



# BATON ROUGE NORTH ECONOMIC DEVELOPMENT DISTRICT

## BRNEDD Announces April Hawthorne As New Executive Director

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### FOR IMMEDIATE RELEASE

(September 10, 2021) BATON ROUGE, La – The Board of Directors of Baton Rouge North Economic Development District announced the selection of April Hawthorne as the new Executive Director. Hawthorne replaces Jerry Jones who moved to Richmond, Texas as Director of Economic Development. Hawthorne’s key role will be to advance the mission of BRNEDD to stimulate economic growth in North Baton Rouge.

“After a thorough and deliberate selection process, the Board of Directors is delighted that April will lead the NBREDD. She has demonstrated a passion for North Baton Rouge and the ability to build positive business relationships in the community,” said Dr. James Gilmore, Jr. Board Chairman.

Hawthorne is a realtor with Keller Williams Red Stick Partners and Former Legislative Assistant to current Mayor, then, Senator Sharon Weston Broome. Hawthorne has served on the Boards for the East Baton Rouge Planning and Zoning Commission and the Greater Baton Rouge Board of Realtors Governmental Relations Committee and certified as a Creating Sustainable Neighborhood Development with Southern University’s Economic Development Administration (EDA) University Center program.

“I had the opportunity to work with April in the past, and am impressed by her collaborative and bold approach to ensuring goals are accomplished. Under her leadership, I believe we can move the district forward to demonstrate continued economic wins for North Baton Rouge that will benefit the larger region.

The mission of the Baton Rouge North Economic Development District is to develop the area included within the District in order to provide for substantial economic activity and employment opportunities. In accomplishing the District’s mission, the Board may design and implement sustainable innovative solutions that drive investment, create jobs, strategically advance the economic base, and improve the quality of life within the District through public and private sector collaborations.

More information may be found at [www.brnedd.com](http://www.brnedd.com).