

# Greater New Orleans



*Phoenix  
from the  
Waves*

# Agenda



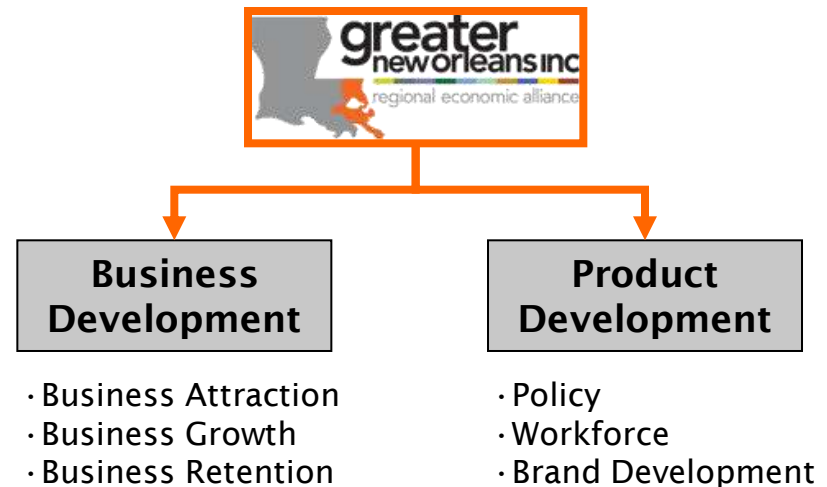
**GNO, Inc.**

- **Act I – Decades of Slow Decline**
- **Act II – Katrina**
- **Act III – Redemption**
- **Q&A**

# GNO, Inc. Mission and Vision

GNO, Inc. has redefined itself as a community wealth-creation non profit.

The GNO, Inc. **Mission** is to serve as the catalyst for wealth creation in the Greater New Orleans region.



The GNO, Inc. **Vision** is for the Greater New Orleans region to fulfill its potential as one of the best places in the country to grow a company, and raise a family.

*The ultimate indication of success for GNO, Inc. will be the existence of a robust and growing middle class in southeastern Louisiana.*

The GNO, Inc. “Roadmap for Economic Development” study has provided increased focus on a smaller number of key sectors that offer significant long-term, regional growth prospects.

## Old GNO, Inc.

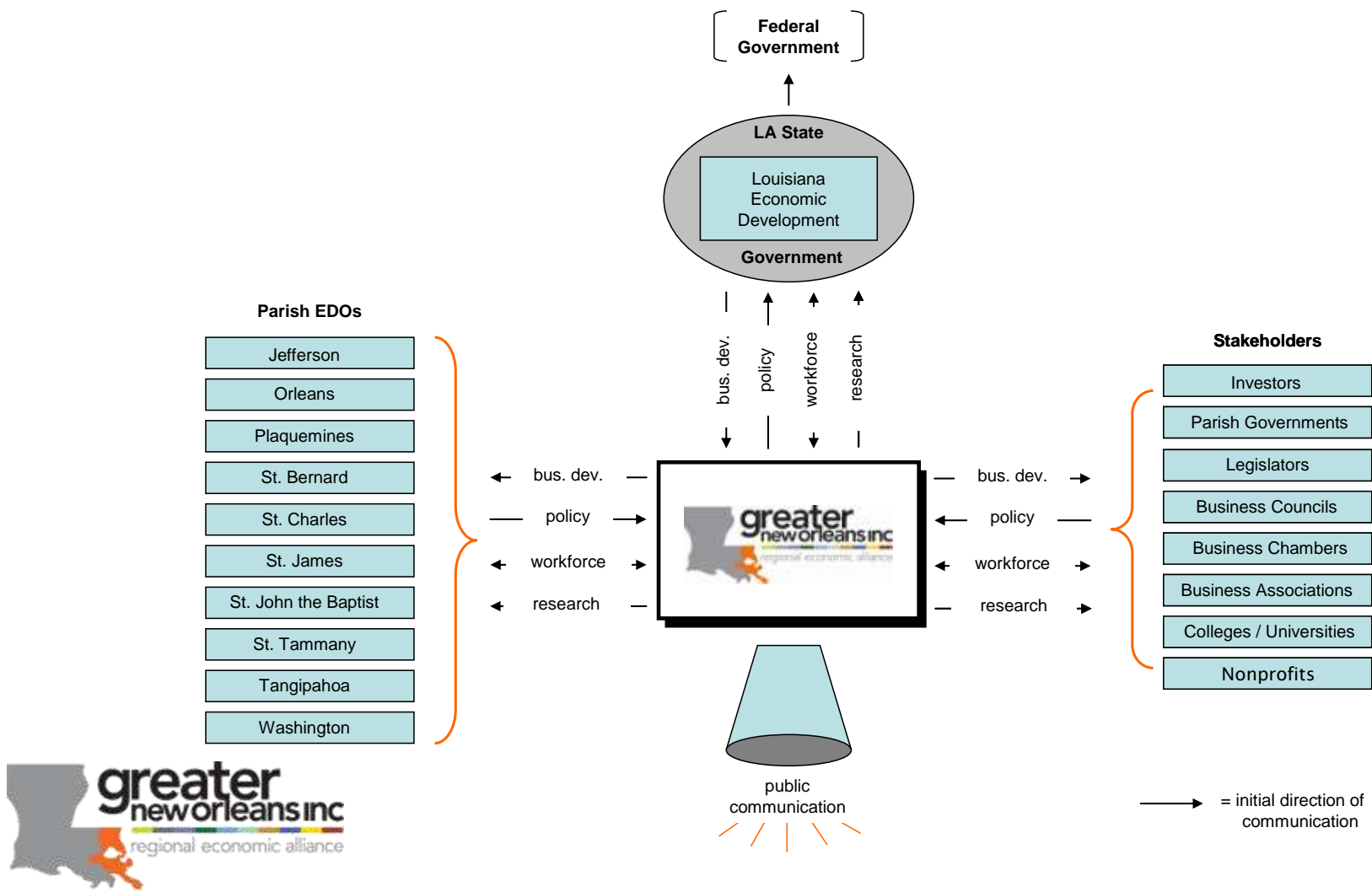
1. Creative Industries
2. Food Processing & Consumer Foods
3. Hospitality and Tourism
4. IT & Telecommunication
5. Life Sciences
6. Maritime
7. Medical Cluster
8. Oil & Gas Cluster
9. Petrochemical
10. Sports

## New GNO, Inc.

1. Energy, Petrochemicals & Plastics
  2. Int'l Trade, Logistics & Distribution
  3. Advanced Aerospace & Defense Mfg.
  4. Creative Media & Design
- + *Other key initiatives, e.g. Airport*

# GNO, Inc. Model

GNO, Inc. is the regional economic development hub, serving to coordinate, consolidate and catalyze economic development initiatives.



## Policy

- **Exclusion of Capital Gains Tax (HB 106)** – Called “one of the most important pro-jobs bills enacted in 20 years,” eliminates personal tax on sale of privately-held LA businesses
- **Digital Media Tax Credit (SB 277)** – Provides a best-in-class 35% credit on local digital production; will catalyze a local “digital revolution”
- **International Trade Incentives (HB215)** - \$5 per ton incentive on imports/exports, plus up to 100% refund on critical infrastructure investments
- **Energy Incentives (SB10)** – A suite of incentives to help all of Louisiana maximize its natural resources. LSU study indicated possibility of creating \$25B in new revenue, and up to 9,000 new jobs
- **Higher Education** – GNO, Inc., in partnership with BRAC, led a coalition of business groups that helped mitigate the impact of budget cuts to higher education, and advocated for strategic reform

# Example Work

## Business Development

- **International Service from Airport** – GNO, Inc. brokered a deal to restart international flights from MSY, with a New Orleans – Mexico City – San Pedro Sula (Honduras) flight on AeroMexico. Additional flights are now in planning as a result of this success.



- **Horizon Entertainment** – Film company relocated from Atlanta to New Orleans, creating up to 100 jobs and establishing our first full-scale production studio.



- **SUSTA** – With LED, facilitated the retention of Southern U.S. Trade Association in Louisiana.
- **“IP” Building** – With Idea Village, GNO, Inc. facilitated opening of new hub of creative and digital media, the “Intellectual Property” Building.

# Example Work To-date

## Communications

GNO, Inc. communication efforts have resulted in:

- 200+ articles and appearances
- 35,000,000 local and national impressions
- \$5,000,000+ publicity value

The New York Times

THE WALL STREET JOURNAL

FAST COMPANY

Forbes

FOX  
BUSINESS

★ RelocateAmerica

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10 best (and surprising) cities to start a business

**Entrepreneur**  
AUGUST 2009 | ENTREPRENEUR.COM



**New Orleans:**  
a blueprint for economic recovery

4 YEARS AFTER KATRINA, ENTREPRENEURS  
ARE RECONSTRUCTING THE ICONIC CITY.

INSIDE THE  
\$16.4 MILLION  
BUSINESS  
OF STURGIS

CNN  
THE WORLD'S NEWS LEADER

CHICAGO SUN-TIMES

SOUTHERN  
BUSINESS & DEVELOPMENT

The CHRISTIAN SCIENCE  
MONITOR



- GNO, Inc.

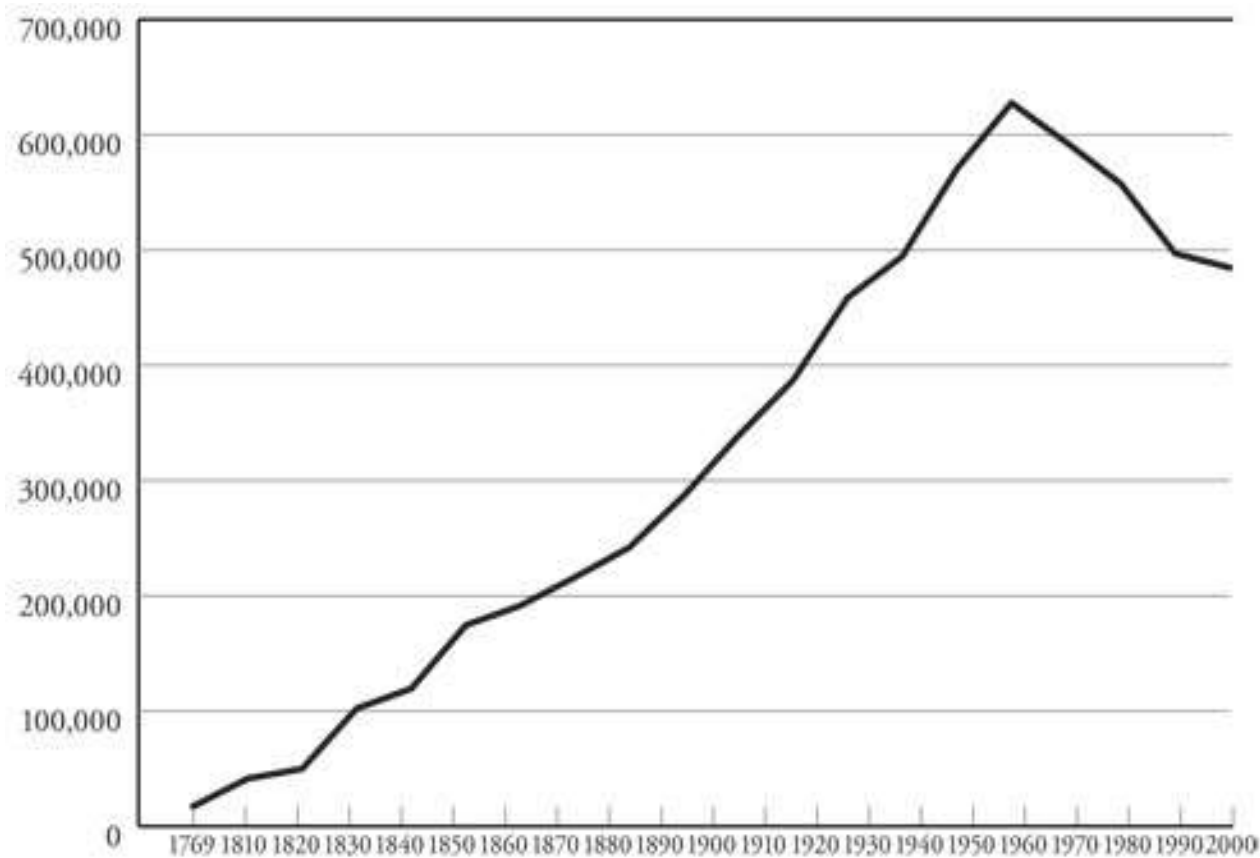


## Act I – Decades of Slow Decline

- Act II – Katrina
- Act III – Redemption
- Q&A

# Act I – Decades of Slow Decline

## Population of New Orleans, 1769 - 2000



# Act I – Decades of Slow Decline

## Drivers of Decline

1. Economic shifts – oil and trade
2. Government business practices
3. Education system
4. Urban redevelopment
5. Insularity

# Agenda

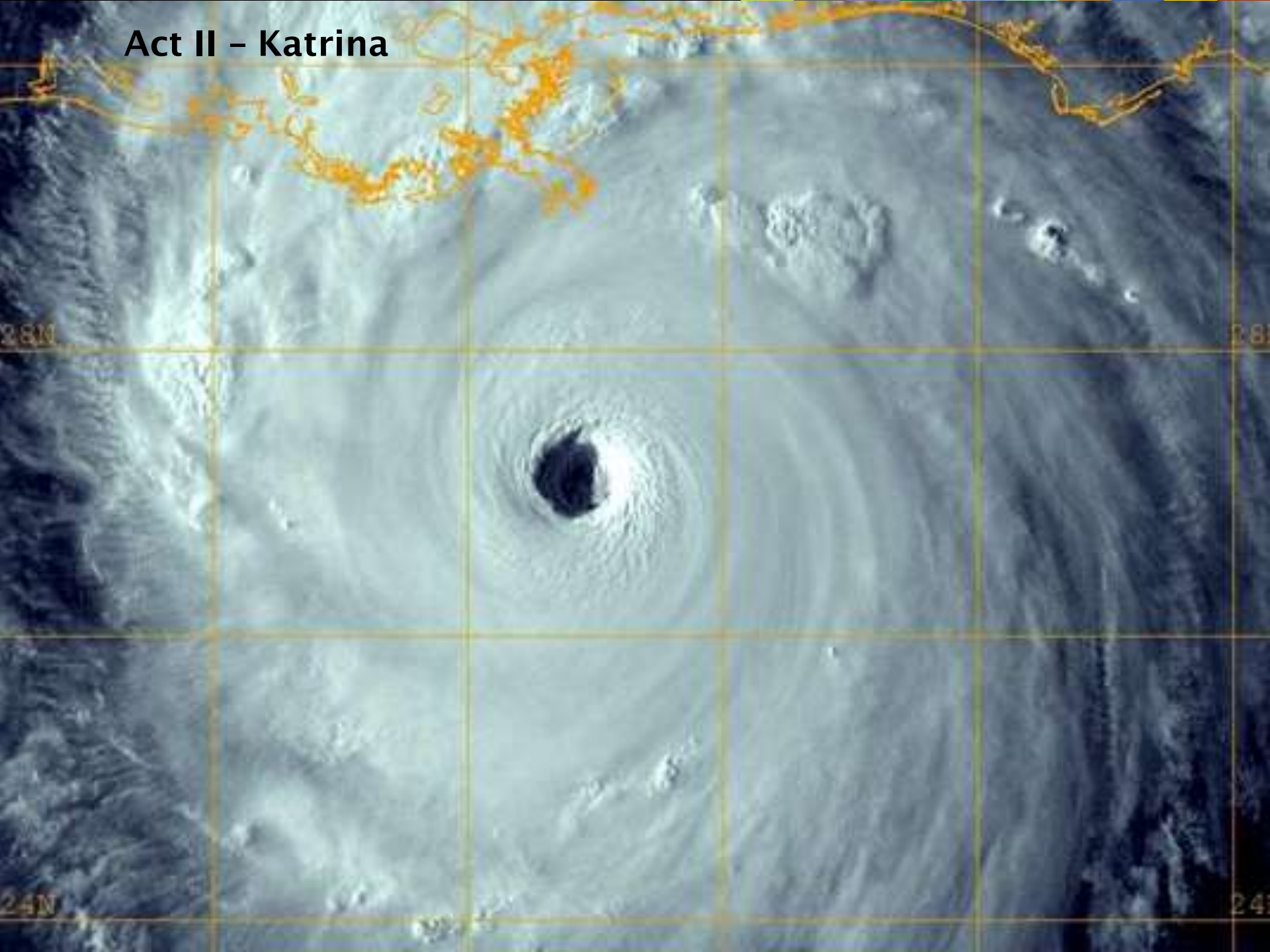
- GNO, Inc.
- Act I – Decades of Slow Decline



## Act II – Katrina

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## Act II – Katrina





## Act II – Katrina



# Agenda

- GNO, Inc.
- Act I – Decades of Slow Decline
- Act II – Katrina



## Act III – Redemption

- Q&A

**While challenges do exist for the Greater New Orleans region, there are many reasons for optimism about the future.**

**1. Pre-existing Assets**

**2. Relative Recession Performance**

**3. Historic Transformations**



# Act III - Redemption

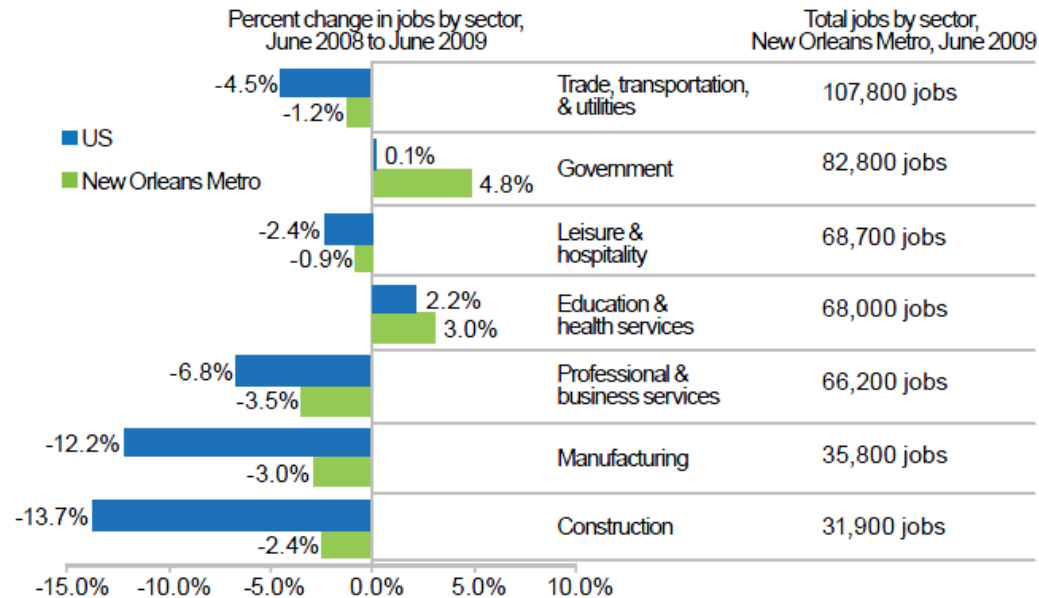
## 1. Pre-existing Assets

- The Greater New Orleans region has **international trade assets**, such as six-class A railroads, excellent highway access and a location at the mouth of the Mississippi, that are unmatched anywhere in the country.
- Our **port system**, taken from Plaquemines to Baton Rouge, is one of the largest in the world.
- We have 88% of the nation's oil rigs off our coast, and are in the top three in the country in oil and gas production. **We are America's Energy Coast.**
- Every single manned flight that has gone into space since Apollo has done so with a massive fuel tank built in one of the largest and most **advanced manufacturing facilities** in the world, right here at Michoud.
- The GNO region has a **collection of colleges and universities** that is as good, in quantity and quality, as that of any city of comparable size in our country. And these schools have come back strong: admissions at Tulane is up 180% from pre-storm levels.
- Here you can find a sense of place, a value for dollar, and an overall quality of life that city planners have discussed since Jane Jacobs, but few actual regions can offer. In an ever more homogeneous world, the GNO region increasingly shines as a **unique beacon of culture.**



## 2. Relative Recession Performance

The New Orleans metro economy is weathering the recession with job gains or relatively few job losses in most key sectors.



- Only region in Louisiana to add jobs in August
- Home values declined only 1%, versus double-digit losses in much of the country
- Tens of billions of infrastructure investment is providing jobs today, and laying the groundwork for business expansion tomorrow
- *BusinessWeek* named the New Orleans region as one of the “safest” in the nation to ride out the recession

# Act III - Redemption

## 3. Historic Transformations: *Emergence of Entrepreneurship*

*“In the midst of one of the worst national economies in decades, New Orleans is recreating itself as a hive of entrepreneurial initiative and demonstrating to other cities how to recover from even the worst disaster.”*



# Act III - Redemption

## 3. Historic Transformations: *Emergence of High-Growth Companies*



3. Historic Transformations:  
Educational Reform

# The Times-Picayune

nola.com

BREAKING NEWS AT NOLA.COM

WEDNESDAY, OCTOBER 14, 2009

NEW ORLEANS EDITION • 7¢


## City's public schools make strides

*Performance scores released by the state*

By Sarah Carr  
Staff writer

School performance across New Orleans is continuing to improve steadily, with the percentage of city schools in the academically unacceptable category decreasing during the past year, according to data released Tuesday by the state.

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regional economic alliance

## 3. Historic Transformations: *and much more..*

- Significant “**brain gain**,” with two young professionals gained for every one lost; #1 Teach for America market in the nation
- Broad development of **medical corridor**: \$102M Cancer Research Center (under construction, 350 employees), \$45M BioInnovation Center (about to commence, 200 employees), VA Hospital (spring 2010, \$800M, 6,000 construction jobs)
- **Expansions** of blue-chip companies: Poolcorp, Hornbeck, LLOG, Superior Energy, Westway Holdings (IPO)
- **Government reform**, including single assessor system and introduction of I.G.
- Transformation of New Orleans public **housing** stock
- **Long-term commitments** of the Saints and Hornets
- **University enrollment** at historic highs (Tulane applications up 180%)
- **Unprecedented levels of business and civic involvement**

# Act III - Redemption

## Importantly, the media is noticing:

- **8th** on list of top cities for relocation [Forbes.com]
- **10th** on a “Next Cities” ranking of the best places to live and work for young professionals [Next Generation Consulting]
- Metairie and Mandeville named in **Top 100** places to live in US [*Relocate America*]
- Rated as **1 of 5** safe havens to ride out the recession [*Christian Science Monitor*]
- An American **Fast City 2009** [*Fast Company*]
- **#2** employment market in the country [Manpower]
- **Major Market of the Year** [*Southern Business and Development*]



### But, challenges still exist

- Reality and perception of crime is still a human tragedy and an economic development challenge, respectively
- “100 Year” flood protection is insufficient for long-term investment
- Higher education system in need of reform to better serve business
- General national / international perception of city and state is one-sided and incomplete



## Act III - Redemption

In summary, after a week in the Greater New Orleans region, the editor of *World Trade 100* magazine recently wrote:

***“The transformation that’s taking place in New Orleans both socially and economically is stunning.”***

# Act III - Redemption



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Q&A

***THANK YOU!***



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