



Programs & Prospect Client Services

The North Louisiana Economic Partnership (NLEP) is a regional economic development marketing organization that focuses on growing the economy in the fourteen parishes of North Louisiana by encouraging capital investment and job creation by both existing companies and those considering the region for the first time. Services are provided on a complimentary, customized and confidential basis.

The NLEP often serves as a neutral “first stop shop,” where prospects can initiate their search, access reliable information and engage various experts as appropriate. The intent is to simplify and expedite the company’s decision-making process. The NLEP provides the following services and can make introductions to other resources/organization as needed.

Business Development Services	Workforce Marketing Services
<p>Project Management Support and facilitation throughout the decision process</p> <ul style="list-style-type: none"> • Planning and scheduling visits/tours • Engaging various partners for support 	<p>Marketing Region to Employees Access to various tools/resources that can enhance a company’s ability to market North Louisiana as a desirable location for the attraction of the “best and brightest” employees, no matter their origin</p>
<p>Key information Access to local and regional data sources covering various factors relevant to the decision process</p>	<p>Industry/Career Marketing Ongoing marketing efforts aimed at highlighting industry sectors and specific career opportunities to regional residents, “boomerangs” (people who have left region but may return) and newcomers.</p>
<p>Introductions Access and introductions to area leaders, both private and public sector</p> <ul style="list-style-type: none"> • Private meetings with senior executives, elected officials and/or corporate functional staff as directed (e.g., HR, finance) 	<p>Introductions Access and introductions to key service providers and public agencies that can assist directly in the recruitment and evaluation of prospective employees</p>
<p>Real Estate Research Initial real estate search assistance based on a prospect’s specifications and connection to real estate brokers and/or landowners for both sites and buildings</p> <ul style="list-style-type: none"> • NWLAProspector.com – online sites and buildings database 	<p>Training Support Engagement with various training providers across North Louisiana and the state who can assist in both off the shelf and customized worker training programs both during an initial ramp-up and on an ongoing basis</p>
<p>Incentive Support Expert advice and advocacy regarding various federal, state and regional/local business incentives that may be appropriate for a project</p>	<p>Relocation Support Flexible relocation assistance that can include developing materials, briefings and tours for employees being invited to relocate</p>

The NLEP can and will seek to support a prospect company or its designated representatives with services beyond this list whenever possible.

For assistance from the NLEP’s professional staff, please contact the Shreveport office at (318) 677-2536 or the Monroe office at (318) 387-0787.