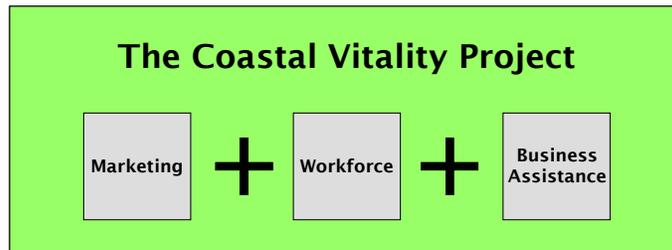


The GNO, Inc. / Chevron  
COASTAL VITALITY PROJECT

**Description**

Amid the continuing impact from the Deepwater Horizon Oil Spill, Greater New Orleans, Inc. (GNO, Inc.) and Chevron are providing critical support to southeast Louisiana's coastal communities by spearheading the *GNO, Inc.-Chevron Coastal Vitality Project*, a new initiative designed to identify long-term impacts and needs among businesses impacted by the oil spill, and then tailor solutions to accomplish the following goals:

1. Market the Sustainability and Vitality of the Southeast Louisiana Coast Brand.
2. Support Regional Workforce Development
3. Catalyze Small Business Capacity Building and Entrepreneurship



Significant environmental damage to Coastal Louisiana's vital marshlands, the resulting cessation of the region's multi-billion dollar fishing industry, and billions in additional economic losses among coastal businesses, jeopardize hard-won community and economic development gains since the damage wrought by Hurricanes Katrina, Rita, Gustav, and Ike. In short, Louisiana's marquee seafood products, coastal destinations, and related businesses are facing profound threats to their future viability and require robust and innovative assistance that provides immediate support, while ensuring long-term sustainability and growth.

The *Coastal Vitality Project* will complement - not duplicate - other oil-spill disaster recovery assistance by identifying the long term needs of coastal southeast Louisiana's fishing, oil and gas, and other business sectors that will not be addressed through formal oil-spills claims compensation and other governmental assistance. To do this, GNO, Inc. will leverage its unique qualifications and broad partnerships as the leading economic development non-profit for the ten southeast parishes of Louisiana. The Project will mirror the organization's existing mission to market the region's economic potential and supply innovative assistance aimed at business and workforce development, but will be tailored to communities impacted by the oil spill. In addition, the Project will be developed in coordination with GNO, Inc.'s governmental and private-sector partners to complement other recovery assistance programs.

## Deliverables

The Coastal Vitality Project will focus in three areas of core deliverables:

### 1) **Marketing the Sustainability and Vitality of the Southeast Louisiana Coast Brand**

- GNO, Inc. will execute a broad *Economic Impact Study* in order to inform where resources should be invested to mitigate damage
- A *regional marketing strategy* and program will be implemented to promote the Gulf Coast as having the potential to support small business and job retention and creation in both indigenous industries such as fisheries and food enterprises, as well as in new emerging green industries
- Further *public relations* efforts will focus on correcting damage to the Louisiana brand as a result of the spill

### 2) **Supporting Regional Workforce Development**

- In anticipation of protracted fisheries closures, GNO, Inc. will conduct an *regional jobs scan* and create an *online jobs bank*, accessible to the diverse populations impacted by the oil spill, of available employment opportunities
- GNO, Inc. will also coordinate a series of *jobs fairs*, either place-based or virtual, that engage the Louisiana Workforce Commission, local universities and technical colleges, regional chambers of commerce and local nonprofit service providers in *job matching activities for recently unemployed workers* as well as connecting job seekers to existing workforce training opportunities
- Additionally, a *skills assessment of impacted populations* will inform regional workforce training and development initiatives in response to the oil spill

### 3) **Catalyze Small Business Capacity Building and Entrepreneurship**

- GNO, Inc. will help enable small business recovery and new business investments through a range of innovative solutions, including *technical assistance* to coastal businesses, including fisherman, seafood processors, wholesalers, and retailers negatively impacted by the oil-spill and coastal loss
- Further, GNO, Inc. will develop an *inventory of local business assistance capacity* to develop strategically-tailored financial and technical assistance products aimed at supporting existing and new businesses in capitalizing on new market forces and investment opportunities

Additional support for the GNO, Inc. / Chevron Coastal Vitality Project has been generously provided by the U.S. Department of Commerce, Economic Development Administration and by Capital One bank.

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