
DowUrk Inc.

DowUrk Inc. Announces Plans for 569-Acre Community Sports & Leadership Campus in Tangipahoa Parish, Louisiana

Proposed 23-Zone Development Would Serve 135,000 Parish Residents With Athletics, Education, Agriculture, Health, Arts, Innovation, and Economic Opportunity

INDEPENDENCE, LA — April 13, 2026 — DowUrk Inc., a Tangipahoa Parish-based 501(c)(3) nonprofit organization founded in 2016, today announced plans for the **DowUrk Sports & Leadership Park** — a proposed 569-acre, 23-zone community campus planned for the Independence/Tickfaw corridor in Tangipahoa Parish, Louisiana. The campus would represent the most comprehensive community development project in the parish's history, serving all 135,000 parish residents across a regional catchment area with facilities spanning athletics, education, agriculture, health, arts, innovation, and economic development.

The project is led by **Robert Jerrod Brown**, a Hammond, Louisiana native and Founder & CEO of DowUrk Inc. Brown serves simultaneously as Assistant Director of Upward Bound at Southeastern Louisiana University and holds a Master of Arts in Strategic Communication from SLU (2024) and a Bachelor of Business Administration in Computer Information Systems from the University of Louisiana Monroe. He is a member of Alpha Phi Alpha Fraternity, Inc., and holds federal contracting credentials including CAGE Code 7C5J2 and UEI GN7GMF22LAE3.

"Every zone on this campus was designed with one question in mind: who in Tangipahoa Parish is not being served right now? This campus was built for the people who have been waiting the longest — the children who need somewhere to go, the veterans who need somewhere to heal, the families who deserve more than what they've been given."

— Robert Jerrod Brown, Founder & CEO, DowUrk Inc.

A Campus Built for Every Generation

The DowUrk Sports & Leadership Park is organized into 23 distinct zones across five development districts — Athletic & Recreation, Education & Leadership, Arts & Culture, Agriculture & Conservation, and Innovation & Operations — designed to serve Tangipahoa Parish residents from six weeks of age through senior years. Planned facilities include:

- Hummingbirds Baseball Complex (Zone 01) and Softball Complex (Zone 07)
- Multi-Field Football & Soccer Complex (Zone 02) — including a permanent tribute field honoring the Hammond Jr. Tors
- Leadership & Education Center (Zone 03) and Early Childhood Learning Center (Zone 17, serving ages 6 weeks through pre-K)
- Agriculture Hub & Teaching Farm (Zone 04) with aquaculture and farm-to-table programming
- DowUrk Aquatic Center & Natatorium (Zone 13) and Basketball & Volleyball Pavilion (Zone 10)
- Music & Performing Arts Center (Zone 11) and Louisiana Showdown Esports Arena (Zone 12)
- Community Wellness Clinic (Zone 21) — aligned with Federally Qualified Health Center standards in partnership with Lallie Kemp Regional Medical Center

- Sensory Room (Zone 22) — a dedicated multi-sensory environment for neurodiverse individuals, veterans, and caregivers
- Community Transportation Hub (Zone 23) — a covered arrival facility with real-time shuttle tracking, bike storage, and the free HWY 51 Community Shuttle serving Hammond to Kentwood, seven days a week
- DowUrk Inc. Museum & Headquarters (Zone 09) — honoring the legacy of Tangipahoa Parish athletics and community leadership
- Youth Entrepreneurship Hub (Zone 20) with co-working space, business incubator, and the PROOF digital credentialing system
- Heritage Trail Network (Zone 18) and Outdoor Recreation Lodge (Zone 19) along the Tangipahoa River corridor

Two-Parcel Strategy in the Independence/Tickfaw Corridor

The campus is planned across two parcels totaling 569 acres, located 4.2 miles apart via US-51 North in Tangipahoa Parish:

- **Property A — 242 acres, HWY 442, Tickfaw, Louisiana.** The primary development campus. Approximately 21% of the site lies within FEMA Flood Zone AE, providing 190-plus buildable upland acres for all 23 campus zones across three development phases (2026–2036).
- **Property B — 327 acres, LA HWY 40, Independence, Louisiana.** The Delta Economic District — a conservation and eco-tourism campus along the Tangipahoa River, featuring over one mile of direct river frontage, the Heritage Trail Network, Agriculture Hub, Youth Conservation Corps, and outdoor recreation programming.

Both parcels are currently under pre-acquisition evaluation. A pre-application consultation with the Tangipahoa Parish Planning Department was completed on April 9, 2026, with Planning Director Tracie Schillace. DowUrk is actively coordinating with the parish Capital Improvement Plan process.

Economic Impact and Job Creation

At full build-out, the DowUrk Sports & Leadership Park projects:

- **75 to 100 permanent jobs** in facility operations, youth programming, health services, food service, education, agriculture, and event management
- **200-plus construction jobs** during the phased build
- **50,000-plus annual visitors** to Tangipahoa Parish at full build-out
- **\$52 million in total phased investment** over a 10-year development horizon (2026–2036), with Phase 1 at \$12 million (2026–2028)
- **\$1.28 million-plus in annual earned revenue** at Year 10, creating a self-sustaining community asset independent of ongoing grant dependence

The campus is designed in phases, with each phase generating the revenue that funds the next — creating a durable, nonprofit-owned economic engine for Tangipahoa Parish.

"DowUrk Sports & Leadership Park is not asking Tangipahoa Parish to take a chance on an idea. This is a credentialed nonprofit organization with nine years of operating history, an active federal grant pipeline, a pre-application meeting with the Planning Department already completed, and a community that responded. The seeds are getting planted."

— Robert Jerrod Brown, Founder & CEO, DowUrk Inc.

Funding Strategy and Government Engagement

DowUrk Inc. is pursuing a diversified funding strategy including:

- USDA Community Facilities grants (direct loan and grant programs for rural nonprofit community facilities)

- Economic Development Administration (EDA) Public Works and Economic Adjustment grants
- Louisiana CDBG and state rural development programs
- EPA Wetland Program Development Grant and conservation programs for the Tangipahoa River corridor
- NASA Nspire Gulf South Aerospace Workforce Hub grant application — \$1,367,164
- Robert Wood Johnson Foundation and 26-plus active private foundation applications totaling \$2.44 million in submitted requests
- Corporate naming rights and sponsorship partnerships, with packages available beginning at \$25,000

The project has received formal letters of support from **Louisiana House Representative Danny Wyble (District 75)** and **Southeast Community Health Systems**, a Federally Qualified Health Center serving Tangipahoa Parish.

On April 7, 2026, founder Robert Jerrod Brown met with Tangipahoa Parish President **Robby Miller**, who expressed encouragement and requested additional information on infrastructure coordination. On April 9, 2026, Brown met with Planning Director **Tracie Schillace** for a pre-application consultation confirming the commercial development pathway. DowUrk is actively engaging Tangipahoa Parish Council members and the Tangipahoa Economic Development Foundation (TEDF) in ongoing government partnership discussions.

About DowUrk Inc.

DowUrk Inc. is a 501(c)(3) nonprofit organization founded in 2016 by Robert Jerrod Brown and headquartered in Hammond, Louisiana. The organization is dedicated to community transformation through the DowUrk FramewUrk — a seven-pillar model for holistic community development built around Faith, Fitness, Foundation, Food, Finances, Fashion, and Film (the 7Fs). DowUrk operates the PROOF System (Open Badge v2.0 digital credentialing), DowUrk AI, a 15-document digital learning library, and RJBrown Photography LLC, a federal-contractor commercial photography operation recognized through the NFL Source Supplier Diversity Program at Super Bowl LIX. DowUrk Inc. holds EIN 81-3555399, CAGE Code 7C5J2, and UEI GN7GMF22LAE3, and is a certified Disadvantaged Business Enterprise (DBE) and NMSDC member.

About the Hammond Jr. Tors

The Hammond Jr. Tors is the youth athletic program associated with DowUrk Sports & Leadership Park, providing a structured pathway for young athletes in Tangipahoa Parish to develop skills in football, baseball, basketball, track, and other sports — with a direct connection to the campus facilities and the DowUrk leadership development curriculum.

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