

CADDO PARISH COMMISSION

505 TRAVIS STREET, GOVERNMENT PLAZA

PUBLIC NOTICE

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

August 4th, 2022

1:30 pm

1. ECONOMIC DEVELOPMENT COMMITTEE ROLL CALL:

Mario Chavez, Chair

Stormy Gage-Watts

Steven Jackson

Lyndon B. Johnson

Ed Lazarus

John-Paul Young

Roy Burrell

John E. Atkins, President

2. INVOCATION:

3. PLEDGE OF ALLEGIANCE:

Veterans and active military members saluting during recitation of the Pledge of Allegiance would be appropriate, should you wish to do so.

4. AGENDA ADDITIONS:

5. PUBLIC COMMENTS:

Citizens who wish to address the Committee please fill out a comment card located in the chamber foyer, and return to the Chairman or the Clerk of the Commission. Citizens may also fill out & submit a [COMMENT CARD ONLINE HERE](#) prior to the meeting. Individual comments are limited to 3 minutes

6. NEW BUSINESS:

6.I. Discuss And Make Recommendation Regarding Funding For Ronald McDonald House

Documents:

[RMH- CADDO PARISH 8 1 2022.PDF](#)

[RMH ESTIMATED ANNUAL ECONOMIC IMPACT - CADDO PARISH.PDF](#)

7. ADJOURN:



Ronald McDonald
House Charities®
Arkansas

1501 W. 10th Street, Little Rock, AR 72202
Celebrating **40 Years** of Serving Families
rmhcarkansas.org | @rmhcarkansas
501.374.1956 | Keeping Families Close®

A RONALD MCDONALD HOUSE® FOR NORTHWEST LOUISIANA

Meet Liam



Born prematurely in Shreveport, Liam was **diagnosed with kidney failure** and spent 55 days in the NICU.

"We were there every day, but the daily round-trip drive, and **being away from our 7-year-old daughter** was so difficult.



RMHC®

We were overwhelmed when Liam was sent to Dallas for dialysis. Worried for him and our finances. **It was almost more than we could bear.**

We were relieved to learn we could stay as long as needed at the Ronald McDonald House for free! Everything was provided - meals, laundry, and much more. It took so much stress off us and we were able to focus all our attention on Liam.

The possibility of having a Ronald McDonald House here at home where families could be with their child would be amazing and is so needed."

55 Nights Without A Ronald
McDonald House

At Ronald McDonald House we see families on the worst days of their lives.

It is unimaginable to have a baby born so tiny that they are unable to leave the hospital for months, a child undergoing daily chemotherapy treatments, or one who is fighting for their life due to an unexpected critical illness or traumatic injury.

Although children and their parents are resilient - they need our help.

Without a Ronald McDonald House, families have told us that their child wouldn't have been able to get the care they needed, or they slept in their car in the hospital parking lot because they simply couldn't afford a hotel.

For more than 40 years, Ronald McDonald House Charities of Arkansas (RMHCA) has provided a **home away from home** for families while their child is receiving medical care treatment at any of Little Rock's hospitals - Arkansas Children's, Baptist Health Medical Center, or the University of Arkansas for Medical Sciences (UAMS).

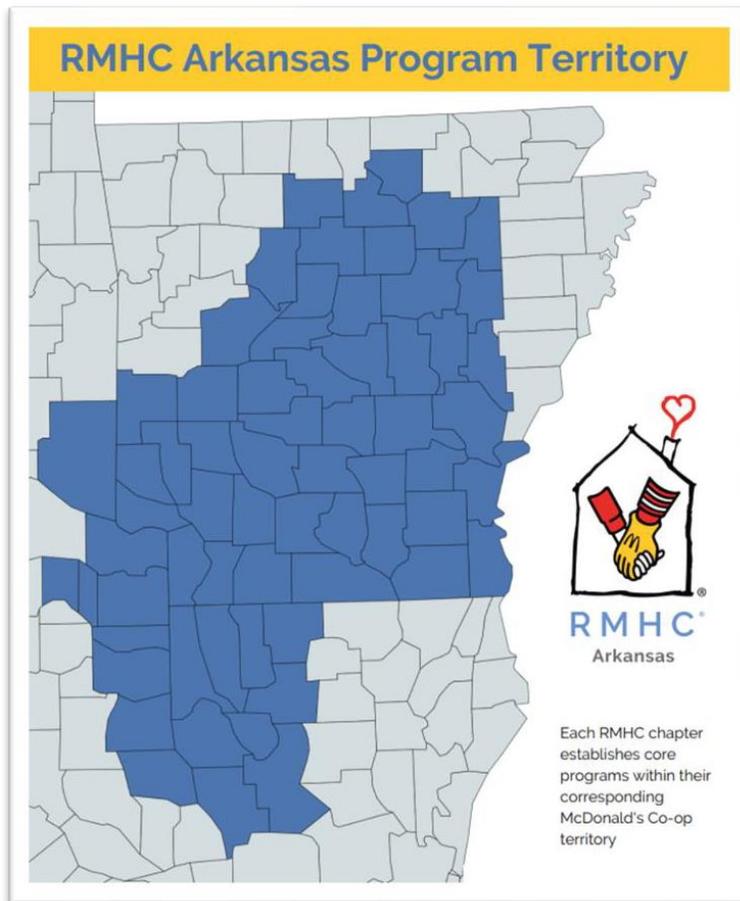
All services provided to families are free of charge.

We hope to bring that same level of support to families by opening the first Ronald McDonald House in Northwest Louisiana.

Your financial support is needed, and we are seeking a one-time \$500,000 gift from Caddo Parish.

Recognition benefits for a gift at this level are listed in [Attachment A](#).

WHY NORTHWEST LOUISIANA



Historically RMHCA's program area has been in central Arkansas, although we serve families from all over the country and world. In 2017 that program area was expanded to include Northwest Louisiana, as well as a small portion of Northeast Texas and Southeast Oklahoma.

Subsequently, RMHCA engaged the **University of Arkansas Clinton School of Public Service graduate program** to conduct research in Shreveport/Caddo Parish to determine the need for a Ronald McDonald House program.

Findings overwhelmingly highlighted the need for housing to facilitate access to healthcare for infants and children.

Consistently, the medical professionals who were interviewed shared needs for housing, food, daily essentials, and transportation. **It was shared that many times families could be there for surgery but could not stay to be with their child long term.**

A COMMUNITY LEADER'S DREAM



A highly successful and well-respected business owner, philanthropist and community leader, Roy Griggs, CEO of Griggs Enterprise, Inc. and McDonald's Owner/Operator serves on the board of RMHCA. **We are fortunate that Mr. Griggs has chosen to spearhead this effort to build the first Ronald McDonald House in Northwest Louisiana.**

Mr. Griggs said, "Bringing a Ronald McDonald House to this area has been a goal for my family for many years. Our dream has been to provide these services to Louisiana families so they can be with their child in the hospital. My hope is that our community will come together to donate the funds needed to build this home away from home that provides families with so much more than a free place to stay. **There are 380 Ronald McDonald Houses in the world, and it is time that our community has one too.**"

PROJECT OVERVIEW

In late 2021 **RMHCA's board reviewed the Project results and labeled this new Ronald McDonald House program as a top priority for development, moving it in front of another project in Arkansas.**

Leadership reached out to Shreveport/Caddo Parish hospitals to determine interest in moving forward together. Willis-Knighton readily offered property, at no cost, for the first Ronald McDonald House that would **serve families with a child in any hospital in the community.**

The Ronald McDonald House will be a 3 or 4-story, 20,000 SF freestanding building. It will include 20 family suites, indoor and outdoor play spaces, a large kitchen and dining room, toy closet, and many other amenities including laundry rooms, daily essentials, snacks and home cooked meals.

We will recruit the best local talent to provide day to day leadership, support, and other services for families. With your help we hope to open this Ronald McDonald House as early as 2024 to serve families, providing top-tier comfort, family support and access to healthcare.

The initial estimate indicated overall project cost at nearly \$8,000,000, with an assumption that construction would begin in 2022. Dependent upon when adequate funding has been raised, construction costs may have risen, thus the overall project cost will likely be greater.

ECONOMIC IMPACT

The construction and operation of a Ronald McDonald House contributes to the economic stability of the community in which it operates. A construction project of this size will have a positive financial impact. Local providers will be utilized for construction, House/family supplies. Professional and facility services will be sourced locally creating a significant economic impact. Banking relationships will be established locally as campaign funds are acquired.

Operating 24/7/365, we estimate the annual economic impact related to operating expenses for this Ronald McDonald House will be \$640,000. More than 50% of the operating expenses is related to salaries and benefits for the local team. The remainder will be allocated to purchased goods and services related to facility operations, family support and fundraising - purchased locally. The Ronald McDonald House will be an active partner in the community.

Additionally, we estimate \$1,168,000 will be spent in the community by families staying at the Ronald McDonald House. Although we provide so many things for families, we also know that they will still shop, purchase fuel, and dine out when they stay with us. We know that sometimes families need a change of scenery when their child is in crisis.

Combined impact will equate to more than \$1,800,000 being spent in the community each year. Detailed estimates are included in [Attachment B](#).

Meet Molly



From Calhoun, Louisiana Molly had a normal pregnancy and delivery when the unexpected happened.



"When our daughter, Thea, was born she was unable to swallow and had to be transferred to Shreveport for emergency surgery. She had three surgeries over the course of five weeks.

I had a rough recovery and couldn't ride in the car. **It was a rollercoaster of emotions, so having a place to unwind, eat a meal, shower, and meet families going through similar situations would have meant everything. A Ronald McDonald House in this area would help so many families."**

35 Nights Without A Ronald McDonald House

The Ronald McDonald House is built on the premise that nothing else should matter when a family is focused on the healing of their child. **When families hear the words that their child is critically ill, their lives stop instantly.**

When a child is sick, the entire family is sick, and the Ronald McDonald House provides a soft place to land and the support and services that a family needs.

At the Ronald McDonald House, families and children receive rest, nourishment, respite, and endless love and support.

GOOD FOR THE COMMUNITY, GOOD FOR LOCAL ECONOMY

A Ronald McDonald House in Northwest Louisiana will positively impact families, healthcare access, and the community.

Current data indicates 22,000 people (adults and their children) will utilize the House annually - some will stay for only a few nights while others will stay for several weeks or months dependent upon their child's treatment. **An additional 5,400 will visit for a daytime respite from the hospital.**

The impact of a critical diagnosis for a child differs for every family. One thing we know for sure – **every day there are families from Northwest Louisiana who are unable to be at their child's bedside due to financial and transportation hardships.**

Together we can ensure that children have their family by their side when they need them the most.

COMMUNITY PARTNERSHIPS

RMHCA works in tandem with the social work teams from all local hospitals treating pediatric patients. The teams refer patient families to stay at the Ronald McDonald House and continue to collaborate with our team to ensure the families have the resources they need during their stay.

We anticipate introducing several of our current in-kind donors, who also have a Louisiana location, to this new Ronald McDonald House. These valuable partnerships provide much needed items like food, clothing (for kids and moms), toys, personal care items, and more.

Meet Brianna



A mother with a 15-month old toddler at home, a husband with a full-time job, and a baby born at 24-weeks. She spent 122 days with her newborn in the NICU.



"Each day I had to make a choice: which child would receive my attention; my tiny sick baby or my 15-month old toddler?"

How do you choose between your children? **With a Ronald McDonald House, families will not have to choose.** There must be a way for a family's support system to stay intact, otherwise, the stress and trauma multiply exponentially. The idea of a Ronald McDonald House – **I really have no words to tell you how valuable it will be. It will solve so much!**

122 Nights Without A Ronald McDonald House

RMHCA has a history of working in tandem with area nonprofits and also provides unutilized and excess items to other nonprofits. As part of the fabric of the nonprofit community, we will continue this tradition in Louisiana.

We look forward to helping create this meaningful program for families in your community. Your financial support is greatly needed to help make this dream a reality for families with a hospitalized child.

We invite you to visit us in Little Rock for a tour of our programs, to see our family care teams in action and to experience the hospitality and support provided to families of critically ill children. All of this is made possible by generous donors, volunteers, and our dedicated team.

Thank you for your consideration of this request. Please contact us if you have questions.

Gratefully,

Janell Mason, CEO

janell@rmhcarkansas.org

501.374.4376 d | 501.539.0913 m

ATTACHMENT A: Donor Recognition (\$500,000+ Level)

With your permission we would recognize your gift in the following manner:

- Significant naming opportunity within the Ronald McDonald House
- Significant placement on the Founding Donor Wall
- News release announcing your gift (Concurrent with public announcement of the Project, when we have obtained 60% of construction cost in cash/gift pledges)
- Recognition on all campaign materials as a lead donor
- Recognition on signage at events (announcement, groundbreaking, foundation signing, topping out, grand opening)
- Social and other media campaigns
- Other opportunities as they arise

Additionally, we will provide:

- Updates on the status of the Project's fundraising progress
- Updates on the status of construction once it begins
- VIP Tours of the House at timely intervals during construction

ATTACHMENT B: Economic Impact

ESTIMATED ECONOMIC IMPACT FOR A RONALD MCDONALD HOUSE IN SHREVEPORT /CADDO PARISH				
Estimated Annual Operating Expenses/Economic Impact (2024)				Ronald McDonald House
		Salaries/Benefits		\$ 357,270.40
		Family Support		\$ 113,000.00
		Occupancy		\$ 57,000.00
		Operations		\$ 62,000.00
		Fundraising		\$ 50,000.00
		TOTAL ESTIMATED OPERATING EXPENSES		\$ 639,270.40
2024 Estimated Commerical Economic Impact				RMH Shreveport/Caddo Parish
<p>The commercial economic impact information provided is an intentionally conservative estimate on what RMH families' (outside) expenses could be incurred during their stay. As the goal of RMH is to provide financial relief and a climate of respite for families in need, at no expense to them, they will undoubtedly use and take advantage of the many available commercial resources the community has to offer - positively impacting and adding to the economy of the area.</p>				
		Commodity	Calculation	Economic Impact Estimate
Factors	Variables	Meals from Commercial Businesses	Est - 1 meal of 3 daily will be sought from outside business	
Annual Family Stays	7,300 nights per year		Meals sought outside businesses (B, L, and D)	
Family Members Served	21,900		Number of individuals eating one meal a day from outside business	60 individuals a day
Family Day Use	5,400		Family member seeking outside business meals daily	1 meal a day outside
			Cost of meal	\$10 cost of meal per person
			60 individuals x 1 meal x \$10 x 365 days in year	TOTAL Economic Impact for Outside Dining
				\$219,000
		Fuel Purchases		
		7,300 families staying throughout the year. Est - each family will purchase a conservative total of 20 gallons during their stay	20 gal x \$4.00 gal	\$80.00
			\$80.00 x 7,300 family nights	TOTAL Economic Impact for Fuel Purchases
				\$584,000
		Incidental Purchases		
		Incidental Shopping - it is estimated that each of the 7,300 families will spend a conservative \$50 on incidental purchases	\$50 x 7,300 family nights	TOTAL Economic Impact for Outside Dining
				\$365,000
		TOTAL ESTIMATED ADDITIONAL COMMERCIAL ECONOMIC IMPACT		\$1,168,000

Ronald McDonald House – Shreveport/Caddo Parish

Estimated Annual Economic Impact

2024 Estimated Operating Expenses		RMH Shreveport/Caddo Parish	
Salaries/Benefits	\$	357,270.40	
Family Support	\$	113,000.00	
Occupancy	\$	57,000.00	
Operations	\$	62,000.00	
Fundraising	\$	50,000.00	
TOTAL ESTIMATED OPERATING EXPENSES	\$	639,270.40	

2024 Estimated Commerical Economic Impact		RMH Shreveport/Caddo Parish	
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		Cost of meal	1 meal a day outside \$10 cost of meal per person
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