

- Guidelines and RFP will be released in early October 2006.

Technical Assistance to Small Firms Program (\$9.5 million)

- Provides assistance to the many small, locally owned firms in Southeast and Southwest Louisiana that were seriously affected by the storms, continue to be impacted by the lower population and dearth of tourists in the regions, and contribute to the character of the region in which they are located.
- Funds will be used to contract (after an RFP process) with intermediaries to provide: 1) technical assistance to small firms, including nonprofits, that have been adversely affected by the hurricanes; and 2) assistance to entrepreneurs or individuals seeking to start a new business that would be located in the impacted area.
- The state will seek contracts from groups that provide services to entrepreneurs, minority & women-owned businesses, specific industry sectors, firms in rural areas, and nonprofits. Geographic coverage will also be considered to ensure that funds are directed to Southeast and Southwest Louisiana. It is envisioned that there will be multiple contracts.
- Contractors would be selected based on evidence of quality of services, sustainability, and building capacity that will remain in the region.
- Guidelines and RFP will be released in early October 2006.

Louisiana Tourism Marketing Program (\$28.5 million)

- Prior to the storms, tourism was the second largest industry in the state, and the cultural economy was the fastest growing industry in the state.
- Negative images of affected areas portrayed by the media since these storms have resulted in a significant loss of interest in tourism. Currently, New Orleans is losing about \$15.2 million per day, and Lake Charles is losing about \$1.5 million per day in visitor spending.
- The Louisiana Tourism Marketing Program is intended to repair the image of Louisiana, improve business investor confidence for visiting and doing business in Louisiana, and attract leisure, convention, and business travelers.
- The Department of Culture, Recreation and Tourism has solicited proposals through a Budgeting for Outcomes (BFO) process, a process that provides for goal setting based on determination of the desired results, setting indicators of success, and prioritizing spending based on the desired results. Programs that will be allowed as eligible will include, but will not be limited to, advertising, event marketing, and convention coordination.

The Recovery Workforce Training Program (\$38 million)

- To create workforce training & placement programs to meet the needs of businesses within sectors critical to the recovery and rebuilding of the affected areas.
- Target job training to meet the workforce shortages of employers in six recovery sectors: Construction, Healthcare, Advanced Manufacturing, Oil & Gas, Cultural Sector, and Transportation.
- RFP process
- Administered by the Louisiana Workforce Commission
- Guidelines and RFP developed by working group, including Workforce Commission, Department of Labor, LA Community & Technical College System, Department of Economic Development, LRA
- Guidelines and RFP were released in late September 2006 and are posted at www.lra.louisiana.gov.

The Higher Education Research Commercialization & Educational Enhancement Program (\$28.5 million)

- Support the recovery of our higher education research programs in the severely affected regions across south Louisiana.
- Develop and implement a strategic plan and pilot initiative to determine existing research and educational strengths and the best path for capitalizing on the economic potential of these assets.
- Re-build the workforce pipeline for the research sector in the affected areas, with an emphasis on placing low- and moderate-income students into science and technology research and education tracks in two-year, technical and four-year programs.
- Approved by LRA Board in September. Awaiting HUD approval.

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