DELCAMBRE Resiliency

A town taps into industry trends to overcome, and thrive
HARD HIT
An industry on the brink
Shrimp Capitol of the World

Selling to small shops & processing facilities

1960s – 1970s
Shrimp industry in decline

1980s – 1990s

- Increasing fuel prices
- Decreasing dock prices
- Global imports on rise
100 boats to 30
Commercial shrimp fleet shrinks
A generation lost

“...their [younger men] opportunity was in the oil field generally, and it was easier to go into the oil field and make really good money as opposed to getting on a shrimp boat and working your tail off for very good money sometimes and no money sometimes... And so that roller-coaster ride, I think, started driving people out of the shrimp [industry], at least in our community.”

—Greg Touchet, REAL ESTATE ATTORNEY, DELCAMBRE
Hurricane Rita
The industry’s tipping point

KNOCK-OUT PUNCH?
Hurricane Rita Hits 2005

Inundation
- 10 to 15 feet of tidal storm surge to the Town of Delcambre on the morning of September 24, 2005
- 90% of the community flooded

Economic Impact
- Delcambre alone accounted for $9.9 million in National Flood Insurance Program losses
- Loss of tax base
- Loss of businesses
- Vessels & infrastructure devastated
Delcambre & Erath begin the recovery planning process

DOWN BUT NOT OUT
Louisiana Speaks kicks off recovery process

Louisiana Recovery Authority hosted a series of planning events:

- Scoping Meeting
- Governmental Workshop
- Louisiana Recovery Planning Day
- Neighborhood Planning Charettes in Delcambre & Erath
Louisiana Speaks
Tangible Projects Proposed for Our Area

1. Expand the Twin Parish Port

2. Dredge the Delcambre Canal

3. Initiate Delcambre & Erath Redevelopment Plan
   - Elevate property from the excavation of canals
   - Build elevated buildings on waterfront
   - Create venues and attractions to boost economy
   - Utilize ‘smart growth’ to rebuild and re-grow
Cultivating New Ideas

Louisiana Speaks Redevelopment Plan laid the foundation for a vision of what Delcambre and Erath could be . . .

something MORE

something NEW that centers around a key asset, the Delcambre Canal.
“The Canal is the key to everything that occurs in the community . . . It’s important because of the population surrounding us that can gain access to the waterway.”

—Scott Saunier
Sowing the seeds of something GREATER; Delcambre creates a steering committee to guide recovery planning and development.
LSU School of Landscape Architecture adds new ideas to vision

Community involvement:

- Stakeholder meetings
- Student tours of Delcambre
- Presentation of plans
LSU - Landscape Architecture
Plans focused on culture, infrastructure & recreation along the waterfront
ULL Community Design Workshop, School of Architecture builds on waterfront development

Community involvement:

- Steering committee meetings
- Student tours of Delcambre
- Presentation of Charettes
ULL – Community Design Workshop
Boardwalk/Plaza Proposal
ULL – Community Design Workshop
Marketplace/Residential Inlet Proposal
ULL – Community Design Workshop
Marketplace Island Proposal
Overcoming the odds?

The vision has taken root, but Delcambre still needs cash to bring recovery plans to life.
Finally — funds become available to kick start recovery

THE COMEBACK BEGINS
Fisheries Infrastructure Program
Community Development Block Grant funding opportunity for:

1. ‘Open-air ‘ seafood market for commercial boats to dock & sell direct
   • New, direct markets for commercial fisherman
   • Multi-use, multi-purpose location for events
   • Safe harbor during storms

2. Expanded boat launch

3. Observation & fishing pier
   • For recreational fisherman & eco-tourists
Fisheries Infrastructure Program

APPROVED: Twin Parish Port Commission gets $2.2 million from a CDBG grant, $1.4 million from Iberia Parish disaster recovery funds, and $600,000 from Twin Parish Port Commission own funds. Total project, $4 million.
Millage Funds
Ten year, 4 mills, economic development millage

$300,000

2009
Bond Funds
Revenue from millage secures $1.5 million bond to build a marina complex:

- 28-slip marina
- Office building
- Parking
USDA Grant

Funds become available to develop a new seafood & farmers market on the waterfront to enhance projects in place.

Elevation Project

Iberia Parish Government dedicates $1 million to an elevation project, with the hopes of attracting a grocery store and other retailers.
Direct shrimp sales lead revitalization efforts

RESILIENCY IN ACTION
The website that changed it all
DelcambreDirectSeafood.com
Fresh Catch Message

Fisherman log in to post their latest catch for the public to buy direct.
2010: 10 boats
2011: 30 boats
Increased profitability (from prior year): 66%

350,000 pounds sold in 2015!
Here we grow
DDS Model expands to Louisiana Direct Seafood
Delcambre Direct Seafood leads the other sites, entering the world of Facebook with incredible success.
Local Frozen Shrimp Brand Debuts

Pilot project takes selling direct to the next level, in the off season.
At Delcambre Shrimp Festival
The Vermilion Bay Sweet Brand launched officially at the 2012 Delcambre Shrimp Festival . . .

New Iberia Gumbo Cook-off
. . . And at the Gumbo Cook-off. The brand’s positive reception encouraged stakeholders to continue product development.
Vermilion Bay Sweet Brands Expanded

To include ‘gumbo’ pack of smaller shrimp, fish and crab
Gulf South Inc, a small Vietnamese family-run shrimp dock and processor located in nearby Intracoastal City, rose to the challenge. Already dedicated to increasing the quality of Louisiana caught shrimp, as well as the profits fishermen receive for their hard work, they bet on the ability of the Delcambre Direct Program to get the product out there successfully in the marketplace.

The original Vermilion Bay (VBS) product was created as a 1.5-pound vacuum pack free of the STP (sodium tripolyphosphate) additive found in most other shrimp packs. Starting with just 5,000 packages of Vermilion Bay Sweet shrimp sold at area festivals, the product quickly expanded into eleven local businesses in 14 locations around Acadiana. The product has been so successful that Gulf South is having a tough time keeping up with demand.

This immediate success led to the development of a ‘gumbo-sized’ shrimp package—the first product to carry the Louisiana Certified Seafood label developed by the Louisiana Seafood Promotion & Marketing Board and Louisiana Department of Wildlife & Fisheries. The VBS gumbo pack will be a machine peeled, one-pound bag packed and distributed out of Delcambre by Gulf Crown Seafood.

Vermilion Bay Sweet demonstrated unequivocally that the demand for a gourmet quality seafood product, that could command a higher price, was out there.

Find it now online through CajunGrocer.com.

For more information on Vermilion Bay Sweet, Delcambre Direct Seafood and parent initiative Louisiana Direct Seafood, visit: www.LouisianaDirectSeafood.com.
North Pier Marina Expands
Open for business with 28 slips
North Pier Marina

New base of customers called “cruisers” traveling the Intracoastal Waterway
NO LOOKING BACK 2013
Delcambre Media Day
Resiliency Tour

- Tour of the Marina and waterfront
- Tour of the processor where VBS packed
- Debut of the NEW Seafood & Farmers Market
Delcambre Seafood & Farmers Market
Opening day in March brought over 2,000 attendees.
Facebook
Opening day in March brought over 2,000 attendees.
Delcambre Seafood & Farmers Market
2014 TO PRESENT

Completion of projects
New ones on the horizon
Bayou Carlin Cove Officially Opens

The infrastructure project comes to fruition.
Bayou Carlin Cove

- Boat launch
- Fishing pier
- Pavilion
- Shrimp boat docking
Bayou Carlin Cove marketing materials

The Vermilion Bay, Your Way.

Bayou Carlin Cove is your connection to the abundant waterways of the Vermilion Bay area—a destination for boaters, anglers, hunters and nature lovers.

A HAVEN FOR FAMILIES AND FISHERMEN

Located at the heart of Delcambre, Bayou Carlin Cove is a family-friendly gathering place for people of all ages. From beautiful fishing vacations to fun-filled holidays, Bayou Carlin Cove offers a unique blend of recreation and relaxation.

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Bayou Carlin Cove

Location: 697 S. Sabine St., Delcambre, LA 70344
Phone: 337-582-7711
Fax: 337-582-4000
Info@BayouCarlinCove.com

Came visit us. A local favorite.

The Vermilion Bay, Your Way.

Bayou Carlin Cove is your connection to the abundant waterways of the Vermilion Bay area—a destination for boaters, anglers, hunters and nature lovers.
We were successful because we capitalized on our assets—shrimping and the Delcambre Canal—as well as market trends like buying local and chem free. With the social media explosion, it was a natural way to reconnect people to local resources. Our success has been overwhelming.”

—Thomas Hymel, Louisiana Sea Grant/LSU AgCenter & Louisiana Direct Seafood program director
Coastal Flooding Community Workshop

Options to help with rising flood insurance costs: Policies to retain and grow commercial businesses in flood zones.

February 10, 2016
9:30 – 11:30 am
Greater Iberia Chamber of Commerce
Meeting Room
111 West Main Street
New Iberia, LA 70560

9:30 – 9:45 Welcome & What We Hope to Accomplish
        Wanda L. Geer, Twr Parish Port District & Mike Tautsdel, Executive, EIFD

9:45 – 10:00 Regional Storm Surge Models: Historical & Potential
        Melanie Wolfert, Instructor & Extension Specialist, LSU Support, Louisiana Sea Grant

10:00 – 10:20 Implementation of High Risk Voter & the Homeowners
        8/9 Rebuilding, Ave
        Phil Shearer, Extension Specialist, LSU AgCenter

10:20 – 10:40 Community Rating System
        Melinda Delpit, Research Associate, Louisiana Sea Grant Law & Policy Program

10:40 – 11:00 Dry – Flood proofing options for commercial buildings
        Tommy Mallet, Extension Associate, LSU AgCenter

11:00 – 11:20 How a CPR program has provided a 28% reduction
        On Commercial & Residential flood insurance premiums
        Jennifer Gerbers, Director, Vermilion Parish Flood Plain, Larueboine Parish

11:20 – 11:30 Wrap-up and questions
        Wanda L. Geer, Twr Parish Port District & Panel
INTRODUCTION TO THE COMMUNITY RATING SYSTEM

Melissa Daigle
Louisiana Sea Grant Law & Policy Program

Coastal Flooding Community Workshop
New Iberia ~ February 10, 2015
The Flood Insurance Rate Map (FIRM)

Basis for Rating Flood Insurance

- NFIP reform legislation highlighted the significance of the FIRM

Basis for Regulating Development

Securing Loans
Sea Level Rise and Storm Surge: Implications for Iberia Parish

Maurice Wolcott
LA Sea Grant / LSU Agricultural Center

Image Courtesy of NOAA
Avoiding greater disaster with Harbor of Safe Refuge
Business Steering Committee designs Safe Harbor Project
Waterfront planning area
Port relationships and connections