

# WELCOME TO 'NEW' ORLEANS

# A THRIVING HOME FOR TECH



**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.



**GREATER NEW ORLEANS**  
INC  
REGIONAL ECONOMIC DEVELOPMENT

smartasset™

**NEW ORLEANS IS #1 IN THE UNITED STATES FOR TECHNOLOGY GROWTH**



BROOKINGS

**NEW ORLEANS IS #2 IN THE COUNTRY FOR WOMEN'S SHARE OF TECH JOBS**



# 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

## TECH INCENTIVE

Pushed for the creation of our state's digital media tax incentive





# 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

# 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.



## 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

# #1

**IN THE USA  
FOR TECH JOB  
GROWTH**





# HOME OF INCLUSIVE INNOVATION

Top Ten in USA for Women and Minorities in Tech Jobs



**2012**

**2013**

**2014**

**2015**

**2016**

**2017**

• 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

High Voltage Software opens New Orleans studio to support Chicago headquarters

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

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

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

• 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.



## THE SHOP

Before companies make the full move into our market, we have a soft-landing space to test out the fit of New Orleans on their operations – at no cost – before expanding into a permanent location.

## 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.



# AN EMERGING HUB

The growth of the technology industry in New Orleans has captured the attention of the nation and globe.

*The Atlantic*

The Big Comeback: Is New Orleans America's Next Great Innovation Hub?

**WIRED**

How New Orleans Built a Bustling Tech Hub in Katrina's Wake

**Forbes**  
.com

Who Needs Silicon Valley? Move Your Tech Company To New Orleans Like I Did

THE  
HUFFINGTON  
POST

Entrepreneurs Are Creating the Future of New Orleans

**Mashable**

Tech startups flock to the 'Silicon Bayou' in New Orleans



**YAHOO!**  
NEWS

The  
**Economist**

**Daily Mail**

The New York Times



THE WALL STREET JOURNAL.



**InfoWorld**

How technology is transforming New Orleans

**The Observer**

A Decade After Katrina, New Orleans Is a Haven for Startups



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

**Forbes**  
.com

New Orleans As A Tech Hub? Here's Why GE Says 'Yes'

**hypepotamus**

With Entrance of Global IT Giant, Louisiana Aims to Boost Tech Standing By Investing in STEM

# INFORMATIONAL TOURS

## GAME FÊTE

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

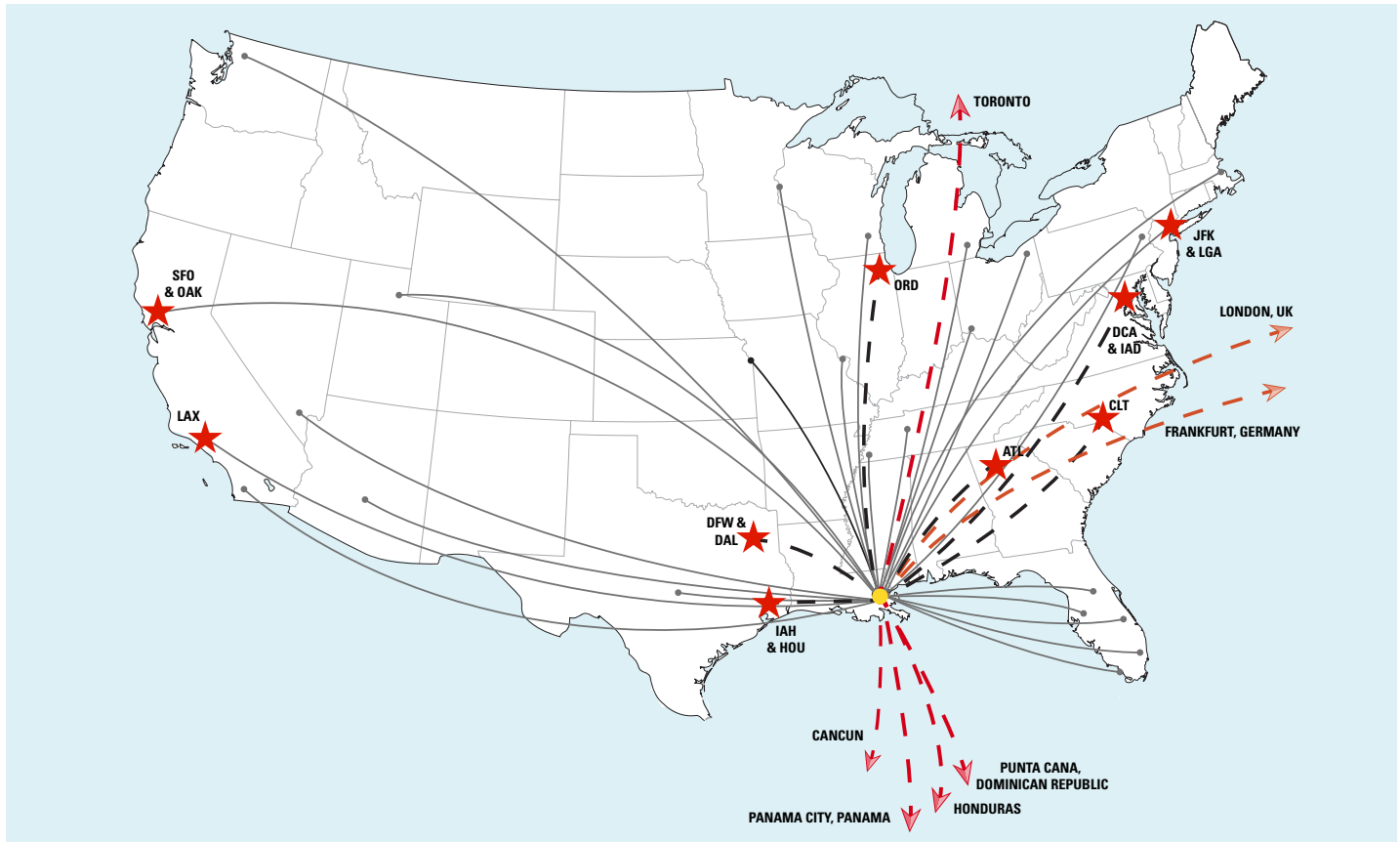


## NOLABOUND

An immersive program for professionals from around the world to experience the region's industries.



# DAILY NON-STOP FLIGHTS



## DAILY FLIGHTS TO KEY CITIES FROM MSY

DEPARTURES	AIRLINES	
Atlanta (ATL)	19	Delta, Southwest, Spirit
Austin (AUS)	1	Southwest
Charlotte (CLT)	7	American Airlines
Chicago (MDW & ORD)	9	American, United, Spirit, Southwest
Dallas (DAL & DFW)	14	American, Southwest, Spirit
Houston (HOU & IAH)	21	Southwest, Spirit, United
Los Angeles (LAX)	9	American, Delta, Southwest, United
New York (JFK, EWR & LGA)	19	Delta, JetBlue
San Francisco (OAK & SFO)	3	Southwest, United
Seattle (SEA)	1	Alaska
Washington, DC (IAD & DCA)	13	American, Southwest, Spirit, United

## DAILY FLIGHTS TO KEY CITIES FROM MSY

DEPARTURES	AIRLINES	
Frankfurt, Germany (FRA)	2X Weekly	Condor
London, England (LHR)	5X Weekly	British Airways
Panama City, Panama (PTY)	4X Weekly	Copa Airlines
Toronto, Canada (YYZ)	1X Daily	Air Canada

# THE TECH INDUSTRY

For over a decade, technology companies have found the right place for their operations in New Orleans – a low-cost, high-culture location poised for their growth.



# THE TECH INCENTIVE

Louisiana's Digital Interactive Media and Software Development tax credit – the strongest of its kind in the nation – is helping technology companies of all sizes gain a competitive edge.

The state provides a tax rebate of up to 25% on qualified payroll and 18% for qualified production expenditures (rent, equipment, etc.) for software development activities. Additionally, the Qualified Entertainment Credit provides up to 20% in rebates for non-production payroll (marketing, sales, etc.) expenses.

UP TO  
**18%**  
OFF SOFTWARE  
DEVELOPMENT  
PRODUCTION  
COSTS

UP TO  
**25%**  
OFF SOFTWARE  
DEVELOPMENT  
PAYROLL COSTS

UP TO  
**20%**  
OFF NON-PRODUCTION  
PAYROLL COSTS

**NO CAPS**  
**NO SUNSET**

# REGIONAL RANKINGS

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



## LENDING TREE

New Orleans is #3 for Young Entrepreneurs

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## TIME MAGAZINE

Greater New Orleans is #5 in the USA for millennial in-migration

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## CITY.IO

New Orleans is named a “best city for digital nomads”

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## INDEED

New Orleans is a top Metro for Job Seekers

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## BROOKINGS

New Orleans is the #2 market in the United States for women’s share of technology jobs

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## DIGITAL ACCOLADES

New Orleans is top ten least expensive market for startups

#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*



## SOFTWARE.ORG

Louisiana is #5 in the USA for software growth



## PENNY HOARDER

New Orleans is a top 10 city the millennials can afford – and actually want to live in



## AREA DEVELOPMENT

Louisiana #5 best state for doing business



## ENTREPRENEUR

New Orleans is the #5 City in America where “entrepreneurship is booming”



## 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 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**

DXC Technology Announcement Chosen as the #2 Economic  
Development Win in America for 2017  
**Business Facilities**

Louis Armstrong New Orleans International Airport is the #2  
Fastest Growing Airport in America 2006-2016  
**FAA**

#4 Coolest City in America  
**Forbes**

#7 City in North America for Connectivity  
**Business Facilities**

New Orleans is Ranked As the #3 Major U.S. City in  
Population Growth 2010-2015  
**U.S. Census Bureau**

Top 10 “City of the Future” in the Western Hemisphere  
**fDi 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 ready to help your company grow and expand into New Orleans. Please let us know how our team can help with your move into the market.**

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