

# **GREATER NEW ORLEANS, INC.**

## **A DECADE OF DEVELOPMENT**



**GREATER NEW ORLEANS**  
INC  
REGIONAL ECONOMIC DEVELOPMENT



**A MESSAGE FROM  
THE PRESIDENT & CEO**

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.



**TOP ECONOMIC DEVELOPMENT AGENCY IN  
THE USA (ONE OF 11 OF 2,300+)**



**#2 ECONOMIC DEVELOPMENT  
ORGANIZATION IN THE UNITED STATES**



**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

**FLOOD  
INSURANCE**

Rewrote National Flood Insurance for the nation







# BUSINESS DEVELOPMENT WINS

## NEW AND RETAINED COMPANIES

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



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



**SHANDONG YUHUANG CHEMICAL**  
Represents the first investment from mainland China in Louisiana's history

# 77

## NEW COMPANIES IN THE REGION

# \$30B

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

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



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

# 16,000+ JOBS



# PUBLIC POLICY WINS

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

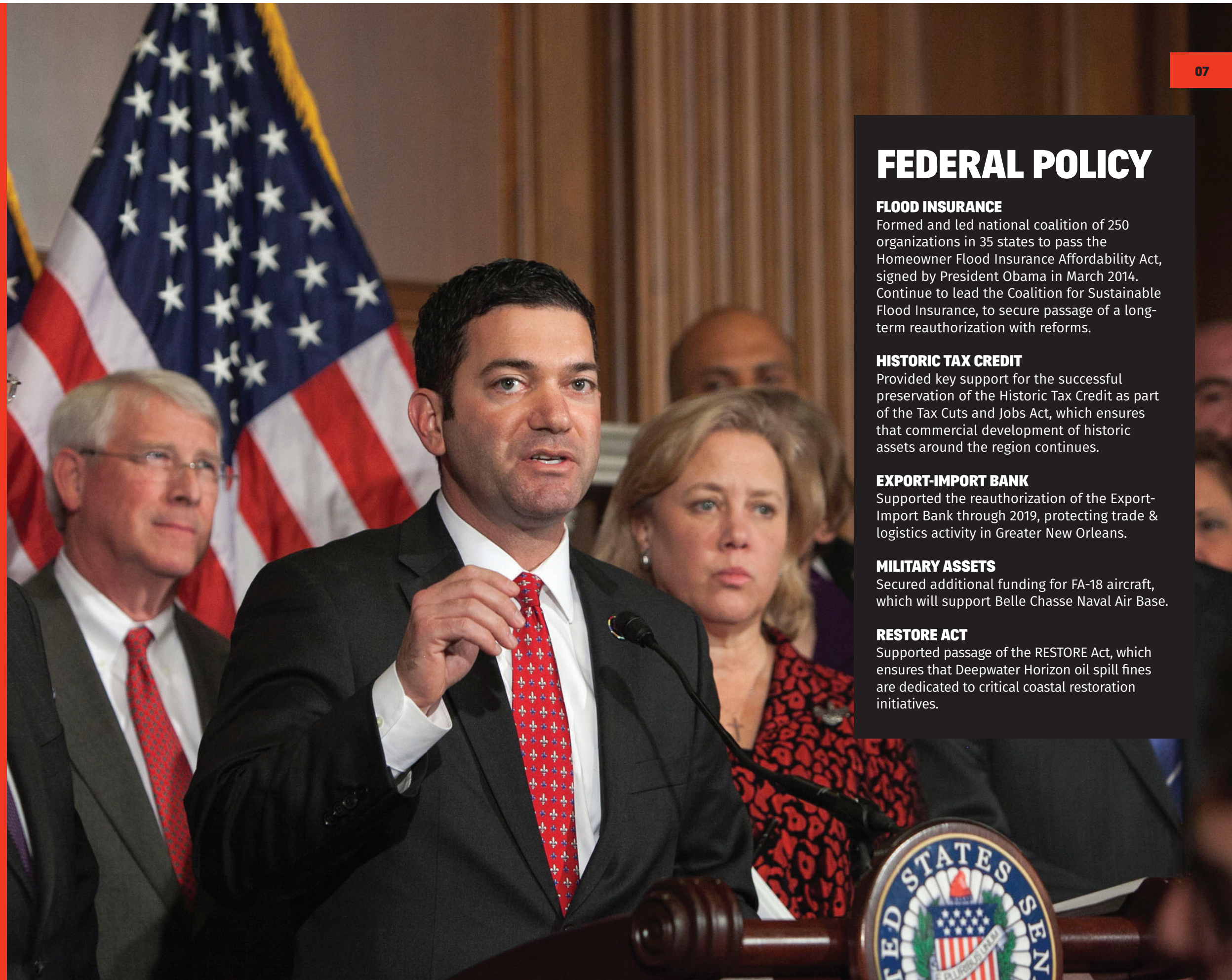
Supported the reauthorization of the Export-Import Bank through 2019, protecting trade & logistics activity in Greater New Orleans.

### 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.





# ECONOMIC DIVERSIFICATION

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.



## HOME OF INCLUSIVE INNOVATION

Top Ten in USA for Women and Minorities in Tech Jobs



### 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

**2013**

Existing companies such as Turbosquid, iSeatz, Geocent, and Lucid continue rapid growth

**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

# #1

IN THE USA  
FOR TECH JOB  
GROWTH



- GE Capital (now Digital) opens 300+ employee technology center





# 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.

NEW ORLEANS  
STARTUP FUND



## GNO 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.

The New York Times 10 YEARS AFTER KATRINA



How start-ups are helping to turn around the Big Easy

POLITICO

How Louisiana Turned Disaster Into Dollars



24 Seconds With Michael Hecht of Greater New Orleans, Inc.



Flood insurance bill gets final push from senators



Did New Orleans Just Create A Season For Business & Entrepreneurship?

The Guardian

Reimagining New Orleans as America's most resilient waterfront city

Daily Mail

New Orleans delegates hoping to draw post-Brexit business to US shores

abc NEWS

5 Years After BP Spill, Industry Touts Ability to Respond

TRAVEL+LEISURE

New Orleans, 10 Years Later

YAHOO! NEWS

GNO, Inc. launches recruiting website

The Economist

The Big Easy's recovery is a parable of America's strength, flaws—and future

FT  
FINANCIAL  
TIMES

WIRED

CNN

THE WALL STREET JOURNAL.

FOX  
BUSINESS

# INFORMATIONAL TOURS

## GAME FÊTE

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



GAME FÊTE

## 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

**Urban Water Plan** - Administered the Greater New Orleans Urban Water Plan, a resiliency strategy for managing the water resources of St. Bernard and the east banks of Jefferson and Orleans Parishes.



**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.

**Policy** - Collaborated with YouthForce NOLA, Baton Rouge Area Chamber, and North Louisiana Economic Partnership to successfully secure a new statewide Medical Assistant industry-based credential.

**Apprenticeship** - Completed a feasibility study for regional apprenticeship programing and initiated a pilot apprenticeship program between Northshore Technical Community College, Elmers Chocolate, and other industry partners.



## 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.



STATE OF THE  
SECTOR  
HEALTH SCIENCES  
2017



## LEADERSHIP DEVELOPMENT

**Emerge Summit** - Developed the Emmerge 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

The New York Times

### TOP OF THE WORLD

New Orleans chosen as th #1 City in the World to Visit in 2018

TIME

### FOUNTAIN OF YOUTH

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

smartasset™

### DIGITAL ACCOLADES

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

#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*



### 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

Frommer's®

### 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

glassdoor®

### ALL SMILES IN GNO

Greater New Orleans was chosen as a Top Ten City in America for Happiest Workers

Worth®

### A LOT GOING ON

A Most Dynamic City in America

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*

#4 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  
*Citi.io*

#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 #10 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.**

**GREATER NEW ORLEANS, INC.**

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INC  
REGIONAL ECONOMIC DEVELOPMENT

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ST. JAMES • ST. JOHN THE BAPTIST • ST. TAMMANY • TANGIPAHOA • WASHINGTON**