



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

2018-2019 ANNUAL IMPACT REPORT

***ECONOMIC
DEVELOPMENT
REIMAGINED***

PROSPERITY

PEOPLE

EQUITY

INFORM

ATTRACT

GROW

BUSINESS

TALENT

CULTURE

DESTINY



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

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LETTER FROM THE MAYOR



**THE HONORABLE
LATOYA CANTRELL**

Mayor, City of
New Orleans

Dear Partners,

Generational economic development is more than a concept we all should work towards. It is a set of goals and an effort designed to create long-term growth, economic sustainability and generational wealth for all New Orleanians.

As my Administration continues its second year, I commit to each and every one of you that we will create and achieve the kind of transformational change we need for ourselves, our families and future generations. To achieve our goals, we must be willing to make necessary investments in people and businesses so we can create opportunities and economic security for every citizen.

It wasn't that long ago when many people doubted our ability to obtain critical financial support for fixing our drainage systems. But our Administration remained committed because we all knew reliable infrastructure is a foundational requirement for a well-run city. With \$202 million of funding over the next five years dedicated to our drainage systems, we have made a critical first step on the path to addressing vital needs.

The last year and a half has stimulated job creation and investment. Among the many wins you'll read about in this Impact Report, I was honored to cut the ribbons for DXC Technology and Accruent as they continue to grow our city's industry of the future with thousands of quality jobs. We also announced the opening of Dixie Brewing in New Orleans East – a catalyst for growth in the area.

Moving forward, focusing on the economic growth of our culture bearers; working to lead the expansion of our healthcare and

bioinnovation development; growing the small businesses led by women and entrepreneurs of color by breaking down barriers to capital, information and investment; revitalizing our neighborhoods; and, giving individual New Orleanians workforce development and skills training, are exactly the kind of work we need from our public-private economic development partner.

Imagine what New Orleans could be if we make the economic table larger so everyone has a seat. Imagine how much more competitive and successful our city can be when we all work together for the growth and economic security for all. I stand with the New Orleans Business Alliance, and I ask each of you to join, for a stronger and more equitable City of Yes.

Sincerely



LaToya Cantrell
Mayor, City of
New Orleans



A CHALLENGE ACCEPTED

Over our first eight years, the New Orleans Business Alliance established a distinctive, fiercely pro-New Orleans economic development organization. We became one of the few accredited economic development organizations in the world. We announced significant project wins; we worked to educate stakeholders beyond our city limits about a more business-friendly New Orleans. We brought diverse stakeholders together to tackle problems.

Yet, despite all of these demonstrative successes, too many New Orleanians remain untouched by the undeniable economic progress that followed the tragedy of Hurricane Katrina. A disparity study laid out in plain sight what many had felt for years.

Tantalizingly close, yet full economic participation remained elusive.

Business leaders indicated that talent acquisition and retention remained difficult despite our city's attractiveness to employees of all ages. The next generation talent pipeline was not flowing as freely as it must.

Promising entrepreneurs raised money to finance their initial growth, yet discovered that raising the next round of funding locally was a bit too formidable.

Amid this backdrop, in January 2018, the Business Alliance committed to approaching economic development and opportunity in an integrated manner, focused on better leveraging the competitive assets our city possesses for all New Orleanians, regardless of race, gender, sexual orientation, abilities, religion, ward or high school. A few short months later, in May 2018, a new Mayoral Administration focused on making New Orleans

a "City of Yes" where people are met along their individual journeys. This letter and the following pages endeavor to frame the reimagined New Orleans Business Alliance we are creating.

The Business Alliance is focused on directly addressing the economic destinies of our friends and neighbors, whether that neighbor is an established businessperson, budding entrepreneur, prospective employee or ambitious young intern. Over the course of these past 16 months, we discovered and began to unlock the power of the interrelatedness of all New Orleanians to our shared collective economic future.

To be sure, the New Orleans economy grew over the past 16 months. In our burgeoning technology sector, DXC Technology and Accruent began their hiring processes to ultimately add 2,350 new jobs. Our Port is welcoming more cruise ships and more cargo. Our hospitality industry attracted record numbers, again.

Economic impact was not limited to the Central Business District.

In New Orleans East, LM Wind Power added 100 new jobs, while Dixie Brewing joined Crescent Crown to create a beverage processing mini-hub, employing residents and inviting others to take a new look at investment in The East. A small business in Gert Town, Big Easy Bucha, grew to be the region's largest kombucha brewer, and announced its expansion from 50 to 100 employees, including hiring STRIVE work readiness graduates. With partners like the Algiers Development District leading work on New Orleans Riverside at Federal City, The West Bank is feeling that sense of renewed energy too.



GILBERT MONTAÑO

Chief Administrative Officer,
City of New Orleans; Board Chair,
New Orleans Business Alliance



QUENTIN L. MESSER, JR.

President & Chief Executive Officer,
New Orleans Business Alliance

We doubled down on BioInnovation and Digital Health as industries of the future that create improved health outcomes and family-sustaining jobs. Inside you will read about our second New Orleans Health Innovators Challenge.

We’ve begun the hard work to build industries in our cultural areas that are world renowned - music and food. When we succeed here, our communities and our many culture bearers—those who preserve our indigenous knowledge through performance, art, and food—will truly benefit financially from their creativity that kindles our unique quality of place.

Beyond anchoring ourselves in data to better pitch New Orleans to others, we are using performance management tools to hold ourselves accountable to you, the reader - our investor, our colleague, our entrepreneur, our friend, our neighbor.

Coming off nearly 16 months of enviable economic development, we know our work isn’t done. We must find more ways to create more on-ramps to economic opportunity that meet people where they live - The East, Algiers, Gert Town, Hollygrove,

Claiborne Corridor, and every other neighborhood.

New Orleans must continue to diversify the economy. Residents must be able to afford their homes, as we welcome new neighbors from around the globe.

Simply put, significant work remains.

As we continue in this new, reimagined period for economic development, we look forward to building upon our successes, confronting our weaknesses as opportunities for growth and change, and meeting more of our neighbors where they live and work.

We need you. Join us in making a more economically secure city for all. Accept the challenge.

With greater expectations for a reimagined economic development future,

Gilbert Montañó

Quentin L. Messer, Jr.



NEW ORLEANS BUSINESS ALLIANCE 2018-2019 ACCOMPLISHMENTS AND HIGHLIGHTS



- Dixie Brewing returns home, chooses New Orleans East, announces 30 new jobs
- Launches neighborhood development curriculum with Univ. of New Orleans
- Launches Results-Based Accountability for organizational self-assessment and management



- Launches NextOp partnership for veterans' civilian job placement program
- Launches first Claiborne Ave. Merchants & Business Assoc.



- Claiborne Corridor Cultural Innovation District ribbon cutting
- Launches Claiborne Corridor's Ujamaa Economic Development Corp.
- Big Easy Bucha announces expansion, 50 new jobs



- Accruent announces New Orleans location, 350 new jobs
- Spanish Royal Family visits New Orleans

JAN
2018

FEB
2018

MAR
2018

APR
2018

MAY
2018

JUN
2018

JUL
2018

AUG
2018

Expands with The Network for Economic Opportunity integration



- Launches STRIVE workforce training with Goodwill Industries, Job1, Total Community Action, & Urban League
- Hosts New Orleans Health Innovators 2018 Finale



- Mayor LaToya Cantrell inaugurated as city's first female mayor
- DXC Technology ribbon cutting, promises 2,000 new jobs

City of New Orleans
Mayor LaToya Cantrell

Launches Global Connect with World Trade Center for international business development





- Wins IEDC Gold Excellence and Bronze Excellence awards for New Orleans Health Innovators & STRIVE work readiness program, respectively
- Hosts Aspen Institute Socrates Salon
- Hosts "Geography of Innovation" BioMedical District conference

EBONY

- President & CEO Quentin L. Messer, Jr. named to EBONY Magazine's Power 100
- Launches music industry program to increase local musician's earnings
- Launches Workforce Leadership Academy with Aspen Institute



- Hosts small business cybersecurity conference

JG
18

SEP
2018

OCT
2018

NOV
2018

DEC
2018

JAN
2019

FEB
2019

MAR
2019

- Hosts Next City's International Vanguard Conference
- 504ward celebrates 10-year anniversary



LM Wind Power opens New Orleans East "Technology Center Americas," 100 new jobs



Joins Office of Workforce Development to Launch Ochsner pharmacy tech training



- Joins Mayor Cantrell, NewCorp to launch \$5 million small business BuildNOLA Mobilization Fund
- New Orleans Health Innovators 2019 Finale
- Year to date, STRIVE proudly graduated 268 participants and has an 85% employment rate



ECONOMIC DEVELOPMENT REIMAGINED

In January 2018, the City of New Orleans' former Network for Economic Opportunity integrated into the New Orleans Business Alliance. The new team dramatically increased and improved the capacity of the Business Alliance to serve Orleans Parish businesses and residents.

Building upon a new model that defined the New Orleans Business Alliance's mission and strategy as business-friendly, people-centered, and place-based, 2018 was the year the Business Alliance reimagined what economic development should look like.

No longer is economic development driven exclusively by competition for the best available business attraction projects. Yes, attracting new businesses to our city remains a critically important part of our mission, however, there is more to reimagined economic development than new project announcements. For the New Orleans Business Alliance, economic development centers on opportunities for place-based growth, entrepreneurial development, and access to training for individuals in order to strengthen current business attraction efforts.

Small businesses must be able to compete; the workforce must have access to training to meet the needs of individuals and employers; and neighborhoods must have a say in establishing vibrant and affordable communities.

For the ongoing progress of the New Orleans economy, the Business Alliance identified four key focus areas or workstreams:



Integrating these four workstreams into a single strategic concept of economic development creates a competitively superior approach that will result in a more economically vibrant New Orleans today and for the next generation.



BUSINESS ATTRACTION & RETENTION

The cornerstone of economic development, developing and diversifying key industries while fostering a business-friendly climate is central to fueling and protecting our economy. While the Business Alliance continues its focus on attracting high-growth industries such as software development, bioinnovation, light manufacturing, and retail, it also implemented strategies to grow culture-based industries in food and music production. These two industries, in particular, are essential in preserving and enhancing New Orleans' unique identity. Each provides an avenue to improve opportunities and generate prosperity for this city's culture bearers.



SMALL BUSINESS GROWTH

Even as New Orleans remains attractive for national tech and corporate growth, it is still a city of small businesses. So often, these small businesses and the risk-taking entrepreneurs that launch them face barriers and lack access to resources or the necessary capital to grow their enterprises, especially those businesses owned by women and people of color. In 2018, the Small Business team undertook the development of digital tools to help small businesses across the city identify and access resources, obtain financial and management training, develop business plans, and maximize opportunities. These tools are some of the most powerful aspects of our new business model.



TALENT & WORKFORCE DEVELOPMENT

Providing employers with access to top talent keeps New Orleans a desirable place to do business while offering individuals more opportunities to find a meaningful career. With the adoption of the STRIVE model across the city's four largest workforce agencies, the Business Alliance created pipelines for homegrown talent in Orleans Parish. Residents facing barriers to good employment accessed world-class career and skills training, and became more economically secure in the process. 504ward, the robust talent retention initiative for young professionals, also became fully housed within the Business Alliance.

Working to both train and retain the city's best asset—its people—helps New Orleans better compete today, and prepare for tomorrow.



STRATEGIC NEIGHBORHOOD DEVELOPMENT

Reimagined economic development cannot be implemented solely through strategies focused only on the Central Business District and French Quarter. Community input is critical to the revitalization process of the neighborhoods that gave birth to jazz, have supplied labor to the city's industries and port, and have provided homes for the educators who teach future generations.





An aerial photograph of a city street, likely in New Orleans, showing a mix of residential houses and commercial buildings. The street is wide with multiple lanes and has several green medians. The sky is hazy, suggesting a bright day. The image is partially obscured by a white diagonal shape that contains the text.

ECONOMIC DEVELOPMENT REIMAGINED (CONT.)

The city's neighborhoods are the foundation for the uniqueness that is New Orleans. Over this past year, we worked more closely with neighborhoods to identify assets and facilitate community-driven growth.

In what could be the most important aspect of Economic Development Reimagined, the New Orleans Business Alliance adopted a framework of accountability that captures data which clearly demonstrate results and impact. All team members committed to reporting data that reflects our intentional focus on addressing persistent inequities. In short, we hold ourselves accountable for driving business and economic success for everyone.

With our new business model, the New Orleans Business Alliance remains steadfast in creating equitable and inclusive opportunities, so that all New Orleanians may share in increased economic security and prosperity.



THE TRANSFORMATION: WHAT'S IN A LOGO AND A TAGLINE?

Over the past year, the New Orleans Business Alliance undertook the effort to truly identify and provide focus on the barriers and generational disparities that continue to hold back the city's economic competitiveness and economic growth.

Our goal is to realize the city's full potential by making room at the economic table so everyone can have a seat and fully participate.

The financial pie is not finite; there is no zero-sum game; and our obligation is to expand the rules known by all so that everyone wins.

Acknowledging and accepting that racial barriers and disparities exist was a first step to unlocking our entire city's economic strength. Adopting our four focus areas – Business Attraction & Retention, Small Business Growth, Talent & Workforce Development, and Strategic Neighborhood Development – we began the work of increasing the city's economic competitiveness and enhancing the economic security for all.

Readers of this Impact Report will see how the Business Alliance expanded beyond the traditional economic development organization business model. However, most people won't read our Impact Report. Instead, they will see our organization's marketing tools that state our intentionality for inclusive economic development, resulting in a goal of prosperity for every citizen.

New Orleans is moving forward economically, and our logo should reflect that.

With our updated logo, we move beyond the "flower" that represented the city's renewal after Hurricane Katrina. We now embrace forward motion (along with a simplified and more modern design). Its lines are fluid. For some, the logo may resemble the clockwise motion of a propeller.

Our tagline represents our work that extends beyond traditional economic development. It reflects who we are and what we aspire to accomplish.

In general, marketers will explain the importance

Our tagline represents our work that extends beyond traditional economic development. It reflects who we are and what we aspire to accomplish.

of a tagline in similar ways: a tagline is often the best way to directly communicate a brand's purpose and difference. It should provide a clear message of what a brand is about. It's also an opportunity to set the organization apart from the competition. A good tagline elicits emotion and paints a picture of brand personality.

In short, a good tagline will make points about a brand without a full, encyclopedic explanation. Ours is declarative and powerful.

The reasons for using "Culture. Equity. Prosperity." are layered but important.

We are New Orleans, which means we enjoy a truly unique culture that needs to be honored, protected and financially beneficial for the people who bear it. We work with an eye toward equity to ensure all New Orleanians can participate in the expanding economy, and enjoy the fruits of their labors with family-sustaining wages. Prosperity for all is our ultimate goal.

PREVIOUS LOGO

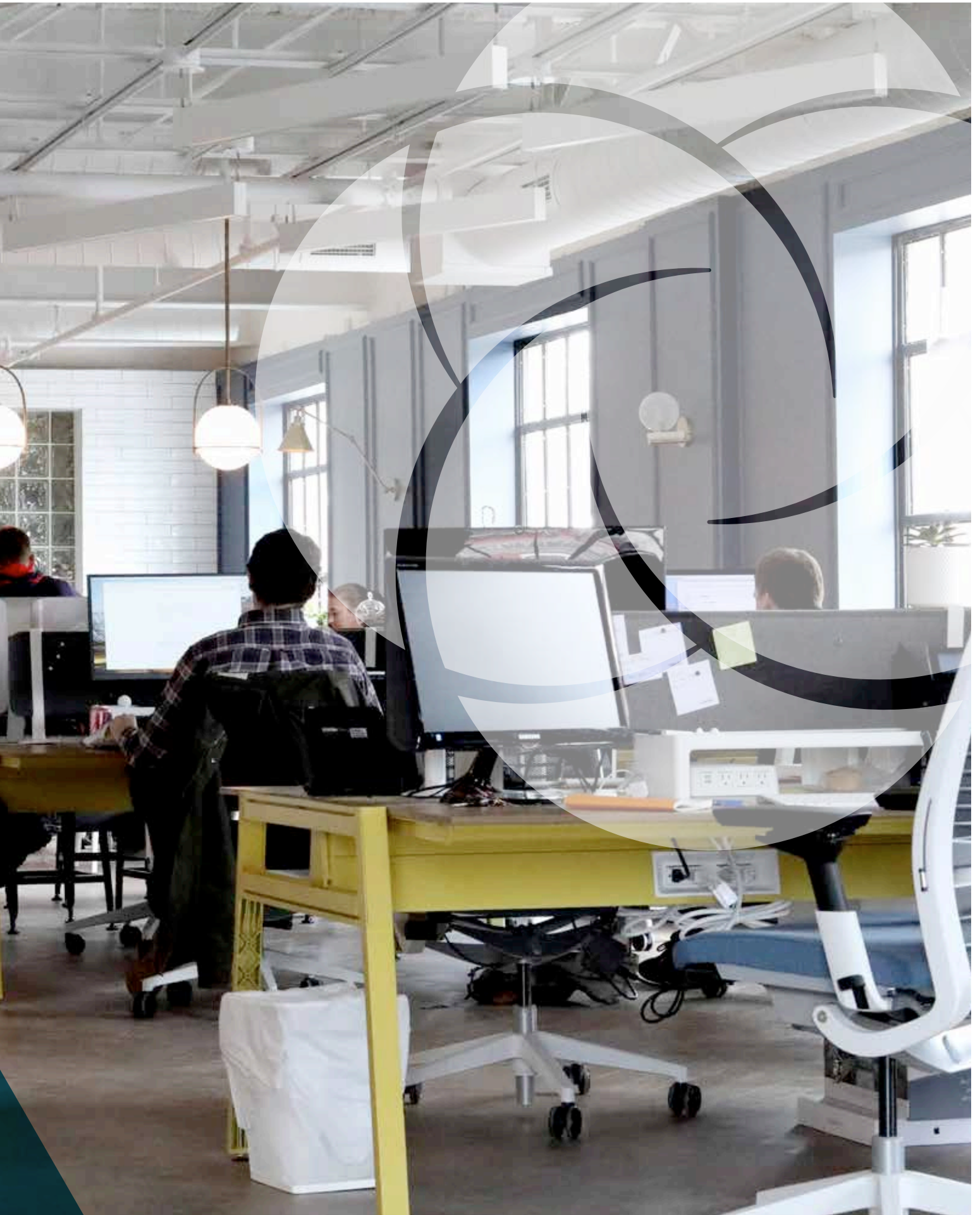


UPDATED LOGO



A modern office interior with large glass windows, a kitchen area, and a person working at a desk. The image is overlaid with a blue gradient on the left side.

**BUSINESS
ATTRACTION
& RETENTION**



BUSINESS ATTRACTION & RETENTION

The Business Attraction & Retention team has grown in size, reach, influence, and success since the launch of our new business model, adding two members devoted to the city's Bio Industry and the city's Creative Economy.



While the team continues to focus on industry sectors known for high employment growth, high wages, and equitable career opportunities, it also directs resources to industries where New Orleans holds a distinct advantage.

Technology and software development continue to be major expansion opportunity for the city and the New Orleans Business Alliance. Not only do these jobs of the future meet key metrics targeted by the Business Alliance, they accelerate the diversification of our economy, and protect it against swings in the business climate that historically impacted our more traditional industries.



Mayor Cantrell, state and business leaders, and the Business Alliance officially cut the ribbon for two of the city's largest-ever economic development wins with DXC Technology in May 2018 and Accruent in June 2018. Projected to create up to 2,350 jobs over the next few years, both firms are meeting hiring goals and currently employ hundreds of technology professionals here.

While attracting global innovation, industry, investment, and jobs to New Orleans, we also focus on ensuring that local home-grown technology companies continue to thrive. Market research software company Lucid moved its headquarters to the top two floors of the downtown high-rise Canal Place in 2018 as it now counts 200+ employees in New Orleans.



Levelset also significantly expanded its office space and headcount. Now a 150-person company, it is a global leader in the construction software industry and rebranded from zLien in March 2019.

Advanced manufacturing continued to grow in New Orleans East within the past year. New manufacturing facilities for LM Wind Power's Technology Center Americas at NASA Michoud Assembly Facility will create 100 new jobs. And, construction is now underway for a new Dixie Brewing facility, bringing production for the local favorite brew back to the city for the first time since 2005.

Finally, Big Easy Bucha, a beverage company specializing in bottled fermented tea, continues to win over kombucha converts across the country from its Gert Town headquarters and manufacturing facility. It is now the largest commercial kombucha brewery in the Gulf South, and it expanded its reach across the U.S. this year, thanks to major distribution agreements with regional and national retailers. In addition to its announced plan to double in size from 50 to 100 jobs, Big Easy Bucha is a strong supporter of the STRIVE work readiness program, hiring and employing six program graduates.

GROWING LEGACY INDUSTRIES: MUSIC AND FOOD

In 2018, the New Orleans Business Alliance created two initiatives to identify new business and growth opportunities in the city's most renowned legacy industries: music and food. To that end, our team met with more than 170 local businesses to assess the opportunities in these industries.

MUSIC: MORE THAN A 300-YEAR CULTURAL TRADITION

Throughout the year, the Business Alliance worked with many organizations to lead a holistic effort to grow our music industry.

In late 2018, the Business Alliance and the New Orleans Jazz & Heritage Foundation developed two Sync Up workshops (held in early 2019) to teach musicians how to increase their earnings by registering and licensing their art. The workshops will create opportunities for artists to sell their music through streaming, downloads, film, and TV.

CONFERENCE ATTENDANCE

JANUARY 2018

- Consumer Technology Association Digital Health Summit

MARCH 2018

- Area Development E-Commerce Conference
- LED Entertainment Summit

APRIL 2018

- Frontier Conference

MAY 2018

- Collision Conference
- NextGen Economic Developers Conference

JUNE 2018

- Game Fête – Video Game FAM Tour
- SpeedNews Aerospace Manufacturing Conference for New Orleans

JUNE 2018

- BIO International Conference

JULY 2018

- Southern Economic Development Council Public Private Partnership Airport Summit

AUGUST 2018

- Louisiana Restaurant Association

OCTOBER 2018

- Industrial Site Selector FAM Tour
- Music Cities Conference

DECEMBER 2018

- Private Equity Investing in Water & Waste & Recycling Companies

JANUARY 2019

- The Democracy Collaborative Anchor Collaborative Convening

FEBRUARY 2019

- Music Supervisors Event at Grammy Awards
- LED Business Summit

SPRING 2019

- National League of Cities Equitable Economic Development Fellowship





With support from Louisiana Economic Development (LED), The Recording Academy (Grammys), and The Ella Project, our workshops reached more than 260 artists in all popular local genres including jazz, hip-hop and rock. As a direct result of the workshops, 60 musicians (to date) registered their catalogs, with the New Orleans Business Alliance providing grants to offset 100 percent of the cost of registration.

In addition to industry organizations working together, the workshops showcased first-hand experiences and advice from local icons: Big Freedia, Robin Burgess, Chase N. Cashe, 5th Ward Weebie, DJ Raj Smoove, Nesby Phips, and more.

Recently, the Business Alliance agreed to partner with the New Orleans Film Festival to bring top music buyers from Los Angeles and New York

to New Orleans, and work with local artists to create and sell music for current film, TV, and commercial productions.

To bolster efforts, we joined the newly-created New Orleans Music Economy (NOME) board to assist with the production of a study focused on identifying specific recommendations for the creation of a robust New Orleans music industry.

Finally, as a part of its partnerships, throughout 2018 and 2019, the Business Alliance worked closely with LED and Greater New Orleans, Inc. to host an event at the Grammy Awards that promoted the economic and cultural advantages of doing business in New Orleans.



FEEDING THE CULINARY ECONOMY

The culinary industry represents 57 percent of the city's \$1.3 billion cultural economy¹. As with music, our restaurants are a multi-million-dollar industry that employs thousands of local residents.

Partnering with the Department of Food Science at the University of Holy Cross, Propeller, the U.S. Food and Drug Administration (FDA), and the Claiborne Innovation District, the New Orleans Business Alliance leads the strategy to create

an FDA-approved wholesale kitchen and packing facility to provide local entrepreneurs, especially those in underserved communities, access to the facilities needed to create food products sold through retail and wholesale outlets.

Currently, this type of facility does not exist in New Orleans, and entrepreneurs must leave the parish to package their creations. In addition, our team is working with Liberty's Kitchen to install a packaging line for food start-ups that will lead to small business growth and wealth-building opportunities.



¹ *New Orleans Cultural Economy Snapshot*. The Mayor's Office of Cultural Economy. New Orleans: City of New Orleans, 2016.



BIO BUSINESS DEVELOPMENT & STRATEGY

Bio Industry attraction, retention, and expansion efforts at the New Orleans Business Alliance were significant in 2018 and crucial to New Orleans' economic future given the projected, prodigious growth of the healthcare industry.

The Business Alliance supported key local partner organizations' quests to further develop research, infrastructure, technology, and small businesses through programmatic funding for events such as:

- **Bio on the Bayou**, hosted by Tulane University and LSU Health New Orleans
- **The Geography of Innovation**, underwritten by the Greater New Orleans Foundation and Latter & Blum
- **Innovation Louisiana**, produced by the New Orleans BioInnovation Center.

In early 2019, the industry team convened local and regional partners to ensure that Louisiana's business environment remained attractive to growth in the bio and life sciences sector. Together, this group determined a set of desired legislative outcomes for state-level bio industry support.

The New Orleans Business Alliance played a key role as a partner and advisor to the New Orleans BioInnovation Center's Board of Directors, as that organization embarks on its next phase. The Center serves as the city's sole bio industry incubator. Its impact on economic development in New Orleans is significant.

The Bio Industry team also began formalizing the Business Retention & Expansion process to aid existing bio businesses in their endeavors to maintain local operations and grow quality jobs here. The team continues to court numerous startups that the Business Alliance attracted to the city through programming such as the New Orleans Health Innovators Challenge.

In addition, we continued our commitment to manage the BioDistrict Board. This year was one of tremendous momentum, with the Board adding five new members. The Board is developing a strategic plan to coordinate business entities, increase research capacity, and improve infrastructure.



**JEANETTE
WEILAND**

The Business Alliance welcomed Jeanette Weiland as Senior Director of Bio Business Development & Strategy. Her arrival makes her the only economic developer dedicated solely to growing Bio Business in Louisiana.



INNOVATIVE INVESTMENT AND BUSINESS ATTRACTION EFFORT: NEW ORLEANS HEALTH INNOVATORS CHALLENGE

The New Orleans Business Alliance developed the New Orleans Health Innovators Challenge to attract investments and encourage digital health businesses to relocate to New Orleans while improving local health outcomes. Top emerging health-tech companies from around the country competed for organizations with our leading healthcare partners as well as in-kind prizes.

Building on the momentum of 2018, Blue Cross and Blue Shield of Louisiana and Ochsner Health System returned as title partners for 2019. To address underserved populations, this year's challenge focused on finding digital solutions that create customized care interventions through "Social Determinants."

We received more than 60 applications from across the nation (an increase of 25 applications from 2018). At the pitch finale, California-based MedAux, founded by Elnaz Sarabchian, won the challenge, offering a text-based engagement platform between caregivers and patients.

Three additional challenges were presented, as the Business Alliance formed a new partnership with the New Orleans Health Department and LCMC's University Medical Center.

Winners of additional challenges included:

- CoHealth, Lafayette General Foundation's Real Time Results Challenge
- Roundtrip, New Orleans Health Department's and University Medical Center's Access to Care Challenge
- Symptify, Tulane Health System's Affordable Choices Challenge.

THE 2018 HEALTH INNOVATORS CHALLENGE UPDATE

In its inaugural year, title partners Blue Cross and Blue Shield of Louisiana and Ochsner Health System posed the "Diabetes Care Challenge," seeking a digital solution to help diabetic patients monitor their own health. Selecting Florida-based Alertgy as the winner, both institutions are working with Marc Rippen, founder and CEO of Alertgy, to bring his noninvasive glucose monitor to Louisiana's diabetic population.

Partners Lafayette General Foundation and Tulane Health System addressed data interoperability and patient navigation, respectively. Winners of those challenges have returned to New Orleans since the 2018 finale event for meetings with their partner organizations.

In recognition of pioneering programming in the category of Business Attraction & Retention, the New Orleans Health Innovators Challenge received the Gold Medal of Excellence from the International Economic Development Council (IEDC).



The Health Innovators Challenge Finale also featured six local entrepreneurs as part of the event's BioTech Showcase.

D&P Bioinnovations

Earth Prime Inc.

LaCell

Magnolia Yoga Studio

OrthoBistro

VagiPlug

SITE SELECTION

The New Orleans Business Alliance's site selection outreach team has educated regional and national site selectors about real estate, talent pipelines, business incentives, and quality of life amenities for years.

By bringing site selectors to New Orleans with our partners at Greater New Orleans, Inc. (GNO, Inc.), LED, New Orleans Riverside at Federal City, and the New Orleans Regional Business Park, the Business Alliance can present the advantages of doing business in the city through in-person experiences.

Uniquely positioned to provide insight into New Orleans' neighborhoods and demographics, the Business Alliance connects site selectors to opportunities for growth and development.

The team also travels regularly to attend national industry conferences to promote the city's assets and maintain strong relationships with site selectors.

In 2018, the Alliance took additional steps to strengthen our relationships with local economic development organizations that market available business development sites, participating in site visits with fellow stakeholders: Downtown Development District and the Port of New Orleans.



SELECT SITE SELECTOR COMPANIES ENGAGED IN 2018



SITE SELECTOR EVENTS



RETAIL DEVELOPMENT

A strong retail sector is important for any city's quality of place, especially in such a unique city as New Orleans. A diverse and modern retail environment attracts more visitors, provides more jobs, adds to our already incredible quality of place, and creates opportunities for appropriate investments to fit all of our neighborhoods.

Despite a narrative that traditional brick and mortar retail is dying, we see clear evidence that retail is still expanding. One of the newer trends is for successful online retailers to develop and open their own brick and mortar stores. New Orleans is benefiting from that trend with the recent additions of Krewe, Marine Layer, UNTUCKit, and Warby Parker to our local trade areas.

To attract new retail business and opportunity to New Orleans, the Business Alliance attends

industry-specific conferences to gain access to business leaders, decision makers, site selectors, and brokers.

In 2018, we continued our annual presence at the International Conference of Shopping Center's (ICSC) RECon conference. The conference connects more than 37,000 industry professionals and 1,200 exhibitors. It is the world's largest retail professionals event.

Team members from the Business Alliance attend with one goal in mind: convincing retailers to open new stores in New Orleans. They market the city's assets and convince retail prospects to conduct site visits, all while learning the latest national trends and best practices in retail and mixed-use development used by other cities. While relationships and the personal touch are critical to business development success,





working with the most trusted and impactful consultants can turn a business attraction pitch into a new local project. Because data is important to successful business recruitment, we now use insight analytics to better understand and recruit the best retail fit to serve our communities. This data-driven approach is made possible through a partnership with Buxton, the industry leader in customer analytics.

INTERNATIONAL DEVELOPMENT

As one of America’s historically-leading international cities, engaging in international trade must be a critical part of the Business Alliance’s business model.

We are committed to supporting business development by providing valuable information and networking opportunities that allow the local business community to connect with key international markets.

In early 2019, the Business Alliance hosted a series of events focused on international markets. This series is part of Global Connect, a coalition to help bridge the gap between small and medium-sized businesses and global resources and networks.


Our partners include the World Trade Center of New Orleans, GNO, Inc., the Port of New Orleans, the Port of South Louisiana, LED, and the Hispanic Chamber of Commerce of Louisiana.

During the first quarter of 2019, the Business Alliance hosted two events: “Doing Business in Mexico” and “Doing Business in China.” Through these events, business owners and entrepreneurs gained insight into forming business relationships abroad that facilitate access to two of the world’s top markets.





**SMALL
BUSINESS
GROWTH**

A person wearing a blue and white striped shirt is opening a glass door. The door has a large white 'OPEN' sign hanging from the top. Below the sign, the opening hours are printed in white: 'OPENING HOURS', 'MON-FRI am-3pm', and 'SAT-SUN 8am-4pm'. The background shows a blurred interior of a restaurant or cafe with warm lighting.

OPEN

OPENING HOURS

MON-FRI am-3pm

SAT-SUN 8am-4pm

SMALL BUSINESS GROWTH

Facilitating capacity-building, growth, and access to resources for local small businesses, the New Orleans Business Alliance committed to building two new initiatives and three robust online tools in 2018 to accomplish those goals. While the new online tools benefit all small businesses, the driving force of the New Orleans economy, we are particularly focused on assisting entrepreneurs of color and women entrepreneurs.



40%

OF SMALL BUSINESSES
IN THE CITY ARE BLACK-
OWNED BUSINESSES

THESE BUSINESSES
RECEIVE

LESS THAN 2%

OF ALL RECEIPTS

A MARGIN THAT HAS
REMAINED CONSTANT
SINCE

1997²

InvestNOLA

A 2017 study funded by Living Cities identified disparities and critical gaps in the small business ecosystem relating to businesses owned by people of color. The InvestNOLA initiative fills these critical gaps to directly address the needs of entrepreneurs of color with high-growth potential.

The initiative, funded by the JPMorgan Chase Foundation in connection with its Ascend2020 national small business growth program, hosts a network of strategic partners who are testing new and disruptive strategies for capital deployment, creating innovation in entrepreneurial support, and changing systemic behaviors, all to demonstrate the assertion that race is not a risk in availing procurement and contract opportunities or capital for small businesses.

Through this program, our partners at Tulane and Xavier Universities developed an exclusive executive education program for InvestNOLA participants launching Summer 2019.

Altogether, InvestNOLA boasts a comprehensive ecosystem employing advanced business management education, mentorship and access to innovative capital products, facilitating accelerated scaling of these high-growth potential businesses.

BuildNOLA Mobilization Fund

In March 2018, the New Orleans Business Alliance joined Mayor Cantrell and NewCorp to launch a \$5 million small business fund.

² The New Orleans Prosperity Index: Tricentennial Edition. The Data Center. April, 2018.

The fund will provide critical access to capital for entrepreneurs of color and women to participate in public infrastructure projects, create more jobs and grow our local economy.

BUSINESS INSIGHT TOOL

The Business Insight Tool is an elegant and powerfully comprehensive information resource located on our website offering an immense amount of diverse business data.

In addition to informing business plans, the free tool aids nonprofits, site selection efforts, and other industry requests for current data.

The tool further establishes the Business Alliance as an economic development leader. To date, the only other city utilizing a data tool as comparably powerful is Seattle.

CRESCENT CITY BIZ CONNECTOR

A mapping tool that categorizes resources based on services provided, the Crescent City Biz Connector helps business owners at every stage of growth of the business lifecycle identify the nonprofit best suited to support their growth.

THE OPPORTUNITIES PORTAL

Finally, in what may turn out to be the most powerful partnership in the region, the New Orleans Business Alliance joined with local private and public sector business leaders to create an online opportunities portal that could infuse millions of dollars to the bottom lines of small businesses across the city. The new tool allows businesses to submit and post the latest procurement contract opportunities from both private and public sector organizations, connecting local small businesses to upcoming opportunities.



“If all people of color throughout metro New Orleans, including the formerly incarcerated, had equitable access to economic opportunity, the state would see an additional \$7 billion in earnings and \$20 billion in economic impact.”

- W.K. Kellogg Foundation's 2018 Business Case for Racial Equity.



A photograph of three graduates in caps and gowns. The graduate on the right is wearing a blue cap and gown and is smiling. The two graduates on the left are wearing green caps and gowns. The image is split diagonally, with the blue graduate on the right and the green graduates on the left. The background is a plain white wall.

TALENT & WORKFORCE DEVELOPMENT



TALENT & WORKFORCE DEVELOPMENT

The New Orleans Business Alliance values the talent of all citizens as a key driver of economic growth. The integration of workforce development strategies into the organization better ensures employer access to a skilled and reliable workforce, while providing job seekers access to careers that create family-supporting wages.

The Business Alliance connects employers to homegrown talent while offering New Orleanians pathways to high-growth, high-demand industry sectors.

We adopted the STRIVE International program to give those facing employment barriers the opportunity to succeed and obtain economic security. New Orleans is the first city to scale the STRIVE work readiness model across multiple provider partners.

In 2018, to ensure greater success, the Business Alliance replicated our STRIVE program to four additional “Opportunity Centers” which are the city’s four largest workforce agencies.

In our partnership with STRIVE International, a nationwide program that serves people in disadvantaged communities, our partners ultimately connect job seekers to employment opportunities throughout New Orleans.





MORNING MOTIVATION

Betty Satcher struggled to find employment after a period of incarceration. Applications went unanswered, until enrolling in the STRIVE program changed her life and gave her the inspiration to push forward. Within a few weeks of graduation, Satcher found employment at Big Easy Bucha.

Now, a production line supervisor, Satcher manages a team of production line employees responsible for testing, organizing, packaging, and labeling the product. Satcher incorporates elements of the STRIVE program into her role by starting each day with a team "morning motivation."

Big Easy Bucha now employs six STRIVE graduates and counting.

In addition, the Opportunity Centers provide case management, skills training, and supportive services for job seekers that need preparation for quality job opportunities.

The Opportunity Centers are:

- Goodwill Industries of Southeastern Louisiana
- JOB1 Business and Career Solutions
- Total Community Action
- Urban League of Louisiana.



The increased capacity of STRIVE with these four Opportunity Centers resulted in the graduation of 268 participants between January 2018 to March 2019.

The program boasts a 78 percent retention rate and an 84.5 percent employment rate upon completion by our students.

As an effort to support job seekers in attaining employment opportunities, the Business Alliance also partnered with United Way to provide financial coaching and counseling to STRIVE graduates.

As of March 2019, this program served over 55 clients with an average increase in their credit score of 51 points, average savings of \$802, and average debt reduction of \$321.

Through our partnership with the New Orleans Workforce Development Board and the City's Office of Workforce Development, the Talent & Workforce Development team released a

Request for Proposal for a Pay for Performance Model for Opportunity Youth Services. The anticipated start date is July 2019.

The Pay for Performance Model aims to:

- Connect youth to viable career pathways
- Better leverage public and private funding
- Pilot an outcomes-based contracting model in New Orleans.

BUILDING THE WORKFORCE LEADERSHIP ECOSYSTEM

Finally, the Business Alliance took bold steps to help build our workforce development ecosystem by partnering with the Aspen Institute to launch the city's first Workforce Leadership Academy.

Launched in December 2018, the 12-month fellowship supports a network of leaders who



direct their own programs or organizations and will collaborate to build even more effective workforce systems.

The Academy addresses themes such as employer engagement and industry needs, effective career pathway strategies, and strengthening connections between training providers, job seekers and employers. Academy members come from community and economic development organizations, business associations, community-based organizations, public agencies, community colleges, industry intermediaries, and labor unions.

This new Academy is funded by the New Orleans Business Alliance, as well as the Aspen Institute, and grants from the JPMorgan Chase Foundation, The Harry and Jeanette Weinberg Foundation, and the W.K. Kellogg Foundation.

504WARD TURNS 10

504ward is a collaborative initiative designed to attract and retain young professional talent within the Greater New Orleans region. The initiative offers a suite of programs and communications, in partnership with private sector leaders and employers, that provide opportunities for career advancement, professional development, and social engagement for young professionals.

In 2018, 504ward celebrated 10 years of great work.

The initiative, originally developed in response to the influx of young professional talent post-Hurricane Katrina, has directly engaged more than 23,000 young professionals, featured more than 3,000 quality jobs, and partnered with more than 200 employers to date.

To commemorate this significant milestone, 504ward hosted a Young Professional Day of Service in which 200 young professionals volunteered to execute service projects across the city in partnership with 15 community-oriented nonprofits.



VICTORIA ADAMS PHIPPS

In September 2018, 504ward welcomed a new Executive Director, Victoria Adams Phipps, who joined the team in a dual capacity as both Executive Director of 504ward and Vice President of Programs for the New Orleans Business Alliance.





**STRATEGIC
NEIGHBORHOOD
DEVELOPMENT**



STRATEGIC NEIGHBORHOOD DEVELOPMENT

Place is important to people. People make economic development important. Our strategic neighborhood development program is designed to positively impact both.

Our Strategic Neighborhood Development program meets the people where they are—at home, in their communities. Culturally strong and economically vibrant neighborhoods are essential to realizing a city where all can share in greater prosperity.

The New Orleans Business Alliance continued its support of programming that creates pathways to prosperity for residents of

communities whose economic indicators are disproportionately low, relative to the rest of the city.

The Strategic Neighborhood Development initiatives invested in resident capacity-building in a substantial way, providing scholarships to 40 residents from the Claiborne Corridor, Algiers, New Orleans East, and Hollygrove for UNO's Community Development



Finance Course. This effort supports residents in leading the economic redevelopment of their neighborhoods.

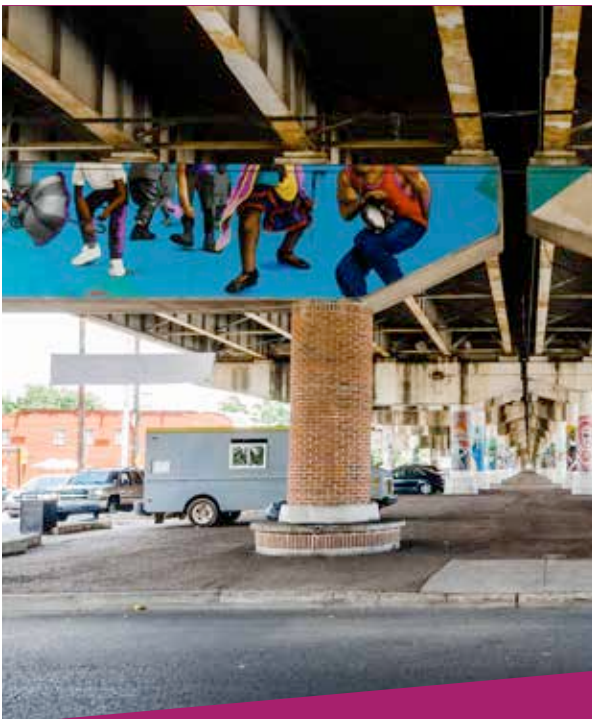
Within the Claiborne Corridor, the New Orleans Business Alliance supported the resident-led creation of the Ujamaa Economic Development Corporation.

Another benchmark was set in 2018 with the establishment of the Claiborne Avenue Merchant and Business Association, which connects businesses to customers and support opportunities through BuildNOLA and the Mobilization Fund.

The Business Alliance also initiated the ProNeighborhoods Partnership with HousingNOLA, NewCorp, LiftFund, and Hope Community Credit Union to attract a \$1 million investment from JPMorgan Chase to provide affordable mortgages for historic residents of Tremé, 7th Ward, and St. Roch.



In recognition of the important yet often undervalued place culture bearers have in the New Orleans economy, the **Business Alliance implemented a policy in 2018 to compensate local culture bearers for inclusion of their images in photos and media.**





OUTREACH & COMMUNICATIONS



CREATING AMBASSADORS FOR THE CITY OF NEW ORLEANS

The Business Alliance's Economic Development Ambassador Program (EDAP) is the singular program in the city of New Orleans that provides in-depth insight into the work of growing and diversifying the city's economy. Launched in 2017, the unique biannual program empowers over 130 business leaders to be better-informed economic ambassadors for New Orleans.

Because economic development is a cross-cutting issue affecting businesses in every industry – and the economic security of every New Orleanian – the Business Alliance brings together experienced and civic-minded professionals from all sectors. The seven-week program offers ambassadors an insider's perspective into the city's broad economic assets along with the strategies economic developers use to position the city as the ideal place to live, work, and grow a business.

The innovative program also attracts economic development partners from across our city to contribute their expertise as participants dive into the Business Alliance's focus areas – Business Attraction & Retention, Small Business Growth, Talent & Workforce Development, and Strategic Neighborhood Development.

The New Orleans Business Alliance raised funds to support the program thanks to the 2018-2019 contributions of Benefit Administration Group, Gambel Communication, LCMC Health, New Orleans Tourism and Marketing Corp., New Orleans & Co., and Stone Pigman Walther Wittmann.

"New Orleans is home to many civic-minded professionals who want to see this city thrive. Imagine the benefit of a program that helps to connect every facet within a singular framework, so that we are all working towards the same vision. **It's more than just networking – it's a road map to a better New Orleans.**"

– Andy Stofleth, 2018 EDAP Graduate and Director of Communications for SBP USA



MARKETING & COMMUNICATIONS: EARNED MEDIA

The New Orleans Business Alliance garnered over 120 earned media mentions during 2018. In addition to our monthly appearance on WWL, the Business Alliance was also featured in The Advocate, Biz New Orleans, City Business, Nola.com, Silicon Bayou News, and more.

High profile events in both our Bio Industry and in Music Economy gained further earned media from WDSU, WBOK, NPR, OffBeat Magazine, and The Gambit.

Continued efforts to promote the New Orleans Business Alliance's efforts through increased earned media presence enables the Business Alliance to educate our local residents about our inclusive and equitable growth strategies.

MARKETING & COMMUNICATIONS: CAPTURING OUR DIGITAL AUDIENCE

Digital traffic remains a vital tool for audiences to learn about the Business Alliance's focus areas, its many events, and economic development in New Orleans through a wide variety of channels. Throughout 2018, the New Orleans Business Alliance took steps to improve the digital experience and keep up-to-date with best practices for website operation.

The marketing team secured the site against cyber threats through the application of an SSL certificate, boosted server capacity to prevent website crashes and allow for more multimedia on the website, and claimed a Google My Business page to optimize web traffic from Google.



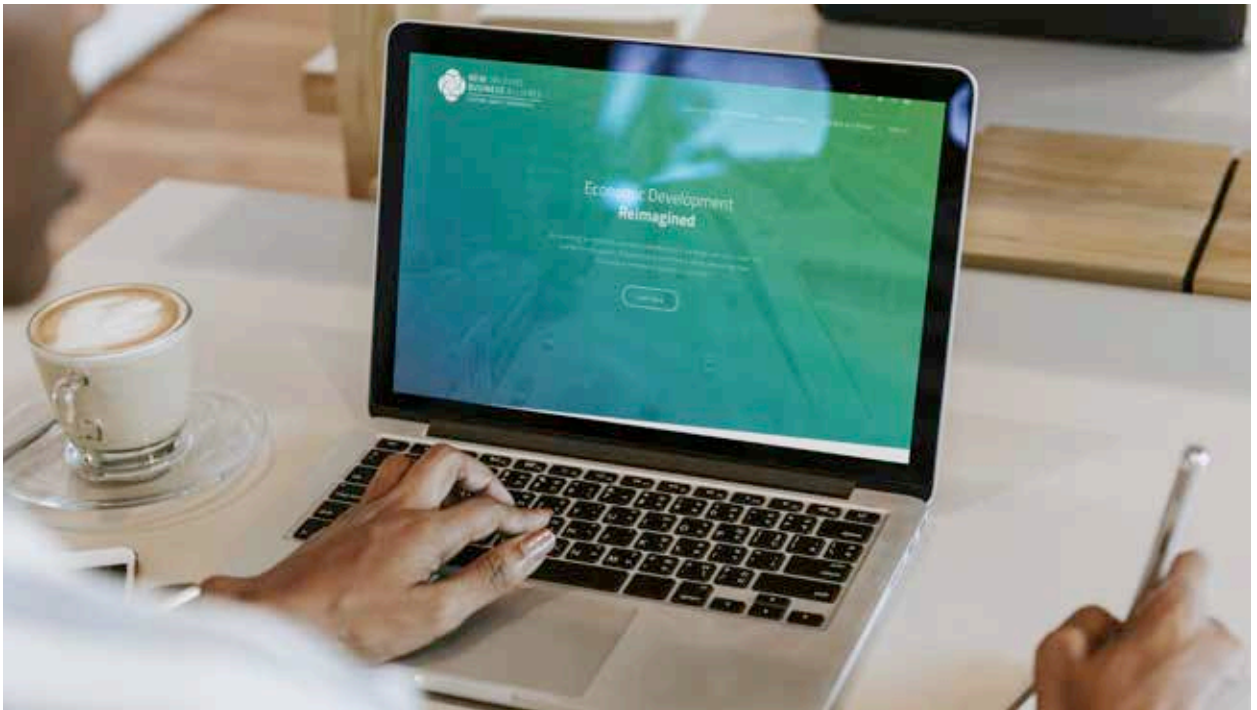
NEW WEBSITE

To bolster the Business Alliance's four focus areas, commitment to equity, and brand identity, the organization began the process of website redevelopment.





Working with the Spears Group and Annunciation Interactive, our new website is reflective of the New Orleans Business Alliance's updated brand and strategic model. It is powerful enough to support digital tools, such as those developed by the Small Business Growth team.

DIGITAL MEDIA THROUGH AN EQUITY LENS

In October 2018, the Business Alliance implemented a strategy to ensure that its brand reflects the mission to promote inclusive and equitable growth for all New Orleanians. Not only do social media posts highlight the work of the Business Alliance's four workstreams, but each week features posts dedicated to equity within Orleans Parish.



The New Orleans Business Alliance continues to grow its social media and digital footprint. As of March 2019, the Business Alliance has grown to:

-  **3,119** FOLLOWERS
-  **3,631** FANS
-  **2,128** FOLLOWERS
-  **1,396** FOLLOWERS

In July 2018, the marketing team harnessed the audience and presence that ESSENCE brings to New Orleans by running a digital campaign on Facebook and Twitter. The campaign resulted in **13,584 impressions**.

CREATING ACCOUNTABILITY: PERFORMANCE MANAGEMENT & STRATEGY

The New Orleans Business Alliance is intent on holding itself accountable to our city, our investors, and the people we serve. Over the past year, the Business Alliance designed and fine-tuned the organization's performance and data-driven accountability system.

RESULTS-BASED ACCOUNTABILITY

Adopting a Results-Based Accountability (RBA) model allows the Business Alliance to use a racial-equity lens to drive internal performance and to focus on equitable economic outcomes for all people of New Orleans. RBA is a measurement tool using data and root-cause analyses as methods to support decision-making and achieve results.

PERFORMANCE DASHBOARDS

The Business Alliance also created organizational performance dashboards, work plans, and strategies. The work plans are specific and intentional about developing equitable and inclusive strategies with measurable outcomes that grow the economy and accelerate the creation of economic opportunities. Performance dashboards are now used by team members to illustrate the data and spur conversation and action toward goals. Collectively, the organization continuously analyzes the data to make real-time strategy adjustments to ensure continuous progress towards shared goals.

Among traditional economic development organizations, this is a unique and bold step.

OPPORTUNITY STAT

The Business Alliance also reconvened its Opportunity Stat team—a collaboration of industry, small business, workforce development, education, and City partners focused on creating economic prosperity and security by eliminating racial economic disparities for New Orleanians. At monthly convenings, system partners review performance dashboards, and engage in group problem solving and healthy conversations around current and potential strategies.

These new tools allow the New Orleans Business Alliance to focus on uncovering and addressing systemic issues that impact the city's economic growth.



NEW ORLEANS AT THE CENTER

The New Orleans at the Center Initiative is designed to create social and intellectual settings that bring bright minds and leaders from academic, civic, government, and corporate sectors from around the world to discuss and learn about progress in New Orleans while sharing ideas to solve the city's most pressing issues.



Exploring contemporary issues through expert-moderated dialogue provided opportunities for local participants to engage with a diverse professional network and internationally recognized programs.

Our events included some of the world's leading thinkers and urban experts who contribute to developing solutions for creating a more inclusive economy in New Orleans. During 2018, the Business Alliance had several key New Orleans at the Center events.



ASPEN INSTITUTE SOCRATES SALON

The Socrates Salon "Change and Opportunity: The Future of Work and Learning" included a panel and reception as well as a day-long seminar (*top left*). The focus of conversation centered around the future of workforce development amidst the rise of technology, changing communication, and rapid innovation.

NEXT CITY: VANGUARD CONFERENCE

The New Orleans Business Alliance hosted its first truly mobile conference when it welcomed the Next City Vanguard Conference, a biannual urban leadership program of urban issue leaders working to improve cities across sectors such as urban planning, community development, entrepreneurship, government, transportation, sustainability, design, art, and media.



The 2018 Vanguard fellows (*left center*) included philanthropic changemakers, academics, policymakers, and planners working for influential organizations such as the Urban League and the

National Trust for Historic Preservation, as well as the Kresge Foundation and the Ford foundation.

The conference featured a series of presentations, workshops and neighborhood tours tied to the theme “Equity as a Growth Strategy.”

Over the course of three days, fellows traveled by foot, bus, and Blue Bike to experience New Orleans’ significant economic and cultural aspects, including site visits to: the Port of New Orleans, the Claiborne Corridor, Liberty’s Kitchen, the Palmisano headquarters, and more.

Working in groups, the fellows presented their findings and revitalization strategies for the Claiborne Corridor, focusing on the following topics: Safe & Healthy Neighborhoods, Transportation Choice & Access, Housing Affordability, Environmental Sustainability, Economic Development & Economic Opportunity, and Cultural Preservation.

NATIONALLY-ACCLAIMED SPEAKER JOINS MAYOR CANTRELL AND LOCAL LEADERS TO DISCUSS THE FUTURE OF THE BIOMEDICAL DISTRICT

In October 2018, the Business Alliance welcomed nationally-acclaimed speaker Bruce Katz, former Brookings Institute Centennial Scholar and author of *The New Localism: How Cities Can Thrive in the Age of Populism*, to discuss the city’s BioMedical District.

The conference focused on the development of the New Orleans BioMedical District as an Innovation District and the tools that can be leveraged to ensure prosperity and equitable development in the region.



Mr. Katz (*page 50, bottom left*) was joined by Dr. Gene D’Amour of Xavier University; Michael Hecht of Greater New Orleans, Inc., Andy Kopplin of the Greater New Orleans Foundation, and Quentin L. Messer, Jr., of the New Orleans Business Alliance.

GOOD BUSINESS: A BALANCE OF PROFITS AND PURPOSE

When one of Ben & Jerry’s founding leaders (*above*) joined the Business Alliance and local business executives for a lunch in January 2019, a powerful discussion was initiated to understand why purpose-driven companies are more profitable.

Jeff Furman, an original member of the Ben & Jerry’s leadership team, head of its foundation, and current Board of Directors Emeritus for the iconic ice cream maker, recounted numerous specific examples showing that corporations with a social mission can be more profitable than businesses focused solely on money. He was joined by Austin Sherman, co-founder of New Orleans’ own Big Easy Bucha, the Gulf South’s largest kombucha brewery. Big Easy Bucha hires individuals with barriers to employment from the STRIVE workforce development program.





ACCOLADES & REPORTS



INVESTOR RELATIONS

2018 was a year of great accomplishments for our city, our economy, and the New Orleans Business Alliance. Support for the Business Alliance's strategic initiatives helped to directly drive the city's economy forward.

Every good business leader knows that aggressive growth requires resources. These necessary resources help the Business Alliance succeed in accelerating the execution of core business attraction and retention priorities and leverage the Business Alliance's talented team to execute programs related to small business development, talent and workforce development, and strategic neighborhood development.

As a condition of the Business Alliance's ongoing financial support from the City of the New Orleans, the Business Alliance is required to raise one million dollars annually from the private sector.

Since the beginning of 2018, in addition to local financial support, the Business Alliance experienced an increase of 150% in national

philanthropic investments to support the new programs of our new business model.

Our success is the city's success and is a path to success for every business and citizen of New Orleans.

With business community support, we are better positioned to advocate for the business climate that will make our city more attractive to financial and human capital investment. Your support enables the Business Alliance to accelerate the development, growth, and prosperity of New Orleans resulting in enhanced economic security for all New Orleanians.

Thank you for your continuing vote of confidence.



Quentin L. Messer, Jr.

Stephanie Bell

ORGANIZATION AWARDS:



IEDC Gold Excellence in Economic Development Award for the New Orleans Health Innovators Challenge



IEDC Bronze Excellence in Economic Development Award for the STRIVE Job Readiness Curriculum for New Orleans

STAFF ACCOLADES



1. Quentin Messer, Jr.

- EBONY Power 100 Power Player
- Consultant Connect Top 50 Economic Developer in North America
- SHARP MEN Sharpest in New Orleans
- IEDC Awards Committee Chair
- IEDC Accredited Economic Development Organization Committee Vice-Chair



2. Ashleigh Gardere

- BGR's Excellence in Government Innovation Award for past work with the City
- Kresge Foundation's Featured Leader in the 2018 Annual Report
- IEDC Leadership Summit presenter: Inclusive Economies
- Loyola University Women's Leadership Academy Mentor



3. Victoria Adams Phipps:

- Silicon Bayou 100: Celebrating the 100 most influential and active people in tech and entrepreneurship in Louisiana
- Loyola University Women's Leadership Academy Mentor
- Boricua Entrepreneur Fest Keynote Speaker - an event inspired by New Orleans' use of entrepreneurship to transform communities post natural disaster



4. Asali DeVan Ecclesiastes:

- J.P. Morgan Chase New Orleans Icon, one of 12 of the most influential citizens for the City's Tricentennial
- ESSENCE Day of Service 2018 Excellence Award
- Mellon Graduate Program in Community, Engaged Scholarship Fellow
- Loyola University Women's Leadership Academy Mentor



5. Brandi Ebanks-Copes

- Orleans Parish School Board recognition for service on its Early Childhood Education Working Group



6. Alejandra Guzman:

- Hispanic Chamber of Commerce of Louisiana's "Excelencia" Young Leader Award
- International Business Association Stevie Awards for Female Innovator of the Year (Gold), Most Innovative Woman of the Year (Silver), Woman of the Year (Silver) and Female Executive of the Year (Silver)



7. Monique Robinson

- EMPLOY Collaborative Leadership award in recognition of work with Opportunity Youth



8. Patrick Young

- W.K. Kellogg Foundation Community Leadership Network Fellow



A SINCERE THANK YOU

Because of the leadership of founding board members, Justin Augustine III, Michael Kearney, Sr., Rita LeBlanc, Mitchell (Mitch) Landrieu, and Aimee Quirk, along with former members, Rebecca Conwell, Ellen Lee, and Michael O. Smith, a previously unadopted economic development organizational form in Louisiana, a public-private partnership, not only transitioned successfully across Mayoral Administrations but also became one of fewer than 70 accredited economic development organizations in the world.

Further, the integration of workforce development and place-making with more traditional business attraction, marketing, and retention was realized. Because of their contributions, the Business Alliance serves as a national model for inclusive economic development that places the full development of individuals at the heart of the city's economic competitiveness.

Former Board Members:

Justin Augustine III
Rebecca Conwell
Michael Kearney, Sr.
Mitchell (Mitch) J. Landrieu
Rita LeBlanc
Ellen Lee
Aimee Quirk
Michael O. Smith

2019 BOARD OF DIRECTORS

Hon. LaToya Cantrell

Mayor of the City of New Orleans

Gilbert Montaña

Board Chair

Chief Administrative Officer
City of New Orleans

Andrea Chen

Board Vice Chair

Executive Director
Propeller

Henry L. Coaxum, Jr.

Immediate Past Chair

President
Coaxum Enterprises, Inc.

Thomas Mabon

Treasurer

Senior Vice President
IBERIABANK

Kim M. Boyle, Esq.

Secretary

Partner
Phelps Dunbar, LLP

Sheila Burns

Partner
QCS Logistics

R. Erich Caulfield, PhD

Founder and President
The Caulfield Consulting Group

Takeisha C. Davis, M.D.

President and CEO
New Orleans East Hospital

Steven Kennedy

President and CEO
REO, LLC

Amy Landry

CEO
Fuel Success Academy

Charles Rice, Esq.

Assistant General Counsel
Entergy Corporation

Christy Slater

Program Officer
W.K. Kellogg Foundation

Richard Tallant

Vice President Production, GOM
Shell Exploration & Production Company

Guy Williams

President and CEO
Gulf Coast Bank and Trust Company

Hon. Jason R. Williams

Councilmember-at-Large
New Orleans City Council

Robert Wollfarth, Esq.

Shareholder
Baker Donelson



2018-2019 INVESTORS

CORNERSTONE \$1.5 MILLION +

The City of New Orleans

LEGACY \$1,000,000-\$1,499,999

Conrad N. Hilton Foundation
Ford Foundation

JPMorgan Chase Foundation
W. K. Kellogg Foundation

LEADERSHIP \$20,000 -\$99,999

Annie E. Casey Foundation
Aspen Institute
AT&T Louisiana
Baker Donelson
Blue Cross and Blue Shield of Louisiana
Downtown Development District
Entergy New Orleans
Harrah's New Orleans
Hyatt Regency

Jones Walker, LLP
LCMC Health
Leslie Jacobs
Living Cities
Ochsner Health System
Shell Oil Company
Surdna Foundation
Stone Pigman Walther Wittmann
The Kresge Foundation

FOUNDATIONAL \$10,000 - \$19,999

Business Council of New Orleans and the
River Region
Goldring Family Foundation
Hancock Whitney Bank
Helis Oil & Gas Company, LLC
IBERIABANK
Laitram, LLC

Liberty Bank and Trust
New Orleans Pelicans
New Orleans Saints
RazorLine, LLC
The Domain Companies
The Windsor Court
TransDev Services Inc.

PARTNER \$5,000 - \$9,999

Adams and Reese, LLP
Aetna Louisiana
Barriere Construction Company, LLC
Bellwether Technology Corporation
Boh Bros. Construction Co., LLC
Canal Barge Company, Inc.
Capital One
Coaxum Enterprises, Inc.
Enwave USA (New Orleans)
Flower Holdings
FOGO Data Centers
Goldman Sachs 10,000 Small Businesses
HCA MidAmerica Tulane

Home Bank
Laurel Outdoor
Louisiana Economic Development
Port of New Orleans
Regions Bank
Stirling Properties, LLC
The Kearney Companies, Inc
The New Orleans Board of Trade
Transcendent Legal
Transoceanic Development, LLC
Tulane Health System
University Medical Center New Orleans
Woodward Design+Build LLC

2018-2019 INVESTORS

SUPPORTING \$1,000 - \$4,999

ADP
Algiers Development District
Align
Ana and Juan Gershanik
ANNALA + WILLS
Antares Technology Solutions
APTIM Marketing & Communications
Ben & Jerry's
Benefit Administration Group
Big Easy Bucha
Blue Bikes
Café Reconcile
Cynthia & George Mitchell Foundation
ERG Enterprises
Ernst & Young, LLP
First Hartford Realty Corporation
Gambel Communications
GE Digital
Green Coast Enterprises
H. Bruce & Jacqueline Shreves
Health Education Authority of Louisiana
Howard Hughes Corporation
image360
iSeatz
Jewish Federation of Greater New Orleans
Kenya L. and Quentin L. Messer, Jr.
Kinney, Ellinghausen & DeShazo Law Firm
Lime
Limo Livery
Lod Cook Alumni Center
LookFar
Loving Family Fund
LSU Health Sciences Center
Lyft
Metairie Bank
New Orleans and Co.
New Orleans Ernest N. Morial Convention Center
New Orleans Jazz and Heritage Foundation
New Orleans Jazz Market
New Orleans Tourism and Marketing Corporation
NOCHI
NOLA Brewing Company
Ochsner Diversity & Inclusion
Omega Concierge Services
The Outlet Collection at Riverwalk
Palmisano
Patricia S. LeBlanc, APLC
Pepperoni's Cafe
Propeller
PSAV
Rebecca Conwell
Reily Foods
SOCIALSTEP, Inc.
Solomon Group
South Market District LLC
The Boeing Company
The Finance Authority of New Orleans
The Jung Hotel
The Shop
The Warehouse
Tulane School of Health
unCommon Construction
Unity Point Health
University of Washington
Urban League of Louisiana
William V. Trufant, Jr.



NEW ORLEANS BUSINESS ALLIANCE TEAM

EXECUTIVE

Quentin L. Messer, Jr.

President & CEO

Lisa Hellrich

Special Assistant to the President & CEO

Ashleigh Gardere

Executive Vice President & COO

Sheldon Ballom

Special Assistant to the EVP/COO

Norman E. Barnum IV

Chief Financial Officer

BUSINESS ATTRACTION & RETENTION

Louis David

Vice President, Industry
Attraction & Retention

Jeanette Weiland

Senior Director, Bio Business
Development & Strategy

William Sabo

Director, Food,
Music, & Technology

Sally Lindsay

Manager, Business
Development & Strategy

SMALL BUSINESS GROWTH

Lynnette White-Colin

Vice President, Small Business
Ecosystem Development

Wayne Encalarde

Manager, Small Business Ecosystem
Development

TALENT & WORKFORCE DEVELOPMENT

Brandi Ebanks

Assistant Vice President, Talent
Development

Monique Robinson

Director, Opportunity Youth
Partnerships

Angela Shiloh Cryer

Director, Adult and Re-entry Partnerships

Patrick Young

Training Manager (StriveNOLA)

Aureal Alexander

Program Coordinator, Strive Fresh Start

STRATEGIC NEIGHBORHOOD DEVELOPMENT

Asali DeVan Ecclesiastes

Director, Strategic Neighborhood Development

FINANCE

Dominique Flugence

Finance Manager

Kat Milligan

Grant Accountant

GOVERNMENTAL/EXTERNAL AFFAIRS

Nolan Marshall III

Vice President, External Affairs & Policy

HUMAN CAPITAL & CULTURE

Ken Weatherup

Vice President, Human Capital & Culture

Lydia Nichols

Receptionist

Naomi Herr

Operations Manager

INVESTOR RELATIONS

Stephanie Bell

Vice President, Investor Relations

Valerie Huntley

Manager, Stakeholder Experience

MARKETING & COMMUNICATIONS

Morgan Stewart

Vice President, Marketing & Communications

Dana Alsen

Manager, Marketing & Communications

PERFORMANCE MANAGEMENT & STRATEGY

Alejandra Guzman

Vice President, Performance Management & Strategy

Omar Stanton

Director, Performance Management & Strategy

PROGRAMS

Victoria Adams Phipps

Vice President, Programs & Executive Director, 504ward



FINANCIAL STATEMENTS*

OPERATIONAL REVENUE

City of New Orleans	
Includes: Restricted funding to Greater New Orleans, Inc., and Business Attraction Fund managed on behalf the City of New Orleans	\$3,598,046.89
Private Investment & Foundations**	
Includes: Small Business Growth and Talent & Workforce Development	\$4,517,895.57
Government Grants	
Includes: Pass-through grants with partner organizations	\$380,308.00
Other Revenue	
Includes: Interest, fee for service and miscellaneous revenue	\$70,314.61
Total Operational Revenue	\$8,566,565.07

OPERATIONAL EXPENSES

Business Attraction & Retention	\$1,666,758.14
Small Business Growth	\$215,052.37
Strategic Neighborhood Development	\$122,951.93
Talent & Workforce Development	\$1,864,906.59
Support Services	
Includes investor relations, marketing, financial management, administrative services, and operations	\$1,823,869.23
Total Operational Expenses	\$6,352,500.90

*Unaudited as of the date of this report

** Change of NET Assets Related to Restricted Funds



The New Orleans Business Alliance is committed to advancing Minority Owned Business Enterprises (MBEs) and Disadvantaged Business Enterprises (DBEs) by measuring our procurement spend. **In 2018 MBE/DBEs accounted for 19% of total contracts awarded and 27% of overall contract value.**



NORMAN E. BARNUM IV

In May 2018, Norman E. Barnum IV joined the team as the new Chief Financial Officer of the New Orleans Business Alliance. He brings over 20 years of experience as a CFO, with recent service at the Goldman Sachs 10,000 Small Businesses Program at Delgado Community College and the Ogontz Avenue Revitalization Corporation in Philadelphia.



An aerial photograph of a city, likely New Orleans, showing a dense residential area in the foreground and a city skyline with several skyscrapers in the background. A large green triangular overlay covers the left side of the image. The text "THANK YOU!" is written in white, bold, sans-serif font across the bottom center of the image.

THANK YOU!



PROSPERITY

PEOPLE

EQUITY

INFORM

ATTRACT

GROW

BUSINESS

TALENT

CULTURE

DESTINY



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

The New Orleans Business Alliance is committed to keeping you informed and connected.

1250 POYDRAS ST., SUITE 2150
NEW ORLEANS, LA 70113
504.934.4500
WWW.NOLABA.ORG



NEW ORLEANS BUSINESS ALLIANCE
@NEWORLEANSBA
NEW ORLEANS BUSINESS ALLIANCE
NEW ORLEANS BUSINESS ALLIANCE

The Business Alliance looks forward to welcoming you to our new location at 1250 Poydras, Suite 2150 within the Hyatt House Building. Our new location was necessitated by our growth, and commitment to being a more active convener of the myriad of stakeholders critical to growing the New Orleans economy. We thank Chris Robertson and Michael Smith along with our broker, Kyle Stephenson, for their assistance in securing our new location.