

REG10N REPORT

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In this issue: [Economic Development News](#) | [Around the Region](#)

Relationships, Relevance, Results

First of all, thank you. As we near the first annual meeting of the "new" Greater New Orleans, Inc., a debt of gratitude is owed to the innumerable businesses, organizations and individuals that have supported GNO, Inc. through our period of rapid evolution. Without your guidance and support, this would not have been possible.

The GNO, Inc. of today - with a resolute focus on *Relationships, Relevance* and *Results* - exists because of the board members, investors, community leaders and government officials who realize that a strong regional economic development organization is key to our future prosperity.



Michael Hecht
President and CEO

To be specific, this mantra of *Relationships, Relevance* and *Results* has meant:

Relationships - GNO, Inc. has held over 300 meetings with key economic development stakeholders across the region, in some cases for the first time in the history of the organization. These meetings not only served to establish personal relationships and goodwill, but have also allowed us to introduce the new GNO, Inc. model, whereby we act not as a layer in between state and local government, but rather as a nexus, or honest broker, serving to coordinate economic development entities and projects.

Relevance - GNO, Inc. always strives to do work that is relevant - that will benefit businesses and create wealth for the community - including:

- Energy - Driving an energy plan expected to create \$25 billion in new revenue and over 6,000 new jobs for Louisiana
- Trade - Managing an unprecedented Plaquemines to Baton Rouge study

to determine Louisiana's system-optimizing strategy for international trade

- Advanced Manufacturing - Supporting the development of the GNO Advanced Manufacturing Triangle
- Creative Media - Launching the GNO Digital Media Alliance, the marketing and policy agent for a brand new industry
- Airport - Helping MSY recapture the mantle of "Gateway to the Americas"
- Business Development - planning and managing quarterly site selector tours to our region, and ambassador trips to key external markets
- Workforce - working directly with the business community to develop a demand-driven training system
- Policy - advocating for policies to create a pro-business environment in Louisiana

Results - In just nine months, we are already demonstrating concrete results, including:

- The "Tech Quarter" creative media building will open Q2 2009
- Production studio Horizon Entertainment relocated from Atlanta to our region
- A major air carrier is close to restarting international service from MSY
- The first post-Katrina comprehensive supply, demand, and gap analysis for workforce was completed
- \$8M was secured for Louisiana Workforce Commission training in Rita and Katrina impact zones for our priority sectors
- \$15M was secured for regional projects through LRA federal relief dollars
- \$2M was secured for Nims Film Center expansion
- Over 150 free media spots were earned, helping to spread the message of the Greater New Orleans renaissance

Global economic challenges notwithstanding, we are deeply optimistic here in the region. Your support, combined with our natural bounty of assets and resources, is creating the conditions for one of the great economic revivals of our lifetime. Thank you for being part of it.

Economic Development News

GNO region turning into high tech hub

[Full story...](#)

Obama extends gulf coast recovery office

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GNO area employers expect to hire more briskly than those around the country during second quarter

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New report says offshore drilling would help the economy

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Passenger traffic at Louis Armstrong Airport climbed last year

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Louisiana breaks state export record in '08

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Louisiana to receive \$43M for job training in stimulus plan

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Education services receives three year grant for Northshore programs

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N.O. tops urban school improvement list

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[Back to Top](#)

Around the Region

Announcements and Events

GNO, Inc. Annual Meeting

March 12

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The Business Case for Early Childhood Education, with Senator Landrieu

March 20

[Full story...](#)

Study: Film industry contributed \$763 million to Louisiana economy in 2007

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Magazine Street featured in New York Times

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Louisiana business groups fight pro-union bill in Washington D.C.

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[Back to Top](#)

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