



NEW ORLEANS BUSINESS ALLIANCE

Quarterly Investor Briefing

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

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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)
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Mr. and Mrs. Quentin L. Messer, Jr.
Perez Architects
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Sherman Strategies
Solomon Group
Southwest Airlines
Tulane Health System & HCA MidAmerica Division

An aerial photograph of New Orleans, Louisiana, showing the city skyline, the Mississippi River, and industrial areas. The image is faded and serves as a background for the text.

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 on Canal Street
- 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



NOLABA Goals

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 BioInnovation and Health Services Business Development



PROMOTING HEALTH SERVICE INNOVATION

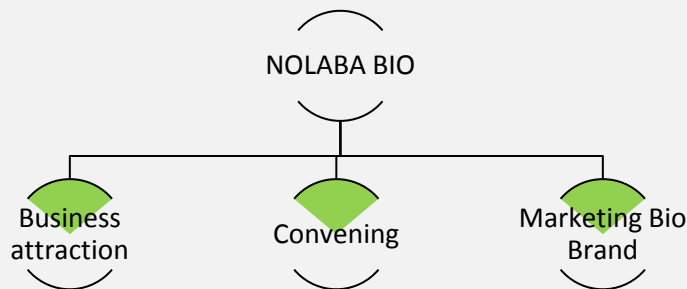


BUSINESS ATTRACTION CASE STUDY IN ECONOMIC DEVELOPMENT

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, #NOLAtech, #NOLABio, #NOLAretail, #NOLAbiz #WhyNOLAProsper

- **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

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Solomon Group
Southwest Airlines
Tulane Health System & HCA MidAmerica Division





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THANK YOU

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

504-934-4563

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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



[WhyNOLA: Campaign Page](#)



NOLABA asks you, “Why NOLA”?

WhyNOLA Spotlight – Louis David



[WhyNOLA: Campaign Page](#)

