






The NLEP Difference At-A-Glance

How is NLEP different from 	Chambers of Commerce
<ul style="list-style-type: none"> • NLEP gets the word out about the region • Engages existing employers on growth opportunities • Identifies and/or assists prospective companies considering locating in North Louisiana • NLEP promotes a 14 parish region 	<ul style="list-style-type: none"> • Most chambers do not focus on the marketing part of economic development • Many chambers instead focus on business climate • Does advocacy work on behalf of member businesses on local, state and occasionally on the national level • Most chambers have a single city/parish geography
How is NLEP different from 	Local Economic Development Orgs
<ul style="list-style-type: none"> • NLEP pools resources from across North Louisiana, so our marketing can reach a greater number of decision-makers • NLEP is neutral about where projects locate within the region • NLEP develops relationships with site selection consultants and companies that could invest in the region • We work closely with local EDOs and other partners who have an important role in economic development 	<ul style="list-style-type: none"> • Local economic development organizations serve a single city/ parish • Local EDOs are needed to be champions for their communities and work to close the deal with a company at the right point in the process • Local EDOs work to package local support, incentives, information and troubleshooting for the company • While NLEP assists in the process, it's up to the local partners and a broader team to land the prospect at the end
How is NLEP different from 	Louisiana Economic Development
<ul style="list-style-type: none"> • NLEP is an independent nonprofit, regional economic development marketing organization • NLEP focuses on promoting 14 parishes in North Louisiana • NLEP acts as the regional partner with LED on projects • NLEP receives only a small portion of our funding from the State 	<ul style="list-style-type: none"> • Louisiana Economic Development (LED) is the lead state agency for economic development • LED focuses on statewide initiatives and manages and offers state level incentives • LED is often the front door when a company isn't sure what part of a state may best meet its needs • LED marshals key support and can speak for the state as a whole