I invest in CPEX because I know we cannot grow our economy if we leave any community behind.

John Noland | Community Investor
Jena invests in CPEX because they are helping us become the community we know we have the potential to be.

Mayor Murphy McMillin | Town of Jena
I became involved in planning because I believed our community of Baton Rouge could be so much better than it is. That was 14 years ago, and the planning effort was called Plan Baton Rouge. In many ways, the planning we have done in this community and in the numerous others where we have worked has helped make them better places to live. But we still have a long way to go.

CPEX was created as an independent non-profit six years ago, and this annual report marks a significant milestone in our growth and progress. Our business model has transitioned over the past year to rely on funding support from those who believe in our work, as well as the revenues we will generate through that work. The strongly positive response we have received to our request for support has been very affirming and encourages us to re-double our efforts. My deepest thanks to all of you for your incredible support.

Communities are complex organisms with multiple systems that interact with each other. Things are as they are for reasons, and those reasons include a wide assortment of public policies. The essence of planning is to identify those policies and to understand the positive and negative effects they are having on communities so we can be intentional about adopting policies that take us where we want to go—instead of in the wrong direction. If we are going to build healthy, competitive, equitable communities in Louisiana, we must make smart decisions to maximize the value of our finite resources.

CPEX is blessed with a remarkable leader in Boo Thomas, and she has assembled a talented and dedicated staff that are an inspiration to me as I work with them. Our success is predicated on the strength of our partnerships—with funders, civic leaders, stakeholders and experts in the field, and now with our membership. With your continued support, we will build on our momentum and strive to achieve our mission of making our communities and our state great places to live and work.

Sincerely,

Cordell Haymon, Chairman of the Board
Cities cannot thrive while their core communities suffer. In the historic but disinvested neighborhood of Old South Baton Rouge, CPEX helped develop a plan for revitalization in 2006. Since then, we have worked to implement plan recommendations including commercial façade improvements, home rehabilitation, business training, community greening and capacity building.

reinvestment

A walkable development has transformed this block in Old South Baton Rouge.
Louisiana's coast is a vital and threatened asset. Dedicated to strengthening coastal communities, CPEX launched our Best Practices Manual for Development in Coastal Louisiana this year and we are currently working in Thibodaux, Jean Lafitte and Lafourche Parish to create plans for community resiliency.
CPEX helps create highly functional, equitable communities throughout Louisiana that capitalize on their unique qualities through community-driven planning and implementation.

I invest in CPEX because they understand the value of our heritage, and how the history and culture of a community can inspire plans for a brighter future.

Suzanne Turner | Preservationist
About CPEX

JEANNETTE DUBININ
Project Manager

ALICIA HAWKES
Operations Manager

PHILLIP LAFARGUE II
Director of Communications

LAUREN MARSCHALL
Planning Intern

ANNA SNYDER
Communications Intern

JENNIFER STENHOUSE
Outreach and Membership Manager

LACY STROHSCHEIN
Special Initiatives Manager

TARA TITONE, LEED AP
Project Manager
The CPEX Board of Directors is comprised of a formidable set of passionate community leaders with extensive backgrounds in planning, law, legislation, economic development, entrepreneurship, marketing and communications, crime prevention, philanthropy and much more. In addition to guiding the work of CPEX, the board represents a critical and diverse cohort of Louisiana stakeholders. Their decision making and direction setting has helped CPEX become the organization it is today.

**CORDELL HAYMON, Chair**
Senior Vice-President, SGS Petroleum Service Corporation

**RAYMOND A. JETSON**
Pastor, Star Hill Church

**RANDY ROUSSEL, Treasurer**
Partner, Phelps Dunbar LLP

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President and CEO, Baton Rouge Area Chamber

**DEREK GORDON, Secretary**
President and CEO, Arts Council of Greater Baton Rouge

**JAY NOLAND**
Attorney, Real Estate Developer, Noland Development, L.L.C.

**YOLANDA DIXON**
First Assistant Secretary of the Senate, Louisiana State Senate

**JOHN SPAIN**
Executive Vice President, Baton Rouge Area Foundation

**DONNA FRAICHE**
Shareholder, Baker, Donelson, Bearman, Caldwell, & Berkowitz, P.C.

**JEFFREY ZEHNDER**
CEO, Zehnder Communications
Transformative projects can be achieved through meaningful partnerships and application of new technologies. A collaborative effort between CPEX, the YMCA, LSU and BRCC, the solar-powered outdoor classroom at the Baranco Clark YMCA showcases green building techniques and provides a meeting space to be programmed with family wellness and health activities.
Smart transportation investment is critical for creating great communities. It connects people to each other, to businesses and to opportunities. It gives people access right where they live to mobility options that suit their lifestyles. CPEX advocates for smarter transportation investments through much of our work, especially the CONNECT Coalition and the Baton Rouge Transit Coalition.
In 2008, CPEX started drawing down on grants from the U.S. Department of Housing and Urban Development. In 2012, those funds are no longer available to us. The large share of revenues from grants in 2011 as reflected in this pie chart will be reduced this year, so CPEX has ramped up membership, events, and fee-for-service-based efforts to make up the balance. In 2012, grant revenues are likely to be a smaller percentage of the total.

<table>
<thead>
<tr>
<th>Year</th>
<th>Member Contributions</th>
<th>Event Revenues</th>
<th>Event Expenditures</th>
<th>Operating Income</th>
<th>Operating Expenses</th>
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<td>2007</td>
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* 2011 operating income reflects the first year of member contributions, which will be used in 2012 to support operations.

Financials

**I invest in CPEX because I want my children and grandchildren to be proud to call Louisiana home.**

Newton B. Thomas | Grandparent
Clockwise from top left:

**THE GROW SUNFLOWER PROJECT**
June 2011 - In partnership with the East Baton Rouge Redevelopment Authority and Baton Rouge Green, CPEX worked with the Old South Baton Rouge community to beautify and bring positive activity to vacant lots in designated development areas by planting fields of sunflowers.

**COMMUNITY MEETING IN JEAN LAFITTE**
November 2011 - CPEX conducted outreach in the coastal town of Jean Lafitte, to develop a plan for economic growth and resiliency in the face of coastal risks.

**COMMERCIAL FAÇADE IMPROVEMENT GRANTS PRESS EVENT**
May 2011 - Through our Commercial Façade Improvement Grants Program, CPEX has helped improve 18 businesses in Old South Baton Rouge, all showcased at this press event.

**JOHN ROBERT SMITH SPEAKING AT TRANSPORTATION POLICY FORUM**
July 2011 - CPEX’s CONNECT Coalition brought together private citizens, public agencies and key decision-makers at a Transportation Policy Forum. John Robert Smith, former mayor of Meridian, MS and current president of Transportation for America provided key best practices and important trends in his opening keynote address.

**DEDICATION AT AVEIA’S RAINBOW COMMUNITY GARDEN**
March 2011 - Old South Baton Rouge resident Marva Coleman has worked diligently with CPEX to develop a community garden in a vacant lot she owns. The garden is named in memory of her daughter, the late Aveia Coleman.

**NETWORKING AT THE SMART GROWTH SUMMIT**
August 2011 - CPEX’s 6th annual Smart Growth Summit brought in over 800 professionals, officials and citizens to network and share local, national and international solutions in planning and development that can be applied in Louisiana communities.

**MARTIN LUTHER KING, JR., DAY OF SERVICE**
January 2011 - Each year, CPEX plans volunteer activities for the Martin Luther King, Jr., Day of Service to make an impact restoring homes in Old South Baton Rouge as part of our Home Rehabilitation Program, which has improved 20 homes since 2008.

**JENA STREETSCAPE IMPROVEMENTS RIBBON CUTTING**
November 2011 - Including streetscape improvements along their downtown Main Street, the Town of Jena has completed or started 17 implementation projects in the two short years since the adoption of their CPEX-facilitated plan for growth, Jena’s Vision.
Members

**Vision Level Two | $25,000**

Lane Grigsby
Cordell and Ava Haymon
Manship Media - The Advocate and WBRZ TV
All Star Automotive Group
Irene W. and C.B. Pennington Foundation
Dee Dee & Kevin Reilly
Newton B. Thomas/Newtron Group Fund
Susan Turner and Scott Purdin

**Vision Level One | $10,000+**

Laura and Jim Bailey
Baton Rouge Area Foundation
Douglass Stewart Coleman
Charles W. Lamar III, Charles Lamar Family Foundation
John and Virginia Noland

**Leadership Level Two | $5,000+**

ABMB Engineers, Inc.
The Imogene Brown Family Fund
CSRS, Inc.
Roberta Guillory
The McMains Foundation
SGS Petroleum Service Corporation
John G. Turner & Jerry G. Fischer
Whitney Bank
Joanna Wurtele

**Leadership Level One | $2,500+**

Princeton and Dadie Bardwell
Lee and Brenda Berg, Lee Michael’s Fine Jewelry
Capital One, NA
Steve Carville, Milton J. Womack, Inc.
ExxonMobil Baton Rouge
Donna D. Fraiche/Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
Alice and Bob Greer
Jones Walker
Stonehenge Capital Company, LLC
Stone Pigman Walther Wittmann, LLC
J. Terrell and Mary Kay Brown Family Fund
John and Boo Thomas
WHLC Architecture
John and Janet Young
Sean and Jennifer Eplett Reilly
Members

Foundation Level Three | $1,000+
AARP Louisiana
Linda and John Davies
Town of Jena
Mary Terrell and Cheney Joseph
John P. Laborde
R. King Milling
Hermann “Buck” Moyse, III, Moyse Family Foundation
Jake L. Netterville, Postlethwaite and Netterville, CPAs
Jay and Elizabeth Noland
Cary Saurage, Alma Lee and H.N. Saurage, Jr. Fund
Craig and Lynne Smith
Steve and Martha Strohschein
Dann and Janet Thomason
Thomas H. Turner, Turner Industries Fund
Jeffrey and Ansley Zehnder

Foundation Level Two | $500+
AIA Louisiana
Coleman Partners Architects, LLC
Cox Communications
John Dardis, AICP
Neil Erwin, Caroline Erwin
Michael Hooper, La Capitol Federal Credit Union
Laurence Lambert
Crisie and Charles Landry
Latter & Blum Property Management, Inc.
Karen and Cornelius Lewis
Ben Marmande, IBERIABANK
Randy Roussel, Phelps Dunbar LLP
Josef Sternberg Memorial Fund
Mike Sullivan, AIA, Looney Ricks Kiss/LRK
Martin and Moo Svendson

Foundation Level One | $250+
Elliott W. Atkinson, Jr.
Ken Best, J-K Best Co., Inc.
Brenda and Warren Birkett
Randy J. Bonnecaze, Hannis T. Bourgeois, LLP
Jim Brandt
John and Beth Brantley
Carole Anne Brown
John K. Carpenter
J. Patrick Cave
Renee Chatelain
Norman Chenevert, Chenevert Architects
Center for Planning Excellence Staff
Citizens Bank & Trust Co.
Members

Linda Perez Clark, Kean Miller LLP
Catherine Coates
Charles H. Coates, Jr. and Peggy D. Coates
Thomas and Debbie Cotten
Patricia A. Day & Joseph G. Simmons
Yolanda and Jimmy Dixon
Andrés Duany, Duany Plater-Zyberk & Co.
Gregory M. Eaton
Thomas L. Frazer, Frazer & Persac, APAC
Carol and Ken Gikas
Derek Gordon and Rodolfo Ramirez
Hearin Properties
Robert H. Hodges
Ted Jack
Raymond A. Jetson
Rebecca and John Joy
Martha and Joe Juban
Megan and Adam Knapp
Fairleigh and John Jackson
Louisiana Cooperative Extension Service and LSU AgCenter
Susan P. Leake
Anne and Paul Marks, Jr.
Patrick J. Mascarella
Frank D. McArthur
Danny McGlynn, McGlynn Corp LLC
David “Chip” Mills, Zachary Chamber of Commerce
Roger H. Ogden
Janice and Gerald Pellar
Garrick A. Rose
James and Beth Ruiz
Hank and Laurie Saurage
Dale Songy, Coleman Partners Architects, LLC
John and Linda Spain
Ralph and Sissy Stephens
Tangipahoa Parish Government
Anne and Andrew Thomas
Charlotte L. Wright

Students and Young Professionals Level | $100+

Cara L. Bartholomew
William E. Borah
Kevin and Debbie Knobloch
Robert and Judith Levy
Janice B. Macomber
Elizabeth Siccone
Becky Simmons
I invest in CPEX because they understand the private market perspective, and how to reconcile it with the needs of communities.

Charlie Lamar | Community Investor

I invest in CPEX because they understand the impact of the built environment on people’s health, access to opportunities and ability to age comfortably in their community.

Kevin Reilly, Sr. | Community Investor

2011 Grantors and Funders
Baton Rouge Area Foundation
East Baton Rouge Mortgage Finance Authority
Greater Baton Rouge REALTORS® Association
Greater New Orleans Foundation
The Home Depot
Huey and Angelina Wilson Foundation
JPMorgan Chase Foundation
Louisiana Coastal Protection and Restoration Authority
Louisiana Housing Finance Agency
Louisiana Office of Community Development
National REALTORS® Association
NeighborWorks America
Surdna Foundation
U.S. Department of Housing and Urban Development