

# Healthcare

## OVERVIEW

The Greater New Orleans region is not only a robust health services provider and employer, but also a thriving hub of biosciences research. Home to a growing Bio District in downtown New Orleans, multiple colleges and universities with strong biotech-related programs, and unique, cutting-edge research facilities, the region offers a favorable and supportive environment for scientists, innovators, and entrepreneurs alike.

An infusion of investment continues to enhance the region's research and innovation base. Home to multiple colleges and universities with strong health sciences degrees and research programs Greater New Orleans is a favorable research and training environment for health science professionals.

New assets have continued to come online over the past decade and have played an essential role in the continued growth in the sector.

### JOBS

**77,828**

### AVERAGE WAGE

**\$52,820**

### MEDICAL SCHOOLS

**2**

### ECONOMIC IMPACT

#### GDP

**\$6.6B**

#### TOTAL SALES

**\$10.8B**

#### BUSINESS LOCATIONS

**3,878**

### KEY ASSETS



# Advanced Manufacturing



## OVERVIEW

The Greater New Orleans region has a rich history when it comes to advanced manufacturing. Home to premier NASA facilities, major high-tech manufacturers, a talented workforce, and a world-class incentive package, the region is uniquely equipped to manufacture a wide range of products. These products range from food to petrochemicals to defense and space vehicles. The region is also experiencing rapid growth in many emerging sub-sectors of the

manufacturing industry, including renewable energy products and mechatronics.

The advanced manufacturing industry in the Greater New Orleans region benefits from one of the nation's most integrated transportation infrastructure, providing easy access to the rest of the world. The region's multimodal transportation system and the availability of land with deepwater access make Greater New Orleans competitive on the global marketplace.

JOBS

**15,974**

AVERAGE WAGE

**\$69,765**

CERTIFIED SITES\*

**16**

## ECONOMIC IMPACT

GDP

**\$2.9B**

TOTAL SALES

**\$8.4B**

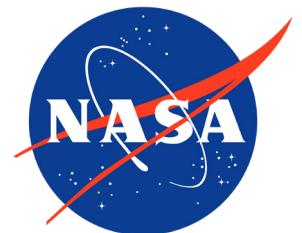
BUSINESS LOCATIONS

**526**

## KEY ASSETS



**NCAM**  
National Center for  
Advanced Manufacturing



**TEXTRON**

\* A certified site is a development-ready industrial site that has completed a rigorous review process by Louisiana

# Digital Media

## OVERVIEW

For centuries, artists of every discipline have identified the Greater New Orleans region as a source of unmatched inspiration. From its rich and diverse culture to its world-renowned food, music, and architecture, the region provides endless opportunities for creative talent and businesses to prosper.

With these abundant cultural assets and some of the richest industry tech incentives in the country, the Greater New Orleans region is a burgeoning center for

innovation and excellence across entertainment and digital media, from advertising and graphic design to sound recording and software development.

Growth in the tech markets has not only been fueled but the relocation of global tech companies to the region, but also by growth of world-class indigenous firms. This rapid ascension has led to the region being recognized by many as one of the top tech markets in the country.

### JOBS

**7,095**

### AVERAGE WAGE

**\$66,245**

### COLLEGES & UNIVERSITIES

**13**

### ECONOMIC IMPACT

#### GDP

**\$1.1B**

#### TOTAL SALES

**\$1.6B**

#### BUSINESS LOCATIONS

**1,266**

### KEY ASSETS

ACTIVITY	INCENTIVE VALUE
Payroll Tax Credit	15-20%
Software Development	25% Payroll 18% Production
Music Payroll	10-15%
Sound Recording	18%
Motion Picture Production	18%
Live Touring	18%

# Energy

## OVERVIEW

Located at the mouth of the Mississippi, the Greater New Orleans region is the operational hub for much of Louisiana's offshore oil and gas industry and is home to many growing refineries and plants with billions of dollars in planned expansions.

Exporting nearly \$11.4B in petroleum products, the New Orleans metro area is the second largest exporter in the country. In fact, these exports account for roughly 36% of all exports from the region. Meanwhile, oil and

gas extraction accounts for an additional \$2B in exports from the region.

Employing over 19,000 workers, the energy sector is home to a diverse set of workers who are equipped to work at some of the world's most advanced facilities.

Not only is the region a leader in terms of oil and gas, but the region is also becoming known as a leader in renewable energy and is home to one of the world's largest wind turbine blade manufacturing companies.

### JOBS

**19,359**

### AVERAGE WAGE

**\$126,679**

### PORTS

**4** DEEP DRAFT

### ECONOMIC IMPACT

#### GDP

**\$15.3B**

#### TOTAL SALES

**\$42.7B**

#### BUSINESS LOCATIONS

**567**

### KEY ASSETS

**3.8B**

**Barrells of Offshore  
Production  
(Louisiana)**

**50,000**

**Miles of Pipeline  
(Louisiana)**

**1/5<sup>th</sup>**

**of the Nation's Refining  
Capacity  
(Louisiana)**

**17**

**Oil Refineries  
(Louisiana)**

# Transportation and Logistics



## OVERVIEW

Located at the mouth of the Mississippi River, Greater New Orleans was founded as the nation's logistical hub and continues to offer unparalleled infrastructure for international trade. Its location alone—which offers availability of land with deepwater access—is cause for trade, logistics, and distribution companies to take a closer look at the region.

With a world-class port system, integrated multimodal transportation infrastructure, an international airport,

and a skilled workforce, thousands of transportation and logistics companies call Greater New Orleans home.

Many of our region's logistical assets have had record years, including the Louis Armstrong New Orleans International Airport setting all time high passenger records, the Port of New Orleans setting a new container traffic record in 2018, and the Port of South Louisiana, continuously ranking as the largest port in the country in terms of total tonnage.

### JOBS

**28,931**

### AVERAGE WAGE

**\$60,836**

### RAILROADS

**6** CLASS I

### ECONOMIC IMPACT

#### GDP

**\$3.1B**

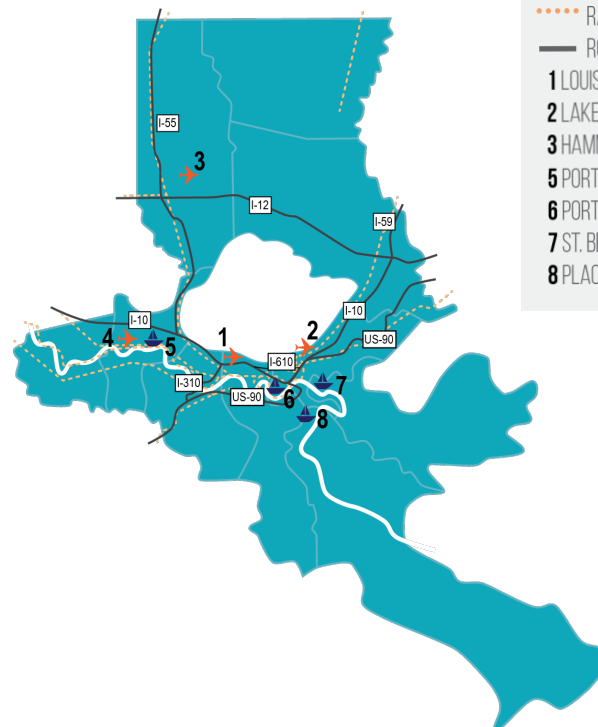
#### TOTAL SALES

**\$7.6B**

#### BUSINESS LOCATIONS

**1,141**

### KEY ASSETS



- RAIL
- ROADWAY
- 1 LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT
- 2 LAKEFRONT AIRPORT
- 3 HAMMOND-NORTHSHORE REGIONAL AIRPORT
- 5 PORT OF SOUTH LOUISIANA
- 6 PORT OF NEW ORLEANS
- 7 ST. BERNARD PORT, HARBOR & TERMINAL DISTRICT
- 8 PLAQUEMINES PORT, HARBOR & TERMINAL DISTRICT