

Northshore Organizations Join Forces to Combat 'Brain Drain'

12-14-2023



L to R: Melissa Kirsch

We hear all the time about the brain drain: Louisiana's best and brightest finding career success in faraway places. In recent years, nearby Southern states like Alabama, Texas and Georgia are recruiting and retaining our young professionals, particularly in the fields of energy, entertainment and engineering.

We also hear from our established economic leaders in healthcare, education and real estate that we need to compete with these same states to attract and retain new doctors, educators and even to address the growing population of empty nesters and elderly selecting advantageous locales for retirement.

The St. Tammany Chamber coalesces business interests to advance worthwhile Northshore projects that improve quality of life for generations to come. Appropriate housing, attractive career opportunities, engaging culture and recreation options all stand at the heart of what makes a community successful. St. Tammany and the Northshore region as a whole have an opportunity to plan for the future now.



Lacey Osborne

Residential, commercial and municipal planning and development decisions being made now have long-lasting impacts for our families, friends and neighbors. It can be difficult to see when we're the comfortable ones enjoying the good life, but planning is necessary to enable that quality of life to continue at both ends of the age spectrum.

Our region has a decision to make. We have made efforts to attract clean industry, smart housing, recreation and employment solutions like MedLine and Sucette Harbor. For the future viability of our community for generations, we see the failure of these projects as cautionary tales.

Our Northshore has been growing and changing for decades, sometimes in fits and starts, but always on the upward trajectory. From its early beginnings, the Northshore economy is continuously growing and diversifying to encompass everything from farming to film. Housing, good jobs and fun things to do are all part of our success story. To maintain these opportunities, elected and business leaders together are turning attention to the infrastructure needs of residential and commercial development such as new businesses, tourist attractions, accommodations and restaurants.

- Partner Content -

The time is ripe for a strategic focus on economy, infrastructure and development. We can build and adapt our beautiful Northshore to welcome young adults, empower elder residents and shape a community for the future that provides abundant jobs, housing, recreation and commerce.

Seven organizations with a focus on the Northshore have built a coalition to make the most of each entity's strengths for the benefit of the entire Northshore region. The St. Tammany Chamber of Commerce along with St. Tammany Corporation, Visit the Northshore, Northshore Community

Foundation, Northshore Business Council, Northshore Homebuilders Association and Tri-Parish Works have formed St. Tammany Economic Partnership (STEP). 

With this collective brain trust we have committed resources to ensure our Northshore quality of life is protected, expanded and ensured for all our evolving needs. Residents can get involved by joining and supporting initiatives for growth and development. Learn more at StTammanyChamber.org.

- Sponsors -

Lacey Osborne is the president and CEO of the St. Tammany Chamber of Commerce