

LOUISIANA ECONOMIC DEVELOPMENT

Annual Report



2020



LED

LOUISIANA
ECONOMIC
DEVELOPMENT



This is an incredibly exciting time for business growth and development in the great state of Louisiana, and as my administration prepares to embark on a second term, I am both humbled and inspired by the shared progress our state continues to make. The momentum is stronger than ever as we have positioned ourselves to operate from a place of strength and stability. Four years ago upon taking office, my main goal was to make life better for all of our citizens, and I'm proud to say that through hard work, strong partnerships and innovative strategies we are attracting and creating new opportunities statewide. In fact, far more economic opportunities exist today for our people to secure a quality education or job training, and develop rewarding careers, than at any other time in our state's history. Whether you are already part of Louisiana's growing workforce or are seeking to join, there is a wide variety of industries from which to choose, including advanced manufacturing, software and digital media, aerospace, agribusiness, energy, entertainment and water management. In 2019, the International Economic Development Council named LED's Small Business Services the best in the nation, and beyond, while Business Facilities named LED FastStart® the nation's No. 1 state workforce training program for a record 10th year in a row. That quality is borne out in our economic development results. Since 2016, we've attracted over 210 project wins delivering more than 40,000 new jobs, over 36,000 retained jobs at expanding employers, and \$42 billion in new capital investment. With each year, we have seen significant increases in each category, and that's why companies like BASF, CenturyLink, ExxonMobil, LHC Group, Shell and others continue investing in our people, communities and state. Truly, our brightest days are ahead, as we realize our goal of making life in Louisiana better.

John Bel Edwards
Governor, State of Louisiana



Success in economic development requires strategic planning, a strong commitment to continual improvement, and execution of a great business plan. In 2019, LED delivered on these fronts in meaningful ways that are changing our world. That success was evident in August 2019 as LED hosted the Southern Economic Development Council's annual conference with the theme "Brave. New. World." This past year, we registered game-changing accomplishments with the staunch support of our partners across Louisiana. We witnessed Republic of Korea Prime Minister Lee Nak-yeon join Gov. John Bel Edwards in dedicating the more than \$3 billion chemical complex of Lotte Chemical and its partner, Westlake Chemical, in Lake Charles. We announced the G3 Methanex plant in Geismar, where the Canadian company is assembling one of the world's largest methanol production sites. In St. Charles Parish, we announced a joint \$1.5 billion investment by Valero and Diamond Green Diesel that will produce the world's second-largest renewable diesel plant. Kopter Group of Switzerland chose Lafayette for its SH09 helicopter assembly operations to serve the Americas, while Fortune 500 CenturyLink renewed its headquarters commitment to manage a global technology enterprise from Monroe. These and other successes on the international stage are making the world a better place while delivering thousands of next-generation jobs in Louisiana. At LED, we are proud that these accomplishments will bear much fruit in Louisiana for generations to come.

Don Pierson, CEcD
Secretary, Louisiana Economic Development

TABLE OF CONTENTS

THE FOUNDATION FOR CREATING OPPORTUNITY	4
SECURING OPPORTUNITY, STRENGTHENING LOUISIANA	6
STEADY GROWTH	
Business-Friendly Louisiana Continues to Attract New Investment	10
EXPANDING OPPORTUNITY	
Louisiana Cultivates In-State Companies	12
REACHING HIGHER	
Partnerships Prepare Louisiana Students for High-Demand Fields	16
SMALL TOWNS, BIG IMPACT	
Louisiana Ramps Up Rural Development	18
PROTECT AND SERVE	
Louisiana Enhances Its Cybersecurity Mission	20
CONTENT IS KING	
Louisiana Entertainment Produces Marquee Results	22
BIGGER, BETTER	
Small Business Is Gold in Louisiana	26
ONGOING INNOVATION	
Louisiana Launches New Initiatives to Boost Growth	28
STATE-OF-THE-ART PARTNERSHIPS	
LED's Recipe for Success	30
STATEWIDE IMPACT	34
SECURING OPPORTUNITY, STRENGTHENING LOUISIANA SINCE 2016	36

This public document was published at a total cost of \$3,395.70. 700 copies of this public document were published in this first printing at a cost of \$3,395.70. The total cost of all printings of this document, including reprints, is \$3,395.70. This document was published by Louisiana Economic Development to market Louisiana for new business investment under authority of R.S. 36:101 (B). This material was printed in accordance with the standards for printing by state agencies established pursuant to R.S. 43:31. Printing of this material was purchased in accordance with the provisions of Title 43 of the Louisiana Revised Statutes.



The Foundation for CREATING OPPORTUNITY

Mission

Cultivate jobs and economic opportunity for the people of Louisiana through nine integrated economic development strategies





LED's mission-focused efforts, sound strategy and commitment to core values facilitated the achievements featured in the 2019 Annual Report. Highlights include receiving third-party validation from economic development experts; attracting and retaining thousands of high-quality jobs; securing additional foreign direct investment; making advancements in target industries; enhancing support of Louisiana small businesses; obtaining new tools for attracting economic development projects; and generating improvements in the state's economy. Overall, LED's efforts are increasing opportunity, improving quality of life and helping to ensure that Louisiana's brightest days are within our reach.

Core Values



TEAMWORK

We at LED work together to achieve our goals, communicating openly and sharing our knowledge, wisdom and experience with each other. Our success fuels passion for our work.



INTEGRITY

We at LED conduct our business with honesty and respect.



LEADERSHIP

We at LED are responsible for taking the initiative to achieve our vision. We motivate and cultivate our talent across all levels of the organization.



EXCELLENCE

We at LED take pride in our work and aspire to deliver flawless service while continuously seeking improvement.



INNOVATION

We at LED embrace and manage risk in applying new strategies and tactics to achieve our desired results.



\$263 BILLION
GDP at an All-Time High

Securing Opportunity, Strengthening

LOUISIANA

Over the course of 2019, Louisiana continued a relentless commitment to creating an innovative pro-business environment where new and existing companies can thrive. The state produced strong results this year, securing more than 80 project wins that represent over \$8 billion in capital investment. These projects are expected to create more than 4,900 new direct jobs and retain more than 15,000 jobs at existing Louisiana companies.

Louisiana's favorable taxes, low cost of living, higher education partnerships, quality of life and other factors continued to facilitate business retention and attract new investment throughout 2019.

Moreover, as the fourth year of Gov. John Bel Edwards' first term in office, 2019 marked a major milestone in the progress made against fiscal challenges inherited in 2016. At that time, unemployment in the state hovered above six percent, the budget was facing a \$940 million shortfall, followed by a \$2 billion shortfall the following year, and Moody's had given Louisiana a negative credit rating.

To address those challenges head-on, Gov. Edwards and LED Secretary Don Pierson charted a robust team approach to economic development that was defined by creative problem solving, diligence and innovation. LED's strategy has been to eliminate silos and focus on energizing partnerships among key stakeholders, including federal, state and local governments, regional economic development organizations and chambers of commerce, higher education institutions and non-governmental organizations. This methodology has enabled Louisiana to attract global partners, grow and retain businesses, meet customers' needs and fortify the workforce pipeline.

UNEMPLOYMENT REACHED AN 11-YEAR LOW

As a result of these efforts, unemployment in Louisiana reached an 11-year low in 2019. More than two million Louisiana citizens are working again, and personal income has hit a record high of \$224 billion. The state's Gross Domestic Product has reached an all-time high of \$263 billion, and

the state budget shows a modest surplus. The state's credit rating has moved from negative, to stable, to positive.

New investment is taking place across Louisiana's diverse regional economies and in every corner of the state. Since 2016, LED has secured over 210 project wins delivering more than 40,000 new jobs, over 36,000 retained jobs at expanding employers, and \$42 billion in new capital investment.

"Being able to outpace our peers in economic growth comes from a drive to serve our customers and invite community partners to the table as we secure wins and ensure new projects are successfully launched," Pierson says.

"We are hyper-focused on continuing to showcase Louisiana's competitiveness."

- SECRETARY DON PIERSON

To support new and existing businesses, LED FastStart continued its tradition of excellence by helping expanding companies recruit and train workers to an unmatched degree of excellence. Business Facilities magazine ranked LED FastStart the No. 1 state workforce training program in the country in 2019, an accolade it has earned for 10 consecutive years.

NO. 1 STATE WORKFORCE DEVELOPMENT PROGRAM FOR 10 CONSECUTIVE YEARS

- BUSINESS FACILITIES

LED FastStart's ability to stand out in an increasingly competitive field of state workforce training programs is notable. The program has refused to rest on its laurels, and instead continues to meet the evolving needs of its customers. LED FastStart is a front-line player in ensuring that expanding companies in Louisiana are workforce ready on day one. The program achieves this through targeted recruitment and high-tech training modules that prepare employees to deliver an exceptional work product, now and in the future.

NO. 2 SOUTHERN STATE FOR 2017 AND 2018 INVESTMENT AND JOB CREATION

- SOUTHERN BUSINESS AND DEVELOPMENT

For the second consecutive year, the state earned the No. 2 spot for the best economic development performance in the south by Southern Business & Development magazine. The publication tracked the most significant capital-investment and job-creation projects across the South, with states earning points for large employment projects and large capital-investment projects attracted during 2018.

Louisiana earned several other accolades for its business climate this year. Business Facilities ranked Louisiana No. 1 for Lowest Industrial Electric Rates, and ranked the state No. 2 for both Foreign Direct Investment and Foreign Trade Zones for Imports. Also, the Port of South Louisiana, the largest tonnage port in the Western Hemisphere, ranked No. 1 in the U.S. among the leading Foreign Trade Zones for Imports.

Louisiana's exports have been on the rise, despite recent uncertainty in global trade and a drop in goods headed for China. This is due to the state's diverse base of export partners and a strong energy sector. Exports from the state rose by 18% in 2018 from the previous year with countries like Brazil, Mexico and South Korea increasing demand of liquefied natural gas and crude oil. The same trend is expected to occur in 2019, particularly in LNG exports. Louisiana is well-positioned to become a lead player in the LNG export market.

Global and domestic trade in Louisiana have long been supported by a strong transportation infrastructure that includes interstates, Class 1 railroads, international airports and a robust system of deep-draft, inland and coastal ports. This sophisticated transportation network enables Louisiana-based businesses to efficiently reach markets across the United States and around the world.

Louisiana has also prioritized investing in this multi-modal network, a commitment that was acknowledged this year when Site Selection magazine named the state No. 2 in the country for infrastructure investment that supports economic growth, an award it also won in 2018.

One project that demonstrates infrastructure investment is Rail Logix in Lacassine, Louisiana, a rail terminal underway at the Lacassine Industrial Park that will soon accommodate four 120-unit car trains and expand the ability of new and existing businesses in southwest Louisiana to ship products to market. Moreover, a combined \$5.3 million is now being

invested in infrastructure and resiliency improvements to the West Calcasieu Port, a strategically located port midway between Houston and New Orleans. The investment represents a \$4.2 million grant from the Economic Development Administration of the U.S. Department of Commerce and \$1.1 million in local matching funds.

This year also saw LED intensifying strategies for supporting Louisiana's small businesses. The two-year-old LED Growth Network has helped more than 350 second-stage companies across the state make calculated decisions about how to achieve the next phase of growth. These homegrown companies represent \$2.7 billion in sales and 10,500 full-time employees. The Growth Network offers two nationally lauded programs, Economic Gardening, which gives businesses access to top-notch business intelligence, coaching and technical assistance, and the CEO Roundtable, which provides 10-15 CEOs from small businesses a chance to meet 10 times a year and discuss aspirations and find solutions to challenges.

Louisiana's powerful military sector continued to grow in 2019, with the announced \$15.8 million renovation project at Fort Polk, the U.S. Army installation in Vernon Parish, Louisiana. This project includes exterior updates to more than 1,100 military housing units, as well as road improvements within the base. Fort Polk is home to the U.S. Army's Joint Readiness Training Center and is one of the country's largest and most significant military installations. Along with Barksdale Air Force Base in Bossier Parish, Louisiana, Naval Support Activity in New Orleans and others, military spending in Louisiana delivers a \$7.7 billion annual impact.

The state also continued to expand its cybersecurity sector in 2019, building on several years of work in this arena. Partnering with the Louisiana National Guard, the state is creating a major public-private cybersecurity center on the Water Campus in Baton Rouge, a state-of-the-art research facility. The Louisiana Cyber Coordination Center, or LC3, will employ cybersecurity professionals who will conduct cyber missions with peers from Louisiana State University's applied research affiliate, Stephenson Technologies Corporation, and Radiance Technologies, a private defense contractor. This project is one of several cyber-focused projects in Louisiana. The I-20 corridor in north Louisiana features the National Cyber Research Park and the Cyber Innovation Center in Bossier City, the country's first undergraduate cyber engineering program at Louisiana Tech University in Ruston and the state's first computer science degree in cybersecurity at Grambling State University.



LED Secretary Appointed to U.S. Investment Advisory Council

This year saw LED Secretary Pierson appointed to the United States Investment Advisory Council by U.S. Department of Commerce Secretary Wilbur Ross. The Investment Advisory Council is a 25-member panel of national experts who advise the federal government on attracting and retaining foreign direct investment, or FDI, in the U.S.

A veteran economic developer and West Point alumnus, Pierson has served in executive leadership roles at LED for 15 years, including as secretary since 2016. Over the last decade, Louisiana has become one of only three states to attract more than \$100 billion in FDI activity. Louisiana's per capita share was more than seven times that of California and three times that of Texas, the other two top-ranked states.

Pierson's appointment follows two other major honors in 2018 when he was named an Honorary Life Member by the Southern Economic Development Council, its highest honor, and received the Eugene J. Schreiber Award from the World Trade Center of New Orleans for lifetime achievement in international trade.

STEADY GROWTH

Business-Friendly Louisiana Continues to Attract New Investment

Across the country, the competition for a limited number of major business investments is more intense than ever. Louisiana brought its A-game in 2019, successfully winning several high profile projects across diverse sectors. LED's Business Recruitment Program once again set a high bar, using well-honed tactics that included vigorously pursuing leads in new and legacy sectors, growing relationships with corporate decision makers and offering qualified companies the No. 1 state workforce development program in the country, LED FastStart.

Louisiana's bounty of business-friendly assets helped the state win the No. 8 spot in *Area Development* magazine's 2019 Top 10 States for Doing Business. This was the ninth consecutive year Louisiana earned a top-10 spot in the national ranking. A leading corporate site selection publication, *Area Development* produces the annual list by surveying top site selection consultants from around the country. Louisiana also earned several other honors this year, including No. 3 in the nation for Workforce Development Programs, No. 6 for Favorable Utility Rates, No. 7 for Business Incentive Programs and No. 8 for Favorable General Regulatory Environment and Speed of Permitting.

Louisiana's business investment wins this year included a transformational project designed to make the state a destination health care hub for obesity surgery and treatment. The world renowned Pennington Biomedical

Research Center, or PBRC, in Baton Rouge will launch a new Bariatric and Metabolic Initiative in partnership with Baton Rouge-based Our Lady of the Lake Regional Medical Center and LSU Health in New Orleans.

THIS NEW PROGRAM WILL OFFER BEST-IN-CLASS BARIATRIC SURGERY, INTEGRATED HEALTH CARE AND WORLD-CLASS RESEARCH ON THE PREVENTION AND TREATMENT OF OBESITY. IT WILL BE LED BY DR. PHILIP SCHAUER, A GLOBAL PIONEER IN THE FIELD WHO FIRST INTRODUCED LAPAROSCOPIC GASTRIC BYPASS SURGERY IN 1997. SCHAUER IS LEAVING HIS POST AT THE CLEVELAND CLINIC LERNER COLLEGE OF MEDICINE TO LEAD LOUISIANA'S NEW PROGRAM.

Since it was established in 1981, PBRC has made significant research contributions to the understanding of chronic diseases like obesity, diabetes, cancer and dementia. The Bariatric and Metabolic Initiative builds on PBRC's bedrock focus, while creating an integrated care model capable of treating the most high-risk patients, even those whose weight exceeds 1,000 pounds. In addition to surgical options, the program will offer lifestyle interventions, drug therapies



TOP
10

**State for Doing
Business**

- AREA DEVELOPMENT

and combination therapies. Patients will work with teams of physicians, exercise physiologists, therapists and nutritionists.

The State of Louisiana is making a \$5.9 million investment in the project, which is expected to return more than \$100 million annually through research grant revenue, destination medical care, new surgical procedures, reduced health care burdens and technology development.

The past three years, at the junction of Interstates 10 and 210 in Lake Charles, Lotte Chemical has developed a \$1.9 billion ethane cracker on-site with Westlake Chemical as a minority investment partner. In addition, Lotte Chemical has built a \$1.1 billion monoethylene glycol manufacturing plant and its new U.S. headquarters, which moved from Houston.

This year, Gov. John Bel Edwards joined Republic of Korea Prime Minister Lee Nak-yeon, Lotte Group Chairman Shin Dong-bin and Westlake Chemical CEO Albert Chao to dedicate the \$3.1 billion Lake Charles Complex of Lotte Chemical, which has created 265 new direct jobs and more than 2,300 new indirect jobs in southwest Louisiana.

Vancouver-based methanol manufacturer Methanex announced a \$1.3 billion capital investment to construct a third methanol plant in Geismar, Louisiana this year. The project joins two existing methanol plants on the site, now making Methanex's Geismar facility one of the largest methanol production complexes in the world. Methanol is a clear, biodegradable ingredient found in many products that can also be used as a clean-burning fuel.

Louisiana competed with several other sites for the Methanex expansion. At the end of the day, however, the state won because of its demonstrated track record in supporting a previous expansion at the facility that was completed in 2015. At that time, Methanex decommissioned a site in Chile and reassembled its capabilities in Geismar. To support the newest expansion, Louisiana offered the company a \$3 million performance-based grant to offset infrastructure costs. Methanex will also use Louisiana's Industrial Tax Exemption Program and its Quality Jobs Program.

LED'S OFFICE OF INTERNATIONAL COMMERCE HAS HELPED FACILITATE NEARLY \$8 BILLION DOLLARS IN FOREIGN DIRECT INVESTMENT SINCE 2016 IN SECTORS RANGING FROM ENERGY TO ADVANCED MANUFACTURING TO TECHNOLOGY.

Many factors contribute to Louisiana's success in this regard, including an advantageous location on the Gulf of Mexico and Mississippi River, a robust transportation infrastructure that supports efficient transport to foreign and domestic markets and the presence of five of the top 15 U.S. ports by tonnage.

Louisiana has become one of only three states in the country to attract more than \$100 billion in FDI in the past decade.

FDI ACTIVITY IN LOUISIANA SUPPORTS AN ESTIMATED 70,000 JOBS

Business Development

16 PROJECT WINS
900+ NEW DIRECT JOBS
1,700+ NEW INDIRECT JOBS
2,600+ TOTAL NET NEW JOBS
\$3.9B CAPITAL INVESTMENT
\$61M ANNUAL PAYROLL

International Trade

17 TRADE MISSIONS
44 TRADE MISSION PARTICIPANTS
10 FDI PROJECT WINS
\$1.7B CAPITAL INVESTMENT
391 TOTAL NET NEW JOBS
11 Countries MARKETS VISITED



LACCO/CLAY/CUSA
ETHANE CRACKER & EG PLANT
GRAND OPENING CEREMONY



TOP
10
**Business
Climate**
— SITE SELECTION

EXPANDING OPPORTUNITY

Louisiana Cultivates In-State Companies

Key expansion and retention projects in 2019 contributed to Louisiana's highest GDP on record and extended economic growth that strengthened opportunities in communities across the state.

Higher education partnerships, workforce training and state-funded infrastructure projects fueled expansion and retention wins in information technology, petrochemical production, advanced manufacturing and other target industries.

Notable projects for the year include an agreement to keep global telecommunications leader CenturyLink's corporate headquarters in Monroe.

CenturyLink's 2,150-employee headquarters is the hub of activity for a technology giant whose operations generate more than \$23 billion in annual revenue and serve customers in more than 60 countries.

The Fortune 500 firm is a core driver of Louisiana's I-20 Cyber Corridor whose success contributes to an expanding tech sector across the state.

“CenturyLink’s rise to prominence as one of the world’s most successful technology firms tells a uniquely Louisiana story.”

- GOV. JOHN BEL EDWARDS

The 2019 agreement with CenturyLink includes up to \$2 million to support information technology faculty and curricula at Louisiana Tech University and other eligible universities, such as the University of Louisiana at Monroe and Grambling State University.

Such investments benefit companies along the I-20 Cyber Corridor by nurturing a skilled and vibrant workforce.

The corridor's additional economic drivers include Barksdale Air Force Base's Global Strike Command, the 3,000-acre National Cyber Research Park, the Cyber Innovation Center and General Dynamics Information Technology in Shreveport-Bossier City.

“Signing this headquarters retention agreement ensures that CenturyLink’s presence in Louisiana will continue to drive our tech sector along the I-20 Cyber Corridor and throughout our state,” Gov. Edwards added.

Louisiana Tech President Les Guice described the announcement as “a great day for Louisiana,” and one that will create a high-tech ripple effect in the region and state.

“This will advance even more opportunities for our citizens in the future.”

- LOUISIANA TECH PRESIDENT LES GUICE

Agreements to secure the expansion of existing petrochemical facilities likewise created new opportunities across the state.

In Baton Rouge, ExxonMobil announced it will invest at least \$469 million in a new polypropylene unit at its vast petrochemical complex that will create 284 direct and indirect jobs. Louisiana competed for the project with potential sites in other states under ExxonMobil's Growing the Gulf initiative to invest \$20 billion in new Gulf Coast manufacturing sites over 10 years.

The new polypropylene unit will create 65 direct jobs and 219 indirect jobs when it begins operations by 2021. The expansion also will create about 600 construction jobs during the build-out period that began in 2019.

Gov. Edwards described the project as an important investment in Louisiana's growing petrochemical sector and one that solidifies its partnership with a company employing more than 2,500 people in the Baton Rouge region.

The state's incentive package to secure the project includes workforce solutions through its top-ranked LED FastStart training program. ExxonMobil also will utilize the state's Industrial Tax Exemption and Enterprise Zone programs.

The polypropylene unit will position ExxonMobil to better compete for growing global demand for chemical products, said ExxonMobil Chemical Co. President John Verity.

“(I)nvesting further in Baton Rouge enhances our facility's competitiveness.”

**- EXXONMOBIL CHEMICAL CO.
PRESIDENT JOHN VERITY**

LED Secretary Don Pierson noted that ExxonMobil's latest investment builds on a 110-year corporate presence in Baton Rouge. “The importance of manufacturing to Louisiana cannot be overstated,” Pierson said.

State-funded highway and bridge projects and additional investment in workforce programs will keep Fibrebond's longtime headquarters and 500-employee manufacturing operations in Minden.

A memorandum of understanding signed by Gov. Edwards and other state officials calls for a series of road and bridge improvements that will aid manufacturers in the region.

Those improvements include a heavy-haul route that will provide 50-plus miles of highway to efficiently move overweight cargo and other special loads between northwest Louisiana and Texas.

With support from LED, other planned Department of Transportation and Development projects identified in the MOU include the replacement of nine bridges. The rebuilding of the Boone Creek bridge over westbound U.S. 80 is already underway.

LED's commitment of \$2.5 million in expedited funding under the agreement will speed completion of transportation-logistics improvements important to Fibrebond and other major area employers.

The memorandum of understanding also expands workforce programs in high-demand areas such as welding, industrial maintenance and electrician training.

An additional \$250,000 in LED expedited funding will be invested in these and related training programs at Louisiana Community and Technical College System campuses in the region.

LED FastStart will be available to assist in the design and production of the upgraded training programs.

Gov. Edwards pointed to the role of collaboration among state agencies in identifying the one-of-a-kind solutions to assure Fibrebond's continued success in northwest Louisiana.

“These improvements will benefit local communities and major employers,” Gov. Edwards said. “Their effects will be felt throughout northwest Louisiana.”

Additional 2019 expansion and retention announcements include:

BASF announced an \$87 million capital investment in a multi-phase expansion of its methylene diphenyl diisocyanate, or MDI, facility in Ascension Parish. The investment will retain 1,238 jobs at BASF's Geismar site, the global chemical maker's largest North American plant, and support 170 construction jobs.

Shell Chemical advanced feasibility plans for a potential \$1.2 billion manufacturing expansion at its 841-acre Geismar plant that already employs 575 workers. A final decision on a world-scale monoethylene glycol plant—expected in 2020—would create 23 direct new jobs with average yearly salaries of more than \$100,000 and 112 indirect new jobs.

SNF announced plans to invest \$375 million to expand its water-treatment and water-conditioning polymer production plant in Iberville Parish. With the investment, the company will retain 390 existing jobs while adding 150 positions with an average annual salary of \$87,300, plus benefits.

Business Expansion & Retention Group

67 PROJECT WINS

3,900+ NEW DIRECT JOBS

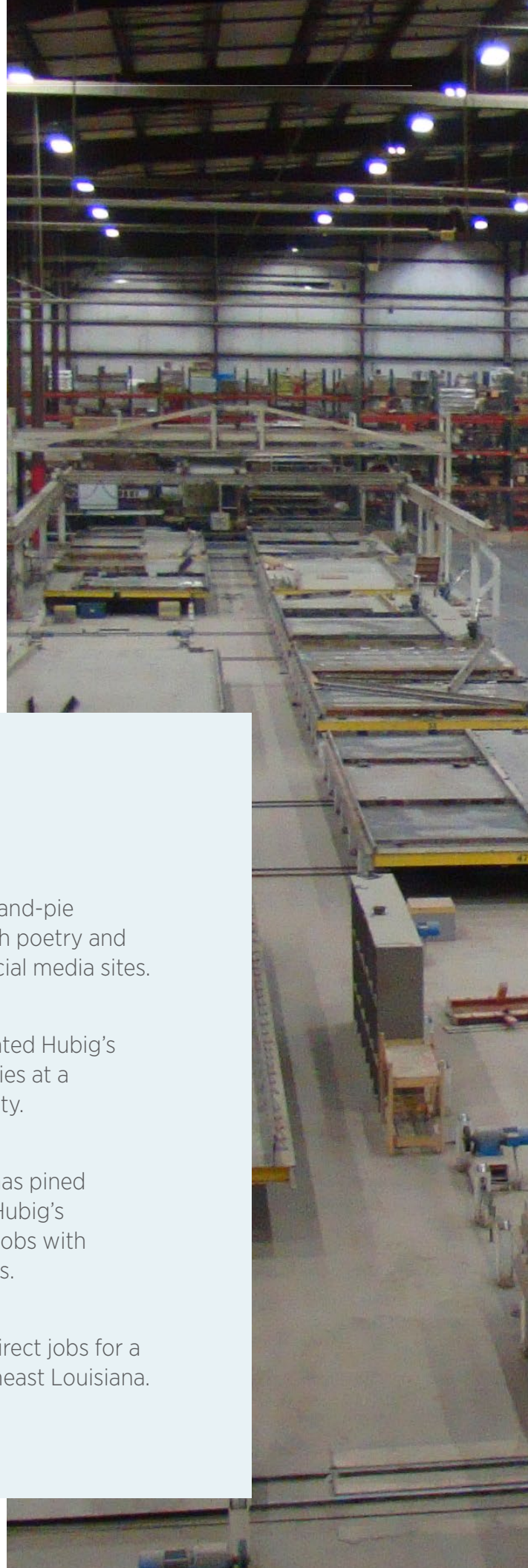
5,600+ NEW INDIRECT JOBS

15,500+ RETAINED JOBS

\$4.5B CAPITAL INVESTMENT

450 COMPANY VISITS

20 CORPORATE HEADQUARTERS VISITS



Growing the Pie

News of the planned 2020 reopening of famed hand-pie maker Hubig's Pies drew sweet praise—along with poetry and outpourings of love—across New Orleans and social media sites.

The extra sweet mid-2019 announcement celebrated Hubig's plans to relaunch production of its famous fruit pies at a \$1.37 million Jefferson Parish manufacturing facility.

There is an extra layer of sugar for a region that has pined for the turnover-style pies since a fire shuttered Hubig's in 2012. The project will create 14 full-time direct jobs with an average annual salary of \$40,600 plus benefits.

LED estimates Hubig's return will generate 16 indirect jobs for a total of 30 new food-manufacturing jobs in southeast Louisiana.



REACHING HIGHER

Partnerships Prepare Louisiana Students for High-Demand Fields

Louisiana's focus on partnerships in higher education over the past decade has paid dividends for the state, employers and academic institutions. In most cases, LED facilitates a symbiotic relationship between employers and educators to develop relevant curriculum and training programs to equip Louisiana graduates with the skills needed to support the growth of companies operating within the state. From university collaborations such as General Dynamics and Louisiana Tech, and CenturyLink and University of Louisiana at Monroe to alliances like Benteler and Bossier Parish Community College and Sasol and SOWELA Technical Community College, these partnerships are helping to enhance Louisiana's workforce and spur economic development across the state.

With this past record of success, LED continued its efforts in 2019 making targeted investments in higher education. Three primary projects stood out: partnerships with Grambling State University, Louisiana Tech University and the Louisiana Community and Technical College System, or LCTCS.

Earlier in the year, LED signed a \$1.2 million memorandum of understanding to advance technology careers for Grambling

State students at one of the state's leading Historically Black Colleges and Universities. Through the partnership, Grambling State and LED will establish a Technology Advisory Council that solidifies industry relationships with leading technology employers, including CenturyLink, IBM, GDIT, Microsoft, DXC Technology and CGI. Those relationships will strengthen university degree programs in computer science and computer information systems, while also informing Grambling State's new cybersecurity program, the state's first bachelor's degree in cybersecurity.

“These investments will amplify the innovative work of our students and faculty. The support from LED and our corporate partners will help position us to lead in responding to the economic opportunity in our state.”

**– GRAMBLING STATE UNIVERSITY
PRESIDENT RICK GALLOT**

In addition, Grambling State faculty will participate in externships with major technology employers in Louisiana, and students will benefit from scholarships, internships, apprenticeships and other work-based learning opportunities that align student learning with the needs of those technology employers.

LED and Louisiana Tech University announced two economic development initiatives: Tech Pointe II, a \$15 million commercial office building that will generate an estimated 750 new jobs over the next decade at the university's Enterprise Campus in Ruston; and a Louisiana Tech Research Institute, or LTRI, hub at the Cyber Innovation Center in Bossier City, where Louisiana Tech will bolster Barksdale Air Force Base's Global Strike Command and related defense-sector efforts.

LED MATCHED \$7.5 MILLION IN PRIVATELY RAISED FUNDS FROM LOUISIANA TECH UNIVERSITY TO BUILD TECH POINTE II, THE SECOND MAJOR TECHNOLOGY OFFICE BUILDING ON THE UNIVERSITY'S ENTERPRISE CAMPUS. AT MORE THAN 60,000 SQUARE FEET, THE NEW TECH POINTE II FACILITY WILL JOIN THE EXISTING, 42,000-SQUARE-FOOT TECH POINTE I BUILDING THAT HAS HELPED GENERATE OVER 200 PRIVATE-SECTOR JOBS AND 150 STUDENT JOBS SINCE OPENING IN 2012.

Both Tech Pointe buildings are part of a master plan by Louisiana Tech to leverage its Enterprise Campus into a major research park that combines academic research,

technology transfer and private-sector tenants to drive economic development along the I-20 Cyber Corridor. Louisiana Tech will establish the LTRI office at the Cyber Innovation Center, located at the 3,000-acre National Cyber Research Park in Bossier City. Retired Brig. Gen. Gerald Goodfellow will lead LTRI as executive director after serving until July 2019 as the director of Strategic Plans, Programs and Requirements for the Global Strike Command headquarters at Barksdale Air Force Base.

The state announced a collaboration with Amazon Web Services, or AWS, to unlock new opportunities in cloud computing across Louisiana. As part of the collaboration, each of the 12 colleges in the Louisiana Community and Technical College System will implement AWS Educate, Amazon Web Services' global effort to support cloud learning for students and faculty across the world. In addition, LCTCS will work with AWS Educate to create an associate degree in cloud computing. The two-year cloud computing degree program will be offered to address the growing number of tech employers throughout Louisiana and the demand for employees with cloud computing skills. The new degree program marks an exciting first step in a much broader plan to bring cloud computing education throughout the state as the degree also seeks to bridge into high schools and four-year institutions.

"We are working to ensure that our students, regardless of where they are in the state, have the opportunity to learn this curriculum, earn a marketable degree, and enter the growing IT workforce prepared to grow in their career," says LCTCS President Monty Sullivan.



Louisiana Ramps Up Rural Development

SMALL TOWNS, BIG IMPACT

In rural areas across the U.S., spurring economic development has become increasingly challenging. Declining population, limited infrastructure and a widening education gap with urban areas are just some of the impediments to economic growth. Given their smaller economies, landing a project in rural locations can have tremendous economic impacts, and even keep communities viable moving forward. In 2019, Louisiana had a number of meaningful projects come together outside of major industrial hubs.

Epic Piping will establish a 40,000-square-foot pipe-supports fabrication facility in Lake Providence, Louisiana. Epic Piping is among the fastest-growing, turnkey industrial pipe fabrication organizations in the world servicing the power, chemical, refining, offshore, and oil and gas industries.

The new Louisiana facility will feature custom milling and fitting shops and onsite structural welding areas that will generate pipe-support materials for Epic Piping's global customer base. The project will create 50 new direct jobs at the facility, with an average salary of \$43,500, plus benefits. LED estimates the project will result in an additional 79 new indirect jobs, for a total of 129 new jobs in East Carroll Parish.

In addition to making a nearly \$2 million capital investment at the site, Epic Piping will work with the Louisiana Community and Technical College System to train local residents and build a long-term workforce pipeline for the facility.

Delek US is investing \$150 million to enhance its refinery in Krotz Springs, Louisiana, via a series of projects over the next five years. The company's enhancement projects include infrastructure improvements, facility construction and renovations, and new machinery and equipment. Delek US Holdings Inc. is a diversified downstream energy company with assets in petroleum refining, logistics, renewable fuels and convenience store retailing.

The Delek US refinery will create 30 new direct jobs with an average annual salary of \$90,000, plus benefits. In addition, LED estimates the investment will result in 48 new indirect jobs, for a total of 78 new jobs for St. Landry Parish and the Acadiana Region. The company also will retain 200 existing jobs at its Krotz Springs refinery. Located on the west bank of the Atchafalaya River, the facility generates substantial activity for the Port of Krotz Springs.

“This project presents beneficial employment opportunities to our residents.”

– Mayor Jerry Bell of Lake Providence

In growing the industries that assure new jobs and secure the employees now working at those facilities, there is an opportunity to bring additional jobs and revitalize quality of life for the areas within a 50-mile radius of the refinery.

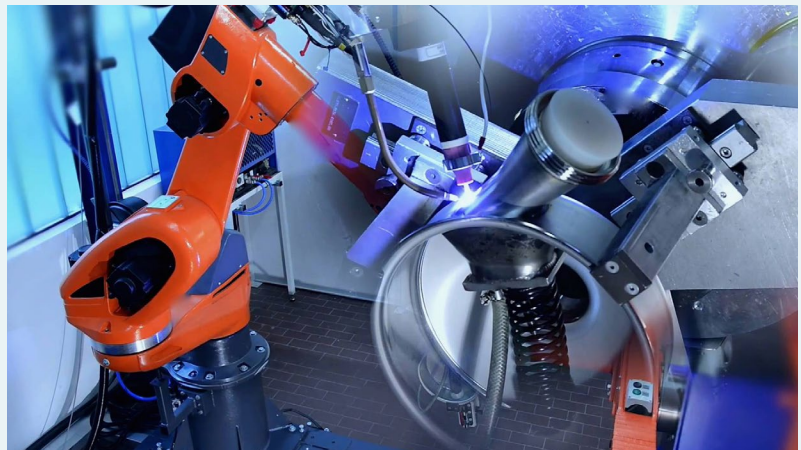
House of Raeford Farms will expand its chicken processing operations in Bienville Parish with upgrades to facilities in Arcadia and Gibsland. One of the nation's top-10 largest chicken producers, House of Raeford Farms Inc. provides ready-to-cook and further-processed chicken products to the foodservice, retail and export markets. The company will invest at least \$5.7 million in building modifications and new equipment at its hatchery in Gibsland and its processing plant in Arcadia.

The project will create 105 new direct jobs at an average annual salary of \$24,000, plus benefits. House of Raeford will retain 924 existing jobs in the parish

with this project. LED estimates the improvements will result in 284 new indirect jobs, for a total of 389 new jobs for Bienville Parish and the Northwest Region.

In nearby Lincoln Parish, House of Raeford will invest another \$40.9 million in a new feed mill in Simsboro, replacing an older company mill in Choudrant. That project will create 13 new direct jobs and will retain 36 existing jobs from the Choudrant mill, and LED estimates the project will result in 36 indirect jobs, for a total of 49 new jobs for Lincoln Parish and the Northwest Region.

By securing projects such as Epic Piping, Delek US and House of Raeford, LED's efforts are making big economic impacts in smaller Louisiana communities.





RANKED

#3

**Cybersecurity
Growth Potential**

— BUSINESS FACILITIES

PROTECT & SERVE

LOUISIANA ENHANCES ITS CYBERSECURITY MISSION

As cyber advancements continue across the globe and technology becomes a more integral part of everyday business and industry, protection against attacks and disruptions will play an increasingly important role in operations. In 2019, this reality surfaced as ransomware hackers took over the computer systems of several U.S. cities and Louisiana experienced both malware attacks on state schools and a ransomware attack on state agencies. As Louisiana continues to significantly ramp up its existing cyber infrastructure in key areas such as the I-20 Cyber Corridor and through partnerships in higher education, the state is protecting these resources by bolstering its investment in cybersecurity.

The region's rapidly growing technology cluster along the I-20 corridor is home to national and international technology leaders like CenturyLink, IBM, the EATEL Tier III Data Center, GDIT and most recently, Pierry Inc., recognized as one of the fastest growing firms in Silicon Valley. In addition, the Cyber Innovation Center in Bossier City anchors a 3,000-acre National Cyber Research Park. The park is home to the National Integrated Cyber Education Research Center, which offers Department of Homeland Security grant-funded cyber, STEM and computer science curricula and professional development to K-12 educators as they prepare the next generation to succeed in the cyber workforce of tomorrow.

While areas like the I-20 Cyber Corridor grow, the state is actively pursuing additional cybersecurity resources and implementing measures to expand and develop a workforce with the skills needed to support these technology sectors. Shreveport played host to the 2019 National Summit on State Cybersecurity, which was organized by the National Governors Association's Resource Center for State Cybersecurity. Louisiana Gov. John Bel Edwards and Arkansas Gov. Asa Hutchinson co-chaired the event.

Louisiana Tech University and Bossier Parish Community College, or BPCC, signed a memorandum of understanding to share space on the BPCC Campus and in the National Cyber Research Park, and cooperate on education and training that will respond to regional and national needs in the cybersecurity field. Earlier this year, Gov. Edwards announced the formation of an Innovation and Integration Lab in Baton Rouge, a partnership of LSU's Stephenson Technologies Corporation and Israeli cybersecurity firm Check Point Software Technologies Ltd.

In May, LED and Cybint Solutions Inc. signed a memorandum of understanding for the development of a cyber center located at BPCC's Center for Advanced Manufacturing and Engineering Technology. Based in New York, but with roots in cyber solutions developed by Israeli Defense Forces veterans and industry professionals, Cybint is the premier leader in providing platforms for hands-on cybersecurity education, training and simulation.

The BPCC building will host ongoing cybersecurity training, credential coursework and field exercises on a virtual cyber range for in-person trainees and online participants across the state and around the world.

IN AUGUST, LED ANNOUNCED PLANS TO ESTABLISH A MAJOR CYBERSECURITY CENTER ON THE WATER CAMPUS IN BATON ROUGE. THERE, CYBERSECURITY PROFESSIONALS FROM THE LOUISIANA NATIONAL GUARD WILL CONDUCT CYBER MISSIONS ALONGSIDE PEERS FROM LSU'S APPLIED RESEARCH AFFILIATE, STEPHENSON TECHNOLOGIES CORP., AND A PRIVATE DEFENSE CONTRACTOR, RADIANCE TECHNOLOGIES.

The project will establish the most secure cyber facility in Louisiana's Capital Region, while generating dozens of new jobs and pooling the resources of the secured tenants to carry out the most sensitive cybersecurity tasks.

When fully realized, the facility will support cyber-related missions at major military installations in Louisiana, such as Fort Polk's Joint Readiness Training Center and Barksdale Air Force Base's Global Strike Command. Once fully operational, the Water Campus site will play a key role in responding to civilian cyber attacks on schools and government institutions, as well as private workplaces.

“Our top mission is ensuring the safety of sensitive information for Louisiana's families, our military, our schools, our health-care facilities and our private-sector employers.”

- GOV. JOHN BEL EDWARDS



CONTENT IS KING

Louisiana Entertainment Produces Marquee Results

Motion picture activity in Louisiana accelerated in 2019 to extend a sharp rise in production and payroll spending over the past two years. The number of permanent new entertainment jobs in Louisiana also surged in 2019, two years after launch of the state's groundbreaking payroll-based incentive program that rewards companies that create sustainable, high-quality jobs for Louisiana residents.

Overall film industry spending accelerated sharply in the first 11 months of 2019 with certified spending totaling over \$538 million through November compared to \$447 million for all of 2018. Motion picture payroll spending also increased. Certified motion picture payroll was close to \$168 million for the first 11 months of 2019 compared to \$148 million for all 12 months of 2018.

Economic activity generated by Louisiana's Entertainment Job Creation Program was up across several measures, including the new jobs it was designed to cultivate. Completed Entertainment Job Creation contracts, for instance, doubled from two to four between 2018 and 2019, Louisiana Economic Development data show. Total payroll

and permanent new jobs were also up for the year. The expected number of new jobs created by 2018 applicants to the program totaled 16 with a combined payroll of just under \$1 million. By comparison, the estimate for 2019 was 97 new jobs with a combined payroll of \$6.2 million, state data show.

The Entertainment Job Creation Program offers a 15 percent payroll credit for the creation of at least five net new jobs in film production, digital entertainment and music and theatrical production for positions that pay \$45,000 or more annually to Louisiana residents employed full-time. The credit rises to 20 percent of payroll for new permanent jobs that pay more than \$66,000 per year.

Notable Entertainment Job Creation projects for 2019 include the announcement of an 86-job expansion by Solomon Group, a national events and exhibits company based in New Orleans. Direct new jobs created by Solomon Group's expansion will have an average yearly salary of \$64,443, plus benefits. The expansion is also expected to create an additional 28 indirect jobs in the New Orleans area.



“

As one of the premier partners in our industry in North America, we are excited to partner with Louisiana Economic Development to extend our leadership.”

- COMPANY COFOUNDER & PRESIDENT GARY SOLOMON JR.

Full Armor Films, a production company operating in New York and New Orleans, announced plans to create five new permanent jobs with an average annual salary of \$45,000, plus benefits, at its New Orleans production facility. LED estimates the project also will result in 10 new indirect jobs.

In Shreveport, digital content creator Asteri likewise announced plans to add at least five permanent positions paying an average salary of \$58,200, plus benefits, to its existing 27-employee payroll.

Additional video-game investments for 2019 include London-based Testronic's announcement that it will open a 150-employee video-game testing facility in New Orleans. The region's video-game sector also achieved a milestone in 2019. Microsoft's acquisition of game-developer inXile Entertainment of New Orleans means creative content owned by one of the world's largest technology companies was created in Louisiana in 2019 for the first time.

In 2019, over

\$258 MILLION

in certified payroll went directly to Louisiana residents

AS A RESULT OF THE ENTERTAINMENT INDUSTRY INCENTIVE PROGRAMS.



CONTENT IS KING

Louisiana Entertainment

Program	Qualified In-State Expenditures	Qualified LA Resident Payroll
Motion Picture Production	\$538,472,660	\$167,507,104
Digital Interactive Media / Software Development	\$94,800,820	\$85,404,720
Live Performance Production	\$16,054,753	\$5,445,436

**Numbers are as of the end of November 2019.*



Grammy Spotlight Shines on Louisiana Artists

From jazz to blues and contemporary Christian music to heavy metal, Louisiana artists were big winners at the 61st Annual Grammy Awards.

Lafayette native Lauren Daigle won two Grammys, for Best Contemporary Christian Music Album for Look Up Child and Best Contemporary Christian Music Performance/Song for You Say.

PJ Morton of New Orleans, known as a solo artist and keyboardist for Maroon 5, won the Grammy for Best Traditional R&B Performance for his song How Deep Is Your Love.

Blues guitarist Buddy Guy, a native of Lettsworth, won his

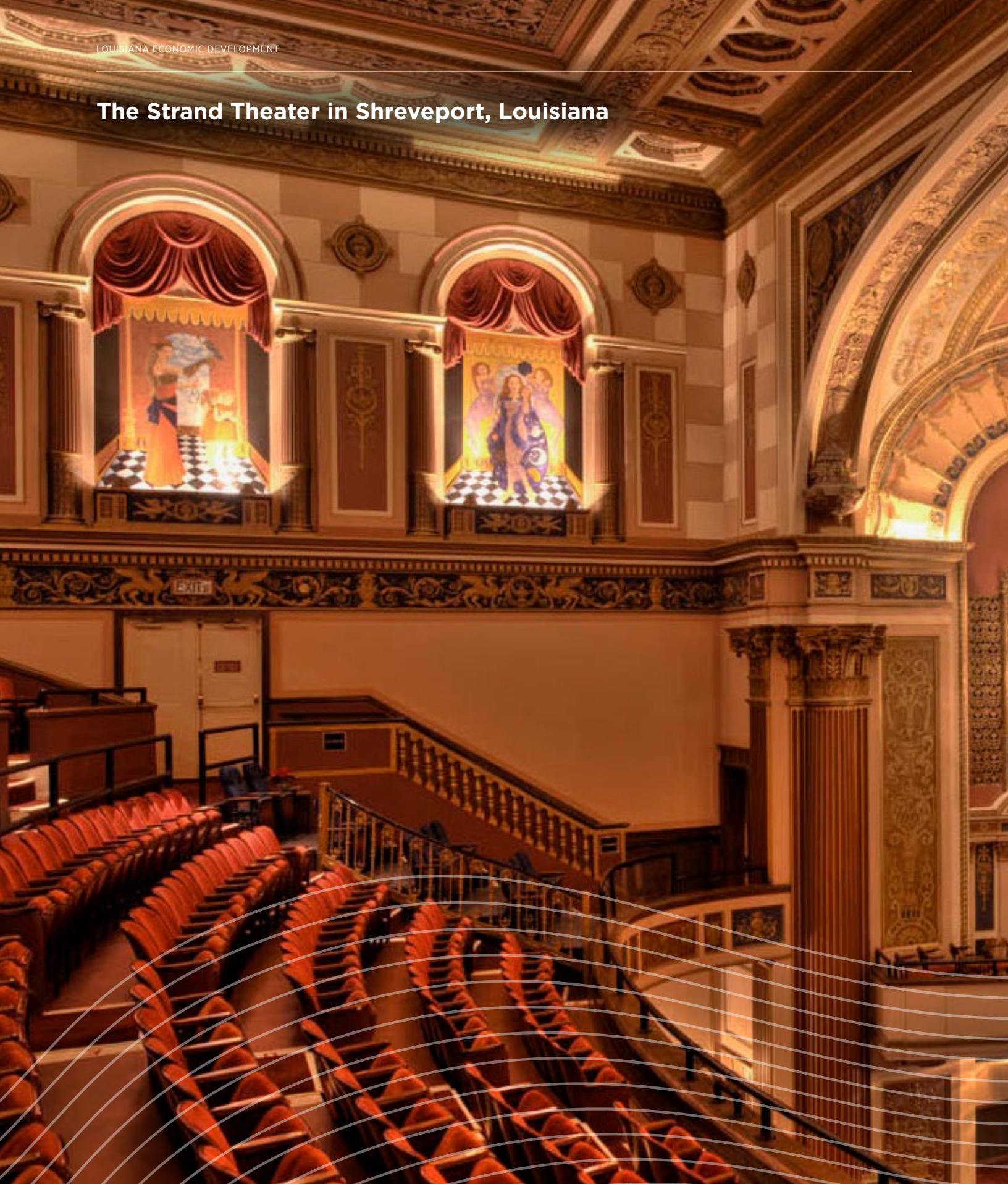
eighth Grammy, in Best Traditional Blues Album, for The Blues Is Alive and Well.

New Orleans jazz trumpeter and composer Terence Blanchard won his sixth Grammy, in Best Instrumental Composition, for Blut Und Boden from the BlackKkKlansman soundtrack.

Eight-time Grammy nominee Brian Blade of Shreveport won his third Grammy, this time for Best Instrumental Jazz Album with the Wayne Shorter Quartet for the album, Emanon.

And Des Kensel of New Orleans won his first Grammy for Best Metal Performance with the band High on Fire.

The Strand Theater in Shreveport, Louisiana



BIGGER, BETTER

Small Business is Gold in Louisiana

Over the past four years, LED's Small Business Services team, or SBS, has implemented new and innovative programs to support long-term small business growth in the state. In 2017, the department created the LED Growth Network, which has been hailed as a national model for entrepreneurship by the Edward Lowe Foundation.

So far, the LED Growth Network has assisted 353 firms in their second stage of growth, with those firms representing more than 13,000 employees and a combined \$2.7 billion in annual revenue. The network's Economic Gardening Initiative and CEO Roundtables have spurred the creation of 3,265 new small business jobs and \$338 million in new annual revenue for those firms.

During 2018, the SBS team, along with the Louisiana Small Business Development Center Network, served more than 11,000 businesses and entrepreneurs. Bonding Assistance Programs, Mentor-Protégé Recognition and the Contractors Accreditation Institute along with a variety of grants, financing assistance programs and veterans initiatives all add up to a wide array of opportunities to assist the growth and success of Louisiana small businesses.

Additional programs undertaken in 2019 include the Growth Leaders Class and expansion of the Community Competitiveness Initiative and the Louisiana Development Ready Communities program.

Ten companies from throughout the state were honored for their business success and community leadership as the inaugural class of Louisiana Growth Leaders. These businesses and principal executives were chosen based on growth, strategy, innovation, leadership/culture, philanthropy and intangibles. All of these companies graduated from LED's Economic Gardening Initiative and/or CEO Roundtable programs, which helped accelerate their growth.

This alumni network includes more than 350 companies representing all eight regions of the state. Serving these growth companies is far different than working with fledgling startups, and LED has developed a suite of services for their specific needs, which has allowed Louisiana to become a national leader in second-stage support.

“Louisiana runs one of the premier entrepreneurial programs in the country.”

**- NATIONAL CENTER FOR ECONOMIC GARDENING
FOUNDER CHRIS GIBBONS**

Early on, the state recognized the value of local growth companies and has since built a model Economic Gardening program for the nation. The success metrics are outstanding: less than 200 companies creating roughly 2,000 jobs directly attributable to the program, according to the CEOs.

As a testament to its hard work and success, LED's Small Business Services team was honored with the Gold Award for Excellence in Economic Development from the International Economic Development Council, or IEDC. The award recognizes Louisiana for delivering the world's best economic development programs in entrepreneurship within IEDC's largest population category (more than 500,000). The value, diversity and substance of Louisiana programs struck IEDC officials who judged LED's Small Business Services as a best-in-class entrepreneurship model on a global stage.

#1

Small Business Services

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL

Small Business 2019 HIGHLIGHTS

STRATEGIC RESEARCH ENGAGEMENTS	59
CEO ROUNDTABLE GRADUATES	63
COMPANIES CERTIFIED THROUGH SMALL AND EMERGING BUSINESS DEVELOPMENT PROGRAM, HUDSON INITIATIVE AND VETERAN INITIATIVE	2,508
BUSINESSES COUNSELED BY SMALL BUSINESS DEVELOPMENT CENTERS	2,948
SUPPORT THROUGH BONDING ASSISTANCE PROGRAM	\$6M



Communities Ready to Compete

The Community Competitiveness Initiative is designed to enhance community competitiveness by focusing on economic development capacity and readiness at local levels. The initiative raises awareness of the economic development processes and the necessary factors to achieve success. The program also provides community leaders with clear direction on specific resources needed to foster successful economic development while increasing collaboration among municipal, parish, regional and state economic development practitioners. Not only can this process help communities identify opportunities for improvement, but it can also help to determine where LED should focus efforts and resources to help strengthen economic development capacity throughout the state.

The Louisiana Development Ready Communities program encourages and supports selected Louisiana communities to become development ready, competitive and open for business by creating and implementing a strategic community and economic development plan. Four communities — Morgan City, Berwick, Winnsboro and West Feliciana Parish — joined the program this year, bringing the total number of participants up to 44.

44 LOUISIANA
DEVELOPMENT
READY
COMMUNITIES

ONGOING INNOVATION

Louisiana Launches New Initiatives to Boost Growth

Louisiana Economic Development in 2019 advanced innovative initiatives to expand economic opportunity and investment across the state.

Major initiatives for the year include a program to support veteran-owned firms, the launch of an online portal to drive investment in Louisiana's Opportunity Zones and development of a business-assistance center to help small companies compete for coastal-restoration projects.

The Louisiana Veterans First Business Initiative aims to connect firms that are majority-owned by military veterans with new clients and customers, including consumers and government agencies. The three-pronged program includes business certification, a searchable public database and free marketing materials and other support for eligible companies. Business owners who are active-duty military, members of the reserves or Gold Star spouses can also participate in the program.

In partnership with the Louisiana Department of Veterans Affairs, LED developed the scope of the database, and continues to maintain and promote the state-of-the-art program.

Prospective buyers and other visitors to LAVeteransFirst.org can use the free database to search by region, product category or industry to generate names of qualified veteran-owned firms across the state. More than 400 firms in 30 industrial sectors were listed on the database within months of its August launch. Most of those companies—in sectors as different as accounting and hunting—are small businesses with fewer than 20 employees.

A graduate of the United States Military Academy at West Point, LED Secretary Don Pierson served as an Airborne- and Ranger-Qualified Infantry Officer in the 82nd Airborne Division for five years. During recent travels throughout the state, Secretary Pierson has personally delivered official certificates and window decals to veteran business owners who have signed up for the Veterans First Business Initiative.

"(V)eterans across the state continue to serve their communities with distinction and play an integral role in our economy," former Army Ranger and Gov. John Bel Edwards said of the initiative.

Fittingly, the idea for the program originated with the governor, who in early 2019 directed state agencies to look for new ways to collaborate in support of Louisiana's veterans. The resulting House Bill 391 was passed with unanimous, bi-partisan support by state lawmakers, including several who are veterans themselves.

Veteran Leonard Carmouche, who served in Vietnam, is among the initiative's early beneficiaries. Carmouche told LED officials that he credits the new program with connecting his Prairieville textiles company with a Nashville-based medical-supply procurement group. Items made by Carmouche's Electro Medical Equipment Co., including textiles used by labor and delivery departments, will be sold to U.S. hospitals through the Nashville group.

"This is net new money coming into Louisiana from outside the state that will help him grow his business."

- LED ASSISTANT SECRETARY MANDI MITCHELL

Connecting potential investors with qualifying projects in the state's 150 federal Opportunity Zones was another important focus for 2019. The program offers tax breaks for investors who direct capital gains into projects in low-income areas designated as Opportunity Zones by the U.S. Treasury Department. The program's goal is to encourage investment in communities most in need of it.

"Opportunity Zones have the potential to generate the kind of economic activity that can transform lower-income areas across our state," Gov. Edwards said.

LED in 2019 developed and launched a new online tool that showcases available Louisiana real estate and business ventures that qualify for the federal program. Projects in the database vary from land and other real estate to technology start-ups, a green-energy venture and the planned renovation of New Orleans' former Charity Hospital.

The free-to-the-public portal permits visitors to request more information about each project. Users can search for potential investments by project type, region and other criteria.

"The goal is to let people know about the variety of opportunities that are out there," said James Chappell, LED executive director of State Economic Competitiveness. "We're working to drive interest in these projects."

Providing guidance about the federal program to Louisiana's civic and business leaders was another focus for the year. LED-sponsored workshops and presentations were designed to help elected officials, bankers, community planners, real estate agents and others understand how Opportunity Zones work and the most effective ways to market them.

Outreach to stakeholders included presentations in Ruston, Alexandria and Baton Rouge by members of KPMG's national Opportunity Zones team. Ensuring that stakeholders understand how the program works is key to harnessing it for maximum benefit in Louisiana, noted LED officials.

"The attraction of new investments to Louisiana through this program can make a significant impact here," LED Secretary Don Pierson said.

LED also helped develop a stand-alone business-assistance center to prepare small Louisiana companies to compete for billions of dollars in coastal-restoration work over the coming decades. The new, not-for-profit Louisiana Coastal Technical Assistance Center, or CTAC, will provide training and certification to help small businesses identify and pursue economic opportunities created by as much as \$50 billion in coastal work.

The center is scheduled to open on the campus of Nicholls State University in mid-2020.

CTAC's early focus will be opportunities generated by coastal-protection projects in 24 south Louisiana parishes, including Nicholls State's home turf of Lafourche Parish. Over time, its focus may expand to include flood-protection projects across all 64 Louisiana parishes.

"These projects will create substantial new opportunities for Louisiana businesses," Gov. Edwards said. "We want Louisiana businesses involved in our coastal mission as much as possible."

CTAC's development represents a first-of-a-kind partnership among LED and several other entities. LED and the state's Coastal Protection and Restoration Authority, for instance, each will provide \$375,000 in CTAC seed funding over three years.

The South Louisiana Economic Council will oversee CTAC's launch and daily operations. The research-focused Water Institute of the Gulf will provide detailed insight on large coastal projects, including opportunities for subcontracting and employment.

"Restoring and protecting our coast requires all of us working together," said President and CEO Justin Ehrenwerth of The Water Institute of the Gulf.

LED's role in the center's development reflects the growing importance of water management and coastal resilience to Louisiana's economy.



“We consider water management one of the key sectors for economic growth in our state.”
- LED SECRETARY DON PIERSON

STATE-OF-THE-ART PARTNERSHIPS

LED's Recipe for Success

In 2019, LED collaborated with economic development, higher education, military and private-sector partners to create remarkable progress in investment opportunities for Louisiana employers and new job opportunities for the state's 4.7 million residents.

Infrastructure Investments

In 2018, Louisiana earned a No. 6 ranking for most responsive state government from Area Development. Within a year, LED seized an opportunity to show just how accurate the ranking is.

Under the direction of Gov. John Bel Edwards, LED joined the Department of Transportation and Development to respond to an urgent industrial need in northwest Louisiana. Fibrebond, which manufactures precast steel-and-concrete structures in Minden, experienced greater demand for larger shelters from customers in the data, power and defense sectors. The increasing size of those shelters put a strain on local bridge capacity.

Meetings in August 2019 mobilized the design of road and bridge projects announced on Sept. 26 by Gov. Edwards. A Memorandum of Understanding paved the way for infrastructure projects and training investments that will benefit not only Fibrebond, but all manufacturers in the region. LED committed \$2.5 million to expedite completion of the bridge and road projects by DOTD and another \$250,000 to enhance workforce training at Northwest Louisiana Technical Community College campuses.

By Nov. 7, officials cut the ribbon on the first completed bridge replacement on U.S. 80 in Webster Parish, with fast-tracking of another project underway to lower the road bed for U.S. 80 and provide greater clearance under an Interstate 20 overpass.

"In this case, we collaborated quickly as a region and state to implement improvements that will enhance business conditions for our valued employers who do business here and also benefit the strong workforce in northwest Louisiana," LED Secretary Don Pierson said.

In 2019, LED also supported the West Calcasieu Port near Sulphur and the Imperial Calcasieu Regional Planning and Development District in securing a \$4.2 million U.S. Department of Commerce grant to create 600 feet of bulkhead and crane pad improvements. That work will position the southwest Louisiana port to move major construction components for the multibillion-dollar chemicals and LNG market there.

In northeast Louisiana, LED provided a \$3.6 million match to \$4 million provided by Complex Chemical and \$500,000 by the Madison Parish Port to install an 8-inch natural gas pipeline. The improvements will secure 125 existing jobs at Complex Chemical, a major port tenant, while leading to 20 new jobs for the company and the potential attraction of new tenants.

"This investment from state and port funds will enhance this area's ability to attract new business investments and job creation for all of Northeast Louisiana."

- ROBERT DALTON FORTENBERRY
MADISON PARISH POLICE JURY PRESIDENT



Competitive Communities

In Louisiana's Bayou Region, Morgan City and Berwick established a first for the 11-year-old Louisiana Development Ready Communities Program managed by LED. In becoming the 41st and 42nd LDRC graduates, they became the first two communities to work side-by-side on their strategic plan for future growth. St. Mary Excel, an organization of the St. Mary Parish Foundation, supported the communities as they blazed a new path for making their communities more competitive through new investment and jobs.

“This is a tremendous opportunity, not only for Morgan City and Berwick, but for the entire parish.”

- MORGAN CITY MAYOR FRANK GRIZZAFFI

In the military sector, Barksdale Air Force Base took major steps forward in 2019, when Gov. Edwards joined DOTD, LED and other partners in May to break ground on a new

\$71.8 million base entrance at the Interstate 20-Interstate 220 junction. The expanded entrance will bypass rail crossings, enhance safety and security, and provide a direct route to the 3,000-acre National Cyber Research Park nearby in Bossier City. In November at that park, Gov. Edwards announced a \$10 million commitment to build a Louisiana Tech Research Institute headquarters near the park's Cyber Innovation Center. That followed LED's commitment in October to provide LTRI with up to \$1 million in matching funds, for each of the next three years, for each \$3 million raised in federal and private research funds.

“This new partnership between LTRI and Louisiana Economic Development will significantly enhance our efforts to serve our mission and generate new economic growth in North Louisiana,” said Retired Brig. Gen. Gerald Goodfellow, LTRI's executive director.



Certified Sites Grow in 2019

2019 saw LED reach a new milestone for its groundbreaking LED Certified Sites Program, with the program's inventory surpassing the century mark and reaching 110 development-ready sites by year's end.

Funded by the state, LED Certified Sites works with regional economic development partners, communities and land owners to identify prime sites for industrial or business development. Sites undergo a rigorous application and review process led by a third-party engineering firm. Upon certification, the sites are considered well-prepared for a construction start within six months.

During 2019, Methanex selected an LED Certified Site for its \$1.3 billion G3 methanol plant in Ascension Parish. And Terrebonne Parish leaders celebrated their certification of twin industrial sites, the Rebecca North and South sites on nearly 1,000 acres along U.S. 90 in Schriever.

“We have a lot to offer in Terrebonne Parish, and these locations are well-suited for the kind of economic development we want to see. With the help of these LED Certified Sites, we are looking forward to attracting more good companies and quality jobs here.”

- PARISH PRESIDENT GORDON DOVE

Higher Education

110 CERTIFIED SITES in 37 Louisiana Parishes

LED accelerated its higher education partnerships in 2019, strengthening the bond between campuses and careers. In addition to supporting Louisiana Tech's research institute, LED worked to deliver \$7.5 million in state funds for Tech Pointe II, a new commercial office building on Louisiana Tech's Enterprise Campus that will join \$7.5 million privately raised by the university to create a technology hub expected to generate 750 new jobs over the next decade.

Nearby at Grambling State University, LED funded a \$1.2 million technology agreement that will support the university's four-year cybersecurity degree program and other computer systems and STEM career initiatives. Grambling State also is receiving a \$16.6 million investment in state capital outlay funds to construct the first fully digital library on an HBCU campus, with opening of the library slated for late 2020 or early 2021.

In August 2019, Gov. Edwards, Maj. Gen. Glenn Curtis of the Louisiana National Guard, and LED Secretary Pierson

joined higher education and private-sector partners in announcing a new fully secure Louisiana Cyber Coordination Center, or LC3, to be located on the Water Campus between downtown Baton Rouge and LSU. Stephenson Technologies Corp., an LSU research affiliate; Radiance Technologies, a defense contractor; and the Louisiana National Guard will bring up to 70 cybersecurity personnel to work in the 11,000-square-foot space following a \$1.5 million security build-out funded by LED, along with \$500,000 in LED lease support over five years.

Across Baton Rouge at Southern University, Gov. Edwards and LED presented a \$3 million technology training check to university leaders at Southern's homecoming football game in November. The funds represent Southern's portion of a \$25 million higher education incentive secured by LED for all four of Louisiana's higher education systems. The training is supporting a pipeline of talent for DXC Technology's 2,000-job New Orleans Digital Transformation Center.

STATEWIDE IN

Under the leadership of Gov. John Bel Edwards, and through strategic partnerships and hard work, LED helped to produce significant results across Louisiana in 2019.

Top Regional Accomplishments of 2019

The collaboration between LED and its regional and local allies helped to produce noteworthy wins across the state.



IMPACT

2019 Total Impact

TOTAL NET
NEW JOBS
12,300+

15,500+
JOBS
RETAINED

83 PROJECT
WINS
— IN —
37 PARISHES

2019 Growth Highlights

PERSONAL
INCOME
REACHED
AN ALL-TIME HIGH OF
\$224B

U.S. Bureau of Economic Analysis, Q2

\$67.3 BILLION
THE HIGHEST LEVEL OF
WORLD
EXPORTS
IN STATE HISTORY

U.S. Census Bureau

GROSS DOMESTIC
PRODUCT
REACHED AN
ALL-TIME HIGH
\$263B

U.S. Bureau of Economic Analysis, Q2



SECURING OPPORTUNITY, STRENGTHENING LOUISIANA

Since 2016

210+ Project Wins in **52 PARISHES**

40,000+ Total New Jobs

36,000+ Retained Jobs

\$42 BILLION In New Capital Investment

Louisiana secured DXC Technology, the largest job-creation project in state history

\$30 MILLION Committed to higher education partnerships

50 New Certified Sites, bringing the total inventory to 110+

\$6 MILLION In support of Regional Economic Development Organizations

LED established as IEDC's only statewide Accredited Economic Development Organization

\$3 MILLION In support of Louisiana Military Installations

10 New Development Ready Communities, bringing the total number to 44

\$4 MILLION Committed to Small Business Development Centers

IEDC recognized LED's Small Business Services as best-in-class

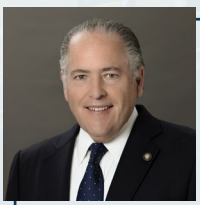
“

Our efforts have stayed focused on securing opportunity for Louisiana citizens, supporting small businesses and attracting investments that strengthen our state’s economy.

The work we do, in collaboration with our statewide partners, is making a difference in the lives of Louisiana citizens. I look forward to continuing a strong partnership with the legislature, economic development allies, utility partners and Louisiana business leaders.

Together, the momentum we have established is positioning our state to experience its brightest, most prosperous days yet.

”



**LED Secretary
Don Pierson**

LaSalle Lumber Co. Sawmill - Olla, Louisiana

LOOKING AHEAD FOR 2020

Team Louisiana to Reach New Heights, Drive More Growth, Propel Progress

It has been a productive year of major project wins, increased job creation and gold-standard workforce development. Another year that exudes the pride, strength and growth of the State of Louisiana and all its residents. While the past year deserves recognition, the future is bright for Louisiana.

LED will work tirelessly in all facets to usher in the next overarching vision for Louisiana in 2020: Team Louisiana. A simple, but powerful, belief that together, we will reach new heights in emerging sectors, champion innovation and excel in state competitiveness.



UPCOMING EVENTS

FEBRUARY 12 | 7:30 AM | L'AUBERGE CASINO & HOTEL | BATON ROUGE

2020 LOUISIANA ENTERTAINMENT SUMMIT

The 3rd Annual Louisiana Entertainment Summit will provide opportunities to engage with entertainment industry professionals, local businesses, content creators, national, regional and local allies.

To register and view the agenda with key speakers, visit:

www.louisianaentertainmentsummit.com

Save The Dates

More Details Forthcoming

MARCH 25 | 7:30 AM | CROWNE PLAZA | BATON ROUGE



The Louisiana Statewide Business Summit will highlight small businesses that propel the state's economy, and showcase growth opportunities in the small business sector.

APRIL 23, 2020

SPOTLIGHT
Louisiana

Spotlight Louisiana will seek to recognize the second-stage companies in the LED Growth Network that have utilized LED resources to accelerate their growth and create new jobs.





617 NORTH THIRD STREET, BATON ROUGE, LA 70802
800.450.8115 | 225.342.3000 | OPPORTUNITYLOUISIANA.COM