

***CREATING GREATER  
ECONOMIC SECURITY  
FOR MORE NEW ORLEANIANS***



**NOLABA**  
NEW ORLEANS  
BUSINESS ALLIANCE  
*for Economic Development in New Orleans*

***The Imperative of Economic Growth  
for New Orleans' Next Generation***

*Confidential and Not Intended for Public Dissemination*

# VISION

To reposition New Orleans as the **next great American city for business investment and economic opportunity**

# NOLABA BOARD OF DIRECTORS

## Executive Committee

### Henry L. Coaxum Jr.

*Chair*

President, Coaxum Enterprises, Inc.

### Aimee Quirk

*Vice Chair*

CEO, innovationOchsner

### Justin T. Augustine III

*Treasurer*

Vice President, TransDev Services, Inc.

### Kim M. Boyle, Esq.

*Secretary*

Partner, Phelps Dunbar, LLP

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Mayor of the City of New Orleans

### \*Ellen Lee

Mayoral Designee, Sr. Advisor for Economic Development, City of New Orleans

### Thomas Mabon

Senior Vice President, IBERIABANK

### Charles L. Rice, Jr.

President and CEO, Entergy New Orleans, Inc.

## Board Members

### Shelia Burns

Partner, QCS Logistics

### R. Erich Caulfield

President, The Caulfield Consulting Group

### Dr. Takeisha C. Davis

President & CEO, New Orleans East Hospital

### Richard Tallant

General Manager – Gulf of Mexico East,  
Exploration and Production Company

### Hon. Jason R. Williams, Esq.

Councilmember-at-Large, New Orleans City Council

### Robert Wollfarth, Esq.

Shareholder, Baker Donelson



**HENRY L.  
COAXUM, JR.**  
Chair, Board of Directors



**QUENTIN L.  
MESSER, JR.**  
President & CEO

Shell

# CURRENT PRIVATE & PUBLIC INVESTORS



**Leadership Investors (\$20,000+)**  
Annie E. Casey Foundation  
Blue Cross and Blue Shield of Louisiana  
Conrad N. Hilton Foundation  
Downtown Development District  
Entergy New Orleans  
Ford Foundation  
Harrah's New Orleans  
Hyatt Regency New Orleans  
JPMorgan Chase Foundation  
LCMC Health  
Leslie Jacobs  
Living Cities  
Ochsner Health System  
Shell Oil Company  
Stone Pigman Walther Wittmann, LLC  
Surdna Foundation

**Foundational Investors (\$10,000+)**  
Business Council of New Orleans & The River Region  
Goldring Family Foundation  
Helis Oil & Gas Company, LLC  
IBERIABANK  
Jones Walker, LLP  
Laitram, LLC

**Leadership Investors (\$20,000+)**  
Liberty Bank  
New Orleans Pelicans  
New Orleans Saints  
Razorline, LLC  
Transdev Services, Inc.  
Whitney Bank

**Partner Investors (\$5,000+)**  
Acrew  
Adams and Reese, LLP  
Baker Donelson  
Barriere Construction Co., LLC  
Bellwether Technology  
Boh Bros. Construction Co., LLC  
Canal Barge Company, Inc.  
Capital One  
Coaxum Enterprises, Inc.  
Enwave USA (New Orleans)  
Flower Holdings  
FOGO Data Centers  
HCA MidAmerica Division, Tulane Health Systems  
The Kearney Companies, Inc.  
Laurel Outdoor  
Look Far  
Loving Family Foundation  
New Orleans Board of Trade  
Port of New Orleans  
Regions Bank  
Stirling Properties, LLC  
Transcendent Legal  
Transoceanic Development, LLC  
Woodward Design+Build

**Supporting Investors (Up to \$5,000)**  
ADP  
AT&T Louisiana  
Algiers Development District  
Annala + Wills, LLC  
Benefit Administration Group  
Blue Bikes  
The Boeing Company  
The Domain Companies  
ERG Enterprises  
Ernst & Young, LLP  
First Hartford Realty Corporation  
Green Coast Enterprises  
Health Education Authority of Louisiana  
Howard Hughes Corporation, The Outlet Collection  
Image360  
Kinney, Ellinghausen & DeShazo Law Firm  
Limousine Livery  
Mathes Brierre Architects  
MCC Real Estate Group  
New Orleans Jazz Market  
New Orleans Tourism and Marketing Corporation  
NOLA Brewing

**Supporting Investors (Up to \$5,000)**  
Omega Concierge  
Palmisano  
Pepperoni's Cafe  
Propeller  
Quentin L. and Kenya L. Messer  
Rebecca Conwell  
Reily Foods Company  
SOCIALSTEP, Inc.  
Solomon Group  
UnCommon Construction  
The Warehouse

# A PASSIONATE TEAM





# A HOLISTIC APPROACH

## Economic Development



**Business Development**



**Workforce  
Development**



**Quality of Place**

**NOLABA Programs**

# THE OPPORTUNITY BEFORE US

*New Orleans' Economic Profile*

Population Decline



Low Corporate  
Population



Attractive to Visit but  
Not to Live

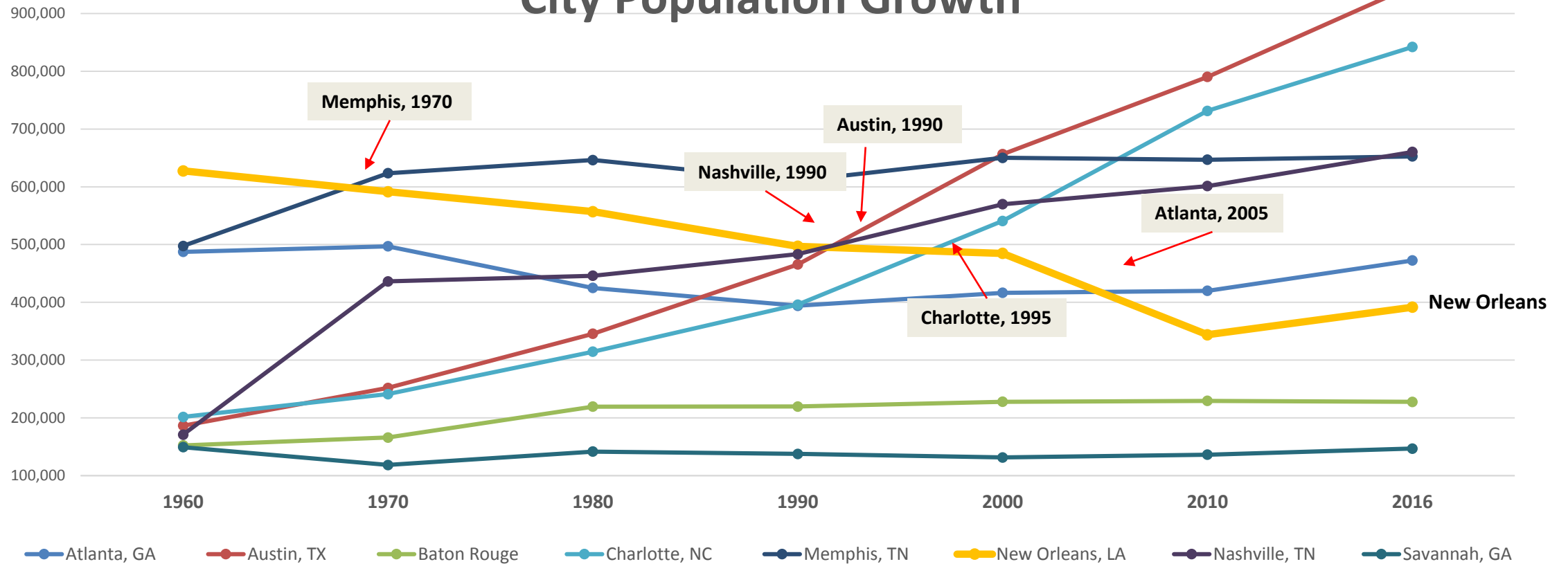


Lagging on Critical  
Growth Indicators



# POPULATION DECLINE

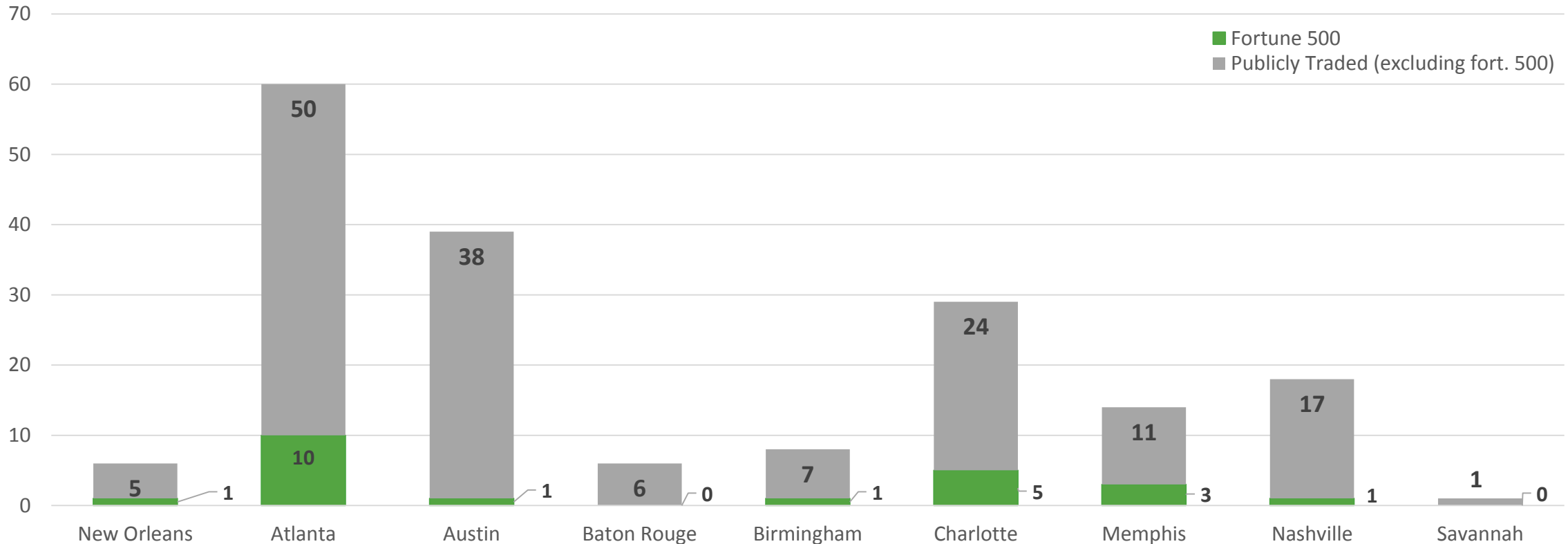
## City Population Growth





# LOW CORPORATE POPULATION

## Corporate Population



Publicly traded companies include over-the-counter traded (OTC) companies

Source: ReferenceUSA Research tool

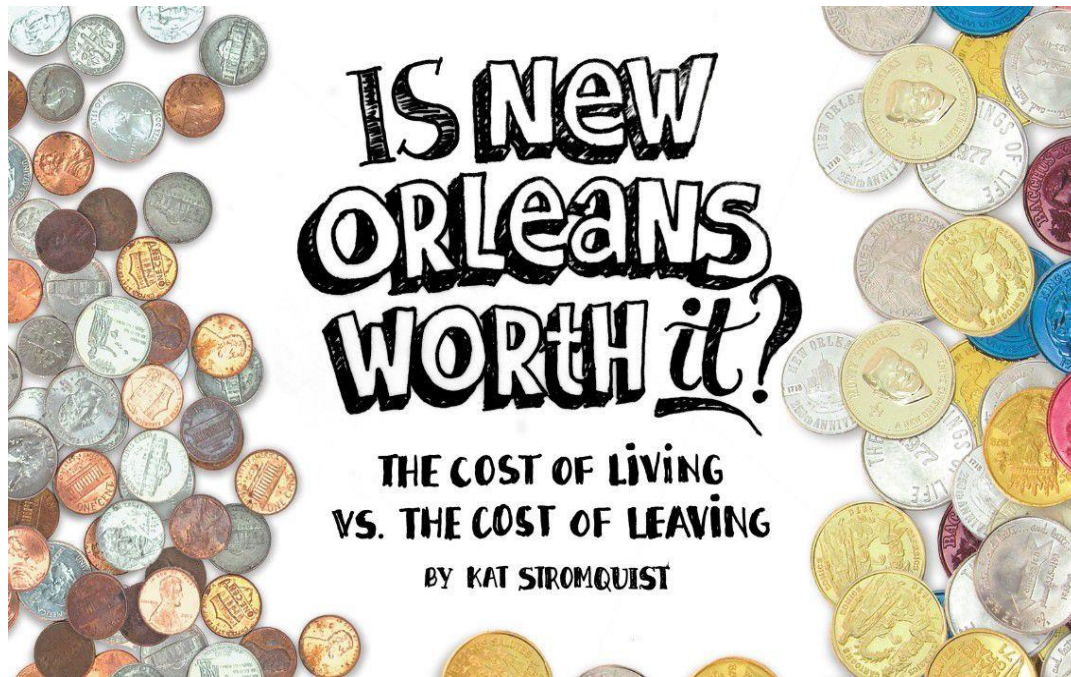
# ATTRACTIVE TO VISIT

17.74 million annual visitors (2017)





# ATTRACTIVE TO STAY?



## Opinion: New Orleans Business Alliance responds to 'Is New Orleans Worth It?'

Quentin Messer Aug 24, 2017 - 12:00 pm (...)

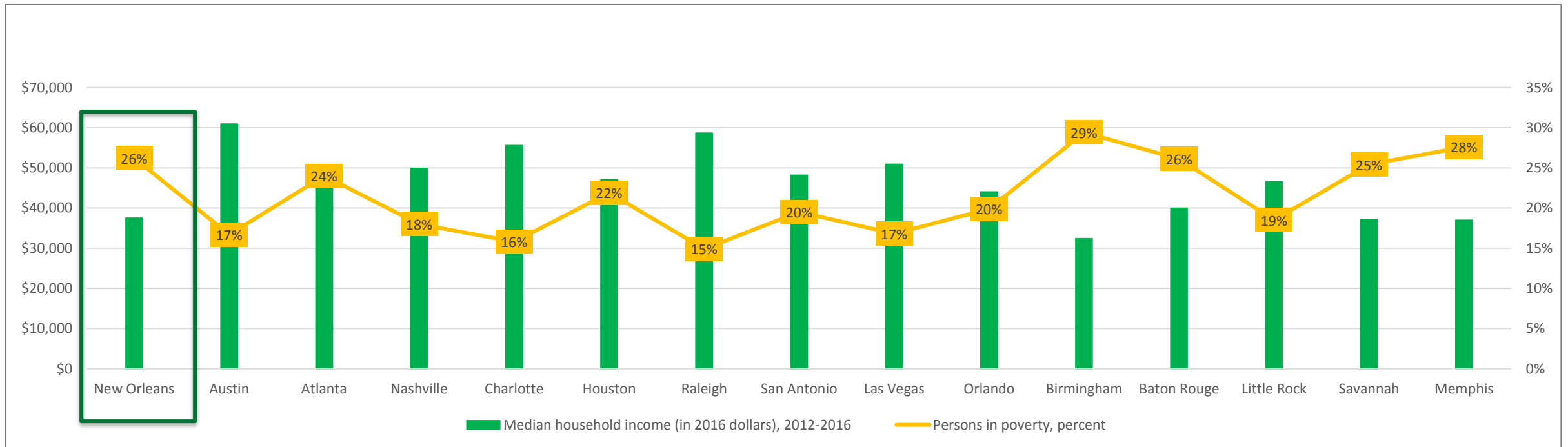


Quentin Messer, head of the New Orleans Business Alliance.

# LAGGING ON CRITICAL INDICATORS

## Income & Poverty

New Orleans Compared to Aspirational and Peer Cities



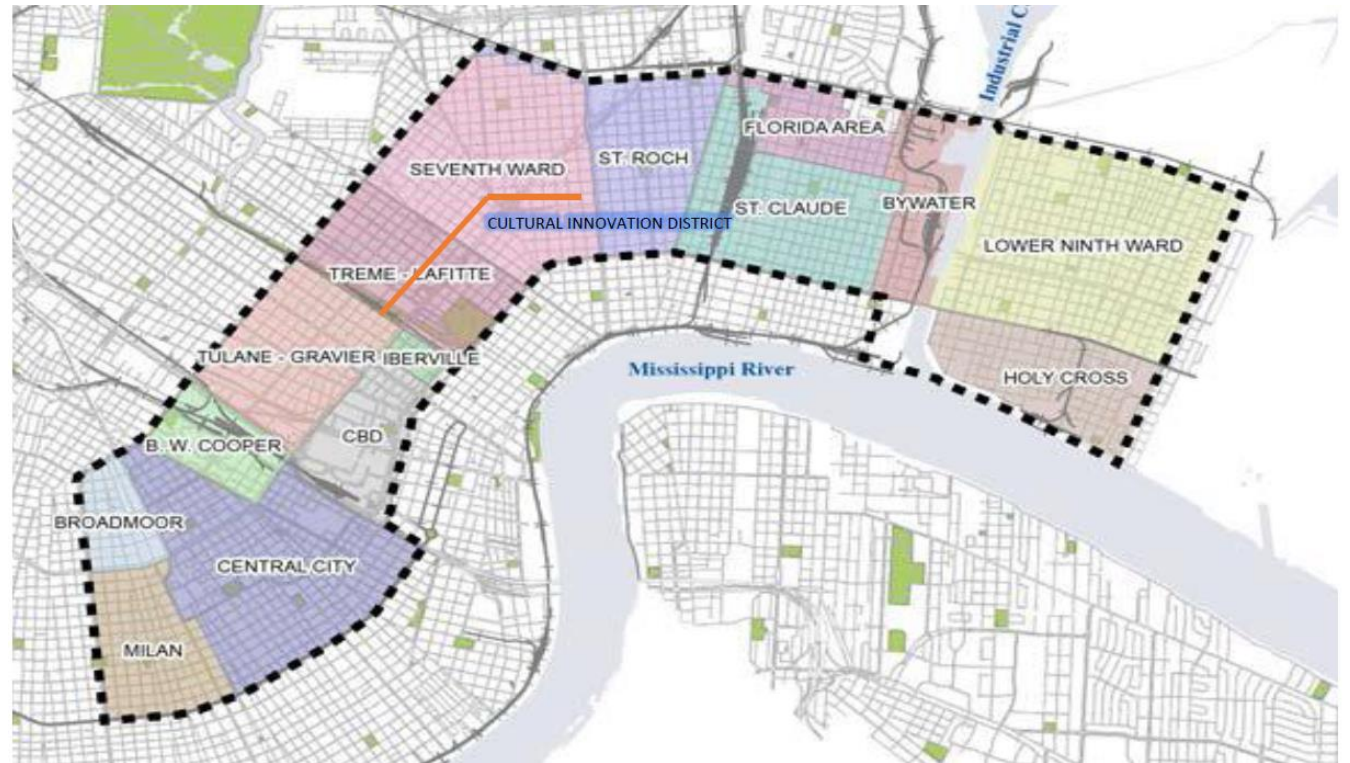
# LAGGING ON CRITICAL INDICATORS





# LAGGING ON CRITICAL INDICATORS

- 10% of students live within half a mile of their school
- 40% of households have no access to a car
- 20% are unemployed, 40% under employed
- 38% of households live beneath the poverty line
- \$18,000 is the median household income (**\$47,000** required to not be cost-burdened)
- 10- to 25-year variances in life expectancy





# A HOLISTIC APPROACH

## Economic Development



**Business Development**



**Workforce  
Development**



**Quality of Place**

**NOLABA Programs**



# WINNING FOR NEW ORLEANS

## ////////////////// BUSINESS ATTRACTION

Business attraction is a critical component in bringing new investments that fuel our economy. NOLABA has played a vital role in bringing increased business activity to New Orleans, including the biggest economic development announcement in state history and cutting-edge initiatives in bioinnovation.

# DIGITAL TRANSFORMATION

DXC Chooses New Orleans: 2,000 permanent jobs & \$25 MM Computer Science Partnership



# BUSINESS DEVELOPMENT - RETAIL

## Retailers Opened in New Orleans Since 2010



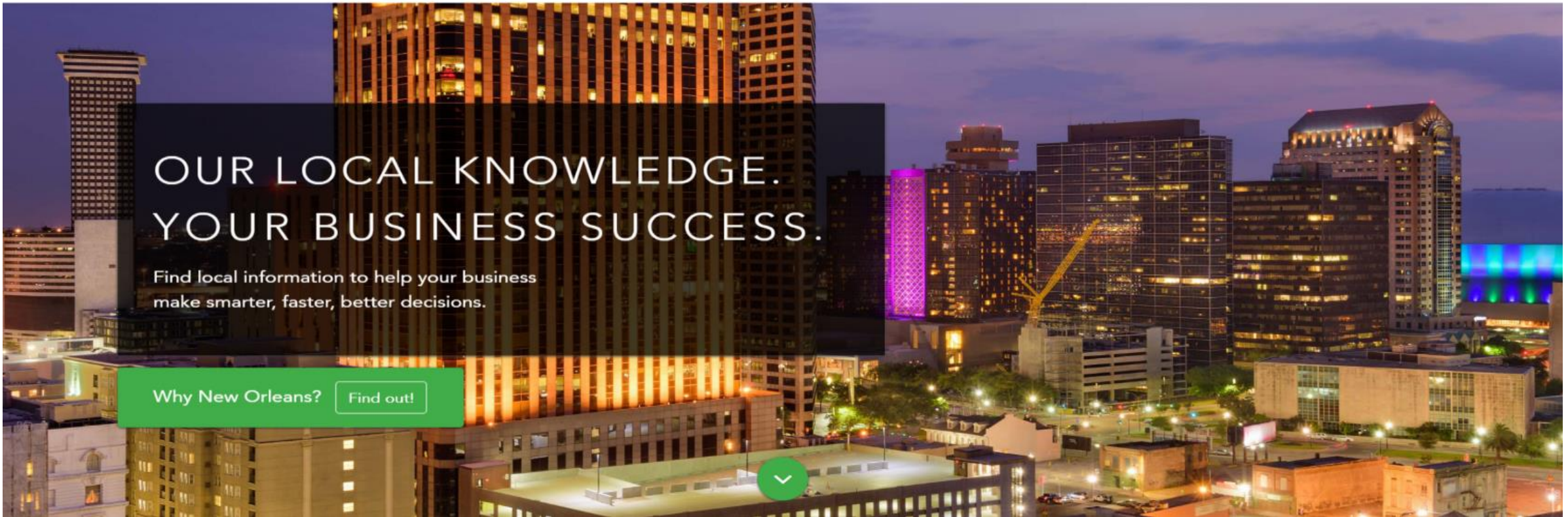


# BUILDING A DIGITAL HEALTH FOOTPRINT



**INNOVATE** ➤ **CONNECT** ➤ **WIN** ➤ **IMPACT**

# SMALL BUSINESSES





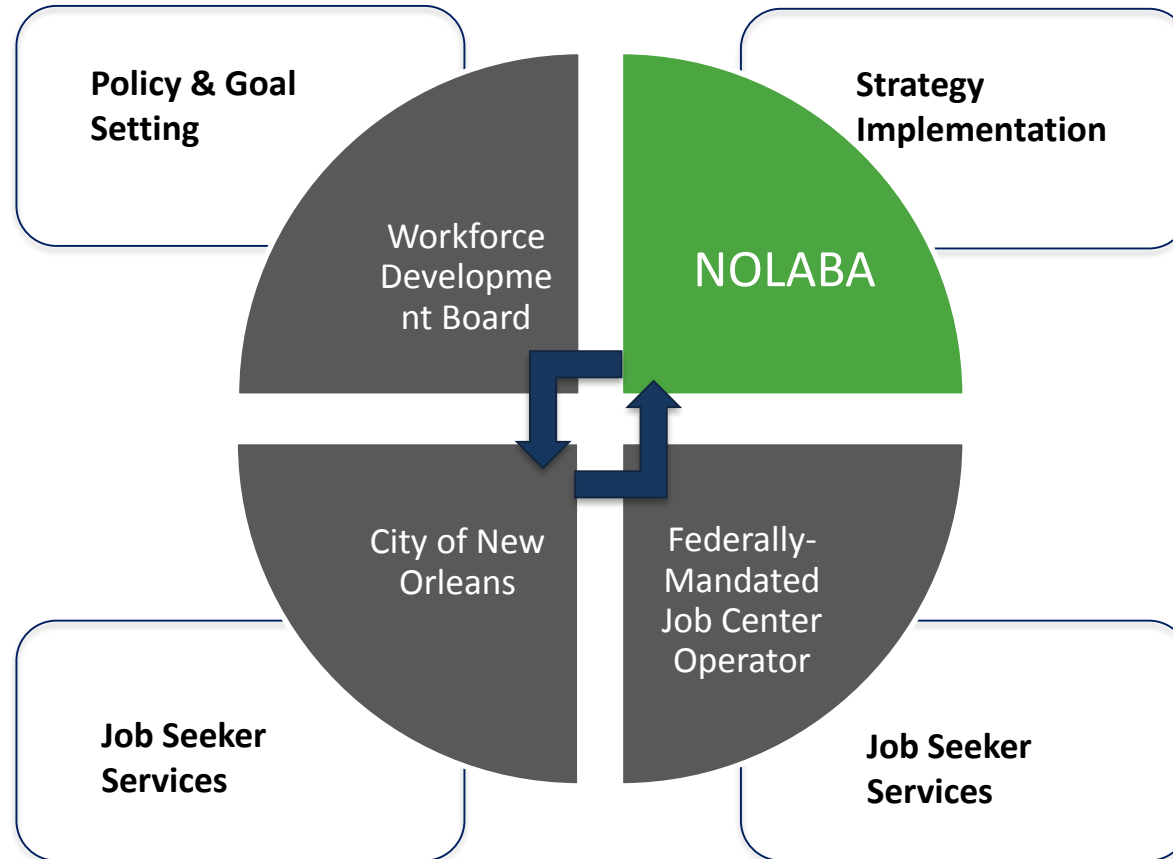


# CULTIVATING & RETAINING TALENT

## //////////////////// Workforce Development

A healthy economy demands a diverse and skilled workforce to support and grow local business and attract incoming investments. .

# AN EFFECTIVE SYSTEM



# LOCAL LEADERS

Big  
Easy  
BUCHA





# LOCAL LEADERS



 bigeasybucha • Seguir  
New Orleans, Louisiana

bigeasybucha 10% of our #kombucha #brewery workforce comes from the awesome #strive program in #neworleans ❤️ their mission is to help connect folks with barriers to employment with #meaningful #jobs and #livingwages ✨ can #smallbusiness act as a catalyst for social change? We think so! 🙏🙏🙏 #cheers #bigeasybucha #dogood #drinkup @striveintl @nolabusinessalliance @neworleansandco

Ver los 40 comentarios

neodiva My favorite kombucha company!!!  
bigeasybucha @neodiva thank you!!!

🤍 💬 📌

752 Me gusta

2 DE JUNIO

Inicia sesión para indicar que te gusta o comentar. ...

# TALENT ATTRACTION & RETENTION



## WINNING IN THE TALENT MARKETPLACE

— ECONOMIC DEVELOPMENT SYMPOSIUM —

# 504WARD

NEW ORLEANS CALLING






# EMPOWERING ADVOCATES




**#WhyNOLA**



**“ NOLABA’S AMBASSADORSHIP PROGRAM PROVIDES A BEHIND-THE-SCENES LOOK AT THE {RESEARCH AND TACTICS} THAT MAKE OUR CITY A GREAT PLACE TO BUILD NOT JUST FAMILIES, BUT ALSO COMPANIES AND CAREERS.**

**-STEVEN ROSSI**  
2017 ECONOMIC DEVELOPMENT AMBASSADOR



## NEW ORLEANS AT THE CENTER

— ECONOMIC INTELLIGENCE SERIES —  
2018

**#WhyNOLA**



**“ WE ALL HAVE A PART TO PLAY IN THE ECONOMIC SUCCESS OF NEW ORLEANS, AND I WANT TO MAKE AN IMPACT.**

**-SERINA PHOENIX**  
2017 ECONOMIC DEVELOPMENT AMBASSADOR







# WHERE CULTURE MEETS COMMERCE

Place-Based Development

# TRANSFORMING OUR URBAN LANDSCAPE



## Claiborne Corridor Cultural Innovation District



# TRANSFORMING OUR URBAN LANDSCAPE



## Place

Creation of a Multi-use Destination

Increased Food & Retail Access

Improved Public Safety & Quality of Life

Righting of an Historic Wrong

## Culture

Community-Driven Revitalization

Enhancement of Creative Life for Culture bearers

Preservation & Innovation of Indigenous Tradition

Cross-cultural Enrichment & Exchange

## Economy

Small Business & Entrepreneurship Development

Capacity Building for Disadvantaged Job Seekers

Promotion of Equity Based Service Delivery Models

Establishment of Economic Partnerships

## Resilience

Sustainable Urban Development

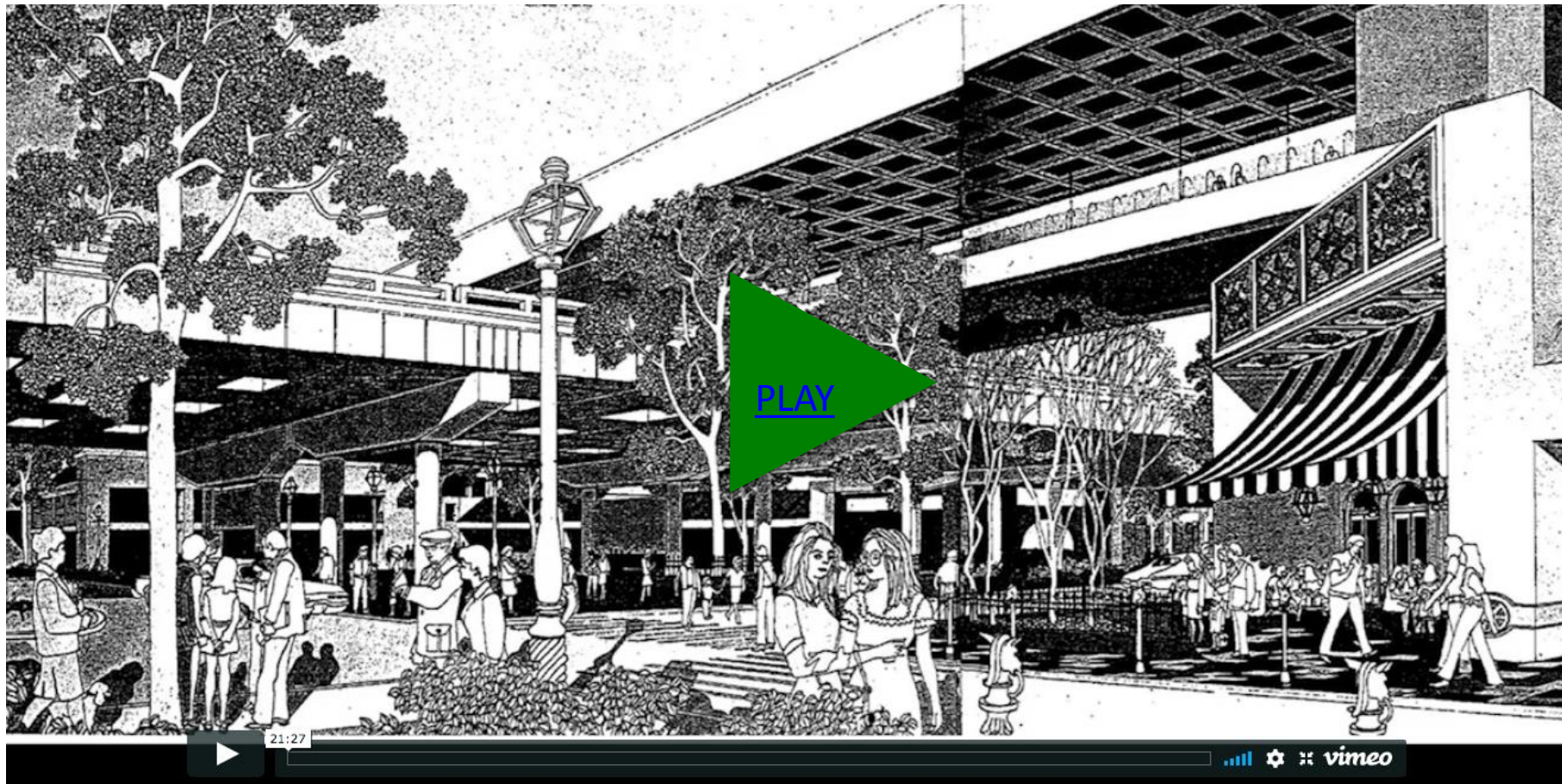
Reduced Pollution & Carbon Footprint

Balance in Coastal Ecosystem

Strengthening of Global Social Fabric



# TRANSFORMING OUR URBAN LANDSCAPE



<http://cidnola.com/about/>













# A HOLISTIC APPROACH



**Companies benefit**



**Workers benefit**



**Community benefits**



# CALL TO ACTION



**Support NOLABA's programs**

**Request information**

**Follow NOLABA's online platforms**



[@NewOrleansBusinessAlliance](#)



[LinkedIn](#)



[@NewOrleansBA](#)



[@nolabusinesalliance](#)



[YouTube Channel](#)





**NOLABA**

**NEW ORLEANS  
BUSINESS ALLIANCE**

*for Economic Development in New Orleans*

**THANK YOU**

**ALEJANDRA GUZMAN**

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