

OFFICE OF THE MAYOR

EXECUTIVE ORDER HM 26-21

NEW ORLEANS EAST INNOVATION DISTRICT

WHEREAS, New Orleans East possesses significant economic, institutional, industrial, transportation, and workforce assets that position the area to become a major center for innovation, employment, and inclusive economic growth for the City of New Orleans;

WHEREAS, New Orleans East possesses a strong and diverse workforce and significant capacity for future economic growth, positioning the area as a key opportunity for job creation, workforce development, and entrepreneurship;

WHEREAS, New Orleans East has unparalleled geographic and infrastructure assets, including Class I railroads; navigable, deep-water waterways; and developable land;

WHEREAS, New Orleans East has major public and private employers and anchor institutions, including Folgers, Crescent Crown, NASA Michoud Assembly Facility (including Boeing, Lockheed Martin, U.S. Coast Guard, and the National Center for Advanced Manufacturing), Textron, Boh Bros., Port NOLA, Kern Studios, Nunez Community College, and Delgado Community College;

WHEREAS, NASA Michoud Assembly Facility has a six-decade history as “America’s Rocket Factory,” highlighted by the recent successful launch of Artemis II, and continues to employ over 2,000 people, along with its commercial aerospace partners such as Boeing, Lockheed Martin, and Vivace;

WHEREAS, The development of the \$1.8-billion Louisiana International Terminal by the Port of New Orleans promises to create strong demand for maritime, future energy, transportation, logistics, and advanced manufacturing activities and investment that New Orleans East is poised to capture;

WHEREAS, There is an economic imperative to identify and implement strategies for capturing the next generation of STEM, commercial aerospace, and advanced manufacturing jobs;

WHEREAS, New Orleans East possesses assets and anchor institutions that make the district a prime destination for New Orleans’ priority industries, including commercial aerospace; advanced manufacturing, energy and the energy transition, maritime, food and other light manufacturing, and transportation and logistics;

WHEREAS, These assets have not been leveraged to their highest and best use, and the area has been affected by infrastructure and quality-of-life issues related to disinvestment and by a lack of strategy and coordination;

WHEREAS, The creation and development of innovation districts are an effective strategy to leverage anchor institutions, key businesses, and other assets to drive innovation, economic development, investment, and job growth; and

WHEREAS, Coordinated investment and strategic planning are necessary to unlock the economic potential of New Orleans East, create quality jobs, attract private investment, support long-term corridor revitalization, and create a globally competitive innovation district;

NOW THEREFORE, I, HELENA MORENO, pursuant to the authority vested in me as the Mayor of the City of New Orleans by Section 4-206(3) of the New Orleans Home Rule Charter and other applicable law, **DO HEREBY ORDER AS FOLLOWS**:

1. **Purpose.** This Order provides relative to the establishment of the New Orleans East Innovation District to advance economic development in New Orleans East and promote investment, innovation, and job growth in high-wage, high-demand priority industries.
2. **Effective Date.** This Order shall become effective upon execution.
3. **Operative Provisions.**
 - A. The Office of Economic Development (“OED”) is hereby directed to explore the creation of the New Orleans East Innovation District within the area roughly bounded by the Inner Harbor Navigational Canal, Chef Menteur Highway/Highway 90, Bayou Sauvage, and the Gulf Intracoastal Waterway, to leverage the public and private assets of the district to promote economic development, investment, and job growth; support the expansion and attraction of high-growth industries and quality employment opportunities for residents; enhance quality of life; increase economic mobility and neighborhood revitalization; and generally promote the overall well-being of New Orleans East and its residents.
 - B. OED shall commence and lead a study to create a strategic plan for a New Orleans East Innovation District that will create a world-class, cohesive innovation hub to attract businesses and investment, catalyze job growth, and grow aligned workforce development. The plan shall identify priority industry sectors capable of driving sustained job creation and regional competitiveness. The plan shall set forth strategies that will leverage economic-development and job-creation opportunities, analyze the existing economic and workforce development drivers and assets in the

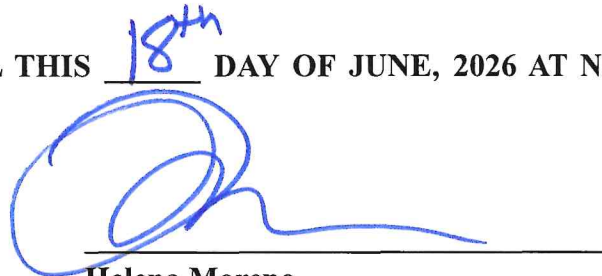
district, and identify opportunities to leverage those assets to create jobs, catalyze investment, and generally promote the wealth and welfare of New Orleans East.

C. OED shall engage stakeholders, including the District E Councilmember and other members of the City Council; the New Orleans Regional Business Park Board Commissioners; state, regional, and local economic development partners; federal and state agencies; private sector and business leadership, especially from priority industries and district tenants; community leaders; and other key stakeholders in the development of the strategic plan.

D. Upon completion of the study, the OED shall lead the implementation of the strategic plan, including establishing a governance and implementation framework that can accomplish the goals for the district.

4. **Duration.** This Order shall remain effective until amended, rescinded, or terminated in accordance with applicable law.

WITNESS MY HAND AND SEAL THIS 18th DAY OF JUNE, 2026 AT NEW ORLEANS, LOUISIANA.



Helena Moreno

Mayor

City of New Orleans