

**Written Testimony of John T. Landry,  
Member of the Board of the Louisiana Recovery Authority  
Before the U.S. Senate Committee on Small Business and  
Entrepreneurship Field Hearing on “Rebuilding the Gulf Coast: Small  
Business Recovery in South Louisiana”**

February 20, 2008

Senator Landrieu and Senator Vitter, my name is John T. Landry and I am a longtime resident of South Louisiana. I wanted first to thank you both for your continued commitment to Louisiana’s residents. Thank you for inviting me to speak to you today on behalf of the Louisiana Recovery Authority about the federal response to the state’s economic devastation and the state’s efforts to recover from Hurricane Katrina – the most catastrophic and costly disaster in American history – and Hurricane Rita – the third most expensive disaster.

The Louisiana Recovery Authority, more commonly known as the “LRA,” is the state’s authority in charge of coordinating recovery efforts and special funding related to Hurricanes Katrina and Rita. I myself am a volunteer and serve as Chair of the Board’s Infrastructure Task Force.

I am grateful for the opportunity to share with you today the ways in which we have invested our federal dollars strategically to fund innovative programs to meet our current needs with an eye to the future. And to share our continued challenges facing economic recovery that demand attention by all levels of government and private interests.

**EXECUTIVE SUMMARY**

Through aggressive and strategic measures, the state has created a number of initiatives to spark economic recovery despite a lack of adequate funding to recover from the extreme losses.

Immediately following the storms, the state put \$10 million in state funds to a Bridge Loan program to provide gap financing for more than 370 impacted small businesses as they waited for SBA loans or insurance proceeds to kick in.

As federal funds were committed to Louisiana, the LRA Board then carved out another \$350 million from much-needed infrastructure repair funds to assist in the recovery of the State’s damaged businesses and workforce. While these funds are not nearly enough funding to address the significant challenges to the State’s economic recovery, the LRA with its state agency partners developed a strategic approach to addressing the retention and stabilization of the business community and workforce, and to catalyze recovery in key economic sectors.

It is clear that in the immediate, there are a number of different needs that are required to stimulate the economic recovery of the most impacted parishes as well as address the pressures the disaster has placed on all communities throughout the state. A number of additional measures are outlined below that would provide a comprehensive approach to economic recovery.

**Bolster economic recovery**

- Fund low-cost financing, capital and technical assistance to small businesses and entrepreneurs in the recovery. This is needed for both neighborhood-based commercial

enterprises and high growth start-ups in industries that local communities have prioritized as economic development targets, including digital media, biomedical and technology based businesses, and incubators. To date, there is no funding available for start-up companies that bring innovation and much needed services to our recovering communities.

- Continue to support the extension of GO Zone incentives and an additional \$5 billion in tax exempt bonds to continue to spur private investment in the most impacted parishes.
- Extend the 26% federal Historic Rehabilitation Tax Credit Program until December 21, 2010 AND increase credit to 30% for most severely damaged parishes
- Request an additional \$600 million allocation of special GO Zone New Markets Tax Credits
- Develop a fund to support an awareness and marketing campaign to correct misperceptions about Louisiana and New Orleans and promote it as a tourist destination.
- Assist in the recovery of Louisiana's commercial and recreational fisheries with additional resources to provide individual fishermen and processors the financial tools to recover and rebuild.

### **Address the acute domestic labor shortages in all economic sectors**

The workforce crisis faced by the state is a systemic problem facing most states that has been exacerbated by the storms. The labor shortage facing Louisiana poses a threat to recovery in all sectors. Funds for training and placement must be coupled with additional resources for temporary worker housing, relocation funds, as well as subsidies for transportation and childcare in order to support efforts to rebuild the state's workforce.

### **BACKGROUND**

The state has taken tremendous strides since the dark days of late 2005.

Most recently, Governor Jindal has made it clear that economic reform is a central tenet of his administration. The Governor is committed to an environment that supports innovation and business confidence to create more high-wage jobs and industry diversification. As a first act, the Governor has called a special session to address tax reforms critical to improving business confidence. LED Secretary, Stephen Moret, is also focused on creating a business-friendly environment focused on business retention as well as benchmarking other states' policies to ensure we are best in class.

Here in Lake Charles we see great examples of progress. We have seen at least \$300 million in construction being spent in the parishes most devastated by Rita, with hundreds of millions of investment on the way. The Louisiana Recovery Authority just approved \$35.2 million for long-term recovery projects in Cameron, Calcasieu and Vermilion parishes. Local leaders will focus these funds on crucial developments identified by citizen-led planning processes in the area.

In other signs of progress, traffic has increased at the Lake Charles Regional Airport, which broke ground on a new terminal in this past fall. In addition, Chenault Airpark has reopened and is investing more than \$40 million in rebuilding efforts over the next two years. The Port of Lake Charles, the nation's 12<sup>th</sup> largest seaport, generated nearly \$8 billion in total economic activity in 2006 and is planning more than \$1 billion in major expansions. McNeese researchers secured a grant through the LRA and Board of Regents' Research Recovery Program to invest in the university's research capacity and its potential economic benefits. Through the Recovery Workforce Training program more than \$9 million in funding is going to workforce development

in key industries such as healthcare, construction and oil & gas. In Cameron Parish, high school athletes and students just dedicated the field of the South Cameron Sports Complex. And thanks to some \$25 million in state and federal funds, a new South Cameron Memorial Hospital is opened this past fall. The hospital is the only hospital serving this area and offshore oil workers working nearby and has been rebuilt to withstand hurricane force winds and at a higher elevation for safety..

We are seeing similar signs of progress across South Louisiana. The LRA Board just approved an additional \$500 million to parishes across South Louisiana for long term recovery planning priorities. More than \$6 billion in tax exempt bonds have been let under the \$7.8 billion GO Zone tax exempt bond allocation. According to estimates by local economist Loren Scott and regional economic development organizations such as GNO, Inc., more than \$62 billion in rebuilding dollars are to be spent in our state in the next two years. Just last week, Louisiana's worldwide merchandise exports reached \$30.4 billion, exceeding their 2006 record year, according to a recent report from the New Orleans World Trade Center. Additionally, recent research conducted for the LRA by LSU professor Dek Terrell shows some very good news for businesses across the state. Most of the state had climbed back within 3 percent of pre-storm employment.

In fact, by the 1<sup>st</sup> quarter of 2007, the state was only 505 employers shy of pre-storm levels. This represents a significant increase statewide from an initial loss of 5,178 employers immediately following the Hurricanes and also shows progress over 2006Q4. The report also revealed that the state as a whole had an overall business failure rate of 22.75% from 2005Q2 to 2007Q1, while the Southeast and Southwest regions had failure rates of 29.83% and 19.84% respectively.

But although these facts clearly indicate upward trends in the state overall, the story to be told is a tale of two recoveries. It is clear that while there is growth to be seen in many of the recovery parishes, there continues to be serious losses to the economies of the most affected regions. Parishes like Calcasieu and St. Tammany have experienced the typical hurricane recovery "V" curve – an extreme downturn in the weeks immediately following the storms and then an economic bounce as construction and other rebuilding commences. Parishes like Cameron, Orleans and St. Bernard, on the other hand, that experienced storm surges of 18' and more or flood waters from the federal levee breaches are, not surprisingly, still experiencing significant struggles in reviving and growing their economies.

Together, the storms caused an estimated \$100 billion dollars in damages to homes, property, businesses and infrastructure in Louisiana alone. While about \$40 billion dollars of these losses are covered by private hazard and flood insurance, and we also recognize and are sincerely thankful for the estimated \$26 billion that is flowing to the State to help us rebuild our homes and physical infrastructure. But that still leaves a gap of \$34 billion dollars... or put another way, that's about \$20,000 in unrecovered losses for every household in the state. This funding gap does not include the 127,000 jobs and 4,000 businesses in Southeast Louisiana that haven't come back, which shrunk Louisiana's economy by \$11.5 billion last year. Nor does it cover the more than \$1.69 B in wages in the same period; \$1.59 billion of this loss was experienced by Orleans parish alone which lost more than 130,000 jobs (22%). Furthermore, approximately 8,000 businesses had failed in South Louisiana by the end of June 2006. In Orleans parish, this represented 1 out of 3 businesses; in St. Bernard and Cameron parishes this ratio was more than half of all businesses. This also does not count all of the emergency and social services requirements incurred.

Louisiana's major industry sectors experienced extreme setbacks.

- Outages in production capacity in Louisiana's petrochemical industry following disruptions to the natural gas supply after Hurricane Rita created a ripple effect of shortages that created corresponding shortages in final products ranging from plastic milk jugs to medically important blood bags.
- It is estimated that more than \$400 million worth of damage was done to the infrastructure of Louisiana's fisheries sector, which produces about a quarter of all the seafood caught in the United States. Thousands of commercial and recreational fishing boats, and marinas, docks, ice houses, wholesalers, and processing plants were destroyed or damaged.
- The continued lack of visitors to the State following the storms is wreaking havoc on the State's cultural and tourism businesses. It is estimated that \$1 billion in tourism-related revenues has been lost in New Orleans alone since the storms.
- Our higher education research facilities lost billions in original research specimens and equipment. This, coupled by a flight of key faculty and slow return of students, put extreme strain on this critical economic sector.

Small businesses which make up more than 90% of all businesses in Louisiana experienced extreme setbacks -- over 80,000 businesses were impacted, nearly 11,000 businesses completely destroyed. These businesses continue to face extreme challenges in their path to rebuild and contribute to the economic recovery of their communities. These businesses operate in a world of uncertainty that would shutter less tenacious and committed business owners. All businesses are suffering from skyrocketing costs of insurance, utilities, labor and a lack of stable infrastructure. Few businesses in Orleans and St. Bernard can count on the return of their market place and are faced with the need to reinvent themselves in order to survive. Fishermen who lost their boats and gear are still struggling to repair and replace their means to livelihood.

Compounding the challenges of rebuilding for most businesses – large and small - is a shortage in qualified labor. Not only does the state anticipate a need for 90,000 new construction workers in Louisiana alone in next 5 years. Right now, there are more than 95,000 job vacancies in the state; a third of these jobs are in the Southeast region. Employers not only cannot find enough workers to do the work at hand, they are hindered by taking on new projects because of the lack of a workforce.

The continued lack of affordable housing in Orleans and other parishes is a major barrier for displaced workers who want to get home and back to work, but can't because they can't make ends meet as they once could due to soaring rents. A lack of a regional transit system and the slow repair of local transit systems lead to people dislocated from the metropolitan center having to pay 2 or 3 different fares to get to work. Training programs are even having to deny people training opportunities because reliable transportation is a requirement of many of the available jobs.

The bottom line is that many businesses and workers in the most devastated areas are still struggling to recover, and they will continue to need our help for many months and years ahead. So while federal aid and private donations have been unprecedented, Louisiana still has unprecedented needs and we will need the Congress's continued strong support going forward.

## **WHAT'S BEEN DONE**

The state has taken an aggressive and strategic approach to economic recovery despite a lack of adequate funding to recover from the extreme losses. Immediately following the storms, the state allocated \$10 million in state funds to a Bridge Loan program to provide gap financing for more than 370 impacted small businesses as they waited for SBA loans or insurance proceeds to kick in.

The State then received a generous allocation of approximately \$13.4 billion in federal disaster recovery funds. Unfortunately, none of these funds were targeted specifically to economic recovery at the federal level. In fact, during negotiations between the LRA Board and Chairman Powell for the additional \$4.2 billion in disaster recovery funds that the ultimately President recommended to Congress in February, 2006, Chairman Powell asked that the additional funding requested be based on using the entire \$10.4 billion to meet housing and infrastructure repair estimates and required that requests for economic development not be included at that time.

Because of Louisiana's overwhelming devastation, it was clear to the state and the LRA Board that rebuilding levees, housing, and public infrastructure as well as investing in economic development were all critical priorities and each needed assistance. The lack of federal funding for our small businesses and workers stands in stark contrast to the emphasis on economic recovery following the attacks of September 11. Because housing and infrastructure damage were comparably smaller in that disaster, approximately \$2.7 billion in federal funding was spent to restart New York's economy and officials there were able to set aside \$1.2 billion to be spent solely on grants to help businesses recover and workers get back to work.

Despite this oversight, the state stepped in to help support small businesses, assist workers, and invest in our future economy. Governor Blanco requested that the LRA Board carve out \$350 million from much-needed infrastructure repair funds to assist in the recovery of the State's damaged businesses and workforce. While these funds are not nearly enough funding to address the significant challenges to the State's economic recovery, the LRA with its state agency partners developed a strategic approach to addressing the retention and stabilization of the business community and workforce, and to catalyze recovery in key economic sectors.

### **Business Recovery**

The state first added another \$35 million into the existing Bridge Loan program which provided loans up to \$100,000 to another 380 businesses. Again, the Bridge Loan was intended as gap financing for eventual SBA loans or insurance payouts. As it became clear in the fall of 2006 that SBA loans and insurance were both taking longer than expected to payout, the state set aside more than \$200 million for a grant and loan program for small businesses. The first phase of the Business Recovery Grant and Loan program, which was developed by the LRA and is administered by Louisiana Economic Development, launched in January of 2007 and has made possible nearly 3,500 grants of up to \$20,000 to small businesses and loans of up to \$250,000 to more than 350 businesses. A second phase of this program to be launched in April 2008 will help an additional 1,500 small businesses.

These funds are not just being used as emergency funding but are being reinvested into innovative, hard-working businesses. They are being used to pay critical operating expenses, diversify business offerings and provide critical services to communities. The funds support the rebuilding of the fishing industries in Plaquemines and Cameron as well as operating capital for cultural businesses that retain the culture and soul of our state. Additionally, these funds are being used to repair retail and service companies like CHL Linen in New Orleans which is using their funds to buy fabrics that will help them replenish their stock and serve their customers.

Another company, Beary Cherry Tree Daycare, is using its grant award to pay for increased insurance costs in order to provide a critical community service.

The state is utilizing our federal funding to create innovative, long-term investments in our communities. As part of this program, LED and the LRA established a revolving loan fund to create a long term investment in these communities. An estimated \$90 million in repaid loan funds from this program will be recycled as new loans within the impacted communities of South Louisiana. This is a way that we are ensuring that the federal dollars we receive not only have impact today, but into the future, as well.

Additionally, the LRA and LED designed a Technical Assistance Program to provide technical assistance to these and other small businesses eager to contribute to the recovery of the State's economy.

### **Workforce Recovery**

In order to address the shortage of labor faced by the state's employers, the LRA established the Recovery Workforce Training Program. Administered by the Workforce Commission, the \$38 million program addresses the recruitment and training of workers needed by employers in six key recovery sectors -- construction, healthcare, oil & gas, transportation, cultural economy and advanced manufacturing. Since June 2007, more than 1,500 people have signed up to be trained in all occupations from entry level construction worker to registered nurses. The program's main focus is on ensuring job placement. To date, approximately 500 trainees have been placed in employment.

Additionally, the state received an initial federal allocation of more than \$10 million from the U.S. Department of Labor for the Pathways to Construction program. The state put an additional \$5 million into this program. To date the program has trained approximately 10,000 entry-level construction workers.

### **Other Sector Initiatives**

The LRA also designed programs to focus federal funds not just on immediate recovery priorities, but to invest in growth sectors to serve as a catalyst to the future economy.

The Recovery Tourism and Marketing program, developed in conjunction with the Department of Culture, Recreation and Tourism, placed \$28.5 million in local tourism and marketing to organizations to stem the decline in tourist markets that are having a negative ripple effect on the entire State's bottom line.

The LRA and the Louisiana Board of Regents used \$28.5M to develop the Research Commercialization and Educational Enhancement program. This program has given more than \$27M to rebuild the science and technology related research programs and related workforce development programs at 11 severely damaged universities that can lead to economic development outcomes. Additionally, the program funds a strategic planning process to help the state focus on systems to enhance the commercial potential of these activities for the long-term.

The LRA also set aside \$19 million under the Fisheries Infrastructure Program to rebuild and repair the infrastructure critical to this much damaged industry.

### **WHAT REMAINS TO BE DONE**

It is clear that in the immediate, there are a number of different needs that are required to stimulate the economic recovery of the most impacted parishes as well as address the

pressures the disaster has placed on all communities throughout the state. A number of additional measures are outlined below that would provide a comprehensive approach to economic recovery.

### **Bolster economic recovery**

- Support small businesses and entrepreneurs in the recovery areas with financing, low-cost capital and technical assistance. This is needed for both neighborhood-based commercial enterprises and high growth start-ups in industries that local communities have prioritized as economic development targets, including digital media, biomedical and technology based businesses, and incubators. To date, there is no funding available for start-up companies that bring innovation and much needed services to our recovering communities.
- Enact pending small business assistance legislation:
  - S. 163, the Senate-passed SBA Disaster Reforms bill that includes HUBZone designation for Katrina and Rita areas
  - HR 1468, disaster relief for small businesses
  - HR 1361, the RECOVER Act
- Develop a fund to support an awareness and marketing campaign to correct misperceptions about Louisiana and New Orleans and promote it as a tourist destination. These funds would be used to increase national advertising and marketing initiatives.
- Funding to relocate businesses that utilize the Mississippi River Gulf Outlet (MRGO) which will be closed to provide hurricane protection.

### **Assist in the recovery of Louisiana's commercial and recreational fisheries**

- Provide adequate and equitable resources for the recovery of our commercial and recreational fisheries, including direct support to fishers and seafood processors as well as infrastructure
- Ensure that FEMA tasks the Coast Guard by mission assignment or interagency agreement with the responsibility for conducting a comprehensive marine debris removal program as was done in Alabama and Mississippi
- Provide sufficient funding for NOAA to complete their Gulf Coast Survey work along the entire Louisiana coast

### **Address the acute domestic labor shortages in all economic sectors**

- Provide additional employer-based subsidies that could be used for recruitment, wage, housing, transportation, childcare or training stipends to retain and attract a much-needed workforce.
- Support additional funds for the state's Recovery Workforce Training program and the Pathways to Construction program to train and place additional workers in sectors critical to the recovery.
- Request an exemption for Gulf Coast states from the upcoming rescission of federal Workforce Investment funds that critical to addressing our workforce crisis.
- Provide transition assistance for workers wanting to return home
- Support domestic labor recruitment from regions with persistent job shortages
- Streamline the H2B Visa process, which can take up to 120 days to complete. Temporarily increase the quota from the current 66,000 to 250,000 or 300,000 while guaranteeing a certain percentage to the GO Zone. Extend the time H2B Visa workers are allowed to work in the U.S. from one year to 3 to 5 years.

- Establish a temporary legal presumption in the GO Zone that there is a labor shortage. [An employer must certify that there are no available American workers to meet the expected labor requirements.] Or, establish a temporary guest worker pilot program in the GO Zone.
- Provide Higher Education stipends to retain students displaced by the storms.

### **Increase Tax Incentives**

- Recovery will accelerate from an additional \$5 billion GO Zone bond allocation
- Extend the 26% federal Historic Rehabilitation Tax Credit Program until December 31, 2010 AND increase credit to 30% for most severely damaged parishes
- Request an additional \$600 million allocation of special GO Zone New Markets Tax Credits
- Allow for National and Regional CDEs to invest in New Markets Tax Credits in Treasury Department-recognized Damaged Census Tracts "Specially Qualified GO Zone Targeted NMTC Census Tracts"
- Extend CRA credit to national banks investing in the Gulf Coast. These provisions expire in August 2008. Once that designation is lifted, banks only get credit in areas where they do business which removes the incentive to invest in the Gulf Coast. This is a lost opportunity just when the time is right for this stream of investment.
- Clarify GO Zone "bonus depreciation," Either the IRS should promptly issue guidance or the Go Zone law should be amended to clarify that Go Zone bonus depreciation is not recaptured in a Section 1031 exchange transaction.

### **Conclusion**

Recovery models in prior catastrophes were based on assumptions that proved invalid post-Katrina. The broader recovery issues associated with the rebuilding of the regional economy – lack of qualified workers, housing, etc. – pose unique issues for the recovery of small businesses

The State has made significant strides in economic recovery with few resources. What is needed for future disasters is a federal disaster business recovery package that can be implemented in the immediate aftermath of a disaster and would include a grant and loan package as well include wage subsidies and rental assistance to employees needed to keep up productivity levels in a recovering community. Grants and loans must have minimal restrictions and paperwork to allow business owners to reopen and contribute to economy. The size of the program should be in direct ratio to the number of businesses that experience business interruption and damage from an event. The size of grants and loans should provide sufficient capital for a business to cover losses and stabilize. Programs developed after 9/11 and the 2005 hurricanes should be used as models to develop such a program.

We know that you and your colleagues, both in the Senate as well as in the House, have been hard at work at such programs and have succeeded at securing significant changes to programs, such as the SBA loan program, that have not worked well for our businesses. We want to thank you for your significant efforts in this direction.

I want to thank you both again for your continued vigilance in support of South Louisiana. We would not be able to report as much progress were it not for your tireless advocacy for the state's continued needs.

Thank you for the opportunity to appear before you today. I'd be happy to take any questions that you may have.



**APPENDIX A: LRA ECONOMIC AND WORKFORCE DEVELOPMENT PROGRAMS**



## *Moving Beyond Katrina and Rita:*

# **Economic and Workforce Development Programs**

*Under the Economic Development category, \$332.5 million of Community Development Block Grant (CDBG) funding is being utilized to stimulate the short-term and long-term economic recovery of Louisiana.*

Immediately following the storms, Governor Blanco requested that the LRA Board carve out \$350 million from much-needed infrastructure repair funds to assist in the recovery of the State's damaged businesses and workforce. While not nearly enough funding to address the significant challenges to the State's economic recovery, the State has used this first phase of funding to develop a number of innovative programs to retain and stabilize the business community and workforce, and to catalyze recovery in key economic sectors.

### **PRINCIPLES OF ECONOMIC DEVELOPMENT RECOVERY**

- Target investment in small businesses as the backbone of our economy
- Address severe workforce shortages in critical recovery sectors
- Assist neighborhood & local economic development priorities by investing in commercial corridor revitalization and supporting high growth sectors.
- Invest in higher education institutions as economic generators.
- Reposition image of Louisiana and New Orleans as open for business.

Below is an overview of the Economic and Workforce Recovery programs designed by the LRA and its state partners.

### **Program Allocations:**

Program	CDBG Allocation (\$MM)
Tourism & Marketing Program	\$28.5
Recovery Workforce Training Program	\$38.0
Research Commercialization & Education Program	\$28.5
Business Recovery Assistance	
Bridge Loan Program	\$43.0
Small Firm Grant and Loan Program	\$211.0
Technical Assistance Program	\$9.5
Administrative costs	\$17.5
<b>TOTAL</b>	<b>\$350</b>



# Tourism and Marketing Program

*The Tourism and Marketing program has been established by the Louisiana Recovery Authority (LRA) in cooperation with the Department of Culture, Recreation & Tourism to boost tourism in areas of Louisiana impacted by the 2005 storms.*

## **Program Purpose**

- The primary objective of the \$28.5M Louisiana Tourism Marketing Program is to increase the number of visitors to the impacted areas in order to:
  - Save many small businesses that cater to convention attendees and tourists that have been without customers since the storms;
  - Retain the businesses that are part of the charm and character of New Orleans and South Louisiana and are such an important part of its appeal to tourists and residents alike;
  - Increase the number of available jobs and increase wages; and
  - Increase tax revenues for the communities in which the businesses reside.
- The program will also strengthen consumer confidence, which helps encourage conventions to return and citizens to return and rebuild, and which sustains small businesses that rely on tourism. The State's image after the hurricanes has weakened investor confidence with regards to spending money in Louisiana. This has affected convention planners or businesses seeking to invest resources to create jobs.
- The Louisiana Tourism Marketing Program will target leisure travelers as well as convention and business travelers. This initiative will include, but is not limited to:
  - Convention and interactive marketing, promotions to travel agents, and related activities.
  - An awareness campaign focusing on New Orleans, Southeast Louisiana, and Southwest Louisiana. This campaign will target drive-in and national travelers as well as international travelers.
  - Niche marketing programs designed to promote family activities and festivals and cultural attractions unique to the areas most affected by the storms.
  - Coordinated marketing efforts between the Department of Culture, Recreation, and Tourism (CRT) and the Louisiana Department of Economic Development (LED) to regain investor confidence for spending money and creating jobs in Louisiana.
- The initiative will reach travelers and businesses through television and print advertising, direct sales, special promotions, communications, and media.
- Participating programs include government and non-profit entities involved in promoting the tourism and convention industry in the parishes in southeast and southwest Louisiana most affected by Katrina and Rita, including but not limited to those areas with substantial infrastructure damage.

## Snapshot of Programs Funded

<b>Organization</b>	<b>Parish</b>	<b>Program</b>	<b>Program Details</b>	<b>Allocation</b>
Jefferson Convention & Visitors Bureau	Jefferson	Family Attractions Marketing	Increase existing multi-media consumer marketing programs nationwide of family events and attractions and to increase the visitors to the New Orleans metropolitan region, affecting tourist-related tax revenue, jobs, and overall economic development of both Jefferson and Orleans parishes.	\$750,000
Lafourche Parish Tourist Commission	Lafourche	The Heart & Soul of America's WETLAND Tourism Recovery Partnership	Actively solicit positive editorial stories in major outdoor and travel print venues via FAM tours and supplemental family and outdoor "experiences" print advertising for the Heart & Soul of America's WETLAND Tourism Recovery Partnership including Lafourche and Terrebonne parishes.	\$60,000
Louisiana Office of Tourism	All	Post Katrina Domestic Consumer Advertising Campaign; Post Katrina Public Relations Image Rebuilding Campaign	Provide a comprehensive marketing program designed to improve perceptions, attitudes and overall intent to visit within our key visitor markets, achieving economic recovery through increased visitation and visitor spending statewide.	\$5,500,000
Louisiana Stadium & Exposition District	Orleans	Annual Special Events  2008 NBA All-Star Weekend  Concert Promoter Incentives  Essence Festival (2007 and 2008)	Provide direct marketing, promotional, and production support to special events in an effort to attract visitors and maximize attendance at each event.  The National Basketball Association's (NBA) premier event, All-Star weekend, is a major city-wide attraction featuring activity at venues throughout New Orleans area, including the New Orleans Arena, Superdome and Ernest N. Morial Convention Center.  To increase the number and attendance of musical concerts presented at the New Orleans Arena.  The Essence Festival is an annual event hosted over a three-day period in July at the Louisiana Superdome and Ernest N. Morial Convention Center. The festival is the largest African American event of its kind attracting over 100,000 in attendance and generating an economic impact of over \$100,000 million to the area.	\$1,000,000
New Orleans Metropolitan Convention & Visitors Bureau	Orleans	New Orleans Tourism Recovery Program	The New Orleans CVB will expand its direct sales and marketing efforts in order to drive increased growth and economic impact generated by the city's tourism industry.	\$8,500,000
New Orleans Public Facility Management, Inc. (Morial Convention Center)	Orleans	New Orleans Morial Convention Center Marketing	Market the Ernest N. Morial Convention Center aggressively as a premier venue for conventions, tradeshows, and meetings to association/corporate meeting planners, exhibitors and trade media.	\$2,000,000

New Orleans Tourism Marketing Corporation	Orleans	New Orleans Post Katrina Domestic Consumer Marketing	A comprehensive marketing program designed to influence domestic leisure travelers to visit New Orleans and drive visitor spending to increase City's tourism-related tax base, employment and revenue.	\$8,500,000
River Parishes Tourist Commission	St. Charles, St. James, St. John	New Orleans River Region  Branding Study and Advertising/Marketing Campaign	Implement a multi-pronged marketing initiative that will identify visitor and potential visitor perceptions of the region to develop a cost-effective marketing campaign that targets and delivers a strong consumer and trade marketing and advertising message.  Conduct research on how destination is perceived and if our advertising campaign is relating that message. Develop ad/marketing campaign from results of study.	\$150,000
St. Bernard Parish Office of Tourism	St. Bernard	St. Bernard Parish Domestic Consumer Marketing	Implement an aggressive, multi-faceted marketing and public relations program including but not limited to group tours, sporting events, trade shows, website development, print ads in order to increase the economic impact of tourism in St. Bernard Parish.	\$200,000
St. Tammany Parish Tourist Commission	St. Tammany	Enable St. Tammany Tourism and Attraction Recovery  Northshore Harbor Center Marketing	Implement a multi-phased marketing strategy to increase tourism expenditures and drive attendance to attractions in St. Tammany Parish and speed the economic recovery from Hurricane Katrina. An aggressive marketing campaign will be utilized to battle negative perceptions of St. Tammany and position The Northshore Harbor Center (NHC), which was damaged by Hurricane Katrina just 3 months after opening, as a regional meeting site.  The Northshore Harbor Center was damaged by Hurricane Katrina just 3 months after opening. An aggressive marketing campaign will be utilized to battle negative perceptions of the region and position NHC as a regional meeting site.	\$600,000
Tangipahoa Parish Convention and Visitors Bureau	Tangipahoa	Amtrack Louisiana Roadshow Partnership	Implement an aggressive, multi-faceted marketing program targeting travel writers, meeting planners, group tours, student travel, and athletic events in order to positively increase the economic impact of tourism on Tangipahoa Parish, Louisiana.	\$75,000
Vermilion Parish Tourist Commission	Vermilion	Vermilion Parish Regional Tourism Enhancement	To market Vermilion Parish to state, national and international visitors by increased awareness in what our parish has to offer visitors.	\$50,000
Washington Parish Tourism Commission	Washington	Strategic Marketing Plan for Washington Parish	Market and promote Washington Parish in the regional drive market through identifying specific and realistic visitor markets and implementing an effective	\$50,000

			and compelling advertising message.	
Administration Costs			Reserve monies	\$115,000
<b>TOTAL</b>				<b>\$28,500,000</b>

# Recovery Workforce Training Program (RWTP)

*The \$38 million Recovery Workforce Training Program (RWTP) has been established by the Louisiana Recovery Authority (LRA) and the Louisiana Workforce Commission in cooperation with the State Office of Community Development's (OCD) Disaster Recovery Unit to create workforce training & placement programs that meet the needs of businesses in sectors critical to the recovery and rebuilding of the areas affected by hurricanes Katrina and Rita.*

## **Program Purpose**

- The current recovery economy requires a highly skilled and well-trained workforce to meet the immediate needs of sectors critical to the physical rebuilding and economic recovery of the regions impacted by the hurricanes. The six sectors identified as critical are: Advanced Manufacturing, Construction, Cultural Economy, Healthcare, Oil and Gas, and Transportation.
- The RWTP program provides funding to create *sector strategies*, or *sector-based initiatives* to address the need for trained workers, to support recovery and rebuilding of areas impacted by the 2005 storms, and to promote the long-term recovery of the State's overall economy.
- The program is centered on realizing three inter-related factors:
  - The return of the displaced workforce;
  - The retention of the existing workforce; and
  - The concerted effort to increase the development of skills for new jobs in sectors related to recovery efforts and a future growth economy.

## **Program Implementation**

- Among the six critical sectors, eighteen programs were selected through a competitive Request for Proposals (RFP) process overseen by the Louisiana Workforce Commission.
- These programs provide services throughout regions impacted by both hurricanes Katrina and Rita.
  - \$20.3M (53%) has been allocated for projects in parishes impacted by Katrina;
  - \$6.2M (16%) has been allocated for projects in parishes impacted by Rita; and
  - \$11.5M (30%) has been allocated for projects covering areas impacted by both Katrina and Rita.
- Estimated Projections:
  - Projected Completers: 7,368
  - Projected Placements: 5,918
- This program is being funded through a grant from the U.S. Department of Housing and Urban Development as eligible under Section 105(a)8 of the Housing and Community Development Act of 1974. The activities implemented through this program will meet the national objective of benefiting persons of low to moderate income.

## **Contact Information**

For further information on the overall RWTP contact Cynthia Douglas and John Stewart of the Workforce Commission at 225-342-1205.

## **Snapshot of Programs Funded**

### **ADVANCED MANUFACTURING**

<b>Workforce Intermediary/ Fiscal Agent</b>	<b>Occupation</b>	<b>Projected Completers</b>	<b>Projected Placements</b>	<b>Parishes</b>
Greater New Orleans, Inc.	Entry level (work ready, employer will train), welder, pipefitter, shipfitter, machinist, electrical technician, industrial maintenance, instrumentation technician, process operator/technician, production operator, mechanic, and designer (CAD/CAM)	1,000	900	Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Tammany, St. Charles, St. John, Tangipahoa, Washington
Louisiana Technical College Region IV/LEDA	Welders, Machinists, production helpers, electricians; accelerated welding	105	84	Iberia, Vermilion, Acadia, Cameron, Calcasieu, St. Mary, Lafourche
<b>Advanced Manufacturing Total</b>		1,105	984	

### **CONSTRUCTION**

<b>Workforce Intermediary/ Fiscal Agent</b>	<b>Occupation</b>	<b>Projected Completers</b>	<b>Projected Placements</b>	<b>Parishes</b>
Associated Builders & Contractors – Pelican Chapter	Welding, Pipefitting, Electrical, Carpentry	181	152	Calcasieu, Cameron, Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Vermilion, Acadia, Allen, Beauregard, Iberia, Jefferson Davis, Lafourche, St. Charles, St. John the Baptist, St. Mary, Tangipahoa, Terrebonne, Washington
Gulf Coast Construction Career Center/Center to Protect Worker's Rights	Electricians, plumbers, pipefitters, plasters, cement masons, painters, roofers, waterproofers, insulators, sheetmetal workers, truck drivers,	507	405	Greater New Orleans

laborers, carpenters,  
millwrights, piledrivers

Louisiana Department of Corrections	Carpenters, masons and cement finishers, HVAC installers, welders, plumbers and plumbers helpers, upholstery and upholstery repairers, pile drivers, electricians	960	672	All Parishes
Louisiana Technical College - Region IV	Carpenters, welders, industrial mechanics, electricians, construction laborers, truck drivers, clerical, AC repairers	215	171	Iberia, Vermilion, Acadia, Cameron, St. Mary, Lafourche, Calcasieu
Louisiana Technical College - Region IX	Electricians, carpenters, plumbers, HVAC technicians, general maintenance	330	281	St. Tammany, Tangipahoa, Washington
New Orleans Worker Resource Center/South Central Laborers Training and Apprenticeship Fund	Construction labor, residential construction helpers (plumber/pipelayer, painter, electrician, roofer, drywall, brickmason, carpenter), environmental cleanup	631	462	Orleans, Jefferson, St. Bernard, St. Tammany, Plaquemines, St. Charles, St. James, St. John
<b>Construction Total</b>		<b>2824</b>	<b>2143</b>	

**CULTURAL ECONOMY**

Workforce Intermediary/ Fiscal Agent	Occupation	Projected Completers	Projected Placements	Parishes
Jefferson Parish Chamber of Commerce/Delgado	Restaurant cooks, bartenders, chef/head cook, food batchmakers, bakers, and food service entrepreneurs	596	559	Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, St. Charles, Tangipahoa
New Orleans Video Access Center, Inc.	Production, planning and expediting clerks; General Office clerks; Electrician's helpers; Riggers; Installation, maintenance, and repair workers; Freight, stock, and material movers	228	122	Orleans, Jefferson, St. Tammany
<b>Cultural Economy Total</b>		<b>824</b>	<b>681</b>	

**HEALTHCARE**

Workforce Intermediary/ Fiscal Agent	Occupation	Projected Completers	Projected Placements	Parishes
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Greater New Orleans, Inc./Delgado	Nurses (RN, C.N.A, License Nurse practioners), Surgical & Pharmacy Techs, EMTs, Paramedics, Respiratory Therapists, Medical Coders & Billing and Collection Staff	810	648	Orleans, Plaquemines, St. Bernard, Lafourche, St. Charles, Washington, Tangipahoa, St. John, St. Tammany
Louisiana Public Health Institute	Emergency medical technicians, geriatric nurses, certified nursing assistants, registered nurses, nurse practitioners, licensed social workers, licensed practical nurses, substance abuse counselors and technicians (lab, phychiatric, radiology)	82	82	All Tier 1 and Tier 2 parishes
Southwest Louisiana Area Health Education Center	All Occupations: Healthcare, Nurses, CNAs, Med Techs, Therapists, EMTs;	1080	1080	All Tier 1 and Tier 2 parishes
<b>Healthcare Total</b>		1972	1810	

#### OIL AND GAS

Workforce Intermediary/ Fiscal Agent	Occupation	Projected Completers	Projected Placements	Parishes
Acadiana Regional Development District	Safety, technologists and engineers, welders, technicians, machinists, land exploration and research	344	224	Calcasieu, Cameron, Vermilion, Acadia, Allen, Beauregard, Iberia, Jefferson Davis, St. Mary
Career Builders of Louisiana/Louisiana Foundation of Excellence in Science	Welding, machinists, diesel technician, HVAC/Plumbing, instrumentation technician, clerical, accounting, catering	187	139	Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, St. Charles, Tangipahoa, Lafourche, St. John, St. Mary, Terrebonne, Washington
<b>Oil and Gas Total</b>		531	363	

#### TRANSPORTATION

Workforce Intermediary/ Fiscal Agent	Occupation	Projected Completers	Projected Placements	Parishes
Delgado Community College	Maritime, Deckhand & Roustabout, Tankermen, Steersmen	300	300	Orleans, Jefferson, St. Tammany, Lafourche, St. Charles, St. John

Louisiana Technical College -Region IV	Truck Drivers, Heavy & Tractor Trailer; Mechanics, Aircraft Repair & Pilots & etc	136	122	<b>Iberia, Vermilion, Acadia, Cameron, St. Mary, Lafourche, Calcasieu</b>
South Louisiana Economic Council/Fletcher Technical Community College	Sailors and marine oilers, ship/boat captains and operators, captains, mates and pilots, ship engineers, all other vessel transportation workers, heavy and tractor trailer truck driver, diesel motorboat mechanics	375	300	<b>Lafourche, Terrebonne, St. Mary</b>
<b>Transportation Total</b>		<b>811</b>	<b>722</b>	

# Research Commercialization and Educational Enhancement Program

*The Research Commercialization and Educational Enhancement Program (RC/EEP) is intended to restore the economic impact of scientific and technology research facilities within higher education institutions in the most severely affected areas.*

## **Program History**

The hurricanes of 2005 had a pervasive, destructive impact on scientific research and education in the impacted areas. Decades of research, encompassing hundreds of millions of dollars in federal research grants to some of American's top scientists, were wiped out virtually overnight, along with much of the infrastructure that made them possible.

The \$28.5 million Research Commercialization and Educational Enhancement program designed by the Louisiana Board of Regents and Louisiana Recovery Authority provides a two-pronged approach to invest in this long-term economic engine. Under the program, universities in Southeast and Southwest Louisiana received grants in the summer of 2007 to invest in the research capacity of universities directly impacted by the hurricanes. Additionally, the RC/EEP provides funds to develop a statewide assessment of university research commercialization opportunities and recommend systems for commercialization throughout Louisiana which will culminate in the fall. The statewide initiative is based on a model pioneered by the Georgia Research Alliance (GRA), a highly-successful collaboration of research universities, business, and state government, to increase the economic impact of university-led science and technology research.

Funding for the projects comes from Community Development Block Grant (CDBG) funding, provided by the U.S. Department of Housing and Urban Development, for investment in research institutions impacted by Hurricanes Katrina and Rita.

These funds, appropriated as a result of a joint effort by Regents and the Louisiana Recovery Authority (LRA), are earmarked to help rebuild the storm-damaged university campuses in ways that help Louisiana develop and grow a technology- and innovation-driven economy.

## **RC/EEP Strategic Plan**

Part of the overall RC/EEP is to design a new statewide system to boost the research and commercialization capabilities of Louisiana's academic institutions. This statewide strategic plan, which runs from March through August, includes conducting a comprehensive statewide assessment of the state's university, private research and educational assets as they relate to their capacity to foster technology development and technology commercialization. As part of this, we are looking at research niches the state might focus on, approaches to improving technology transfer, ways of recruiting top-flight faculty, developing a more highly skilled workforce and attracting both private and federal funds to support these initiatives.

The final report was released in January 2008.

## **RC/EEP Campus Programs**

Proposals were solicited from campuses in eight parishes designated by HUD as most severely impacted by the 2005 hurricanes. Nineteen proposals requesting a total of \$88,612,446 were submitted for multi-year funding consideration. Eleven programs were selected.

Funds will be used to support research, facilitate commercialization of university-developed products and processes in Louisiana, and support educational activities that will build a trained workforce for technology-based companies. Public and private colleges and universities in the eight parishes hardest hit by Hurricanes Katrina and Rita were eligible to apply for the funds.

### **Snapshots of the RC/EEP Campus Projects**

<b>Lead Institution</b>	<b>Principal Investigator</b>	<b>Project Description</b>	<b>Total Amount Recommended</b>
Dillard	Kevin McLin	Multi-Media Intercollegiate, Interdisciplinary Technological Research	\$1,500,000
Loyola	Patricia L. Dorn	Chagas Disease in Southeastern Louisiana	\$498,000
Loyola	Maureen Shuh	Enhancement of Undergraduate Research in Cancer Biology	\$500,000
Loyola	John Snyder	New Orleans Music, Entertainment and Educational Consortium	\$992,278
LSU Ag Center	Stephen A. Harrison	Coastal Area Research Enhancement in Support of Genetic Improvement of Native Coastal Wetlands Creation and Restoration	\$915,146
LSUHSC-NO	Paul L. Fidel, Jr.	South Louisiana Institute for Infectious Diseases Research	\$3,350,000
McNeese	Nikos Kiritsis	Support for Educational and Economic Development in Southwest Louisiana (SEEDS-LA)	\$2,700,000
TUHSC	Robert F. Garry	Design, Delivery and Development of Therapeutic Peptides	\$5,800,000
TUHSC/LSUHSCNO	Alan M. Miller	Clinical and Translational Research Education and Commercialization Program	\$5,950,000
Tulane	Vijay T. John	Development of a Nationally Recognized Model in Research Commercialization, Education and Workforce Development in Chemical Engineering and the Chemical Sciences through University and Community College Collaborations	\$3,900,000
Xavier	Tarun K. Mandal	Center for Nanomedicine and Drug Delivery	\$1,500,000
<b>TOTAL</b>			<b>\$27,605,424</b>

Additional information on the programs and the strategic planning process can be found at [www.laregents.org](http://www.laregents.org).

## **Business Recovery Assistance: Bridge Loan Program**

*Immediately following the hurricanes of 2005, the state instituted a Disaster Bridge Loan Program for small businesses to bridge the gap that exists from the time need arises until the time insurance pays off a claim or an SBA Disaster Loan is funded.*

### **Program History**

- The program initially began with \$10 million of state funds, followed by an additional \$30 million of CDBG funding.
- Approximately \$14 million in Bridge Loans were funded to Orleans Parish businesses
- Round I – 370 loans were closed for a total of \$88 million with 99 of those loans going to businesses in Orleans Parish
- Round II – 322 loans were closed totaling more than \$28 million.
- Round III – Terminated in December 2006 to make possible the Business Recovery Grant and Loan program.

## **Business Recovery Assistance: Small Firm Grant and Loan Program**

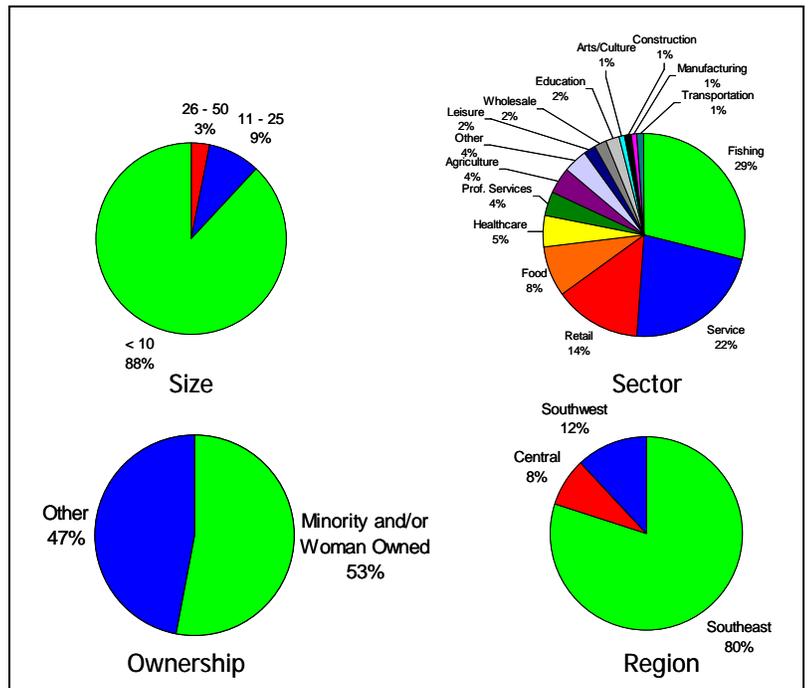
*The Business Recovery Grant and Loan Program, designed by the LRA and implemented by the LED, was announced by Governor Blanco in December 2006 and launched in January 2007. The Louisiana Business Recovery Grant and Loan Program was established with a two-fold purpose:*

- *To provide immediate financial – and emotional – relief to business owners*
- *To help business owners and their businesses adapt in a changed market*

### **Program Results**

- The Louisiana Business Recovery Grant and Loan Program was established with a two-fold purpose:
  - To provide immediate financial – and emotional – relief to business owners
  - To help business owners and their businesses adapt in a changed marketplace
- Round I
  - Included funding of \$100 million in grants of \$20,000 each
  - \$38 million provided for no-interest loans up to \$250,000
  - \$63M in grant funds = 3,500 grant awards (\$18,100 average award)

- \$33M in loan funds = 400 – 500 loans (with 0% interest)
  - Orleans Parish got more than 50% of the damage and 43% of the money
  - 88% of funding went to firms with less than ten employees
  - First grants were delivered to small business owners in April 2007
- Round II
    - Currently working to secure an additional \$68 million dollars funding
    - Criteria and Timeline for Round II, coming in late spring 2008



## Business Recovery Assistance: Technical Assistance to Small Firms

*The LRA and LED developed the Technical Assistance (TA) program to support a variety of groups that provide technical assistance to our small businesses through \$9.5 million of CDBG funds.*

### Program Purpose

- The program is designed to work with community-based organization and other service providers to deliver technical assistance to small businesses and nonprofits in the areas affected by Hurricanes Katrina and Rita.
- The TA program is intended to be implemented in coordination with other LRA designed programs including the Small Firm Recovery Loan and Grant Program (SFLG) and the Long Term Recovery Loan Guarantee Program (LTRLG).
- The model is to provide this program as a nexus of small business assistance and leverage the strengths of each group in order to provide a support network of businesses in segments including:
  - Financing
  - Incentives
  - Contracting/Procurement
  - Business Planning
  - Marketing

- Technology
- Legal
- Accounting
- Regulatory
- Workforce
- Industry specific issues

### **Program Implementers**

- LA SBDC
- SLEC & Partners
- LA Association of Nonprofits
- Operation Hope
- UEP Gulf Coast
- Idea Village
- Acadiana Regional Development
- New Corp
- Good Work Network
- Women's Business Resource Center
- LA Technology Council
- LA Business and Technology Center
- Mary Queen of Vietnam CDC
- Microbiz Enterprise Corporation of Ascension
- Southern University New Orleans
- Fast Forward Restart
- N.O. Regional Business Park
- Seedco Financial Services
- Terrebonne EDA



## **APPENDIX B: DISASTER FUNDS ALLOCATED AND NEW REQUESTS**

**TABLE 1: Economic Recovery Funds Allocated to Date**

	<b>Allocated</b>	<b>IMPACT</b>
<b>Disaster Relief</b>		
National Emergency Grant (Provided temporary jobs for LA workers)	\$ 62,100,000	Provided training and temporary jobs to ~17,000 people in humanitarian relief positions.
SBA Loans (Business Only, not EIDL)	\$ 878,270	Will provide loans to 7,961 businesses.
<b>Rebuilding</b>		
Go Zone Bonds	\$4,602,400,000	Tax exempt bonds for stimulating investment in impacted parishes.
Recovery Workforce Training Program	\$ 38,000,000	Will train & place 7,500 people in critical recovery sectors.
Bridge Loans	\$ 45,500,000	Provided loans to more than 700 businesses
Louisiana Tourism Recovery Program	\$ 28,500,000	Provided grants to tourism and marketing organizations to tell the nation and world that Louisiana is open for business & to promote Louisiana's cultural and natural assets.
Small Business Grant and Loans	\$ 200,000,000	Round I: \$62M in grants up to \$20K to ~3400 businesses; loans up to \$250K to ~400 businesses. (Average grant \$18,100; average loan \$80,000.) Round II: ~\$80M in late fall 2007. Will invest in ~2,000 businesses.
Research Commercialization + Educational Enhancement	\$ 28,500,000	Investment in strategic research commercialization and educational pipeline at damaged universities. Funds used for faculty retention, graduate stipends, science & technology research.
Technical Assistance	\$ 9,500,000	Provide technical assistance to reposition companies to take advantage of new markets.
<b>Economic Development Programs Total</b>	<b>\$ 350,000,000</b>	

<b>Funds to be distributed throughout the Gulf Coast for Rebuilding LATER (recent supplemental)</b>		<b>TO BE ALLOCATED:</b>
Higher Education Assistance	\$	30,000,000
Fisheries Disaster Assistance Program	\$	85,000,000
SBA Economic Injury Disaster Loans	\$	25,000,000
<b>TOTAL GULF COAST FUNDS TO BE ALLOCATED</b>	<b>\$</b>	<b>140,000,000</b>

**TABLE 2 LOUISIANA'S ECONOMIC & WORKFORCE RECOVERY INVESTMENT PRIORITIES**

Business Recovery Investments	# of	Average Award	Amount
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<b>Businesses</b>				
Small Business Retention Grants	15,000	\$20,000	\$300,000,000	To invest in pre-storm impacted businesses. (20,000 businesses severely damaged or closed as result of storms; 5,000 to be served currently; gap 15,000.)
Large Employer Retention & Attraction Grants	200	\$1,000,000	\$200,000,000	Provide funding to attract large corporations to relocate to recovery areas.
Start Up Grants	2,000	\$20,000	\$40,000,000	Provide seed fund for growth oriented entrepreneurs, including those reforming business model to meet new market demands.
Business Rebuilding Loans	1,000	\$80,000	\$80,000,000	Provide critical long term, low cost capital
Neighborhood Commercial Corridor Revitalization	1,500	\$30,000	\$45,000,000	Provide incentives for businesses to reinvest in targeted neighborhood commercial corridors.
High Growth Sector Incubators	500	\$100,000	\$50,000,000	Provide seed funding growth sector initiatives, including biomedical research, digital media production, technology applications, and incubators.
Technical Assistance	3,500	\$3,000	\$10,500,000	Technical assistance in strengthening business practices to take advantage of new market opportunities.
<b>Workforce Recovery</b>				
	# of Trainees/ Employees	Average Award		
Wage subsidies	10,000	\$3,000	\$30,000,000	Mitigate rise in labor costs for employers
Employee Recruitment, Relocation & Training and Placement Assistance	10,000	\$6,000	\$60,000,000	Funds to recruit, relocate, train & place workers in high demand recovery sectors to offset labor shortage. (Demand for workforce in recovery sectors between 90,000 and 250,000. Current program train & place approx 7,500; additional 10,000 recruited, relocate train and place.)
Business Relocation Employment Incentive	2,500	\$5,000	\$12,500,000	\$5,000 per employee grant for businesses that (re)locate to the impacted parishes from the outside. Must keep employee count for 3 years.
Gulf Coast H2B Visa Program				Temporarily increasing the quota from the current 66,000 to 250,000 or 300,000 while guaranteeing a certain percentage to the GO Zone.
<b>Tax Incentives</b>				
GO Zone Bond Allocation			\$5,000,000,000	Additional tax incentives for four most damaged parishes: Cameron, St. Bernard, Orleans, Plaquemines.
GO Zone New Markets Tax Credits			\$600,000,000	
<b>Recovery Marketing &amp; Tourism Attraction</b>				
Recovery Awareness and Marketing Campaign			\$50,000,000	Awareness and marketing campaign to correct misperceptions about Louisiana and promote it as a tourist destination. The funds would be used to increase national advertising and marketing initiatives to help designed to promote our destination, attract new conventions, corporate meetings, group leisure visitors, travel writers, media and special events.
<b>Higher Education</b>				
	Students	Average Award		
Tuition Recovery Stipends	20,000	\$1,000	\$20,000,000	Student tuition stipends for storm-affected students.
			<b>\$6,498,000,000</b>	