

New Orleans Regional Economy

- Moderator: Dr. Ali Bustamante
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- Panelists:
 - Louis David, President, New Orleans Business Alliance
 - Jerry Bologna, President & CEO, JEDCO



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

What's Driving the New Orleans Economy







**RIVER
DISTRICT**



TOPGOLF





B | BAYOU PHOENIX





**NEW ORLEANS
BUSINESS ALLIANCE**

CULTURE. EQUITY. PROSPERITY.

THANK YOU

Louis David
President and CEO
New Orleans Business Alliance
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JEFFERSON PARISH

Jerry Bologna

President & CEO, Jefferson Economic Development Commission



JEFFERSON PARISH ACCESSIBILITY

Air, River, Rail & Road

LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT (MSY)

Serves 66 nonstop destinations & continues to expand

6 MAJOR ROADWAYS

US 90, US 61, Interstate 10

LA Hwy 18, LA Hwy 18, LA Hwy 45, LA Hwy 23

8 MAJOR MOTOR FREIGHT CARRIERS

SAIA, FedEx, UPS, Roadway, Cross Road Centers

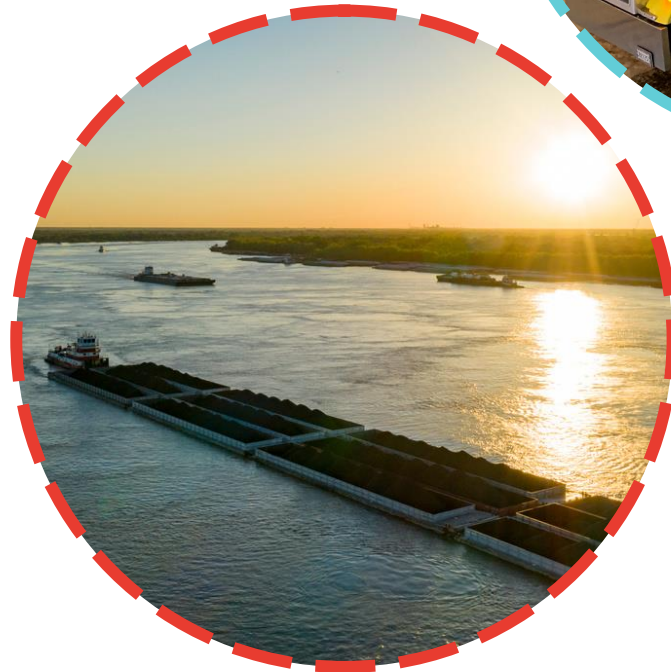
Southeaster Motor Lines, DHS, Triple G Express

6 CLASS 1 RAILWAYS

2 SHORT LINE RAILWAYS

DEEP WATER ACCESS VIA MISSISSIPPI RIVER

13,511 feet of berthing space available at six dedicated breakbulk terminals



GOALS

- Quality of Life & Real Estate
- Talent & Workforce
- Innovation & Industry

JEFFERSON

EDGE

A LONG-TERM ROADMAP FOR
ECONOMIC SUCCESS

2025

PRINCIPLES

- Resiliency
- Social Equity
- Competitiveness

TARGETED INDUSTRY

CLUSTERS



CULINARY
PRODUCTS



ENVIRONMENTAL & ENGINEERING



HEALTHCARE
INNOVATION



SUPPLY CHAIN
INFRASTRUCTURE



TECHNOLOGY &
DESIGN



MAJOR PROJECTS

Billions in Foreign Direct Investment



Retention & Expansion Wins

Pigeon Caterers
Inland Seafood
Port Orleans

LCMC
Sleep Number

Ochsner Health System
Loop Linen
US Foods



MAJOR INITIATIVES

SEAFOOD INDUSTRY SUPPORT

- Launched SEA Fund Financing Program
- Grand Isle Oyster Tour
- Off-Bottom Oyster Marketing Campaign (in progress)

INSURANCE

- Built task force to address insurance crisis
- Developing actionable strategies

BROWNFIELDS

- \$600,000 EPA Grant for Brownfield Assessments

CHURCHILL PARK

- 480-acre mixed-use development envisioned on the West Bank

FOOD & BEVERAGE INCUBATOR

- Securing federal grant to build in Churchill Park

