

## **OVERVIEW**

The New Orleans Business Alliance's Economic Development Ambassador Program provides in-depth insight into the work of growing and diversifying the city's economy. Because economic development cuts across every industry and impacts the economic security of all New Orleanians, this 7-week program convenes experienced leaders from a variety of business sectors to engage participants and produce informed ambassadors for our city.

The program connects participants with industry experts and business leaders across all facets of the economic landscape in New Orleans. Leveraging experiential learning, design thinking, and panel formats, the program pairs data with discussion around issues, opportunities, and plans for New Orleans' economic future. Program participants are encouraged to engage and contribute to the agenda for the evening. In addition to weekly sessions, the program offers tours of companies and locations that serve as the community's major economic drivers. The program culminates with group presentations related to session themes.

## **BENEFITS**

Economic Development Ambassador Program participants will:

- Gain valuable insight into the current economic state of the city and the efforts to attract and retain companies, catalyze place-based economic growth, and support local talent
- Learn the most effective ways to promote New Orleans through an economic lens
- Build relationships with growth-minded professionals and local business leaders
- Receive invitations to special events and behind-the-scenes tours
- Make a personal difference in the city's economic vitality and prosperity.

## **CRITERIA**

- Must be at least 25 years old
- Must live and work in Greater New Orleans
- Must demonstrate current or past involvement in the community
- Must be available to participate in the full program.

## **SELECTION PROCESS**

Applications submitted by candidates will be reviewed by a panel comprised of internal NOLABA leadership with experience across sector and industry. Applications will be assessed based on the following elements:

- Commitment to New Orleans
- Alignment with NOLABA's vision is to reposition New Orleans as a great American city for business investment, quality of life and economic opportunity
- Experience that demonstrates interpersonal skills or professional expertise that can be leveraged
- Community Involvement
- One (1) reference.

**COST**

Program participation is contingent upon selection following a competitive application process. Participation in the program comes at the cost of \$250. The program fee must be paid in full by the date of the first session. Program fees includes all program costs and materials, including meals.

Companies are allowed to subsidize the program fees of any employees who are selected to participate in the program.