

1. ProsperityNOLA Gains Traction



ProsperityNOLA is off to a running start. In recent months, partners have formalized their commitment to supporting and implementing ProsperityNOLA:

- » State (Louisiana Economic Development), regional (GNO, Inc.) and local (Downtown Development District, amongst others) economic development partners are committed to implementing ProsperityNOLA.
- » The Workforce Investment Board's Strategic Plan is in alignment with ProsperityNOLA and will be released in spring 2014.
- » The International Commerce Board's strategic plan specifically cited several recommendations in ProsperityNOLA. The plan identifies Foreign Direct Investment opportunities and targets trade lane and commodity strategies as key areas of focus for the next five years.
- » Tulane's Cowen Institute's Earn and Learn Program is focusing on several ProsperityNOLA industry clusters (Advanced Manufacturing, Creative Digital Media, and BioInnovation & Health Services) to connect Opportunity Youth to employment and training opportunities.

2. Expanded International Flights



- » MSY International Airport recently added nonstop flights to Jamaica and Cancun, in addition to Toronto.
- » GNO, Inc. aligned the efforts of the Airport and local business and tourism stakeholders to attract additional non-stop international flights, including to London and Latin America. The coalition had a promising first meeting with British Airways in January and discussions continue.

3. Anchor Institution Strategy



- » NOLABA and the German Marshall Fund hosted a two day "boot camp" featuring national experts on anchor institution strategies and capacity building.
- » NOLABA received a grant from the JP Morgan Chase Foundation to continue the work on anchor institution strategies to support local small and minority owned businesses in the BioInnovation & Health Services sector.

4. Michoud Front Door Infrastructure Improvements Scheduled



- » Barring any issues with the environmental review, construction on this \$6.2M project will commence in June 2014, with completion projected in the spring of 2015.
- » Final designs have been submitted to the US Army Corps of Engineers for permits - the project includes drainage improvements/modifications, street improvements, replacement of sidewalks and driveway aprons, new ADA curb ramps, new LED lighting throughout the project, and landscaping.

5. Industry Councils Establish 2014 Priorities



Industry Councils had their first meetings in early 2014; most have established priorities and action steps for the year. Each Council also formed working groups - a sampling of their areas of focus for 2014 follow on the next page.

WORK STRANDS



Coordinate & Collaborate



Invest to Compete



Workforce



Entrep & Sm. Biz



Equity



Re-Brand New Orleans



Think Internationally

INDUSTRY CLUSTERS



Advanced Manufacturing



BioInnovation & Health



Creative Digital Media



Sustainable Industries



Transport Trade Logistics

- » **Transportation Trade & Logistics:** Identify coffee roasters with the potential to expand into New Orleans, and create inventory of supply chain and support services in select energy industries.
- » **BioInnovation & Health Services:** NOLABA and the BioInnovation Center will begin formulating plan to invite financial / strategic institutions to the BioInnovation Center's *Innovation Louisiana 2014* event in November to connect entrepreneurs with capital providers.
- » **Creative Digital Media:** NOLABA to work with Cowen Institute to survey high schools and higher education institutions and formulate a database of existing programs in creative digital media and share with industry.
- » **Sustainable Industries:** NOLABA and GNO, Inc. are partnering to survey local business owners to identify needs and support a local cluster of Sustainable Industries firms that export their products, services and expertise to worldwide markets.
- » **Advanced Manufacturing:** Working groups are meeting in the next few weeks and will identify action items.

6. New Orleans Works (NOW) Graduates First Class



- » Ochsner partnered with Delgado Community College and JOB1 to develop a four month training program for medical assistants, called NOW.
- » Forty-seven students successfully completed the program and secured employment with Ochsner.

7. SWEAP Program Founded



- » GE Capital and UNO partnered with LED's FastStart program to launch SWEAP, a specialized Software Apprenticeship Program, in late 2013.
- » SWEAP offers specialized curricula in software engineering, big data integration, application security, and agile methodology - graduates of the program are eligible for careers at GE Capital's New Orleans office.

8. Small and Minority Business Network In Progress



- » The Association for Corporate Growth and Good Work Network joined forces to create a referral network where small and minority owned businesses can connect with established businesses, strengthen relationships, and grow their client base.
- » Visit www.acg.org/louisiana/communityoutreach.aspx to participate.

9. New Orleans Regional Innovation Alliance (NORIA) Created



- » The Regional Planning Commission (RPC) and the University of New Orleans (UNO), with the support of NOLABA and GNO, Inc., was awarded a \$300,000 grant over three years to lead NORIA, a consortium of higher education, industry and economic development organizations.
- » NORIA will assist regional higher education institutions in supporting research initiatives and promoting technology transfer. Activities will begin in spring 2014.

10. Rockefeller Foundation's 100 Resilient Cities Award



- » After a competitive application process, The City of New Orleans was named one of the Rockefeller Foundation's 100 Resilient Cities. This grant will provide funding to hire a Resilience Officer, a key action item outlined in ProsperityNOLA by the Sustainable Industries cluster.