THE “NEW” NEW ORLEANS

The progress of Greater New Orleans over the past five years has been rapid and dramatic; the publisher of Forbes called it “one of the great turnarounds in American history.” And indeed, there is a preponderance of evidence that Greater New Orleans has not only come back from Katrina, but has come back better than ever.

In economic development, we are at the highest point, in every economic ranking, in our history:

- #1 Most Improved Metro in the USA [Wall Street Journal]
- #1 Growing Metro Area for Employment [Brookings Inst.]
- #1 Metro for IT Job Growth in the USA [Forbes]
- #1 Most Improved State in the U.S. [Chief Executive magazine]
- #1 State for Economic Growth Potential [Business Facilities]

In recent years, Greater New Orleans has rediscovered both its imagination and will – and the result has been truly remarkable progress.
DAILY NONSTOP FLIGHTS

Key Cities
- Atlanta (ATL)
- Charlotte (CLT)
- Chicago (MDW & ORD)
- Dallas (DAL & DFW)
- Houston (HOU & IAH)
- Los Angeles (LAX)
- New York (JFK & LGA)
- San Francisco (OAK & SFO)
- Washington, DC (IAD & DCA)

Additional Nonstop Flights
- DFW & DAL
- ATL
- ORD
- DCA & IAD
- IAH & HOU
- CLT
- Cancun
- Panama City, Panama
- JFK & LGA
- LAX
- SFO & OAK

**Daily Flights to Key Cities From MSY**

<table>
<thead>
<tr>
<th>City</th>
<th>Departures</th>
<th>Airlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta (ATL)</td>
<td>15</td>
<td>AirTran, Delta</td>
</tr>
<tr>
<td>Charlotte (CLT)</td>
<td>7</td>
<td>US Airways</td>
</tr>
<tr>
<td>Chicago (MDW &amp; ORD)</td>
<td>10</td>
<td>American, Spirit United</td>
</tr>
<tr>
<td>Dallas (DAL &amp; DFW)</td>
<td>14</td>
<td>American, Southwest, Spirit</td>
</tr>
<tr>
<td>Houston (HOU &amp; IAH)</td>
<td>15</td>
<td>United, Southwest, Spirit</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>6</td>
<td>Delta, Southwest, United</td>
</tr>
<tr>
<td>New York (JFK &amp; LGA)</td>
<td>9</td>
<td>Delta, JetBlue</td>
</tr>
<tr>
<td>San Francisco (OAK &amp; SFO)</td>
<td>2</td>
<td>Southwest, United</td>
</tr>
<tr>
<td>Washington, DC (IAD &amp; DCA)</td>
<td>9</td>
<td>United, US Airways, Southwest</td>
</tr>
</tbody>
</table>

Sources: Departures; Flymsy.com daily departures

**MSY IS THE FASTEST GROWING AIRPORT IN THE USA 2013**

**BRAND NEW MSY TERMINAL TO OPEN IN 2018**

**PROPOSED LONDON NONSTOP IN 2016/17**
New Orleans is one of the world's most fascinating and unique cities, and college students have called it home for centuries. No other city offers the same extraordinary mix of history, culture, and innovation, and no other institution offers the same exciting opportunities to learn and work.

TULANE UNIVERSITY
- Undergraduate enrollment = 8,352
- Graduate enrollment = 5,110
- Average class size = 24
- Academic divisions include Science & Engineering, Business, Architecture, Law, Liberal Arts, Medicine, Public Health & Tropical Medicine, and Social Work

UNIVERSITY OF NEW ORLEANS
- Graduated over 75,000 graduates since its founding in 1958, half of which have stayed in the region and built the Greater New Orleans middle class
- Current total enrollment = 9,015
- Average class size = 22
- Colleges in Science, Engineering, Business, Liberal Arts, Education, and Interdisciplinary Studies

SOUTHEAST LOUISIANA UNIVERSITY
- Student enrollment = 15,000
- Student faculty ratio = 22:1
- Five academic colleges and 18 departments with over 60 baccalaureate, and graduate degree programs
- Accredited by the Commission on Colleges of the Southern Association of Colleges and Schools

LOYOLA UNIVERSITY NEW ORLEANS
- Undergraduate enrollment = 2,946
- Graduate enrollment = 1,996
- Student faculty ratio = 11:1
- Academic divisions include Business/marketing, Social sciences, Visual and performing arts, Engineering

DELGADO COMMUNITY COLLEGE
- Located in Mid City New Orleans, adjacent to City Park
- Current enrollment = 16,511
- Average class size = 25
- Offers 35 Associate’s Degree Programs, 73 Certificates and Technical Diploma Programs, and over 100 non-credit/professional development courses

There are 14 colleges and universities that are home to more than 99,440 students located in the 80-mile area that surrounds Greater New Orleans.
BUSINESS COMMUNITY & TECH INDUSTRY OVERVIEW
ATTRACTING PROFESSIONAL TALENT

The recent rise in business activity in Greater New Orleans, especially in the technology sector, has made the region become one of the most sought-after locations in the world for professionals to relocate. This workforce includes experienced professionals and veteran entrepreneurs, including New Orleans natives who left in the 1980s and 1990s to build careers elsewhere.

Statistically, New Orleans is experiencing a boom. Successful people are choosing to come to New Orleans as a practical decision, based on the conviction that New Orleans has become a center of opportunity. The attractiveness comes from two main factors: this is a place where business thrives, and it is a city where people want to be.

A quick glance at U.S. Census numbers show that the Greater New Orleans area is experiencing a huge level of immigration. The immediate assumption would be that natives are returning home. Upon closer inspection, the numbers tell a broader story. In reality, these new residents are coming from across the entire nation: the Midwest, East Coast, West Coast, and the remainder of the South.
The city’s multimodal transportation infrastructure, a skilled workforce, aggressive federal and state incentives, and the availability of land with deepwater access make Louisiana competitive in a global marketplace. From the Governor to economic officials at the state level to regional alliance with key business leaders to municipal support from the mayor and city council, a commitment to building and fostering a strong economic climate is infectious.

Louisiana’s economy is on the move – and going in the right direction. Over the past several years, Louisiana has experienced unprecedented growth as triumphed by Southern Business and Development magazine, who recognized New Orleans as “#1 for the Decade for Major Economic Development Wins in the South”. This is due in no small part to the commitment from state, regional, and local leadership to foster economic growth through workforce training programs, an attractive tax climate, a wide range of accessible locations, and rewarding business incentives.

Companies like Gameloft and GE Capital have recently taken notice, both locating significant operations in the city of New Orleans. Perhaps even more notable are the possibilities for the future.

With construction of a major biomedical district underway, continued downtown revitalization and unique quality of life, New Orleans has a diverse economy which is evolving with global needs.

The opportunities created by this growth have fostered a community ripe with entrepreneurial activity, a true indicator of a healthy and robust marketplace.
RANKINGS

The progress of Greater New Orleans over the past five years has been rapid and dramatic; the publisher of Forbes called it “one of the great turnarounds in American history.” And indeed, there is a preponderance of evidence that Greater New Orleans has not only come back from Katrina, but has come back better than ever.

In economic development, we are at the highest point, in every economic ranking, in our history.

**ECONOMIC DEVELOPMENT**

- GNO, Inc. was ranked as the #2 Economic Development Organization in the U.S. [Business Facilities]
- Greater New Orleans was ranked #1 for the Decade for Major Economic Development Wins in the South [Southern Business & Development]
- Greater New Orleans was named #1 Most Cost-Friendly for Business in the USA [KPMG]
- Greater New Orleans is #1 in the USA for Export Growth, over 400% [US Chamber of Commerce]
- Greater New Orleans is the #2 Boomtown in America, due to population and GDP growth [Bloomberg]
- New Orleans was ranked the #2 “Aspirational” City in the USA based on economy, demographics and quality of life [Daily Beast]
- New Orleans was named the #1 City of (475) for Employment, Income, and Population [NerdWallet]
- Greater New Orleans is the #3 Big City Winning the IT Jobs Battle (after Silicon Valley and S.F.) [Forbes]
- Louisiana is #3 Best Business Environment and #2 Best Incentives in the USA [Area Development]
- Louisiana is the #1 Most Improved State on the “Best States for Business” ranking since 2008 [Forbes]
- Louisiana was named #4 Most Cooperative State Government in the USA [Area Development]
- Louisiana placed #1 for Economic Potential, Workforce Training, and Digital Media [Business Facilities]
- Greater New Orleans was the #1 Most Improved Metro in the USA [Wall Street Journal]
- Greater New Orleans was named #2 in Post-Recession Performance in the USA [Brookings Inst.]
- Louisiana was ranked #1 in the USA for Exports per capita [New Geography]
- Louisiana was rated a Top Ten State in the USA for Overall Tax Competitiveness [Tax Foundation + KPMG]

**TALENT AND WORKFORCE**

- Greater New Orleans was ranked #1 Brainpower City in the U.S.A. [Forbes]
- Greater New Orleans is #1 in the USA for In-Migration of “Workers in their Prime” (35-49 y.o.) [Forbes]
- Louisiana’s workers are considered the Most Engaged Workforce in the USA [Gallup]
- New Orleans was ranked #1 on the list of “America’s Biggest Brain Magnets” for attracting people under 25 with college degrees [Forbes]
- Louisiana Economic Development’s FastStart training program has been ranked #1 in the USA four years in a row [Business Facilities]
- Louisiana has enjoyed 5 straight years of net in-migration [US Census Bureau]

**ENTREPRENEURSHIP**

- New Orleans Leads the USA by 56% in number of startups-per-capita [GNO Community Data Center]
- New Orleans was ranked the 6th Best City for Young Entrepreneurs [Under30CEO.com]
- Louisiana was rated the #2 State in the USA to Start a Company [Tax Foundation + KPMG]

**QUALITY OF LIFE**

- Louisiana was ranked #1 for Policies to Improve Student Achievement [Students First]
- New Orleans was named “America’s Best City for School Reform” [Thomas B. Fordham Institute]
- New Orleans ranked in the Top 5 “Most Affordable Cities for Households” in the USA [Intuit]
- New Orleans Recognized as North America’s Leading Sports Tourism Destination [World Travel Awards]
- New Orleans is America’s Favorite City [Travel + Leisure]

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SURGING ENTREPRENEURSHIP

The favorable business conditions found in the Greater New Orleans, combined with the appealing quality of life options, have transformed the area into a hotbed for entrepreneurship. As a result, more people are choosing to reap the rewards of owning their own business by starting a company in the area. The new businesses range across several industries, from food and beverage companies, to technology startups, biomedical ventures, and more.

This rise in activity has also given way to a rise in support initiatives for prospective entrepreneurs: coworking spaces such as Launch Pad and Beta, incubators such as Idea Village, and high-yield entrepreneur events such as PowerMoves.NOLA and New Orleans Entrepreneur Week.

Recent rankings for the region, in entrepreneurship include:
- Leads USA by 56% in Startups per Capita [The Data Center]
- #2 State in the US to Start a Company [Tax Foundation & KPMG]
- 6th Best City for Young Entrepreneurs [Under30CEO.com]

![Chart showing individuals starting up businesses per 100,000 adult population](chart.png)

- 56% HIGHER THAN U.S.
Online publication The Daily Beast has named New Orleans the #2 Most Aspirational City in America, based on health of the economy, quality of life, and demographic factors. New Orleans ranks between Austin at #1 and Houston at #3.

According to The Daily Beast writers Joel Kotkin and Wendell Cox, “Both No. 1, Austin, Texas, and No. 2, New Orleans, are places where people can enjoy the cultural amenities and attitudes of ‘progressive’ blue states but in a distinctly red-state environment of low costs, less regulation, and lower taxes. These places have lured companies and people from more expensive regions, notably California and the Northeast, by being not only culturally rich but also amenable to building a career, buying a home and, ultimately, raising a family in relative comfort.”

To determine rankings, Mr. Kotkin and Mr. Cox evaluated economic growth, per capita income, unemployment, the growth of domestic migration, the movement of college-educated people and the foreign born, the amount of traffic congestion, housing affordability, and crowding.
The driving force behind the movement to turn Greater New Orleans into a major tech market is found in the people who have dedicated their time and resources to making it happen.

From lobbying for legislation to hosting events to sharing our story around the country, the individuals who have the passion for this industry have already accomplished so much – and yet, the best has yet to come.

<table>
<thead>
<tr>
<th>GROUP</th>
<th>MEETING FREQUENCY</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>Hack Night</td>
<td>Weekly</td>
<td>Hack Night is New Orleans’ premier weekly gathering for programmers, designers, hardware hackers, and other technically minded people to discuss hardware and software development.</td>
</tr>
<tr>
<td>Net2NO</td>
<td>Monthly</td>
<td>The fourth largest Net2Local group in the US with more than 1,100 members, it convenes technology enthusiasts to share ideas, learn from each other, and even collaborate on projects for real world impact. These gatherings provide a chance to connect for all those interested in the intersection of social technologies and social change.</td>
</tr>
<tr>
<td>gnocode</td>
<td>Monthly</td>
<td>gnocode brings together the software and web engineers from the New Orleans area. Developers of all levels and interests are welcome to share their ideas and learn new ones.</td>
</tr>
<tr>
<td>NOLA SEC</td>
<td>Monthly</td>
<td>NOLA SEC is composed of researchers, professionals, students, and hobbyists in the computer security and digital forensics space. Its purpose is to bring members of all IT-related fields together for a monthly meeting where interesting topics in information security can be presented and members can then network in an informal environment.</td>
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<tr>
<td>Women in Technology</td>
<td>Monthly</td>
<td>New Orleans WIT exists to improve the industry landscape for women in IT by increasing the salaries of female technology professionals in New Orleans to be equal to what men in our field are earning and increasing the presence of women in digital industries in New Orleans. In support of these goals, a monthly roundtable discussion of topics pertinent to women in IT is held.</td>
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<tr>
<td>#FrontEndParty</td>
<td>Monthly</td>
<td>#FrontEndParty hosts three 15 minute presentations from developers and designers around New Orleans each month to showcase the newest trends in HTML, CSS, and Javascript while also providing a forum to discuss original work and make connections.</td>
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<tr>
<td>Ed Tech MeetUp</td>
<td>Monthly</td>
<td>Ed Tech MeetUp: New Orleans is a group of educators and community members interested in utilizing technology in education to help scholars develop the skills, mindsets and knowledge they need to be successful in the future economy and society.</td>
</tr>
<tr>
<td>NOLA Game Developers</td>
<td>Monthly</td>
<td>A group of game developers around the New Orleans area working on games, entertainment products, and general interactive art.</td>
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</tbody>
</table>
The men and women behind the growing tech sector in New Orleans have created numerous outlets for the infectious energy that has taken over the area. Hundreds of entrepreneurs, developers, designers, engineers, project managers, enthusiasts, and more are consistently involved in making this region a true technology hub. This community stays engaged in the movement through numerous local groups and events.

### GNO TECHNOLOGY EVENTS

<table>
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<tr>
<th>EVENT</th>
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<tr>
<td>New Orleans Entrepreneur Week (NOEW)</td>
<td>March</td>
<td>New Orleans-style business festival featuring eight days of trendsetting discussion, debate, education, competition, and celebration. NOEW is fast growing with more than 5,000 annual attendees, 130 events, and 70 local ventures showcased to VCs, angel investors, and the local community.</td>
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<tr>
<td>Launch Fest</td>
<td>May</td>
<td>Launch Fest features practical advice to inspire the next generation of New Orleans entrepreneurs during a one-day annual session. After a series of speakers, the region's top founders will pitch investors in the culmination of New Orleans' entrepreneurial post-season.</td>
</tr>
<tr>
<td>Startup Weekend</td>
<td>September</td>
<td>Startup Weekend New Orleans is open to designers, developers, marketing strategists, and all types of entrepreneurs to create a business model from scratch over the course of a weekend. At the end, groups pitch their work to a panel of judges with prizes awarded to the winners.</td>
</tr>
<tr>
<td>Barcamp</td>
<td>July</td>
<td>Barcamp New Orleans is a 2-day, annual, tech-focused “unconference” and hack day featuring speakers selected by the attendees who have a topic, story, knowledge, or experience to share with the rest of the community.</td>
</tr>
<tr>
<td>TribeCon</td>
<td>October</td>
<td>TribeCon is an annual gathering of techies, musicians, and creatives with programming designed to inspire and promote the intersection of music and technology. It is Louisiana’s premiere social technology conference and is held in conjunction with the Voodoo Experience each fall.</td>
</tr>
<tr>
<td>Teen Tech Day</td>
<td>March</td>
<td>Teens for Tech is a non-profit STEM program underneath the umbrella of New Orleans Tech that teaches, mentors, and guides youth into career opportunities within science, technology, engineering, and math careers. Teen Tech Day is a one day event that focus on teaching, interactive workshops, and hands-on learning for teenagers.</td>
</tr>
<tr>
<td>NOLA Tech Week</td>
<td>October</td>
<td>NOLATech Week is a weeklong, citywide, unconference, bringing together Art, Food, Music, Urban Dev., Environmental &amp; Education communities. All events are free to the public and are intended to educate, engage, facilitate collaboration, and grow awareness, for all businesses, organizations, and members of our community.</td>
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