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STartUP Northshore Celebrates Three-Year Anniversary with Milestone Achievements

Pilot Program Culminates as Formalized Part of St. Tammany Economic Development Corporation's Core Strategy, Releases 3-Year Impact Report, and Announces SSBCI Technical Assistance Partnership

COVINGTON, LA – Today, STartUP Northshore proudly celebrates its three-year anniversary, marking the successful culmination of its pilot program launched in August 2022 to catalyze entrepreneurship and innovation across St. Tammany, Tangipahoa, and Washington parishes.

What began as an experiment has grown into a proven model for regional entrepreneurship, one that is now formalized as a core part of St. Tammany Economic Development Corporation's (St. Tammany EDC) long-term economic development strategy. This milestone ensures entrepreneurship will remain central to the organization's approach to business formation, retention, expansion, and attraction for years to come.

Key highlights include:

- Release of a comprehensive 3-Year Impact Report showcasing program outcomes and momentum
- Announcement of STartUP Northshore's designation as an official Technical Assistance Partner to Louisiana Economic Development under the U.S. Treasury-funded SSBCI Technical Assistance Program
- Formalization of STartUP Northshore as part of St. Tammany EDC's economic development strategy
- Promotion of Cenzo Caronna from Program Manager to Executive Director, continuing in his role as Entrepreneur in Residence

"Three years ago, STartUP Northshore launched with a bold ambition to build a thriving entrepreneurial ecosystem across our three parishes. What began as a pilot program has become a powerful movement that is enhancing our economy and creating new pathways for innovators and doers," said **Chris Masingill, CEO of St. Tammany Economic Development Corporation**. "As we complete this initial phase, the vision for STartUP Northshore is clearer and bolder than ever. We are ready to build the next chapter: one that empowers more founders, fuels more innovation, and sets a new standard for entrepreneurship across the Gulf South."

Three Years of Impact

Since its creation, STartUP Northshore has transformed the entrepreneurial landscape of the Northshore, catalyzing a culture shift that champions entrepreneurship as a driver of economic mobility, creativity, and community impact.

Important takeaways from the 3-Year Impact Report include:

- Serving **200+** entrepreneurs across the three-parish region
- Awarding **\$75,000** in non-dilutive grant funding
- Delivering **\$250,000+** in services
- Facilitating **600+** hours of mentorship
- Recruiting **40+** active mentors across the ecosystem
- Collaborating with **20+** partner organizations

These numbers represent more than output. They tell the story of momentum, transformation, and proof of what is possible when communities invest in their own.

"What we've built is a platform for bold ideas, a launchpad for local ambition, and a living ecosystem that is helping redefine what's possible from right here," said **Cenzo Caronna, Executive Director of STartUP Northshore and St. Tammany Economic Development Corporation Entrepreneur in Residence**. "I'm incredibly proud of what we've created, but I'm even more excited for where we're headed. The foundation is



strong, the energy is real, and the future is ours to shape. The next chapter for STartUP Northshore is about scale: not just scaling businesses but scaling impact. We are creating the kind of enduring infrastructure that will ensure entrepreneurship remains a defining force for our region's growth, resilience, and identity."

"We are very excited to be a core partner behind STartUP Northshore," said **Ginger Cangelosi, Executive Director, Tangipahoa Economic Development Foundation**. "Our region is ripe with opportunities for entrepreneurs and start-up companies, and STartUP Northshore is poised to continue supporting new businesses and budding entrepreneurs."

"Since its launch in August 2022, STartUP Northshore has achieved significant milestones," said **Ryan Seal, Parish President, Washington Parish**. "We believe this program will have a transformative impact on our community by fostering economic prosperity, business growth, and long-term economic resilience."

View the full 3-Year Impact Report at: https://bit.ly/3YrImpactReport_SUNS

Louisiana Opportunity Capital: Official SSBCI Technical Assistance Partner

Looking ahead, STartUP Northshore's role in capital readiness takes on new importance. The organization has been officially designated as a Technical Assistance Partner to Louisiana Economic Development under the U.S. Treasury-funded State Small Business Credit Initiative (SSBCI) Technical Assistance Program.

Through its Northshore Capital Ready Initiative, STartUP Northshore will provide no-cost legal, accounting, and financial advisory services to Very Small Businesses and Socially and Economically Disadvantaged Individual-owned businesses across St. Tammany, Tangipahoa, and Washington Parishes. This partnership extends STartUP Northshore's proven model of ecosystem support into the realm of capital access, ensuring that local entrepreneurs have the knowledge, preparation, and resources needed to secure funding and scale their ventures.

Learn more about Louisiana Opportunity Capital at: startupnorthshore.com/louisiana-opportunity-capital

A Defining Moment for the Northshore

The formalization of STartUP Northshore as part of St. Tammany EDC's strategy represents not just the end of a pilot program, but the beginning of a new era. By embedding entrepreneurship into the region's economic DNA, STartUP Northshore is setting the stage for a more innovative, inclusive, and resilient economy. As the program enters its next chapter, it will continue to expand its reach, deepen its partnerships, and elevate the role of entrepreneurship as a driver of regional growth and opportunity.

About STartUP Northshore: STartUP Northshore is cultivating a thriving entrepreneurial ecosystem through strategic partnerships with leading organizations in the startup community, including the Louisiana Small Business Development Center at Southeastern Louisiana University and The Idea Village, to deliver first-class programming for entrepreneurs and second-stage companies. STartUP Northshore is supported by a regional collaboration among St. Tammany Economic Development Corporation, Tangipahoa Economic Development, and Washington Economic Development Foundation. Through this initiative, the next wave of local entrepreneurs from all three parishes gain access to immersive education, dynamic networking opportunities, and mentorship from industry leaders, experienced founders, and capital investors—all delivered on the Northshore. STartUP Northshore is managed by St. Tammany Economic Development Corporation. For more information about STartUP Northshore, please visit startupnorthshore.com.

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