The New Orleans Business Alliance is a partnership between the city’s business community and city government. NOLABA is dedicated to cultivating, developing and nurturing a thriving Orleans Parish business community and economy in which all of the city’s residents can participate.

NOLABA Board of Directors, Investors, and Stakeholders
Monday, February 6, 2017
Special Thanks to Our Current Investors

**Leadership Investors ($20,000+)**
City of New Orleans
Entergy
First NBC Bank
Harrah’s New Orleans
LCMC Health
Leslie Jacobs
JP Morgan Chase
Shell Oil Company
Surdna Foundation

**Foundational Investors ($10,000+)**
Barriere Construction Co., LLC
Business Council of New Orleans & The River Region
Capital One
Coaxum Enterprises, Inc.
Goldring Family Foundation
Helis Oil & Gas Company, LLC
IBERIA Bank
Jones Walker
Lastram, LLC
Liberty Bank
New Orleans Saints and Pelicans
Transdev Services, Inc.
Whitney Bank

**Partner Investors ($5,000+)**
Adams and Reese, LLP
Baker Donelson
Bellwether Technology
Boh Bros. Construction Co., LLC
Canal Barge Company, Inc.
Downtown Development District
FOGO Data Centers
The Kearney Companies, Inc.
Laurel Outdoor
Mr. and Mrs. Thomas K. Winingder
New Orleans Board of Trade
Phelps Dunbar, LLP
Port of New Orleans
Postlethwaite & Netterville CPA
Regions Bank
Stone Pigman Walther Wittmann, LLC
Transcendent Legal
Transoceanic Development
Woodward Design+Build

**Supporting Investors (Up to $5,000)**
ADP
Aimee M. Quirk
Algiers Development District
Annala + Wills, LLC
The Boeing Company
The Domain Companies
EnwaveUSA (New Orleans)
First Hartford Realty Corporation
Howard Hughes Corporation
Hyatt Regency New Orleans
John C. Hope III
Mathes Brierre Architects
MCC Real Estate Group
Mr. and Mrs. Quentin L. Messer, Jr.
Perez Architects
Rebecca Conwell
Sherman Strategies
Solomon Group
Southwest Airlines
Tulane Health System & HCA MidAmerica Division
OUR MISSION
To unite a diverse community of shareholders to catalyze job growth, create wealth and build an equitable and sustainable economic future for New Orleans

OUR VISION
To reposition New Orleans as the next great American city for business investment and economic opportunity
Louisiana’s Economic Development Team

State
- 64 Parishes
- Manages statutory / discretionary incentives
- Geographically agnostic statewide

Region
- 10 Parishes: 1 of 8 regional partners to LED
- Geographically agnostic across region
- Leverages state incentives – no fiscal authority

Parish
- 1 Parish
- Unabashed Orleans champion
- Leverages state incentives – limited fiscal authority (via public-private partnership between the Orleans Parish business community and City of New Orleans)
2016 Year in Review

Our Accomplishments
## 2016 Year in Review

### Bio & Health Services Innovation
- Hired Amritha Appaswami – only economic developer in LA focused on Bio
- Select Laboratory Software expanded to New Orleans from NC
- Cobalt Rehabilitation Hospital opened in Mid-City
- Innovation LA – conference offering guidance, support for entrepreneurs and startups
- Recurring Column in HCJNO

### Small Business Ecosystem Development
- Hired Lynnette White-Colin, launched small business workstream
- Anchor Institutions Initiative
- Gathered economic development community to foster collaboration
- Staff expertise and counsel, education, facilitation to small businesses & entrepreneurs

### Telling Our Story
- Launched new WhyNOLA campaign
- Launched two new websites – NOLABIO.org and a revamped NOLABA.org
- More than 100 speaking engagements, panels with local, regional, national groups,
- Recurring monthly staff appearances on WWL-TV
- Recurring Guest Perspective in CityBusiness New Orleans
- Accelerated social media and e-blast campaigns

### Entrepreneurial Ecosystem Development
- Valmiki 504 venture capital firm opened plus three additional spinoff ventures
- Business retention assistance to nearly 60 local businesses
- Co-hosted Collision 2016 – conference committed to 2017 and 2018 return
- Business attraction missions and major industry events
- Site Selector FAM Tour

### Retail Momentum
- Nordstrom Rack opened in Riverwalk
- CVS opened in Lower 9th Ward
- True Religion opened in Mid-City
- Marshalls, Petco opened in Mid-City
- New Orleans Hamburger & Seafood Co. opened in New Orleans East
- 12 local industry networking/educational events
- ICSC – industry organization trade shows; leading new group related to food and economic development
NOLABA’S Strategies & Goals

2017
Create a vigorous New Orleans economy that is accessible and advantageous to small businesses, residents and investors.

Create a vigorous New Orleans economy that is as globally recognizable as the city’s culture.

Create a vigorous New Orleans economy that is diversified to improve long-term stability and opportunity for growth, resulting in greater economic security for all New Orleanians.

Formally institutionalize the concept of an independent economic development organization into the civic fabric of New Orleans.
Business Attraction: A Case Study in BiInnovation and Health Services Business Development
Economic development matters to New Orleans because more businesses lead to greater economic security for more people.

NOLABA kicked off 2017 by drafting a proposal for a major Bio & Health Services Innovation business development prospect on an extremely tight deadline.

NOLABA’s Amritha Appaswami, Louisiana’s only economic developer solely focused on building a robust Bio & Health Services Innovation industry, led the team’s rapid response.
Investor Benefit Opportunity

Economic Development Ambassadorship Program Launch
New Orleans Economic Development Ambassadorship Program

Through 5 sessions focused on areas of NOLABA expertise, NOLABA senior staff and partners will lead participants through the process of economic development in New Orleans. Participants will learn how NOLABA's work makes the city economically competitive to produce sustainable economic growth, they will build a network of peers, and will gain tools to serve as ambassadors for economic development in their own communities / industries and careers.

Focus:
- Session 1: *Economic Development 101*
- Session 2: *Emerging Industries: Creative Digital Media and Bio Innovation*
- Session 3: *Retail*
- Session 4: *Small Business Development*
- Session 5: *Talent Attraction & Retention*

Who Should Participate?
Experienced professionals passionate about New Orleans’ future who desire to become better informed ambassadors for the city.

For application process and additional information: contact Mary Matthews, mmatthews@nolaba.org
Marketing New Orleans for Business

WhyNOLA Campaign
NOLABA asks you, “Why NOLA”? 

WhyNOLA: Campaign Page
Join WhyNOLA Campaign

Easy Involvement:
• Connect to the New Orleans Business Alliance via
• Share with your colleagues, customers and friends via social media using #WhyNOLA
• Email us and we’ll keep you posted on new content.
  – Amy Ferguson, NOLABA Director of Communications, aferguson@nolaba.org

Step It Up:
• Use WhyNOLA hashtags - #WhyNOLA, #NOLA4biz, #NOLAttech, #NOLAbio, #NOLAretail, #NOLAbiz #WhyNOLAProspers
• Share WhyNOLA content via your email marketing, social media, websites, etc. – we’ll provide it by email or social media a couple of times a month. Email us to get on the list.

All In:
• Create your own video answering one of the questions below. Post to social media with #WhyNOLA
  – Why is New Orleans a great place for your business/occupation?
  – What do you love about building a career or working in New Orleans?
  – What do you love about the way people do business in New Orleans?
  – What kind of progress in New Orleans excites you?
• Have a great WhyNOLA story?
  – Contact Amy Ferguson, aferguson@nolaba.org, 504-934-4508.
Save The Date, June 22 2017

Investor Lunch
Special Thanks to Our 2016 Board of Directors

**Executive Committee**

**Henry L. Coaxum Jr.**
*Chair*
President, Coaxum Enterprises, Inc.

**Aimee Quirk**
*Vice Chair*
CEO, innovationOchsner

**Justin T. Augustine III**
*Treasurer*
Vice President, TransDev Services, Inc.

**Michael W. Kearney Sr.**
*Secretary*
President and CEO, The Kearney Companies, Inc.

**Hon. Mitchell J. Landrieu**
Mayor of the City of New Orleans

**Charles L. Rice, Jr.**
President and CEO, Entergy New Orleans, Inc.

**Rebecca Conwell**
Mayoral Designee, Sr. Advisor for Economic Development, City of New Orleans

**Board Members**

**Kim M. Boyle, Esq.**
Partner, Phelps Dunbar LLP

**R. Erich Caulfield**
President, The Caulfield Consulting Group

**Greg Feirn**
CEO, LCMC Health

**Darlene Kattán**
Owner, KATTÁN Business & Consulting Services

**Rita LeBlanc**
Owner, Bold Sphere

**Thomas Mabon**
Senior Vice President, IBERIABANK

**Gregory Rusovich**
CEO, Transoceanic Development, LLC

**Michael Smith**
General Manager, Hyatt Regency New Orleans

**Richard Tallant**
General Manager – Gulf of Mexico East, Shell Exploration & Production Company

**Hon. Jason R. Williams, Esq.**
Councilmember-at-Large, New Orleans City Council

**Robert Wollfarth, Esq.**
Shareholder, Baker Donelson
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- First Hartford Realty Corporation
- Howard Hughes Corporation
- Hyatt Regency New Orleans
- John C. Hope III
- Mathes Brierre Architects
- MCC Real Estate Group
- Mr. and Mrs. Quentin L. Messer, Jr.
- Perez Architects
- Rebecca Conwell
- Sherman Strategies
- Solomon Group
- Southwest Airlines
- Tulane Health System & HCA MidAmerica Division
THANK YOU

Quentin L. Messer, Jr.
President & CEO
qmesser@nolaba.org
504-934-4563
Appendix
NOLABA asks you, “Why NOLA”? NOLA BioInnovation and Health Tech

WhyNOLA: Campaign Page
NOLABA asks you, “Why NOLA”?
WhyNOLA Spotlight – Amritha Appaswami

WhyNOLA: Campaign Page
NOLABA asks you, “Why NOLA”?  
WhyNOLA Spotlight – Brenda Canada
NOLABA asks you, “Why NOLA”? WhyNOLA Spotlight – Louis David

WhyNOLA: Campaign Page