

Opportunity around  
every corner



*GREATER NEW ORLEANS, INC.*

# ECONOMIC DEVELOPMENT OVERVIEW

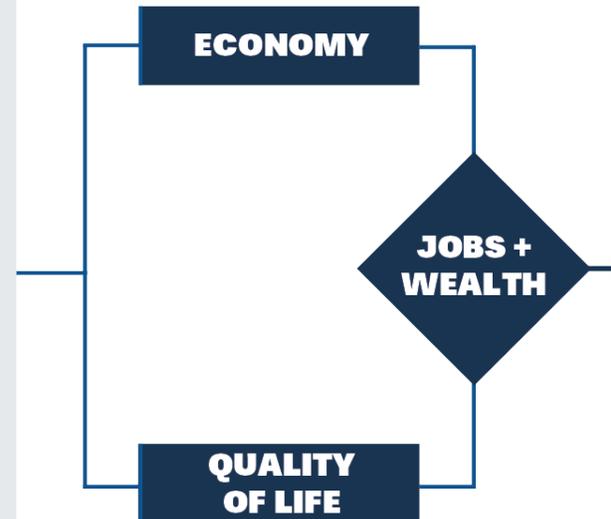


# GNO, Inc. Structure

## ECONOMIC DEVELOPMENT STRATEGY



## KEY DRIVERS



## OUTCOME





# GNO, Inc. Stakeholders





# The Process

## QUALITY OF LIFE

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- Safety
- Education
- Environment
- Healthcare
- Education
- Infrastructure

## BUSINESS ENVIRONMENT

- **PUBLIC POLICY**  
(Incentives/Tax)
- **PLACE-BASED  
DEVELOPMENT**
- **TALENT &  
WORKFORCE**
- **CAPITAL  
INVESTMENTS**
- **BRAND &  
MARKETING**

## BUSINESS DEVELOPMENT

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- Retention
- Recruitment



# Three Natural Economic Drivers



RIVER



ENERGY



CULTURE



# Competitive Advantages

## ASSETS

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Greater New Orleans boasts unique business assets in logistics (e.g. the Mississippi) and facilities (e.g. NASA Michoud).

## TOOLS

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Louisiana Economic Development has unveiled new incentives focused on wage growth, site development and workforce.

## COSTS

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The Greater New Orleans region is one of the least expensive mid-sized business market in America, According to KPMG.

## LIFESTYLE

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From dense urban centers to suburbs and countryside, the Greater New Orleans region offers a remarkable diversity of lifestyles.

## ALIGNMENT

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Regional business and political leaders are as aligned, energized and able as anywhere in America.

## CULTURE

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Our world-famous music, food, museums, and festivals bless the region with unmatched cultural riches.



## *Foundational*



### Energy

- Sustainable Fuels
- Carbon Management Solutions
- EV/Battery Supply Chain



### Trade & Logistics

- Ports & Maritime Freight
- Distribution Centers
- Foreign Direct Investment



### Aerospace & Defense

- Shipbuilding
- Space Systems & Satellites
- Unmanned Aircraft & Vehicles

## *Diversifying*



### Technology & Innovation

- Defense Tech & Innovation
- Videogame Development
- Robotics & IoT



### Value Added Manufacturing

- Food & Beverage
- Specialty Chemicals
- Medical Device/Pharma



### HQs & Business Operations

- Shared Services
- Regional Headquarters
- Entertainment Industries



# Louisiana International Terminal (LIT)

The LIT terminal is a key logistics hub for Greater New Orleans, connecting freight to trucks, rail, and regional markets. The growth of distribution centers in New Orleans East along I-510 boosts warehousing capacity and speeds up last-mile and regional delivery. Together, they strengthen supply chains and support jobs and investment.





# Advanced Manufacturing

## NASA & BEYOND

Greater New Orleans continues to manufacture some of the world's most complex products, including aerospace rockets (Boeing), shipbuilding (Bollinger), and critical minerals (ElementUSA/Atlaco)





# Shipbuilding & Defense Innovation

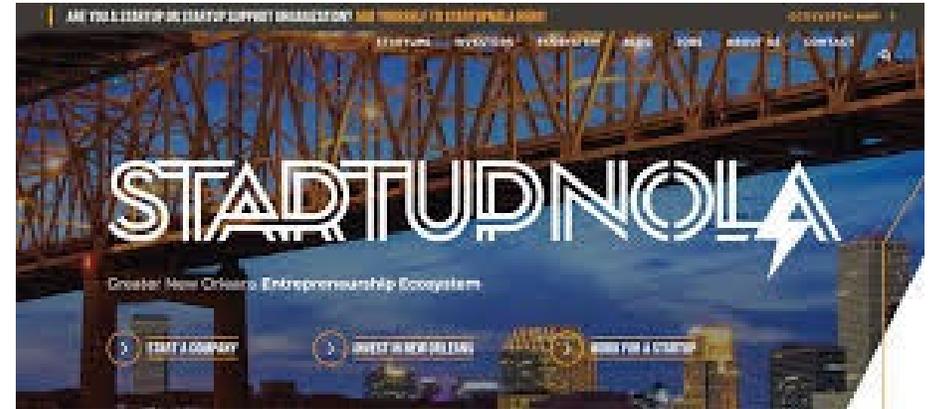


## LEGACY CONTINUES

Greater New Orleans is quickly becoming a defense innovation hub, anchored by the Bayou Tech Node and a growing network of startups and partners advancing dual-use tech. Companies like Saronic are helping drive that momentum, bringing autonomous maritime capabilities to real-world national security needs.

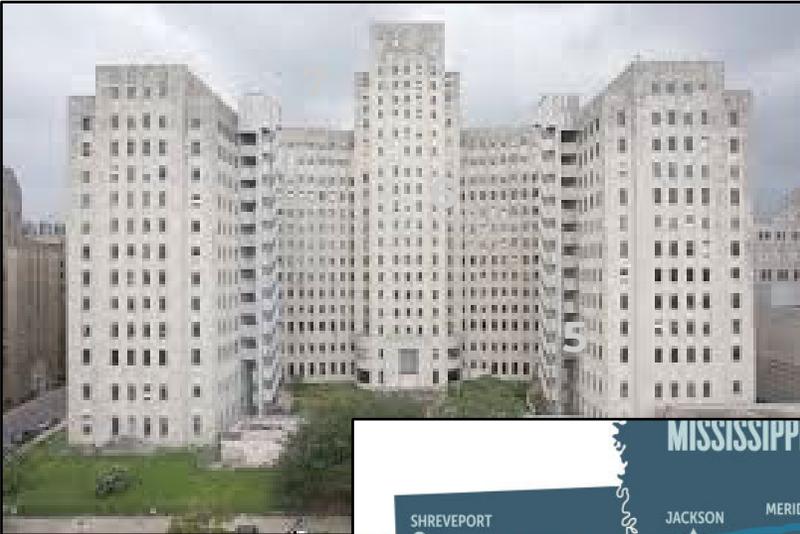


# Entrepreneurship & Innovation





# Key Project Updates



## Master Plan Phase 1: PAL 2

- New Roadway System
- New West Garage
- New West Terminal
- East Concourse Expansion
- West Concourse Expansion
- +15 Gates [50 Total Gates]

PAL = Planning Activity Level  
PAL 2 = 9.7M Enplanements



# GNO, Inc. Tools



## **DESTINATION GNO**

A relocation website that provides a high-level overview of the region and unique lifestyle options



## **WORKNOLA**

A free job board to promote professional jobs in the Greater New Orleans region; generates a concentration of qualified candidates



## **GNOu PROGRAMS**

Customized workforce development programs developed for industry to allow for immediate entry into the workforce



# GNO, Inc. Tools



## **STUDYNOLA**

A high education navigation tool to help individuals explore all the education institutions (2 & 4-year) in the region.



## **GNO CAREER GUIDE**

A free career navigation tool that showcases high-wage, high-demand career opportunities in the GNO region.



## **StartUp NOLA**

Created to allow startups, workers and funders to connect in one place. Whether you're looking for funding, a job or just a new connection, this is the hub for entrepreneurs to find and support each other in New Orleans.



## *Conclusion*

Steady growth, strategic investment, and collaboration are positioning New Orleans for long-term opportunity. The direction is clear, and the work underway is creating the conditions for more good-paying jobs and a higher quality of life for residents.

# **A Stronger Economy, A Bright Future**