

Powering a  
brighter future



## Top 10

in Economic Development  
by *Site Selection Magazine*  
for 13 consecutive years



## Fortune 500

Investor-owned  
electric utility



## Forbes List

America's Most  
Trustworthy Companies



## Low Rates

Entergy rates lower than  
the national average

# Entergy New Orleans powers business and industry

For more than 100 years, Entergy has played an integral role in how Louisianans live, learn, work and play.

We're delivering sustainable value to our customers and shareholders by upgrading our transmission, distribution and gas systems and investing in power generation with a focus on expansion, efficiency, resiliency and reliability.

Entergy New Orleans offers reliable electric and gas power at some of the lowest rates in the nation. Combine that with direct access to raw materials and markets, expansive infrastructure and skilled, affordable workforce, New Orleans is the ideal place for business relocation or expansion.

With Entergy New Orleans, your business has an ally and access to a team of economic development experts who will help answer your questions and make the introductions that are critical to you and your businesses success.

Entergy New Orleans is transforming what economic development looks like by emphasizing technology innovation. We are committed to introducing new services and developing new products to promote the adoption of electric-powered alternatives and meet the evolving needs of our customers. From the idea phase to the ribbon cutting ceremony, our services will make your decision to relocate or expand your business easier and we hold your project in strict confidentiality.

We provide companies with services in site selection, project management, incentives analysis, large projects and contracts. Additionally, our deep knowledge of the area, economic development expertise and well-established relationships will help you gain access to essential information about your expansion or relocation. You can learn more about Entergy's economic development efforts at [GoEntergy.com](http://GoEntergy.com).

## Living, working and doing business in the Crescent City

An unrivaled value proposition, a vibrant culture, and a variety of business assets makes New Orleans a smart decision for your business.

**#1** State Workforce Training Program  
by *Business Facilities Magazine*

**#2** Cost-Friendly U.S. Midsized Market  
by *KPMG*

**#2** Economic Development Infrastructure  
by *Site Selection magazine*

**#6** Favorable Utility Rates  
by *Area Development*

**#9** Best Work/Life Balance  
by *Indeed.com*

# Business is booming and industry is thriving in New Orleans

## Technology & Software Development

A qualified workforce, a low cost of doing business, and unrivaled incentive programs have led to a critical mass of technology and digital media firms, leading to a rich and robust ecosystem for your business.

## Advanced Manufacturing

Manufacturing is a long-standing pillar of the New Orleans economy thanks to the city's unparalleled infrastructure, pipeline of educated workers, and low energy costs. A right-to-work state, Louisiana offers a range of world-class incentives including the nation's top workforce development program.

## Transportation, Trade & Logistics

The five ports in the Lower Mississippi River is the largest port complex in the world based on tonnage, led by the state's international container port, the Port of New Orleans. With top notch intermodal transportation, including access to six Class-1 railroads and America's newest international airport terminal, the city continues to serve as the gateway to America and the world.

## Mixed Use, Hospitality & Retail

Flourishing residential development and a thriving tourism industry makes New Orleans a top tier market for commercial development. One-of-a-kind boutiques, world renowned international retailers, five-star hotels, and unique attractions sit side by side in America's most interesting city.

## Health Services & BioSciences

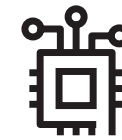
Few cities can match New Orleans' medical education infrastructure, featuring two medical schools, a top-rated pharmacy school, dental school, six nursing schools and two veterinary schools. Not only does New Orleans offer a pipeline of talent and a hub of health services, the city is also home to a strong biotech research community with assets designed for innovators and entrepreneurs.

## Sustainable Energy

Long known as the hub for Louisiana's offshore oil and gas industry, New Orleans is also home to a growing clean energy sector. Entergy is leading the way with investments in utility scale solar and rooftop solar, with an eye towards innovative electrification and energy efficiency programs. Entergy is pushing boundaries and aiming to beat the 2030 Paris Climate agreement target for electric generation.

## Entrepreneurship

With rich culture and creativity, New Orleans has long served as inspiration for musicians, authors and entrepreneurs. Imaginative individuals and ambitious startups frequently find themselves developing in or relocating to New Orleans. The city is built to cultivate an entrepreneurial spirit thanks to an ecosystem consisting of universities offering entrepreneurship curricula, pioneering incubators and startup support centers and continuously growing access to capital.



## Tech & Software Development

Who's Here: *Lucid, iSeatz, Accruent, DXC Technology, and Levelset.*



## Advanced Manufacturing

Who's Here: *NASA, Boeing, Lockheed Martin, Agrico Sales, Textron Systems and Folgers.*



## Transportation, Trade & Logistics

Who's Here: *TCI Packaging, The Kearney Companies, Dupuy Storage & Forwarding, and Lineage Logistics.*



## Sustainable Energy

Who's Here: *Shell, PosiGen, Joule, Air Products, and Entergy.*



## Health Services & BioSciences

Who's Here: *Ochsner Health System, LCMC Health, Axo Sim, Bioceptive, and Obatala Sciences.*



## Mixed Use, Hospitality & Retail

Who's Here: *Four Seasons, National WWII Museum, Caesars Entertainment, Saks Fifth Avenue, and South Market District.*



Mississippi River Traffic

## Powering partnerships

Entergy can be your single source for expansion or relocation research, information and support. As a Fortune 500 company operating in the region with 2.8 million customers and approximately

13,500 employees, Entergy understands what businesses need to be successful, and our own success is a testament to the business-friendly climate of the region.

Named as one of America's Most Responsible Companies

by Newsweek

J.D. Power Award for Business Customer Overall Satisfaction 2019

# New Orleans has a deep and talented workforce

## Workforce Partnerships

Louisiana's incentives go beyond tax rebates and reimbursements. The City of New Orleans and Louisiana Economic Development are committed to building your workforce of the future.

### Case Study: DXC

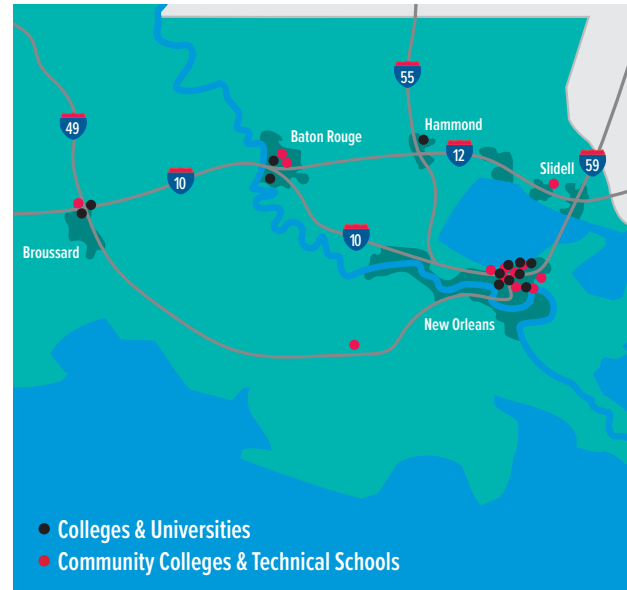
To ensure the future of DXC Technology's Digital Transformation Center, the State funded \$25 million in higher education initiatives focused on the number of degrees awarded in computer science, management, and STEM fields.

### Case Study: Nunez/NASA

To develop key components of the NASA Orion crew capsule and Space Launch System which will send Americans to the moon and Mars, a qualified workforce is critical. In response, Louisiana launched a new Aerospace Manufacturing Center of Excellence at nearby Nunez Community College. The new curriculum built a direct workforce pipeline for Boeing and others working with NASA.

## LED FastStart

The premier workforce development program in the United States, LED FastStart provides customized employee recruitment, screening, training development and training delivery for eligible new or expanding companies, all at no cost.



## Higher Education

New Orleans is home to one of the highest concentrations of higher education institutions per capita in the nation with 13 universities and colleges including three HBCUs, three MBA programs, two medical schools, two law schools, and a premier pharmacy school.

## Right-to-Work State

Louisiana is one of 28 states with Right-to-Work laws, with only 5.3% of the workforce participating in labor unions.

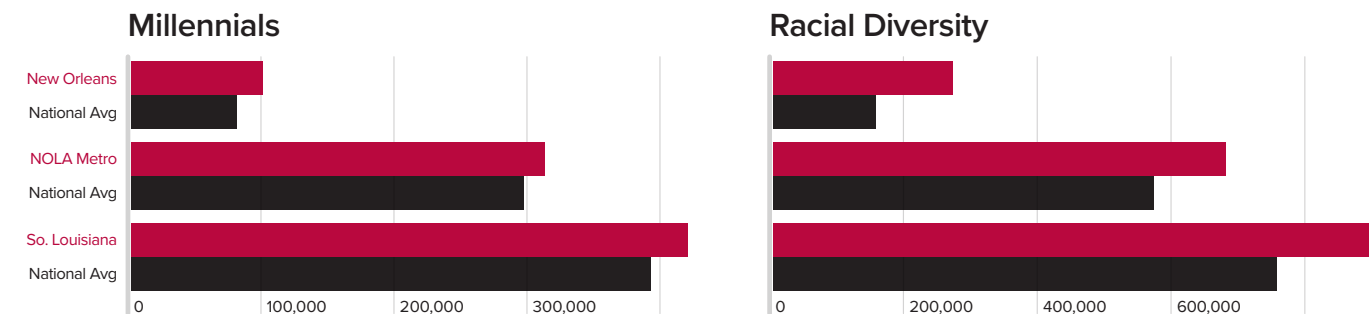


## Demographics for New Orleans/South Louisiana\*

By The Numbers	Orleans Parish 1 parish	New Orleans Metro 10 parishes	South Louisiana 23 parishes
2020 Population	387,637	1,470,632	2,629,112
Median Age	36.6	38.4	37.6
Median Household Income	\$39.4k	\$49.9k	\$51.9k
Educational Attainment	38% BA or above 26% Some college	29% BA or above 26% Some college	28% BA or above 27% Some college
Median Home Value	\$239k	\$196k	\$189k

\* Source: EMSI

## Population characteristics for New Orleans/South Louisiana\*



South Louisiana has 422,827 millennials aged 25-39. The national average for similarly sized areas is 396,166.

South Louisiana has 935,426 racially diverse people. The national average for similarly sized areas is 761,535.

**#1 workforce development program  
13 years straight.**

by Business Facilities

# Your future in New Orleans is filled with joie de vivre

## Family Friendly

Home to endless family friendly happenings, New Orleans will have you and your family exploring new activities for years to come. A brand new children's museum, world renowned parks, and free parades and festivals year-round are just scratching the surface of the family fun in the Big Easy.

## K-12 Education

New Orleans has seen an education renaissance with a strong mix of public and private schools throughout metro New Orleans. In fact, New Orleans is now known as a national leader on K-12 education reform with 100% public schools operating as Charters.

## Arts and Culture

Unique architecture, vibrant galleries and art markets, and over 45 museums make it easy to immerse yourself in New Orleans' arts and culture. Notably, the National World War II Museum in the city's Warehouse District is ranked as the #8 museum in the world by TripAdvisor.

## World Renowned Dining

Ranked as a top 10 food city in the world by Food & Wine, New Orleanians live to eat. Whether you're looking for a lavish fine dining experience or a neighborhood hole in the wall with food deserving of fine china, thousands of the world's best restaurants await. New Orleans loves to cook for you!

## Housing Stock

New Orleans' neighborhoods are as diverse as the city itself. Lively downtown living or the suburban lifestyle without the commute. Historic homes surrounded by parks, majestic live oak trees, or Bayou St. John. New construction apartments or extraordinary bohemian neighborhoods. No matter your preference, a home and neighborhood for you can be found in the city.

## Sports

Sports are a way of life in New Orleans with the city hosting events from the Super Bowl to the Final Four. The city offers three professional teams in football, basketball and rugby, plus collegiate athletics from LSU, Tulane, UNO, Loyola, Dillard, Xavier, and SUNO.

## Festivals and Music

With more than 130 festivals a year and counting, New Orleans has a party for every occasion. Jazz Fest and Essence Fest are both ranked as top 10 festivals in the world by Vents Magazine, not to mention the greatest free show on earth, Mardi Gras.

## Shopping

Whether you're looking for independent boutiques that can be found lining Magazine Street or more familiar brands like Saks Fifth Avenue, H&M, or Costco, New Orleans has you covered. Whatever your interest, shopping in the Big Easy is just that, easy.



World Class Dining



Diverse Entertainment Options

#2

**Favorite city in America**

*Travel & Leisure Magazine*

#4

**Best big city in America**

*Conde Nast Traveler*

#6

**Family friendly American city**

*Homes.com*



Active Outdoors Paradise



Family Friendly Neighborhoods

Top rated dining, the best music, unmatched nightlife and welcoming people in a family friendly city.

Whatever lifestyle you lead, New Orleans has you covered.

# The premier utility is headquartered in New Orleans

Headquartered in New Orleans, Entergy provides affordable, reliable electricity and gas to new and expanding businesses. Entergy New Orleans is here to support your power and gas demands and help your business grow.

## Low Rates and Reliability

At Entergy New Orleans, our vision “We Power Life” goes beyond keeping the power and gas safely flowing. Entergy has among the lowest rates in the nation, is an industry leader in restoration after a weather event, and is committed to continuing and strengthening its environmental stewardship.

## Road, Rail, Air and Water Infrastructure

New Orleans offers an unsurpassed infrastructure advantage with the deep-water Port of New Orleans, six class I railroads, five major interstate highways, and one of the fastest growing international airports in the United States.

## Flood Protection Investments

Since 2006, \$14.6 billion has been spent on hurricane protection and flood control in and around New Orleans, including 133-miles of flood protection and the largest drainage-pump station in the world. New Orleans is well-equipped to handle the threat of tropical storms.

# Powering business in the region since 1913



Saint Charles Streetcar

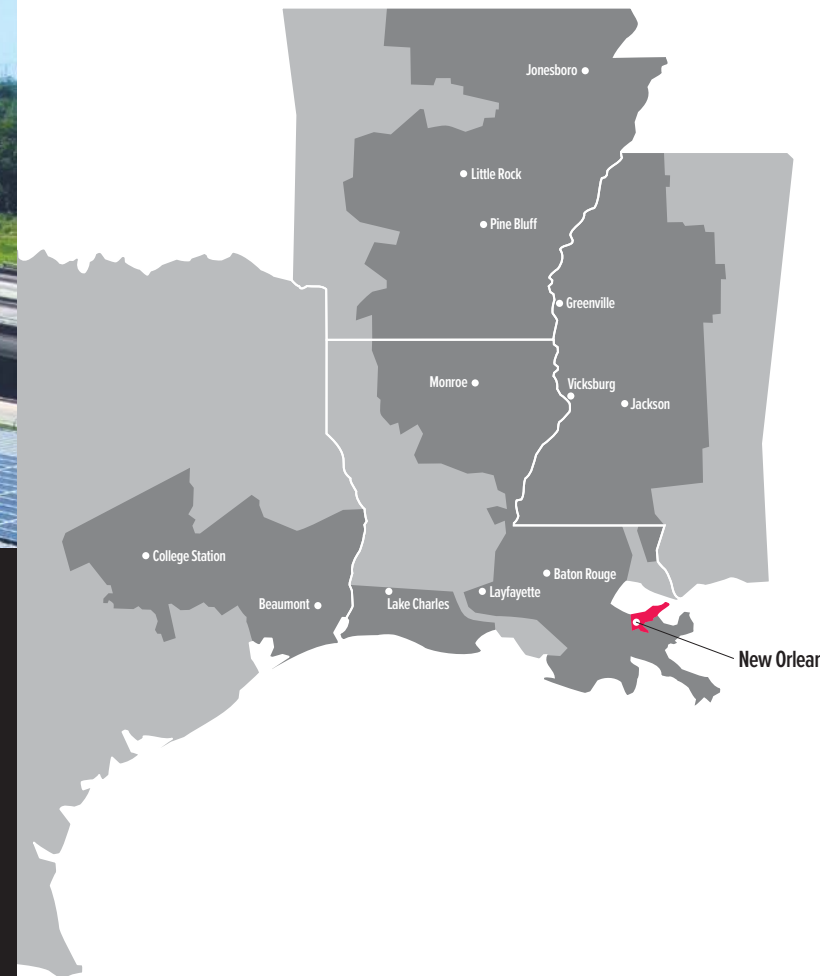


New Orleans Commercial Rooftop Solar

## Entergy commits to net-zero carbon emissions by 2050

In 2001, Entergy was the first U.S. utility to voluntarily cap CO<sub>2</sub> emissions. The commitment was to stabilize emissions at 2000 levels through 2005. After beating that target by over 20%, the company renewed and

strengthened this commitment twice before 2020. In 2020, Entergy committed to achieving net-zero emissions by 2050 while maintaining affordability and reliability for our customers.



## New Orleans is the smart business decision

We understand every business has unique needs to be successful. That's why we make it our priority to help you find the solutions to meet those needs. We know business – and we know economic development. Which means we will serve as the conduit to connect you with local leaders, community partners and a variety of resources.

Call us today at 504-670-3704 or email [ajacque@entergy.com](mailto:ajacque@entergy.com) to start powering your business.



New Orleans Business Development  
1600 Perdido Street, B505  
New Orleans, LA 70112

[economicdevnola@entergy.com](mailto:economicdevnola@entergy.com)  
[GoEntergy.com](http://GoEntergy.com)

**We power life.**<sup>SM</sup>