

2013 Business Retention & Expansion Report

In 2013, the New Orleans Business Alliance surveyed nearly 150 businesses in Orleans Parish. The results of these surveys are presented in this report. The intention of this report is to provide an overview of the business climate in New Orleans from the perspective of business owners across industry sectors.

The New Orleans Business Alliance sincerely thanks all businesses that participated in the 2013 survey and made this report possible, as well as our economic development partners who assisted with the surveys: Algiers Economic Development Foundation, the Asian Chamber of Commerce, the City of New Orleans, GNO Inc., and the Port of New Orleans.

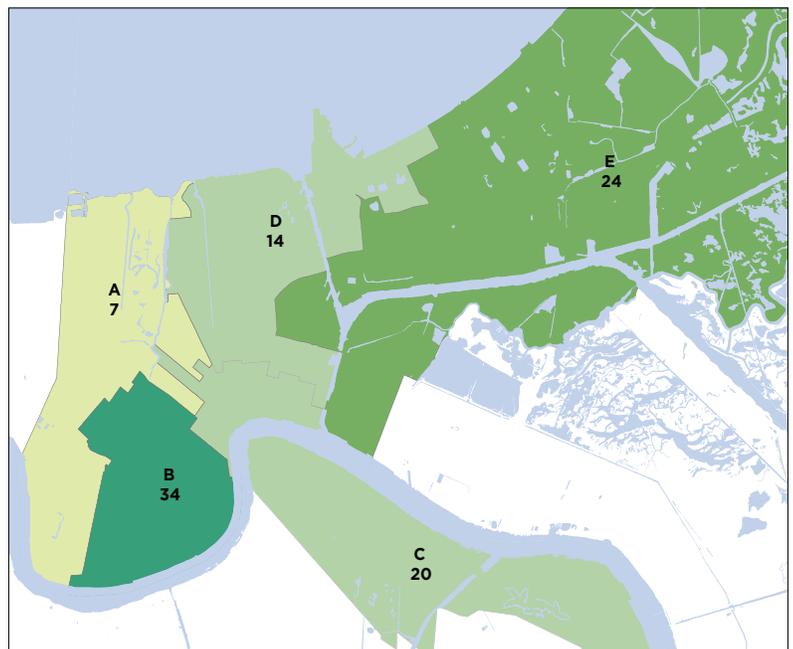
Data for the 2013 Business Retention & Expansion Report was collected by survey via face-to-face meetings and online. Survey respondents were C-level executives, owners, or other representative parties on behalf of the indicated business. All businesses surveyed have an office within Orleans Parish boundaries. The identities of businesses surveyed will remain confidential except where permission is granted.

149 businesses were surveyed in 2013

Businesses Surveyed by Industry

Retail	25%
Manufacturing	10%
Finance, Insurance, Real Estate	10%
Arts & Recreation	8%
Construction	8%
Higher Education & Health Care	8%
Transportation	4%
Information Technology	3%
Accommodation & Food Service	3%
Wholesale	2%
Mining	1%
Other	19%

Businesses Surveyed by Council District



*The numbers above reflect in-person interviews in each district.

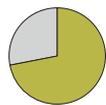
The New Orleans Business Alliance provided assistance, ranging from demographic data to permitting, to 51% of companies we surveyed in 2013.

Key Takeaways

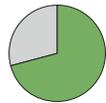
The New Orleans business community is growing and is optimistic about the future.

- **64%** perceived their business as growing; only 5% perceived a decline in their business¹
- **74%** of respondents felt the business climate has improved since 2008
- **90%** expect the business climate to improve over the next five years

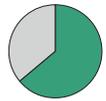
New Orleans businesses increased customers, sales, and profits in 2013.



72% saw an increased Customer Base



71% saw an increase in Sales



64% saw an increase in Profits



Businesses ranked Economic Development the most effective among city services.

- Top Three City Services: Economic Development, Fire & EMS, Supplier Diversity
- Needs Improvement: Public Works



Businesses ranked the Port of New Orleans the most efficient mode of transportation as it pertains to business activity in the city.

- Top Three Transportation Infrastructure: Port of New Orleans, New Orleans Public Belt Railroad, Louis Armstrong International Airport
- Needs Improvement: Union Passenger Terminal



In terms of lifestyle amenities, the city's cultural opportunities ranked highest.

- Top Three Lifestyle Amenities: Culture, Colleges, Housing
- Needs Improvement: Public Safety

Minority Business Highlights

- **25%** of businesses identified themselves as minority-owned
- **78%** of minority-owned businesses employ less than 20 workers
- **60%** of minority-owned businesses reported an increase in profits over the past year
- **65%** feel the business climate has improved since 2008
- **86%** predict the business climate will improve over the next five years

¹ Companies were not required to answer every survey question. Percentages throughout this report reflect the share of companies who answered an individual question and not the share of all companies completing the survey.

What They Are Saying

“In New Orleans, we were able to meet our staffing needs with ease. Our employees are remarkable not only for their strong performance at work, but also for their civic-mindedness and engagement with local schools and neighborhoods: our team is committed to making a positive impact in New Orleans.”

Darcie Durham, Boeing

“You only need to go a few steps outside of our office in the BioInnovation Center to see that the city’s business community is on fire. With the economic and cultural support from the City of New Orleans and organizations like the Business Alliance, New Orleans has the talent, resources, and low cost of business that make a rapidly-growing company like ours thrive.”

Blaine Lindsey, Founder, GetHealthy, Inc.

“I have chosen to build my company here because New Orleans is uniquely able to fuse together 300 years of history and culture with an ultra-progressive mayor and business community, which is eager to grow the city’s technology ecosystem into a hub for innovation.”

Kenneth Purcell, Founder, iSeatz

“New Orleans is a great city for international trade for many reasons. The Mississippi River System and Port of New Orleans connect the city to thirty-one states and the world. Our access to six class one railroads, the US Interstate system, and international airport ensure that goods move through New Orleans at competitive costs. We also have a flexible workforce that is able to support our customers’ specific handle and transportation requirements.”

Michael Kearney, CEO, The Kearney Companies, Inc.

About Us



The New Orleans Business Alliance is the official economic development organization for the City of New Orleans. Our mission is to unite a diverse community of stakeholders to catalyze job growth, create wealth, and build an equitable and sustainable economic future for the new New Orleans.

For more information about doing business in New Orleans, visit www.nolaba.org.

This report was made possible by:

