

# One North Louisiana: Smart, Connected, Competitive

Red River Valley Association  
February 25, 2011



# North Louisiana Economic Partnership

- Regionally focused 501C3 economic development marketing organization with offices in Shreveport-Bossier & Monroe, LA
- Serve as the leading marketer for the region and draw attention to its combined assets and opportunities
- Offer a single “first stop shop” to make it convenient and efficient for prospects to consider north Louisiana

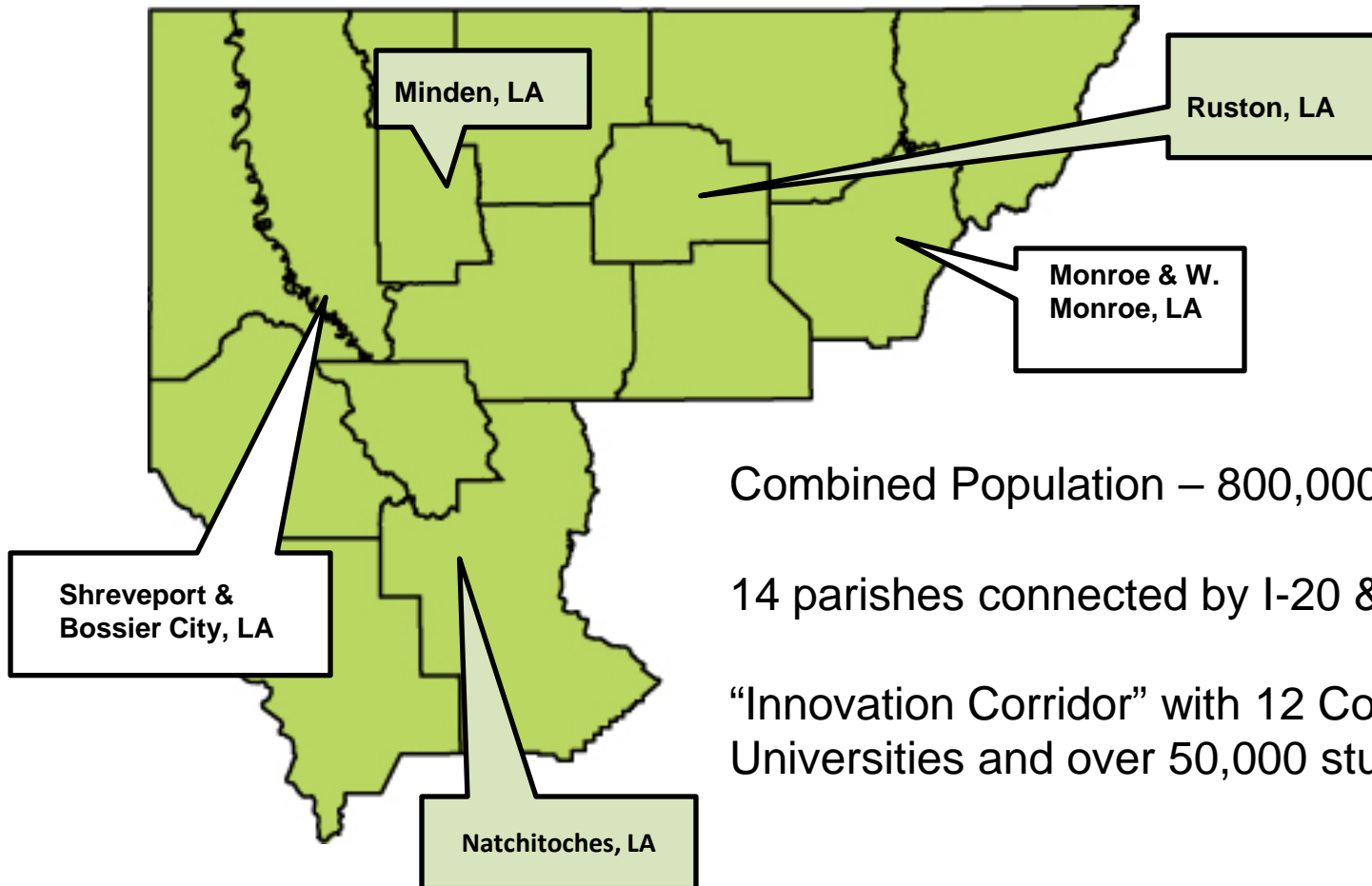


# Hub of the ARK-LA-TEX & ARK-LA-MISS

- Over 800,000 residents in 14-parish area
- A healthy and diversified economy, which continues to see economic success
- Nationally recognized for competitive business costs
- Desirable quality of life and affordable cost of living



# 14 Parishes, One Region



Combined Population – 800,000+

14 parishes connected by I-20 & I-49

“Innovation Corridor” with 12 Colleges/  
Universities and over 50,000 students



# Current Happenings

- Considerable positive activity
  - Film and Digital Media (Moonbot among others)
  - Next Autoworks
  - Gardner Denver Thomas
  - Pratt Industries
  - Haynesville Shale activity
  - Barksdale Air Force Base (Global Strike Command)
  - Value added Agriculture
- Some Challenges though...and opportunities
  - GM Shreveport Assembly
  - Paper and wood products industries
  - Some general softness as well
  - Opportunity particularly for manufacturers to take advantage of changes and ability to hire trained people
- NLEP working on nearly 50 prospects at the moment



# Employment Picture

Unemployment Rates (not seasonally adjusted)			
	Dec '10	Nov '10	Dec '09
Shreveport – Bossier MSA	6.6%	7.2%	7.1%
Monroe LA MSA	7.7	8.2	7.6
Other Regional Parishes	6.8-14.8	6.9-14.6	7.2-14.8
Louisiana	7.2	7.7	7.2
National	9.1	9.3	9.7

- Remained below national avg for last 5 years (not historically the case)
- Access to underemployed, “boomerangs” and graduates strong
  - 12 colleges/universities in region with over 50,000 students
  - 22+ within 100 miles with over 81,000 students
- Also strong base of military retirees and active duty spouses

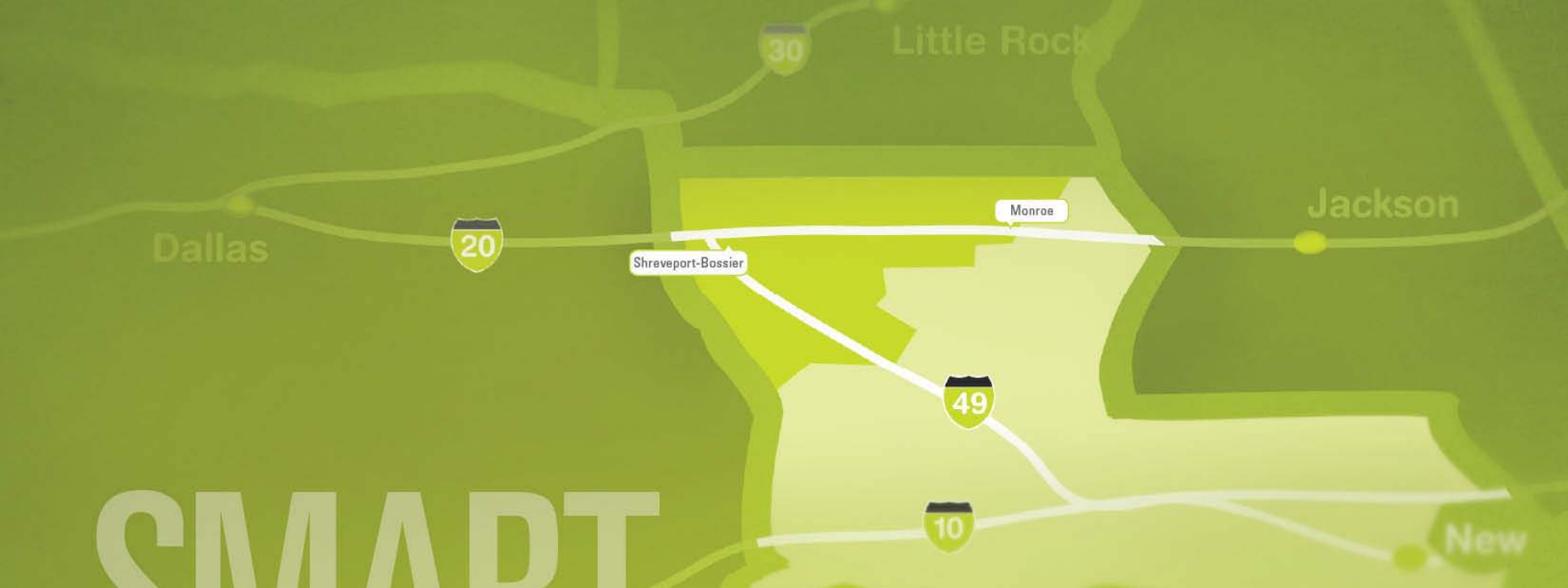




**SMART.**  
**CONNECTED.**  
**COMPETITIVE.**



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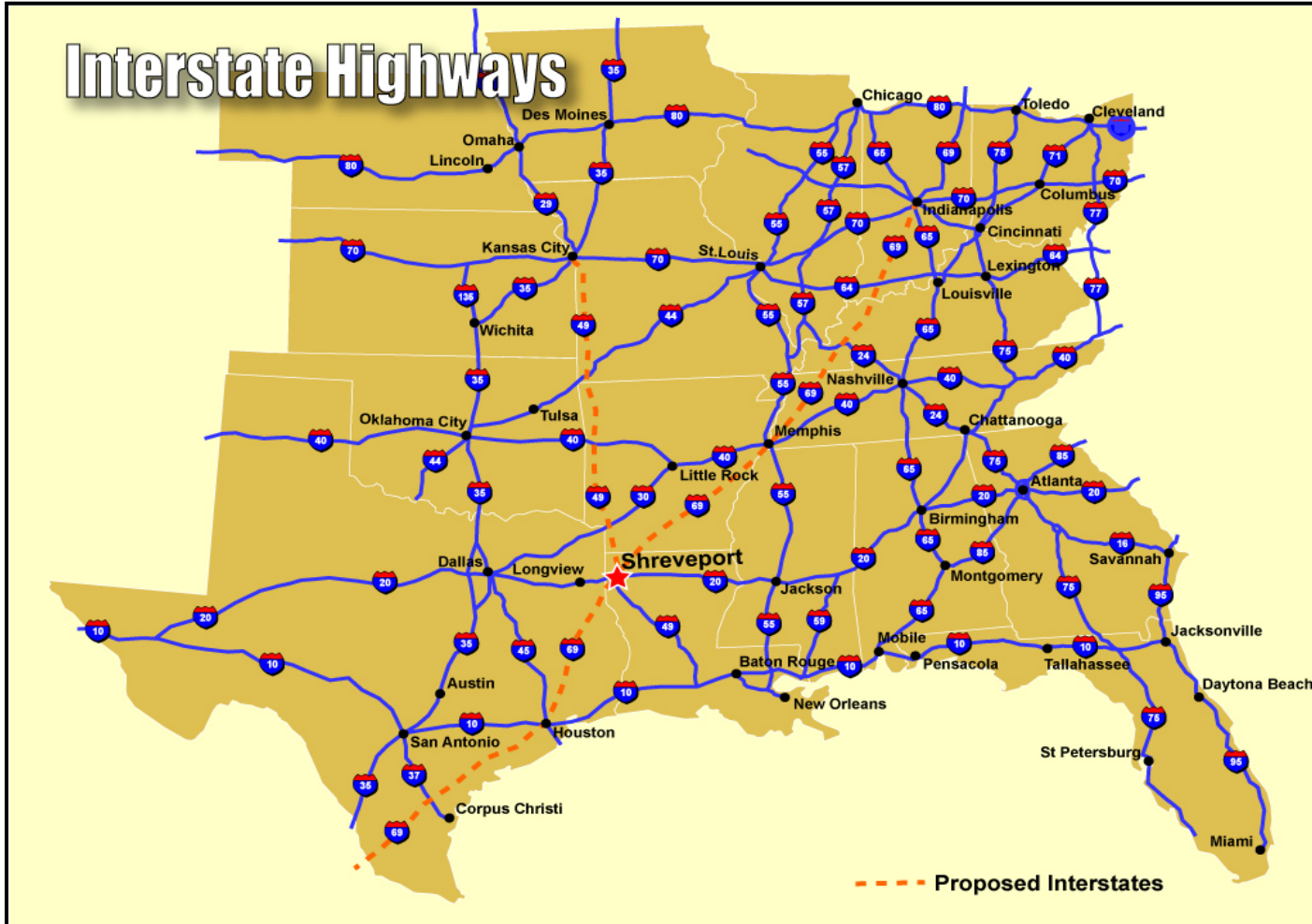


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# Proximity to Markets



# Interstate Highway System



# Strong Rail Linkages



- Two Class I Railroads Serve Region
  - KCS & Union Pacific
- Easy connections from within Mexico and US



# Water Transportation

- Red River & Ouachita Waterways
  - Key transport connection to the Mississippi River and deep water Gulf ports
    - US Army Corps of Engineers maintains channel 200' by 9'
  - North LA has four inland ports including
    - Port of Shreveport Bossier at the head of the Red River's navigation channel
    - Greater Ouachita Port on the Ouachita River in West Monroe, LA
    - The Natchitoches Parish Port on the Red River
    - The Port of Red River Parish near Coushatta, LA on the Red River
  - Access to capabilities such as US Customs Port of Entry & Foreign Trade Zone



# Air Service: Access and Convenience

- Shreveport Regional (SHV) and Monroe Regional (MLU) offers access to major hubs & destinations
  - Delta (Atlanta, Memphis)
  - American (Dallas)
  - Continental (Houston)
  - Allegiant (Las Vegas, Orlando)
  - Vision Air (Destin, FL)
  - ExpressJet (Branson, MO)
- Private aviation options are available in region
- “One stop” to most key domestic and international cities
- New 53,000 s.f. logistics complex for air freight carriers open in Shreveport
- Monroe Regional underway on new terminal (completion 2011)
- Can go from home or office through ticketing and security with ease and in timely manner at either airport



# “People Continue to Talk...”

**#1 area for competitive low costs in US and Canada**

*KPMG Competitive Alternatives (2008 & 2010)*

**Metro Area GDP growth up 13.6% (#4 best in US)**

*Bureau of Economic Analysis (2010)*

*Southern Business & Development (2010)*

**Top 10's in South**

**V-Vehicle – Winner Top 15 Corporate Investment Projects (CiCi Award)**

*Trade & Industry Development (2010)*

**• Inland Waterways**

*Southern Business & Development (2005 & 2007)*

**Best Market for Home Buyers /**

**Ouachita-Union MSA  
#10 (tie)**

**for investment successes**

*Site Selection (2010)*

**Raise a Family**

*(Business Week)*

**Best Places to Find a Job**

**V-Vehicle – Honorable Mention for Deal of the Year**

*Business Facilities (2010)*

**Business**

**#1 MSA (lowest)**

*Forbes (2010)*



# Louisiana Rising

- 3<sup>rd</sup> straight year of net in-migration
- Southern Business & Development – 2<sup>nd</sup> year in row as co-state of the year
- 3<sup>rd</sup> best in US – Gallup 2009 Job Creation Index
- LA ranked 2<sup>nd</sup> among 50 states and DC during recession (portfolio.com)
- #8 for growth prospects, Forbes “Best States for Business” (2009)
- Most Improved State ranking – Pollina Corporate Real Estate (#20 up from #40 two years ago)



# What can WE all do to help?

- **Key to Success**
  - Making the area the best “product” it can be
- **Get Involved and Help Engage Others**
  - Support the ongoing visioning and planning efforts of the communities here
- **Invest in Our Common Future**
  - Be active in community and business groups
  - Support economic development funding and efforts for sustained momentum
- **Share Your Expert Opinions**
  - Tell others about your community/region and make an impact



# THANK YOU

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## Office Locations

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Monroe Area Office  
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Monroe, LA 71201  
(318) 387-0787

[www.nlep.org](http://www.nlep.org)  
[www.workthisway.org](http://www.workthisway.org)



# Workforce Marketing (NEON)

- Helping companies once they get here to find talented people is critical to region's success
- Important to help jobseekers connect to great companies and understand potential opportunities
- NEON helps the process with:
  - Content/materials on area – “live, work and play”
  - Helps aggregate area resources including various sources where jobs are posted
  - Can help more directly with individual company needs
- Targets local audiences, “boomerangs” and those who are unfamiliar with region

[www.workthisway.org](http://www.workthisway.org)

