

# POSITIONING LOUISIANA TO

WIN

2025

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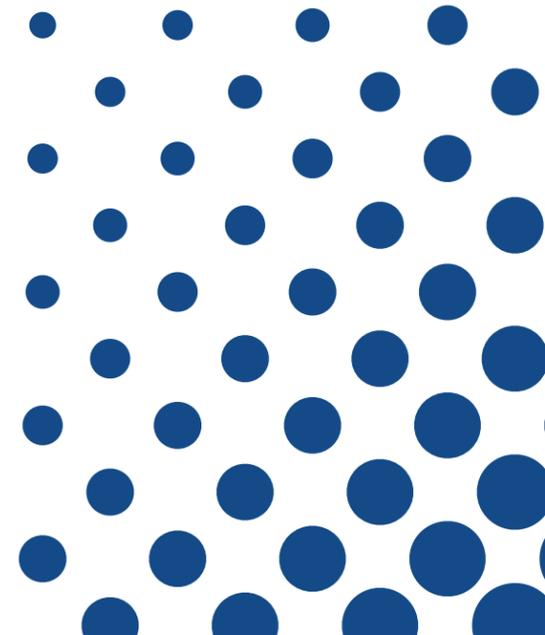
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POSITIONING  
LOUISIANA  
TO WIN





# 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.

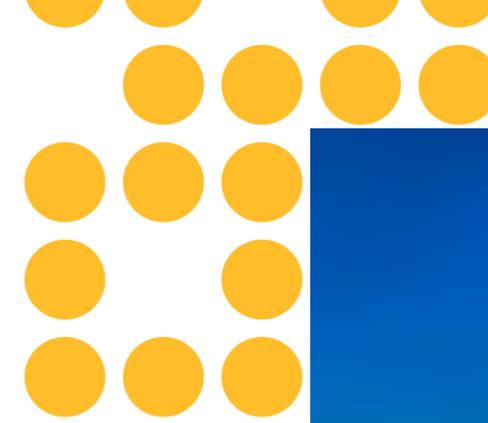
**\$18  
BILLION**  
Venture Global is expanding  
its LNG export facility  
in Plaquemines.

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.

## 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.

## UNLOCKING OUR INNOVATION POTENTIAL

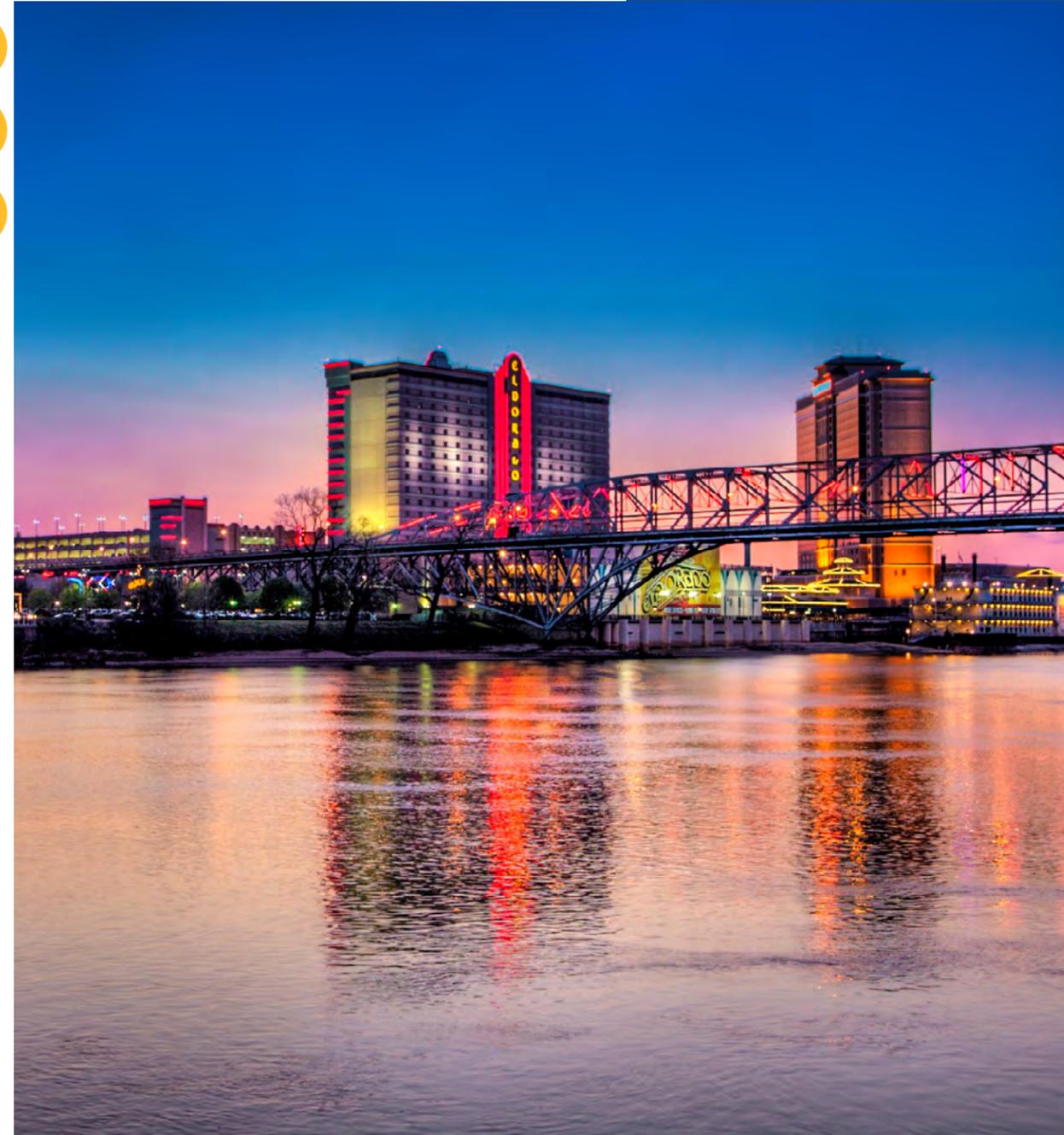
Entrepreneurship runs deep in Louisiana. With greater access to venture capital and R&D investment, more homegrown ideas can scale and succeed here.

## 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.

## 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.



## 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

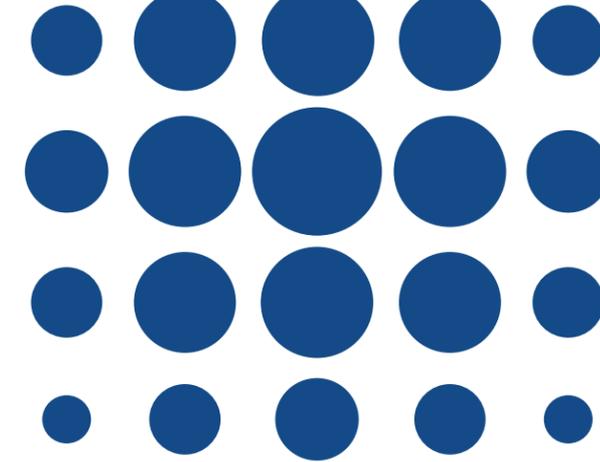
## HIGH-WAGE EMPLOYMENT

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.



# 04

## GROWTH & INNOVATION

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



## 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 liquefied 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



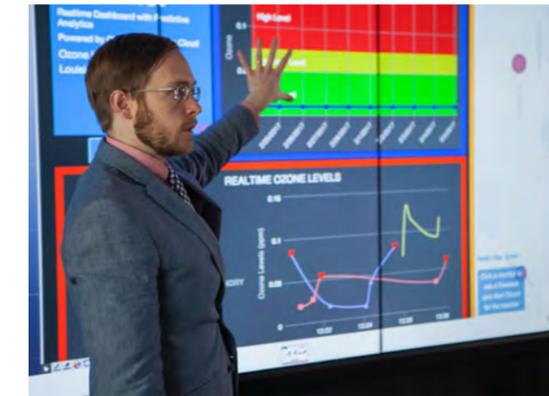
## PROFESSIONAL SERVICES

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

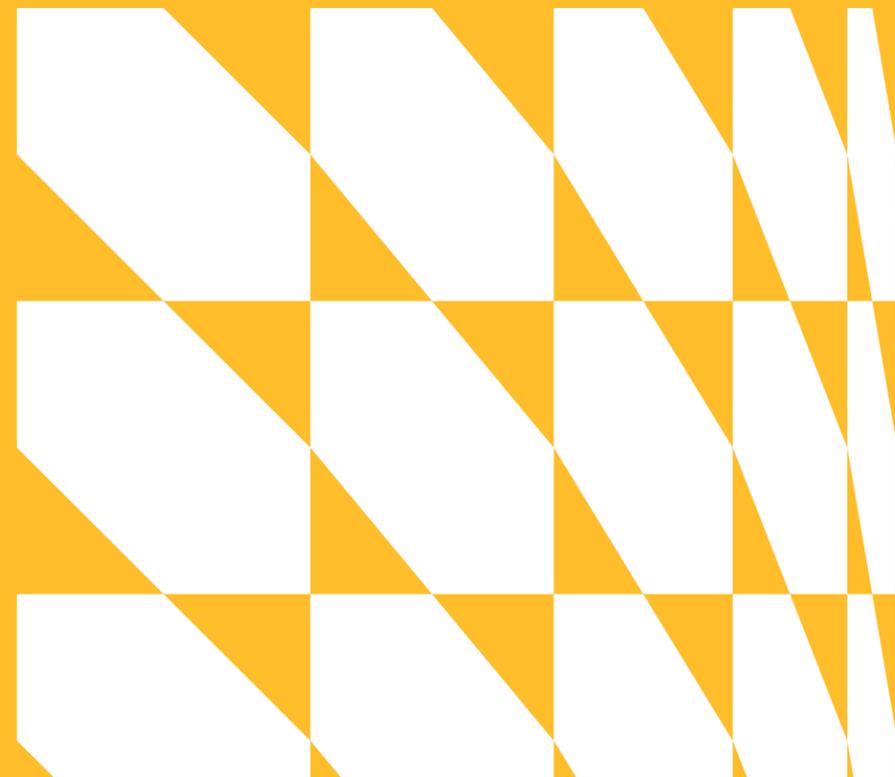
Refine and adapt based on results and new opportunities

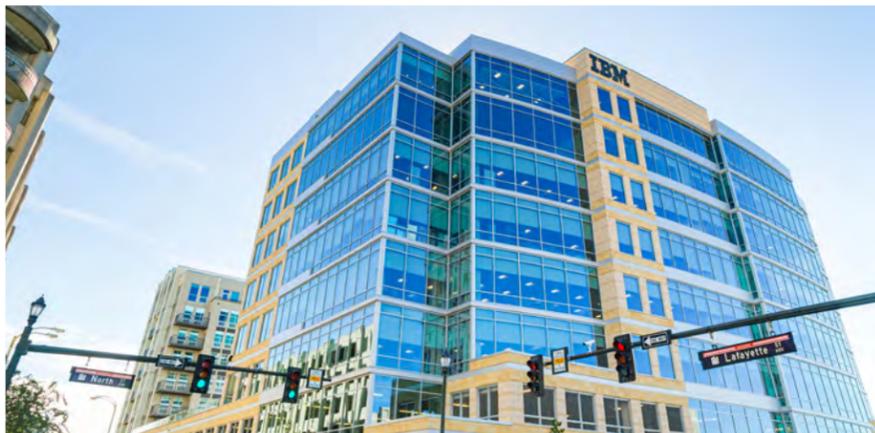


With a “whole-of-Louisiana” approach, LED will collaborate with regional, state, and private-sector partners at every phase, coordinated through the Economic Development Strike Force.

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



## 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](https://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

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Brandon Landry

Dave Roberts

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Matt Stuller

Greg Bensel

Alicia Smith Mire

Greg Rusovich

A.J. Roy III

Jerry Jones

Chris Masingill



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