GREATER NEW ORLEANS, INC.

A DECADE OF DEVELOPMENT
Louisiana ranked #1 as state with the Best Business Climate in Business Facilities magazine’s 10th Annual Rankings Report – surging from fourth place in 2013.

Louisiana surged into the top slot in BF’s annual state business climate assessment from last year’s fourth-place finish. Utah, Texas, Tennessee and Indiana rounded out the top five, respectively, in this year’s Best Business Climate ranking.

“Louisiana has been a perennial contender for our coveted Best Business Climate designation, but this year the Bayou State made it easy for us to give them the No. 1 ranking,” BF Editor in Chief Jack Rogers said.

“When we scrutinized all of the essential elements for a successful economic development program in today’s highly competitive market—including workforce training, incentives, a business-friendly tax and regulatory structure, and a highly diverse, well-conceived growth strategy—we consistently found an aggressive standard for excellence in Louisiana,” Rogers added.

Rogers said BF continues to be impressed with the unprecedented cooperation between higher education resources and business in Louisiana. He also noted that Louisiana FastStart repeated as the top-ranked state program in BF’s Workforce Training Leaders category.

Here are the top 10 states for Best Business Climate:

1. LOUISIANA
2. UTAH
3. TEXAS
4. TENNESSEE
5. MICHIGAN
6. NEW MEXICO
7. WISCONSIN
8. VIRGINIA
9. MONTANA
10. NEVADA

Here at GNO, Inc., we are proud of driving real results for Greater New Orleans. Results like the 2,000+ jobs from DXC Technology, launching the first non-stop flight to Europe since 1982, and protecting affordable flood insurance – not just for New Orleans, but for the entire nation.

You could say that we are obsessed with results - delivering development to Greater New Orleans. Every meeting we take, every study we execute, and every dollar we invest has to pass one basic test: Will this make business better for our companies, and life better for our citizens?

There is a misconception that economic development is just about who has the most extravagant marketing and who can stroke the biggest check. The Board and Staff of GNO, Inc. think differently, that real economic development is a long-term, strategic process with multiple prongs – the goal of which is to create a broadly attractive business environment, in which people want to invest their capital and build a new life here.

With this in mind, GNO, Inc. plays the “long-game” by systematically enhancing strengths and mitigating challenges, while building relationships and credibility around the country and world. We know that our efforts today will bring results in the future: sometimes in a few months, but often over many years.

So, I invite you to peruse the ensuing pages to see a sampling of the results we have helped deliver over the past decade. Please keep a couple of things in mind as you read. First, that these wins were possible only through outstanding partnerships with our Board, investors, elected officials, and other collaborating organizations. And second, that the best for Greater New Orleans is yet to come.

Thank you,

Michael Hecht
President & CEO
Greater New Orleans, Inc.

FLOOD INSURANCE

Rewrote National Flood Insurance for the nation

HISTORIC RESULTS FOR GREATER NEW ORLEANS

DXC TECHNOLOGY

Biggest economic development jobs win in Louisiana history, #2 deal in USA for 2017

BRITISH AIRWAYS

First nonstop flight to Europe since 1982
Shandong Yuhuang Chemical

Represents the first investment from mainland China in Louisiana's history

GE Digital

This 300+ employee technology center services several verticals of General Electric

NEW AND RETAINED COMPANIES

Accruent
Agrico Sales
Air Products & Chemicals
AlquemyIQ
Appitude
Atlantic Metrocast
Ballista
Bayou FX
Blade Dynamics
Boeing
Bradken Industries
British Airways
Cajo
Collision
Condor Airlines
Copa Airlines
CPX Interactive
Denka
DXC Technology
Dyno Nobel
Elmer's Chocolate
Factory VFX
Fogo Data Centers
Folgers
Formosa Petrochemical
GE Digital
Globalstar
High Voltage Software
Horizon Entertainment
iMerit
Innerfuse
inXile Entertainment
IT Minerals
LA Buyout Fund
LiquidX
Lockheed Martin

NEW COMPANIES IN THE REGION

Lucid
Major League Gaming
Momentive
Monsanto
Mosaic
Nalco
NASA Michoud
Nest
Netchex
N.O. Cold Storage
N.O. Hornets
Nims Center
Noranda
Nucor
Pelican Energy
Performance Software
Pin Oak Holdings
Provision Healthcare
Quixote Studios
Radolo
Rain CII
Reily Foods Co.
Revolution Foods
Search Influence
Second Line Studios
Select Comfort
Select Laboratories
Shandong Yuhuang Chemical
Shiptech Services
Sinter Metal
Smashing Boxes
Smoothie King
Starr Textiles
TCI Plastics
Tech Talent South
Torch
Total Quality Logistics
Triton Stone Group
TriWest Healthcare Alliance
Valmiki Capital
Venture Global LNG

SELECT COMFORT

Select Comfort Corporation, a $1.3 billion publicly-traded company, opened a 225+ employee Relationship Center in Elmwood. The center provides sales and support services for customers of the company’s Sleep Number® beds and accessory products.

BUSINESS DEVELOPMENT WINS

77

OF NEW INVESTMENT FROM BUSINESS DEVELOPMENT PROJECTS IN THE GREATER NEW ORLEANS REGION OVER THE PAST DECADE

WINS

77

NEW COMPANIES IN THE REGION

$30B

OF NEW INVESTMENT FROM BUSINESS DEVELOPMENT PROJECTS IN THE GREATER NEW ORLEANS REGION OVER THE PAST DECADE

16,000+

JOBS
GNO, Inc. works to create and preserve policies that support a competitive and reliable business climate in Greater New Orleans and drive long-term job growth and wealth for its citizens.

STATE POLICY

ECONOMIC DEVELOPMENT INCENTIVES
Led effort to preserve and improve key economic development programs, including Digital Media, Quality Jobs, Angel Investor, and Research & Development incentives.

COASTAL RESTORATION & RESILIENCE
Supported passage of the 2017 Master Plan and 2018 Annual Plan for coastal restoration, along with legislation to expand outcome-based contracting of key coastal protection agencies.

INTERNET SALES
Led passage of legislation to require Louisiana businesses to collect sales tax on internet sales – worth $1.2B to Louisiana and growing.

CRIMINAL JUSTICE REFORM
Supported consensus criminal justice reform package projected to reduce Louisiana’s prison population by 10% and save the state more than $250M over the next decade.

HIGHER EDUCATION & WORKFORCE
Led effort to support TOPS Tech Early Start Expansion, which classifies industry-based training providers as eligible for TOPS Tech Early Start.

FEDERAL POLICY

FLOOD INSURANCE
Formed and led national coalition of 250 organizations in 35 states to pass the Homeowner Flood Insurance Affordability Act, signed by President Obama in March 2014. Continue to lead the Coalition for Sustainable Flood Insurance, to secure passage of a long-term reauthorization with reforms.

HISTORIC TAX CREDIT
Provided key support for the successful preservation of the Historic Tax Credit as part of the Tax Cuts and Jobs Act, which ensures that commercial development of historic assets around the region continues.

EXPORT-IMPORT BANK
Supported the reauthorization of the Export-Import Bank through 2019, protecting trade & logistics activity in Greater New Orleans.

MILITARY ASSETS
Secured additional funding for FA-18 aircraft, which will support Belle Chasse Naval Air Base.

RESTORE ACT
Supported passage of the RESTORE Act, which ensures that Deepwater Horizon oil spill fines are dedicated to critical coastal restoration initiatives.
Diversifying the economy of Greater New Orleans is a strategic imperative of GNO, Inc.

Technology has been a successful long-term diversifying focus, and New Orleans is now the fastest growing tech job market in America.

DIOECOMIC
DIVERSIFICATION

INDUSTRY GROWTH

2005
- GNO, Inc. helps write the Digital Media Incentive, a key driver in company attraction

2008
- GNO, Inc. + Idea Village open The I.P. Building
- Millennial population growth fuels rapid industry expansion

2009
- LED “Blue Ocean Strategy” targets Digital growth

2010
- GNO begins national marketing
- Globalstar moves headquarters from California to Covington

2011
- Gameloft announces New Orleans as location of new U.S. studio

2012
- CSC Bossier City Cyber Research center opens, paving way for eventual DXC office
- Existing companies such as Turbosquid, iSeatz, Geocent, and Lucid continue rapid growth
- Millennial population growth fuels rapid industry expansion
- GE Capital (now Digital) opens 300+ employee technology center

2013
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2014
- High Voltage Software opens New Orleans studio to support Chicago headquarters

2015
- Netchex expands operations by 240 employees
- inXile Entertainment opens local game studio

2016
- Collision, the fastest growing technology conference in the U.S., moves to New Orleans

2017
- DXC Technology selects New Orleans as site for 2,000+ employee digital transformation center

HOME OF INCLUSIVE INNOVATION

Top Ten in USA for Women and Minorities in Tech Jobs
BUILDING CATALYTIC ASSETS
Greater New Orleans, Inc. has helped develop the ingredients necessary for a robust business environment – one where companies and their workers can thrive.

AIRPORT
GNO, Inc. co-led a team that helped land the first direct flight to Europe since 1982, and has helped make MSY the #2 fastest growing airport in the nation.

I.P. BUILDING
Conceived by GNO, Inc. and Idea Village, the Intellectual Property, or “I.P.” Building has served as the physical and symbolic heart of the entrepreneurship movement in Greater New Orleans.

NEW ORLEANS STARTUP FUND
NOSF (New Orleans Startup Fund) is a non-profit evergreen venture fund established by Greater New Orleans business and community leaders, and has funded dozens of successful startups.

GNM AMP
GNO AMP (Advanced Manufacturing Partnership) is a industry-based working group to support advanced and value-added manufacturing in Greater New Orleans.

SELLING THE REGION
GNO, Inc. specializes in telling the story of the “new” New Orleans to a national and international audience.

INFORMATIONAL TOURS

GAME FÊTE
Curated event for global video game companies, highlighting Greater New Orleans.

NOLABOUND
An immersive program for professionals from around the world to experience the region’s industries.
LONG-TERM PRIORITIES

GNO, Inc. is driven by a series of multi-year initiatives that move the region forward and help deliver results for our citizenry.

FLOOD MANAGEMENT & RESILIENCE

- Coastal Restoration - Advocated for passage of the 2017 Coastal Master Plan and annual updates, advanced federal coastal permitting, pushed innovative procurement practices, and continued to fight for sustainable revenue streams.

- EVERLAB - GNO, Inc.’s annual conference engaging thought leaders, investors, local governments, and CEOs to in the pursuit of economic strategies for addressing environmental challenges.

- CCRE - Created an unprecedented voice of coastal advocacy from the business community, the Coalition for Coastal Resilience and Economy (CCRE).

- RES/CON - Hosted second annual RES/CON: Global Resilience Summit with 600 participants from around the world.

FISCAL REFORM

- Reform for Louisiana’s Future - Developed Reform for Louisiana’s Future, a comprehensive set of policy recommendations including reforms for Louisiana’s tax and budget structure.

- Louisiana Budget Game - Launched Louisiana Budget Game, an online interactive tool designed to illustrate to citizens and lawmakers the constraints of Louisiana’s current budget structure.

WORKFORCE DEVELOPMENT

- State of the Sectors - Developed ‘State of the Sector’ series of reports which analyze current and future job projections to help shape the career paths of students.

- GNOu - Launched GNOu program to develop custom curricula at local universities for regional businesses.

CRIMINAL JUSTICE

- Crime Tech Task Force - Formed group of local technology companies to provide technology-led business process improvements for the NOPD. First three projects put ~40 officers back on the street.

- Reform Summit - Partnered with the US Chamber of Commerce and LABI to produce the first business-led summit on criminal justice reform.

- Legislation - Supported the passage of criminal justice reform legislation, which was signed into law.

LEADERSHIP DEVELOPMENT

- Emerge Summit - Developed the Emerge Summit for young professionals, in partnership with The Millennials Awards.

- NOLA Made - In partnership with 504ward and NOLABA, helped produce the 2nd NOLA Made, a local market and “homecoming” for New Orleans expats.
REGIONAL RANKINGS

Greater New Orleans is now garnering accolades and recognition that would not have been thought possible just a few years ago.

SIMPLY THE BEST
GNO, Inc. a Top 10 Economic Development Organization in America

WINNING REMARKABLY
DXC Technology announcement chosen as the #2 Economic Development Win in America for 2017

STRETCH ARMSTRONG
Louis Armstrong New Orleans International Airport is the #2 Fastest Growing Airport in America 2006 – 2016

TOP OF THE WORLD
New Orleans chosen as the #1 City in the World to Visit in 2018

FOUNTAIN OF YOUTH
Greater New Orleans is the #5 market in the United States for Millennial In-migration

DIGITAL ACCOLADES
#1 City in USA for Tech Growth, #2 for Women in Tech

ICE COLD
Selected as the #4 Coolest City in America

CALLING IT HOME
New Orleans is ranked as the #3 Major US City in Population Growth, 2010-2015

A GREATER DESTINATION
New Orleans Named a “Best Place to Go” in the World in 2018

THINKING AHEAD
Top 10 “City of the Future” in the Western Hemisphere for Connectivity & Foreign Investment

ALL SMILES IN GNO
Greater New Orleans was chosen as a Top Ten City in America for Happiest Workers

A LOT GOING ON
A Most Dynamic City in America

#1 for Economic Development Wins in the South
Southern Business and Development
#1 Biggest Brain Magnet
Forbes
#1 Traditional City Population Growth
Public Square
#1 for Tech Job Growth
SmartAsset
#1 for Foreign Population Growth
U.S. Census
#1 for Export Growth
U.S. Chamber of Commerce
#1 for Workforce Training
Business Facilities

#1 for Healthcare Job Growth
United States Census
#1 for Operating a Small Business
The Economist
#1 City for Creative Professionals
SmartAsset
#1 Largest Port in North America
The Maritime Executive
#1 Best City for Education Reform
Fordham Institute
#1 for International Tourism Growth
National Travel and Tourism Office
#1 Best Place to Go in the World 2018
New York Times

1 of 11 U.S. Cities to Which Millennials are flocking—in droves
Business Insider
Greater New Orleans is a Top Ten City to Start a Company
Wallet Hub
#6 Best City in the USA
Travel and Leisure
Port of South Louisiana Largest in Western Hemisphere,
#16 in the World
Fairplay
Best City for Digital Nomads
Citli
#8 for Happiest Employees
Glassdoor
#5 State for Software Growth
Software.org

#5 Best State for Doing Business
Area Development
#7 City in North America for Connectivity
Business Facilities
NOLA #15 City That Millennials Can Afford — and Actually Want to Live In
Penny Hoarder
#5 City Where “Entrepreneurship is Booming”
Entrepreneur Magazine
#1 State for Construction Environment in the USA Associated Builders and Contractors
Top Ten for Business Conditions
Site Selection
New Orleans is on the Top Ten Lowest for Startup Costs list
SmartAsset
At GNO, Inc., we are proud of driving real results for Greater New Orleans. Please let us know how we can deliver development for you.

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