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News Release

GAEDA willing to "spark" SPARC

Mayor Jacques Roy wants the Greater Alexandria Economic Development Authority (GAEDA) to handle oversight of the \$96 million plan to develop and improve infrastructure for the city. GAEDA's Executive Director, Clifford J. Moller said he and his board are more than willing to accept the Mayor's proposal, calling it "a testament to the financial stability of our organization and its ability to deliver on immediate and long term goals."

Mayor Roy's proposal calls for GAEDA to oversee Special Planned Activity Redevelopment Corridors. The plan was introduced almost two years ago but has not been implemented. It calls for infrastructure improvements in three corridors of the city: downtown and the Red River waterfront; Bolton Avenue and North MacArthur Drive; and Lee Street and Masonic Drive.

Moller says he and the GAEDA board "are looking forward to working with the Mayor and Alexandria City Council on achieving the goals of SPARC." He also said if the Mayor's proposal does come about, SPARC would be "operated with the same basic philosophy that has led to GAEDA's financial stability." Moller says "We're still strong because we have steered clear of bad investments. We have learned to say no if it's not in the best interest of the city, or this organization."

Established by the City Council in 2003, GAEDA utilizes funds derived from a lodging tax to generate economic development for Alexandria. Recipients of its most recent funding include the Alexandria-Pineville CVB, Tipitina's Foundation and the Alexandria Mardi Gras Association. Moller serves as Executive Director with a 7 member Board, made up of volunteers from the community.

For more information on GAEDA please contact Joe Lewis at (985) 652-5801 or jlewis@thex-perience.com.