THANK YOU TO OUR INVESTORS

EXECUTIVE COMMITTEE

Mary Gustafson
President & CEO

BOARD OF DIRECTORS

City of New Orleans

Greater New Orleans, Inc.

President and CEO

Michael Hecht

EXECUTIVE COMMITTEE

Carlo Mulvenna
Ti Martin

Tulane Medical Center

Leigh King

Walter Kimbrough**

Wan Kim

Harrah’s Entertainment

IBERIABANK

Jim Hudson*

Shell

University of New Orleans

Associated Terminals

Southern Recycling

River Parishes Community College

Maura Donahue

Reily Foods Company

Howard Daigle

Southeastern LA University

Scott Cowen**

Coaxum Enterprises

Henry Coaxum

365 Canal Street, Suite 2300

Turbosquid

Kevin Wildes**

Nunez Community College

Technical College

William Wainright**

Blue Cross Blue Shield

Dan Wagner

Entergy

Don Vinci

Doug Thornton

Lizette Terral

Development Foundation

First NBC Bank

Ashton Ryan

Albert Ruesga

Natalie Robottom

St. Bernard Chamber of Commerce

Ochsner Health System

South Central LA Technical College

George Pivach

Retired

Bill Oliver*

Peoples Health

Henry Coaxum

Pete A. Mayer Advertising

Peter A. Mayer Advertising

Blue moon fund

GROWING INTO GREATNESS

ANNUAL REVIEW 2014

Greater New Orleans was ranked #1 for the Decade for Major Economic Development Wins in the South (Southwest Business Finance & Development)

Greater New Orleans was named #1 in USA for Working Age In-Migration (Area Development)

Louisiana workers are the “Most Engaged” in the USA (Gallup)

Greater New Orleans was ranked #1 in USA for Exports per Capita (New Geography)

The Part of New Orleans was selected as the #1 Logistics Leader Among U.S. Metro Ports (Business Facilities)

Greater New Orleans was chosen as the #2 “Boutstown” in America (The Daily Beast)

Greater New Orleans is now ranked #2 in the USA in Post-Recession Performance (Bookings Institute)

Greater New Orleans was recognized as the #2 Most Astounding City in America (Daily Beast)

Greater New Orleans recognized #3 in USA for Information Jobs (NerdWallet)

Greater New Orleans was ranked #3 in USA for STEM Jobs without a Bachelor’s Degree (Bookings Institute)

Louisiana was awarded the ranking of #4 Business Climate in the Nation (Business Facilities)

Greater New Orleans is among the Top 5 “Least Expensive Cities for Households” in the USA (Annual Spending Guide)

Greater New Orleans was ranked #6 for Doing Business in the USA (Business Facilities)

Greater New Orleans was selected as #6 for Creating Middle Class Jobs (Forbes)

Greater New Orleans had the #5 GDP Growth in the USA (Entrepreneurship Coalition)

Greater New Orleans was recognized as the #9 Metro for Income Growth (Entrepreneurship Coalition)

Greater New Orleans was awarded Top 20 in Global “Good City Index” (Forbes magazine)

SEE OUR FULL LIST AT GNOINC.ORG/RANKINGS

Pinnacle Investors

Pinnacle Investors

Growth

New Orleans, LA

1800 Canal St

Suite 1000

Phone: 504-523-0590

Fax: 504-523-0579

Toll Free: 800-402-0590

info@gnoinc.org

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Dear Friends,

Thank you! GNO, Inc. is grateful for your support of New Orleans as a result of the Katrina catastrophe is a radical reset after the Katrina catastrophe. Growth and retention of our workforce and families, and economically productive for the nation.

**2013 BUSINESS DEVELOPMENT**

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>DIRECT JOBS</th>
<th>INDIRECT JOBS</th>
<th>SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoothie King</td>
<td>101</td>
<td>78</td>
<td>$5m</td>
</tr>
<tr>
<td>Perpetual Saints</td>
<td>65</td>
<td>19</td>
<td>$3m</td>
</tr>
<tr>
<td>TCL Logistics and Pelican Facility</td>
<td>75</td>
<td>90</td>
<td>$20m</td>
</tr>
<tr>
<td>Dynamic Nobel</td>
<td>100</td>
<td>477</td>
<td>$800m</td>
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<tr>
<td>Lockseed</td>
<td>166</td>
<td>235</td>
<td>$12m</td>
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<tr>
<td>Steel Turtles</td>
<td>190</td>
<td>33</td>
<td>$3m</td>
</tr>
<tr>
<td>South Louisiana Methodist Mission</td>
<td>113</td>
<td>347</td>
<td>$3.3m</td>
</tr>
<tr>
<td>CPU Interactive</td>
<td>56</td>
<td>79</td>
<td>$9m</td>
</tr>
<tr>
<td>Rain CII</td>
<td>71</td>
<td>70</td>
<td>$4.7m</td>
</tr>
<tr>
<td>Polyn Energy</td>
<td>253</td>
<td>280</td>
<td>$10m</td>
</tr>
<tr>
<td>International Shipbuilding</td>
<td>100</td>
<td>113</td>
<td>$10m</td>
</tr>
<tr>
<td>Performance Software</td>
<td>58</td>
<td>99</td>
<td>$4.5m</td>
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<tr>
<td>IF Minerals</td>
<td>13</td>
<td>28</td>
<td>$4.5m</td>
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**2013 PRODUCT DEVELOPMENT**

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>STRATEGY</th>
<th>PLAN &amp; RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7,000+</strong> responses, including 15 national articles (Blooming, Tax, New Orleans, etc.)</td>
<td>Supported our Hawaii master plan</td>
<td>m skeletal plan for the state to set goals for the next three years.</td>
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**GNO, INC. STRATEGIC MODEL**

**VISION**
- Grow and retain local and national businesses
- Build and support a world-class workforce
- Create and maintain a world-class quality of life
- Foster a vibrant and diverse arts and cultural community
- Attract new businesses and residents

**STRATEGY**
- Grow and retain local and national businesses
- Build and support a world-class workforce
- Create and maintain a world-class quality of life
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**PLAN & RESOURCES**
- Create and maintain a world-class quality of life
- Foster a vibrant and diverse arts and cultural community
- Attract new businesses and residents

**GNO, INC. BUSINESS RETENTION ACTIVITY**

<table>
<thead>
<tr>
<th>Year</th>
<th>RESPONSES</th>
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<tbody>
<tr>
<td>2010</td>
<td>150</td>
</tr>
<tr>
<td>2011</td>
<td>250</td>
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<tr>
<td>2012</td>
<td>350</td>
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**GNO, INC. MULTI-YEAR INITIATIVES**

**WORKFORCE DEVELOPMENT**
- Ensure adequate quality, quantity and diversity of workforce to meet increased mobility of our region.
- Promote Executive OnCall as a resource for recruiting employees outside of the region.
- Partner with Louisiana Economic Development to develop and implement Workforce Readiness Pathways.

**AIRPORT (INTERNATIONAL FLIGHTS)**
- Enhance New Orleans International has the feed required to be a major leisure and business travel destination.
- Vision: To be a major hub for leisure and business travel.
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**FLOOD PROTECTION & RESILIENCE**
- Secure the Continental Coast and federal and state funding to support the region.
- Successfully launched “Dual Enrollment Day” industry/school/partnerships.
- Established a network of multi-sectoral stakeholders.
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**LEADERSHIP DEVELOPMENT**
- Expand NextGen Council and continuously develop the NextGen Council.
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**THE NEW ORLEANS BRAND**
- Continue to chart perception guidelines and strategies.
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