
STARs
Statistics, Testimonials, Awards, and Rankings

GNO, Inc. has helped to drive and promote broad third-party recognition over the past two years, repositioning the Greater New Orleans region and Louisiana as outstanding places to live and work:

Economy

- Greater New Orleans was the **#1 Most Improved Metro** on the **2011 “Best Cities for Business”** list, moving up 44 spots from 2010 [*Wall Street Journal*]
- **New Orleans grew faster than any other major U.S. city** in the 15 months after the 2010 decennial headcount [*U.S. Census Bureau*]
- Greater New Orleans won **2011 Co-Major Market of the Year** [*Southern Business & Dev.*]
- Louisiana was named **2011 State of the Year** [*Southern Business & Development*]
- Greater New Orleans was named the **#1 Metro for IT Job Growth in the USA** [*Forbes*]
- Louisiana was named the **#2 State for Economic Growth Potential** [*Business Facilities*]
- Greater New Orleans demonstrated **3rd Fastest Wage-growth** in the USA [*CareerBuilder.com*]
- Greater New Orleans was ranking a **Top 20 Strongest Performing** economy in the USA [*Brookings Inst.*]

Economic Development / Business Conditions

- GNO, Inc. ranked as **#2 Economic Development Organization in the U.S.** (tied) [*Business Facilities*]
- Louisiana is the **Most Improved State in the Nation** [*Chief Executive* magazine]
- Louisiana was selected a **Top Ten State for Overall Tax Competitiveness** [*Tax Foundation + KPMG*]
- Louisiana placed **3rd in the Governor’s Cup Rankings** [*Site Selection*]
- Louisiana was ranked as the **#4 Most Competitive State** [*New Geography*]
- Louisiana was ranked **#6** on the list of **Top States for Doing Business** [*Area Development*]
- Louisiana has risen 19 spots on the **“Best States for Business”** ranking since 2008, the largest gain made by any state during that time period [*Forbes*]
- Louisiana was named in the top 5 states for **Best Business Climate** [*Business Facilities*]
- Louisiana was named number one state for **Economic Growth Potential, Workforce Training, and Digital Media Leaders** [*Business Facilities*]

Talent / Workforce

- New Orleans was ranked **#1** on the list of **“America’s Biggest Brain Magnets”** for attracting people under 25 with college degrees [*Forbes*]
- New Orleans MSA was named the **#2 Best Big City for a Job** [*Forbes*]
- Greater New Orleans was ranked **#2 Employment Market in the Country** [*Manpower*]

Entrepreneurship

- New Orleans was ranked the **Top City for Young Entrepreneurs 2011** [*Under30CEO.com*]
- New Orleans **Leads the USA by 30%** in number of startups-per-capita [*Federal Reserve Bank*]
- Louisiana is **#2 State in the USA to Start a Company** [*Tax Foundation + KPMG*]

Quality of Life

- New Orleans was ranked **#5 destination** in *Top U.S. Cities in the U.S. & Canada* [*Travel + Leisure*]
- New Orleans was named **“America’s Best City for School Reform”** [*Thomas B. Fordham Institute*]
- New Orleans was included at **#16** on the **2011 Best Cities for Families** list [*Parenting.com*]