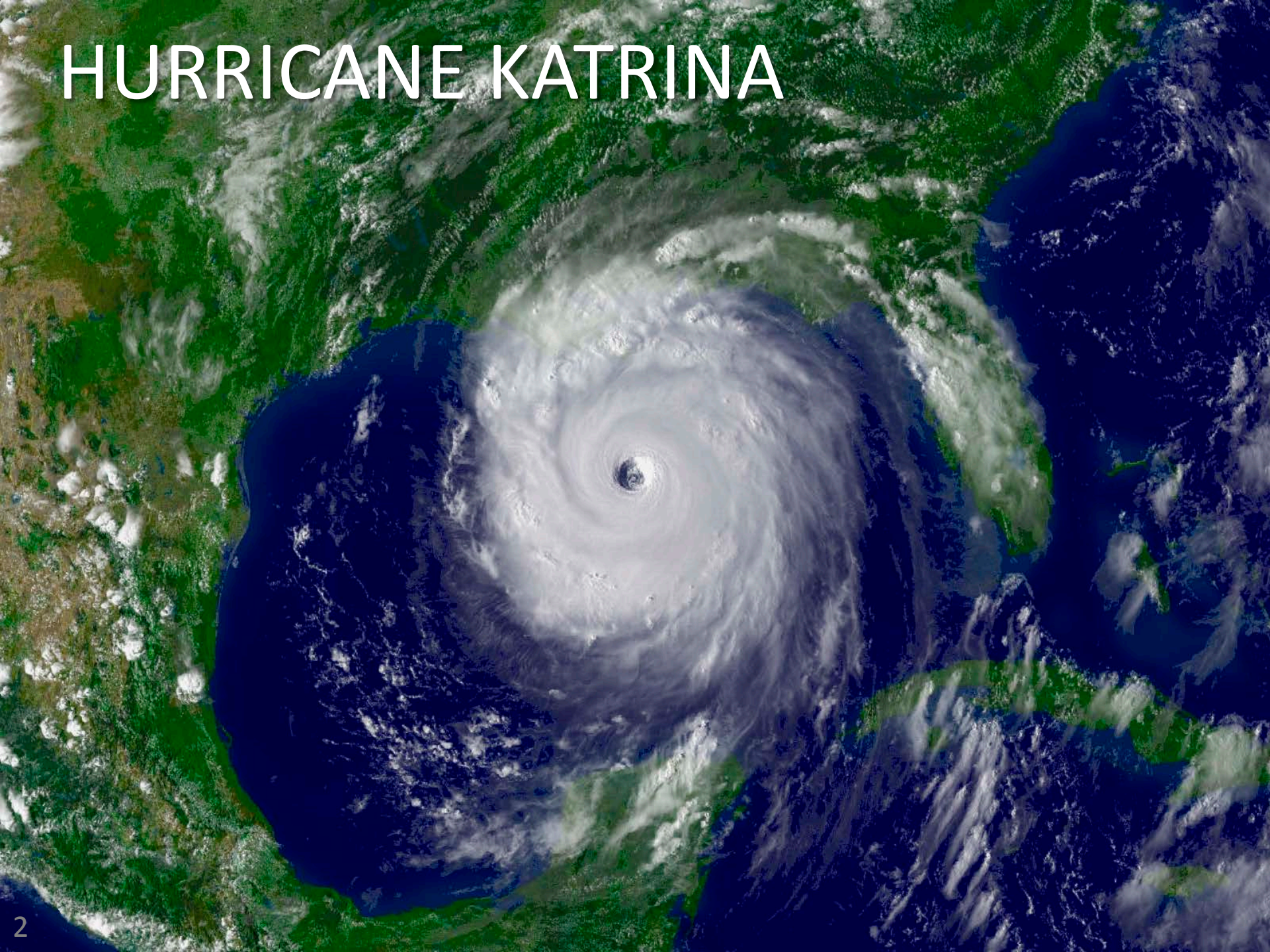
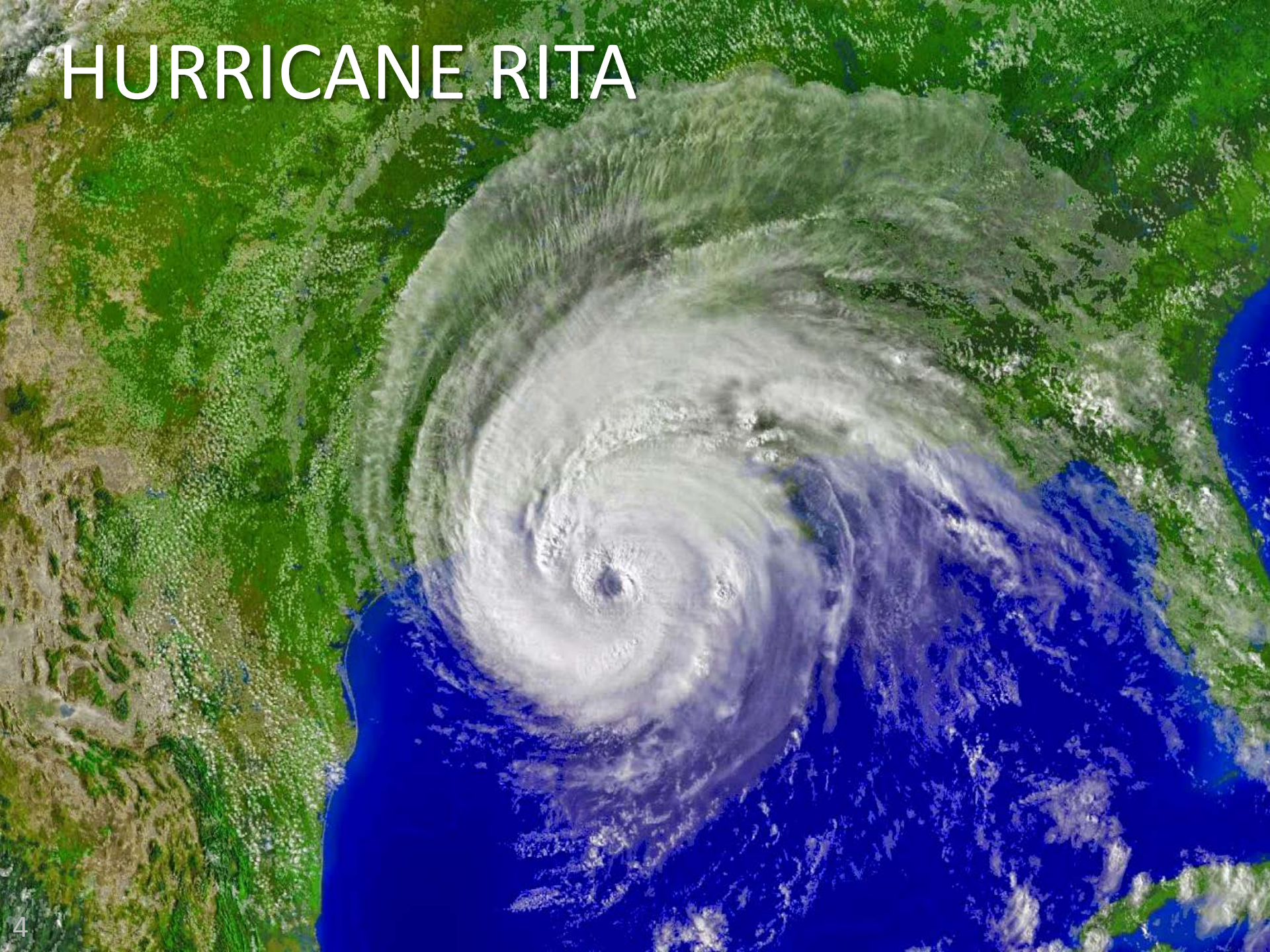
RESILIENCE

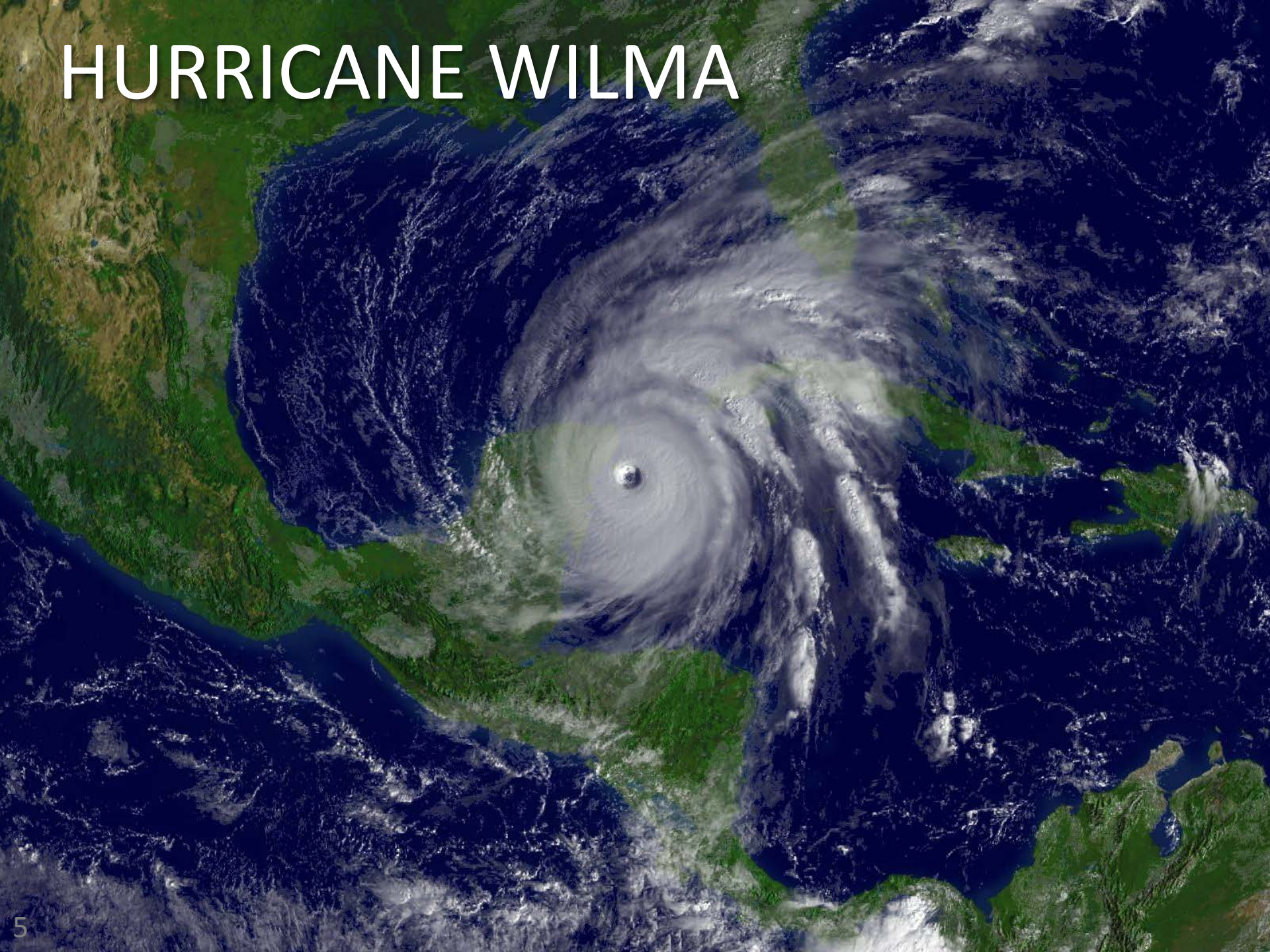
HURRICANE KATRINA



HURRICANE RITA



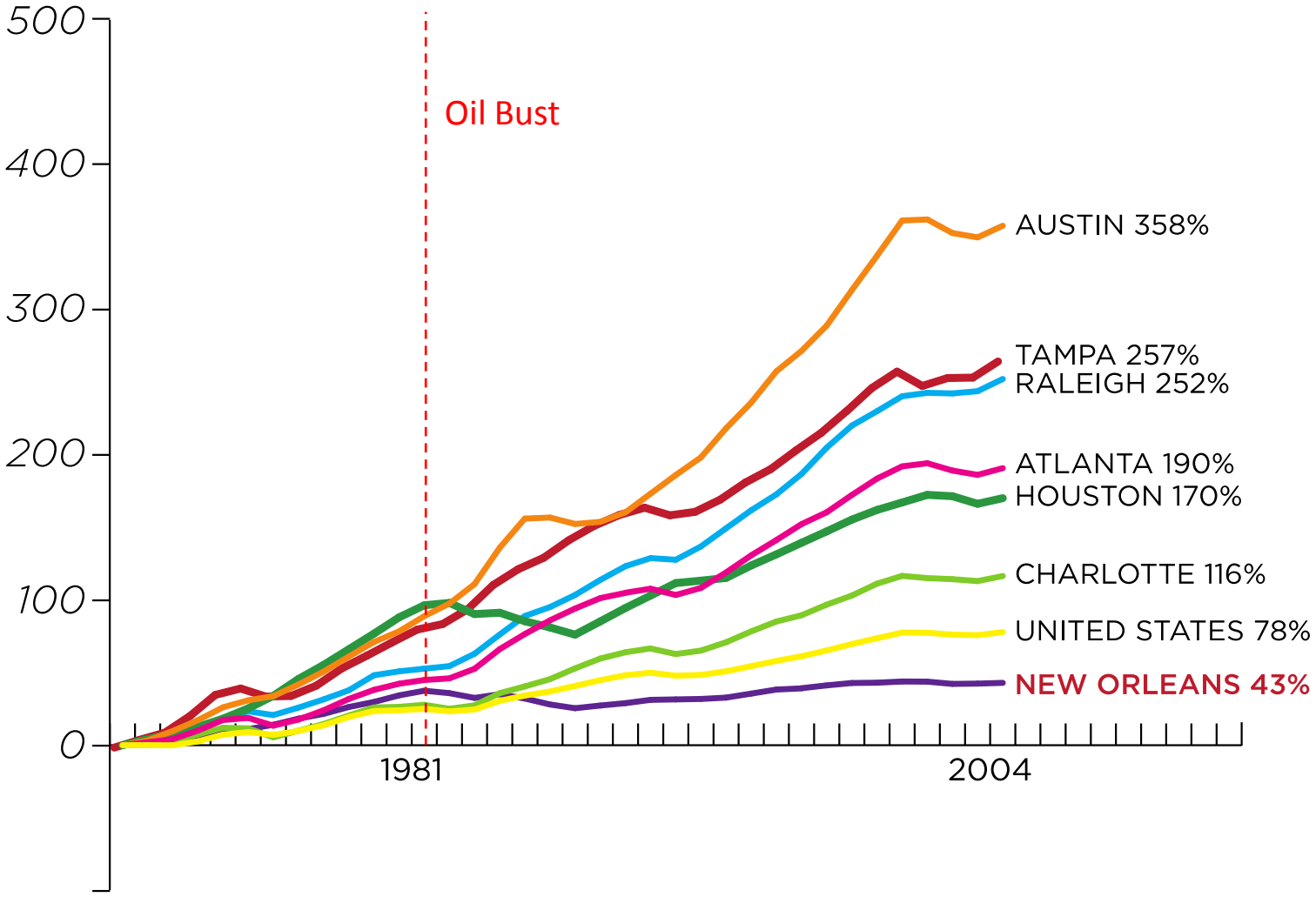
HURRICANE WILMA

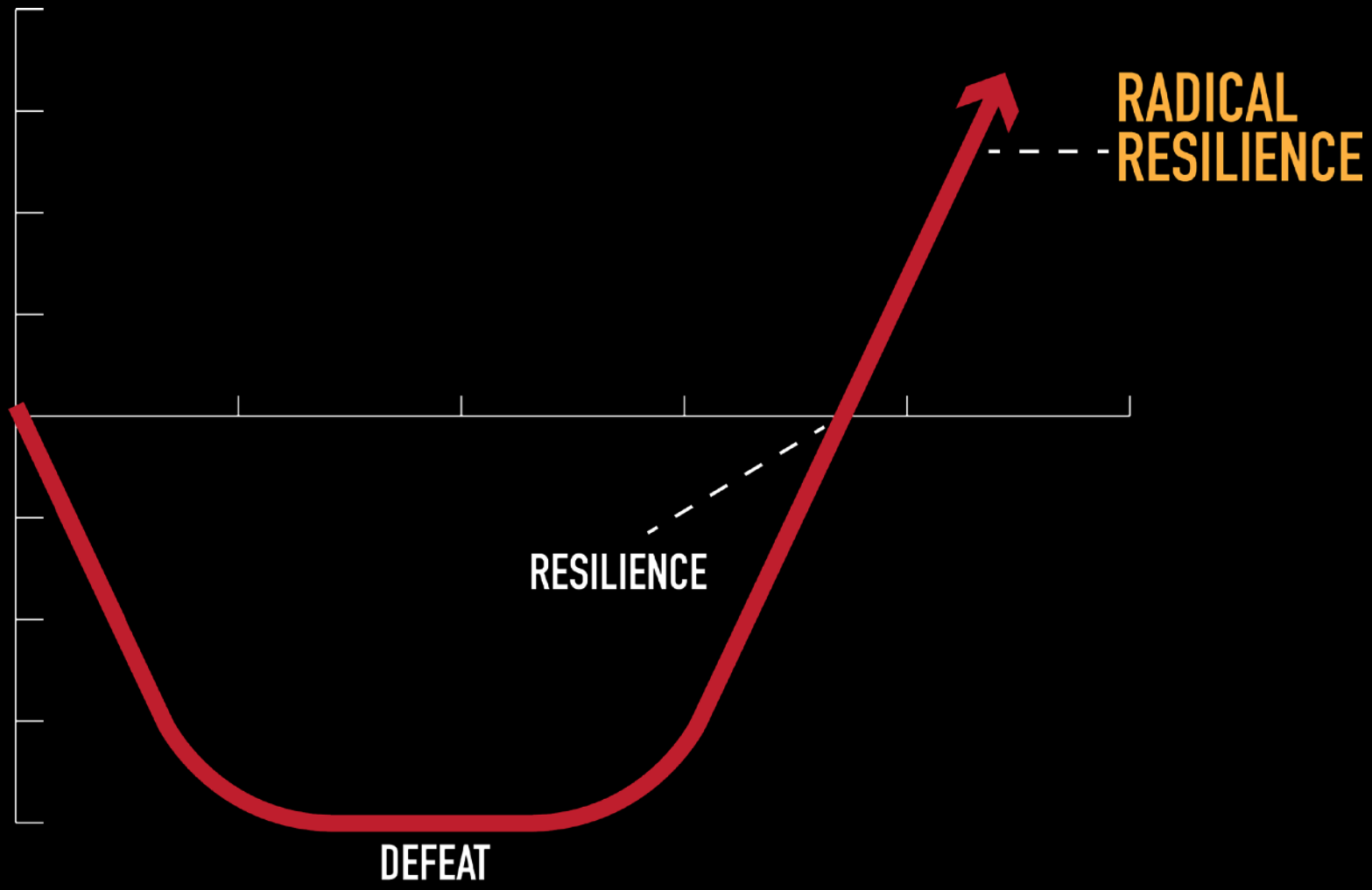


HURRICANE KATRINA

The conventional wisdom was that this was the sad, but inevitable, death of a once great region.

NON-FARM JOB GROWTH 1969-2004




RADICAL
RESILIENCE
RESILIENCE
DEFEAT

44
9

NFL
Reebok
NFL
CBS
SPORTS

RADICAL RESILIENCE

THE
Big Busy
A radical reset after the Katrina catastrophe is transforming the economy of New Orleans
Coca-Cola
LUCKY DOGS

A smart business move by GE: An editorial

General Electric's **decision to open the GE Technology Center in New Orleans** is a strong sign that Louisiana is doing the right things to lure information technology and other knowledge-based industries here. New Orleans had serious competition for the office and the 300 well-paying jobs it will bring. More than a dozen other cities were trying to land the prize, a fact pointed out by

Michael DeMocker/The Times-Picayune
GE CEO Jeff Immelt addresses a New Orleans audience.

, senior vice president and general counsel of GE.

"We were not without people who wanted us to locate this technology center in their city and state," he said. "This place is what's best in America"'

That's encouraging praise.

The office, which will be located within New Orleans city limits, will provide software development and information technology support to the financial services arm of GE. The jobs will be in computer engineering, software development and other information-technology fields and will pay from $60,000 to $100,000. The project also will bring another 301 indirect jobs, according to Gov. Bobby Jindal.

City and state officials worked hard to recruit GE, beginning in August 2010 when Ochsner CEO Patrick Quinlan introduced Mayor Mitch Landrieu to GE Chairman and Chief Executive Officer Jeffrey Immelt. The state office of economic development offered incentives, and GE settled for a deal that will pay $10.7 million for relocation costs, workforce training and other expenses.

GE was concerned about the state's ability to provide trained workers, state officials said. The deal includ

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3:14 PM
32 %
Forbes
REINVENTING AMERICA
4/03/2014 @ 10:05AM | 76,642 views
America's New Brainpower Cities
No. 1 (tie): New Orleans, LA
Increase In No. Of College Grads, 2007-12: 44,005
Percentage Gain: 25.4%

GREATER NEW ORLEANS INC
REGIONAL ECONOMIC DEVELOPMENT

December 2015

STARs
Statistics, Testimonials, Awards, and Rankings

GNO, Inc. has helped to drive and promote broad third-party recognition over the past five years, repositioning the Greater New Orleans region and Louisiana as outstanding places to live and work:

Economic Development

- GNO, Inc. was ranked as the **#2 Economic Development Organization in the U.S.** [*Business Facilities*]
- Greater New Orleans was ranked **#1 for the Decade for Major Economic Development Wins in the South** [*Southern Business & Development*]
- Greater New Orleans was named **#1 Most Cost-Friendly for Business in the USA** [*KPMG*]
- Louisiana was ranked **#1 Best Business Conditions in the USA** [*Business Facilities*]
- Greater New Orleans is **#1 in the USA for Export Growth**, over 400% *[US Chamber of Commerce]*
- Greater New Orleans is the **#2 Boomtown in America**, due to population and GDP growth [*Bloomberg*]
- New Orleans was ranked the **#2 "Aspirational" City in the USA** *Daily Beast*]
- New Orleans was named the **#1 City (of 475) for Employment, Income, and Population** [*NerdWallet*]
- Greater New Orleans is the **#3 Big City Winning the IT Jobs Battle** (after Silicon Valley and S.F.) [*Forbes*]
- Louisiana has the **#2 Business Climate in the USA** [*Site Selection*]
- Louisiana is the **#1 Most Improved State** on the **"Best States for Business"** ranking since 2008 [*Forbes*]
- Louisiana placed **#1 for Economic Potential, Workforce Training, and Digital Media** [*Business Facilities*]
- Greater New Orleans was the **#1 Most Improved Metro in the USA** [*Wall Street Journal*]
- Louisiana is one of the **Best States to Operate a Small Business**, meriting a grade of "A." {*The Economist*]
- Louisiana was ranked **#1 in the USA for Exports** per capita [*New Geography*]
- Louisiana was rated a **Top Ten State in the USA for Overall Tax Competitiveness** [*Tax Foundation+ KPMG*]

Former Lafitte Housing Project

Faubourg Lafitte Housing

LEADERSHIP AT EVERY LEVEL

U. S. Chamber of Commerce Leadership

- Aid Matrix
- Jobs4Recovery.com
- “Ready Business”
- Adopt a Chamber
- Adopt a Business

U. S. Chamber of Commerce Leadership

- Small Business Administration - Hector Barreto
- U.S. General Services Administration Disaster Outreach
- U.S. Dept. of Homeland Security - Michael Chertoff
- Private Sector of DHS - Al Martinez Fonts & Rich Cooper
- Gulf Coast Business Reinvestment Forum
- Gulf Coast Economic Recovery Summit
- Matchmaking Events Across the Gulf Coast
- Testimony Before U.S. House & U.S. Senate

Take Away

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- Collaboration with the Private Sector

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- “American Red Cross for Small Business”

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- Separate the FEMA and the SBA Process

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- Emergency Preparedness
- Gulf Coast Restoration

RADICAL RESILIENCE

THE BIG SPILL