



10 PARISHES  
Jefferson  
Orleans  
Plaquemines  
St. Bernard  
St. Charles  
St. James  
St. John the Baptist  
St. Tammany  
Tangipahoa  
Washington

August 26, 2022

Councilmember Helena Moreno  
City Hall, Room 2W40  
1300 Perdido Street  
New Orleans, LA 70112

Councilmember Jean Paul "JP" Morrell  
City Hall, Room 2W50  
1300 Perdido Street  
New Orleans, LA 70112

Councilmember Joe Giarusso  
City Hall, Room 2W80  
1300 Perdido Street  
New Orleans, LA 70112

Councilmember Freddie King III  
City Hall, Room 2W70  
1300 Perdido Street  
New Orleans, LA 70112

Councilmember Lesli Harris  
City Hall, Room 2W10  
1300 Perdido Street  
New Orleans, LA 70112

Councilmember Eugene J. Green  
City Hall, Room 2W20  
1300 Perdido Street  
New Orleans, Louisiana 70112

Councilmember Oliver Thomas  
City Hall, Room 2W60  
1300 Perdido Street  
New Orleans, LA 70112

Dear Members of the City Council of New Orleans:

On behalf of Greater New Orleans, Inc. I write to you today to express my enthusiastic support of the BioDistrict New Orleans' request for economic development district financing, and I urge you to vote in favor of the Cooperative Endeavor Agreement (CEA) establishing this financing mechanism between the City of New Orleans and the BioDistrict.

If funded, the BioDistrict will be poised to position New Orleans as a global center of excellence in healthcare specialties (e.g. cancer, obesity, neurodegenerative diseases). GNO, Inc. shares the BioDistrict's vision to be a hub for healthcare industry anchors, world class research, biotech startups, and small businesses. The job-creating potential of an innovation district guides the economic development strategy for the BioDistrict.

Momentum is building in the BioDistrict, with major investments underway in the BioDistrict already. As the economic development organization for the 10-parish region, GNO, Inc. works with the business community, local, state and federal governments, and other regional stakeholders to maximize job and wealth creation and retention. The BioDistrict has the potential to spur job creation, acting as a place-based center for innovation in fields ranging from healthcare and biosciences to technology. Providing financing now will allow the BioDistrict to make the whole of these investments greater than the sum of its

parts. It also demonstrates a clear commitment from local leaders to a long-term economic development strategy that will foster a high growth, high wage industry that all New Orleanians can benefit from.

We are at the intersection of a once in a generation opportunity to transform not only our city, but our region. It is time for New Orleans to take the lead and strategically invest in ourselves and our future. Please support the ordinance establishing a CEA between the City Council and the BioDistrict, which provide needed financing for the BioDistrict.

Thank you in advance for supporting the investment into the future of New Orleans.

Respectfully,

A handwritten signature in black ink, appearing to read 'Michael Hecht', with a stylized flourish at the end.

Michael Hecht  
***President and CEO***