



2019-2020 IMPACT REPORT



**NEW ORLEANS
BUSINESS ALLIANCE**
CULTURE. EQUITY. PROSPERITY.

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Letter from the Mayor



2020, despite its incredible challenges, was a true testament to the strength and resilience of the City of New Orleans, and the New Orleans Business Alliance was critical to supporting our people when they needed it most. The impact of COVID-19 will be felt here for months and possibly even years to come, especially those who work in our hospitality and the gig economy industries.

As the first local entity in the state to launch a dedicated relief effort at the onset of the pandemic with the Gig Economy Workers' Relief Fund, NOLABA executed in the manner that we anticipated – nimbly delivering impactful responses to the needs of New Orleans residents and businesses. This immediate support was instrumental in helping these workers, many of whom were utterly devastated by the loss of the 2020 Festival Season, in staying afloat and feeding their families until longer-term federal relief became available.

At every step of the way, NOLABA worked with my office on the Reopening Advisory Panel and Working Groups that advised the Administration as the City worked with businesses to operate safely as New Orleans became a national leader in flattening multiple curves as we battled the ongoing COVID-19 crisis.

As time went on and the City continued to grapple with the impacts of the coronavirus, especially on local bars and restaurants struggling to maintain operations amidst safety guidelines, NOLABA was also incredibly responsive in working alongside our Office of Economic Development to find meaningful ways to assist these small businesses through the launch of the Outdoor Dining Grant program. In just a few short weeks, the team mobilized to develop and launch an application website for the initiative and has since supported the intake and distribution of these critical support grants.

I want to take a moment to thank and acknowledge the entire NOLABA team for their countless hours and sacrifices for the people of New Orleans leading up to and throughout the entire duration of the pandemic, and for the incredible role they will play in the road to recovery. Now more than ever, we need to stand with and lift up our people any way we can, and I'm confident that NOLABA will continue to do just that in 2021 and beyond.

The Honorable Latoya Cantrell
Mayor, City of New Orleans

Letter from The Board Chair



Over the past several years, the New Orleans Business Alliance (NOLABA) has been an outstanding steward of both the private and public investments in the organization, leveraging a relatively small amount of resources into incredible impact for the residents and businesses of our city.

They have been an indispensable asset to the Administration during this pandemic, supporting the creation of several large-scale, transformative economic development projects across priority industries.

At the very beginning of COVID-19, NOLABA set the tone for what would be its presence throughout the entire duration of this crisis with the launch of its Gig Economy Relief Fund, which doubled its initial fundraising goal in less than six months. To-date, the organization has raised over \$1.5 million in direct relief for New Orleanians

with a special focus on those hit hardest by the pandemic, including opportunity youth, gig and hospitality workers, and small business owners.

Another example of our close collaboration with NOLABA in 2020 was seen when they worked closely alongside the City of New Orleans to announce and launch the Office of Business and External Services (OBES).

Like all of us, NOLABA was challenged to do more with less and more than matched the moment as the accredited economic development partnership for the City of New Orleans. The dedicated staff at NOLABA have served as strategic allies, thought partners, and informational resources for this Administration to create more efficacious systems and identify opportunities to address economic inequities and generate real impact for all people in every corner of New Orleans.

Their core tenants of “Culture. Equity. Prosperity.” have truly been demonstrated in all facets of their work, especially during one of the direst financial crises in our history caused by COVID-19. I look forward to our continued partnership in 2021 and beyond as we move closer to our shared goal of creating generational wealth and prosperity for all those who live, work or play within the city of New Orleans through proactive growth strategies and solutions.

Gilbert Montaña

Chief Administrative Officer, City of New Orleans
Board Chair, New Orleans Business Alliance

Letter from The President & Chief Executive Officer



Thank You and Facing Forward

There are a number of adjectives that could be used to describe 2020. Tragic, exhausting, painful, lonely, and unprecedented are among a few. Additional verbs defined the contours of much of our actions.

We Zoomed.

Individuals and businesses Pivoted.

The collective, we, in New Orleans still pushed forward in the face of seemingly insurmountable challenges.

The New Orleans Business Alliance (NOLABA) Board of Directors and my colleagues did much of the same. We mourned the loss of loved ones and friends. We sought to maintain some sense of connectivity to each other. And still, we strode forward.

Some days were better than others. A lot of days were just plain sad; overwhelming even. COVID-19 attacked socialization; it attacked being together and “loving on each other” as only New Orleanians can do. New Orleans is a globally-recognized city not only because jazz and creole food were invented here and we have world-class cultural and educational institutions but also because no city in the world knows how to socialize in that tactile, fully-expressive way that we do. While diversifying steadily, our economy is one that is built on intense person-to-person socialization. The COVID-19 pandemic ended socialization as we had traditionally understood it for much of 2020. Our psyches suffered immeasurably as did our economy.

If COVID-19 was not enough, the tragic apparent murders of George Floyd and Breonna Taylor highlighted and brought to the surface, for many, the reality that too many within the Black, Indigenous, and People of Color (BIPOC) communities in New Orleans know from their lived experiences. The skin that they are in, too often, is not viewed as a wonderful contribution to the rich palate of our city’s mosaic, but as an imprisoning tomb buried under simultaneously low expectations of group performance yet dauntingly high demands for exceptionalism. Imagine if every Saints football player was required to be Drew Brees. Along with COVID-19, that’s the weight bearing on the chests of many BIPOC New Orleanians.

Yet amid all of these challenges, like the city in which we are blessed to serve as the accredited economic development organization, the year of 2020 for the New Orleans Business Alliance also

LETTER FROM THE PRESIDENT & CHIEF EXECUTIVE OFFICER

could be summarized in four words: innovative, impactful, responsive, and enduring.

INNOVATIVE: As you will read, NOLABA raised and distributed nearly \$1.5M in direct assistance to support local gig workers, independent contractors, and displaced hospitality industry workers who depend on the “Festival Season” to generate as much as 80% of their annual earnings. NOLABA distributed this assistance before the CARES Act money was available, and for many, it was the first assistance some received from anyone beyond family and friends.

IMPACTFUL: As we battled COVID-19 and dealt with the local impact of the nation’s racial reckoning, NOLABA realized that this pandemic and the greater attention paid to racial disparities provided further confirmation that NOLABA’s focus on bioinnovation and digital health was not only warranted but also could potentially save future lives. In this report, you will read how our continued New Orleans Health Innovators and MedCity News programming attracted national and international entrepreneurs and attention to our city and our assets in bioinnovation and digital health.

RESPONSIVE: I am so grateful and honored to work with my colleagues. These individuals worked themselves to the point of exhaustion to get over 1,200 checks into the hands of gig workers. They worked with our partners at the City of New Orleans to stand up and support an Outdoor Dining Grant Program to provide some help to our battered restaurant industry. These are but a few examples. They didn’t stop there. My colleagues developed virtual site tours to bring the best of New Orleans real estate opportunities to business decision-makers who

could not travel and see these opportunities in-person. Addressing the economic disparities that underpinned much of Summer 2020’s racial reckoning, colleagues continued to deliver InvestNOLA, the award-winning programming focused on BIPOC entrepreneurs, supported financially by JPMorgan Chase and executed by business faculties at Tulane and Xavier Universities among others.

ENDURING. 2020 ended with a significant number of unknowns. However, what is not open to question is the imperative now more than ever for New Orleans to have a professionally-staffed public-private partnership dedicated to economic development that is inclusive, promotes generational mobility and expands who receives and defines economic opportunity. NOLABA has earned the right to exist and this past year underscores the wisdom of its creation, its inherent resiliency and resourcefulness, and the clear need for its continuation.

Amid one of the most challenging economic crises in global history, NOLABA stands ready to make economic development matter more in the lives of all New Orleanians since economic inclusion and mobility fuel the civic hope that draws population and capital growth to our city. I am energized by the challenges that face us.

With gratitude for what we have accomplished and great expectation for what lies ahead, qIm, jr.



Quentin L. Messer, Jr.
President & Chief Executive Officer

BUSINESS MODEL OVERVIEW

As one of fewer than 90 accredited economic development organizations across the United States, Canada and Mexico, the New Orleans Business Alliance (NOLABA) was formed in 2010 through a coalition of business and civic leaders to employ the best practices in economic development to position New Orleans as the ideal intersection of commerce and culture. In January 2018, the City of New Orleans' former Network for Economic Opportunity integrated into NOLABA, leading to the development of a new people-centered and place-based business model with a focus on equity and support for traditionally disenfranchised populations that increased its capacity to serve Orleans Parish businesses and residents. At the inaugural Annual Meeting in June 2019, NOLABA took this core commitment a step further, unveiling its new tagline "Culture. Equity. Prosperity."

In order to ensure generational wealth and prosperity for all New Orleanians, small businesses must be able to compete; the workforce must have access to training to meet individuals' and employers' needs; and neighborhoods must have a say in establishing more vibrant and affordable communities. To achieve this goal, NOLABA identified four key focus areas or workstreams:



INTRODUCTION

BUSINESS MODEL OVERVIEW



BUSINESS ATTRACTION & RETENTION

The cornerstone of economic development, developing and diversifying key industries while fostering a business-friendly climate is central to fueling and protecting our economy. While NOLABA continues its focus on attracting high-growth industries such as software development, bioinnovation, light manufacturing, and retail, it also implemented strategies to grow culture-based industries in food and music production. These two industries, in particular, are essential in preserving and enhancing New Orleans' unique identity. Each provides an avenue to improve opportunities and generate prosperity for this city's culture bearers.



SMALL BUSINESS GROWTH

Even as New Orleans remains attractive for national tech and corporate growth, it is still a small-business city. So often, these small businesses and the risk-taking entrepreneurs that launch them face barriers and lack access to resources or the necessary capital to grow their enterprises, especially those businesses owned by women and people of color. In 2019, the Small Business team launched a series of transformative digital tools to help small business owners across the city identify and access critical resources, obtain financial and management training, develop business plans, and maximize opportunities. These tools are some of the most powerful aspects of our business model.



TALENT & WORKFORCE DEVELOPMENT

Providing employers with access to top talent keeps New Orleans a desirable place to do business while offering individuals more opportunities to find a meaningful career. With the adoption of the STRIVE model across the city's four largest workforce agencies, NOLABA created pipelines for homegrown talent in Orleans Parish. Residents facing barriers to good employment accessed world-class career and skills training and became more economically secure in the process. 504ward, the robust talent retention initiative for young professionals, also became fully housed within NOLABA. Working to both train and retain the city's best asset—its people—helps New Orleans better compete today and prepare for tomorrow.



STRATEGIC NEIGHBORHOOD DEVELOPMENT

Reimagined economic development cannot be implemented solely through strategies focused only on the Central Business District and French Quarter. Community input is critical to the revitalization process of the neighborhoods that gave birth to jazz, supplied labor to the city's industries and port, and provided homes for the educators who teach future generations.

INTRODUCTION

Acknowledging and accepting that racial barriers and disparities exist were critical first steps in unlocking our entire populace's economic strengths. This model provides a framework of accountability for driving business and economic success for all those who live,

work or play within the city of New Orleans. At NOLABA, our core values are the foundation upon which we were built, the guiding pillars of all that we do, and the standards we evaluate ourselves against day in and day out.

OUR CORE VALUES

We value
INCLUSIVITY as a GROWTH STRATEGY

We value
DATA-DRIVEN DECISION-MAKING

We value
OUTRIGHT INTEGRITY

We value
UNCOMPROMISING ACCOUNTABILITY

We value
COLLECTIVE CORPORATE CITIZENSHIP

We value a
PEOPLE-FIRST APPROACH

2019: GROWTH & TRANSFORMATION

2019 was a pivotal year for both the City of New Orleans and NOLABA. Most notably, the Business Alliance held its first-ever Annual Meeting, representing much more than a singular fundraising or networking event, but a transformational turning point for the organization. Held on June 27 at the Hyatt Regency, the full-day event included the launch of the InvestNOLA small business program during a morning press conference and panel discussion, the unveiling of a new logo and tagline “Culture. Equity. Prosperity.” and a new, state-of-the-art website and revolutionary online support tools for local business owners.

Shortly after the press conference, NOLABA members gathered inside the Hyatt’s Celestine Ballroom for the inaugural annual meeting luncheon, which featured a keynote address from native New Orleanian, Arnold Donald, President and CEO, Carnival Corporation.



2019: GROWTH & TRANSFORMATION

The sold-out event generated close to \$70,000 total in revenue, becoming the largest and most impactful single fundraising event in NOLABA's history. Additionally, the Annual Meeting received overwhelmingly positive feedback and praise from the event's attendees, which included City Councilmembers, members of the Mayor's Office,

and prominent business leaders. The successful execution of the event was critical in developing the foundation that allowed NOLABA to achieve the level of impact, support and results for New Orleanians during the COVID-19 crisis the following year.



2019 IMPACT METRICS

758

Jobs created,
85% provided salaries
of \$50K or above

\$8.5M

Awarded in contracts to
entrepreneurs of color

262

STRIVE
Graduates

704

Businesses
directly supported

127

Job seekers connected
to employment

4,151

Stakeholders
engaged

2020: INNOVATIVE. RESPONSIVE. IMPACTFUL.

COVID-19 RELIEF EFFORTS

2020 IMPACT METRICS

\$1.5 MILLION



Total amount of direct relief raised by NOLABA since the onset of COVID-19

\$1M

Gig Economy
Workers' Relief Fund

\$350K

Get Shift Done
for NOLA

\$100K

Project HVAC

\$50K

Masks for
Small Businesses

GIG ECONOMY WORKERS' RELIEF FUND

On March 16, **NOLABA became the first local entity to set up a direct relief effort to counteract the impact of the COVID-19 pandemic** with the launch of its Gig Economy Relief Fund. NOLABA committed \$100,000 to establish the fund, with the goal of reaching \$500K in total donations from the local business community. By April 14, the fund had already surpassed its fundraising goal, reaching \$640,000, with nearly \$60,000 from individual New Orleanians. By June 12, direct relief funds surpassed \$890,000 —nearly doubling the initial fundraising goal—which allowed NOLABA to issue over 1,200 grants to local gig workers. By the conclusion of the year, NOLABA had more than doubled its initial fundraising goal for the Gig Economy Relief Fund, **generating over \$1M in financial support for unemployed gig economy workers.**

“Thank you so very much. As a lifelong resident of New Orleans I am both proud and warmed that an organization such as yours exists.”

– Gig Fund Grant Recipient

WHO ARE GIG ECONOMY WORKERS AND WHY ARE THEY SO IMPORTANT?

MOST SUSCEPTIBLE TO CHANGES WITHIN THE ECONOMY

- Dependent on the city's cultural calendar (events, festivals, etc.) for income
- Includes rideshare drivers, musicians, arena workers, culture bearers, production staff, freelancers, subcontractors, and more
- Lack access to minimum wage, paid sick leave, overtime pay, and standard employee benefits

DEMOGRAPHICS

20,000

Estimated New Orleanians depend on the gig economy as primary income source

10%

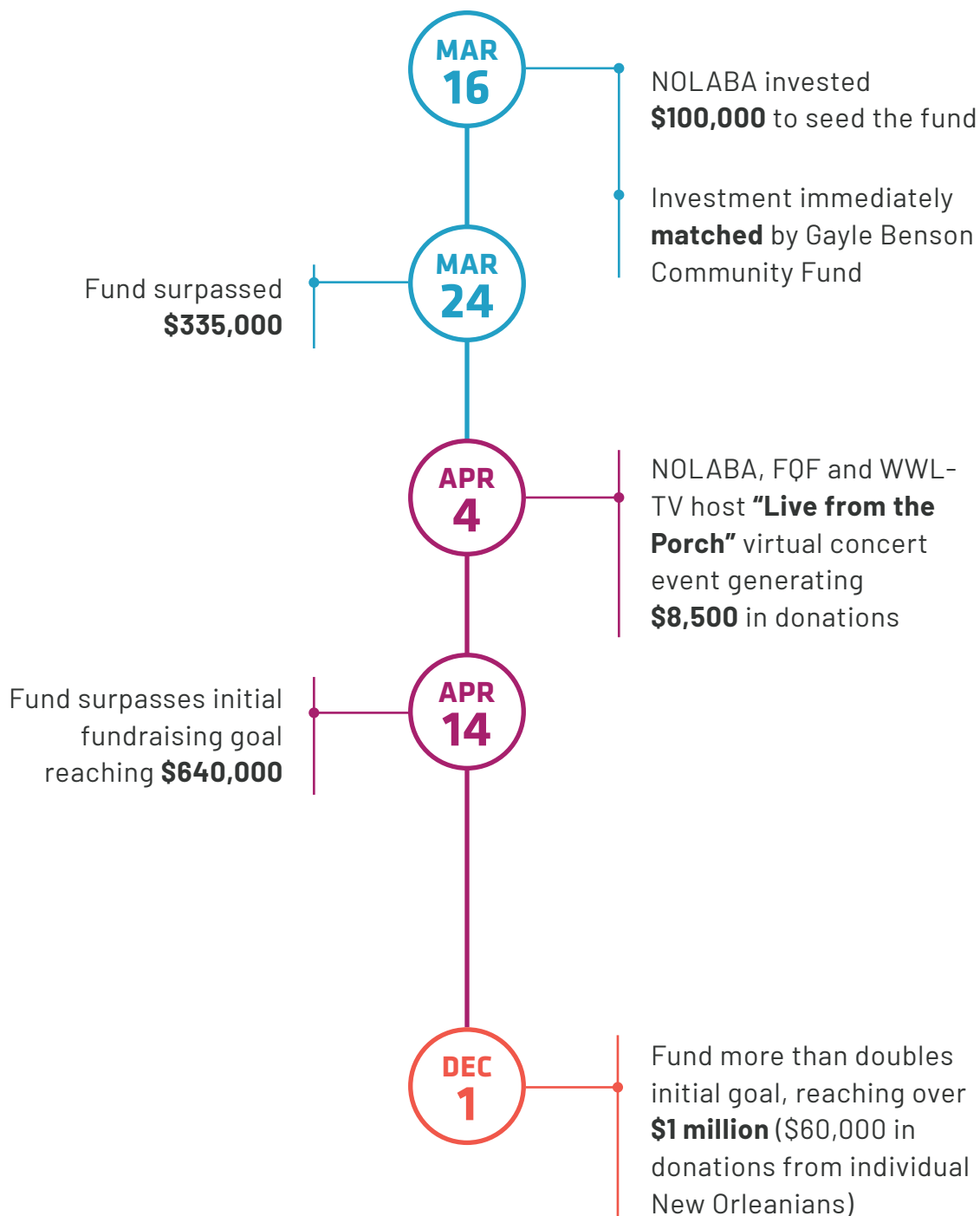
of TOTAL New Orleans workforce is comprised of gig workers

“When you had a fruitful career and suddenly you're out of commission with no end in sight, and the mortgage is due and you have a new baby and expensive health insurance, which we've been paying independently. For the first time in my life I don't know where anything is going to come from. My family is so grateful to NOLABA for helping us through with this grant.”

— Robin Barnes, Local Musician



RAPID MOBILIZATION AND SETTING UP THE GIG FUND



FINAL COUNT

1,700

Total applications
received

1,221

Total applications
approved

\$500

Amount provided to
each gig worker

NOLABA thanks the people of New Orleans and the following major funders for their remarkable generosity and support



WHAT THIS GIG FUND MEANT TO THE PEOPLE OF NEW ORLEANS



"I'm overwhelmed. I want to thank you guys for coming through with support for New Orleans artists. I'm truly grateful."

"Thank you so, so much for all your help and support during these trying times! You have just saved my life!!!"

"This solves so many problems I am up against. This is the best day I've had in so long. Thank you for your hard work during this process."

"Thank you all so much! Every step of the way, there has been someone there to help walk me through this process. Thank you from the bottom of my heart to each and every one of you."

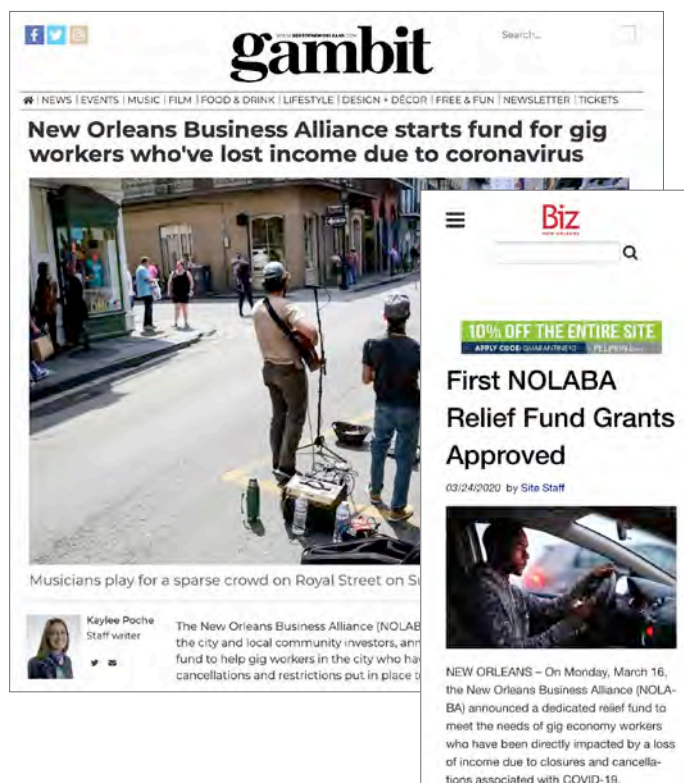
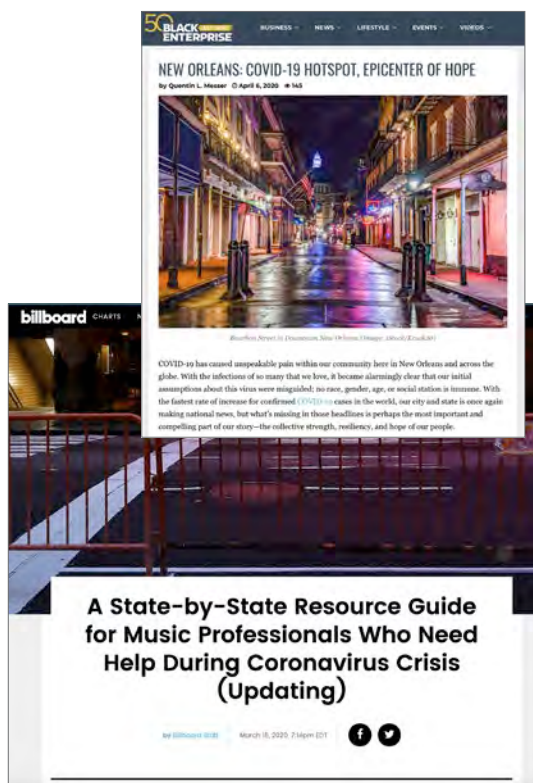
"Thank each of you for taking time to offer support to our creative community in a time when you too have loved ones to be concerned about."



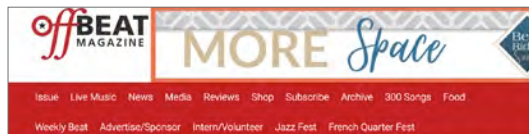
"Thank you so much for your generosity! This grant will help me so much in weathering this financial storm. I appreciate it more than words can express."

"This pandemic is hard enough, but it is particularly hard with a brand new baby, and no opportunity to work. This grant will help us make it through to a time when my wife can return to work. With all the bad in the world, y'all are a reminder that there is so much good as well. Thank you, thank you, thank you."

MEDIA HIGHLIGHTS



MEDIA HIGHLIGHTS



Relief Fund For Local Gig Economy Workers Established

Houston Style Magazine

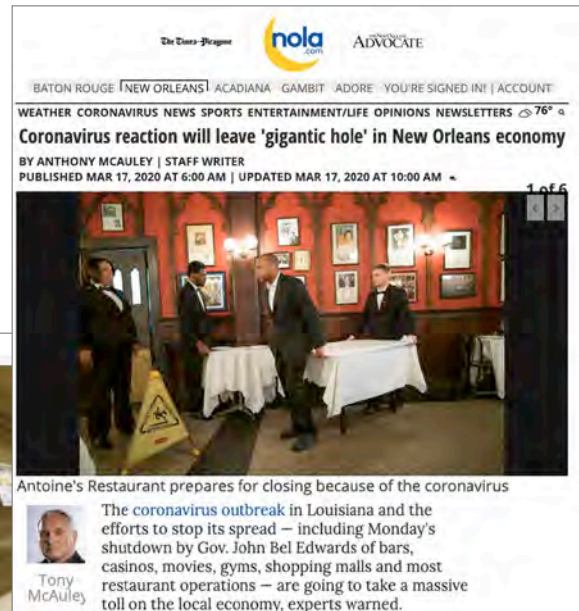
Houston | News | Health | Entertainment | Sports | Auto | Style | Black Experience

New Orleans Business Alliance Surpasses \$500K Fundraising Goal for Gig Economy Workers COVID-19 Relief Fund



Neighbors helping neighbors: a list of coronavirus mutual aid efforts in the South

As tallies of coronavirus cases rise nationwide, communities across the country have started mutual aid efforts geared toward helping the most vulnerable people during this crisis. In the South, we know how to lend our neighbors a hand—we better yet, a bowl of gumbo, roll of toilet paper, or cash to make next month's rent. We reached out to Scalloway readers asking how your communities are organizing to care for each other.



DAILY NEWS

[VIEW ALL NEWS](#)

NEW ORLEANS GROUP SAYS \$640,000 RECEIVED FOR GIG WORKER RELIEF FUND

April 15, 2020

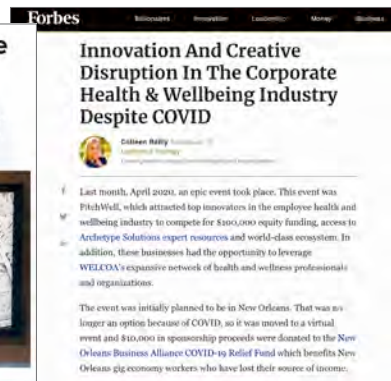
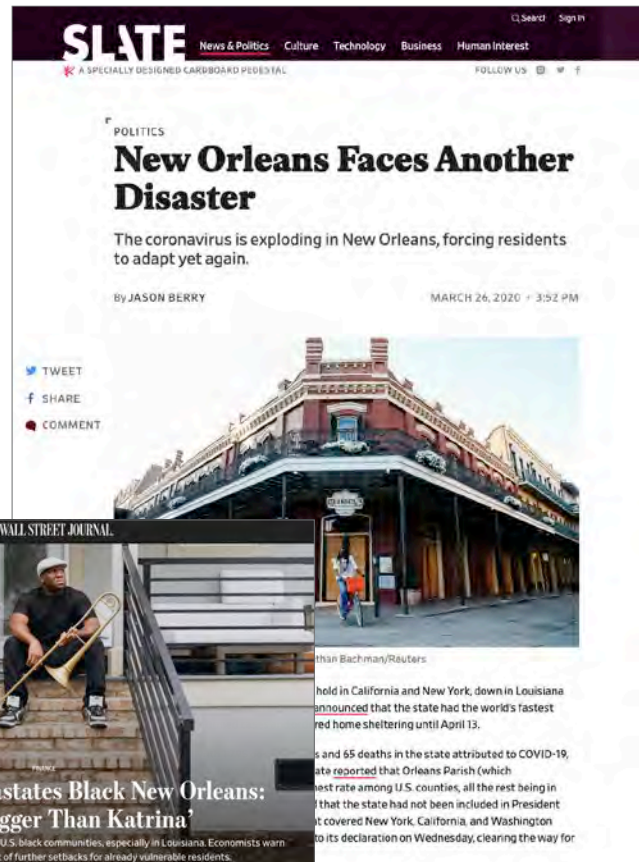
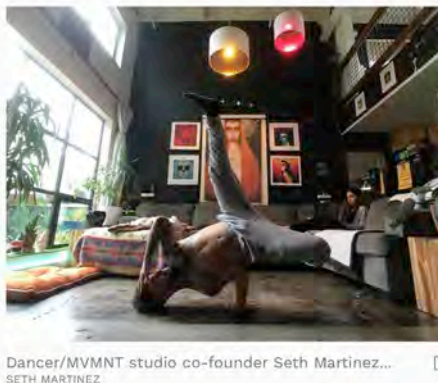
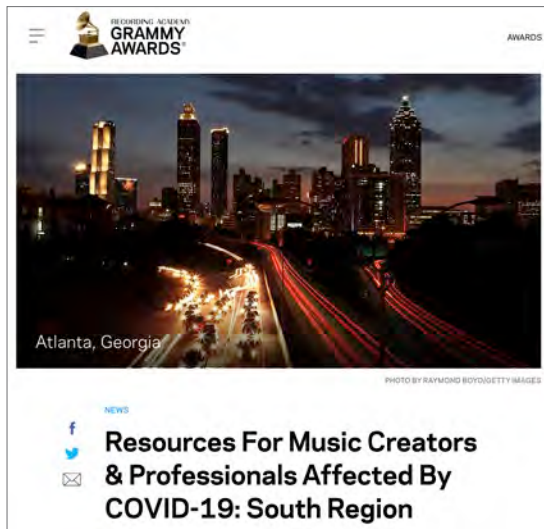
[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

The New Orleans Business Alliance announced its relief fund to support gig economy workers affected by the economic impact of Covid-19 has raised \$640,000 as of April 13, surpassing its initial goal of \$500,000.



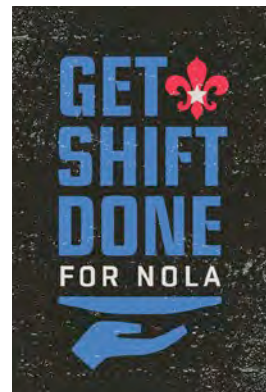
Newell: NOBA fundraiser to help gig workers smashes past goals

MEDIA HIGHLIGHTS



GET SHIFT DONE FOR NOLA

On May 12, New Orleans became one of the first cities in the nation to launch “Get Shift Done For NOLA” to coordinate and pay unemployed hospitality workers for hourly shifts during COVID-19. NOLABA leveraged an initial \$250,000 from the Conrad N. Hilton Foundation into \$350,000 to support the creation of Get Shift Done for NOLA and help bridge growing unemployment gaps by connecting these displaced workers to previously unpaid positions with local food banks and hunger relief organizations.



COVID-19 RELIEF EFFORTS

\$12–13

Paid per hour to workers left jobless due to COVID-19

PROGRAM IMPACT

647 Local workers registered
(including 18% opportunity youth ages 16–24)

\$300K
total wages paid

Filled critical roles

(previously volunteer) to provide much-needed meals for the ill, homeless, and families financially impacted by the pandemic

“As we continue to reopen our city and the local economy, it’s imperative that we ensure that our workers and those they are serving are protected. Our health officials are constantly reminding us of the importance of wearing face coverings to prevent the spread of COVID-19. Wearing a face covering is one of the simplest, most effective ways to successfully and safely adapt to our new everyday way of life. This donation will go a long way towards protecting all of our people.”

Mayor LaToya Cantrell

SUPPORTED LOCAL BUSINESS OWNERS IN REOPENING

SECURED 52,000 MASKS FOR LOCAL BUSINESSES

In June, NOLABA secured and donated 52,000 masks to partners at the New Orleans City Council and City of New Orleans to assist local businesses with Phase 2 reopening. As more employees began heading back to work, and customers to restaurants, bars and casinos, NOLABA felt it was imperative that local business owners (many of whom were struggling already) had everything they needed to be able to keep their employees and their clientele safe.

PROJECT HVAC

With a private donation of \$100,000, NOLABA established a dedicated bridge loan program to provide between \$5,000 - \$10,000 to eligible small businesses to help them pay critical expenses while awaiting an EIDL loan from the SBA or PPP loan from their 7(a) lenders. The loan fund is evergreen, meaning as loans are repaid, additional loans are issued, ensuring NOLABA was able to support as many local business owners as possible.

9 Small businesses received loans

\$70K
Total financial relief issued

\$30K
Total loans issued and been repaid

OUTDOOR DINING NOLA

At the City of New Orleans' request, working closely with the City's Office of Economic Development, NOLABA rapidly launched a new website for the City's Outdoor Dining Grant Program, which provides support to local restaurants to utilize portions of their public right of way as safe outdoor dining areas in conjunction with reopening guidelines. Restaurants and bars are the backbones of the New Orleans community and culture and national trends suggested that half would not survive the pandemic. The projections were even worse for small minority-owned businesses, which is why 35% of all grant funds in the first four weeks of the program were earmarked for establishments owned by people of color or women.

The pilot program, which was launched in August and administered by NOLABA, supported these key businesses through the creation of sidewalk cafés, courtyards, and off-street parking dining, helping to ensure they remained operational throughout the pandemic. In Phase II, the \$2,000 grants became available to both restaurants and bars.

IMPACT

49 Bar & restaurant owners approved as of Dec 31

“Please accept our sincerest appreciation for the support you and the NOLABA team has provided to our company during this most critical time for small businesses. This bridge loan will go far in assisting us in maintaining our operations as we deal with the struggles of this Pandemic on our economy. You and your other staff members have been extremely helpful to us.”

Restaurant Owner – In Response to the Outdoor Dining NOLA Grant Received

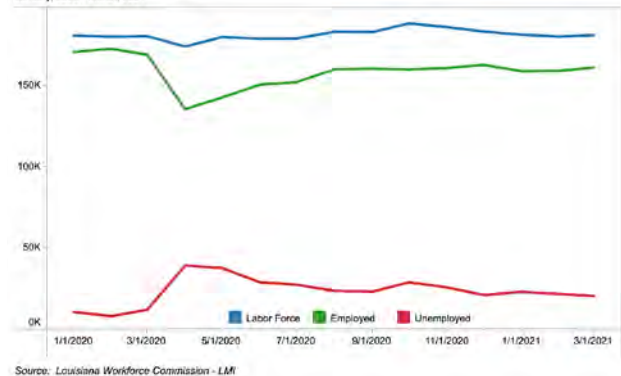
TRACKING THE IMPACTS OF THE PANDEMIC

To shed light on the severity of the impact from COVID-19 on the local economy, NOLABA piloted a new dashboard, updated monthly, identifying critical data in the top 6 industries:

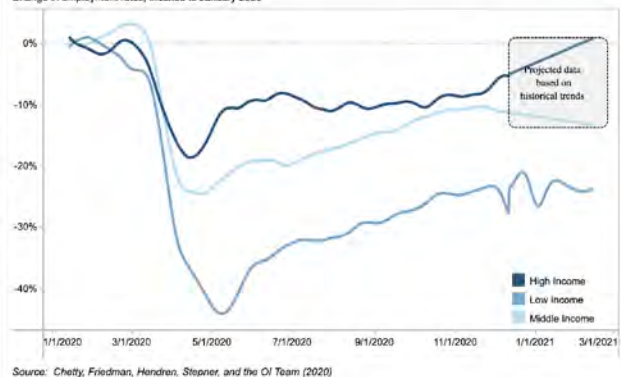
- **Accommodation & Food Services**
- **Mining, Quarrying & Oil and Gas Extraction**
- **Retail Trade**
- **Professional, Scientific & Technical Services**
- **Real Estate, Rental & Leasing**
- **Wholesale Trade**

Navigating out of the recession was a key focus, and this analysis was used to acquire potential strategic gains as the global economy shifted and reordered itself in light of COVID-19. Then Chief Strategy Officer Victoria Adams Phipps and Assistant Vice President of Data Analytics & Performance Management Omar Stanton were asked to attend the annual International Economic Development Council (IEDC) Conference to present the pilot for this innovative data tool – the Gig Fund Dashboard – which earned NOLABA a highly-coveted IEDC “Gold” Award of Excellence.

Orleans Parish Labor Force
January, 2020 - March, 2021



Employment by Income
Change in employment rates, indexed to January 2020





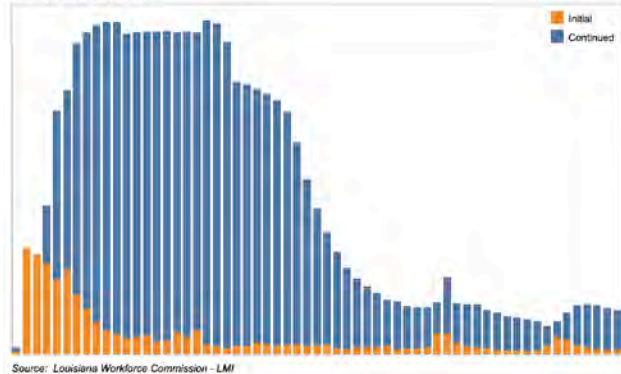
Demographics: The map below provides key demographic, economic, social, and housing descriptors of New Orleans' census tracts and zip code



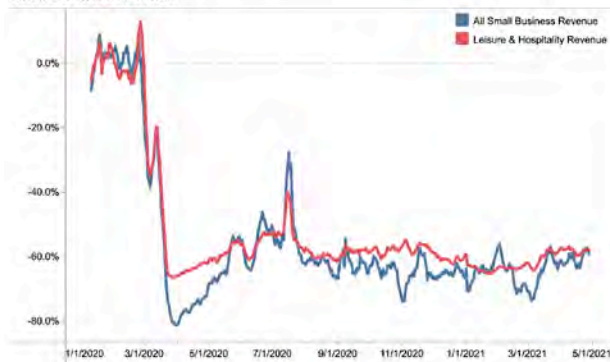
Small Businesses Open



Unemployment Insurance Claims
March 14, 2020 - May 8, 2021



Small Business Revenue

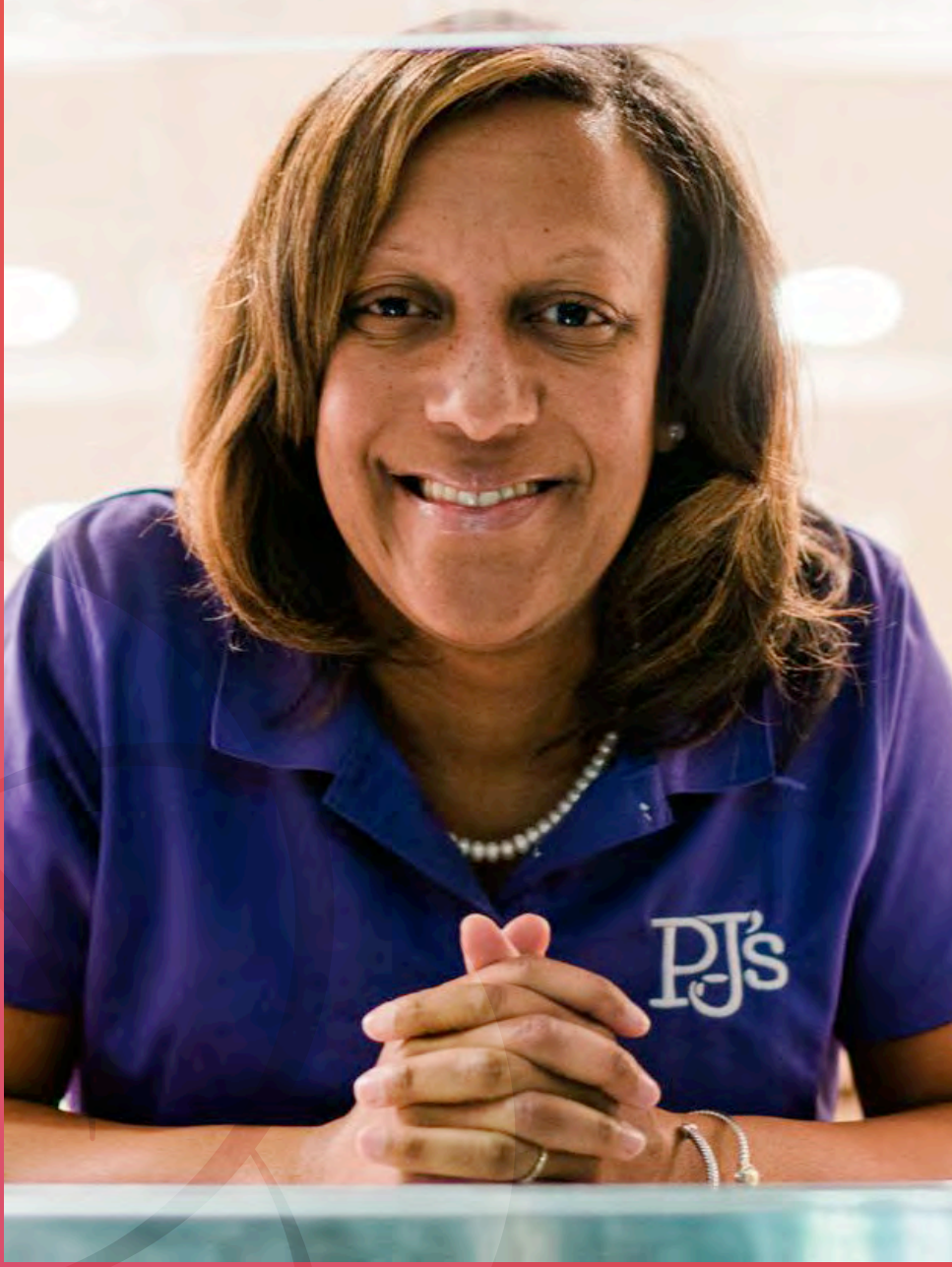


Orleans Parish Labor Force Participation & Unemployment
January 2020 - March, 2021



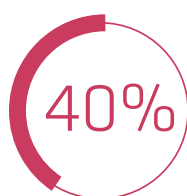
SMALL BUSINESSES GROWTH

24



OVERVIEW

Small businesses are the driving force of the New Orleans economy. When local small businesses suffer, the entire ecosystem suffers along with them. Over the last several years, NOLABA has dramatically increased its support of the small business community (with a special focus on growing businesses owned by entrepreneurs of color and women), beginning with the launch of its flagship program, InvestNOLA, and its new website with cutting-edge small business tools at the inaugural annual meeting in June 2019. In addition to successfully implementing a series of growth-oriented initiatives and tools, the Small Business Growth team continued to engage anchor institutions along with larger corporate entities and public agencies to create meaningful opportunities for New Orleans small business owners to ensure that all businesses start-up, scale-up and succeed here.



In New Orleans, 40% of small businesses are owned by entrepreneurs of color, yet they receive only 2% of the total annual receipts.



Source:
SHOPPE BLACK

POST-PANDEMIC SUPPORT

When the COVID-19 pandemic made its way to New Orleans, local small businesses and especially those Black and people of color-owned ventures, were faced with devastating challenges like never before. NOLABA immediately pivoted to identify and meet the needs of these businesses, many of whom were already struggling before the pandemic, to ensure their financial stability during this unprecedented and rapidly evolving crisis.

As local businesses and organizations continue to reopen their doors, it's critical to provide them with the supplies that they need to ensure the safety of their employees and customers. The community has done a tremendous job since the onset of the COVID-19 crisis, but the more we reopen, the higher the risk becomes. We're grateful to NOLABA for their continued generosity and commitment to the small business community, which will help us in our ongoing efforts to get our families, friends, and neighbors across New Orleans back on their feet."

New Orleans City Council
response to NOLABA's donation
of 50,000 masks to support local
businesses in Phase 2 of reopening

KEY PROJECTS & INITIATIVES



LAUNCHED NEW BUSINESS TOOLS TO SUPPORT SMALL BUSINESS OWNERS

At the inaugural Annual Meeting held in June 2019, NOLABA unveiled a suite of leading-edge online business tools as part of the launch of its fully redeveloped website:



Business Insight Tool: A powerful, comprehensive tool to provide local businesses with the necessary information to make smarter, faster decisions



Opportunities Portal: Connects entrepreneurs of color to upcoming business and government contracting opportunities in both public and private sectors



Crescent City Biz Connector: A state-of-the-art “mapping” tool that categorizes resources based on services provided and helps businesses identify a suitable technical assistance provider

KEY PROJECTS & INITIATIVES



INVESTNOLA 2019

Before the Annual Meeting, NOLABA held a press conference and panel discussion launching InvestNOLA, a robust business growth accelerator targeting high-growth potential entrepreneurs of color to help them grow into \$10 million enterprises. The InvestNOLA initiative is the local implementation of Ascend, a national small business accelerator sponsored by JPMorgan Chase, which addresses critical gaps in necessary resources for people of color in urban areas.

Designed to accelerate expansion in high-growth potential businesses through an initial \$500,000 investment from JPMorgan Chase, the program connects owners to public- and private-sector opportunities, innovative capital products, advanced business-management education developed by Tulane and Xavier Universities, and offers flexible credit and equity investments through financial partners such as New Corp Inc., TruFund Financial Services, and LiftFund.



KEY PROJECTS & INITIATIVES

COHORT 1

The first InvestNOLA cohort included 13 local entrepreneurs primed to create significant organic business growth in the city.

Hugh Blackwell

Blackstar Diversified Enterprises

Gretchen Chase

Chase Hospitality Group

Alfonso Gonzalez II

Corporate Business Supplies

Nathanael Scales

Garden Doctors

Bernard H. Robertson III

Hackett Robertson Tobe Group

Marseyas Fernandez, Sr.

MSF Global

Iam Christian Tucker

ILSI Engineering

Michelle Gobert

Image360

Krista Pouncy-Dyson

Performance First Digital

Jasminne Navarre

Rhodes Family of Businesses

Charles West

Square Button Consulting

Otis Tucker

Trucking Innovation

Vern Keeler, Jr.

Vern Keeler & Associates

The first iteration of the program resulted in the successful implementation of several innovative and high-impact business models and growth strategies:



Launched a digital recruiting platform assisting mainstream companies to recruit diverse candidates



Developing mobility & transportation software innovations connecting regional public transit



Selected among Inc. Magazine's 2020 5,000 Fastest Growing Companies in America with an annual growth rate of 820%. T.I. Contracting ranked #572 / 5000



Implemented a caregiver insurance benefit innovation, underwritten by Nationwide Insurance.

These local businesses:

- Employ a total of **161 staff members**
- **\$483K** combined average monthly payroll
- Received nearly **\$4M** in federal Paycheck Protection Program and Economic Injury loans

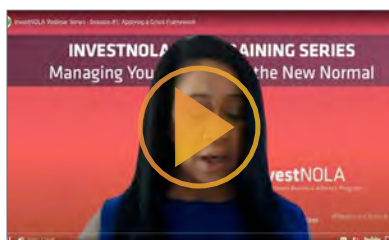
Making meaningful progress on an issue as critical as improving economic opportunity and mobility requires a thoughtful and intentional approach. That's why it is so important to bring together this class of African-American business owners to participate in Executive Education led by Xavier and Tulane universities. I am confident the growth of these 13 firms will make a lasting impact on our community and will fundamentally change the way we support African-American businesses in New Orleans.

Greg Rattler, JPMorgan Chase banking division

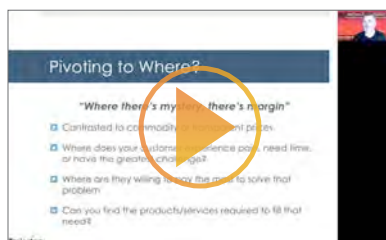
KEY PROJECTS & INITIATIVES

INVESTNOLA 2020 FALL TRAINING SERIES

As COVID-19 continued to devastate small business owners, NOLABA re-launched InvestNOLA in September 2020 as a virtual Fall Training Series designed to meet the growing needs of all local small businesses during the pandemic. The five-part series, which kicked-off September 10, provided participants with valuable insights and tools to not only maintain but also scale their businesses during these difficult months of economic downturn.



Session #1:
Applying a Crisis Framework



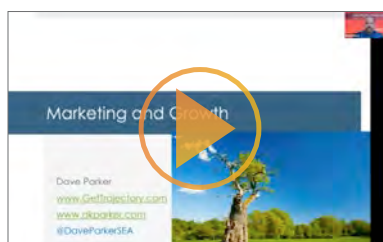
Session #2:
Pivoting to New Market Opportunities



Session #3:
Cash Runway & Planning



Session #4:
Looking at Exit Optionality



Session #5:
Marketing & Sales in
Post-COVID Economy

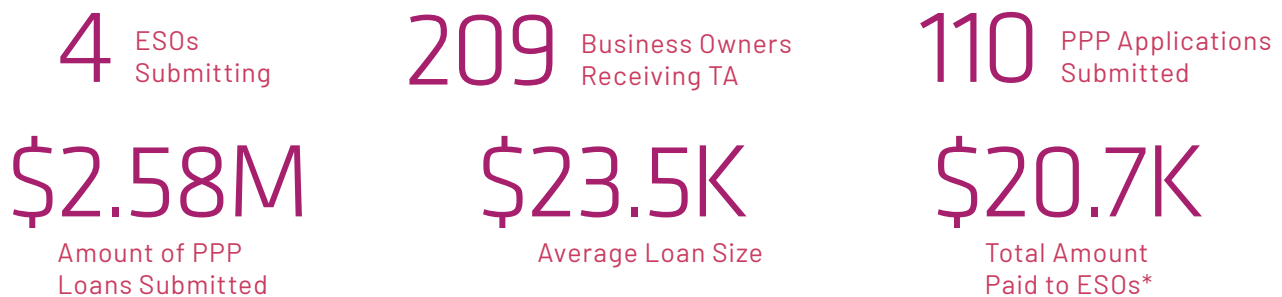


KEY PROJECTS & INITIATIVES

PARTNERSHIP WITH CITY OF NEW ORLEANS TO PROVIDE TECHNICAL ASSISTANCE FOR PPP LOANS

To ensure access for underrepresented business owners, NOLABA's small business team in partnership with the City of New Orleans and HOPE Federal Credit Union engaged local entrepreneurial support organizations (ESO) to assist business owners to submit federal Paycheck Protection Program (PPP) loans. The ESOs were paid a stipend for each business owner served.

PROGRAM YIELD



WORKED WITH THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) TO CREATE BEST STANDARDS FOR SUPPORTING ENTREPRENEURS OF COLOR

The COVID-19 pandemic and the racial reckoning within the United States exposed the need for increased investment and support for businesses and entrepreneurs of color in communities across the country. In response, IEDC's Economic Development Research Partners (EDRP) program released a new report, [Investing in Entrepreneurs of Color](#), detailing the effects of the pandemic on small businesses owned by people of color, including multiple examples of how different EDOs around the country are successfully supporting local entrepreneurs of color.

As part of this initiative, IEDC launched a corresponding webinar series and invited NOLABA's Vice President of Small Business Growth Lynnette White-Colin and Chief Executive Officer of Communities Unlimited, Inc. Ines Polonius as guest speakers for the virtual event held on Feb. 25, 2021.



KEY PROJECTS & INITIATIVES

CDFI CONSORTIUM - RECEIVED \$500K FROM JPMORGAN CHASE TO PROVIDE CUSTOMIZED SUPPORT TO LOCAL SMALL BUSINESSES

In May 2020, JPMorgan Chase & Co. committed \$500,000 for immediate relief to small businesses in New Orleans hit the hardest by the economic fallout from the COVID-19 global pandemic. The COVID-19 crisis and the collapse of oil prices posed a dire threat to local small businesses, especially minority-owned enterprises that too often have less capital and fewer resources to carry them through lean times. JPMorgan's investment helped fund NOLABA's ongoing relief efforts in partnership with the CDFI Growth Capital Consortium, including:



JPMORGAN CHASE & CO.

The economic impact of the coronavirus will be unparalleled for all small businesses, but for disadvantaged minority and/or women-owned businesses the adverse impact will be disproportionate. This initiative will give these small business owners a fighting chance to maintain operations during this uncertain time."

James H. Bason
President & CEO TruFund Financial Services, Inc.

TALENT AND WORKFORCE DEVELOPMENT



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OVERVIEW

WHAT DOES TALENT DEVELOPMENT HAVE TO DO WITH ECONOMIC DEVELOPMENT?

Talent is increasingly recognized as a driver of economic development because of its contribution to business recruiting, innovation and entrepreneurship. Our goal at NOLABA is to develop a holistic approach to prepare and attract highly skilled workers, retain talent across industries and connect candidates to economic opportunities through powerful partnerships.



We seek to create talent pipelines for businesses of all sizes. Throughout 2019 and 2020, the Talent Team developed a suite of talent solutions to meet the unique needs of local leaders, employers, service providers and job candidates. Our talent solutions focus on:

- **Opportunity Youth**
- **Adult Job Candidates**
- **Financial & Asset Building Strategies**
- **Professional Development Opportunities**
- **Employer Engagement**

NOLABA WORKS WITH A COHORT OF STRATEGIC PARTNERS TO DRIVE IMPACT AND OUTCOMES FOR THE PEOPLE OF NEW ORLEANS

Our major priorities relative to Talent & Workforce Development include:



KEY PROJECTS & INITIATIVES

YOUTH DEMONSTRATION PROJECT

115

Enrollments

54

Job Placements



STRIVE
PREPARED
TO WORK
DETERMINED
TO SUCCEED

STRIVE

997

Intakes

882

Program
Enrollments

776

Workshop
Enrollments

574

Workshop
Graduations

155

Job
Placements

Transition to Virtual Service Delivery

FRESH START

71

Enrollments

64

CORE
Completions

23

Legal
Services

44

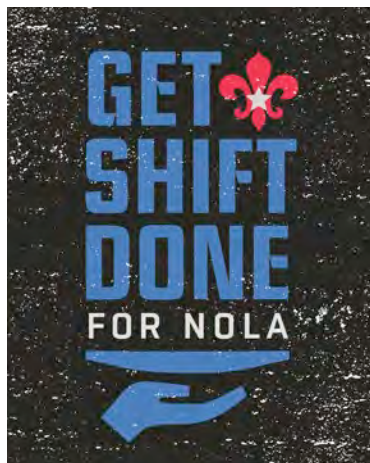
Job
Placements

4

Occupational
Skills Training

10

Work
Experience



PROFESSIONAL DEVELOPMENT OPPORTUNITIES

DELIVERED RECURRING TRAINING SERIES TO OPPORTUNITY YOUTH PROVIDERS ON WORKFORCE BEST PRACTICES



FAMILY-CENTERED COACHING COMMUNITY OF PRACTICE (COP) LAUNCH

4 Family-Centered Coaching COP sessions

2 Organizations represented

3 Front line staff participating in each meeting

VIRTUAL CHAT & CHEWS

12 Monthly case consultation meetings w/youth development partners

13 Front line staff attended each session

DATA COMMUNITY OF PRACTICE (COP) DISCUSSIONS

3 Meetings

17 Front line staff participating in each meeting

6 Organizations engaged

60 Individual users

CASE MANAGEMENT & CAREER COACHING

9 Organizations represented

15 Front line staff participated

6 Organizations using web-based career exploration tool: LA Career Explorer Users

6 Organizations using a shared database system-Economic, Technical or Organizational (ETO)

EMPLOYER ENGAGEMENT

EMPLOYER MEET & GREET SESSIONS WITH THE FOLLOWING EMPLOYERS

TESTRONIC

45 Candidates
17 Interviewed

BIG EASY BUCHA

7 Candidates
5 Hires

PARTNER TESTIMONIALS

“I realized I didn’t get a quiet moment to truly say how appreciative I, (and I believe) many others are. All too often I go to these professional development events and I don’t feel as if I leave with practical tools that will influence my work and ultimately support me in changing people’s lives.”

— Melissa Sawyer, Youth Empowerment Project (YEP)

“Adjusting to Stay at Home was very difficult for many businesses, including ours, but with the support and assistance from NOLABA, we have been able to achieve our goals during these stressful times. NOLABA has a unique and rare ability to achieve both massive goals and cover every small need thrown their way. The details matter to them – every question gets an answer, every concern gets attention, and they always respond faster than you would expect.”

— Kate Heffernan, Testronic

“Quentin Messer, Victoria Adams Phipps, Louis David and Monique Robinson – among others on this terrific and highly qualified team with whom we’ve worked at NOLABA – they are the conductors, composers, arrangers, and instrument makers who are orchestrating economic opportunity for people in New Orleans. They most assuredly have my vote for Economic Development Organization of the Year.”

— John Fraboni,
Operation Spark

OTHER HIGHLIGHTS

LAUNCHED NOLABA BOOST TRAINING PILOT PROGRAM WITH GALLO MECHANICAL

At NOLABA, our team works with local businesses and business owners each and every day, so we know first-hand the critical importance of talent and workforce development. Gallo Mechanical was one of those businesses, who, like us, wanted to put their people first, so together, we found a real and meaningful way to do that.

The NOLABA talent solutions team worked alongside Gallo's leadership every step of the way to develop and launch the pilot BOOST program with a unique and immensely-beneficial curriculum as a way for Gallo to thank their rising star employees and let them know how much the company cared about their growth and advancement.

Most of these employees, like so many New Orleanians, had never received any real leadership training, which represents a hugely untapped resource for economic growth in our city.

The BOOST program can be customized to provide all industries, backgrounds, and skill levels with critical, specific job training and skills needed to not only help participants further their careers, but also grow and develop in their personal lives as well.



“Every company, every group, every business could and should be benefiting from this. It's a no-brainer really. This is such a small investment in people, that will pay countless dividends in the long-run. If every CEO and business owner in New Orleans felt the same way, just imagine what our city could look like 10 years from now.”

Maria Pote, Director of Special Projects
Gallo Mechanical

OTHER HIGHLIGHTS

NEW LOOK, WEBSITE AND MORE FOR 504WARD



With the start of a new year in January 2021, **504ward**, a nonprofit collaborative initiative housed at NOLABA, debuted a new logo and brand identity as well as a fully-redeveloped website to support its mission of attracting and retaining talented young professionals. The new and improved 504ward.com will serve as a powerful tool to connect people, events and opportunities to ensure New Orleans continues to build on recent trends as a top destination for young professionals to grow and thrive.

Marking the organization's first rebrand in nearly 10 years, the new look more accurately reflects the work of 504ward - from staying on top of the latest industry trends to hosting networking events and presenting quality job opportunities - making it a key resource for this rapidly increasing demographic. Similarly, the newly-launched 504ward.com replaces the previous website built in 2007 with several significant enhancements, including detailed information on New Orleans neighborhoods,

partnership opportunities, top job markets, cultural activities, and spotlights on successful young people making their mark in the Crescent City. The site also provides a comprehensive list of resources and local organizations specializing in job connections, professional development, networking, mentorship, and more.

Visit **504ward.com** to learn more, get involved, or subscribe to the mailing list.



STRATEGIC NEIGHBORHOOD DEVELOPMENT



OVERVIEW

WHERE WE FOCUS

NOLABA continues its support of programming that creates pathways to prosperity for residents of communities whose economic indicators are disproportionately low, relative to the rest of the city. The Strategic Neighborhood Development team is continuing to work alongside residents in the following neighborhoods: **Algiers, Gentilly, Gert Town, Hollygrove, Lower Ninth Ward, New Orleans East and Tremé** on the implementation of community-led economic development projects. Last year, the team began hosting a series of convenings within impact neighborhoods (shifted to virtual due to COVID-19) with stakeholders to assist neighborhoods in clarifying their shared objectives, developing and prioritizing pipelines of projects and investment opportunities to achieve common goals. Through the convenings, the team is working across the impact neighborhoods to address the following priorities:

1. Transportation, Waymaking and Connectivity

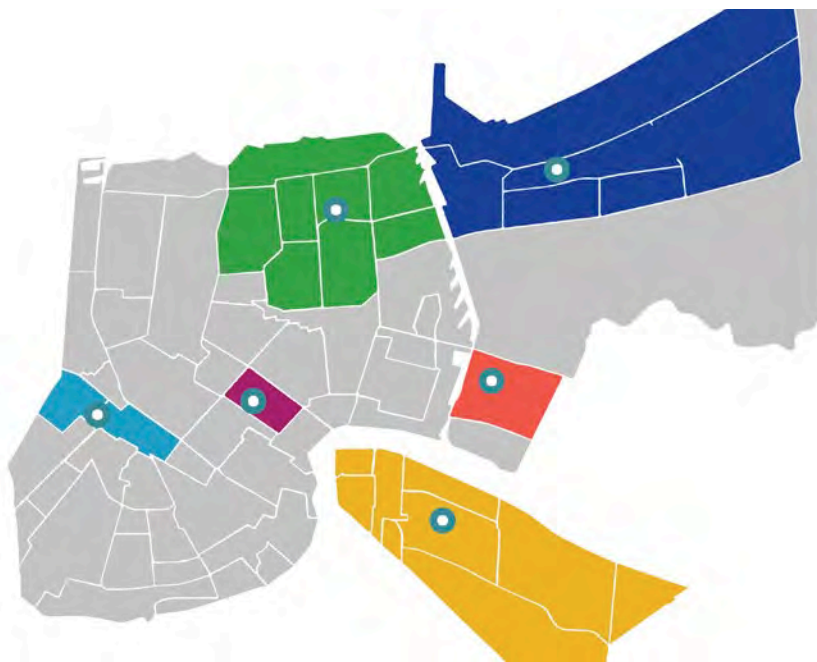
2. Business Attraction for Economic Development and Improved Quality of Life

3. Narrative Correction and Improving How the Community is Perceived

4. Creative Placemaking that Revitalizes Historic Commercial Corridors

While there is a direct reference to public art, NOLABA clearly sees multiple intersections at which the arts can play a critical role in economic development strategies employed across our impact neighborhoods. The team continues to approach place-based economic development with an equitable lens and has developed community-based partnerships and regularly convenes stakeholders to accomplish identified goals and the following community-led projects that address their neighborhood priorities.

Where We Focus



KEY PROJECTS & INITIATIVES

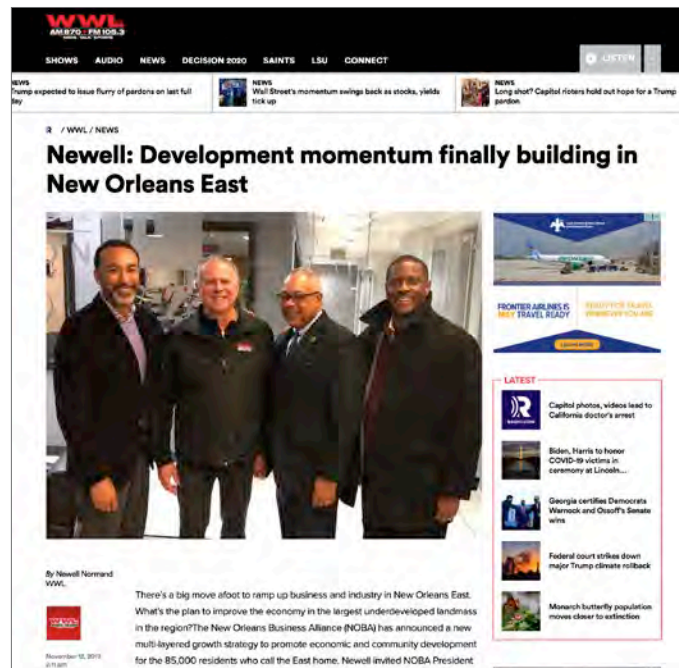
COMMUNITY BUILDING & ENGAGEMENT

UNO Community Development Finance Course

Establishment of Business and Merchant Association along historic commercial corridors

Launched Exploratory Convenings for Impact Neighborhoods

Distributed **over \$100,000** to **community-based organizations** to support the revitalization of historic commercial corridors



CREATIVE PLACEMAKING

Commissioned Sculptures on Lake Forest Blvd

Activating Vacancy via Art

CORRIDOR REVITALIZATION

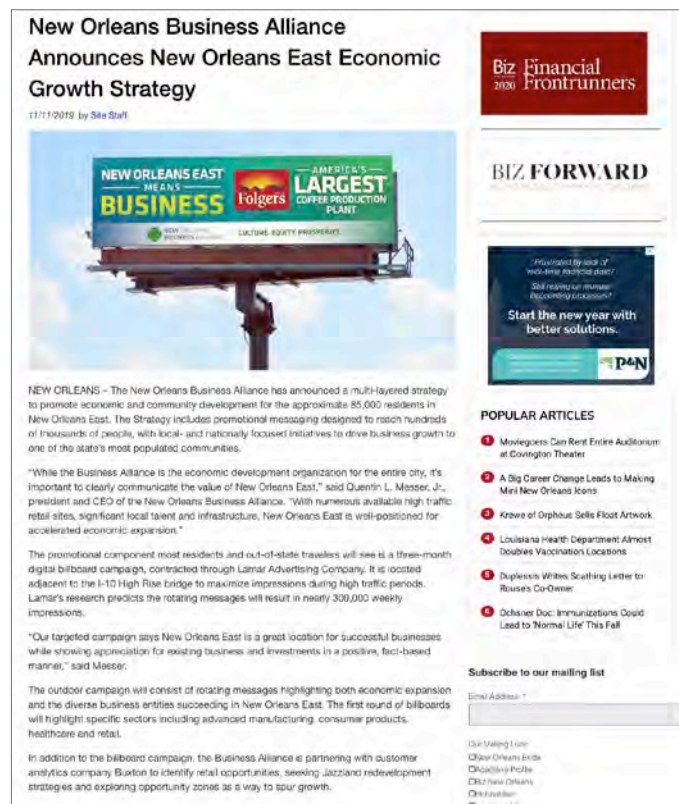
Launched New Orleans East Growth Strategy & Billboard Campaign

Resilient Corridors Initiative

Advancing Cities Initiative

Established Lower Ninth Ward Economic Development District

CMBA's Mardi Gras Marketplace Pilot Yielded over **\$300,000** for businesses within the Tremé neighborhood



METRICS

717 Stakeholders/
Residents engaged

63 Partners

37 Businesses
supported

\$400K Linked to community projects to support community-driven economic development and commercial revitalization

\$100K+ Leveraged to support Creative Placemaking initiatives within impact neighborhoods

TESTIMONIALS

“Thanks to you and your colleagues for today’s meeting in New Orleans East. I must admit, many residents were a bit skeptical going into today’s meeting. However, I think just about everyone left excited about next steps and the future of our beloved community. You all did something today that doesn’t happen often—you all took time to authentically LISTEN and didn’t attempt to talk over residents or dismiss their ideas, concerns, and even frustrations. You all also laid out a clear timeline and path forward which is commendable. Most importantly, you all committed to developing a plan that will largely be driven by residents. For all of the aforementioned, I simply say THANK YOU!” — *State Representative Jason Hughes*

“The Arts Council is delighted to partner with NOLABA to bring to fruition the New Orleans East community’s vision for iconic and large-scale works of public art. Through our partnership with their SND team, we have connected with community leaders and arts advocates, local businesses, funders, and community organizations such as the public library, hospital, and NORDC to lay the groundwork for commissioning public art that speaks to the unique identity and rich culture of the East.”

— *Joyce Reynolds, Interim Director, Arts Council New Orleans*

“The New Orleans Business Alliance has been a major ally and partner to the Algiers Economic Development Foundation. Their Strategic Neighborhood Development program has centered Algiers as a diverse, vibrant New Orleans community with strong existing business communities and potential for sustainable, equitable growth. We look forward to a continued partnership with NOLABA and the SND program to bring investment and prosperity to the Algiers community.”

— *Kelsey Foster, Executive Director, Algiers Economic Development Foundation*

BUSINESS

ATTRACTION & RETENTION



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OVERVIEW

New Orleans' rich history of transportation and logistics has taken on a new importance in 2020. As consumer demands shift to delivery, NOLABA has focused on marketing industrial sites to companies that need to get to Orleans Parish consumers quickly. NOLABA has pitched New Orleans sites for more than 30 distribution and logistics projects.

NOLABA spent much of the past year closely working with our partners at the City of New Orleans as redevelopment plans are solicited for one of the most strategic sites in Orleans Parish. The opportunities and potential uses of the former Jazzland / Six Flags site are numerous. NOLABA hosted webinars, produced marketing materials and leveraged our network of more than 100 national site selectors and real estate professions to ensure widespread knowledge of the opportunity.

NOLABA also grew our partnerships with a host of local and statewide organizations, while collectively working through the process of attaining Louisiana Economic Development Certified Site status. Visibility is key to ensuring the success of commercial development in New Orleans and NOLABA undertook a number of important initiatives to ensure our sites are gaining as much exposure as possible. In late 2019, NOLABA launched our Industrial Site Tour with an in-person tour highlighting development opportunities in New Orleans East. This effort shifted to a virtual format in 2020, allowing us

to broaden our reach to a national audience of businesses, investors and site selectors. The revamped Virtual Site Tour series attracted more than 200 total participants and spurred inquiries in sites focused on industrial, food manufacturing, bio and international foreign direct investment. **Our sites received global exposure when more than 80 people from around the world attended the SelectUSA Site Tour, in partnership with the U.S. Department of Commerce and SelectUSA.**

Another way we're shining the spotlight on commercial sites in New Orleans is by partnering with key organizations to begin the process of acquiring Louisiana Economic Development Certified Site designation for a number of strategic properties. This rigorous process prequalifies sites for development through title work, soil analysis, environmental studies, surveys and restriction reviews. With amenities including excellent interstate access, six Class-1 rail lines and multiple water transportation options, many of the future Certified Sites offer New Orleans a distinct advantage for logistics and transportation-related economic development. NOLABA is directly engaged with Entergy New Orleans, the Port of New Orleans, private landowners and our economic development organization partners to facilitate site certification.

SITE SELECTION & REAL ESTATE

KEY PROJECTS & INITIATIVES

MATCHMAKING (INVESTORS – PROJECTS)

Key Projects

- FANO – NOLABA Investment Webinar
- SelectUSA Webinar (*see video below*)
- Hospitality Fund

SPECIALIZED REPORTS & COMMERCIAL INTELLIGENCE

Key Projects

Equity Analysis – Buxton provided a study for New Orleans East identifying specific services that would be needed to provide more equitable opportunities for the neighborhood alongside 5 prospects for those services.

Commercial Corridor Initiative – Using this valuable Buxton data to support businesses identified as part of the Commercial Corridor initiative.

REAL ESTATE AND CAPITAL INVESTMENT PORTFOLIO

Placemaking Key Project: New Orleans East Lake Forest Plaza Master Plan

NETWORKING OPPORTUNITIES

Key Projects

- ULI + NOLABA Quarterly Real Estate Breakfast and CoStar
- ULI + NOLABA Quarterly Industry Updates



SITE SELECTION & REAL ESTATE

EVENTS

TECH TASTES BETTER IN NEW ORLEANS: HOUSTON & IRVING, TEXAS MEET-UPS

Opportunities in technology have never been greater in New Orleans and with so many of the city's employers hiring, the NOLABA team identified Houston and Irving as targets for attracting talent. In partnership with LED and GNO, Inc., these events connected potential job seekers to openings with top tech firms in New Orleans, including **DXC, Accruent, iSeatz, Levelset and others.**

REAL ESTATE BREAKFAST SERIES

The Real Estate Breakfast series was launched in partnership with NOLABA and the Urban Land Institute (ULI) to encourage professional connections and spark thoughtful commentary on the local real estate market. The first Real Estate Breakfast of 2020 was held right before the COVID-19 pandemic on Thursday, February 18 and NOLABA and ULI hosted over 80 people in the NOLABA Community Room. The discussion was real estate analytical data from the company Buxton.

Because of COVID-19, the Real Estate Breakfast shifted to a virtual format for the remainder of the year, but still provided relevant content for our attendees. On Thursday, May 28, NOLABA hosted our first virtual Real Estate Breakfast that was **attended by over 40 people.** Industry expert, Bo Kemp, led a very engaged discussion on Tools & Incentives to Reactivate the Real Estate Industry in Today's Environment.



The last virtual Real Estate Breakfast in 2020 featured our partners from CoStar as they led a very timely discussion on The State of the Real Estate Industry Amid COVID-19. As a result of this session with CoStar, in 2021 we now have an industry focused, data-driven quarterly series, led by CoStar, to give attendees more data and discussions to help them stay abreast of how the real estate market is moving during and beyond COVID-19.

EVENTS

O-ZONE READY WORKSHOPS

In November 2019, the New Orleans Business Alliance held its first O-Zone Ready event, a comprehensive workshop and expert analysis of the Federal Opportunity Zone program. The event served as a way for diverse stakeholders to come together to learn about the impact of this legislation. Entrepreneurs, real estate developers, and investors participated in the full-day workshop at the Jung Hotel & Residences to leverage expert insights and network with community leaders. These disparate groups came together to better understand how this single legislation impacts them all.



VIRTUAL FOOD SITE TOURS

In September 2020, NOLABA launched a new Virtual Food Site Tour series to provide more information to interested manufacturers and developers relative to food production in the city of New Orleans. The first online event featured valuable advice from the following industry experts:

- **Louis David**, Vice President of Industry Attraction & Retention at New Orleans Business Alliance
- **Patrick Beard**, Real Estate Manager at Port of New Orleans
- **Greg Tillery**, President & CEO of WeDat's Chicken & Shrimp

SELECTUSA

The SelectUSA virtual visit to New Orleans featured a select group of technology and biotech companies demonstrating first-hand how the Big Easy, more traditionally known for its tourism and hospitality industries, is luring technology and biotech companies with its affordability and vibrant culture.

This is the first time we've had this level of intentionality to bring in professionals in the field to give communities the ammunition to move beyond transactional tools toward transformational ones.

Norman Barnum, CFO,
New Orleans Business Alliance

TESTIMONIALS

“Watching our first-rate program take to the airwaves was a great way to kick-off October. After our many months of brainstorming, positioning, strategizing and polishing, I felt proud to see and hear the great New Orleans success story as told by our honored guest speakers and local tech leaders. This excellent outcome reflects the pride and zeal you bring to work every day. Hats off as you wrap up this phase and reap the rewards of a full New Orleans FDI pipeline!”

— *Tom Hanson, U.S. Department of Commerce - International Trade Administration*

“In all our dealings the NOLABA team, we were met with the highest level of professionalism. Alejandra spearheaded efforts to leverage our CoStar Market Analytics and STR teams to deliver market presentations – covering economic and commercial real estate themes – to the New Orleans business community. She nurtured a mutually beneficial partnership between the NOLABA, the Urban Land Institute – Louisiana chapter, and CoStar – and organized a quarterly series of co-sponsored events. NOLABA’s partnership has led to increased sales for our company and will allow CoStar to reach a wider New Orleans and Louisiana audience.” – *Justin Boyar, CoStar Group*

“Just a quick note to congratulate the NOLABA team on a tremendously successful SelectUSA Virtual Tour. Yesterday’s event was, in the words of one participant, ‘amazingly smooth and a great display of local success.’ As always, it was a pleasure to work with the NOLABA team on the planning process, despite the challenges of first pivoting from an in-person to a virtual event, and then rescheduling due to this year’s active hurricane season. Val did an outstanding job keeping everything on track, Alejandra was instrumental in the conception and launch of the effort, and Louis and Jeanette were the perfect on-screen hosts.”

— *Erin Butler, U.S. Commercial Service New Orleans*

TESTIMONIALS



“New Orleans Business Alliance has proven itself to be one of the foremost economic development organizations in the country and an indispensable institution to the community of New Orleans by providing innovative solutions to timely concerns such as the COVID Gig Fund and by turning long term growth concepts into actions such as the Lake Forest Opportunity Zone plan.”

— *Bo Kemp, Faebre Baker Daniels*

“The partnership that has been created with New Orleans Business Alliance has been critical to CoStar! It is a forum at which we have the opportunity to connect with the business community and uncover ways in which the business climate in New Orleans can continue to encourage growth.”

— *Drew McDaniel, CoStar Group*

“Over the past few years, Buxton has had the honor to work with the NOLABA team as a retail and analytics partner for economic development. Through this partnership, the NOLABA team has shown its dedication to innovation. By leveraging data and analytics to promote strategic and inclusive growth, the NOLABA team continues to revolutionize the way for equity and prosperity. While 2020 presented many unprecedented challenges and struggles, NOLABA proved their dedication and willingness to advocate for their community by pushing the envelope to apply analytic resources in new ways. As a result, our partnership has evolved, and NOLABA has inspired communities across the country to take unique approaches to create connectivity with the business community.”

— *Cheyenne Robinson, Buxton*



KEY INDUSTRY GROWTH



BIOINNOVATION

OVERVIEW

The vision for the bio industry attraction, retention, and expansion team is to work alongside our industry partners, including our premier research and academic institutions, biotech incubators, healthcare systems, private companies, and more. In partnership with numerous external organizations, NOLABA's bio business development team creates programming aimed at attracting new investment and talent to New Orleans, and also supports our homegrown and existing bio businesses to help ensure that they have what they need to thrive in New Orleans for decades to come.

NOLABA coordinates a number of networking and investment-oriented events with biotech companies and investors from around the globe to support the continued growth and inclusion of New Orleans within the global biotech Industry. As the city of New Orleans is learning to manage and live more wisely with water and competing to be first to market with

sustainable and eco-friendly bio solutions, we intentionally court biotech startups that produce a positive impact for humanity and the global environment.

Our major goals and priorities for the Bioinnovation industry include:

1. Creation and maintenance of an ongoing and flexible strategic plan that has measurable goals and strategies and timelines to achieve these goals.
2. Development of an economically sustainable Bio District through leveraging an array of incentive and financing pathways, including but not limited to bonding authority and tax increment financing (TIFs), that attract viable STEM businesses to the Bio District.
3. Facilitation of a world class bioinnovation district with outstanding infrastructure including walkable, bikeable internal connections, external connections with the CBD and proportions of mixed-use, affordable residential and commercial real estate and urban parks.



EVENTS & INITIATIVES

MAJOR BIO EXPANSION ANNOUNCEMENT

In November 2019, NOLABA joined Louisiana Governor John Bel Edwards and Mayor LaToya Cantrell for a press conference to announce a major expansion of three biotech companies – **AxoSim**, **Cadex Genomics**, and **Obatala Sciences** – all expanding and creating local jobs at both the University of New Orleans and the New Orleans BioInnovation Center.

Collectively, the companies will create 135 new direct jobs over the next five years with a combined \$9.1 million in annual payroll.

All three biotech companies launched local operations out of the New Orleans BioInnovation Center, a business incubator that supports entrepreneurship and is dedicated to the development of bioscience innovation throughout Louisiana.



NOLABI

The New Orleans Health Innovators Challenge (NOLABI) is an annual digital health competition, produced by NOLABA and our partners since 2018, that brings together startups from around the country to collaborate with local healthcare leaders to find solutions to pressing healthcare challenges. NOLABI creates strategic partnerships between top emerging companies and our Louisiana health system and payor

leaders based on articulated Challenge Statement topics.

Now in its third year, the 2019-2020 event also featured a prominent keynote speaker, Kornelius Bankston of TechPLUG and panel discussions with challenge-winning CEOs from Dina, Predict Health, Pack Health, and EDP Biotech – all of which seek to answer various issues facing the healthcare industry today. The event took place during a week of biotech-oriented events, including MedCity INVEST Population Health. NOLABI is produced by the New Orleans Business Alliance and local healthcare partners.

EVENTS PARTNERS



2019/2020 WINNERS

Tulane Health System Transition of Care Challenge Prepared Health	UJAMAA & Tulane University I Deserve IT! Challenge EDP Biotech/Coloplex
Lafayette General Health Healthcare Consumer Engagement Challenge Prepared Health	New Orleans Health Department & New Orleans East Hospital Diabetes Management Challenge Pack Health

As a result of this installment of NOLABI, there have been ongoing negotiations with the winner of the pitch competition, Happy, and the NOLABI sponsoring partners. Additionally, the keynote speaker for the 2020 event, Kornelius Bankston, has engaged in conversations with partners for an innovative project that will make a huge impact on the New Orleans biotech industry.

EVENTS & INITIATIVES

MEDCITY

NOLABA and MedCity News partnered once again to host MedCity INVEST! Pop Health, the premier national healthcare investing conference based in the South. The event unites the New Orleans bio community with active investors and corporate business development executives to facilitate investment opportunities with the most promising healthcare startups.

In 2020, the event was virtual and had over 100 venture capitalists, angel investors, prominent industry executives, and innovative thought leaders. MedCityNews is the leading online news source for the business of innovation in healthcare. Through daily news updates to annual events, MedCityNews brings insight into what's next and what matters with a mix of breaking news and analysis on startups and established industry leaders, personalities, policies and the most important deals.

Not only did Pop Health discuss relevant topics in biohealth but also it connected local health leaders with the national audience bringing the New Orleans BioInnovation Center to the forefront and making them known for their relevance in today's Bio Health world.

MedCity
INVEST Digital Health
SEPT 21–25, 2020 • VIRTUAL
Transforming Health Through Tech



"BIO FROM THE BAYOU" CONFERENCE IN PHILADELPHIA

Special thanks to our partners who financially supported this effort led by NOLABA, LED, Tulane University, LSU Health, New Orleans & Co., GNO, Inc. and Louisiana BIO. Representatives from multiple perspectives within the New Orleans bio ecosystem helped deliver a strong message to the world that our New Orleans partners are working collaboratively to make a significant impact on the growth of our local and regional bio industries. Local biotech companies such as AxoSim and Cadex Genomics, as well as the New Orleans BioInnovation Center also attended and began fruitful relationships for future growth.

NOLABA's invaluable bio business development and tech transfer colleagues – James Zanewicz (TU), Nicole Honoree (LSUHSC), Clay Christian (TU), and Patrick Reed (LSUHSC) -- worked tirelessly with NOLABA's Jeanette Weiland, who continues to be the only economic developer in Louisiana dedicated to bioinnovation, to conduct a total of **125 one-on-one partnering meetings over the course of four days**, working primarily in pairs representing multiple institutions at the same time. This type of ongoing collaboration is key to success and sets a fantastic example of the path to victory for New Orleans in this space.

FOOD MANUFACTURING

OVERVIEW

NOLABA has worked for years to encourage the growth of food manufacturing in New Orleans, merging hundreds of years of experience in creating food and food products with the demands of modern consumers. As people spent more time at home in 2020, demand for products made in New Orleans from kombucha and bitters to seasonings and sauces has boomed.

Through our work with a number of local food initiatives, including New Orleans Food Policy Advisory Committee, New Orleans Food and Beverage Group, and others, **NOLABA connected with more than a dozen local food companies to ensure they can emerge as the next generation of iconic New Orleans brands.**

NOLABA helped the El Guapo team navigate through the city permitting process, allowing them to secure the necessary permit for the new Tchoupitoulas Street facility, in addition

to promoting talent and marketing connections in advance of opening.

In late 2019 and early 2020, NOLABA worked with **more than 15 local companies and organizations to lay the groundwork for a nonprofit Commercial Kitchen Operator.**

Identifying a physical place to produce food products was a barrier for startups, so NOLABA worked to research potential operators and analyze the strengths of local and national providers. Through 2021 and beyond, NOLABA will put this knowledge to work, helping to fill this gap in our ecosystem.

By working to connect food manufacturers with production spaces, resources, talent and potential investors and customers, NOLABA is ensuring the future is fertile for New Orleans food brands to thrive.



TECHNOLOGY

OVERVIEW

NOLABA continued to focus, streamline, and increase our efforts to strengthen the New Orleans technology ecosystem throughout 2020 to ensure the resilience of this key industry through times of economic evolution. Homegrown technology companies showed they can compete with global industry leaders for sales and talent. Companies from outside of the market have realized that our unique combination of talent, quality of life and positive business climate drive investment decisions that will encourage innovation and efficiency.

As some industries contracted as a result of COVID-19 safety precautions, New Orleans tech companies announced 300+ new jobs. This growth comes in both new senior-level positions with high wage growth potential along with entry-level positions that serve as on-ramps to future industry advancement.

To ensure New Orleans' technology talent pipeline continues growing to meet industry demand, NOLABA expanded our leadership efforts convening industry and education. Through meetings led by NOLABA, multiple new initiatives are now underway to provide technology skill advancement to hundreds of New Orleanians. One new partnership is with the University of New Orleans' Innovation Academy – a direct result of NOLABA's actions to increase ties between businesses and students. UNO's Innovation Academy is set to launch in Fall of 2021, allowing students to meet employers' requirements by gaining client-facing experience in valuable real-world projects.

NOLABA also worked hard to make Microsoft's Xbox Game Camp a reality in 2020. Game Camp attendees from across the New Orleans area received hands-on training on the basics of

“Louisiana continues to be a premier destination for entertainment production, and that includes our growing digital media sector. Video game development and other digital media production are an important part of our state's entertainment program, and this is a fine opportunity for aspiring young developers to hone their skills with some of the best in the business.”

Governor John Bel Edwards

TECHNOLOGY

creating video games directly from Microsoft Xbox professionals. This program was born from NOLABA's long-standing close relationship with Oak Street-based video game studio inXile, which Microsoft purchased in 2018.

Over 170 participants worked together to create 11 beautiful video games. Check out this video to learn more about their journey.

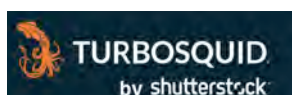
Rounding out our recent technology industry ecosystem advances are two major exits for homegrown companies. In early 2021, Shutterstock acquired TurboSquid and School Mint purchased Whetstone. These successful exits are instrumental in establishing a New Orleans presence for global brands, injecting capital into the local market and potentially seeing new ventures sprout from current talent. **Our team worked closely alongside 35 technology companies on business attraction and retention projects in 2020 alone.**



TALENT PARTNERS



GROWTH COMPANIES



AWARDS & ACCOMPLISHMENTS



ECONOMIC DEVELOPMENT AWARDS

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. 34 award categories honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities. Awards are judged by a diverse panel of economic and community developers from around the world, following a nomination process held earlier this year. IEDC received over 400 submissions from 12 countries in 2019.

- **Bronze Excellence in Economic Development Award** - InvestNOLA



STAFF AWARDS

- **Biz New Orleans 2019 Top Executives of the Year** - Quentin Messer, Jr.
- **Millennial Award** (*Economic Development category*) - Ashleigh Gardere



MARKETING AWARDS

PUBLIC RELATIONS SOCIETY OF AMERICA

The New Orleans Chapter of the Public Relations Society of America (PRSA) hosts its annual Fleurish Awards, which honors the achievements of top PR firms in the Greater New Orleans Metropolitan Area. Attracting over 100 PR and marketing professionals every year, the Fleurish Awards is considered to be the marquee event in the public relations industry.

- **Award of Excellence** - New Orleans Business Alliance Annual Meeting
- **Award of Excellence** - New Orleans Business Alliance Annual Report
- **Award of Excellence** - Quentin Messer, Biz New Orleans Cover Story

MARCOM

The MarCom Awards is one of the largest and most prestigious international creative competitions recognizing outstanding achievement by marketing professionals. Platinum MarCom awards are the highest industry honor, awarded to just 15% of the nearly 10,000 entries submitted each year.

- **PLATINUM Award** - New Orleans Business Alliance 2018-2019 Annual Impact Report

AVA DIGITAL AWARDS

The AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication. Work ranges from digital campaigns – to audio and video production – to website development – to social media engagement – to mobile marketing.

- **PLATINUM Award** - New Orleans Business Alliance Website Home Page
- **PLATINUM Award** - New Orleans Business Alliance Website



2020

ECONOMIC DEVELOPMENT AWARDS

IEDC

NOLABA received **eight highly-coveted awards** from IEDC during its 2020 Virtual Annual Conference held in Dallas. Over 500 submissions from four countries were judged by a diverse panel of economic and community developers worldwide, following a nomination process held earlier this year. The organization took home eight total awards, its highest number to-date, including:

- **Silver Award** - Economic Development Organization of the Year
- **Best in Show** - New Orleans Business Alliance
- **Young Economic Developer of the Year** - Victoria Adams Phipps
- **Gold Award** - NOLABA.org
- **Gold Award** - Gig Economy Relief Fund Dashboard
- **Silver Award** - Youth Demonstration Project
- **Silver Award** - 2019 Annual Impact Report
- **Silver Award** - Economic Development Reimagined Video

[CLICK HERE](#) TO READ MORE.



STAFF AWARDS



MARKETING AWARDS

PUBLIC RELATIONS SOCIETY OF AMERICA

Since 1944, the Silver Anvil Awards – which symbolize the forging of public opinion – have been awarded each year to organizations that have successfully addressed challenging issues with exemplary professional skill, creativity and resourcefulness. Silver Anvils honor outstanding strategic public relations programs. Entries are accepted in 19 categories as well as a number of subcategories. Judges evaluate strategic programs that incorporate sound insights and analysis, planning, execution and evaluation.



- **Silver Anvil Award** - New Orleans Business Alliance Gig Economy Workers' Relief Fund Campaign
- **Silver Anvil Award** - New Orleans Business Alliance "Live from the Porch" Campaign

ADVERTISING FEDERATION OF AMERICA

The American Advertising Awards, home of the ADDY® Award, is one of the industry's largest creative competitions, attracting nearly 35,000 professional and student entries each year through competitions offered through local AAF clubs. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in advertising.

- **Silver Addy Award** - New Orleans Business Alliance Annual Meeting



2020

STAFF AWARDS

VICTORIA ADAMS PHIPPS

CityBusiness 2020
Women of the Year



IEDC Young Economic
Development
Professional of the Year



Biz New Orleans
Women to Watch



QUENTIN L. MESSER, JR.

Biz New Orleans
2020 CEO of the Year



ALEJANDRA GUZMAN

Consultant Connect North
America's Top 50 Economic
Developers 2020



Insights Success
Top 10 Self-Made Women
in Business



CIO Look Top 10
Most Successful
Businesswoman to Watch



2021

STAFF AWARDS

NORMAN E. BARNUM IV

CityBusiness MoneyMakers,
Leadership in Louisiana Class of 2021



PROFESSIONAL
Norman Barnum IV
Chief Financial Officer
New Orleans Business Alliance

Norman Barnum IV got his shot once at private sector money, and though it certainly was lucrative, he realized quickly it wasn't for him. Community-focused service gives Barnum, chief financial officer for New Orleans Business Alliance, his purpose.

"I think [between] service to a financial bottom line and service to a community metric — I prefer a community metric," Barnum said. "My father drilled it in all the kids to be givers, not takers."

The influence of the senior Barnum, an Air Force veteran, came to bear at the start of the pandemic in March 2020, when Barnum and his team marshaled resources for New Orleans citizens. NOLABA seeded \$100,000 to launch its Gig Economy Relief Fund, ultimately raising nearly \$1.5 million; more than 1,200 people received \$500 each. That money began reaching people at the end of March, well before relief programs had been implemented, Barnum said.

"I think was one of my proudest moments in my career — meeting the moment in a way that was substantial," Barnum said. "We pivoted hard. It grinded up our team because we had no processes in place to put it together on the fly. What we did have was the urgency of the moment."

Barnum's two guiding mentors are the Aikido discipline and his eldest sister, Dr. Gilda Barabino, president of the Ohio College of Engineering outside Boston.


"For me, I never had to look outside of my own family for greatness. I saw it. It was at the dinner table," Barnum said. "I idolized her fearlessness and the way that she executed."


— *Jaime Guillot*



BOLDLY BUILDING
A Better Economy for All
New Orleanians

NOLABA congratulates
Chief Financial Officer
NORMAN BARNUM IV
for being named to CityBusiness'
Money Makers class of 2021!

 **NEW ORLEANS BUSINESS ALLIANCE**
THE ACCREDITED ECONOMIC DEVELOPMENT ORGANIZATION FOR THE CITY OF NEW ORLEANS
NOLABA.ORG • 504.594.4500 • INFO@NOLABA.ORG
f t i n @NEWORLEANSBA



VICTORIA ADAMS PHIPPS

Development Counsellors International,
Economic Development 40 Under 40



Successful economic development is rooted firmly in historical context, cherished diversity, economic equity, and intentional inclusion, with a guiding eye towards the potential of the future.

Victoria Adams Phipps
Former Chief Strategy Officer

The Honorable LaToya Cantrell
Mayor
City of New Orleans

The Honorable Cyndi Nguyen
Councilmember
Chair, Economic Development
Committee (ex officio)

Gilbert Montaña
Board Chair
Chief Administrative Officer
City of New Orleans

Andrea Chen
Vice Chair
Executive Director, Propellor: A Force
for Social Innovation

Thomas (Tom) Mabon
Treasurer
Senior Vice President and Business
Banking Group Manager, IBERIABANK

Kim Boyle, Esq.
Secretary
Partner, Phelps Dunbar LLP

Henry L. Coaxum, Jr.
Immediate Past Chair
President, Coaxum Enterprises, Inc.

Sheila Burns
Vice President
BMG Enterprises

R. Erich Caulfield, PhD
President
The Caulfield Consulting Group

JC Celestin
Principal
Une Belle Maison LLC
Chair, Economic Development Advisory
Committee (ex officio)

Gregory Curtis
Human Resources Director
The Windsor Court Hotel
Chair, New Orleans Workforce
Development Board (ex officio)

Takeisha C. Davis, MD, MPH
President and CEO
New Orleans East Hospital
LCMC Health

Brian Keller
Sr. VP and Chief Marketing Officer
Blue Cross and Blue Shield of Louisiana

Steven Kennedy
President
REO, LLC

Noah Kressler, Esq.
Shareholder
Baker Donelson

Amy Landry
Owner and CEO
Landry Corporate Training, LLC

Larissa Littleton-Steib, PhD
Chancellor
Delgado Community College
Representative, University President
Advisory Council (ex officio)

Quentin L. Messer, Jr. CEC
President and CEO
New Orleans Business Alliance
(ex officio)

Charles Rice, Esq.
Assistant General Counsel
Entergy Corporation

Christy Slater
Program Officer
W.K. Kellogg Foundation

Richard Tallant
Vice President, Gulf of Mexico
Shell Exploration & Production Co.

Susan Talley, Esq.
Member
Stone Pigman

Guy Williams
President and CEO
Gulf Coast Bank and Trust Company

JUNE 2019-2020 INVESTORS

\$2M +	The City of New Orleans	
\$1,000,000 - \$1,999,999	JPMorgan Chase Foundation W.K. Kellogg Foundation	
\$100,000 - \$999,999	Anonymous The Aspen Institute Baptist Community Ministries Communities Foundation of Texas Conrad N. Hilton Foundation The Ford Foundation The Gayle Benson Community Assistance Fund The Kresge Foundation Surdna Foundation	
\$20,000 - \$99,999	Anonymous AT&T Baker Donelson Blue Cross and Blue Shield of Louisiana Entergy New Orleans	Grubhub Hyatt Regency New Orleans Ochsner Health Shell Oil Company Verizon
\$10,000 - \$19,999	Anonymous Capital One The Greater New Orleans Foundation Gulf Coast Bank & Trust Hancock Whitney Bank	IBERIABANK Jones Walker Laitram, LLC Merck & Co., Inc New Orleans Saints & New Orleans Pelicans
\$5,000 - \$9,999	Aetna Anonymous Canal Barge Capital One Downtown Development District Enwave USA HCA MidAmerica Division - Tulane Home Bank Jones Walker	KMPG, LLP LSU Health Foundation Louisiana Economic Development (LED) Phelps Dunbar Port of New Orleans Regions Bank Stirling Properties Tulane University
\$1,000 - \$4,999	2911 Group/Coldwater Algiers Development District Allyson Pellissier Anonymous Biz New Orleans Dan Seah & Stephanie Stokes Danah Fisher Edward Graham Ernst & Young, LLP Finance Authority of New Orleans Gallo Mechanical Goldman Sachs 10,000 Small Business	HCA MidAmerica Division - Tulane LCMC Health Linda Hill Lockheed Martin Lyn Rouchell Michael Ceraso Mr. & Mrs. Quentin L. Messer, Jr. Port of New Orleans Susan Barnett Susan Bryant Tax Credit Capital The Boeing Company The Prosperity Agenda

NEW ORLEANS BUSINESS ALLIANCE

TEAM

Norman Barnum IV
Chief Financial Officer

Angela Cryer
Director, Talent Partnerships

Louis David
Vice President, Industry Attraction and Retention

Lisa Hellrich
Special Assistant to the President & CEO

Naomi Herr
Senior Operations Manager

Valerie Huntley
Director, Stakeholder Experience

Greg Lawson
Assistant Vice President, Strategic Neighborhood Development

Quentin L. Messer, Jr., CECd
President & CEO

Victoria Miles
Controller of Finance Department

Kat Milligan
Assistant Vice President, Grants Administration

Monique Robinson
Senior Director, Talent Solutions

Omar Stanton
Assistant Vice President, Data Analytics & Performance Management

Chandra Teddleton
Manager, New Business Development & Strategy

Ken Weatherup
Vice President, Human Capital and Culture

Jeanette Weiland
Vice President of Bio, Innovation, & Special Projects

Lynnette White-Colin
Vice President, Small Business Ecosystem Development

2020 REVENUE & EXPENSES

OPERATIONAL REVENUE

National and Local Foundations	\$4,522,008
City of New Orleans	\$2,500,000
Corporate Investors	\$445,222
Individual Investors	\$94,212
Other Revenue	\$61,020

Includes: Interest, fee for service, and miscellaneous revenue

TOTAL REVENUE **\$7,622,462**

OPERATIONAL EXPENSES

Support Services	\$3,146,103
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Includes investor relations, marketing, financial management, administrative services, and operations

Talent & Workforce Development	\$3,542,585
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Includes STRIVE pass-through grants, Gig Fund, and Get Shift Done

Business Attraction & Retention	\$762,962
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Includes Sidewalk Dining Grants

Small Business Growth	\$760,629
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Includes Small Business Bridge Loans

Strategic Neighborhood Development	\$429,811
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Includes Resilient Corridor Initiative

TOTAL EXPENSE **\$8,642,090**

****Unaudited****

****NOLABA received a clean unqualified audit for FY2018 and FY2019****

***Operating loss detected excludes PPP Loan of \$623,200 received in April 2020**