

## **Northshore Regional Visioning Process**

Proposal Submitted to Northshore Community Foundation  
May 27, 2015

GNO, Inc. and Trumpet will leverage their combined economic development, creative branding and facilitation experience and expertise to support the goal set forth by the Northshore Community Foundation and its stakeholder Task Force to create a vision and brand for the Northshore Parishes of St. Tammany, Tangipahoa, and potentially Washington.

Today, the Northshore of Greater New Orleans is the fastest growing area of the most rapidly redeveloping regional economy in the South. But, with growth, comes decisions:

- How does the Northshore want to develop over the next generation?
- How do residents see the Northshore's future, as a place to both live and work?
- What should the Northshore mean to external stakeholders and the rest of the world?

The assets of the Northshore are clear and enviable:

- Excellent quality of life
- High-quality housing
- Top schools
- Strong public safety
- World-class recreation

These outstanding attributes have helped make areas within the Northshore the preferred headquarters / office park locations within the Greater New Orleans region, they have also fostered a growing regional specialization in logistics and distribution, and attracted a residential profile of highly-educated, high-income professionals.

But the vision and brand challenges are twofold:

- INTERNAL – The community must agree on future vision
- EXTERNAL – The rest of world must perceive this vision as the brand

The deliverable of this process will be a vision and brand that will inform and influence future residential and commercial decisions, to guide a path towards maximized lifestyle and economic vitality for the Northshore.

### **I. A brief background of the agency or organization(s)**

#### **GNO, Inc.**

Greater New Orleans, Inc. is a regional economic development alliance serving the 10-parish region of Southeast Louisiana including the parishes of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, St. Tammany, Tangipahoa, and Washington.

GNO, Inc.'s mission is to serve as the catalyst for wealth creation. GNO, Inc. accomplishes this

mission by pursuing an aggressive agenda of business development—marketing the region—and product development—improving regional business conditions through policy, workforce, and research initiatives. GNO, Inc.'s 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. The ultimate indication of success for GNO, Inc. will be the presence of a robust and growing middle class in Southeastern Louisiana.

With a diverse board of over 80 business, civic, and education leaders spanning the 10-parish region, and a staff of 24 representing significant experience in economic and workforce development, policy, marketing, branding, disaster management, education and environment, GNO, Inc. is poised to address regional challenges and maximize opportunity.

### Trumpet

Founded in 1997 and growing to 23 employees with \$25M in capitalized billings, Trumpet exists to move people. We move people to care. We move people to click. We move people to act. For profit and for good.

We move people through advertising, strategy, digital and design to generate a disproportionate return on your marketing investment, applying insight, boundless creativity and a perspective on communications that's as much sport as it is business. It starts with knowing who we can move, and knowing them well. Understanding what they find interesting, or useful, or delightful. Then we tell your story in ways and places they find interesting. Or useful. Or delightful. We measure everything, validating or refuting quickly to be sure we're moving them efficiently.

Trumpet moves people from indifferent to eager. We move people from apathy to advocacy. We move people from inaction to action.

## II. Examples and description of visioning, branding and creative work with other nonprofits or economic development agencies

ED / NFP EXPERIENCE		
		
		
		
VISIONING EXAMPLES		
		
		
		
		

As the primary marketer of the GNO region for business development purposes, **GNO, Inc.** utilizes a variety of vehicles and mediums (tours, websites, Apps, publications, videos, earned media) to showcase the region's assets and promote the productive business environment and quality of life. With constituents ranging from economic development organizations and chambers of commerce, to local and state governments, to educational institutions to business and industry, a strong discipline, as well as an understanding of expectations, local markets and perceptions is required. Key business development successes for the Northshore have included announcements over the years such as RainCII, Globalstar, Bradken and Elmer Candy.

**Trumpet** has deep experience in "placebranding". By approaching place as product, Trumpet has crafted highly successful campaigns for clients in the categories of Economic Development, Tourism and Hospitality. What these disparate brands have in common is that the positioning is as much about what the consumer wants as what the place has to offer. The Brand should consider both in creating a utilitarian positioning. With utility being the operative term. When Branding is done effectively, stakeholders can unite behind the perspective, it can provide a strategic filter for operational decisions and consumers should find it equal parts reasonable (not hyperbolic) and motivating. The role of a brand is to initiate consideration. The tip of the spear behind which product details can align. Positioning should provide the context for all subsequent conversations whether with your Site Selector or your spouse.

- As evidence of these unique core capacities, sample vision deliverables (independent budget) have been included in this response as attached appendices from both GNO, Inc. and Trumpet for the following clients:
  - o Emerging Environmental (branded new sector) **Appendix A**
  - o Southeast Louisiana Super Region Committee **Appendix B**
  - o Digital Media (created new brand and sector for GNO) **Appendix C**
  - o Watercross Branding **Appendix D**
  - o GCHP Handle & Narrative – *Real Change Through Real Estate* **Appendix E**
  - o Lighthouse Louisiana Handle & Narrative (untreated) – *Enabling Independence* **Appendix F**

### **III. Detail of strategic approach in work plan for this project**

#### **i. Research on study areas including demography, history, economy, prior plans, etc.**

##### **Research Plan Overview**

In order to be successful, the vision for the Northshore must be rooted in research on the area's core economic assets and diversifying quality of life attributes and include defined data sets and information that will steer the planning process.

##### **Research Goals**

Research will focus on addressing several key questions and deliverables:

- To identify key assets of the Northshore that are included but not limited to industry sectors, schools – both K-12 and Higher Ed, quality of life assets, and demographics.
- To project research and data, wherever possible, to ensure a long-term strategy is well-informed and rooted in curated and targeted data analysis.
- To ascertain any challenges, weaknesses, or opportunities that are present which could affect the implementation and/or success of this branding initiative.
- To review and incorporate, to the extent valuable, any existing strategic or branding efforts within the

prescribed geography.

- To provide data and recommendations as necessary to the internal team that can bolster activity and success with regard to the production of a detailed, creative vision.

### **Research Review**

GNO Inc. has already identified key sectors and industries of focus to generate job growth and wealth within the Greater New Orleans region. That notwithstanding, to further inform a targeted, creative vision, the internal team must delve further into parish-specific data. Our research approach, which will certainly evolve as new insights and opportunities stemming from our work come to light, will involve several key activities:

- Research will focus on developing a thorough economic and demographic profile for the defined geographical area.
- Demographic profiles for each parish will include current and projected population numbers which will be broken down by age, race, and gender. Educational attainment will also be provided by parish.
- Economic profiles for each parish will include top ranked industries for jobs and wages, fastest growing industries, most competitive industries, and highest industry location quotients.
- Data will be projected to the furthest extent possible; in most cases, this will run through 2024 to allow for reflection about long-term needs and opportunities.
- An update to our GNO Inc. Education System overview that was completed in connection with our relocation website – DestinationGNO.
- A thorough review of all existing strategic plans for individual parishes and the Northshore region to determine any existing branding opportunities or limitations.
- Organizational interviews with entities that actively market the region such as all of the economic development organizations, chambers, and tourism organizations.

### **Data Resources**

- Sources of research will include, but are not limited to:
  - EMSI | Economic Modeling Specialists Intl. (EMSI) provides high-quality employment data and economic analysis via web tools and custom reports.
  - The Bureau of Labor Statistics is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics.

### **Consumer Research**

From a consumer standpoint, Trumpet will research trends in relocation decisions making both regionally and nationally. Insights into concerns, triggers and catalysts that may be unexpected from a lifestyle valuation perspective. These insights, paired with demographic or geographic realities should generate an audience profile that will provide a rendering of an actionable audience that should be considered in developing the final vision. This understanding of audience will also help in the drafting of a marketing plan (investments, messaging and tactics) to project the vision into the marketplace to initiate consideration. This research will consist almost exclusively of secondary research and articles/studies.

### **ii. Interviews with Organizations (5-10)**

Interviews with organizations will be conducted individually or, in some cases, in a group setting. A diversity of stakeholder organizations with vested interests in having a distinguished regional moniker or brand, will be considered, with input from the Northshore Community Foundation. Categories of organizations will include:

- Economic Development Organizations
- Chambers of Commerce
- Tourism Organizations

- Educational Institutions (High Ed and K-12)
- Industry Associations
- Parish Governments

These interviews will be structured to both gather information, but also to get initial buy in for vision and creative branding concepts that will be developed following the initial research effort.

### **iii. Interviews with individuals (5-10)**

Individual interviews will be conducted with a variety of key stakeholders whose personal or professional experience can contribute to a vision for the Northshore. Individual interviews may be conducted with:

- Parish Presidents
- CEOs of recently located or expanded companies including Rain CII (Gerry Sweeny) and Globalstar (James Monroe)
- Civic leaders
- Northshore Ex Pats (potentially through a survey)
- Site Selectors who have participated on GNO, Inc. familiarization tours (potentially through a survey)

We would conduct these interviews to better understand perceived assets and challenges.

### **iv. Facilitated General Public Input Gathering**

GNO, Inc. and Trumpet will plan this element of the project closely with the Northshore Community Foundation, taking into consideration the Foundation's definition of the "general public" for this project.

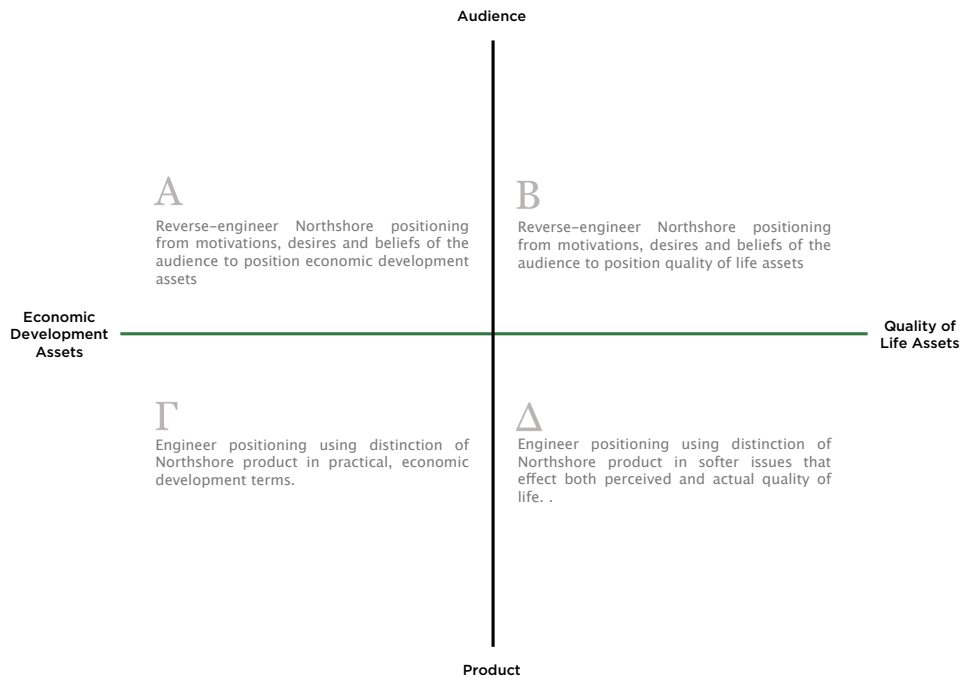
Public input could be garnered in a straightforward manner: hosting a final meeting with 50-75 people (the Task Force plus all of the interviewees) at which we'd present the 3-4 word succinct, repeatable, creative "brand" that will already been vetted by many so as to increase its prospect of getting wholesale buy-in. Also at this meeting, the research and analysis that led to the recommendation would be presented to support the final deliverable.

Until the full research and stakeholders outreach has been completed, it is difficult to determine the most appropriate approach for this phase of the project. However, we understand this phase to be critical to the success of the endeavor.

### **v. Produce detailed, creative vision with overarching buy-in to be presented to stakeholders.**




We believe there are two phases to vision development -- the practical and the creative. Towards the first, GNO, Inc./Trumpet will work in tandem to prioritize the components in the development of a practical vision. Once fundamentally approved by stakeholders, Trumpet will design the visual and copy assets that expedite transmission, both internal and external – whether making a residential or commercial decision.

GNO, Inc. and Trumpet will represent two related but distinct perspectives in this co-development of vision options for consideration:



#### IV. General timeline & Cost breakdown

Timing of a process such as this depends heavily on the availability and appropriate frequency of meetings with stakeholders. It is not our expectation that this process should require longer than four nor less than two months to complete. While the process is linear to a degree, there are steps that can occur simultaneously. Momentum, not speed is the goal so that the Task Force can springboard directly into activation of the approved Vision.

			
TASK	<p><i>Interviews</i> with Organizations (5-10)  <i>Interviews</i> with individuals (5-10)</p>	<p><i>Design &amp; Copy write</i> creative vision <i>assets</i> to be presented to stakeholders.            V1: detailed narrative explanation            V2: succinct, repeatable, creative "brand"</p>	<p><i>Research</i> on study areas including demography, history, economy, prior plans, etc.</p> <p><i>Develop</i> detailed, <i>vision</i> with overarching buy-in to be presented to stakeholders.</p> <p><i>Facilitated Input Gathering</i> of General Public</p>
% OF EFFORT	25%	25%	50%
\$ ALLOCATION	\$12,500	\$12,500	\$25,000
TIMING*	30-45 DAYS	30-45 DAYS	30-45 DAYS

\*SOME STEPS TO OCCUR SIMULTANEOUSLY. WE ARE ANTICIPATING A 3-4 MONTH BRAND DESIGN PROCESS FROM RESEARCH TO ADOPTION.

The details of interview/presentation schedules, payment triggers and breadth of anticipated deliverables will be determined in conversation if GNO, Inc./Trumpet is selected as a result of this submission.

# EMERGING ENVIRONMENTAL

## INDUSTRY PROFILE



### WHAT IS EMERGING ENVIRONMENTAL?



*Coastal Erosion in Louisiana, Source: U.S. Army Corps of Engineers*

“Emerging Environmental” describes an industry sector that creates jobs and community wealth by providing products and services that help companies or governments address environmental challenges.

Conditions in the Greater New Orleans region such as flooding, coastal erosion, subsidence, water quality and other environmental and manmade challenges prompted by weather, storms, and urban living have been the drivers of a growing local expertise and experience in water management and resilience.



*Subsidence in New Orleans, Source: Wikimedia Commons*

This high level of activity engages and takes advantage of a skilled local workforce, creating opportunities for continued economic growth in this sector. Moreover, state and federal emphasis on water management will ensure that these opportunities remain in place for decades to come.

As a result, the ecosystem is evolving: Colleges and universities have emphasized programs that will train men and women in the technical and planning skills necessary to access jobs being created by the Emerging Environmental industry. Public and private research and development is positioning the region as a leader in water innovation.



*Flooding in New Orleans  
Source: Wikimedia Commons*

Environmental challenges have not swayed global companies from recognizing Southeast Louisiana as a top location to relocate offices or expand operations, confirming the need and opportunity for the Emerging Environmental industry to prosper and grow.



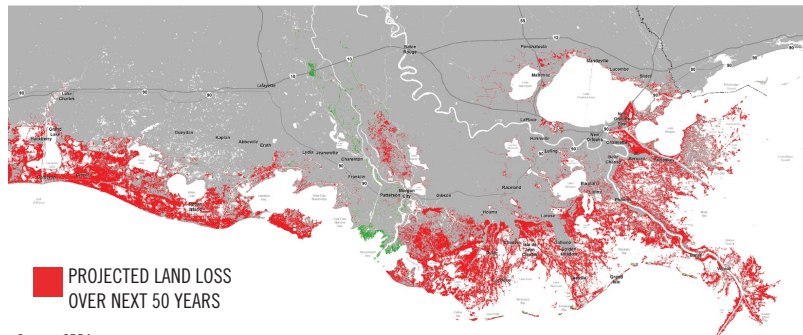
The Louisiana coast, as photographed from space  
Source: NASA

## INDUSTRY SIGNIFICANCE

In Greater New Orleans, emphasis on this growing industry sector was driven by research. In 2011, Deloitte completed a feasibility analysis of the local and global market opportunity, as well as conducted interviews with over 50 multi-national corporations, verifying industry opportunity in 13 subsectors of energy, waste, and water. The Data Center, a local nonprofit organization that conducts independent analyses of regional issues, is tracking the extent to which water management activities are diversifying the regional economy.

According to The Data Center, Louisiana faces the greatest risk with relative sea level rise that is outpacing the rest of coastal America. However, the scale of restoration activities planned and current momentum around water management, they note, have the potential to stem land and population loss and build a diverse economy for the region – an economy that will further the overall goal of long-term sustainability for Southeast Louisiana.

Water Management is Southeast Louisiana's second largest industry sector, which has added more jobs than any other sector since 2010.



Source: CPRA



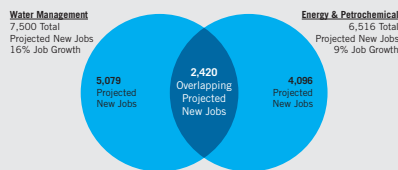


Louisiana Wetlands  
Source: Wikimedia Commons

## EMERGING ENVIRONMENTAL WORKFORCE TRAINING

The need for a skilled workforce has led to a greater understanding of higher education needs in Southeast Louisiana and a profile of skill sets has emerged highlighting the importance of STEM and craft skills to the Emerging Environmental workforce.

### Growth in Southeast Louisiana's Water Management and Energy & Petrochemical Industries 2013-2020



Source: The Data Center

Many of the Emerging Environmental labor needs identified relating to water management, for example, are directly transferable from and between the industries creating or fueled by energy including, oil and gas, petrochemical, and advanced manufacturing.

Engineers, geologists, surveyors, pipefitters, welders, draftsmen, etc. are all necessary professions for supporting both Emerging Environmental and energy-related industries. This natural synergy can be explained by the fact that all these sectors require complex understandings of infrastructure construction

and management of natural resources. It is therefore imperative that the Greater New Orleans region continues to bolster its academic and job training offerings in both STEM and craft skills—enhancing the workforce pipeline for both of these critical sectors.

A workforce training best practice innovated in Southeast Louisiana is the creation of the Coastal Engineering and Sciences Program, a partnership between GNO, Inc. and University of New Orleans that offers graduate certificates that specialize in soft soil deltaic environments.

This program, which has been informed by engineering and contracting firms engaged in coastal restoration activities, is offered to students enrolled at UNO and to working professionals online.



Source: UNO Shea Penland Coastal Education and Research Facility



## EMERGING ENVIRONMENTAL RESILIENCE

Recognizing the vulnerabilities faced by Southeast Louisiana associated with urban rather than coastal environments, Greater New Orleans, Inc. commissioned the Greater New Orleans Urban Water Plan, a globally recognized resiliency planning study, to develop sustainable strategies for managing water resources.



The project addresses three basic issues: flooding caused by heavy rainfall, subsidence caused by the pumping of stormwater, and the misuse of our water resources.

Funded by the State of Louisiana's Office of Community Development Disaster Recovery Unit, the study was developed over the course of two years by Waggoner & Ball Architects and a team of Dutch and American water management experts.

The outcome is a vision for long-term urban water management in the 21st century, and effectively the first regional urban water plan of its kind in the United States.

The Urban Water Plan provides a roadmap for better management of flood and subsidence threats, while creating economic value and enhancing quality of life.

Components of the Plan have been adopted by local governments and the study has also informed national resilience efforts.





Expanded Louisiana Coastal Zone Boundary  
Source: NOAA

## OUTSOURCING LOUISIANA EXPERTISE

Other cities and countries consider New Orleans to be a trailblazer in the planning, design, engineering and construction of resilient environments. In fact, Louisiana-based firms have secured over \$327 million in state and federal prime contracts related to Hurricane Sandy response, recovery and rebuilding.

The number of firms contracting with other governments and companies around the country and around the world will continue to grow as sea level rise and other environmental and manmade challenges impact coastal communities requiring the expertise and experience of Louisiana firms.

### Louisiana-based firms managing Hurricane Sandy contracts





Chaland Headland Louisiana barrier island restoration  
Source: NOAA

## ABOUT GREATER NEW ORLEANS, INC.



Source: Greater New Orleans, Inc.

The staff at Greater New Orleans, Inc. works with parish partners to attract new business and investment into the region and to retain and expand existing companies. The organization identifies and pursues opportunities to generate job growth and wealth creation in the Greater New Orleans region, focusing on six target sectors.

For companies interested in relocating to Southeast Louisiana or expanding current operations within the region, GNO, Inc. serves as a “concierge” service, advising them on incentive programs, coordinating site visits throughout the area, and providing cost

comparisons and other information—all while maintaining confidentiality about potential projects and working at no cost to the companies.

In addition to recruiting companies to the area, GNO, Inc. is dedicated to building a stronger business climate for its citizenry. This includes supporting legislation that ensures local industries can find success, forging partnerships between industry and higher education to build the region’s workforce, marketing Southeast Louisiana as an ideal business location, and more.

Recently, GNO, Inc. created a new business led group, the Coalition for Coastal Resilience and Economy, that is advocating for coastal restoration on a state and federal level as well as promoting the economic benefits of stabilizing our environment.



To learn more about how Greater New Orleans, Inc. can help your company expand, relocate, or engage in the Emerging Environmental industry sector, please contact Dane Worthington at [dworthington@gnoinc.org](mailto:dworthington@gnoinc.org) or please visit [gnoinc.com](http://gnoinc.com) for more information.



## HISTORIC IMPROVEMENTS

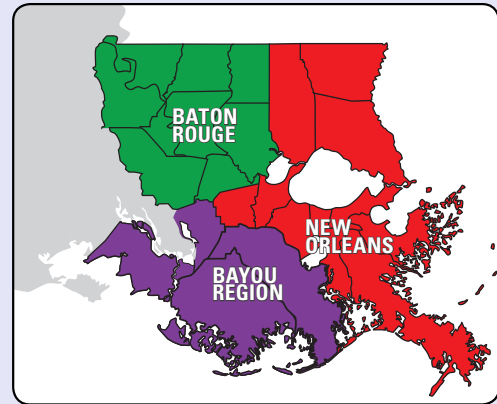
THE SOUTHEAST SUPER-REGION, ALONG WITH THE ENTIRE STATE OF LOUISIANA, HAS MADE HISTORIC IMPROVEMENTS OVER THE PAST FIVE YEARS IN ECONOMIC DEVELOPMENT AND OVERALL QUALITY OF LIFE.

Stretching from the mouth of the Mississippi past the state capital in Baton Rouge, the Southeast Super-Region represents the business and cultural heart of the Gulf Coast. With over two million people, industry that supplies the world, and culture that entertains them, the Southeast Super-Region offers one of the most diverse, and rewarding, set of options for business in America.

### ECONOMIC DEVELOPMENT



- Passed new ethics laws, now ranked #1 in the United States
- Arguably the richest and broadest business incentives in the nation
- Launched FastStart, now #1 Workforce Training program in USA
- Leading the nation in high tech job growth
- At highest point ever in all national economic development polls



### RANKINGS

- Greater New Orleans was named the most economical mid-sized city for businesses in the United States [KPMG]
- Baton Rouge area was named #2 in the U.S. for new and expanded facilities in a major market [Southern Business & Development]
- New Orleans MSA was named the #1 metro on the America's New Brainpower City list, #1 America's Biggest Brain Magnet, and #3 city for technology jobs [Forbes]
- Houma-Thibodaux MSA was selected as #8 in U.S. for fastest growing small city [New Geography]
- Baton Rouge area was awarded for the best economic growth potential in U.S. [Business Facilities]
- Baton Rouge area was named the major market of the year [Southern Business & Development]
- New Orleans ranks 12th among U.S. cities for infrastructure jobs [The Brookings Institution]
- Baton Rouge was ranked #21, New Orleans #67 on the list of best performing large cities [The Milken Institute]
- Louisiana ranks #9 state for business [Chief Executive]
- New Orleans was #2 in the South for large economic development wins over the past two decades [Southern Business & Development]
- Greater New Orleans, Inc. + Baton Rouge Area Chamber were named top 10 economic development orgs in U.S. [Site Selection]
- Louisiana gets an "A" for small business [The Economist]
- New Orleans named America's Favorite City, top 10 city in the world [Travel + Leisure]
- Capital Region among the top ten metro areas (population 200,000 – 1 million) for new + expanded corporate facilities [Site Selection]

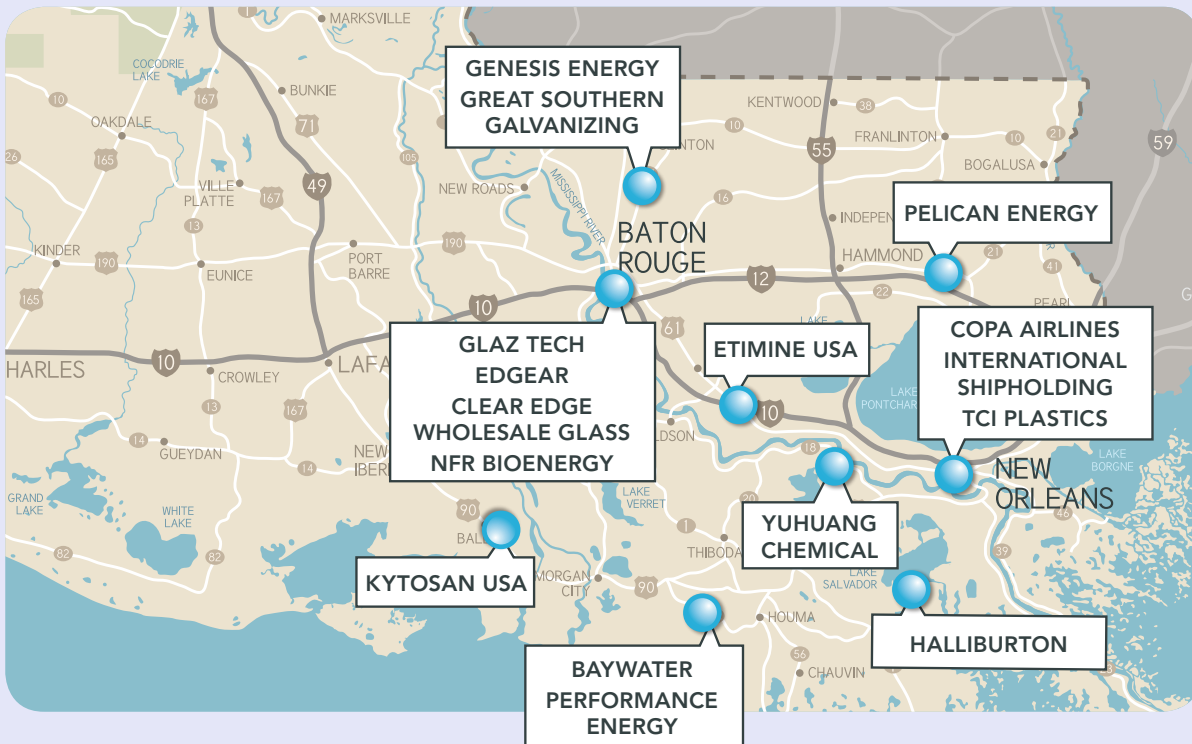
### STATISTICS

	GNO AREA	BR AREA	BAYOU REGION	SUPER-REGION	STATE	% OF STATE
POPULATION	1,447,552	823,100	286,249	2,556,901	4,688,310	54%
WORKFORCE	583,716	399,100	142,810	1,125,626	1,911,812	59%
# OF FIRMS	75,133	56,701	7,404	131,841	230,855	57%
# OF 1000+ EMPLOYEE FIRMS	58	14	5	77	156	49%
FORTUNE 1000 FIRMS	2	1	-	3	4	75%
SALES TAX	\$573 million	\$351 million	\$100 million	\$1.02 billion	\$1.7 billion	60%
# OF LEGISLATORS	50	24	11	85	144	59%
AIR TRAVEL	8,873,000	282,823	-	9,155,823	11,247,000	81%

## GLOBAL COMPANIES ARE CHOOSING THE SUPER-REGION

Over the past five years the Southeast Super-Region has attracted new companies from around the world, bringing thousands of jobs and millions in capital investment. These announcements have included significant growth in: technology – GE Capital (300 jobs), IBM (800 jobs), Gameloft (100 jobs), Ameritas Technologies (300 jobs); manufacturing – Nucor (1,200 jobs), NASA Michoud (1,500 jobs), American Specialty Alloys (1,450 jobs); and chemical facilities – Katoen Natie USA (700 jobs), Methanex (1,300 jobs), Dyno Nobel (540 jobs). In the past year alone, the following companies have chosen to relocate or expand to the Super-Region:

NFR BioEnergy	450 jobs	\$312M investment	Plaquemine
International Shipholding Corporation	210 jobs	\$10M investment	New Orleans
EDgear	85 jobs	\$1.75M investment	Baton Rouge
Danos	100 jobs	\$23.2M investment	Assumption
TCI Plastics	340 jobs	\$36.5M investment	New Orleans
Performance Energy	75 jobs	-	Terrebone
Yuhuang Chemical	2,700 jobs	\$1.85B investment	Vacherie
High Voltage Software	196 jobs	-	New Orleans
Great Southern Galvanizing	100 jobs	\$12M investment	Zachary
Kytosan USA	56 jobs	\$18.4M investment	St. Mary
Etimine USA	800 jobs	\$200M investment	St. John the Baptist Parish
Glaz-Tech Industries	50 jobs	\$4M investment	Baton Rouge
Halliburton	20 jobs	\$72M investment	Lafourche Parish
Genesis Energy	20 jobs	\$150M investment	Port Hudson
Baywater	160 jobs	\$10.5M investment	Terrebone Parish
Pelican Energy	195 jobs	\$5M investment	Covington
Copa Airlines	124 passengers/flight	4 nonstop flights to Panama/week	New Orleans
ClearEdge Wholesale Glass	120 jobs	\$2.6M investment	Baton Rouge



## SUPER-REGION ASSETS

### COLLEGES AND UNIVERSITIES

Baton Rouge Community College  
 Delgado Community College  
 Dillard University  
 L.E. Fletcher Technical Community College  
 Louisiana State University System  
 Loyola University  
 Nicholls State University  
 Nunez Community College  
 Our Lady of Holy Cross College  
 Our Lady of the Lake College  
 River Parishes Community College  
 South Louisiana Technical College

Southeastern Louisiana University  
 Southern University  
 Tulane University  
 University of New Orleans  
 Xavier University

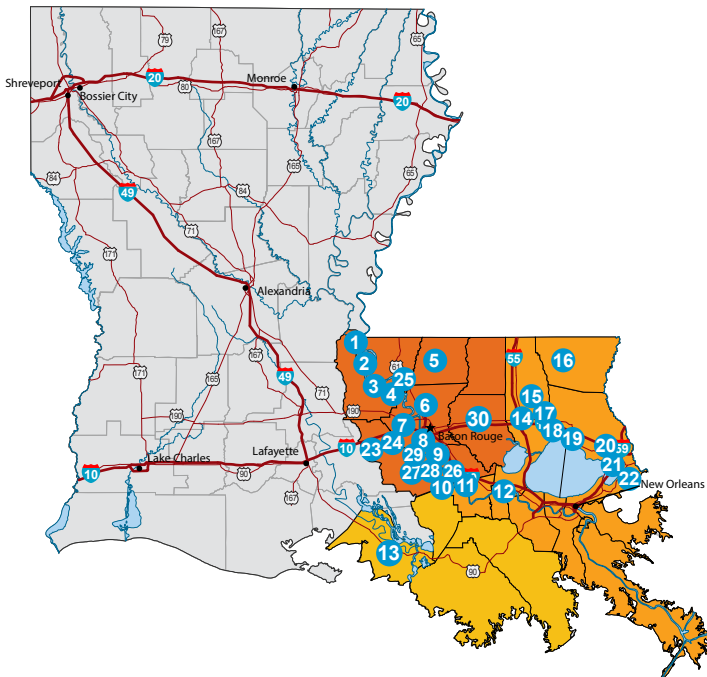
### PORTS

Louisiana Offshore Oil Port  
 Port Fourchon  
 Port Manchac  
 Port of Greater Baton Rouge  
 Port of Morgan City  
 Port of New Orleans  
 Port of Plaquemine

Port of South Louisiana  
 St. Bernard Port  
 Terrebonne Port

### AIRPORTS

Baton Rouge Metropolitan  
 Houma-Terrebonne  
 Louis Armstrong  
 Louisiana Regional  
 New Orleans Lakefront  
 South Lafourche  
 Thibodaux Municipal  
 Williams Memorial



- |  |   |
|--|---|
| <b>● Certified Site</b>                            | <b>15</b> Airport Plaza                               |
| <b>1</b> Pointe Coupee Parish Port Industrial Park | <b>16</b> Franklinton Industrial Park                 |
| <b>2</b> Kent Site                                 | <b>17</b> Conrad Anderson                             |
| <b>3</b> New Roads Industrial Park                 | <b>18</b> Nord du Lac                                 |
| <b>4</b> Pointe Coupee Power Park                  | <b>19</b> River Chase                                 |
| <b>5</b> Record Industrial Park                    | <b>20</b> John F. Smith Memorial Business Park        |
| <b>6</b> Baton Rouge Aviation Business Park        | <b>21</b> Summit Fremaux Technology & Business Park   |
| <b>7</b> Allstar Site                              | <b>22</b> Rigolets Estates PUD Commercial             |
| <b>8</b> Sugarcane Site                            | <b>23</b> Grace Farms West                            |
| <b>9</b> LSU Innovation Park                       | <b>24</b> Grace Farms East                            |
| <b>10</b> Donaldsonville Industrial Park           | <b>25</b> NRG Industrial Park                         |
| <b>11</b> Pointe Sunshine                          | <b>26</b> Gateway II Industrial Site                  |
| <b>12</b> GlobalPlex                               | <b>27</b> Iberville Industrial & Technology Park Site |
| <b>13</b> Williams Memorial Airport Business Park  | <b>28</b> Waterloo Site                               |
| <b>14</b> Tower Drive                              | <b>29</b> Dow Louisiana Operations West               |
|  | <b>30</b> Livingston Industrial Park Site             |



## QUALITY OF LIFE

- New Orleans ranked #1 in the nation in primary education reform
- Louisiana State University, a flagship public university
- UNO, a top tier and Carnegie-ranked "high research" university
- Public and private enrollment (undergraduate/graduate) of over 137,000 students in 38 public and private colleges, universities, and professional schools
- Home to two medical schools and three law schools
- \$2 billion+ new medical corridor under construction
- Sports and culture mecca – two pro sports teams, top 10 ranked college football program
- #1 nightlife destination in America
- Over \$15 billion invested in best flood prevention technology in the world
- Great fit for a wide range lifestyle needs, from city living to open rural spaces, from suburban subdivisions to waterfront property, the Southeast Super-Region has it all



## BUSINESS ADVANTAGES

**COSTS** The Southeast Super-Region is a low-cost, high-value, right-to-work environment

- Class A Office Space – \$13–18 psf
- Wages – Lowest wages of 52 major metro areas surveyed
- Utilities – At or below national average

**INCENTIVES** Louisiana has some of the deepest, most flexible, permanent business incentives in North America

- Quality Jobs – 6% of payroll for 10 years
- Software Development – up to 35% rebate

**CULTURE** In an age of increasing homogeneity, the Super-Region stands out as a beacon of culture

- #1 in the USA for Food Lovers [Travel & Leisure]
- #1 in the USA for Nightlife [Travel & Leisure]
- Top Ten Region for Relocation [Forbes]

**LEADERSHIP** Perhaps no region in the nation offers leadership as energized, able and aligned as the Southeast Super-Region

- Governor Bobby Jindal and Louisiana Economic Development
- Cooperative Regional Leadership (e.g., Baton Rouge + Bayou Region + New Orleans)
- Deeply committed local political and business leadership

Baton Rouge Area Chamber | 564 Laurel Street, Baton Rouge, LA 70801  
GNO, Inc. | 365 Canal Street, Suite 2300, New Orleans, LA 70130  
South Louisiana Economic Council | 310 Ardoyne Drive | Thibodaux, LA 70310







# TECHNOLOGY

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# INDUSTRY OVERVIEW

# TECH INDUSTRY IN GNO

## THE LANDSCAPE

When the State of Louisiana created the Digital Media Incentive, the idea was to attract technology companies from around the world – and it worked. The premise was simple: Offer qualifying companies up to 35% off payroll costs (imagine paying an employee \$100,000 but it only costs the employer \$65,000) and up to 25% off production costs.

From startups to major corporations, nearly 100 technology companies of every size are currently doing business in the Greater New Orleans region. Now, the area is among the fastest grow-fluידing technology hubs in the country and the companies that are here are grow-fluידing at a rapid pace.



**#1 COOLEST STARTUP CITY IN AMERICA**  
*Inc. Magazine*

**GREATER NEW ORLEANS IS THE #3 BIG CITY WINNING THE IT JOBS BATTLE**  
*Forbes*

**#2 STATE IN THE US TO START A COMPANY**  
*Tax Foundation & KPMG*

**GREATER NEW ORLEANS WAS RANKED #1 BRAINPOWER CITY IN THE U.S.A.**  
*Forbes*

**#1 ON THE LIST OF "AMERICA'S BIGGEST BRAIN MAGNETS"**  
*Forbes*

**"MAKING SURE THAT THE COST IS RIGHT IS REALLY ONLY HALF THE BATTLE. TALENT IS REALLY WHAT MAKES A GOOD GAME. ... THERE'S NO TALENT LEVEL DROP-OFF OR APPLICANT POOL DROP-OFF BETWEEN NEW YORK AND NEW ORLEANS IN TERMS OF RECRUITING PEOPLE FOR NEW POSITIONS."**

*- Dave Hague, Gameloft New Orleans Studio Manager*



**"GE CAPITAL IS NOT ONLY BUILDING DEVELOPMENT CAPACITY, THEY ARE ALSO BUILDING THE ORGANIZATION AROUND THEM. THE OPPORTUNITIES FOR ADVANCEMENT IN THE TECHNOLOGY CENTER ARE EXCELLENT AND ARE UN-PARALLELED WITH GE WORLDWIDE."**

*- Alex Radka, Software Development Leader, Shared Services, GE Capital*

Federated Sample



**"NEW ORLEANS HAS ONE OF THE BEST TECH COMMUNITIES IN THE U.S. – WELCOMING, SUPPORTIVE & FILLED WITH AMAZING PEOPLE."**

*- Barrett Conrad, Independent Software Engineer, CotingaSoft*

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# LOCAL WORKFORCE

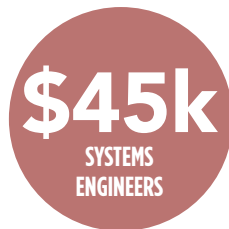
The cost of living in the Greater New Orleans region is noticeably more affordable than many other technology hubs, allowing companies to defer payroll expenses to other areas of operation – or even building a larger workforce than would be possible in other cities for the same cost.

Furthermore, the Digital Media Tax Credit allows employers to experience even more savings, or use the difference to lure employees with signing bonuses or moving expenses with funding made possible by this incentive.

## TECH COMPANIES HAVE SPOKEN UP

We asked local employers for analysis of their workforce, here is what they said:

### APPROXIMATE STARTING SALARY, ENTRY-LEVEL



### WHERE ARE YOUR NEW EMPLOYEES COMING FROM?

**>50% LOCAL**

UNIVERSITY OF NEW ORLEANS

LOUISIANA STATE UNIVERSITY

SE LOUISIANA UNIVERSITY

**<50% OUT OF STATE**



VENEZUELA  
INDIA

Source: Survey of four New Orleans technology companies




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# GNO TECHNOLOGY GROUPS

The driving force behind the movement to turn Greater New Orleans into a major tech market is found in the people who have dedicated their time and resources to making it happen.

From lobbying for legislation to hosting events to sharing our story around the country, the individuals who have the passion for this industry have already accomplished so much – and yet, the best has yet to come.

GROUP	MEETING FREQUENCY	DESCRIPTION	
	Hack Night	Weekly	Hack Night is New Orleans' premier weekly gathering for programmers, designers, hardware hackers, and other technically minded people to discuss hardware and software development.
	Net2NO	Monthly	The fourth largest Net2Local group in the US with more than 1,100 members, it convenes technology enthusiasts to share ideas, learn from each other, and even collaborate on projects for real world impact. These gatherings provide a chance to connect for all those interested in the intersection of social technologies and social change.
	gnocode	Monthly	gnocode brings together the software and web engineers from the New Orleans area. Developers of all levels and interests are welcome to share their ideas and learn new ones.
	NOLA SEC	Monthly	NOLA SEC is composed of researchers, professionals, students, and hobbyists in the computer security and digital forensics space. Its purpose is to bring members of all IT-related fields together for a monthly meeting where interesting topics in information security can be presented and members can then network in an informal environment.
	Women in Technology	Monthly	New Orleans WIT exists to improve the industry landscape for women in IT by increasing the salaries of female technology professionals in New Orleans to be equal to what men in our field are earning and increasing the presence of women in digital industries in New Orleans. In support of these goals, a monthly roundtable discussion of topics pertinent to women in IT is held.
	#FrontEndParty	Monthly	#FrontEndParty hosts three 15 minute presentations from developers and designers around New Orleans each month to showcase the newest trends in HTML, CSS, and Javascript while also providing a forum to discuss original work and make connections.
	Ed Tech MeetUp	Monthly	Ed Tech MeetUp: New Orleans is a group of educators and community members interested in utilizing technology in education to help scholars develop the skills, mindsets and knowledge they need to be successful in the future economy and society
	NOLA Game Developers	Monthly	A group of game developers around the New Orleans area working on games, entertainment products, and general interactive art.

# GNO TECHNOLOGY EVENTS

The men and women behind the growing tech sector in New Orleans have created numerous outlets for the infectious energy that has taken over the area.

Hundreds of entrepreneurs, developers, designers, engineers, project managers, enthusiasts, and more are consistently involved in making this region a true technology hub. This community stays engaged in the movement through numerous local groups and events.

EVENT	MEETING FREQUENCY	DESCRIPTION	
	New Orleans Entrepreneur Week	March	New Orleans Entrepreneur Week (NOEW) is the annual New Orleans-style business festival featuring eight days of trendsetting discussion, debate, education, competition, and celebration. NOEW is fast growing with more than 5,000 annual attendees, 130 events, and 70 local ventures showcased to VCs, angel investors, and the local community.
	Launch Fest	May	Launch Fest features practical advice to inspire the next generation of New Orleans entrepreneurs during a one-day annual session. After a series of speakers, the region's top founders will pitch investors in the culmination of New Orleans' entrepreneurial post-season.
	Startup Weekend	September	Startup Weekend New Orleans is open to designers, developers, marketing strategists, and all types of entrepreneurs to create a business model from scratch over the course of a weekend. At the end, groups pitch their work to a panel of judges with prizes awarded to the winners.
	Barcamp	July	Barcamp New Orleans is a 2-day, annual, tech-focused "un-conference" and hack day featuring speakers selected by the attendees who have a topic, story, knowledge, or experience to share with the rest of the community.
	TribeCon	October	TribeCon is an annual gathering of techies, musicians, and creatives with programming designed to inspire and promote the intersection of music and technology. It is Louisiana's premiere social technology conference and is held in conjunction with the Voodoo Experience each fall.
	Teen Tech Day	March	Teens for Tech is a non-profit STEM program underneath the umbrella of New Orleans Tech that teaches, mentors, and guides youth into career opportunities within science, technology, engineering, and math careers. Teen Tech Day is a one day event that focus on teaching, interactive workshops, and hands-on learning for teenagers.
	NOLA Tech Week	October	NOLATech Week is a weeklong, citywide, unconference, bringing together Art, Food, Music, Urban Dev., Environmental & Education communities. All events are free to the public and are intended to educate, engage, facilitate collaboration, and grow awareness, for all businesses, organizations, and members of our community.

**AUDIENCE**

What do people consider (subjective)?

1. Size of city/town
2. Weather/climate
3. Culture/entertainment/lifestyle
4. Employment
5. Infrastructure (schools, hospitals, transportation, etc.)
6. Outdoor life
7. Safety
8. Politics
9. Cost of living
10. Spirituality

1

**AUDIENCE**

5 Most Common Reasons To Relocate -

2007	2010
Larger/Smaller Home	To Avoid Foreclosure
Battled Neighborhood	Age & Health Issues
Family/Friends	To Educate Children
Lower Cost of Living	To Make a Profit
Change in Marital Status	Family Crisis

2

	St Tam	LA	US
Median Household Income:	\$40,856	\$42,446	\$52,089
White % of Population:	84.4%	63.7%	74.4%
Median Age:	36	35	36
Percent Married:	60.1%	49.3%	52.2%
Vacant Housing Units:	10,842	282,903	15,769,704
Median Age of Homes in Years:	17.6	38	29
Median Years in Residence:	4.5	4.2	3.3
Average Minutes in Daily Commute:	30.3	25	24
Unemployment Rate:	7.8	5	8.2%
Education (Bachelor's Degree):	63.7%	14.9%	17.7%
Percent Annual Residential Turnover:	9.6%	10.9%	17.8%

3

Almost all moving to 2112 will be from LA. Most will be from the Greater New Orleans Area.

Extremely likely to have more career options that don't involve a downtown commute.

4

**T1: URBAN DOWNSHIFTING**  
FORBES - 2001 - 2011

Suburban areas saw a 12% increase in 35-44 age group  
City Cores experienced a 22.7% decrease in this group

5

**T2: BRIGHT FLIGHT**  
2010 US CENSUS

Young, educated whites moving to cities: jobs and commutes  
Suburbs are becoming home to minorities, poor and older

6

**T3: STATE OF METRO AMERICA**  
BRICKKINDS INSTITUTE 2000-2010

Outmost reaches of metros expanded faster than cities  
40% of metro residents live in lowest density counties

7

**POSITIONING**

SUBURBS

- 25-35 year olds
- 33% married, no children
- 61% whites
- 42% married with children

8

**POSITIONING**

CITY

- 35% married, no children
- 22% whites
- 18% married with children
- 35-44 year olds

9

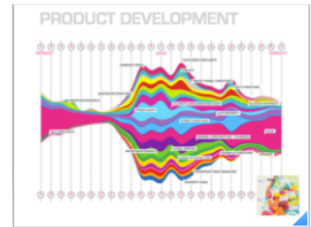
**POSITIONING BALANCE**

SUBURBS ↔ CITY

10

**PRODUCT DEVELOPMENT**

11



12

**PRODUCT DEVELOPMENT**

13

**PRODUCT DEVELOPMENT**

14

**BRAND - PROGRAMMATIC INNOVATION**

Watercross will be an innovative place full open significant opportunities for creative and unique, the full spectrum of program, products and services that become part of the most exciting, relevant and sophisticated elements that constitute the quality of life. The current and future Watercross will primarily catered development to serve around the clock, interactive, interconnected growth. This is the primary purpose of the brand.

15



## **BRAND - PROGRAMMATIC INNOVATION**

Watercross exists to be an innovative place built upon significant infrastructure both complete and ongoing. We will implement innovative programs, features and amenities that incorporate some of the most modern practices and citizen-focussed solutions that concentrate on improving the quality of life. The current and future infrastructure will proactively outpace development in order avoid that which typically accompanies un-coordinated growth. This is the primary purpose of the district.

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There are some who assume big problems are unsolvable. And then there's you, who sees big problems as opportunities for big change.

And while those opportunities are as diverse as the problems themselves, the solutions have one thing in common: to solve big problems, empower members of the community to be agents of change.

## GCHP HELPS CREATE REAL CHANGE THROUGH REAL ESTATE.

The experience and resolve of our staff, coupled with the capital of our donors and sponsors, has yielded a remarkable track record of completions in spite of the difficulty of mission-driven projects like the ones we undertake with our partners.

We call it Transformative Development. The impact of these projects on the end users and community is unmistakable. And when our projects are complete, their initiators and supporters walk away with a much broader perspective of the change that's possible through real estate.

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**At GCHP, we see big problems as opportunities for big change. And we're improving lives one project at a time.**







# REAL CHANGE

WE SEE BIG PROBLEMS AS  
OPPORTUNITIES FOR BIG CHANGE.



THROUGH



# REAL ESTATE

WE'RE IMPROVING LIVES  
ONE PROJECT AT A TIME.



Gulf Coast Housing Partnership



BRAND NARRATIVE: **ENABLING INDEPENDENCE**

At Lighthouse Louisiana, we don't believe in perpetual assistance.

When you're an individual with disabilities, your goal, your measure of success, is always independence. And when you're an enterprise designed to assist that individual, the goal is always to get your clients to a place where your help is no longer needed. That's our goal at Lighthouse Louisiana—we exist to provide people with disabilities the opportunity to succeed.

Regardless of their age or the manner of disability, we use technology, training, professional services, manufacturing and sales to enable our clients to realize the same successes as people without disabilities. Our clients see us not as a source of assistance for today, but as an investment in their future.

Success takes effort, and for people with disabilities that effort begins with building a foundation of communication, navigation and self-sufficiency. Their goal isn't simply to lessen their burden on their family and society. Rather, their goal is to gain the independence and confidence required for a successful life inclusive of accomplishments, career and family.

And at Lighthouse, we hold ourselves to that same standard by striving for independence and success as an organization. While our portfolio of high-quality services is funded by donations, we can't rely on philanthropy to be the lifeline for our entire business. We gain independence and confidence as an organization by manufacturing quality products that we're proud to sell in the open market; those sales create a fiscal foundation for *our* success and independence. This approach also allows us to foster employment opportunities for our clients both within our organization and outside of it, which is a critical factor to achieving true independence.

For both Lighthouse and our clients, the approach is simple: rather than focusing energy on what we can't accomplish, we streamline our efforts behind what we can.