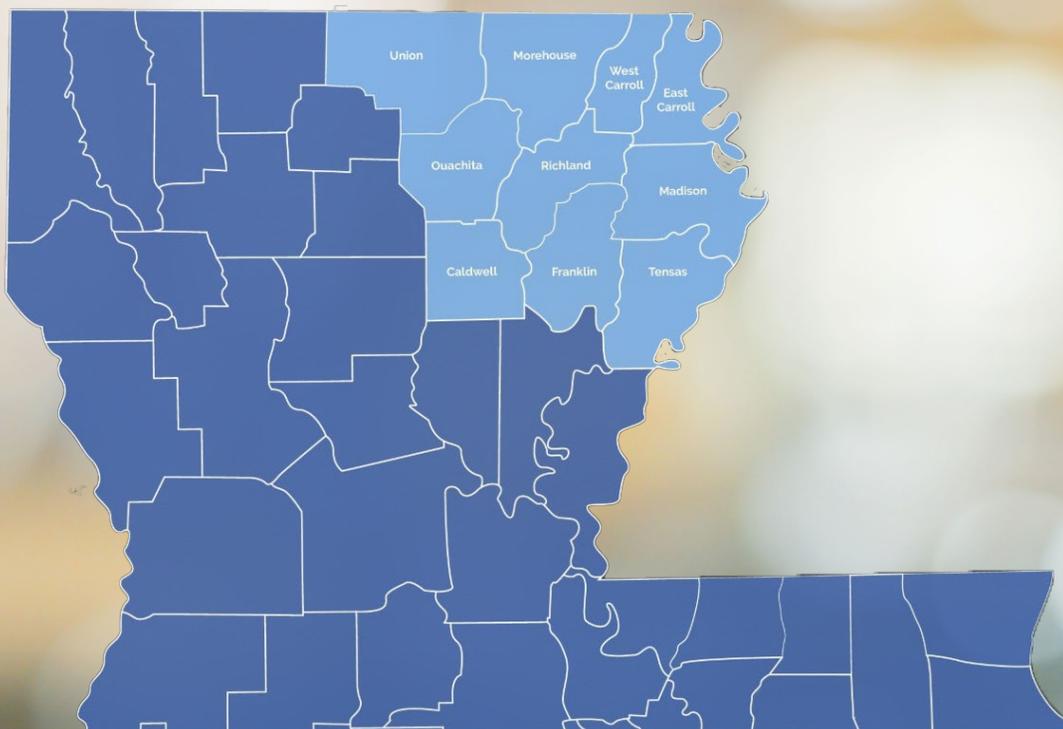


# REGIONAL ECONOMIC IMPACT ANALYSIS

prepared for Grow NELA



# REGIONAL ECONOMIC IMPACT ANALYSIS REPORT

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# Executive Summary

On December 4, 2024, Louisiana Economic Development (“LED”) announced that Meta Platforms Inc. (formerly Facebook) had selected Northeast Louisiana as the site for a \$10 billion artificial intelligence-optimized data center campus. This investment represents a significant pillar of Meta’s broader national strategy to expand its artificial intelligence computing and data storage infrastructure. In response to the anticipated energy demands from Meta’s new operations, as well as those stemming from future commercial and residential growth within the region, Entergy Corporation, Louisiana’s largest electric utility provider, revealed plans for a \$3.2 billion expansion in natural gas power generation capacity.

These unprecedented capital investments have prompted state and local officials to look closely at the current economic development strategy with a view of pursuing a range of regulatory and policy adjustments aimed at enhancing the region’s attractiveness for future responsible growth opportunities. Efforts include streamlining permitting processes, mitigating infrastructure-related risks, and fostering a more responsive, business-friendly environment. The decision of Meta to locate in the region is impactful and must be leveraged in a thoughtful manner to effect further positive economic and community outcomes. Leadership in Richland Parish and throughout the Monroe-West Monroe metropolitan area remain committed to ensuring that these developments translate into long-term community benefits, including targeted workforce development, robust local vendor engagement, and seamless support for Meta’s and Entergy’s operational needs.

To evaluate the full economic implications of these projects, Ginovus LLC – an internationally recognized site selection and economic development advisory firm headquartered in Indianapolis, Indiana – was commissioned to conduct a comprehensive Jobs and Economic Development Impact (“JEDI”) study. Working in close collaboration with Grow NELA, the regional economic development organization for Northeast Louisiana, Ginovus created detailed economic models to estimate the potential effects on employment, income levels, and tax revenues from both a local and regional perspective.

The findings of the JEDI report underscore the transformative potential of strategic economic development initiatives and proactive local and state decision-making. They illustrate how the attraction of a single, large-scale corporate investment can serve as a catalyst for widespread economic growth, strengthening the resilience and prosperity of communities across an entire region.

# Project Scope

## GEOGRAPHY

To assess the economic impacts of Meta and Entergy’s projects at both the local and regional levels, Ginovus, in collaboration with Grow NELA, established two defined impact regions:

1. Local Region – Richland and Ouachita Parishes
2. Northeast Louisiana Region (“NELA Region”) – Caldwell, East Carroll, Franklin, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll Parishes

The Local Region encompasses the immediate communities affected by Meta’s data center development, with the project to be located on the 2,250-acre Franklin Farm Mega Site in Richland Parish and the labor force primarily drawn from the Monroe-West Monroe metropolitan area in Ouachita Parish.

The NELA Region includes ten parishes selected for their integral roles in the regional economy, particularly due to shared labor resources and interconnected consumer markets that support the region.

**LOCAL MAP**



**REGIONAL MAP**

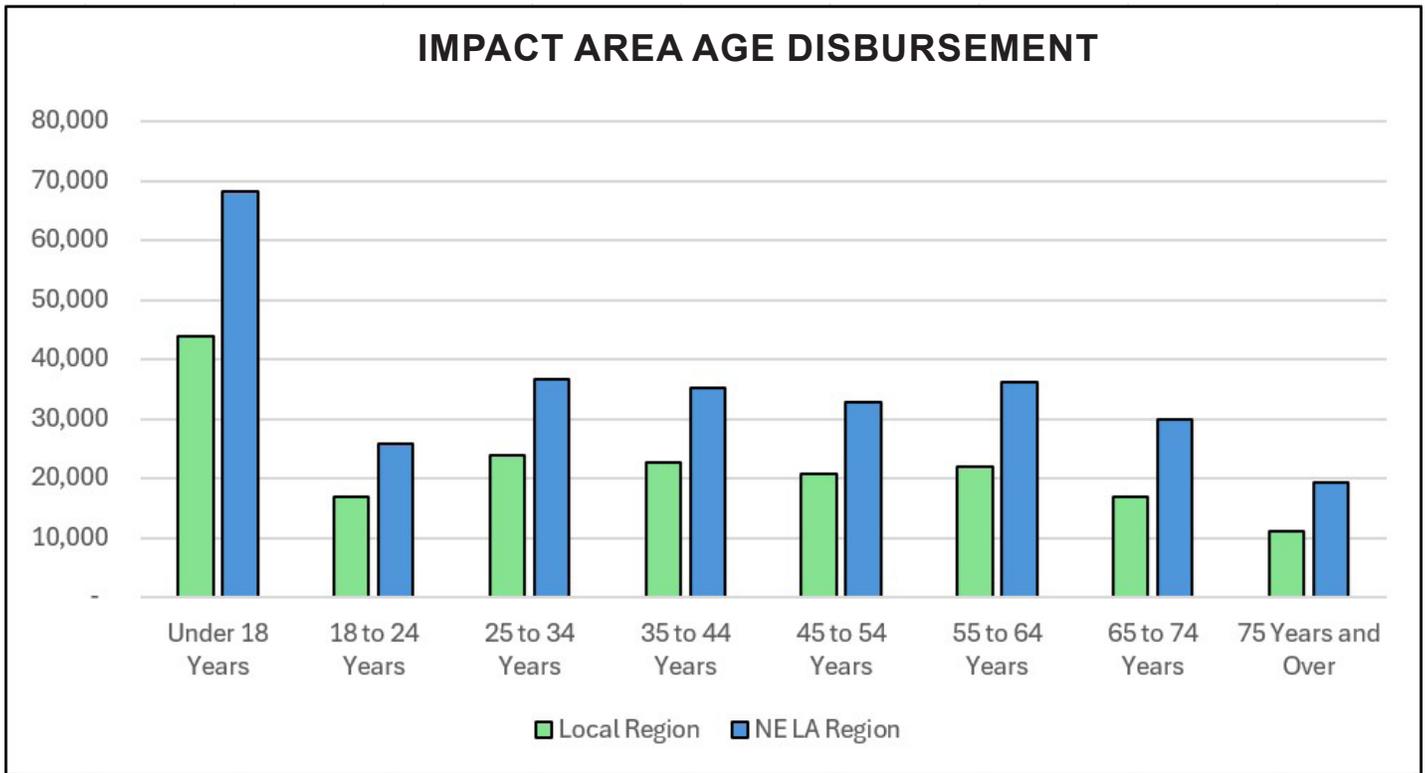


# Project Scope

## REGIONAL ECONOMIC REVIEW

### Demographics

As of the United States Census Bureau's 2023 Census Population Estimate, 284,424 people resided within the NELA Region, with 178,824 living within the Local Region. Across this population, a wide range of ages are present, with the median age in the NELA Region being 38.2 and the Local Region 37.0.



Though the population's age range is diverse, the population is largely represented by only two major racial categories, with White and African American populations comprising 94.1% of the Local Region's residents and 94.7% of the NELA Region's. American Indian, Asian, Hispanic, Multi-Racial, and Other Races only make up 5.9% and 5.3% of each population respectively.

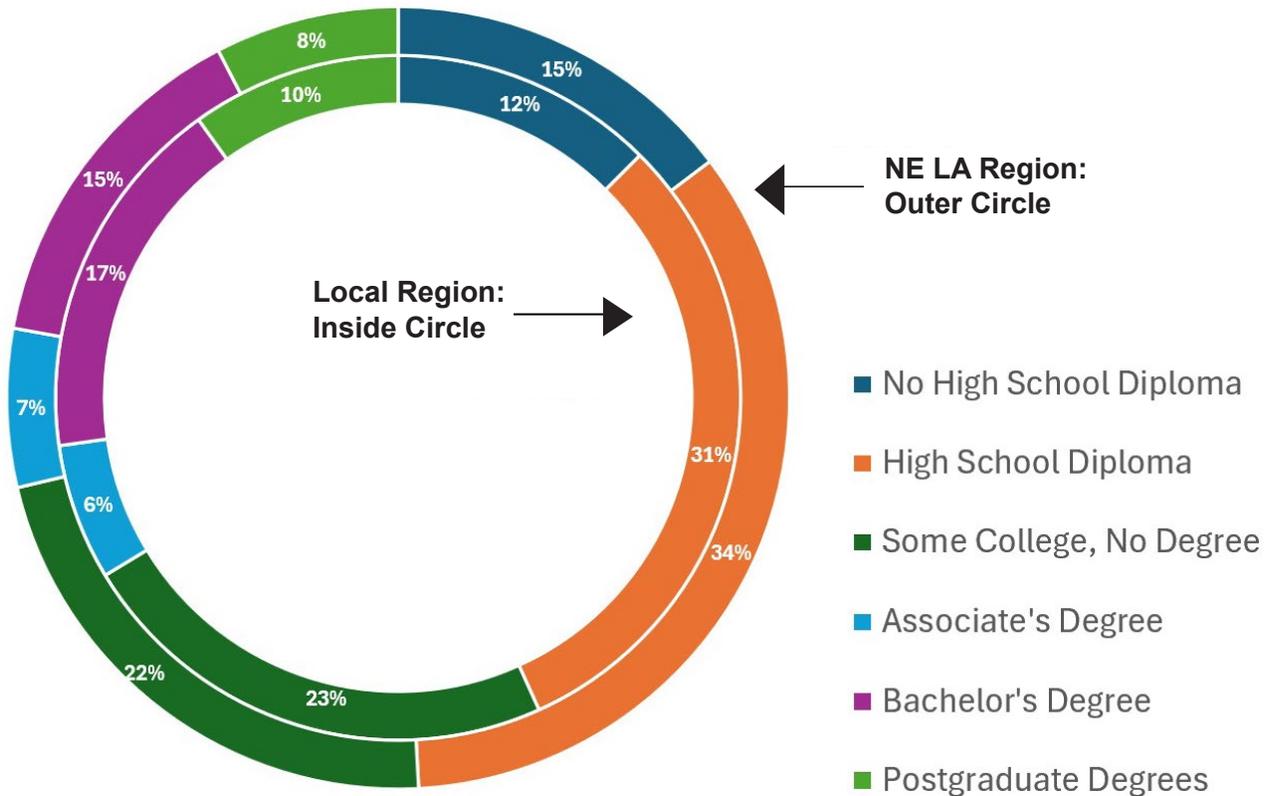
# Project Scope

## Educational Attainment

The Louisiana Department of Health classifies every parish in the NELA Region, except for Ouachita, as rural. In many rural communities, it is common to find a strong presence in skilled trades and hands-on careers that do not always require a four-year degree. In fact, according to the National Center for Education Statistics, only roughly 25% of residents in rural U.S. counties hold a bachelor's degree or higher.

This national trend is also reflected in the NELA Region, where educational pathways are diverse. In both the Local Region and broader NELA Region, roughly 23% of residents have completed some college coursework but have not yet earned a degree. Meanwhile, approximately 22-24% have earned either an associate or bachelor's degree, showcasing a steady movement toward higher education and skills development.

## IMPACT REGION EDUCATIONAL ATTAINMENT



While educational attainment in the region may trail that of more urbanized areas, it is in strong alignment with the local economy's industries such as Manufacturing, Wholesale Trade, Construction, Utilities, and Transportation & Logistics. These sectors are vital to the community and offer numerous career opportunities that emphasize hands-on experience, technical skills, and on-the-job training over formal academic degrees.

# Project Scope

## Regional Incomes

Given the strong economic interconnection between the two identified impact regions, wage levels across their populations are closely aligned. As of Q1 2024, the Local Region reported an average annual wage of \$47,524, while the NELA Region averaged \$45,812. Although these figures are below the national average of \$73,145, Louisiana’s low cost of living (ranked the 12th most affordable state by Forbes in 2024) enhances purchasing power. When adjusted to the national cost-of-living index, the average wages rise to \$53,261 in the Local Region and \$52,444 in the NELA Region.

Wage levels within both regions also vary considerably by industry. In the Local Region, average industry wages range from \$19,702 to \$92,222, while ranging from \$19,479 to \$90,189 in the NELA Region – reflecting diverse economic opportunities across sectors.

## IMPACT REGION EMPLOYMENT AND WAGES

NAICS	Industry	Local Region		NELA Region	
		Employment	Average	Employment	Average
62	Health Care and Social Assistance	17,466	\$48,210	24,260	\$45,647
44	Retail Trade	9,533	\$32,832	13,299	\$32,311
61	Educational Services	6,812	\$47,538	9,342	\$45,162
72	Accommodation and Food Services	7,495	\$19,702	9,037	\$19,479
31	Manufacturing	5,331	\$72,584	8,286	\$64,044
56	Administrative and Support and Waste Management and Remediation Services	6,054	\$42,000	7,546	\$41,010
23	Construction	5,124	\$54,724	6,906	\$51,862
81	Other Services (except Public Administration)	4,425	\$34,975	5,695	\$32,200
92	Public Administration	2,866	\$58,141	4,508	\$51,067
54	Professional, Scientific, and Technical Services	3,290	\$66,231	3,971	\$63,949
52	Finance and Insurance	2,965	\$72,790	3,796	\$71,411
48	Transportation and Warehousing	2,628	\$55,230	3,294	\$56,083
42	Wholesale Trade	2,256	\$71,411	3,082	\$72,827
11	Agriculture, Forestry, Fishing and Hunting	717	\$39,793	2,868	\$52,662
51	Information	1,247	\$65,780	1,583	\$59,970
53	Real Estate and Rental and Leasing	1,306	\$50,546	1,539	\$48,744
71	Arts, Entertainment, and Recreation	1,221	\$20,702	1,498	\$20,450
22	Utilities	637	\$79,269	1,009	\$73,439
55	Management of Companies and Enterprises	717	\$92,222	837	\$90,189
21	Mining, Quarrying, and Oil and Gas Extraction	173	\$64,396	236	\$67,194
Total - All Industries		82,263	\$47,524	112,595	\$45,812

# Project Scope

## Gross Domestic Product by Industry

A review of regional GDP confirmed the prominence of several key industries within Northeast Louisiana. For both impact regions, the top five industries include – Healthcare, Manufacturing, Real Estate, Retail, and Educational Services – with these industries making up 53% of the Local Region’s GDP and 52% of NELA Region’s.

Several other technical industries exist within both region’s top 15 list including – Wholesale Trade, Construction, Utilities, Transportation & Warehousing, and Information.

When comparing GDP sources within both the Local Region and NELA Region, it is evident that Northeast Louisiana parishes work as a cohesive unit to produce economic activity, with both identified impact regions’ top 15 industry list including the exact same industries by order of magnitude, except for one instance by a small margin.

## REGIONAL GROSS DOMESTIC PRODUCT BY INDUSTRY



# Quantitative Impact Model

## Economic Inputs

The parameters of both Meta and Entergy's projects have been weighed as appropriate economic inputs were identified for purposes of impact calculation. Most details have been disclosed within public project announcements, of which both have been included within the report appendix. Detailed below are the significant inputs utilized for purposes of the economic impact analysis.

### Meta Platforms

Total Project Investment	\$10 Billion
Total Direct Employment	500 Jobs
Estimated Construction Labor at Peak Construction	5,000 Skilled-Trade Professionals

### Entergy Corporation

Total Project Investment	\$3.2 Billion
Total Direct Employment	45 Jobs
Estimated Construction Labor at Peak Construction	1,500 Skilled-Trade Professionals

## Economic Outputs

### Employment and Wage Creation

At peak construction, both projects expect to have roughly 6,500 skilled-trade professionals on-site. Due to the complexity of both developments, it may be expected that these roles will be filled by area residents, journeymen, and experienced construction crews from outside of the region. Though not every role will be filled by residents of the Local and NELA Regions, all wages paid to these laborers will have a varying level of impact to the direct and indirect economies of the area.

Assuming an average construction period of 15 months for the Meta project and 22 months for Entergy's, the following direct wages can be estimated to be paid across the construction period:

Estimated Meta Construction Wages:	\$980,000,000
Estimated Entergy Construction Wages:	\$300,000,000
<b>Total Construction Wage Estimation:</b>	<b>\$1,280,000,000</b>

As of Q4 2024, the NELA Region had a Construction Industry (NAICS 23) employment of 7,194 and the Local Region 5,429, or roughly 75.47% of the overall region's industry workforce. Due to the duration and headcount demands for both projects during the construction period, local economies would be strained if 100% of project construction labor was filled solely by local residents. Thus, it has been assumed within the analysis that only 25% of construction labor will be filled by regional residents, keeping in line with industry standards. Additionally, Local Region parishes make up 63% of the overall NELA Region's population, and as such, a similar divisor has been assumed for impact assignment purposes. Extrapolating this out, construction wages could be distributed as follows:

Total Construction Wage Assumption:	\$1,280,000,000
Total Wages to Impact Region Residents:	\$320,000,000
<b>Approx. Wages to Local Region Residents:</b>	<b>\$240,000,000</b>
<b>Approx. Wages to Other NELA Parish Residents:</b>	<b>\$78,000,000</b>

# Quantitative Impact Model

The construction period has been projected to span from Q4 2024 – Q1 2030. Once construction periods are complete and both developments become operational, it is expected that a total of 545 new direct jobs will be created. As operations of both projects tie to industries with a high priority for on-site roles, rather than remote work, the analysis assumes 95% of the positions created will be held by residents of either the Local or NELA Regions, with the remaining 5% coming from outside of the region. Direct jobs created by Meta’s project are expected to be at an average wage of \$75,000 and \$72,753 for Entergy’s project.

<b>IMPACT REGION</b>	<b>REGIONAL FTE ASSIGNMENT</b>	<b>REGIONAL ANNUAL WAGE CREATION</b>
Local Region	326	\$24,389,517
NELA Region	192	\$14,364,378

Direct employment creation additionally leads to indirect and induced impacts on the local and regional economies as well.

Indirect – The economic effects generated by a project’s supply chain.

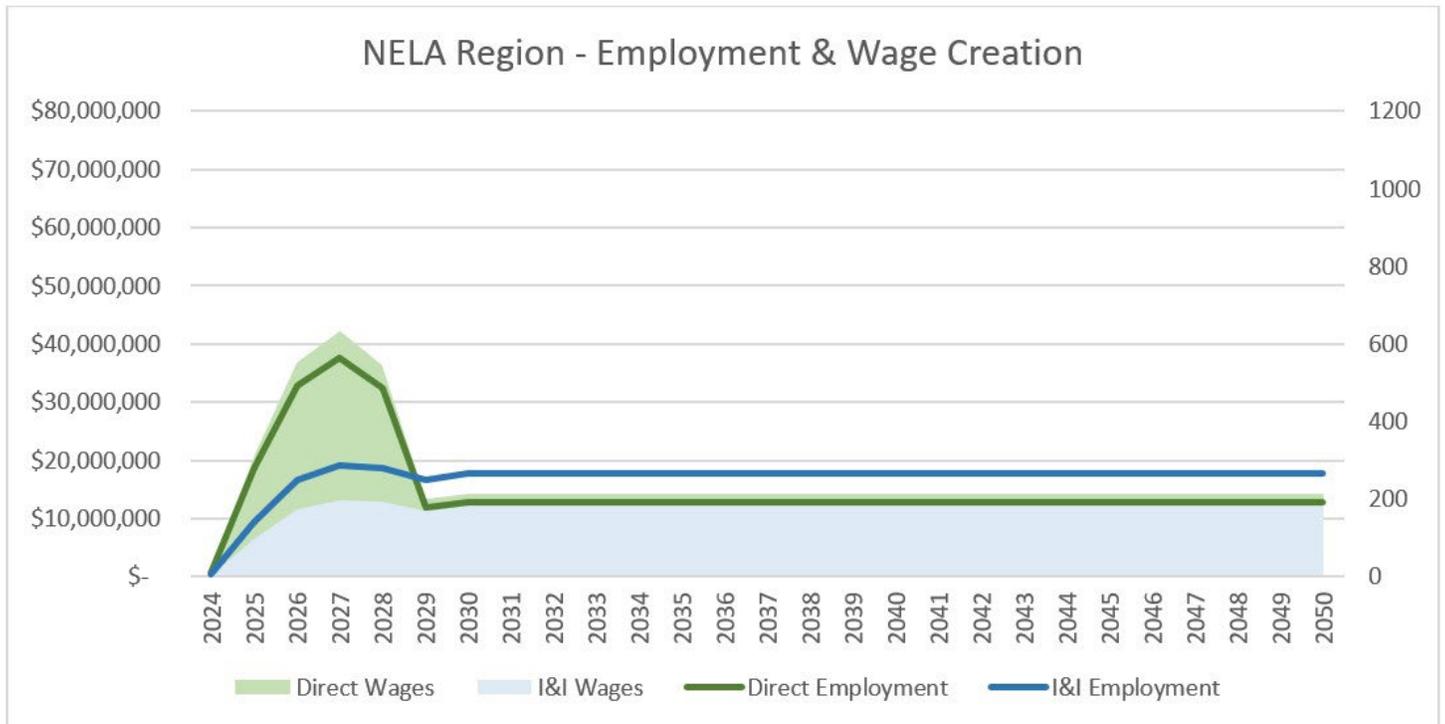
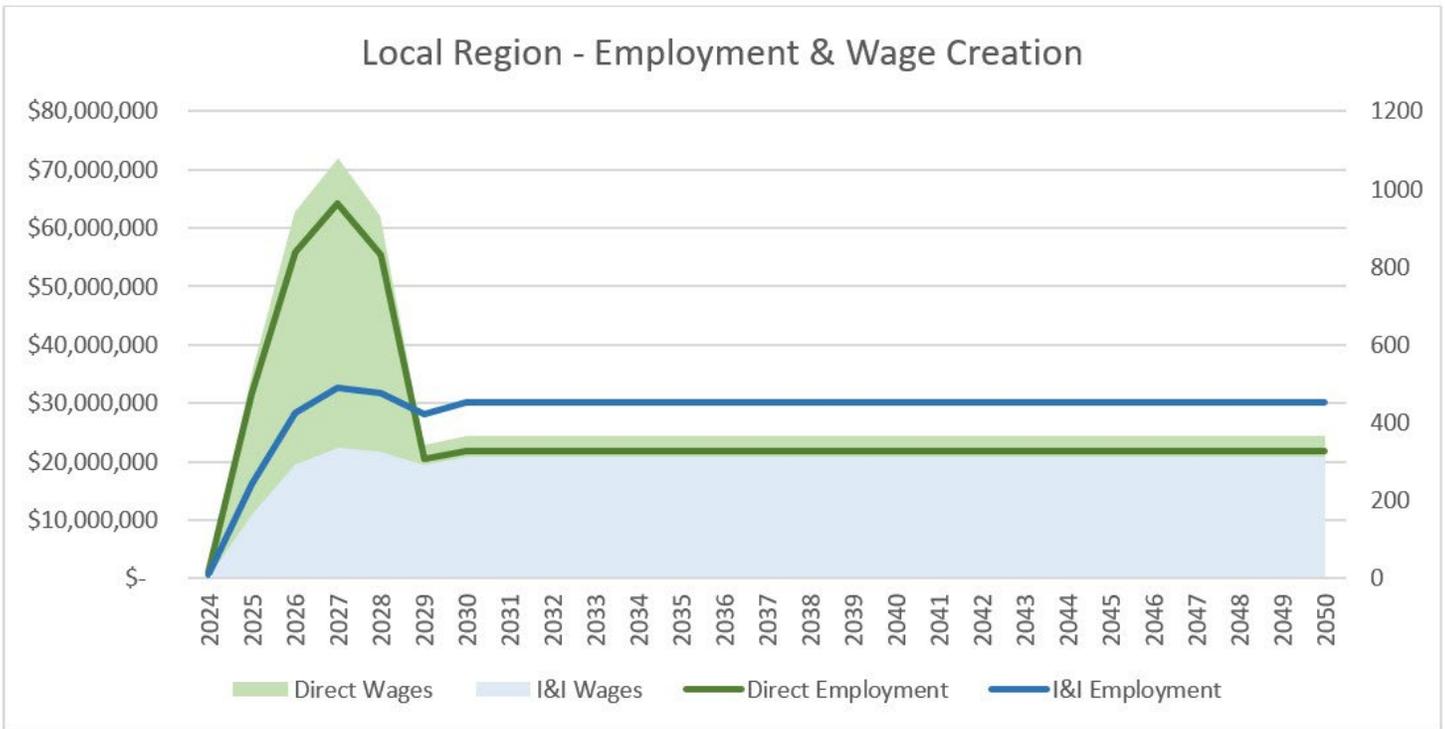
*Example: When a construction project purchases materials, equipment, or services from local vendors, those vendors experience increased demand and may hire more workers or buy more supplies themselves.*

Induced – The economic effects caused by the household spending of workers whose income is supported by the project.

*Example: When construction workers spend their wages at local restaurants, stores, or on housing, it boosts economic activity in those sectors.*

Indirect and induced employment may be expected as a result of both the construction and operational periods of the projects. These impacts weigh heavily on a project’s location and industry sector. As it applies to both Meta and Entergy’s projects located within the NELA region, the following indirect and induced employment and wages have been calculated, further expanding the positive economic impact of both projects

# Quantitative Impact Model



# Quantitative Impact Model

## Income Tax

With newly created wages paid to construction and full-time employees during operations comes income tax generation. As of the time of this analysis, only Louisiana levies income tax on residents, with no income tax being levied locally. Over the 25 year analysis period spanning 2024-2050, a total of **\$61.9M** in income taxes has been estimated to be generated through direct, indirect, and induced employment across the Local and NELA Regions.

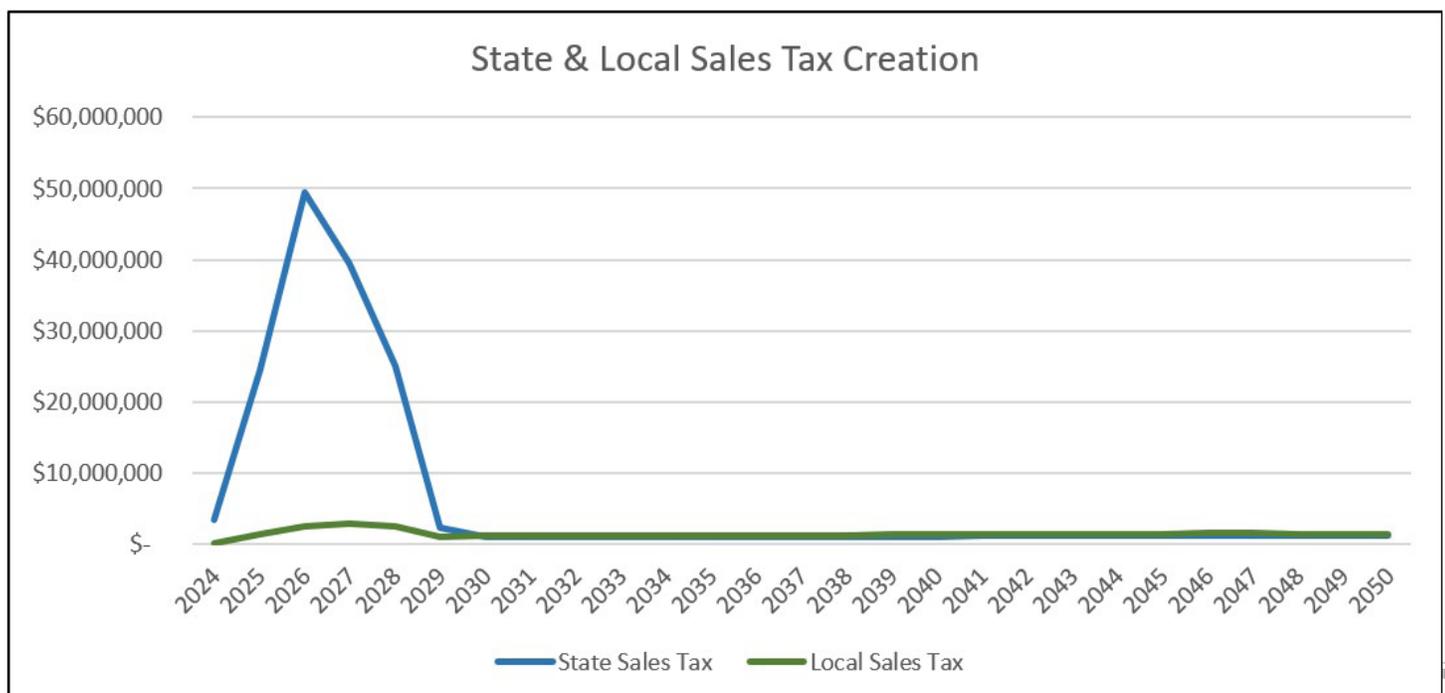
Though these tax dollars will flow directly to the Louisiana Department of Revenue and not be held locally, the state historically has used these revenues to fund initiatives such as K-12 and Higher Education, Healthcare and Social Services, Public Safety and Corrections, Transportation and Infrastructure, Government Operations, and Economic Development and Workforce Initiatives – each providing indirect benefits to statewide geographies, including those within the Local and NELA Regions.

## Sales Tax

Louisiana’s tax structure places a strong emphasis on sales tax revenue, providing a broad and stable source of funding for state and local governments. In fiscal year 2021, sales taxes accounted for approximately 42.3% of total state and local tax collections, the highest share among all U.S. states and nearly double the national average of around 23%. With a combined average state and local sales tax rate of 9.56%, Louisiana effectively leverages consumer spending and construction activity to support essential public services and infrastructure needs. This approach allows the state to maintain relatively low income tax burdens for both individuals and businesses.

As it relates to Meta and Entergy’s projects, in June 2024, Louisiana legislators passed House Bill 827 to provide sales and use tax exemptions for data center projects that locate within the state and meet several hiring and investment requirements. As a result, Meta’s project will largely be exempted from sales tax.

Though Meta’s construction spending has been removed from this impact category, direct, indirect and induced hiring from both projects, as well as Entergy’s projected construction spend have been measured. It has been quantified that as a result of consumer spending and eligible capital investment made during the construction period, \$162.9 M in sales tax revenues will be created at both the local and state level. Additionally, as a result of increased consumer spending from direct, indirect, and induced job creation during the operational periods of the project, \$2.4 - \$3.0 M in sales tax revenues are estimated to be created annually at both the state and local levels.



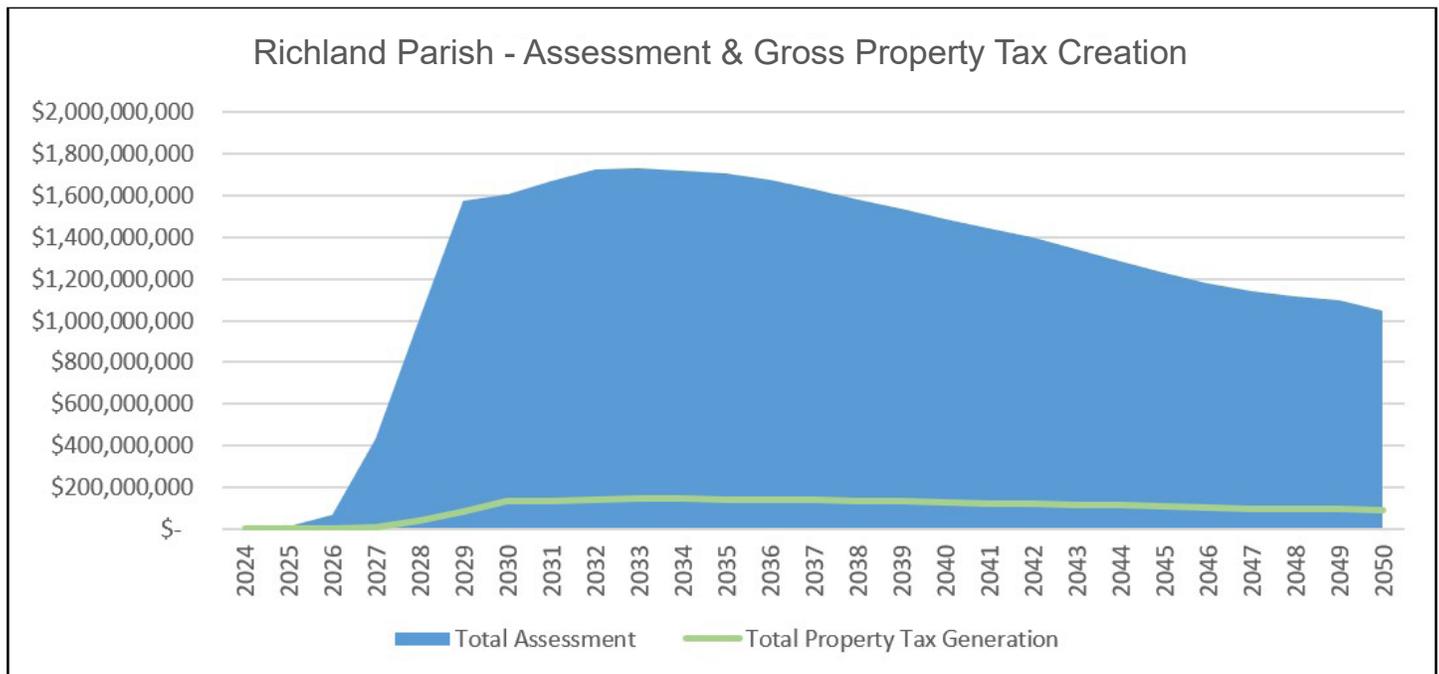
# Quantitative Impact Model

## Property Tax

In the majority of instances, property tax is a local government’s single largest source of revenue. The location of new companies to a region results in a direct positive impact to a community’s ability to increase spending on items such as public safety, education, local infrastructure, parks and recreation facilities, and other quality of place initiatives.

As both Meta and Entergy’s projects include significant investment within real property and personal property, property tax revenues are expected to vary substantially year-over-year, particularly due to the certified depreciation schedule that personal property assets put in place by both projects must utilize when reporting to the parish and state for assessment purposes. Additionally, per State of Louisiana assessment procedures, commercial real property and personal property are both taxed based upon a project’s assessed value – calculated as 15% of market value. Due to this process, property taxes generated by the project may seem disproportionate from estimated assessed values; however, for a largely rural region, the impact will still be material. As estimated within the analysis, at peak assessment, both projects are anticipated to generate an additional \$143 million in gross property taxes.

As is common with business attraction for projects of this magnitude and competitiveness, Northwest Louisiana Finance Authority (“NWLFA”), in conjunction with the Louisiana Department of Economic Development (“LED”) and Richland Parish officials, provided economic development incentives in support of the project. These incentives, provided through the utilization of a payment-in-lieu of tax (“PILOT”) arrangement, aimed to offset the company’s investment through a temporary reduction of property taxes. Based upon the investment size and job creation estimates provided as part of Meta’s project, it has been assumed that the company would be subject to a PILOT payment equal to 20% of their calculated gross real property tax liability and 0% of their calculated gross personal property tax liability for up to 30 years.



Across the 25 year analysis period, a total of nearly **\$800M** in net property tax revenues has been estimated to be created and distributed pro-rata based upon each underlying entity’s portion of the overall district millage rate.

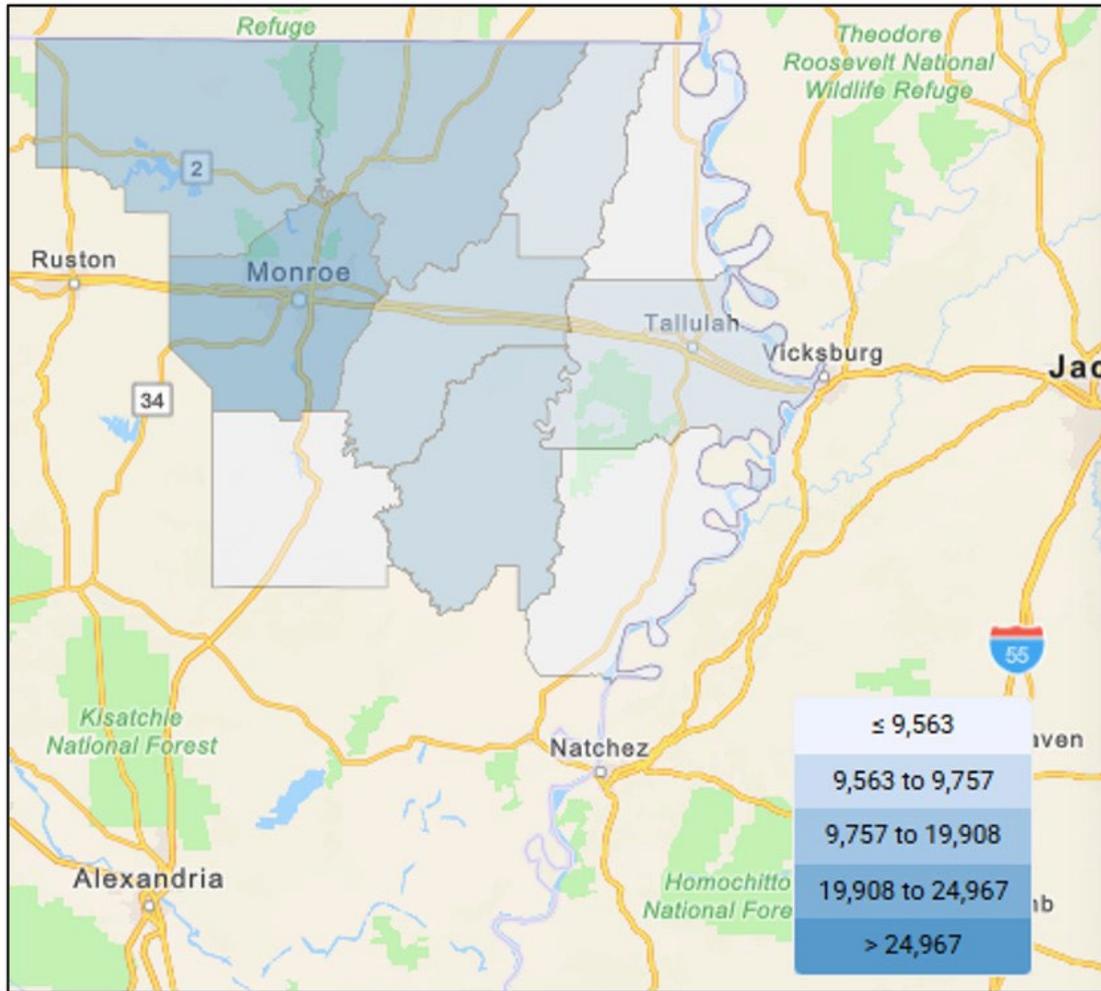
# Quantitative Impact Model

<b>GOVERNMENTAL ENTITY</b>	<b>PROPERTY TAX ALLOCATION</b>	<b>PERCENTAGE SHARE OF TAX CREATION</b>
Tensas Levee District	\$ 44,089,363	5.54%
Library Maintenance	\$ 38,422,103	4.83%
PH School Constitution	\$ 93,173,599	11.71%
PH School Maintenance	\$ 91,924,880	11.55%
Health	\$ 11,238,465	1.41%
Law Enforcement	\$ 114,593,921	14.40%
Assessment District	\$ 67,238,679	8.45%
Hospital District I-B	\$ 105,276,561	13.23%
School District #3	\$ 172,899,461	21.73%
General Fund Outside	\$ 56,864,712	7.15%
<b>TOTAL</b>	<b>\$ 795,721,744</b>	

# Quantitative Impact Model

## Other Economic Outputs - Population Growth

As Local Region parishes make up 63% of the NELA Region's population, the analysis assumes a similar impact distribution across both regions.



With wage levels for these newly created positions expected to be over 150% of the current average of roughly \$45,000 annual incomes across both the Local and NELA regions, it would be appropriate to expect these jobs to be filled by both current residents of the regions' populations and by new residents who will relocate to the area. Furthermore, unemployment rates for the Local and NELA regions are 4.8% and 5.3% respectively, representing economies that are near full employment – further supporting the assumption that many jobs, both direct and indirect, created by the Meta and Entergy projects, will be filled by relocating populations.

# Quantitative Impact Model

## Other Economic Outputs - Healthcare

Beyond job creation and capital investment, Meta’s project also has the potential to improve regional health outcomes. This impact extends to both individuals and healthcare providers. By offering top-tier employer-sponsored health insurance to its 500 new employees, Meta can help increase access to quality care and strengthen the financial stability of local healthcare systems.

Per the CDC and Kaiser Family Foundation in 2022, approximately 82% of privately insured adults have a regular source of care, compared to 63% with public insurance and only 41% of the uninsured. This enhanced access to preventative services contributes to better health outcomes and long-term healthcare cost savings.

Additionally, the Federal Reserve Bank of St. Louis, which tracks per-capita healthcare spending for states around the country, quantified that in 2023 the average Louisiana resident spent \$9,576 on healthcare services. Depending upon the percentage of relocating populations to the region to fill direct jobs created by Meta and Entergy’s projects, a significant increase in healthcare spending to regional facilities would be expected.

The following graph quantifies anticipated new healthcare spending based upon varying levels of relocating populations. To further calculate spending associated with family members of residents filing jobs created by both Meta and Entergy, an average family size of 3.24 was utilized.

PERCENT JOBS FILLED BY RELOCATING POPULATIONS	NUMBER OF NEW FAMILIES	TOTAL POPULATION SIZE	ESTIMATE NEW ANNUAL HEALTHCARE SPENDING
10%	55	178	\$ 1,704,528
20%	109	353	\$ 3,380,328
30%	164	531	\$ 5,084,856
40%	218	706	\$ 6,760,656
50%	273	885	\$ 8,474,760

Individuals with private insurance also tend to use emergency departments at significantly lower rates than those with public coverage, largely due to greater access to primary and specialty care. In addition, private insurers typically reimburse healthcare providers at substantially higher rates – on average, twice the reimbursement levels of public programs, per the Congressional Budget Office. These factors help ease the burden on existing healthcare infrastructure while generating additional financial support for providers, enhancing the region’s capacity to serve both current and future populations.

## Other Economic Outputs - Local Road & Utility Infrastructure

As part of Meta’s commitments to the region, the company is also investing over \$200 million in local infrastructure improvements, including roads and water infrastructure.

Entergy’s project includes the construction of three combined-cycle natural gas power plants totaling 2,260 megawatts. Additionally, Entergy plans to build two company-owned substations, six customer-owned substations, nearly 100 miles of 500kV transmission lines, and eight new 230kV lines. These updates will support not only Meta’s facility but also broader regional economic development and existing customer base.

Meta has committed to matching its electricity use with 100% clean and renewable energy. The company is collaborating with Entergy to bring at least 1,500 megawatts of new renewable energy to the grid through Entergy’s Geaux Zero program. Furthermore, Meta will contribute up to \$1 million annually to Entergy’s “The Power to Care” program, assisting low-income ratepayers, with Entergy matching its contribution.

This partnership between Meta and Entergy represents a significant investment in Northeast Louisiana’s economy and infrastructure, positioning the region as a burgeoning hub for technological innovation and sustainable energy development.

# Quantitative Impact Model

## **Analysis Assumptions & Methodology**

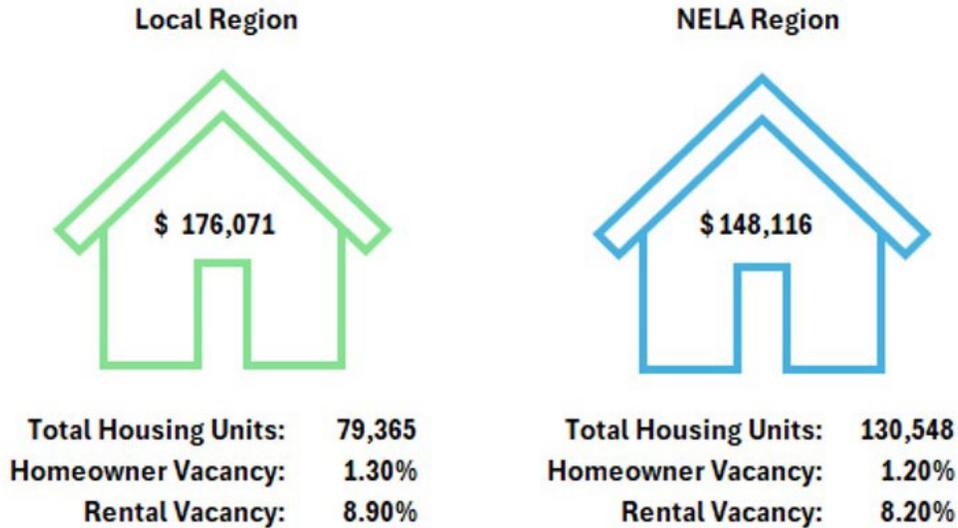
- 1) Investment schedules for both Meta and Entergy's projects reflect projections provided by the Grow NELA team.
- 2) Assessment assumptions made within the analysis are in-line with State of Louisiana treatments – Commercial Property as 15% of market value, Personal Property as 15% of depreciated value, and Land as 10% of market value.
- 3) Assessment growth resulting from the reclassification of land acreage due to the repurpose from agriculture to commercial/ industrial was not quantified within the analysis due to an exact project acreage amount not being identified.
- 4) For the purpose of quantifying property tax liabilities for both Meta and Entergy, the analysis assumes all investment will be placed within Richland Parish Taxing District WD-2 with a 2024 millage rate of \$82.840. This rate has been held constant throughout the 25 year analysis period. Additionally, the analysis assumes Meta's project will be subject to a PILOT agreement for up to 30 years under which they will pay 20% of real property taxes and 0% of personal property taxes.
- 5) Personal Property assets purchased and installed as part of both Meta and Entergy's projects have been depreciated utilizing the State of Louisiana prescribed Table 2503.D 25 Yr depreciation schedule.
- 6) Direct Job Creation associated with the construction and FTE at both Meta and Entergy's project sites are based on input received from Grow NELA and company representatives.
- 7) Based on population distribution across the NELA Region, the analysis assumes 63% of NELA Region employment will be attributed to Local Region parishes.
- 8) Average wages for FTE at both Meta and Entergy's facilities are per Grow NELA and company representative input.
- 9) Analysis assumes 95% of direct job creation associated with both Meta and Entergy's projects will be attributed to the NELA region parishes.
- 10) As of the time of analysis completion, the State of Louisiana individual income tax rate was 3.00%. This rate has held constant throughout the 25 year analysis period. No local income tax rate is applicable for this analysis.
- 11) Indirect and Induced job creation estimations are quantified utilizing nationwide statistics sources. Multipliers are based on direct job creation activity by industry sector and geographical location.
- 12) Due to size of construction industry employment within the NELA Region, the analysis assumes only 25% of construction labor will be sourced from regional construction crews.
- 13) Analysis assumes 68.64% of annual wages paid to NELA Region residents will be utilized for expenses classified as "consumer spending". For wages paid to temporary workers who will travel to the region for work, this percentage is decreased to 34.32%.
- 14) As of the time of analysis completion, the State of Louisiana sales tax rate was 5.00% and the local sales tax rate applicable for Monroe, LA was 5.99%.
- 15) It has been assumed that only 20% of spending associated with temporary construction laborer's wages would be applicable to sales taxes.

As statistics and economic outputs within the analysis are reviewed, it is important that the reader keep in mind that the NELA Region and Local Region are not exclusive of each other as Local Region parishes are also included within the broader NELA Region. Additional calculations would be required in order to quantify an impact to NELA Region parishes less Local Region parishes.

# Needs Assessment

## Housing

To assess the potential impact on regional housing stock resulting from increased employment at Meta and Entergy, an analysis of current market conditions was conducted. Both regions exhibit homeowner vacancy rates indicative of a tight or balanced housing market. According to the 2023 American Community Survey, approximately 1,500 units were available within the NELA Region. Given the region's relatively stagnant population since the survey period, it is reasonable to assume a similar level of housing availability exists as of Q2 2025.



While current home availability statistically supports the anticipated population growth associated with Meta and Entergy's direct job creation, a deeper review of both homeowner and rental vacancy rates is warranted. Given the quality and permanence of many of these new jobs, it is reasonable to expect that a significant portion of the relocating population may prefer homeownership over renting.

Homeownership not only provides stability for incoming families but also creates a long-term community investment, including greater participation in local organizations, schools, and volunteer efforts. As such, regional stakeholders should consider targeted efforts to increase for-sale housing supply, particularly in growth-ready areas near employment centers.

Conversely, the region's current rental vacancy rate of 8.20-8.90% is well-positioned to serve temporary or transitional populations, such as construction workers, contract staff, and short-term project managers. This existing availability will help to mitigate pressure on the housing market during construction phases and early operational ramp-up.

As both direct and indirect job creation accelerates, increased pressure on home values and rental rates is likely. To maintain affordability and preserve quality of place for existing and future residents, the community should take a strategic approach to housing development, ensuring a diverse mix of rental and owner-occupied products that align with the region's current and future workforce needs.

# Quantitative Impact Model

## Local School Districts

It is reasonable to assume a portion of Meta and Entergy’s direct job creation will be filled by relocating populations. As a result, there will likely be families with school aged children moving to the area, creating a potential impact to local school systems. Assuming most relocating populations will live within Local Region parishes, student populations and class size data were collected for these areas utilizing statistics collected by the Louisiana Department of Education.

Parish	Number of Schools	Total Enrollment (as of 2/1/25)	Avg. Class Size (as of 2023-24 School Year)
Ouachita	37	17,547	69.46% 1-20 Students
Richland	11	2,713	70.73% 1-20 Students
<b>Total</b>	<b>48</b>	<b>20,260</b>	

Within the NELA Region, the average family size ranges from 3.02 to 3.40 persons across all Parishes – or 3.24 for the region as a whole. To best quantify an impact, the analysis has reviewed varying levels of relocating populations to quantify a potential student count increase:

Percent Jobs Filled by Relocating Populations	Number New Families	Number New Students	% Impact to Current Student Population
10%	55	13	0.0642%
20%	109	26	0.1283%
30%	164	39	0.1925%
40%	218	52	0.2567%
50%	273	66	0.3258%

For the 2024-2025 school year, the average state contribution per student is projected to be approximately \$5,400 accounting for supplementary factors and the state Minimum Foundation Program. When reviewing these financial statistics as a whole, the overall impact of both Meta and Entergy’s projects will be a net positive to regional school corporations – having less than a 1.0% impact on student counts while increasing school state funding by a range of \$70,200 to \$356,400; all while avoiding disruptions to existing classroom size or infrastructure capacity.

# Quantitative Impact Model

## Other Categories

As a result of construction labor sourced from outside the NELA Region, there will be a multitude of temporary “residents” across the region during construction periods. These temporary inhabitants will need housing, food, groceries, community amenities, etc. To proactively support these individuals and to avoid disruptions to construction timelines, adequate permanent and temporary infrastructure must be identified. Below are a few case study examples to help depict ways in which other communities across the nation have previously addressed this topic in a successful manner:

- Temporary Workforce Housing (“Man Camps”)
  - Project: Dakota Access Pipeline (North Dakota)
  - Faced with tens of thousands of workers and limited lodging, developers built sprawling temporary housing sites near construction zones. These included modular buildings with bunk rooms, cafeterias, laundry services, and recreation spaces.
- Mobile Food Services
  - Project: Tesla Gigafactory (Sparks, Nevada)
  - During peak construction, thousands of workers were fed daily through on-site food trucks and catered meals due to the limited number of restaurants in the industrial area. Tesla coordinated directly with vendors to manage food logistics.
- Extended-Stay Agreements and RV Parks
  - Project: Golden Pass LNG Terminal (Sabine Pass, Texas)
  - With limited hotel space, contractors leased entire blocks of hotel rooms and developed temporary RV parks with utility hookups.
- Regional Housing Coordination
  - Project: Meta Data Center (New Albany, Ohio)
  - The central Ohio region, including adjacent communities, worked together to provide workforce housing through hotel partnerships, apartment leases, and temporary lodging solutions. A daily shuttle system was also established to provide for workers living 30-60 minutes away from the construction site.
- Local Government Planning and Zoning Flexibility
  - Project: Intel Semiconductor Plant (Chandler, Arizona)
  - Faced with a worker influx, the city fast-tracked permits for new multifamily and short-term housing projects, collaborated with construction firms for transport logistics, and created business liaison teams to support local services scaling up to meet the increased demand.

# Qualitative Impacts

Beyond economics, Meta's project will bring a sense of pride and visibility to the Grow NELA region. A major global technology company choosing rural Louisiana for a flagship facility demonstrates confidence in the local workforce, infrastructure potential, and community support. This validation can build civic engagement and encourage future investments by both public and private stakeholders.

Entergy's infrastructure buildout, designed to meet not only Meta's energy demands but also plan for future growth, will enhance regional energy reliability and capacity. The commitment to renewable energy development through the Geaux Zero program demonstrates a forward-looking approach.

Education and workforce development are also poised to benefit. The scale and visibility of these projects will likely prompt partnerships between Meta, local governments, and educational institutions to train and upskill local talent, particularly in sectors such as IT, electrical work, engineering, and construction management.

These projects are more than just capital deployments; they are catalysts for lasting regional transformation. They bring job opportunities, community investment, technological infrastructure, and a positive connotative identity to Northeast Louisiana, helping to position the area as a player in the booming digital economy while honoring its local roots.

# Ginovus Company Profile

For almost 25 years, Ginovus has been a globally recognized provider of location modeling, site selection, and economic development incentive procurement and compliance management services. Our team members have advised and served clients in support of more than 1,800 projects clients across the United States, Canada, Mexico, India, Europe and the Caribbean basin during their careers, offering a level of knowledge, experience, and insight that is unsurpassed in the industry. Our success is backed by a wide range of expertise, including legal, accounting, commercial real estate, strategic planning, finance, economic development, government, and research. Learn more at [ginovus.com](http://ginovus.com).

## GINOVUS®

# APPENDIX

A: Regional Economic Statistics

B: Cumulative Jobs & Economic Development Impact Model

C: Project Announcement

# A: Regional Economic Statistics

## Demographics Statistics - Both Regions

	Percent		Value	
	Grow NELA - Local Region	Grow NELA - NE LA Region	Grow NELA - Local Region	Grow NELA - NE LA Region
<b>Demographics</b>				
Population (ACS)			178,824	284,424
Male	48.3%	48.8%	86,349	138,746
Female	51.7%	51.2%	92,475	145,678
Median Age <sup>2</sup>			37.0	38.2
Under 18 Years	24.6%	24.0%	44,027	68,369
18 to 24 Years	9.5%	9.1%	17,016	25,851
25 to 34 Years	13.4%	12.9%	24,033	36,775
35 to 44 Years	12.7%	12.4%	22,782	35,270
45 to 54 Years	11.7%	11.6%	20,859	32,893
55 to 64 Years	12.3%	12.7%	21,964	36,114
65 to 74 Years	9.5%	10.5%	17,029	29,888
75 Years and Over	6.2%	6.8%	11,114	19,264
Race: White	57.1%	57.7%	102,170	164,005
Race: Black or African American	37.0%	37.0%	66,114	105,102
Race: American Indian and Alaska Native	0.2%	0.2%	344	468
Race: Asian	0.9%	0.7%	1,693	1,941
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	14	76
Race: Some Other Race	1.6%	1.4%	2,848	3,927
Race: Two or More Races	3.2%	3.1%	5,641	8,905
Hispanic or Latino (of any race)	3.4%	3.2%	6,102	9,094
<b>Population Growth</b>				
Population (Pop Estimates) <sup>4</sup>			177,280	279,721
Population Annual Average Growth <sup>4</sup>	0.0%	-0.5%	29	-1,297
People per Square Mile <sup>4</sup>			152.0	46.6
<b>Economic</b>				
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.4%	54.5%	81,486	121,900
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	76.2%	72.0%	51,542	75,511
Work from Home	6.9%	6.0%	5,181	6,665
Armed Forces Labor Force	0.1%	0.0%	80	94
Veterans, Age 18-64	4.3%	3.9%	4,548	6,511
Veterans Labor Force Participation Rate and Size, Age 18-64	67.9%	65.8%	3,088	4,283
Median Household Income <sup>2</sup>			\$51,424	\$47,700
Per Capita Income			\$30,222	\$28,273
Mean Commute Time (minutes)			22.6	24.0
Commute via Public Transportation	0.9%	0.7%	664	740
<b>Educational Attainment, Age 25-64</b>				

## A: Regional Economic Statistics

No High School Diploma	12.5%	14.7%	11,185	20,699
High School Graduate	30.8%	34.5%	27,587	48,650
Some College, No Degree	23.1%	22.1%	20,682	31,236
Associate's Degree	6.4%	6.5%	5,768	9,231
Bachelor's Degree	17.3%	14.5%	15,540	20,514
Postgraduate Degree	9.9%	7.6%	8,876	10,722
<b>Housing</b>				
Total Housing Units			79,365	130,548
Median House Value (of owner-occupied units) <sup>2,5</sup>			\$176,071	\$148,116
Homeowner Vacancy	1.3%	1.2%	565	832
Rental Vacancy	8.9%	8.2%	2,676	3,553
Renter-Occupied Housing Units (% of Occupied Units)	39.7%	36.2%	27,016	39,162
Owner-Occupied Housing Units (% of Occupied Units)	60.3%	63.8%	41,039	68,988
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.9%	9.1%	6,050	9,847
<b>Social</b>				
Poverty Level (of all people)	24.0%	25.5%	41,389	69,431
Households Receiving Food Stamps/SNAP	20.3%	22.0%	13,817	23,820
Enrolled in Grade 12 (% of total population)	1.4%	1.4%	2,476	4,097
Disconnected Youth <sup>3</sup>	6.1%	6.3%	583	943
Children in Single Parent Families (% of all children)	49.1%	50.5%	20,146	32,075
Uninsured	8.1%	7.6%	14,139	20,943
With a Disability, Age 18-64	13.4%	14.7%	13,858	23,325
With a Disability, Age 18-64, Labor Force Participation Rate and Size	39.4%	36.3%	5,460	8,460
Foreign Born	2.0%	1.7%	3,605	4,843
Speak English Less Than Very Well (population 5 yrs and over)	1.1%	1.0%	1,832	2,658

1. American Community Survey 2019-2023, unless noted otherwise.
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.
4. Census Population Estimate for 2023, annual average growth rate since 2013.
5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

# A: Regional Economic Statistics

## Gross Domestic Product Statistics - Both Regions

Industry	NAICS	Grow NELA - Local Region	Grow NELA - NE LA Region
		GDP	GDP
<b>Total - All Industries</b>		\$9,299,069,000	\$12,271,373,000
<b>Health Care and Social Assistance</b>	<b>62</b>	\$1,190,284,000	\$1,586,301,000
<b>Manufacturing</b>	<b>31</b>	\$1,173,979,000	\$1,530,292,000
<b>Real Estate and Rental and Leasing</b>	<b>53</b>	\$1,144,275,000	\$1,312,410,000
<b>Retail Trade</b>	<b>44</b>	\$850,012,000	\$1,176,915,000
<b>Educational Services</b>	<b>61</b>	\$575,752,000	\$742,294,000
<b>Finance and Insurance</b>	<b>52</b>	\$534,611,000	\$684,871,000
<b>Wholesale Trade</b>	<b>42</b>	\$492,727,000	\$676,389,000
<b>Construction</b>	<b>23</b>	\$448,271,000	\$585,299,000
<b>Administrative and Support and Waste Management and Remediation Services</b>	<b>56</b>	\$360,431,000	\$440,804,000
<b>Other Services (except Public Administration)</b>	<b>81</b>	\$358,938,000	\$419,408,000
<b>Professional, Scientific, and Technical Services</b>	<b>54</b>	\$345,242,000	\$402,740,000
<b>Utilities</b>	<b>22</b>	\$311,175,000	\$445,006,000
<b>Public Administration</b>	<b>92</b>	\$292,277,000	\$399,009,000
<b>Transportation and Warehousing</b>	<b>48</b>	\$291,203,000	\$386,367,000
<b>Information</b>	<b>51</b>	\$290,656,000	\$322,544,000
<b>Accommodation and Food Services</b>	<b>72</b>	\$261,979,000	\$311,057,000
<b>Mining, Quarrying, and Oil and Gas Extraction</b>	<b>21</b>	\$99,386,000	\$151,390,000
<b>Management of Companies and Enterprises</b>	<b>55</b>	\$92,545,000	\$106,625,000
<b>Agriculture, Forestry, Fishing and Hunting</b>	<b>11</b>	\$85,430,000	\$458,918,000
<b>Arts, Entertainment, and Recreation</b>	<b>71</b>	\$66,665,000	\$81,357,000
<b>Unclassified</b>	<b>99</b>	\$33,229,000	\$51,379,000

Note: Figures may not sum due to rounding.  
Data as of 2023

# A: Regional Economic Statistics

NAICS	Industry	Industry Snapshot - Local Region									
		Current				5-Year History			1-Year Forecast		
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	17,466	\$48,210	1.42	-187	-0.2%	1,709	774	925	9	0.1%
44	Retail Trade	9,533	\$32,832	1.18	-527	-1.1%	1,151	543	751	-143	-1.5%
72	Accommodation and Food Services	7,495	\$19,702	1.05	-413	-1.1%	1,273	565	761	-52	-0.7%
61	Educational Services	6,812	\$47,538	1.03	162	0.5%	583	288	348	-52	-0.8%
56	Administrative and Support and Waste Management and Remediation Services	6,054	\$42,000	1.21	844	3.1%	645	273	411	-40	-0.7%
31	Manufacturing	5,331	\$72,584	0.82	-420	-1.5%	453	197	337	-81	-1.5%
23	Construction	5,124	\$54,724	1.04	678	2.9%	406	161	275	-30	-0.6%
81	Other Services (except Public Administration)	4,425	\$34,975	1.27	57	0.3%	473	205	296	-27	-0.6%
54	Professional, Scientific, and Technical Services	3,290	\$66,231	0.55	204	1.3%	250	98	166	-14	-0.4%
52	Finance and Insurance	2,965	\$72,790	0.92	-275	-1.8%	217	93	150	-27	-0.9%
92	Public Administration	2,866	\$58,141	0.74	-311	-2.0%	235	105	157	-27	-0.9%
48	Transportation and Warehousing	2,628	\$55,230	0.64	435	3.7%	266	115	169	-18	-0.7%
42	Wholesale Trade	2,256	\$71,411	0.73	-209	-1.8%	203	84	141	-21	-0.9%
53	Real Estate and Rental and Leasing	1,306	\$50,546	0.89	-1	0.0%	113	55	69	-11	-0.8%
51	Information	1,247	\$65,780	0.78	-753	-9.0%	99	39	68	-8	-0.6%
71	Arts, Entertainment, and Recreation	1,221	\$20,702	0.72	101	1.7%	173	71	108	-6	-0.5%
11	Agriculture, Forestry, Fishing and Hunting	717	\$39,793	0.72	-151	-3.7%	79	41	46	-9	-1.2%
55	Management of Companies and Enterprises	717	\$92,222	0.56	-621	-11.7%	58	22	38	-2	-0.3%
22	Utilities	637	\$79,269	1.49	33	1.1%	52	21	35	-4	-0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	173	\$64,396	0.58	0	0.0%	15	5	10	-1	-0.8%
	Total - All Industries	82,263	\$47,980	1.00	-1,354	-0.3%	8,337	3,660	5,232	-556	-0.7%

Data as of 2024Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average.

Exits and transfers are approximate estimates based upon occupation separation rates.

# A: Regional Economic Statistics

NAICS	Industry	Industry Snapshot - NELA Region					1-Year Forecast				
		Current			5-Year History		Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %					
62	Health Care and Social Assistance	24,260	\$45,647	1.44	-593	-0.5%	2,326	1,075	1,284	-33	-0.1%
44	Retail Trade	13,299	\$32,311	1.21	-487	-0.7%	1,592	758	1,047	-213	-1.6%
61	Educational Services	9,342	\$45,162	1.03	394	0.9%	779	394	476	-92	-1.0%
72	Accommodation and Food Services	9,037	\$19,479	0.92	-607	-1.3%	1,529	681	917	-69	-0.8%
31	Manufacturing	8,286	\$64,044	0.93	-157	-0.4%	723	306	525	-108	-1.3%
56	Administrative and Support and Waste Management and Remediation Services	7,546	\$41,010	1.10	1,129	3.3%	798	341	513	-55	-0.7%
23	Construction	6,906	\$51,862	1.02	636	2.0%	541	217	371	-46	-0.7%
81	Other Services (except Public Administration)	5,695	\$32,200	1.19	-64	-0.2%	604	263	381	-40	-0.7%
92	Public Administration	4,508	\$51,067	0.86	-516	-2.1%	363	165	246	-48	-1.1%
54	Professional, Scientific, and Technical Services	3,971	\$63,949	0.48	263	1.4%	300	118	200	-18	-0.5%
52	Finance and Insurance	3,796	\$71,411	0.86	-285	-1.4%	274	119	192	-38	-1.0%
48	Transportation and Warehousing	3,294	\$56,083	0.59	301	1.9%	329	144	211	-26	-0.8%
42	Wholesale Trade	3,082	\$72,827	0.73	-241	-1.5%	271	114	192	-35	-1.1%
11	Agriculture, Forestry, Fishing and Hunting	2,868	\$52,662	2.11	-546	-3.4%	302	165	184	-47	-1.7%
51	Information	1,583	\$59,970	0.73	-738	-7.4%	126	50	87	-10	-0.6%
53	Real Estate and Rental and Leasing	1,539	\$48,744	0.77	14	0.2%	132	65	81	-14	-0.9%
71	Arts, Entertainment, and Recreation	1,498	\$20,450	0.65	123	1.7%	211	87	132	-9	-0.6%
22	Utilities	1,009	\$73,439	1.73	40	0.8%	81	33	55	-7	-0.7%
55	Management of Companies and Enterprises	837	\$90,189	0.48	-719	-11.7%	67	26	44	-3	-0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	236	\$67,194	0.57	8	0.7%	20	7	14	-2	-0.8%
99	Unclassified	2	\$36,020	0.01	2	n/a	0	0	0	0	-1.7%
	Total - All Industries	112,595	\$46,203	1.00	-2,041	-0.4%	11,264	5,008	7,158	-901	-0.8%

Data as of 2024Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average.

Exits and transfers are approximate estimates based upon occupation separation rates.

# A: Regional Economic Statistics

SOC	Occupation	Current						5-Year History			1-Year Forecast			
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support Occupations	9,802	\$39,700	1.02	342	3.5%	198	-1,309	-2.5%	892	451	578	-138	-1.4%
41-0000	Sales and Related Occupations	7,523	\$38,800	1.05	410	5.5%	570	-733	-1.8%	852	419	544	-111	-1.5%
35-0000	Food Preparation and Serving Related Occupations	7,388	\$26,500	1.09	512	7.3%	390	-369	-1.0%	1,305	588	771	-54	-0.7%
31-0000	Healthcare Support Occupations	6,062	\$27,100	1.59	230	4.2%	112	106	0.4%	855	383	437	34	0.6%
53-0000	Transportation and Material Moving Occupations	6,046	\$40,400	0.85	389	6.6%	270	148	0.5%	688	285	447	-44	-0.7%
29-0000	Healthcare Practitioners and Technical Occupations	5,890	\$86,100	1.20	85	1.5%	526	-25	-0.1%	327	172	164	-8	-0.1%
11-0000	Management Occupations	5,536	\$102,900	0.87	104	1.8%	335	403	1.5%	401	151	274	-23	-0.4%
25-0000	Educational Instruction and Library Occupations	4,666	\$56,500	1.05	124	2.6%	90	54	0.2%	349	178	203	-31	-0.7%
51-0000	Production Occupations	4,004	\$46,000	0.90	198	5.3%	78	-306	-1.5%	355	148	265	-59	-1.5%
49-0000	Installation, Maintenance, and Repair Occupations	3,779	\$52,000	1.18	116	3.4%	157	-85	-0.4%	299	132	189	-23	-0.6%
47-0000	Construction and Extraction Occupations	3,716	\$47,800	1.01	232	6.4%	75	313	1.8%	287	111	195	-19	-0.5%
13-0000	Business and Financial Operations Occupations	3,470	\$69,200	0.66	111	3.0%	106	40	0.2%	254	95	175	-16	-0.5%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	2,948	\$28,600	1.09	159	5.8%	70	-258	-1.7%	362	168	216	-21	-0.7%
33-0000	Protective Service Occupations	2,712	\$37,200	1.53	116	4.5%	34	898	8.4%	282	120	182	-20	-0.7%
39-0000	Personal Care and Service Occupations	2,434	\$29,900	1.15	129	5.3%	38	20	0.2%	375	150	236	-12	-0.5%
21-0000	Community and Social Service Occupations	2,111	\$45,600	1.39	69	3.1%	99	-29	-0.3%	189	80	108	0	0.0%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	1,083	\$48,800	0.72	50	4.4%	45	-6	-0.1%	93	42	60	-8	-0.8%
17-0000	Architecture and Engineering Occupations	917	\$95,600	0.70	21	2.4%	57	-16	-0.3%	55	23	37	-5	-0.6%
15-0000	Computer and Mathematical Occupations	907	\$90,200	0.35	29	2.9%	50	-99	-2.1%	51	20	32	-1	-0.1%
23-0000	Legal Occupations	608	\$89,600	0.89	9	1.5%	11	-53	-1.7%	30	14	20	-4	-0.7%
19-0000	Life, Physical, and Social Science Occupations	420	\$73,600	0.56	14	3.3%	24	10	0.5%	35	7	29	-1	-0.3%
45-0000	Farming, Fishing, and Forestry Occupations	242	\$37,500	0.51	25	9.3%	3	-59	-4.3%	32	14	21	-3	-1.2%
00-0000	Total - All Occupations	82,263	\$49,800	1.00	3,473	4.3%	3,338	-1,354	-0.3%	8,379	3,752	5,184	-556	-0.7%

Data as of 2024Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment.

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

# A: Regional Economic Statistics

SOC	Occupation	Occupation Snapshot - NELA Region												
		Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support Occupations	12,830	\$39,500	0.98	527	3.8%	218	-1,528	-2.2%	1,144	588	750	-194	-1.5%
41-0000	Sales and Related Occupations	10,128	\$38,300	1.03	693	6.2%	718	-837	-1.6%	1,139	569	734	-163	-1.6%
35-0000	Food Preparation and Serving Related Occupations	9,182	\$26,200	0.99	826	7.9%	556	-631	-1.3%	1,604	729	952	-78	-0.8%
53-0000	Transportation and Material Moving Occupations	8,331	\$39,600	0.85	732	7.3%	310	139	0.3%	940	392	616	-68	-0.8%
31-0000	Healthcare Support Occupations	8,318	\$26,600	1.59	398	4.6%	119	41	0.1%	1,149	523	596	30	0.4%
11-0000	Management Occupations	8,262	\$98,500	0.95	170	2.0%	351	410	1.0%	591	254	394	-56	-0.7%
29-0000	Healthcare Practitioners and Technical Occupations	8,213	\$82,600	1.22	139	1.7%	580	-134	-0.3%	447	240	231	-24	-0.3%
25-0000	Educational Instruction and Library Occupations	6,535	\$54,400	1.07	192	2.9%	93	202	0.6%	469	246	282	-59	-0.9%
51-0000	Production Occupations	6,227	\$43,700	1.02	393	5.7%	142	-215	-0.7%	571	235	417	-82	-1.3%
49-0000	Installation, Maintenance, and Repair Occupations	5,047	\$51,700	1.15	210	3.8%	179	-49	-0.2%	394	176	252	-34	-0.7%
47-0000	Construction and Extraction Occupations	5,041	\$46,800	1.00	447	7.2%	84	267	1.1%	381	150	262	-30	-0.6%
13-0000	Business and Financial Operations Occupations	4,452	\$70,400	0.62	149	3.2%	113	84	0.4%	320	121	223	-25	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	4,345	\$28,700	1.18	308	6.4%	98	-193	-0.9%	524	245	316	-37	-0.8%
33-0000	Protective Service Occupations	3,604	\$37,600	1.49	159	4.3%	37	834	5.4%	352	152	233	-32	-0.9%
39-0000	Personal Care and Service Occupations	3,335	\$29,500	1.15	207	5.8%	39	-64	-0.4%	505	205	321	-21	-0.6%
21-0000	Community and Social Service Occupations	2,867	\$45,200	1.38	97	3.4%	97	-21	-0.1%	250	109	146	-5	-0.2%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	1,349	\$47,700	0.66	64	4.6%	70	-1	0.0%	116	53	74	-11	-0.9%
15-0000	Computer and Mathematical Occupations	1,136	\$89,800	0.32	38	3.0%	40	-90	-1.5%	63	25	40	-2	-0.2%
17-0000	Architecture and Engineering Occupations	1,104	\$95,000	0.62	28	2.6%	70	-15	-0.3%	65	27	45	-7	-0.6%
45-0000	Farming, Fishing, and Forestry Occupations	971	\$38,100	1.49	123	10.7%	25	-186	-3.5%	120	56	82	-17	-1.7%
23-0000	Legal Occupations	755	\$90,000	0.81	12	1.5%	9	-70	-1.8%	36	18	25	-6	-0.8%
19-0000	Life, Physical, and Social Science Occupations	563	\$75,400	0.55	22	4.0%	27	17	0.6%	46	9	39	-3	-0.5%
00-0000	Total - All Occupations	112,595	\$49,000	1.00	5,936	4.9%	3,977	-2,041	-0.4%	11,242	5,120	7,030	-908	-0.8%

Data as of 2024Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.
2. Wage data represent the average for all Covered Employment.
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



# Meta Selects Northeast Louisiana as Site of \$10 Billion Artificial Intelligence Optimized Data Center; Governor Jeff Landry Calls Investment 'A New Chapter' for State

- **Project is expected to result in 500 or more direct new jobs, more than 1,000 indirect jobs and 5,000 construction workers at peak.**
- **Expansive technology campus will occupy 4 million square feet on the 2,250-acre former Franklin Farm mega site.**
- **Entergy worked with Meta to address energy needs, and Meta will match its electricity use with 100% clean and renewable energy.**

RICHLAND PARISH, La. – Facebook and Instagram parent company Meta announced it will build a \$10 billion artificial intelligence data center in northeast Louisiana, a transformational investment that cements the state's status as a major innovation hub and puts this picturesque rural community on the leading edge of a global digital revolution.

Meta projects the data center will support 500 or more direct new jobs in Richland Parish. LED estimates the project will result in the creation of more than 1,000 indirect jobs, for a total of more than 1,500 potential new jobs in the Northeast Region. The company estimates 5,000 construction workers at peak of construction on the 2,250-acre former Franklin Farm megasite that sits between the municipalities of Rayville and Delhi, about 30 miles east of Monroe.

"Today, Louisiana begins a new chapter. Today, we are delivering new jobs and economic growth on a scale unimaginable before we took office," Governor Jeff Landry said. "Meta's investment establishes the region as an anchor in Louisiana's rapidly expanding tech sector, revitalizes one of our state's beautiful rural areas, and creates opportunities for Louisiana workers to fill high-paying jobs of the future. I thank Meta for their commitment to our state, and to the State Legislature for positioning Louisiana to win this project by passing new tax reform legislation that attracts capital investment and improves Louisiana's business tax climate."

Hyperscaler data centers such as the one planned for Richland Parish are housed in huge physical structures designed to process the vast amounts of data required to support digital technologies, including Artificial Intelligence (AI) workloads. The facility is the largest of more than 20 Meta data centers around the world.

"Meta is building the future of human connection and the technology that makes it possible. And this data center will be an important part of that mission," said Kevin Janda, Meta Director of Data Center Strategy. "Richland Parish in Louisiana is an outstanding location for Meta to call home for a number of reasons. It provides great access to infrastructure, a reliable grid, a business-friendly climate, and wonderful community partners that have helped us move this project forward. We're thrilled to be a new member of the Richland Parish community and are committed to investing in its long-term vitality."

LED expects the project, one of the largest private capital investments in the state's history, to spark new economic activity and investments throughout northeast Louisiana as multiple industries benefit from the billions of dollars invested. Meta makes a concerted effort to source labor and materials locally, and partners with local schools and organizations to advance STEAM education and digital skills that can be used to compete in the digital workforce.

"This project is an example of what Louisiana can accomplish when economic development partners play offense rather than waiting for good projects to come to them," LED Secretary Susan B. Bourgeois said. "Louisiana has been actively positioning itself as a hub for AI innovation, with plans to support startups, grow a skilled workforce, and shape forward-thinking policy. Meta's historic investment is just the beginning of a bold strategy to drive economic growth through AI, expand and diversify the state's tech sector, and prove to the world that when Louisiana says that we are ready to compete on the global stage, we mean business."

## C: Project Announcement

To power the data center, which at its largest point extends more than one mile from front to back, Entergy will add clean, efficient power plants to its system to meet growing power demands, including from the data center. Meta has pledged to match its electricity use with 100% clean and renewable energy and will be working with Entergy to bring at least 1,500 MW of new renewable energy to the grid through its Geaux Zero program. In addition, Meta has committed to contribute up to \$1 million a year to Entergy's "The Power to Care" low-income ratepayer support program, a figure that will be matched by Entergy Louisiana.

"This partnership underscores Entergy Louisiana's commitment to powering progress and driving innovation," Entergy Louisiana President and CEO Phillip May said. "By supporting this transformational investment, we are not only delivering the energy needed today, but also building the infrastructure that will support a brighter, more sustainable future for all of Louisiana. Together, we're laying the foundation for economic growth that will benefit generations to come. We could not be more proud to play a critical role in this monumental endeavor."

In addition to Meta's commitment to match its electricity usage with clean and renewable energy, the company prioritizes water stewardship in its operations, including minimizing water use at its data centers. Meta has pledged to restore more water than it consumes at this data center by investing in water restoration projects in Louisiana.

To support both the construction and eventual operation of the data center, Louisiana Community and Technical College System (LCTCS) has committed \$250,000 in Workforce Rapid Response funding to Delta Community College to develop programs and expand capacity. Delta will scale up its construction trades programs to meet the initial construction needs, and partner with peer institutions experienced in developing and delivering curricula for data center operations.

"The parish is excited about the project and we look forward to assisting in every way," Richland Parish Supervisor Joey Evans said. "I am so proud of the collaboration and cooperation among our state, regional, parish and local partners. The manner in which the communities of Rayville, Holly Ridge and Delhi came together to make this project a reality speaks volumes about our parish's ability to rise to any challenge."

Meta expects construction to continue through 2030 with site work beginning in December. The company has also committed to invest more than \$200 million in local infrastructure improvements, including roads and water systems.

The company is expected to take advantage of a new Louisiana incentive program, established by Act 730, that offers qualifying projects a state and local sales and use tax rebate on the purchase or lease of data center equipment. Meta is also expected to participate in the state's Quality Jobs program.

"This project will create a transformational change for the residents of the entire Northeast Region," Grow NELA President and CEO Rob Cleveland said. "Meta chose northeast Louisiana because of the availability of reliable, low-cost energy; access to flat, developable land and a business-friendly environment led by Governor Landry. This project opens the floodgates for data center development in Louisiana, and we are prepared for what's ahead."

## C: Project Announcement

### **About Entergy Louisiana**

Entergy Louisiana, LLC provides electric service to more than 1 million customers in 58 parishes and natural gas service to more than 94,000 customers in Baton Rouge. Entergy Louisiana is a subsidiary of Entergy Corporation (NYSE: ETR), a Fortune 500 company. Entergy powers life for 3 million customers through its operating companies in Arkansas, Louisiana, Mississippi and Texas. It is investing in the reliability, and resilience and growth of the energy system while helping the region transition to cleaner, more efficient energy solutions. With roots in Louisiana communities for more than 100 years, Entergy is a nationally recognized leader in sustainability and corporate citizenship delivering more than \$100 million in local economic benefits each year through philanthropy, volunteerism and advocacy. Entergy is headquartered in New Orleans, and has approximately 12,000 employees. Learn more at [Entergy-Louisiana.com \(https://entergy-louisiana.com\)](https://entergy-louisiana.com).

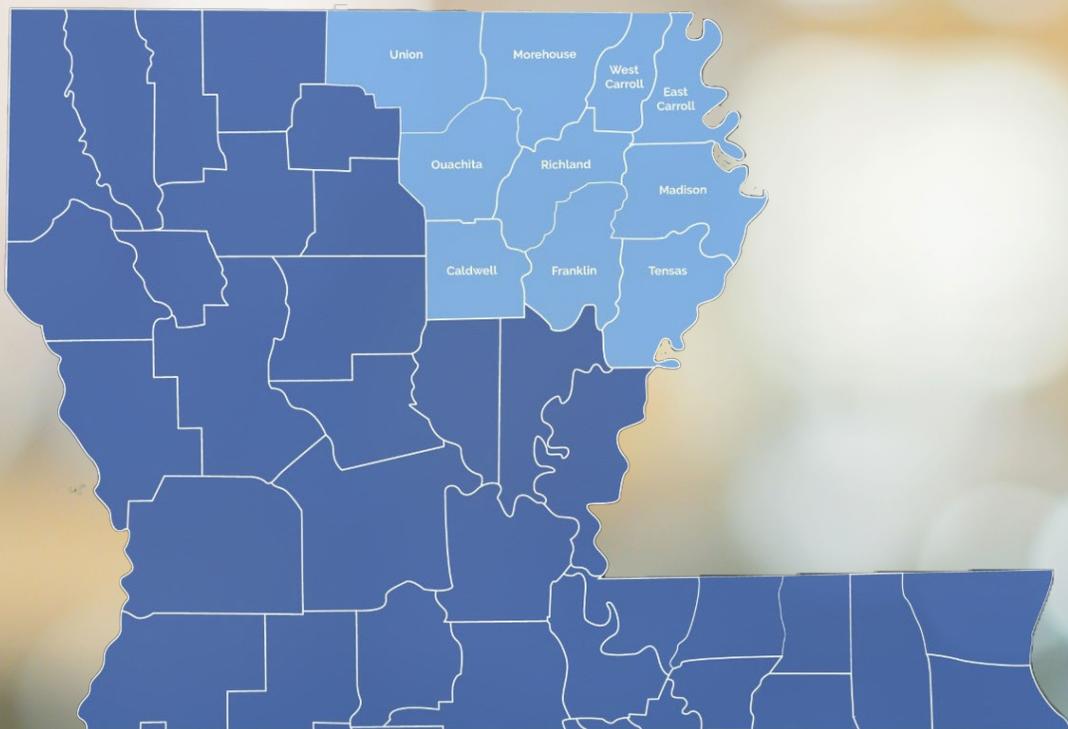
### **About Grow NELA**

Grow NELA provides solutions-based assistance for business, industry, and municipalities. Grow NELA delivers visible, impactful results that attract new jobs, expand the tax base, grow the population, and create more wealth for all residents of the 10-parish Northeast Louisiana region. Learn more at [GrowNELA.com \(https://grownela.com/\)](https://grownela.com/).

### **About LED**

Louisiana Economic Development is responsible for driving capital investment, job creation and economic opportunity for the people of Louisiana and employers of all sizes. Explore how LED is positioning Louisiana to win at [OpportunityLouisiana.com \(http://opportunitylouisiana.com\)](http://opportunitylouisiana.com).

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