GNO, Inc. has helped to drive and promote broad third-party recognition over the past two years, repositioning the Greater New Orleans region and Louisiana as outstanding places to live and work:

**Economic Development**

- GNO, Inc. was ranked as #2 Economic Development Organization in the U.S. (tied) [Business Facilities]
- Greater New Orleans is the #1 Most Improved Metro on the 2011 “Best Cities for Business” list [Wall Street Journal]
- Louisiana is the #1 Most Improved State on the “Best States for Business” ranking since 2008 [Forbes]
- Louisiana was named “#1 Most Cooperative State Government in the USA,” as well as Top 5 for Incentives, Economic Recovery, Speed of Permitting, Workforce Training, Cost of Doing Business, Business Climate and Labor Climate [Area Development]
- Louisiana was ranked #1 state for Economic Growth Potential, Workforce Training, and Digital Media [Business Facilities]
- Greater New Orleans won 2011 Co-Major Market of the Year [Southern Business & Dev.]
- Louisiana was named 2011 State of the Year [Southern Business & Development]
- Greater New Orleans was named the #1 Metro for IT Job Growth in the USA [Forbes]
- Greater New Orleans was named the #1 Growing Metro Area for Employment [Brookings Inst.]
- Greater New Orleans was ranked a Top 20 Strongest Performing economy in the USA [Brookings Inst.]
- Louisiana was voted the Most Improved State in the U.S. by national CEOs [Chief Executive magazine]
- Louisiana was rated a Top Ten State in the USA for Overall Tax Competitiveness [Tax Foundation+ KPMG]
- Louisiana placed 3rd in the Governor’s Cup Rankings [Site Selection]

**Talent / Workforce**

- New Orleans was ranked #1 on the list of “America’s Biggest Brain Magnets” for attracting people under 25 with college degrees [Forbes]
- New Orleans grew faster than any other major U.S. city in the 15 months after the 2010 decennial headcount [U.S. Census Bureau]
- Tulane had more applications - 44,000 – than any private university in the USA [Tulane 2010]
- Louisiana has enjoyed 5 straight years of net in-migration [US Census Bureau]

**Entrepreneurship**

- New Orleans was ranked the Top City for Young Entrepreneurs 2011 [Under30CEO.com]
- New Orleans Leads the USA by 30% in number of startups-per-capita [GNO Community Data Center]
- Louisiana was rated the #2 State in the USA to Start a Company [Tax Foundation + KPMG]

**Quality of Life**

- New Orleans was recently ranked #1 Best City in America [Travel + Leisure]
- New Orleans was awarded a Top 10 City in the USA designation [Conde Nast Traveler]
- New Orleans was named “America’s Best City for School Reform” [Thomas B. Fordham Institute]
- New Orleans was included at #16 on the 2011 Best Cities for Families list [Parenting.com]