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+)
- Adams and Reese, LLP
- 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

**Partner Investors** ($5,000+)
- Transdev Services, Inc.
- Whitney Bank

**Supporting Investors** (Up to $5,000)
- ADP
- 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.
- Perez Architects
- Rebecca Conwell
- Sherman Strategies
- Signs Now
- Solomon Group
- Southwest Airlines
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Hon. Jason R. Williams, Esq.
Councilmember-at-Large, New Orleans City Council
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.
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.
NEW ORLEANS BUSINESS PEOPLE TALK
“WHY NOLA” FOR BUSINESS
WhyNOLA Campaign Evolves: Graphics

"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."
-Robert Warren, Gigsy

"Walking into Launch Pad changed everything. I was instantly connected with like-minded people going through the same business and work/life balance struggles."
-Nicole Rock, Magic Bank
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
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 affected 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.
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
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@NewOrleansBA

@nolabusinessalliance

New Orleans Business Alliance
THANK YOU

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**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.