How GNO, Inc. benefits your company...

1. Growing the Market
   - by creating good jobs
2. Improving Your Bottom Line
   - by finding incentives
3. Enhancing Business Conditions
   - through policy advocacy
4. Early Information
   - on the GNO, Inc. pipeline
5. Referrals
   - from GNO, Inc. prospects
6. Providing a Forum
   - on committees and issues of top business leaders
7. Access
   - to both state and federal officials
8. Assistance
   - with business issues
9. Employee Involvement
   - in partnerships or committees and issues
10. Community Support
    - by supporting GNO, Inc.’s mission

GNO, Inc. takes a “double-barrel” approach to economic development, focusing on both Business Development and Product Development.

Business Development helped secure 818 jobs. 437 were new, and 392 were retained. These jobs have a present value of over $25M.

Product Development helped create a significantly improved business environment, with over a 75% success rate for passing critical legislation:

- 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 (HB135)
  $5 per ton incentive on imports/export, 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 9000 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

Southern Business and Development magazine named New Orleans the “Major Market of the Year”
BusinessWeek named New Orleans one of the 10 “Safest Cities in Which to Ride-Out the Recession”
Forbes ranked the New Orleans area 8th out of the Top 10 “Cities Where Americans Are Relocating”
Most Generation Consulting named New Orleans the 10th best “Midsize Magnate” for young professionals to live and work

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.

WWW.GNOINC.ORG
The GNO, Inc. Board includes a diverse selection of leaders from across the region.