



NEW ORLEANS BUSINESS ALLIANCE

WHY WE EXIST:
CREATING MORE ECONOMIC SECURITY FOR
MORE NEW ORLEANIANS

Investor Luncheon Presentation
June 22, 2017

Special Thanks to Our Current Investors

Leadership Investors (\$20,000+)

City of New Orleans
Entergy New Orleans
First NBC
Harrah's New Orleans
JPMorgan Chase Foundation
LCMC Health
Leslie Jacobs
Shell Oil Company
Surdna Foundation

Foundational Investors (\$10,000+)

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Barriere Construction Co., LLC
Business Council of New Orleans & The River Region
Capital One
Coaxum Enterprises, Inc.
Downtown Development District
Goldring Family Foundation
Helis Oil & Gas Company, LLC
IBERIABANK
Jones Walker LLP
Laitram, LLC
Liberty Bank
New Orleans Saints and New Orleans Pelicans
RazorLine, LLC

Transdev Services, Inc.
Whitney Bank

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Boh Bros. Construction Co., LLC
Canal Barge Company, Inc.
Enwave USA (New Orleans)
FOGO Data Centers
HCA MidAmerica Division, Tulane Health System
The Kearney Companies, Inc.
Laurel Outdoor
New Orleans Board of Trade
Phelps Dunbar, LLP
Port of New Orleans
Postlethwaite and Netterville
Stirling Properties, LLC
Stone Pigman Walther Wittmann, LLC
Transcendent Legal
Transoceanic Development, LLC
Woodward Design+Build

Supporting Investors (Up to \$5,000)

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AT&T
Aimee M. Quirk
Algiers Development District
Annala + Wills, LLC
Benefit Administration Group
The Boeing Company
The Domain Companies
ERG Enterprises
Ernst & Young, LLP
First Hartford Realty Corporation
Howard Hughes Corporation, The Outlet Collection
Hyatt Regency New Orleans
John C. Hope III
Mathes Brierre Architects
MCC Real Estate Group
McKenna Museum of African-American Art
Mr. and Mrs. Quentin L. Messer, Jr.
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April 2017, NOLABA became only the fourth Accredited Economic Development Organization (AEDO) in LA; fewer than 70 AEDOs worldwide

- The Accredited Economic Development Organization (AEDO) program was created by the International Economic Development Council (IEDC) as a means of recognizing the professional excellence of economic development entities worldwide.
- Becoming an AEDO is the “Good Housekeeping Seal” for economic development organizations and business location consultants take cities with an AEDO more seriously when advising companies on relocation

AEDOs: an **elite network** that is the “**best of the best**” in the profession.



ELEVATING NEW ORLEANS AS A BIO REGION

In April, Provision Healthcare chose New Orleans to build the Louisiana Proton Therapy Center, showing the city's continued growth as a destination for healthcare.



#WhyNOLA

NEW ORLEANS BUSINESS PEOPLE TALK
“WHY NOLA” FOR BUSINESS



WhyNOLA Campaign Evolves: Graphics

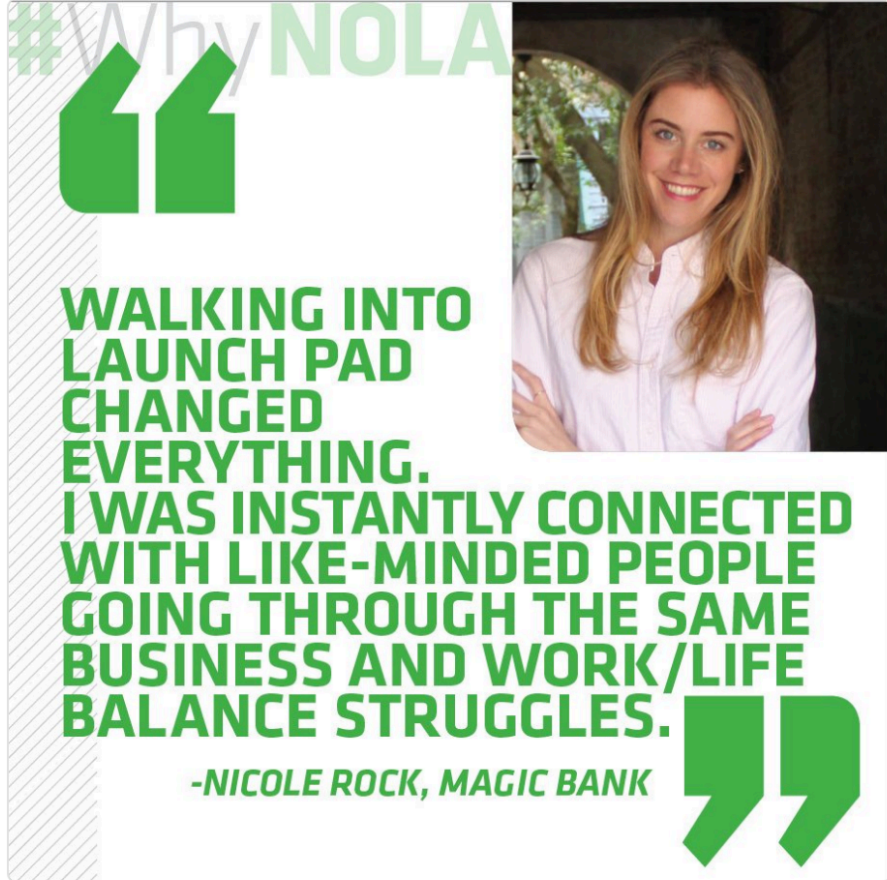
NOLABusinessAlliance @NewOrleansBA · May 25
.@GigsyCo founder Robert Warren explains one reason New Orleans was the ideal location to launch his startup. #WhyNOLA @theshopcac



The graphic features a green background with a white quote icon at the top left. The text is in white, bold, sans-serif font. A small photo of Robert Warren is on the right. The quote is: "IN NEW ORLEANS WE HAVE A STARTUP COMMUNITY THAT WELCOMES NEW IDEAS AND PLAYERS IN THE MARKET, SO THE ETHOS OF SHARING IS DEEPLY ESTABLISHED." The attribution is "-ROBERT WARREN, GIGSY" with a large white quote icon at the bottom right.

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NOLABusinessAlliance @NewOrleansBA · May 17
Co-working spaces like @launchpad are assets for entrepreneurs who move to NOLA like Nicole Rock @mymagicbank @WhiteRabbitsLLC #WhyNOLA



The graphic features a white background with a green quote icon at the top left. The text is in green, bold, sans-serif font. A small photo of Nicole Rock is on the right. The quote is: "WALKING INTO LAUNCH PAD CHANGED EVERYTHING. I WAS INSTANTLY CONNECTED WITH LIKE-MINDED PEOPLE GOING THROUGH THE SAME BUSINESS AND WORK/LIFE BALANCE STRUGGLES." The attribution is "-NICOLE ROCK, MAGIC BANK" with a large green quote icon at the bottom right.

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#WhyNOLA Campaign Evolves: Partnerships

NOTMC has partnered to produce a series:

“GoNOLA Presents #WhyNOLA – a project of the New Orleans Business Alliance”



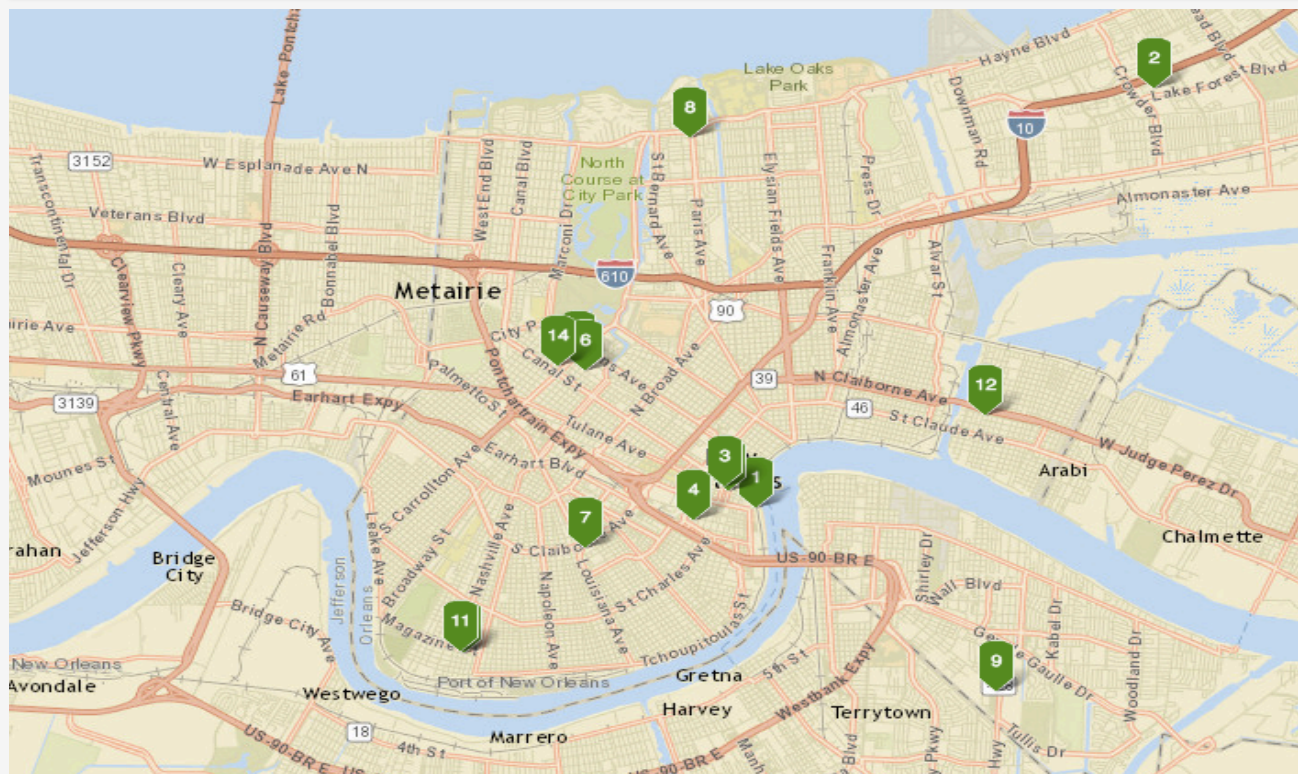
We are rolling out their content this summer on NOLABA.org and social media, starting with Music Box Village and Joy the Baker.



RETAIL'S CONTINUED IMPACT: NOLABA's initial focus, remains critical given the direct impact to the City coffers; sales tax leakage reduced by city's retail growth

Since 2010

- More than **50** new retailers have announced or opened in New Orleans
- **\$65M** increase in local sales tax collection



Small Business 2017 Impact Plan: Dedicated Senior Staffperson Focused Solely on Small Business

Plan for 2017 Impact: Collaborate with Business Ecosystem Partners

- ☐ Provided assistance to City of New Orleans Department of Economic Development immediately after the recent tornado (locating critical supplies; collective strategizing, etc.)
 - ☐ Contacting business owners in the footprint of the disaster,
 - ☐ ascertaining their status, extent of damage and immediate needs and apprising them of available assistance, i.e. FEMA and SBA.
 - ☐ Currently compiling a listing of businesses effected for further assistance and follow-up.
- ☐ Develop for dissemination to small business owners, an inclusive listing of available business resources. Listing will also be posted on NOLABA's website. Also connecting small business owners to the most effective business resources based on their level of need.
- ☐ Convene a monthly Roundtable of Business Technical Assistance Providers, Financial, Public and other Partners to collectively identify strategies leading to solutions to issues that prevent small businesses from growing, accessing capital and creating jobs.
- ☐ Participate on the commercial corridor revitalization strategy committee.



OPPORTUNITIES FOR ADDITIONAL ENGAGEMENT WITH NOLABA

New & Ongoing Initiatives

- #WhyNOLA Campaign
- BIO Health Innovation Challenge – in partnership with MedStartr – kickoff event July 6
- Retail Real Estate Breakfasts monthly



NOLABA STAFF

LEADERSHIP

Quentin L. Messer, Jr.

President & CEO

BUSINESS DEVELOPMENT

Brenda Canada

Vice President, Retail Attraction, Development & Strategy

Louis David

Vice President, Business Development & Strategy, Digital Media/Software

Amritha Appaswami

Vice President, Business Development & Strategy, BioInnovation & Health Services

Lynnette White-Colin

Director, Small Business Ecosystem Development

Shantell Brown

Coordinator, Small Business Ecosystem Development

Katy Dupre

Manager, Economic Competitiveness

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Ken Weatherup

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NEW ORLEANS BUSINESS ALLIANCE

THANK YOU

Quentin L. Messer, Jr.
President & CEO
qmesser@nolaba.org

Stephanie Bell
Director, Investor Relations
sbell@nolaba.org

PURPOSE: Equip more New Orleanians to be advocates for the local economy to let the world know that New Orleans is open for business

Program Delivery

- Six sessions over a 7-week period delivered by NOLABA staff members and those of selected partner organizations
- **Presented topics cover the major areas of economic development (e.g., business attraction and retention, entrepreneurship, talent attraction and retention)**

Participant Profile

- Experienced mid-career professionals passionate about New Orleans' future who desire to become better informed ambassadors for the city
- **We had 49 applicants in spring 2017 from which a class of 26-28 was selected by a panel of economic development professionals**



ECONOMIC DEVELOPMENT AMBASSADORSHIP PROGRAM

- Spring cohort was a great success.
- Applications are open until August 1 for the fall session, which starts September 5.
- We have launched a page about the program on our website and regularly post testimonials on social media.

