Dearest Friends,

As we approach the 10th anniversary of Hurricane Katrina, Greater New Orleans is turning a corner in its journey of redevelopment. We have outstanding momentum, but so much work remains. The New Orleans Normal, a tabloid format we introduced six years ago, now appears in all of the New Orleans metropolitan area. Its success means that our recovery stories can be written by someone other than ourselves, and our success rate is 85%. The business community continued to grow in 2014, with 12 announcements that will create over 6,500 jobs. Most importantly, these jobs were in a diverse range of industries from forestry to trade to manufacturing to software – ensuring that the Greater New Orleans economy continues to strengthen and diversify.

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The key question is "What do we need to do so that our progress is consolidated, and our success continues?"

If we can answer this question, then "Greatness" will be the New Normal. Our progress to-date has three hallmarks:

- Engagement – of the business and civic community
- Teamwork – that transcends parish lines, and between business and elected leadership
- Focus – on our opportunities and challenges, so that one-by-one we meet them.

PUBLIC POLICY

- 2014 Legislative Session Success Rate 85%
- Signature legislation – TOPS Tech Start Program: enabling public colleges and universities to develop and expand programs as eligible for TOPS Tech Start Program
- Hurricane Katrina Recovery Act, 2014, adopting national coalition of 250 organizations in 35 states to support creation of a Sustainable Flood Insurance Act, signed by President Obama in March 2014

FLOOR & RESILIENCE

- Led national coalition of 250+ organizations from 35 states to successfully fight NFIP expansion
- Greater New Orleans Urban Water Plan adoption underway
- Continues Regional Resilience and Economy, a group of business leaders in Southwest Louisiana gathered to champion for coastal restoration, was launched

ECOSYSTEM DEVELOPMENT

- With MSY and partners, secured a direct flight to Panama City, Panama via Copa Air
- Helped launch PowerMovesNOLA, a nationwide high-growth minority entrepreneurship initiative, with New Orleans Startup Fund

MARKETING

- 455 pieces, including 130 national articles (Bloomberg, Fox, NPR, WLL, NY Times, Forbes, etc.)
- Organized French Quarter Food technology stage, led by GE Capital
- Featured on several local and national media programs:

AWARDS

- Coalition for Sustainable Flood Insurance – National Association of Counties (NACO) 2014 Legislative Redistricting Award for its leadership role in developing the Sustainable Flood Insurance Act, signed by President Obama in March 2014
- Destination Greater New Orleans Award – USAID
- Urban Water Plan Award – USAID

2014 BUSINESS DEVELOPMENT

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- GNO, Inc. will continue to work with MSY CVB, Mayor and Governor to secure flights where MSY has been ‘short-listed’

WORKFORCE DEVELOPMENT

- Ensure adequate quantity, quality and diversity of workforce to meet increased industry demands, implement and Target Scope of GNOworks’ Dual Workforce Strategy 1) Training – Enhanced pipeline of local/regional talent 2) Recruiting – Focused support and recruitment from out of state.

INTERNATIONAL FLIGHTS

- Ensure that Greater New Orleans has the connectivity required to be a first-tier region for international business and other economic development opportunities. GNO, Inc. continues to work with MSY CVB, Mayor and Governor to secure flights where MSY has been ‘short-listed’

FLOOD PROTECTION & RESILIENCE

- Ensure that Southeast Louisiana remains viable and insurable for future generations of businesses and families, as well as economically productive for the nation. Reengage Coalition for Sustainable Flood Insurance to determine optimal long-term market solution for flood insurance. Advocate for adoption of the Greater New Orleans Urban Water Plan. Lead Coalition for Coastal Resilience & Economy (CARE) as a business alliance continuing implementation of the Coastal Master Plan and the protection of the Coastal Trust Fund.

STATE FISCAL REFORM

- Evolve a tax and exemption system that best supports the long-term economic development of the region and state. Coordinate with statewide business organizations to develop state’s tax reform opportunities ahead of the 2015 elections and for a 2016 special session.

LEADERSHIP DEVELOPMENT

- Maintain civic momentum and continuity by developing the next generation of leaders. Launch second edition of GNO Talks. Identify regional leadership opportunities for NextGen Council members.

NEW ORLEANS BRAND

- Continue to close the perception gap between current views and the “New” New Orleans. Lead Katrina 10 Regional Public Relations Council to tell a broad, positive narrative of the region’s recovery. Continue to aggressively drive broad local and national media. Lead Marketing & Branding Committee for 2018 Tricentennial.

GNO, INC. MULTI-YEAR INITIATIVES

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