfully leads the Business Intelligence team and manage the department's \$75,000 budget to meet all metrics of LEDA's annual business plan

EDUCATION

University of Oklahoma

Certificate, Economic Development Institute

Norman, Oklahoma

2017 to 2019

University of Louisiana at Lafayette

Master of Science, Communications

Lafayette, Louisiana

2013 to 2015

University of Louisiana at Monroe

Bachelor of Arts, Communications

Monroe, Louisiana

2008 to 2012

PROFESSIONAL EXPERIENCE

Lafayette Economic Development Authority | Lafayette, LA

July 2014 – Present

Director, Business Intelligence (2020-Present)

Manager, Strategic Analysis (2017-2020)

Associate, Information Services (2015-2017)

Intern, Information Services (2014-2015)

- Develop and manage overall workflow, implementation processes, personnel, and organizational research agenda for Business Intelligence Dept.
- Liaison to CarenCro City Mayor Charlotte Clavier and manage Retail Strategies coordination and planning
- Conduct economic impact analyses using BEA RIMS to evaluate prospective businesses and expansion projects
- Develop and oversee methodologies for updates of all stats, special reports, Cost of Living and benchmarking economic indicators
- Serve as point-of-contact for internal and external information and research requests
- In-house GIS administrator for all mapping services and analyses
- Conduct fam tours for businesses executives, local and state officials, and international delegations
- Liaison for ethnically minority business associations, chambers and UL's LEED Center, Accelerator Program
- Point person for minority grant program, redevelopment, Food Desert, and community development initiatives
- Evaluate, purchase and train staff on new or expanding software, such as Salesforce, Placer. ai, Tableau, ESRI Suite, ReferenceUSA, Gazella.ai, etc.
- Attend conferences for talent and business recruitment assistance, such as SXSW, ESRI, and IEDC
- Serve as Lafayette Ambassador for regional economic development agency, One Acadiana
- Build, distribute and analyze business and community surveys for various internal and external projects
- Develop and present economic snapshot updates at business meetings and special groups by request
- Assist with managing staff meetings, media relations, and event preparation

J.S. Clark Leadership Academy | Opelousas, LA

July 2013 – January 2015

Executive Assistant to Founder/CEO

- Developed and executed daily task lists
- Managed CEO's schedule and speaking engagements
- Organized travel arrangements for CEO and executive team
- Managed and tracked board meetings and minutes
- Assisted accountant with budget management and receipt tracking
- Mentored disadvantaged youth programs and girls support group

CIVIC & PROFESSIONAL ENGAGEMENT

- **Leadership Louisiana**, Council for a Better Louisiana (2024 – present)
- **Love Our Schools**, Acadiana Middle School CAFÉ Champion (2023)
- **Brent Henley Youth Leadership Program**, Economic Development Day Chair (2022-present)
- **Future Business Leaders of America**, Oration Competition Judge (2022)
- **United Way of Acadiana**, Grant Selection Committee (2021)
- **Junior Achievement of Acadiana**, Leading Ladies Mentor (2021)
- **The705 Young Professionals Group**, Member (2015 – present) Board Member, Membership Chair (2021-2023)
- **Council for Community and Economic Research (C2ER)**, Diversity and Regional ED Committees (2020-present), Elected Board Member (2023-present)
- **Leadership Institute of Acadiana**, Member (2019-present), Leadership 2.0 Steering Committee (2023-present)
- **Greater Southwest Louisiana Black Chamber of Commerce**, Board Member (2019-2023)
- **One Acadiana**, Business Development and Site Certification Committee (2018-present)
- **Lafayette Consolidated Government – Community Development**, Grant Selection Committee (2018)
- **JS Clark Leadership Academy**, Board Member (2017-2022) Board President (2023-present)
- **Alpha Kappa Alpha Sorority, Inc.**, General Member (2010-present)

PROFESSIONAL AWARDS & RECOGNITIONS

- 2023 IEDC Annual Conference CEcD Workshop Instructor – Dallas, TX
- 2023 CERP Panelist at national C2ER Annual Conference – Detroit, MI
- 2022 C2ER Annual Conference Women in Econ Dev Keynote Moderator – Columbus, OH
- 2022 C2ER Winner for Best Project for Policy Analysis Supporting COVID-19 Initiatives
- 2020 Innovate South Conference Speaker, Topic: Are You Drowning in Data? How to Sink or Swim – Lafayette, LA
- 2020 EDA Certificate of Recognition for America's Competitiveness Exchange
- 2019 Acadiana Top 20 Under 40 Young Professional Honoree
- 2019 Leadership Lafayette Graduate
- 2017 Dale Carnegie Highest Award of Achievement
- 2016 Dale Carnegie Outstanding Performance and Breakthrough Award

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Joseph L. Gordon-Wiltz
Ella St | P. O. Box 2357
Lafayette, LA 70506 | 70502

EDUCATION

- Shepard Broad College of Law at Nova Southeastern University - Davie/Fort Lauderdale, Florida
 - Graduate certificate in Education Law, 2010-2011
- University of Louisiana at Lafayette - Lafayette, Louisiana
 - Bachelor of General Studies (BGS) degree in Behavioral Sciences, 1999-2004

EMPLOYMENT HISTORY (August 1998–Present)

- Lafayette Consolidated Government - Lafayette, Louisiana
 - **Assistant Clerk of the Council (Lafayette City Council & Lafayette Parish Council)**
 - Registered Louisiana Legislative Lobbyist & Louisiana Certified Municipal Deputy Clerk (LCMDC)
 - May 2013-Present; 40 hours per week
- Carriage House Hotel - Lafayette, Louisiana
 - **Concierge/Night Auditor**, March 2024-Present; 24 hours per week
- P&L Medical Services - Lafayette, Louisiana
 - **Direct Service Worker**, July 2016-Present; 26 hours per week
- South Louisiana Community College - Lafayette, Louisiana
 - **Associate Director of Financial Aid and Veterans Affairs Certifying Official**
 - All Campuses
 - November 2012-May 2013; 40 hours per week
 - **Interim Director of Financial Aid and Veterans Affairs Certifying Official**
 - All Campuses
 - August 2012-November 2012; 40 hours per week
 - **Financial Aid Officer and Veterans Affairs Certifying Official**
 - Lafayette Campus, Lafayette, Louisiana
 - March 2011-August 2012; 40 hours per week
 - **Student Affairs & Financial Aid Officer and Veterans Affairs Certifying Official**
 - Acadian Campus, Crowley, Louisiana (September 2007-March 2011)
 - **HGEI Project Coordinator**
 - October 2010-March 2011; 40 hours per week
 - **CDBG Project Coordinator**
 - July 2008-October 2010; 40 hours per week
 - Evangeline Campus, Saint Martinville, Louisiana (September 2007-March 2008); 40 hours per week
 - **Workplace Literacy Instructor & STEP Coordinator**
 - Lafayette Campus, Lafayette, Louisiana
 - December 2006-September 2007; 40 hours per week

- ***Interim Regional Carl Perkins Coordinator***
 - Lafayette Campus, Lafayette, Louisiana
 - May 2006-December 2006; 40 hours per week
- Lafayette Parish Sheriff's Office - Lafayette, Louisiana
 - ***Operations Division Clerk***, December 2005-May 2006; 20 hours per week
- Drury Hotels - Lafayette, Louisiana
 - ***Night Auditor/Guest Services Agent***, July 2004-June 2013; 40 hours per week from 2004 to 2006, then 16 hours per week from 2006 to 2013
- McDonald's of Acadiana - Lafayette, Louisiana
 - ***Swing Manager***, March 1999-July 2004; 40 hours per week
- West TeleServices Corporation - Lafayette, Louisiana
 - ***Marketing Representative***, August 1998-March 1999; 24 hours per week

ORGANIZATIONS

- Alpha Phi Alpha Fraternity, Incorporated
 - Alumni member since April 2008 (Nu Theta Lambda Chapter, Saint Martinville, Louisiana); Chapter Treasurer, May 2009-Present
- Industrial Development Board (IDB) of the Parish of Lafayette, Incorporated
 - Board Member, August 2014-September 2015 and March 2024-Present
- Lafayette Metropolitan Expressway Commission
 - Commissioner, April 2019-August 2019
- Lafayette Parish Council of Governments, Incorporated
 - Secretary/Treasurer, February 2018-Present
- Lafayette Parish Library Board of Control
 - Board Member, October 2015-August 2018; President, November 2017-August 2018
- Louisiana Municipal Clerks Association
 - Member, May 2013-Present
- Neighborhoods, USA, Incorporated
 - Member, May 2015-Present
- Salvation Army of Lafayette, Louisiana Advisory Board
 - Board Member, December 2017-August 2018

ACHIEVEMENTS

- Congressional Black Caucus Institute's (CBCI) Advocacy & Campaign Training (ACT)
 - February 2019 Training Participant
- Leadership Development Institute (LDI)
 - 2009-2010 Institute Participant and Graduate

- Leadership EXCEL
 - 2008-2009 Program Participant and Graduate
- Louisiana Municipal Clerks Association
 - Earned Louisiana Certified Municipal Deputy Clerk (LCMDC) credential in March 2022

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Jackie Hettich

Business Owner and Mother Hoping To Help Improve Her Community

Lakeside Drive
Lafayette, LA 70508

EXPERIENCE

Vivid Infusion + Wellness, Lafayette, LA — Founder/CEO

FEBRUARY 2022 - PRESENT

Founded and manages the business of Vivid Infusion + Wellness, a nutrient infusion and wellness clinic, with a team of several employees and contractors.

Classic Petroleum, Inc., Lafayette, LA — Landman

DECEMBER 2016 - MONTH 2018

Updating Held-By-Production Title in Haynesville Shale and Compiling Regulatory Reports.

Cimmaron Field Services, Inc., Fort Worth & Midland, TX — Leasing Coordinator

FEBRUARY 2010 - JULY 2016

Oversaw all aspects of lease processing and administration for multiple clients across several prospect areas. Reviewed and approved lease forms prior to execution. Maintained multiple databases and provided progress reports to clients on a weekly basis. Worked directly with the CFO to ensure proper client billing and IRS reporting.

Classic Petroleum, Inc., Lafayette, LA — Land Tech

JUNE 2008 - JANUARY 2010

EDUCATION

University of Louisiana at Lafayette, Lafayette, LA — Kinesiology: Health Promotion and Wellness

AUGUST 2023 - CURRENT

Pursuing a Bachelor of Science in Kinesiology/Health Promotion and Wellness.

Midland College, Midland, TX

2014-2015

University of Louisiana at Lafayette, Lafayette, LA

2007-2009

SKILLS

Managing all Aspects of
Running a Business

Team Management

Project Management

Organizational Skills

AFFILIATIONS

Board of Director Secretary

Better Business Bureau

Serving Acadiana

Ambassador One Acadiana

LANGUAGES

English

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