

# The “New” New Orleans

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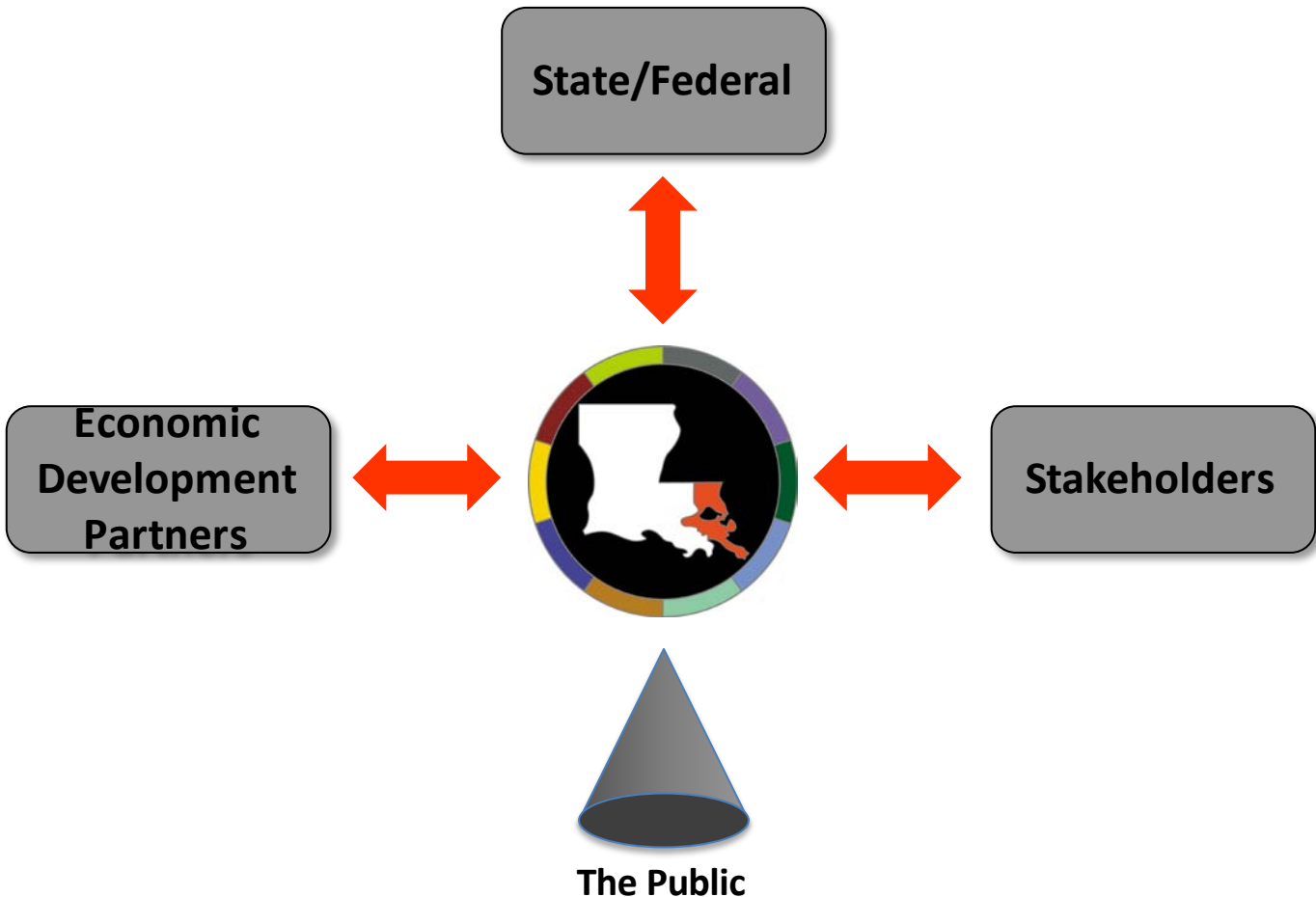
## *Third Coast Rising*

March 2012

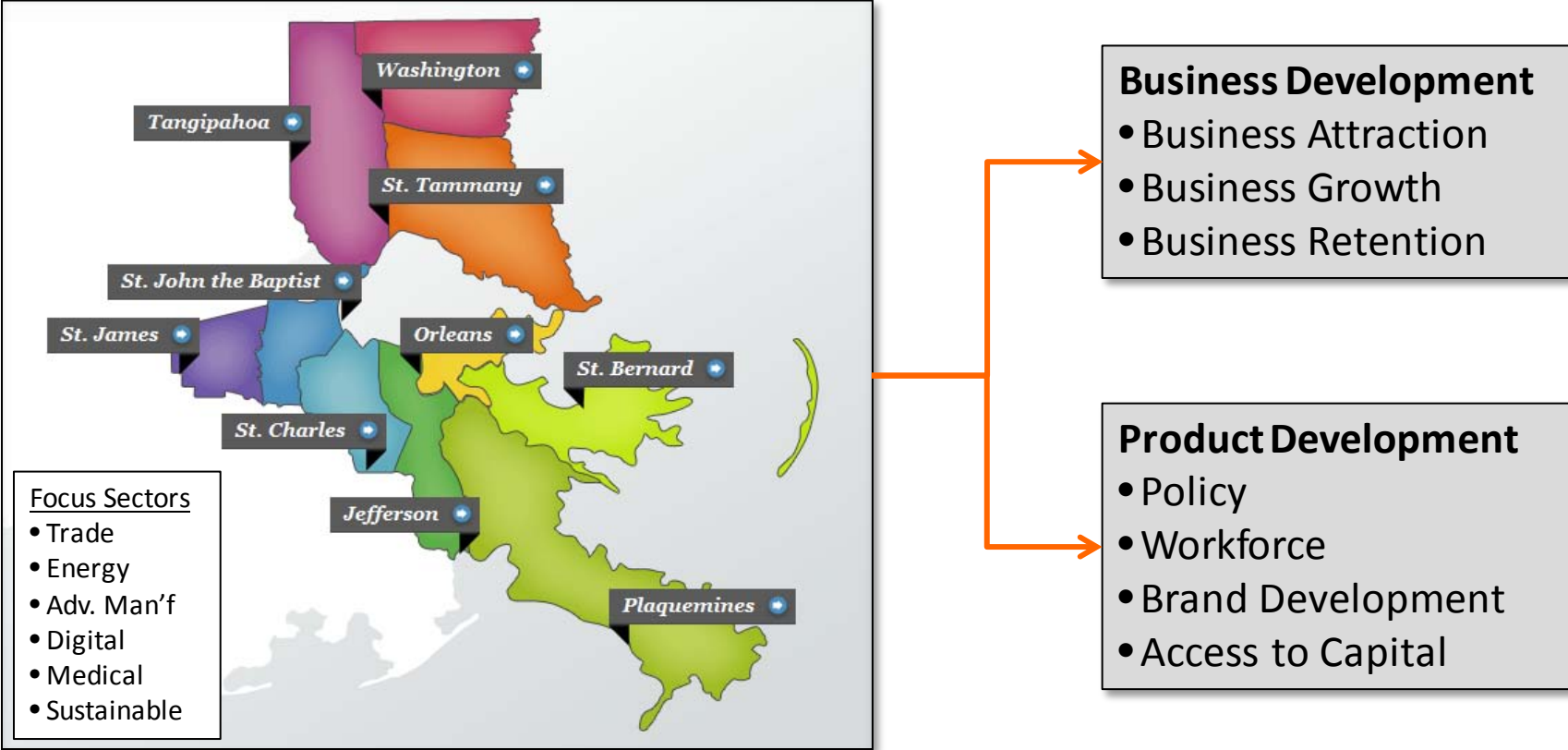


Jefferson Orleans Plaquemines St. Bernard St. Charles St. James  
St. John the Baptist St. Tammany Tangipahoa Washington

GNO, Inc. serves as the economic development “hub” for the region.



## GNO, Inc. takes a “double-barrel” approach to economic development.

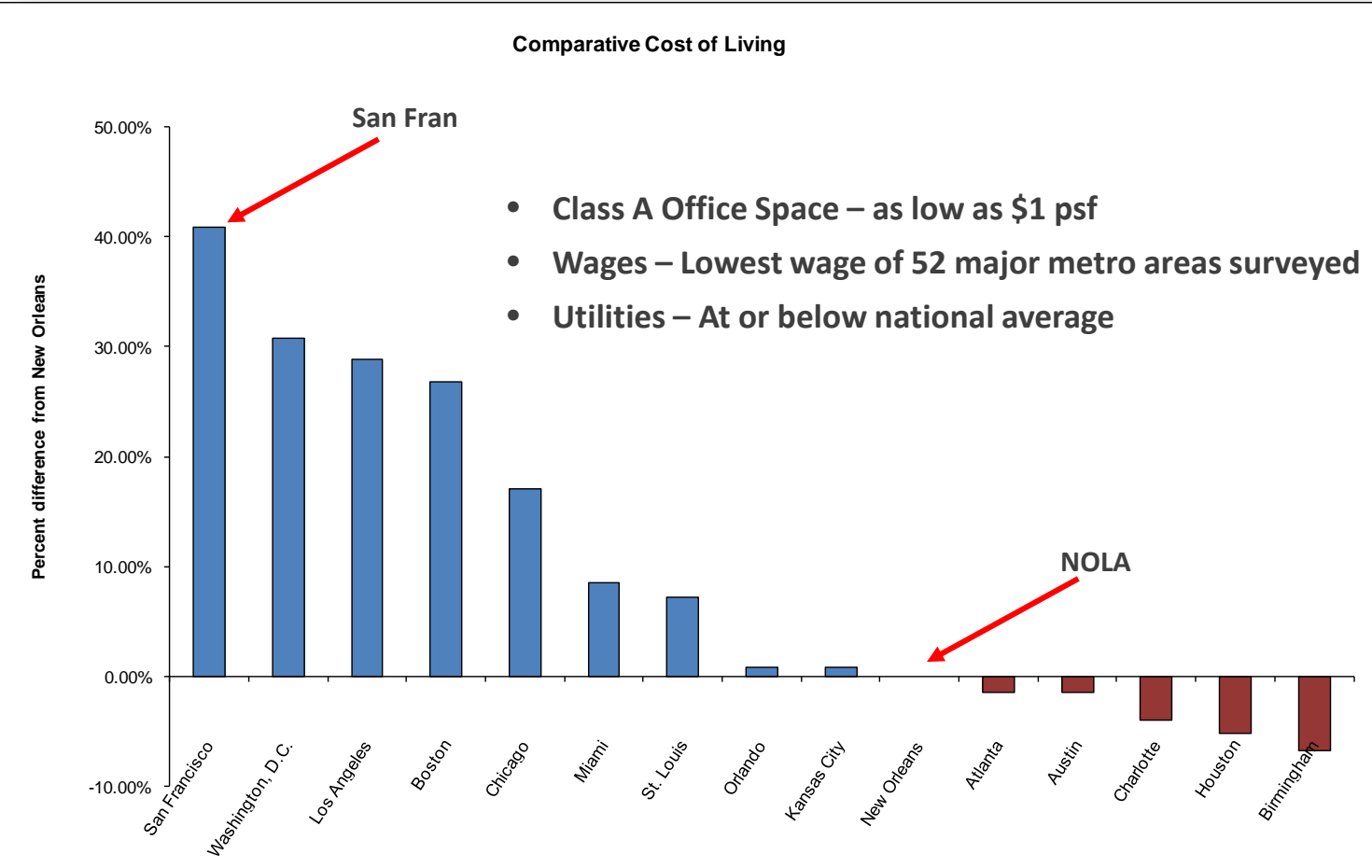


# The Greater New Orleans Business Case

The Business Case for Greater New Orleans is strong,  
and can be summarized as the “3C’s + L”:

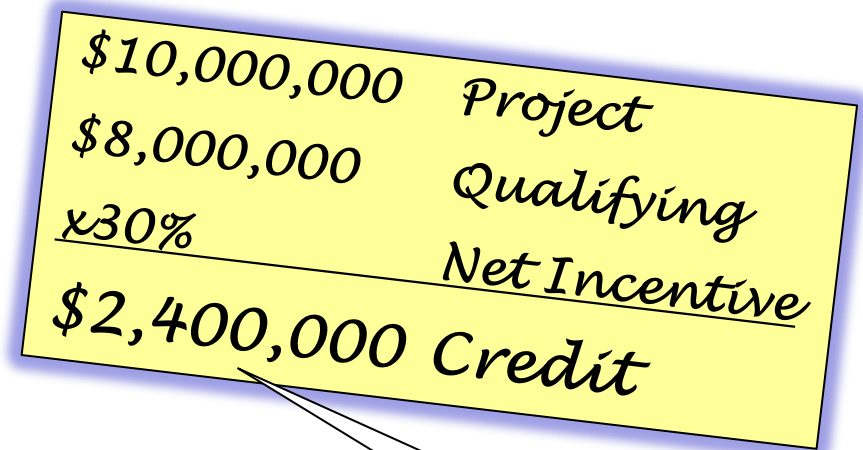
CCCL

# New Orleans represents a significant cost savings over traditional high-tech markets



## Cash incentives are the best in North America, including the Digital Media Incentive

- 25 % credit on digital interactive expenditures incurred in Louisiana
- 35 % credit on project payroll for Louisiana residents
- No annual cap on amount of credits received
- Does not expire
- Credits can be sold or applied against accrued state tax liability



**Starting with a  
24% return! (example)**

In a world of increasing homogeneity, New Orleans shines as a beacon of culture.

- *#1 Nightlife Destination in the World* – Travel & Leisure
- *Most Affordable Dining in America* – Zagat
- *#3 Most Joyous City in America* – Shutterfly
- *Top Ten City for Relocation* – Forbes





**Economic development leadership is energized, aligned and able.**

- Governor Bobby Jindal
- Secretary Stephen Moret
- GNO, Inc. CEO Michael Hecht
- Mayor Mitch Landrieu







***Louisiana  
#2 best for new;  
#10 best for mature  
companies  
in the USA***

## SITE Selection

<b>1. Louisiana</b>	<b>431 pts</b>
2. Virginia	402
3. Texas	391
4. North Carolina	373
5. South Carolina	369
6. Kansas	364
7. Georgia	363
8. Indiana	360
9. Pennsylvania	356
10. Ohio	351

**“There is a real lesson in rebirth and recovery here for the entire nation.”**

THE WALL STREET JOURNAL.  
**WSJ**

***#1 Most Improved  
Metro for Business  
in the USA***

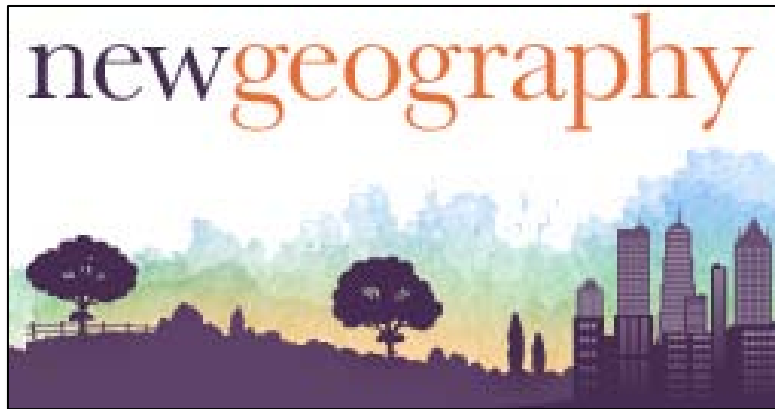


## *Co-Major Market of the Year*

**“New Orleans is undoubtedly  
the South’s comeback kid of the decade...”**



***#5 in the USA  
for logistics/  
distribution/  
shipping***



***#1 region for  
growth in IT  
jobs in the USA***

**“Low costs, a friendly business climate  
and world-class urban amenities...”**



## *#16/100 Best Metro to Raise a Family in the USA*

**Criteria included school quality, home value, crime rates,  
job opportunity, and recreation options.**



**SITE** Selection

***GNO, Inc.  
a Top 20  
Economic  
Development  
Organization in  
the USA  
(out of 15,000)***

## **GNO, Inc. and the entire State, Regional and Local team can help you via:**

- Dedicated project manager
- Assistance with information and cost comparisons
- Help finding best real estate
- Assistance with accessing incentive programs
- Assistance with employee and quality of life issues
- Direct connection to business leaders in the region
- Liaison to government officials and agencies
- Any other help as needed to ensure success

**THANK YOU!**



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