



## 2009 Year-in-Review

# Introduction

In 2009 Greater New Orleans experienced positive growth despite the national recession, with unemployment rates consistently three points below the American average.

GNO, Inc. completed an overhaul of its organization, strategy and brand, and positioned itself as the “community wealth-creation nonprofit” for Greater New Orleans.

GNO, Inc. was able to garner significant wins in business development and product development, and is now well-positioned for an extremely productive next year.

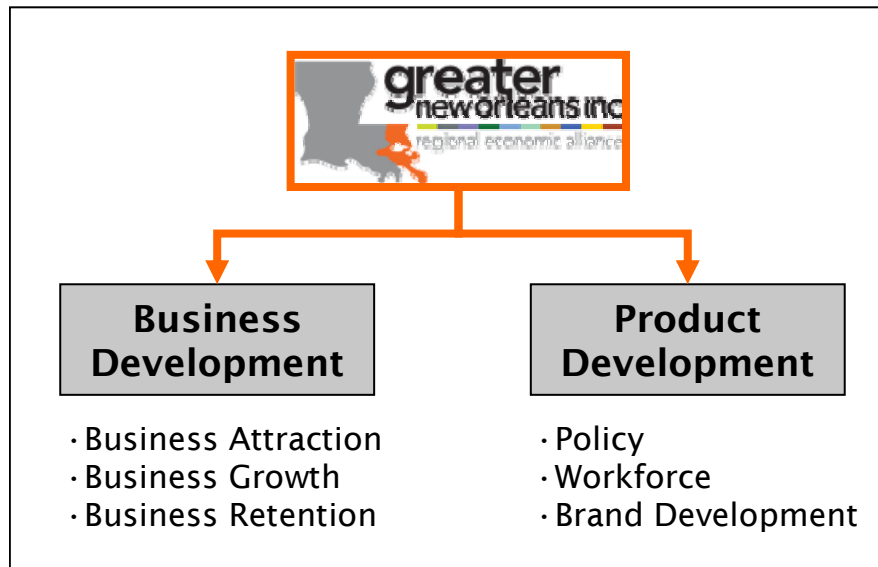
2010 has potential to be a watershed year in the development of post-Katrina Greater New Orleans; GNO, Inc. looks forward to playing a lead role in this development.

# 2009 Rankings

- *Southern Business and Development* magazine named New Orleans the “**Major Market of the Year**”
- *BusinessWeek* named New Orleans one of the 10 “**Safest Cities in Which to Ride-Out the Recession**”
- *Forbes* ranked the New Orleans area 8th out of the Top 10 “**Cities Where Americans Are Relocating**”
- Next Generation Consulting named New Orleans the 10th best “**Midsized Magnet**” for young professionals to live and work
- MSN Travel named New Orleans one of the 15 “**Cooliest North American Cities**”
- New Orleans had **more #1 rankings** in a *Travel and Leisure* survey than any other American city
- The Center for Public Integrity ranked Louisiana #1 in **financial disclosure laws**; previously we were 44th
- Tulane’s business school was named 4th in the nation for **graduate programs** by *Entrepreneurship* magazine and The Princeton Review
- Entergy Corp was the only utility named in *BusinessWeek*’s list of the “**50 Best Places to Launch Your Career**”
- Faubourg Marigny was named to the American Planning Association’s 2009 list of the **Top 10 Great American Neighborhoods**
- 63% of fourth-graders **passed the LEAP exam**, up from 41% just three years earlier

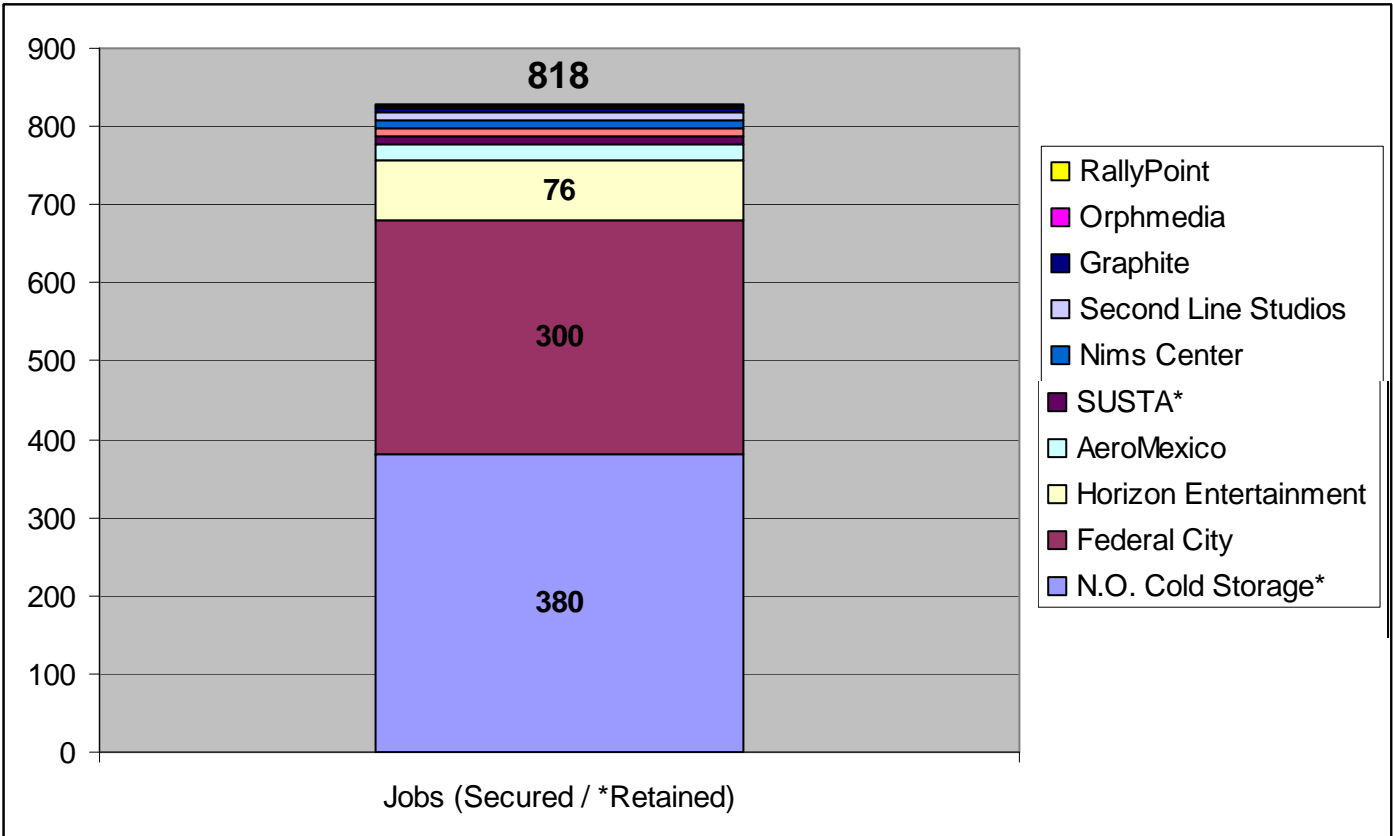
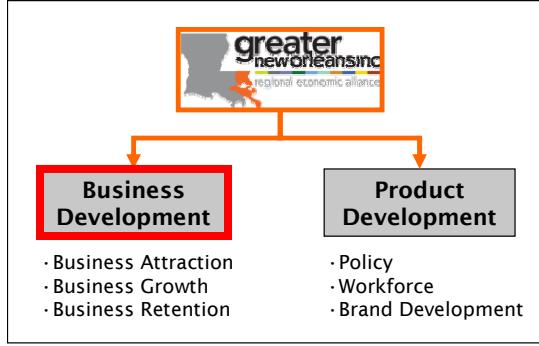
# GNO, Inc. Focus Areas

GNO, Inc. takes a “double-barrel” approach to economic development, focusing on both Business Development and Product Development.



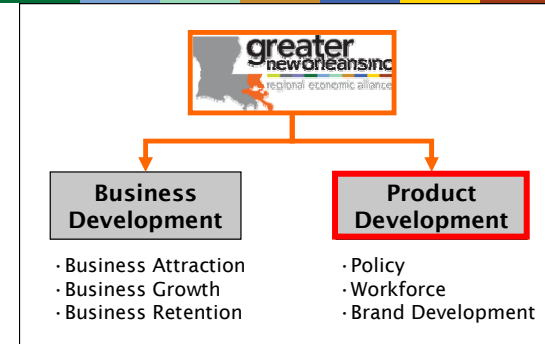
# 2009 Business Development

**Business Development helped secure 818 jobs.  
 437 were new, and 392 were retained.  
 These jobs have a present value of \$25M+.**



# 2009 Product Development

## Over 75% rate of policy success included:

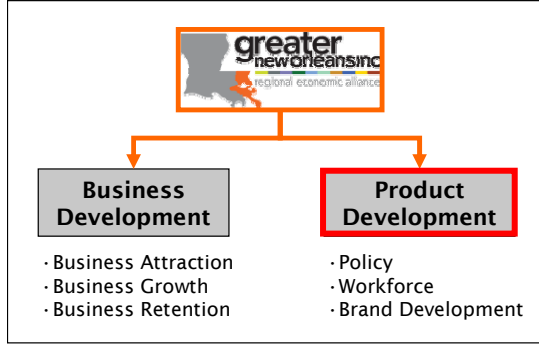


- **Exclusion of Capital Gains Tax (HB 106)** – Called “one of the most important pro-jobs bills enacted in 20 years,” eliminates personal tax on sale of privately-held LA businesses
- **Digital Media Tax Credit (SB 277)** – Provides a best-in-class 35% credit on local digital production; will catalyze a local “digital revolution”
- **International Trade Incentives (HB215)** - \$5 per ton incentive on imports/exports, plus up to 100% refund on critical infrastructure investments
- **Energy Incentives (SB10)** – A suite of incentives to help all of Louisiana maximize its natural resources. LSU study indicated possibility of creating \$25B in new revenue, and up to 9,000 new jobs
- **Higher Education** – GNO, Inc., in partnership with BRAC, led a coalition of business groups that helped mitigate the impact of budget cuts to higher education, and advocated for strategic reform

# 2009 Product Development

## Broad Brand Development activity included:

- 200+ articles and appearances
- 50,000,000 local and national impressions
- \$12,000,000+ publicity value



The New York Times

THE WALL STREET JOURNAL

FAST COMPANY

Forbes

10 best (and surprising) cities to start a business

**Entrepreneur**

**New Orleans:**  
a blueprint for economic recovery

4 YEARS AFTER KATRINA, ENTREPRENEURS ARE RECONSTRUCTING THE ICONIC CITY.

INSIDE THE \$16.4 MILLION BUSINESS OF STURGIS

The Economist

CNN  
THE WORLD'S NEWS LEADER

CHICAGO SUN-TIMES

SOUTHERN  
BUSINESS & DEVELOPMENT

The CHRISTIAN SCIENCE  
MONITOR

World Trade  
**WT100**  
The Benchmark for Global Supply Chain Business

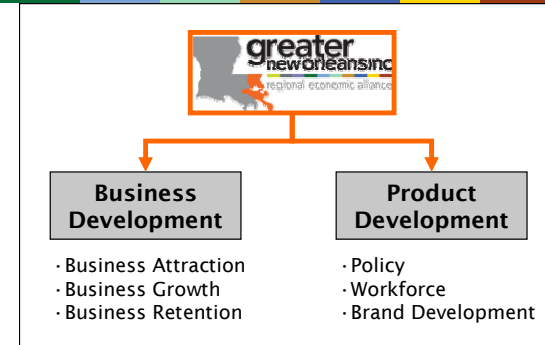
FOX  
BUSINESS

RelocateAmerica

greater new orleans inc  
regional economic alliance

# 2009 Other Activity

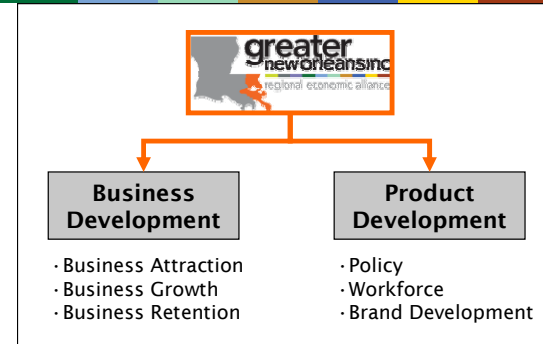
## Other significant activity included:



- **“IP” Building** – With Idea Village, GNO, Inc. facilitated opening of new hub of creative and digital media, the “Intellectual Property” Building. Now up to ten tenants
- **Airport** – strategic and administrative support of Southeast Regional Airport Authority, and effort to determine value-maximizing strategy for MSY as an economic asset
- **Super Region Committee** – In partnership with Baton Rouge Area Chamber, developed unprecedented economic development partnership. Current focus is on airport, intercity rail, higher education and international trade
- **International Trade** – Commissioned study to guide future strategy for regional international trade. Result is increased focus on the Americas, and investment in infrastructure
- **Site Selector Tours** - GNO, Inc. hosted multiple groups of top-tier site selectors, to introduce them to regional opportunities. Has resulted in both viable prospects and positive press
- **Market Missions** – GNO, Inc. staff and board made multiple trips to key markets to develop business in key sectors, and drive national earned media

## Highlights of 2010 plans include:

- Focus on **international trade** with the Americas
- Launch of **GreenN.O.** to develop sustainable industries, as identified in McKinsey study
- Continued focus on completion of “**REEL**” agenda for natural gas and enhanced oil recovery
- Development of **Michoud**, and Stennis-Michoud corridor, as advanced manufacturing hub
- Opening of “**IP North**” building in Covington
- Launch of “**Business Retention and Expansion Program**” to help indigenous businesses
- Continued work to evaluate and fund **intercity rail** between New Orleans and Baton Rouge
- Formation of a state-wide coalition to advocate for reform of **higher education** system
- Support for implementation of results of BCG **airport** study
- Launch of early-stage **risk equity fund** to assist regional high-growth businesses
- Continued policy focus to **create the conditions for business investment** in New Orleans
- Expanded support for regional partners, including **new marketing and business development materials**



***THANK YOU  
FOR YOUR SUPPORT!***



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