



LEDP Board Members



Gray Stream
M. Stream Management



Matt Stuller
Stuller, Inc.



Brandon Landry
BranLand Hospitality



Donny Rouse
Rouse's Markets



Bill Fontenot
Cleco



Merryl Kennedy Farr
Kennedy Rice Mill



Jay Johnson
GDIT



Leah Brown
Chevron



Dave Roberts
EXCEL Group



Greg Bense
Saints / Pelicans



Alicia Smith Mire
City of Eunice / St. Landry Parish



Susan Bourgeois
Secretary, LED



Greg Rusovich
Chair, LaBIC



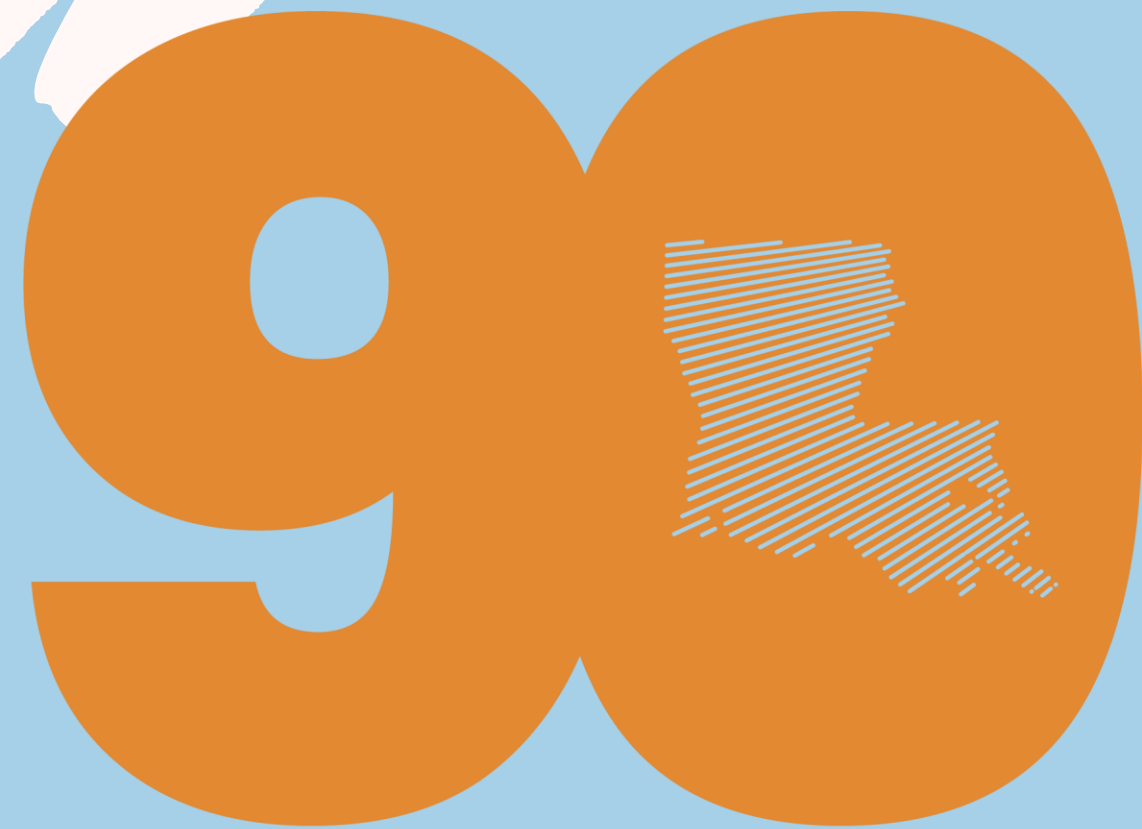
Jerry Jones
Chair, BC&I



A.J. Roy
Chair, LEDC



Chris Masingill
Louisiana Central



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

Executive Order creating “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 of SourceLouisiana.com 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-state technology companies.



New Seed Funding

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

EASE OF USE

Develop customer-centric models
for all LED experiences.



EASE OF USE



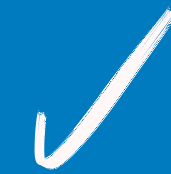
LED Offices

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 & TECH

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



LEADERSHIP IN INNOVATION & TECH



Pilot Innovation Projects

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



Innovation Speaker Series

Connect the dots between innovation, leadership and what's next for Louisiana



Accelerators

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



2025 SESSION UPDATE

- High Impact Jobs
- Sites & Infrastructure Fund
- LED 2.0: Innovation Fund

Louisiana Economic Development

High-Impact Jobs Program

The **High-Impact Jobs Program (HIP)** (Act 372 of 2025 Regular Session) incentivizes the creation of **high-wage job opportunities** for the people of Louisiana.

High-Impact Jobs Program (HIP)



- Incentivizes qualifying companies to create new jobs paying above the parish average wage, based on project location
- Benefit percent is based on wages paid – higher wages yield a larger benefit
- Provides a pathway to ever-growing wages across the state

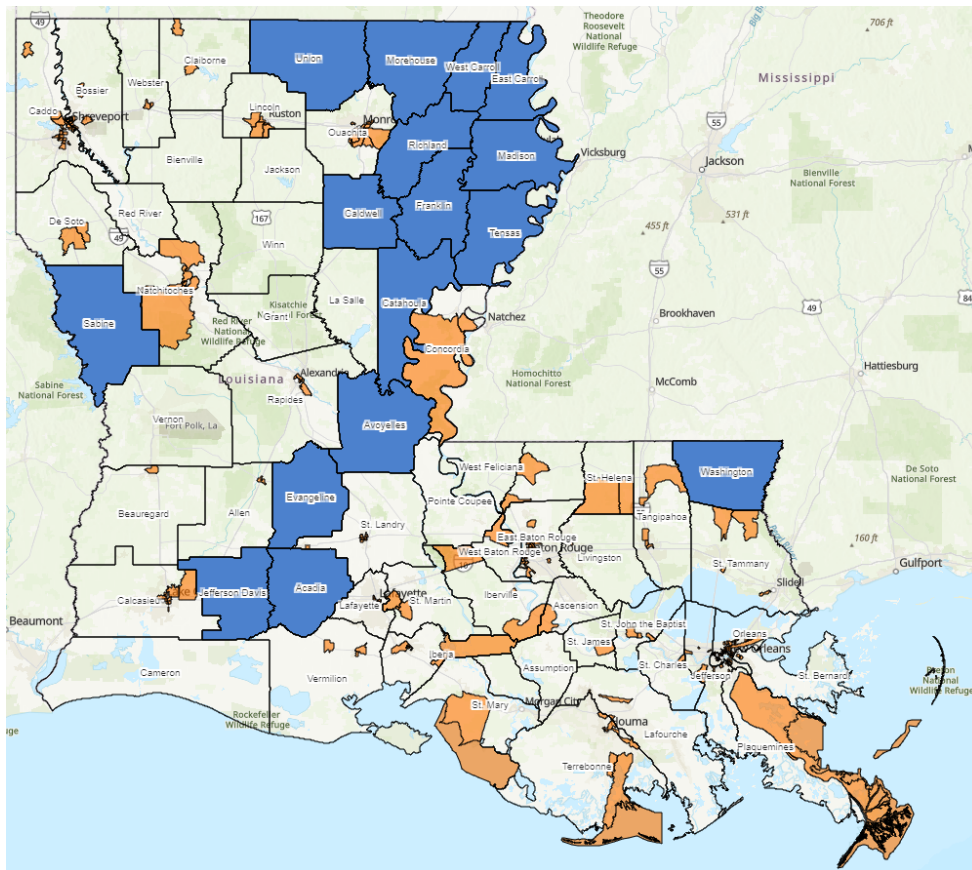
Basic Benefit Structure



- ▶ Wage thresholds aimed at creating high-wage growth in Louisiana
 - **18%** grant of new job wages at **125%** of the parish average
 - **22%** grant of new job wages at **150%** of the parish average

- ▶ Distressed wage threshold:
 - **8%** grant of new job wages at **110%** of the parish or regional average wage, whichever is lesser

Distressed Areas



As defined in emergency rule, includes:

- ▶ **25% of parishes (16)** with the lowest annual average wages OR
- ▶ *Deeply Distressed* within the **New Markets Tax Credit** program

How HIP Differs from Quality Jobs



	Quality Jobs Program	High-Impact Jobs Program
Intent	Incentive for businesses to locate or expand operations with a focus on LED clusters	Drive wage growth and create opportunities for prosperity statewide
Benefit	4-6% payroll rebate on eligible wages	18-22% reimbursable grant on eligible wages
Type of Benefit	Rebate through Dept. of Revenue	Grant paid straight from LED
Additional Benefit	State sales and use tax rebate or a 1.5% project facility expense rebate	Wage threshold (110%) and benefit (8%) is lower for projects in Distressed Areas
Wage Requirement	\$18/hour - \$21.66/hour	125% - 150% above parish annual average wage (\$22.30 - \$46.23/hourly at 125%)
Contract Term	Up to 10 years	Up to 5 years
Job Creation Requirement	5-15 new direct jobs	1 new job, i.e. no sole proprietorships
Industry Requirement	Biotechnology, biomedical, micromanufacturing, software, telecommunications, food technologies, additional NAICS codes	Broader eligibility in alignment with the LED strategic plan

HIP Quick Tips



- ▶ Companies participating in Quality Jobs (sunset June 30) cannot also hold a HIP contract
- ▶ Administration solely through Louisiana Economic Development
- ▶ HIP applications being accepted as of July 1
- ▶ Earliest a company may file a claim for HIP reimbursement will be after paying 12 months of payroll

Louisiana Economic Development

FastSites

The **Sites Investment and Infrastructure Fund** was passed by state legislators (Act 365 of 2025 Regular Session) to deliver **development ready, infrastructure-prepped sites** that meet the speed and scale businesses demand.

Landscape of Site Development

Louisiana joins the nearly 40 states nationally with site development programs

- FastSites is the state's **largest** ever investment in economic site development.
- Louisiana is in a strong position to **win projects** that are demanding certified, shovel-ready sites.
- The **fast deployment** model that our legislators requested will separate Louisiana from its peers

Investment Comparison	
Ohio	\$750M
Louisiana	\$150M
North Carolina	\$119M
South Carolina	\$80M
Alabama	\$76M
Arkansas	\$60M
Mississippi	\$46M
Georgia	\$20M

FastSites Overview



- **Competitive.** Applicants will need to demonstrate how funding will enhance a site with high potential and leverage existing assets.
- **Expedited Timeline.** Initial construction activities must begin within 9 months.
- **Return of Investment.** Applicants will need to demonstrate a defined return to the state.
- **Match Components.** Applicants must identify a match and state sources of matching funds.
- **Flexible.** LED maintains ability to fund applicants as a loan (with conditions for loan forgiveness) or enter into an agreement as an equity partner or owner of infrastructure investment – dependent on site-specific conditions.



LOUISIANA

ECONOMIC DEVELOPMENT

Thank You!

Email: fastsites@la.gov

OPPORTUNITYLOUISIANA.COM/FASTSITES