



GREATER NEW ORLEANS: A GREATER REALITY

The Greater New Orleans region is home to an extraordinary range of assets, making it a place of tremendous opportunity for both businesses and people. Some of these assets you may already know about, such as our location at the mouth of the Mississippi, and our unique, world-class culture. However, in reality there are many, many other assets, about which you may not know, that collectively make the Greater New Orleans region one of the most compelling regions to live and work in the entire country. Collectively, these comprise:

The Greater New Orleans Reality Check

- √ 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.
- √ We are now the center of the third largest film producing region in the country, behind only Hollywood and New York.
- √ 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.
- √ 94% of our region is above sea level.
- √ And, the technology exists to restore our wetlands and protect the remainder.
- √ 91% of the regional population is back.
- √ And the population that is back is filled with highly educated and motivated "brain-gainers."
- √ Our region is experiencing a level of civic and business engagement that hasn't been seen in decades.
- √ Our region is embarking on one of the most ambitious educational reform programs in the history of our nation.
- √ 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.
- √ While the rest of the country is reeling from a massive financial crisis, we are relatively better-off thanks to billions of recovery dollars, a surplus from formerly high oil and gas prices, and record-breaking exports.

This is our reality. **This is Greater New Orleans.**