

NINE BY NINETY

LED 18-MONTH WORKPLAN

In 2026, LED will be celebrating 90 years. As we enter this milestone, we are launching nine key focus areas as the first phase of our new strategic plan.

The following framework outlines these initiatives; all set for full implementation by the end of 2026.

WHOLE OF GOVERNMENT

Collaborative strategies for effective governance and partnerships.



WHOLE OF GOVERNMENT



Point of Contact

Establish economic development liaison/point of contact in all partner agencies.



Task Force Coordination

Create “Project Lightning Speed” Task Force to formalize coordination on LED projects with the goal to mitigate “time, risk and money.”

LOUISIANA OPPORTUNITY CAMPAIGN

Elevate the perception of Louisiana's opportunities to strategic out-of-state audiences and all Louisiana citizens to drive awareness and pride in the state's positive trajectory and meaningful progress.



LOUISIANA OPPORTUNITY CAMPAIGN



Soft-Launch

Launch “mini” in-state campaign this summer to promote Louisiana’s recent momentum. Assess performance and success.



Strategic Messaging

Launch long-term campaign after evaluating mini-campaign, refining strategy, theme and target audiences as needed.



Amplify

Engage private sector and other partners to amplify the message.

ELEVATED FOCUS ON EXISTING LOUISIANA BUSINESSES

Prioritize services to and investment in
companies already operating in Louisiana.



ELEVATED FOCUS ON EXISTING LOUISIANA BUSINESSES



Louisiana Driver Companies

Complete economic stewardship visits with 800 Louisiana driver companies annually.



Small Business Toolkit

Deploy technology-enabled toolkit to critical mass of Louisiana small businesses.



Promote Small Businesses

Prioritize storytelling about and communication with the Louisiana small business ecosystem.



Business Database

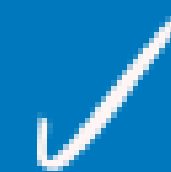
Launch a Louisiana vendor/business database to ensure existing Louisiana businesses have a line-of-sight into opportunities with LED announced projects.

INVESTING IN LOUISIANA'S LONG GAME

Prioritize investments that drive direct,
long-term financial return to the state.

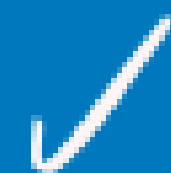


INVESTING IN LOUISIANA'S LONG GAME



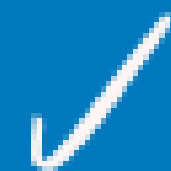
Sites & Infrastructure Fund

Build out and activate new Sites and Infrastructure Fund.



Increase Tech Capital

Identify and deploy 200% increase in capital to Louisiana early-stage technology companies.



New Seed Funding

Onboard three new seed-stage capital funds through LAIO's LP network.

EASE OF USE

Develop customer-centric models
for all LED experiences.



EASE OF USE



LED Offices

Move LED office locations to new spaces that reflect the excellence and innovation identity of Louisiana while welcoming and engaging stakeholders.



Enhance Technology

Develop and enhance technology to simplify all LED user experiences, including AI where appropriate.



Integration of Teams

Ongoing integration of internal LED teams to provide seamless service to stakeholders.

WHOLE OF LOUISIANA ENGAGEMENT

Identify and engage key partners in LED's work to maximize outcomes.



WHOLE OF LOUISIANA



Regional Plans

Ensure all eight regional economic development organizations (REDOs) have strategic plans aligned with statewide efforts.



Pilot C-Suite Program

Develop and activate pilot program to formally engage 20-30 C-Suite leaders to directly support LED's work.



Lead Generation

Develop an easy-to-use lead generation tool to be utilized by private sector partners.

ENSURE LOUISIANA'S COMPETITIVE ADVANTAGE

Optimize Louisiana's competitive position through foresight, smart policy and agile response.



ENSURE LOUISIANA'S COMPETITIVE ADVANTAGE



Policy Priorities One-Pager

Create and distribute one-page working document focused on ten policies that impact Louisiana's economic outcomes.



Incentives Toolkit

Continue to craft incentive package for most competitive and robust use with specific focus on new High Impact Jobs Program.

MAXIMIZE PROJECT PIPELINE

Curate a robust and impactful project pipeline to establish a nation-leading business development engine for Louisiana.



MAXIMIZE PROJECT PIPELINE



Regional Energy Plans

Advance Louisiana's energy sector through eight region-specific plans tailored to local energy opportunities.



Pipeline Prioritization

Define the formula for the business development project funnel/pipeline to ensure high-quality, viable projects.



International Strategy

Launch international strategy with initial focus on three regions across the globe aligned with the plan.

LEADERSHIP IN INNOVATION & AI

Advance Louisiana's emerging technologies to shape the state's future through accelerating AI adoption, strengthening the innovation ecosystem and catalyzing ideas into scalable impact.



LEADERSHIP IN INNOVATION & AI



Pilot AI Projects

Launch six applied-AI pilot projects across sectors like energy, risk management and trade.



Adopt AI Enterprise-Wide

Become the first state agency to fully adopt enterprise-wide AI for internal optimization.



Accelerators

Establish two new accelerators aligned with Louisiana's strategic innovation priorities.