

POSITIONING LOUISIANA TO

WIN

2025

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POSITIONING
LOUISIANA
TO WIN





SMART POLICY. STRONG PARTNERSHIPS. REAL MOMENTUM.

Governor
Jeff Landry



Secretary
Susan B. Bourgeois

FROM GOVERNOR JEFF LANDRY AND SECRETARY SUSAN B. BOURGEOIS

Louisiana is on the move. With bold reforms and historic investments, we're building a stronger, more competitive economy — and the world is noticing. Thanks to Act 590 of 2024, LED was restructured to move at the speed of business, and the results are already here: multibillion-dollar projects from global leaders like Meta and Hyundai and record-setting visibility on the world stage. But this is just the beginning.

This strategic plan outlines how we are positioning Louisiana for long-term prosperity — with high-wage careers, thriving regions, and a business climate that works for companies of every size.

It's a roadmap built by and for Louisianans, shaped through hundreds of conversations across the state. Our success will depend on continued partnerships, smart policy, and a shared commitment to growth that lifts every community.

**WE'RE
READY
TO WIN.
LET'S DO IT
TOGETHER.**

VISION FOR THE FUTURE:

Louisiana aspires to build the
**MOST ROBUST,
INNOVATIVE,
AND DYNAMIC
ECONOMY IN
THE SOUTHEAST**



LOUISIANA'S ECONOMIC ASPIRATION

LED's strategy for Louisiana is anchored in its mission to cultivate jobs and economic opportunity for the people of Louisiana. In pursuit of this mission, LED aims to build the most robust, innovative, and dynamic economy in the Southeast.



FROM MOMENTUM
TO MOVEMENT,
**LOUISIANA
IS GAINING
GROUND.**



**LOUISIANA IS
ENTERING A NEW ERA**

We've modernized how we compete. LED now operates with the speed, flexibility, and focus that top-performing states use to attract business and talent. And it's working.

**\$10
BILLION**

Meta is investing in Richland Parish.

**\$5.8
BILLION**

Hyundai is building a steel facility in Ascension Parish.

**SUPER
BOWL LIX**

Put Louisiana's business climate in the global spotlight.

**\$18
BILLION**

Venture Global is expanding its LNG export facility in Plaquemines.

These aren't isolated wins — they're early signs of a new economic trajectory.

Our advantage lies in our people, our industries, our ecosystem — and now, a bold, unified strategy to make the most of them. We're not just playing catch-up.

**WE'RE
READY
TO
LEAD**

SHIFTING DYNAMICS

RECONNECTING TALENT TO OPPORTUNITY

Louisiana has seen too many skilled residents seek opportunities elsewhere. Reversing this trend means creating more high-wage jobs and career pathways that keep talent rooted in the state.

ALIGNING TALENT WITH INDUSTRY

Thousands of jobs across key sectors remain unfilled. By strengthening training pipelines and connecting people to in-demand careers, we can close the gap and grow our workforce.

MODERNIZING OUR BUSINESS CLIMATE

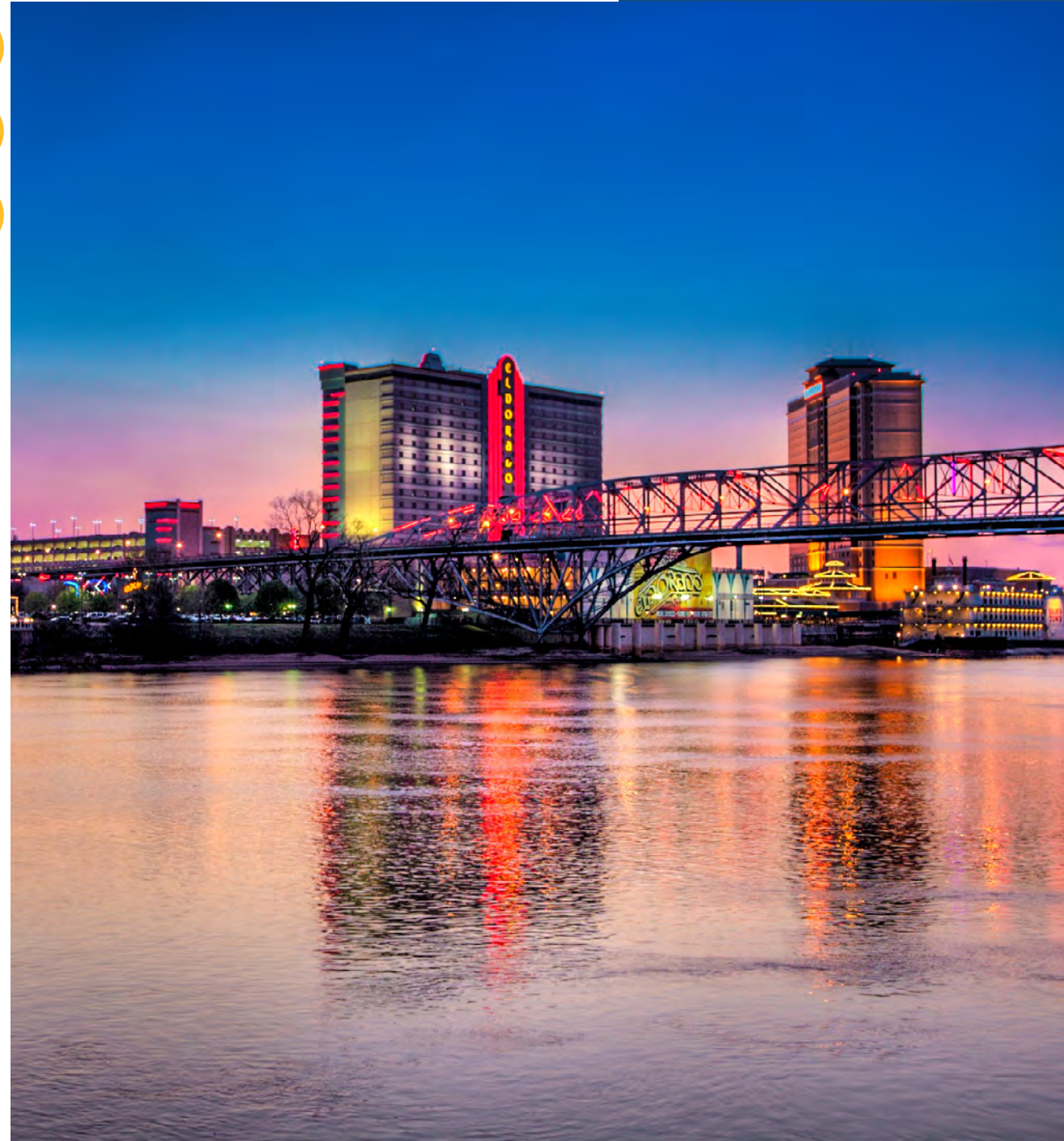
Louisiana's cost competitiveness is a strength—and with continued improvements to permitting and regulatory processes, the state is poised to become even more business-friendly.

BUILDING FOR GROWTH

Louisiana is investing in the roads, ports, and housing needed to support a growing economy. Addressing infrastructure and affordability will be key to attracting talent and employers alike.

UNLOCKING OUR INNOVATION POTENTIAL

Entrepreneurship runs deep in Louisiana. With greater access to venture capital and R&D investment, more homegrown ideas can scale and succeed here.



TURNING BARRIERS INTO BREAKTHROUGHS.

This strategy addresses these historical challenges directly through focused investment, smarter policies, and a commitment to excellence in execution.

MOVING AT THE SPEED OF BUSINESS.

Louisiana is moving faster, working smarter, and competing harder than ever before.

Act 590 transformed LED into a modern, responsive agency, aligned with best-in-class economic development models nationwide. The creation of the Louisiana Economic Development Partnership (LEDP) brings private-sector insight directly into state strategy.

By launching a whole-of-government strike force, cabinet-level agencies will align to deliver coordinated, focused support for business and talent.

For the first time, we're executing economic development at the speed of business — and building a structure that can deliver for every region, every company, and every worker.

FIVE PILLARS. ONE BOLD VISION.

Louisiana's economic strategy is built on five clear pillars, each focused on unlocking opportunity across the state.



THE FIVE PILLARS OF PROSPERITY

01.

EASE OF DOING BUSINESS

Make Louisiana the easiest and best place to do business

02.

HIGH-WAGE EMPLOYMENT

Ensure every Louisianan has access to proud, growing wages

03.

THRIVING REGIONS

Strengthen all eight regions with the tools to grow and retain talent

04.

GROWTH & INNOVATION

Support homegrown innovation and position industries to lead

05.

GLOBAL IMPACT

Compete — and win — in global markets and investment flows

This plan is not just about theory — it's about execution. Through smart policies, regional partnerships, and a whole-of-government approach, Louisiana is positioned to turn strategy into measurable success.

01

EASE OF DOING BUSINESS

Louisiana is already ranked among the top 10 states for the cost of doing business, but we're not stopping there.

LED is making it easier to grow, expand, and thrive here through modernized incentives, faster deal processes, and a streamlined business development experience.



A new High Impact Jobs incentive will support companies that create well-paying, above-average wage jobs. We've reimagined the site selection and relocation process to provide a seamless, one-stop experience for employers. With Louisiana already leading the nation in capital investment and business confidence, this pillar helps us maintain that momentum—and reach even greater heights.

02

HIGH-WAGE EMPLOYMENT

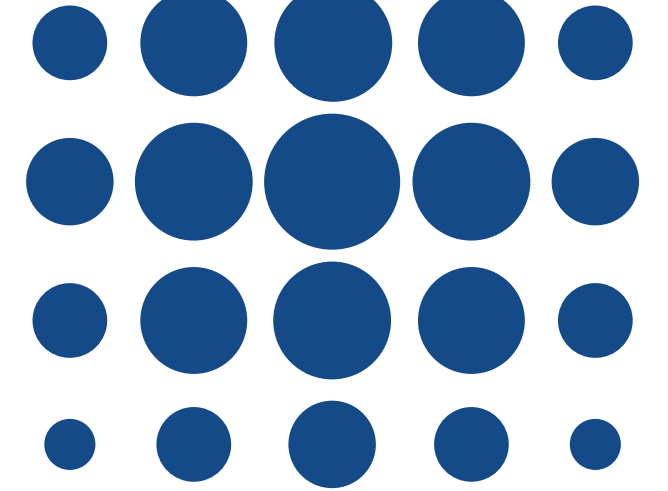


We're not just creating jobs — we're building career pathways.

Louisiana's strategy focuses on quality employment: well-paying jobs that offer advancement and keep our best talent here at home. With over 34,000 unfilled positions, the opportunity is clear.

LED is scaling up talent pipelines with employers and expanding our nationally acclaimed FastStart program to support new and existing companies. We're also investing in efforts to retain Louisiana's graduates — especially in high-demand STEM fields.

The goal:
#1 wage growth
in the South.



03

THRIVING REGIONS

Louisiana's regions are as diverse as they are vital, and each plays a role in our growth story.

That's why LED is partnering directly with regional organizations to invest in quality-of-place improvements — from site development to housing to public safety.

And with 54% of the state's workers employed by small businesses, we're investing in digitization, capability-building, and access to capital to help them scale.



When all regions
thrive, **all of
Louisiana wins.**

04

GROWTH & INNOVATION

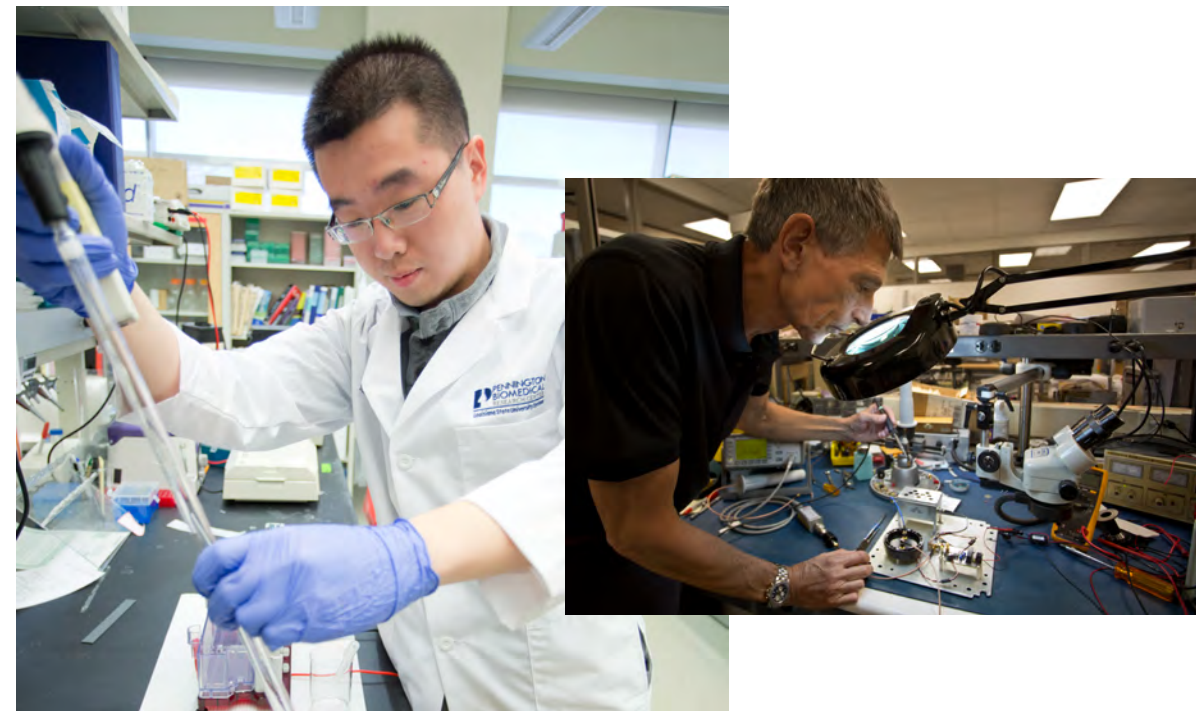


**INNOVATION
ISN'T JUST FOR
SILICON VALLEY,
IT'S GROWING IN
LOUISIANA.**

Through new initiatives like LA.IO (Louisiana Innovation), Louisiana is scaling a statewide innovation ecosystem focused on start ups, advanced R&D, and commercialization. With \$50 million already committed to the Louisiana Growth Fund, we're putting real capital behind new ideas.

We're also building deeper partnerships between universities and industry to turn research into results — and launching a statewide AI strategy to help 5,000 small businesses adopt cutting-edge tools.

It's time for our industries to grow — and lead.



05

GLOBAL IMPACT

**WE'RE NOT JUST
PARTICIPATING IN THE
GLOBAL ECONOMY.
WE'RE SHAPING IT.**

We're a global gateway with five of the top 15 U.S. ports and a booming liquified natural gas (LNG) and agricultural trade base. Now we're doubling down on that strength — with better lead targeting, smarter trade outreach, and a focused international strategy.

As supply chains shift and new sectors emerge, Louisiana is poised to compete for new business, foreign direct investment, and market share.



DEVELOPING FUTURE FRONTIERS

Seven key sectors will drive Louisiana's next era of growth — blending our traditional strengths with high-opportunity frontiers.

Each sector has regional advantages and real potential. With targeted support, they will define Louisiana's economic future.



ENERGY & PROCESS INDUSTRIES

A world leader in LNG, hydrogen, carbon capture, and more



LOGISTICS

Powered by top ports and growing demand for U.S.-based supply chains



AEROSPACE & DEFENSE

Playing a significant role in America's space program and national defense



AGRIBUSINESS

Producing 60% of U.S. grain exports
25% of U.S. seafood



PROFESSIONAL SERVICES

Growing tech and engineering clusters



LIFE SCIENCES

Anchored by top-tier research centers and nearshoring trends



TECHNOLOGY

Cybersecurity, robotics, and applied AI at the edge of growth



THREE PHASES. ONE GOAL. REAL RESULTS.

EXECUTION IN THREE PHASES:

01

LAY THE FOUNDATION

Streamline processes, launch the Louisiana Opportunity Campaign, and align agencies

02

ACCELERATE GROWTH

Support regional initiatives, scale innovation, and attract new business

03

EVOLVE THE MODEL

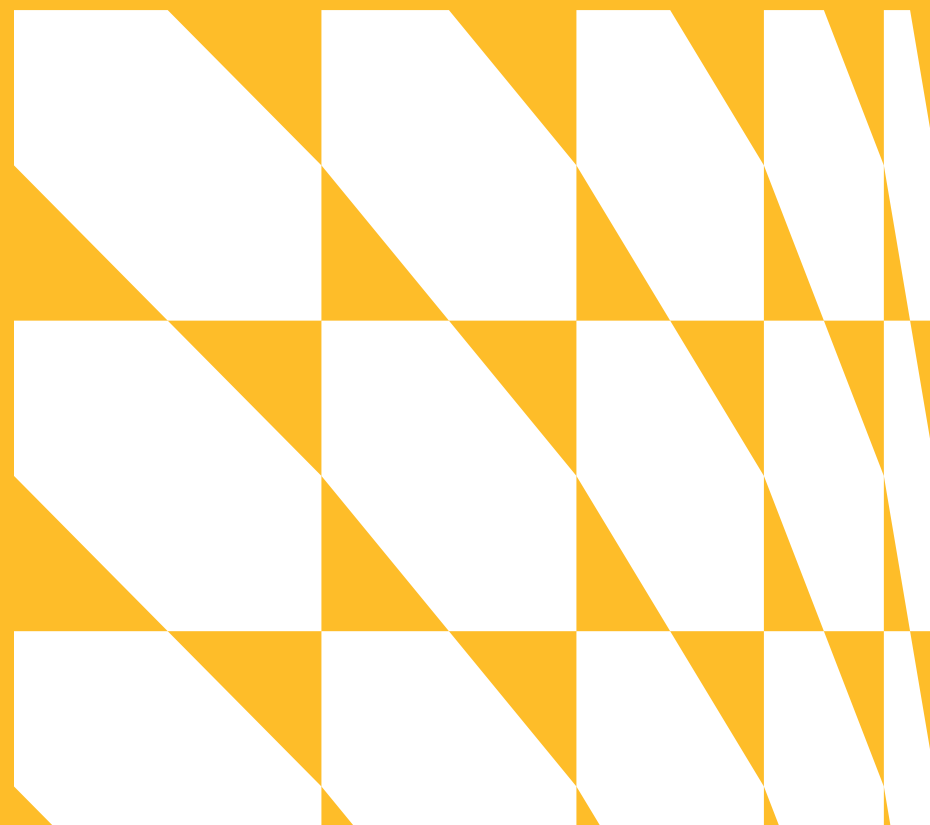
Refine and adapt based on results and new opportunities



With a “whole-of-Louisiana” approach, LED will collaborate with regional, state, and private-sector partners at every phase, coordinated through the Economic Development Strike Force.

Execution won’t happen in isolation. It will happen everywhere, **and it starts now.**

LOUISIANA OPPORTUNITY CAMPAIGN





A statewide brand for growth, talent, and confidence in Louisiana.

A BOLD COMMUNICATIONS EFFORT TO:

ATTRACT NEW BUSINESSES

By telling Louisiana's story of reform, momentum, and competitive advantage

RETAIN AND RECRUIT TOP TALENT

By showcasing high-wage careers and quality-of-life improvements

REBUILD CONFIDENCE

In the state's direction — among citizens, investors, and employers alike

**“
MORE THAN
MARKETING,
IT'S A MOVEMENT.”**

LAUNCHED IN PHASES, THE CAMPAIGN WILL TARGET:



Site selectors and business leaders nationally



College graduates and skilled professionals across key industries



Communities in every region of the state

With clear messaging and a forward-looking brand, the Louisiana Opportunity Campaign will redefine what it means to build a future in Louisiana.

BUILDING A STATEWIDE FORCE FOR GROWTH

A phased approach to partnership that grows reach, impact, and momentum.

LED’s partnership strategy expands in three phases—starting with critical collaborators, then activating programmatic partners, and finally engaging the full ecosystem to scale statewide impact. It’s a whole-of-Louisiana approach to driving economic development forward.

PHASE 1

CRITICAL PARTNERSHIPS

LED, Louisiana Department of Transportation and Development, Office of Multimodal Commerce, Louisiana Workforce Commission, Louisiana Board of Regents, Louisiana Department of Energy and Natural Resources, Louisiana Community and Technical College System, Louisiana Department of Environmental Quality, Louisiana Secretary of State, regional EDOs



PHASE 2

PROGRAMMATIC PARTNERS

Louisiana Department of Culture, Recreation and Tourism, Louisiana Department of Education, Louisiana Department of Public Safety & Corrections, Louisiana Department of Insurance, regional industry groups



LOUISIANA
DEPARTMENT OF
INSURANCE



PHASE 3

ECOSYSTEM PARTNERS

Louisiana Public Service Commission, federal partners, public-private partnerships



STATEWIDE ACTION TO UNLOCK GROWTH

From insurance reform and permitting to graduate retention and infrastructure, Louisiana’s economic future hinges on more than LED alone. Delivering on this strategy will take urgent, coordinated action across agencies, sectors, and communities statewide.

EASE OF DOING BUSINESS

PROUD AND GROWING WAGES

THRIVING REGIONS

ASSET INDUSTRIES

DO NOW:
urgent priorities

INSURER CONFIDENCE
Communicate actions taken to de-risk P&C assets in Louisiana (e.g., Louisiana Fortify Homes Program) with insurance providers

GRADUATE RETENTION
Ensure state incentives (e.g., TOPS) are designed to encourage retention

DO NOW:
urgent priorities

PUBLIC SAFETY
Reduce violent crime in Louisiana and improve the perception of safety of the state nationwide

ENERGY ACCESS AND RELIABILITY
Ensure sufficient power generation and connection to the grid for target industry use cases at certified sites

SUSTAINED FOCUS:
make progress over time

PERMITTING REFORM
Accelerate permitting timelines to enable faster development (e.g., continued and expanded partnership with DEQ)

TALENT PIPELINE
Embed “top jobs” skills into K-12

Increase associate, bachelors, and masters production aligned with priority sectors

SUSTAINED FOCUS:
make progress over time

INFRASTRUCTURE
Advance maintenance, modernization, and strategic coordination of roadways, ports, airports, and rail lines

CATALYZING INNOVATION INVESTMENT
Increase access to risk capital (e.g., via Louisiana family offices) and research needs to build more home-grown start-ups and scale-ups

POSITIONING LOUISIANA TO WIN

**THIS IS LOUISIANA'S MOMENT,
AND WE NEED EVERY LEADER
ON BOARD.**

This strategy is bold, practical, and ready for action. But its success will depend on the choices we make together.

To our legislators, regional partners, and civic leaders, your support is essential. Supporting this plan means supporting higher wages, stronger communities, and real prosperity across Louisiana.

**Let's get to
work. Let's
win together.**





OPPORTUNITYLOUISIANA.COM

SPECIAL THANKS TO THE MEMBERS OF THE LOUISIANA ECONOMIC DEVELOPMENT PARTNERSHIP

Gray Stream, Chairman

Secretary Susan Bourgeois

Leah Brown

William “Bill” Fontenot

Jay Johnson

Meryl Kennedy Farr

Brandon Landry

Dave Roberts

Donny Rouse

Matt Stuller

Greg Bensel

Alicia Smith Mire

Greg Rusovich

A.J. Roy III

Jerry Jones

Chris Masingill



**SCAN TO EXPLORE THE
FULL PLAN & RESEARCH**