



## **Bayou Phoenix “The Community’s Choice” Selected to Develop Six Flags/Jazzland**

*New Orleans, LA – (October 11, 2021)* – The City hosted an RFP Evaluation Committee Meeting to decide the final developer for the Six Flags/Jazzland redevelopment on October 11, after the Kiernan West and Drew Brees proposal withdrawal. After reviewing the RFP response and community input, the City decided to move forward with the Bayou Phoenix, LLC proposal, comprised of Henry Consulting, TKTMJ, and Hillwood. Bayou Phoenix, LLC has partnered with organizations such as STEM Nola to create a development that will bring New Orleans East back into commerce with entertainment, education, and permanent jobs.

Most notably, the committee members applauded the RFP’s impressive financial commitments, strong DBE commitment goal of 40%, and attention to community needs. They will continue to communicate with Bayou Phoenix, LLC to determine how to best implement the development in a way that will best serve New Orleans East. [Link to RFP](#)

“Our first priority is, first and foremost, the people of East New Orleans. And we are looking forward to moving forward with our partners, and the City of New Orleans, to ensure their needs are fully met,” says Troy Henry of Henry Consulting.

“We are grateful to each and every community member who reached out with feedback and support. We could not have done this without your strong, clear voices. We will continue our community outreach and include the people living in New Orleans East every step of the way. We live and have an investment here, so we will do everything in our power to make sure this project gets done right the first time. Hillwood is a committed partner, and will support our efforts to increase property values, job opportunities, and the quality of life in New Orleans East.”

The Bayou Phoenix team is composed of locally owned and located team members, Henry Consulting and TKTMJ, who have a personal investment in the East New Orleans area, as well as globally recognized master developer, Hillwood. Bayou Phoenix is designed to be a master-planned community for East New Orleans residents to Live, Work, and Play. The master development proposal includes a plan for entertainment, logistics and warehousing, a sports complex, indoor/outdoor water park, hotel, STEM NOLA district and more. Going forward, they will determine how to modify the plan to accommodate the City’s requests. The Bayou Phoenix team is committed to including community input throughout the process as they finalize the development plan. For regular news and project updates, visit [BayouPhoenix.com](http://BayouPhoenix.com) or follow Bayou Phoenix on Facebook, Instagram, and Twitter.

[Bayou Phoenix: “The Community’s Choice”](#)

New Orleans East Matters, a Community Organization dedicated to the growth and prosperity of East New Orleans, announced in a press conference held on Thursday, May 6, that they support Bayou Phoenix as the “Community’s Choice.” The Six Flags/Jazzland has been abandoned for over 16 years after the land was devastated by Hurricane Katrina. Since then, the East New Orleans community has been imploring the City for a new solution to replace the neglected theme park.

#### About Henry Consulting

[Henry Consulting](#) is a New Orleans-based management consulting firm and one of the largest black-owned companies in Louisiana. Founded in 2001, by New Orleans East native and resident, Troy Henry, the company rapidly expanded and attained client engagements such as the Louisiana Department of Transportation and Development, DBE Program Management, Entergy’s Energy Smart Design, the \$13 Billion post-Katrina Unified New Orleans Plan, which included 22 cities of simultaneous displaced residents’ engagement, and the New Orleans Healing Center. With over 200 direct and indirect employees, the company generates an average of \$25 million dollars in annual revenue. Other major projects include the \$1.2 Billion Louisiana Watershed Initiative and the Pontchartrain Park Redevelopment.

#### About TKTMJ, Inc.

[TKTMJ Incorporated](#) is an East New Orleans-based, family-owned, multi-state construction and development company. Founded in 1996 and led by Thomas Tubre, Jr., president, TKTMJ has been trusted with over \$250 million in diverse projects, such as public projects with the City of New Orleans, Federal Projects with the US Army Corps of Engineers, and multi-family projects in New Orleans. Major developments include the \$32 Million Lake Forest Manor Community, the \$20 Million Capdau Home for the Aged, and \$24 Million New Orleans Municipal Yacht Harbor Renovation. The harbor renovation engaged over 100 subcontractors and suppliers to create nearly 1,000 direct and indirect jobs.

#### About Hillwood

Global master developer [Hillwood](#), a Perot company, is a full-service real estate developer, investor, and advisor, and one of the largest private real estate developers in the world. Owned by Ross Perot, Jr., the company is headquartered in Dallas, Texas, employs 650 associates worldwide, and spans 53 markets in North America and Europe. The company has developed and acquired over 200 million square feet of industrial space; developed 35 active [Hillwood residential communities](#) in 28 cities, seven states and 2 countries; and Hillwood Logistics. Over 90 companies from either the Fortune 500, Global 500, or Forbes List of Top Private Companies have chosen to locate in a Hillwood development.

[AllianceTexas](#) Located in Fort Worth, Texas, the 27,000-acre development is recognized as one of the most successful public-private partnerships in the nation. It has generated approximately \$92 billion in economic impact, created nearly 63,000 jobs, and dramatically transformed north Fort Worth and surrounding communities.

[Renaissance](#) This mixed-use development is located at the former Rialto, California airport. It is an all-inclusive master-planned community with residential, retail, industrial, and corporate use properties. Featuring more than 430,000 SF of shopping,

dining, entertainment, over 800 housing units, a 20-acre sports park, and over 4 million square feet for industrial and light industrial sites.

[AllianceCalifornia](#) One of Hillwood's largest developments. A 2,000-acre trade and logistics center located at the former Norton Air Force Base in San Bernardino, California. A public/private partnership and anchored by San Bernardino International Airport, the visionary project is located in one of the top industrial markets in the nation and offers companies the most competitive space in Southern California. To date, the project has 15.2 million square feet of new development, and 1.6 million square feet are planned.

[Victory Park](#), Anchored around the construction of the American Airlines Center arena in 2001, Victory Park is realizing its full potential as a magnet for urban development. With a long history standing behind it, and an encouraging future ahead, Victory Park is now one of the most up-and-coming hubs in the DFW area.

### About STEM NOLA

STEM NOLA is the leader in the design and delivery of STEM-based programs in the Greater New Orleans area. It designs and delivers learning opportunities, activities, programs & events to all STEM stakeholders, with an emphasis on under-served communities, across the city. The organization has secured a 40,000 square foot facility and created a development plan for a new, roughly \$10 million dollar STEM NOLA Innovation Hub for Black Excellence in East New Orleans.