



# **LOUISIANA: The Next Great State For Business Investment**

# Strengthening Louisiana's Economy

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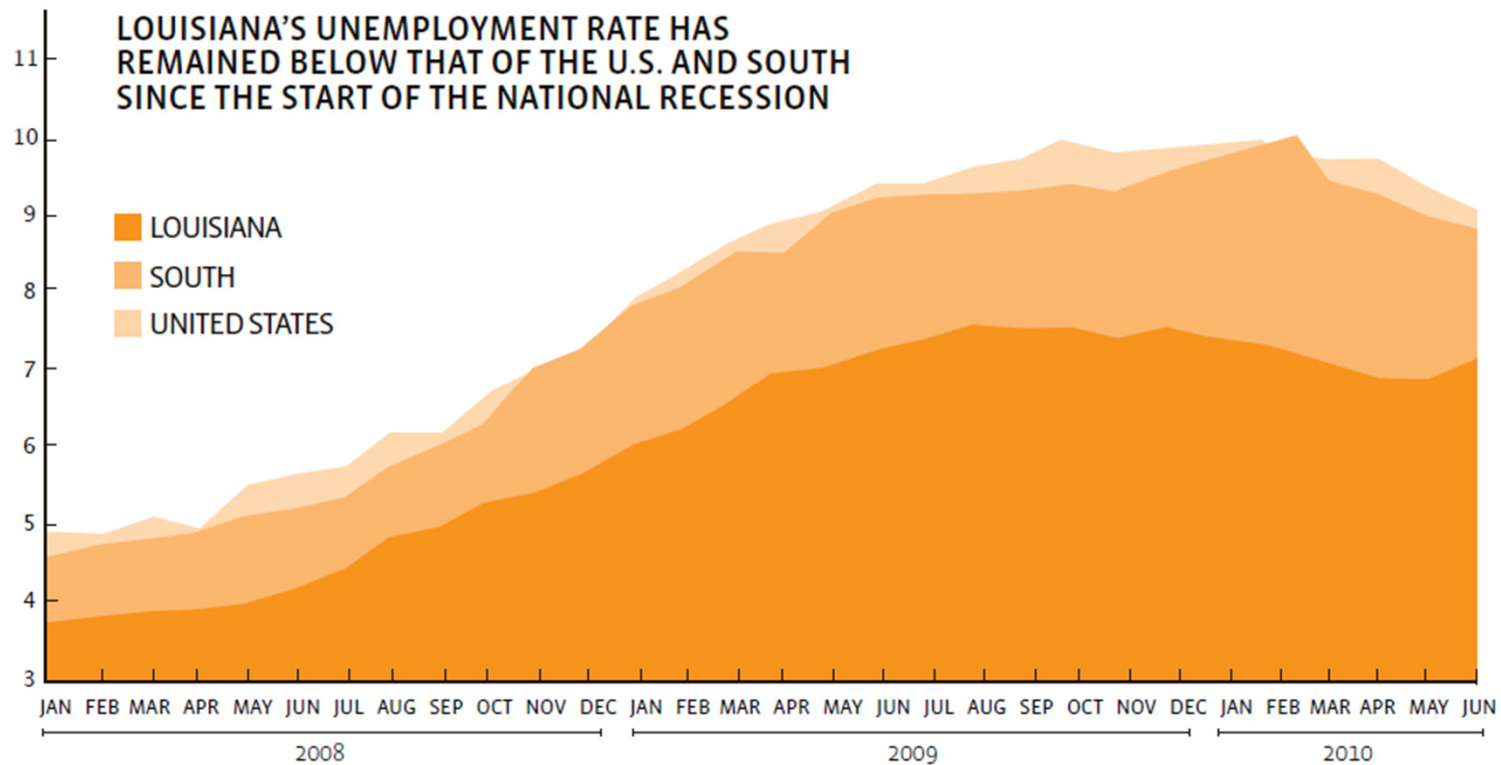
# Strengthening Louisiana's Business Climate

- Pro-growth policies and programs enacted recently to strengthen Louisiana's business climate:
  - Implemented the strongest governmental ethics laws in the nation
  - Eliminated burdensome business taxes
  - Enacted the largest personal income tax cut in state history
  - Passed comprehensive workforce development reform, including the launch of Louisiana FastStart™, the nation's best workforce training program
  - Made the retention and expansion of Louisiana's existing businesses a top economic development priority
  - Identified 12 high-growth industries that will diversify and grow Louisiana's economy in the future

## Outperforming Southern and National Economies During Recession

- Louisiana has outperformed the Southern and national economy since the beginning of the recession
  - Among all Southern states, Louisiana has experienced the smallest percentage decline in jobs since January 2008
  - Louisiana's August 2010 unemployment rate (7.6 percent) was the fifth lowest in the South and tied for 17<sup>th</sup> lowest in the nation
  - Louisiana's unemployment rate continues to be well below that of the South (9.2 percent) and the U.S. (9.6 percent)

## Outperforming Southern and National Economies During Recession



## Business Development Success

- Since 2008, LED's business development efforts **alone** have helped secure project wins that will result in:
  - More than 49,000 new jobs
  - More than \$10 billion in new capital investment
  - And billions of dollars in new sales and revenues for Louisiana's small businesses
- Louisiana has secured key wins in several targeted high-growth sectors, traditional industries and federal assets



BLADE DYNAMICS



# Louisiana: By The Numbers

## FIRST

Louisiana FastStart™ was recognized as the nation's best workforce training program

-- *Business Facilities*



## #1

Louisiana earned the first-ever Most Improved State award, moving up 20 places in the 2010 Top Pro-Business States Ranking

-- Pollina Corporate Real Estate

## #1

Louisiana was named **Co-state of the Year** for the second consecutive year

-- *Southern Business & Development*

## #9

Louisiana's business climate ranked **ninth best in the nation** – the state's highest rank ever

-- *Site Selection*



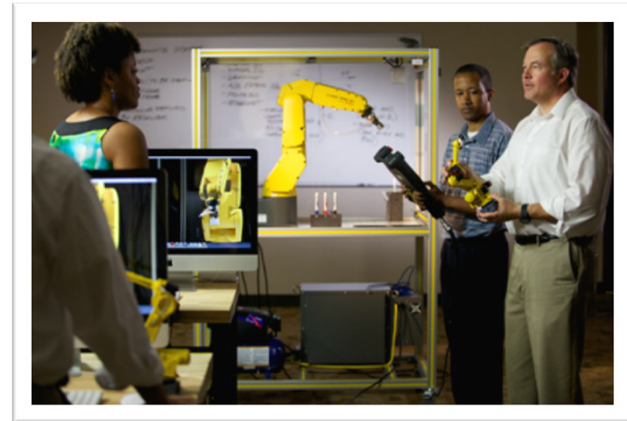
## #1

Louisiana **ranked #1** for its ethics disclosure laws

-- The Center for Public Integrity

# Louisiana FastStart

- Louisiana FastStart™ provides **customized recruitment, screening and training** to new and expanding, eligible companies -- all at no cost.
  - Louisiana FastStart was recognized as the **No. 1 workforce program** by *Business Facilities* magazine in 2010
  - From 2008 to July 2010, Louisiana FastStart™ **trained more than 3,400 people**
  - Barry May, a Louisiana FastStart trainer, was named by *Training* magazine as a **Top Young Trainer Under 40** for 2010
  
- Fortune 500 companies are benefiting from Louisiana FastStart's industry expertise, immediate response time and results-oriented approach, ensuring qualified **workers are ready on day one.**



**READY DAY ONE**

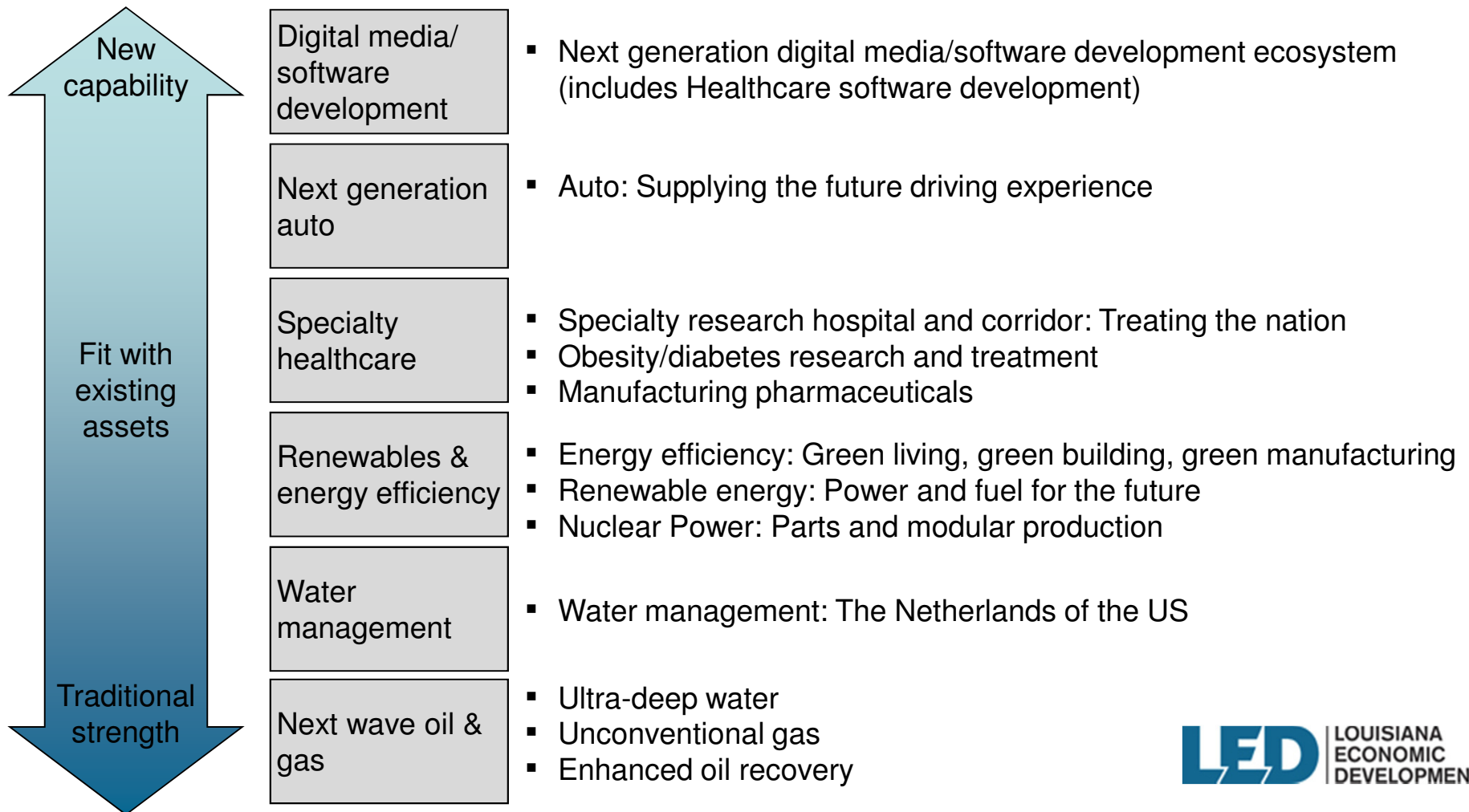


## **“Blue Ocean” Initiative**

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# Blue Ocean Initiative

In 2009, Louisiana Economic Development launched its “blue ocean” strategy to identify growth sectors Louisiana can cultivate over the next 20 years and beyond



# Thank you

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