



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

New Orleans Business Alliance

Stakeholder Update

April 2024



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NOLABA Priorities

Strategic Planning Initiative

- NOLABA Strategic Planning RFP released 3/28
- Targeted outreach to national and local firms
- Social media marketing effort underway
 - Strategic Plan Goals:
 - Research Economic Development Landscape
 - Baseline Economic Metrics
 - Local, Regional and National Market Trends / Opportunities
 - Stakeholder and Community Input
 - Financial Sustainability

Milestone	Completion Date
RFP Posted	March 28, 2024
Responses Due	April 26, 2024
Response Analysis / Finalists Selection & Interviews	May 2024
Selection / Award Contract	Late May / Early June 2024
HR Consultant "Go Live" Date	Summer 2024

Selection Criteria

- Completeness of solution
- Expertise and experience
- Demonstrated customer service quality and support
- Previous relevant experience
- Vendor strength and stability
- Account management
- Financial considerations
- Disadvantaged Business Enterprise (DBE) certification

Annual Investor Strategy

INVESTOR BENEFITS & LEVELS

ANNUAL INVESTMENT OPPORTUNITIES
 The New Orleans Business Alliance offers the following benefits to increase the value of your investment.

CIRCLE OF CHAMPIONS \$50,000+

- Verbal recognition as a Circle of Champions Investor at NOLABA events
- Logo prominently displayed on the Circle of Champions Wall in the NOLABA office
- Lead logo placement at all NOLABA events
- Lead logo placement on the NOLABA.org website (including link)
- Lead recognition on publicity-released reports and select marketing materials throughout the year, including the NOLABA Annual Impact Report
- Plus, all other benefits listed below

CHAIRMAN'S COUNCIL \$25,000-\$49,999

- Special recognition as a Chairman's Council investor at NOLABA events
- Ability to be exclusive primary sponsor for a NOLABA initiative
- Prominent recognition on publicity-released reports and select marketing materials throughout the year, including the NOLABA Annual Impact Report
- Exclusive business retention/expansion consulting by NOLABA industry experts
- Plus, all other benefits listed below

PRESIDENT'S COUNCIL \$10,000-\$24,999

- Recognition as a President's Council investor at events
- President & CEO to provide an annual presentation to your organization on the economic outlook, pipeline, and trends
- Invitations to exclusive business committees and/or working groups
- One (1) promotional post per year on NOLABA social media channels sharing company announcements, events, etc.
- Name listed on NOLABA.org website (including link)
- Ability to sponsor a major NOLABA initiative
- Plus, all other benefits listed below

An investment in the New Orleans Business Alliance will sustain the growth of our economy. We are a public-private partnership that creates jobs and grows wealth in New Orleans by leveraging resources to support existing local companies and attract new businesses.

ARE YOU READY TO LEAD THE ECONOMIC TRANSFORMATION OF NEW ORLEANS?

Contact **Leuis David**,
 President & CEO
 (504) 834-4569
 Or ldavid@notaba.org

April

- New Investor benefit documents created
- Letters out to board members

May

- Investor letters mailed to former investors
- Target industries include all banks, law firms, economic drivers

June

- Emphasis on Strategic Planning fundraising

Event Sponsorship Efforts



Las Vegas, May 18-22



San Diego, June 3-6



Grant-based Relationships

JPMORGAN
CHASE & CO.



Louisiana Economic Development Partnership



- Legislature proposed multiple bills to restructure economic development
- LED / Committee of 100 economic competitiveness study
- NOLABA strongly engaged with local LED team as well as leadership in Baton Rouge
- Re-engaged LED Small Business Support Grant Funding



Super Bowl 2025 Supplier Diversity

- NOLABA promoted Supplier Diversity Applications through our networks
- NOLABA selected to serve on Supplier Diversity Committee chaired by Kim Boyle
- Targeted communication to companies in priority industries
- Applications exceeded GNOSF / NFL expectations
- Businesses will be notified of acceptance in May
- NOLABA also serving on Super Bowl Public Relations Committee



State Small Business Credit Initiative (SSBCI)

- NOLABA has received multiple applications for SSBCI funds
- 2 applications are in final stages of NOLABA approval
- Once approved by NOLABA, applications will be approved by LED
- NOLABA targeting Invest NOLA and Resilient Corridor Initiative businesses
- Loan size will be \$25-100K
- NOLABA is one of only 4 organizations offering the loan product through SSBCI program



NOLABA Team Updates



Andreas Pashos
Senior Director,
Talent and Emerging
Industry Partnerships



Doug Porter
Marketing and Events
Specialist



Sherelle Bowser
Special Assistant to the CEO
/ Events Coordinator



Stacey Morton
Accountant (Temporary)

Upcoming NOLABA Important Dates

- Game Fete – 4/23-24
- Jazz Fest Site Selector Event – 4/24
- April / May – Legislative support events
- Main Street America Conference (with Ujamma, Old Algiers Main Street, Broad Community Connections) – 5/5
- ICSC Las Vegas Retail Conference – 5/19-21
- Soulful Sundays – 14 Parishes (Algiers) – 5/26
- Bio San Diego Conference – 6/2-5
- ESSENCE Events – July 4th weekend

New Board Meeting Schedule

- NOLABA will be adjusting board meetings to once every other month in 2024
- Meetings will move to 10am to better accommodate schedules
- Sherelle Bowser will send calendar invites
- 2024 Schedule:

Wednesday, February 21st | 10am-11am

Wednesday, April 10th | 10am-11am* *rescheduled to 4/19 due to inclement weather*

Wednesday, June 12th | 10am-11am

Wednesday, August 14th | 10am-11am

Wednesday, October 9th | 10am-11am

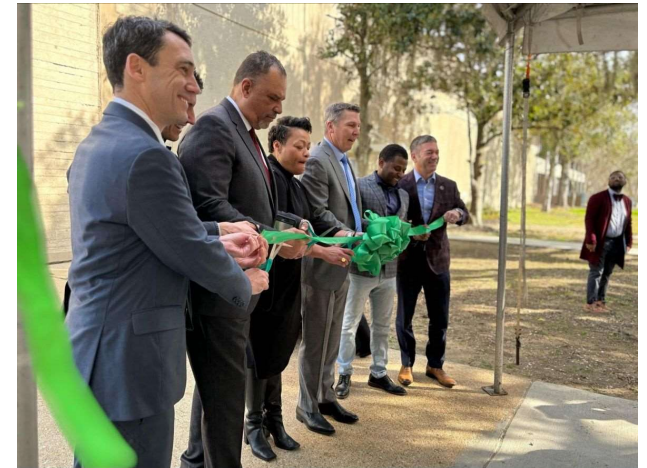
Wednesday, December 11th | 10am-11m



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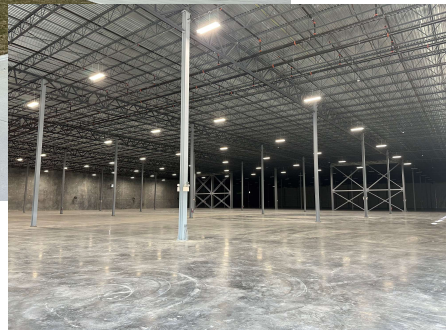
Recent Wins

Advano Pilot Manufacturing Facility



- NOLABA announced Advano manufacturing facility at New Orleans Regional Business Park in New Orleans East in January 2024
- Advano has developed proprietary silicon technology for lithium ion batteries
- Pilot manufacturing facility in NOE, main research center at The Beach at UNO
- NOLABA has worked with Advano since 2018 on site selection, talent, workforce and business development efforts

Propel Park Phase I Completion



- Propel Park Phase 1 Building has been completed, Textron anchor tenant
- NOLABA facilitated multiple meetings at Washington Mardi Gras with IRG and local / federal partners and tenant prospects
- Propel Park is a 50-acre private industrial park at the NASA Michoud Assembly Facility
- First new-build speculative industrial buildings in Orleans Parish in decades



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Ongoing Programming

NOEW in Your Neighborhood



- NOLABA hosting New Orleans Entrepreneur Week (NOEW) event Monday, March 11, 4-6pm
- Two panels featuring “Founder Stories” highlighting Invest NOLA and Resilient Corridor Initiative businesses
- The Lab at TECHPLUG
- NOEW in Your Neighborhood brings NOEW content to neighborhoods across New Orleans

Washington Mardi Gras

- 2nd Annual NOLABA State of the New Orleans Economy panel and networking event at Washington Mardi Gras
- 80+ attendees
- Panelists included:
 - Walt Leger, New Orleans & Company
 - Davon Barbour, Downtown Development District
 - Damon Burns, Finance New Orleans
 - Todd James, River District
- 3 new NOLABA sponsors secured
- Costs significantly lower than 2023 event



LA Competes – Site Development



- State-funded site development program passed by Louisiana Legislature in 2022
- \$8M statewide fund, funneled through regional economic development organizations
- Site planning, environmental mitigation, infrastructure funding
- Goal is to pursue additional funding through LED / legislature.
- NOLABA received initial approvals October 2023

Invest NOLA



- Construction cohort graduated in May 2023
- Business acquisition, joint venture, credit, government contracting, commercial loan underwriting high-level instruction
- Access to business coaches
- 9 total companies graduated
- Next cohort scheduled for April 2024 recruitment, June 2024 launch
- Goal is to increase cohort size to 15-20 for 2024

ICSC New Orleans Delegation



- Convened partners DDD, River District, Entergy New Orleans, Algiers Economic Development Foundation for annual ICSC conference in Las Vegas
- NOLABA organizes booth / logistics
- One on one meetings with key retail prospects
- Met with landlords representing 500K+ SF in New Orleans retail
- Partnering for quarterly ICSC events in New Orleans
- Working on convening neighborhood EDDs with national experts during Spring 2024 conference in NOLA

Advancing Cities Partner Convenings

- 35+ partner organizations attended Advancing Cities strategic update hosted by NOLABA
- National evaluator is featuring New Orleans Advancing Cities Collaborative as a best-in-class case study
- 600+ individuals completed training (double goals)
- Program participants currently employed at Sewerage & Water Board, Tulane University, City of New Orleans Parks and Parkways, JC Patin Construction Company



Economic Development District Convening

QUARTERLY
ECONOMIC DEVELOPMENT DISTRICT
CONVENING

What are Brownfields?
How do we start and how do we measure success?

SPEAKER

Kari M. Godchaux, M.S.
*Principal Urban Planner and
Brownfields Manager
City of New Orleans,
City Planning Commission*

Scott Nightingale
*TAB Services Coordinator,
Kansas State University
Technical Assistance,
Brownfields Program*

Adam Tatar
*Manager, Brownfield Redevelopment,
Regional Planning Commission,
serving the 8-parish New Orleans
metro areas*

Wednesday, June 28 | NOLABA Community Room
or via Zoom | **10 AM - 11:30 AM**

- NOLABA convenes free quarterly info sessions for neighborhood Economic Development Districts (EDDs)
- Topics include programs aimed at encouraging development, organizational and financial guidance
- Initiative of NOLABA's Strategic Neighborhood Development (SND) team

NOLABA ULI Real Estate Breakfast



The flyer features a blue background with white and green text. At the top, it displays the logos for the New Orleans Business Alliance (with the tagline 'CULTURE. EQUITY. PROSPERITY.') and ULI Louisiana. Below the logos, the text reads 'REAL ESTATE BREAKFAST SERIES' and 'What's New in the New Orleans Real Estate Market'. A paragraph of text follows: 'Join us for the latest updates, pain points, and who is expanding in our local real estate industry. Hear from some of NOLABA's Homegrown Holidays businesses on why they chose to set up shop in their neighborhoods and what other types of retailers these communities can support.' The speaker section includes a photo of Justin Landry, Sr. VP of Development and Finance at Stirling Properties. The date and time are listed as 12.14.23, 8:30 AM - 10:00 AM. The location is the New Orleans Business Alliance at 1250 Poydras St., Suite 2150, with a registration link at ULI.ORG. The moderator is Louis David, Interim President & CEO of the New Orleans Business Alliance.

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ULI Louisiana

REAL ESTATE BREAKFAST SERIES

What's New in the New Orleans Real Estate Market

Join us for the latest updates, pain points, and who is expanding in our local real estate industry. Hear from some of NOLABA's Homegrown Holidays businesses on why they chose to set up shop in their neighborhoods and what other types of retailers these communities can support.

SPEAKER

JUSTIN LANDRY
Sr. VP of Development and Finance
Stirling Properties

12.14.23
8:30 AM - 10:00 AM
New Orleans Business Alliance
1250 Poydras St., Suite 2150
REGISTER AT ULI.ORG

MODERATED BY:

LOUIS DAVID
Interim President & CEO
New Orleans Business Alliance



- Quarterly partnership with Urban Land Institute
- 40-60 attendees representing all aspects of commercial real estate – brokers, architects, engineers, construction
- Goal is to break down large projects in New Orleans, explore relationship with small and neighborhood business community

aKrewe NOLA Business Exchange

- Quarterly networking event for young professionals
- Focus on BIPOC and LGBTQ+ professionals
- 150+ average event attendees



Soulful Sunday

- New Strategic Neighborhood Development (SND) bi-monthly event
- First event at Lil Dizzy's, 100 tickets claimed
- Highlights BIPOC-owned restaurants in NOLABA Resilient Corridor neighborhoods
- Eedo's in New Orleans East 2/25



Neighborhood Festival Small Business Sponsorships



- New strategic sponsorships at neighborhood festivals
- NOLABA is partnering as “Small Business Sponsor” at multiple neighborhood events
- All sponsorships moving forward will have a small business focus
- HomeFest on Bayou Rd. – 30 black owned market vendors, 20 local artists, 600 attendees

Bio on the Bayou



- NOLABA sponsored Bio on the Bayou – an opportunity for Tulane and LSU researchers to present their current research to companies interested in funding future testing
- Two-day conference at NOBIC and Tulane Med School in October 2-3
- NOLABA co-founded this event with LSU and Tulane to promote joint collaboration among research institutions in New Orleans
- Complementary event to Bio from the Bayou at International BIO conference in San Diego in June

Tech Hubs Designation



- Gulf Louisiana Offshore Wind designated as one of 31 Tech Hubs across the US in October 2023
- Partnership led by LSU
- NOLABA working with City of New Orleans on leveraging our blue / green workstream and experience
- Promoting wind industry manufacturing and research primarily in New Orleans East
- Next round applications due in Q2 2024, \$50-70M regional grants

Homegrown Holidays 2023



The graphic features a woman in a light-colored dress smiling and holding a purple garment. The background is green with white stars. Text includes: 'NEW ORLEANS BUSINESS ALLIANCE CULTURE. EQUITY. PROSPERITY.', 'SHOP AT PARTICIPATING STORES FOR A CHANCE TO WIN \$50 - \$200 IN PRIZES', 'HOMEGROWN HOLIDAYS November 25- December 31', 'SPONSORED BY entergy NEW ORLEANS', and 'See a full list of participating businesses at: NOLABA.ORG/HOMEGROWN-HOLIDAYS'.

- 3rd Annual campaign encouraging holiday shopping at Resilient Corridor Initiative (RCI) businesses
- Sponsored by Entergy New Orleans for the first time
- 40+ businesses participated across RCI neighborhoods
- Algiers, Gentilly, Gert Town, Hollygrove, Lower Ninth Ward
- Out of Home (billboards) received 20%+ more views than expected
- 6.5M+ Impressions, 3200+ Site Visits



- 156 new followers
- 2,022 content interactions
- 48,325 accounts reached



- 83 new followers
- 28,955 page reach
- 944 profile visits
- 2,436 link clicks





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THANK YOU

Louis David
President and CEO
New Orleans Business Alliance
Ldavid@nolaba.org