

from the desk of

**ADAM
KNAPP**

Here's the most unfortunate fact of the last three years, it's hard to find economic data boring anymore. I feel bad for the weather, which used to be perfect for light banter. Now it's non-farm job statistics and unemployment rates. In the spirit of helping you keep up, each issue of *Catalyst* features an economic vital signs chart that gives a kindergarten-level snapshot of the state of the regional economy for the quarter.

One industry sector showing gains at the end of September was information. In this issue, we describe an important asset that will make the Baton Rouge area more competitive for information-sector jobs, the Louisiana Digital Media Center.

This exciting facility will house both Electronic Arts and LSU's Center for Computation and Technology, a unique "first" for LSU. We owe our thanks to a supportive LSU System Board, the LSU campus leadership, Governor Jindal and LED, Arthur Cooper at the Louisiana Emerging Technology Center, and many others. Most importantly, the Louisiana Digital Media Center signifies a commitment by LSU to lead on economic development. Our regional efforts are stronger with LSU's collaboration.

Finally, a few highlights about RIO and our marketing team. RIO has been awarded a federal grant for its new entrepreneurship services, something critical to our five-year campaign. Similarly impressive, our marketing team received the highest honor, Best in Show, from the Southern Economic Development Council (SEDC) for BRAC's 2010 annual report. We mailed the report to a number of site-selection professionals, and got this reply from one in Atlanta:

"I can unequivocally say that in 16+ years of working in economic development I have never seen a more creative, fun, cool, and effective report or marketing piece. Truth be told that a good percentage of the materials I receive (and I receive a ton of them every week) I don't pay enough attention to but this was both informative and captivating."

Congratulations to both teams for their quality and creativity.

Enjoy the issue!



Adam Knapp,

President and CEO, Baton Rouge Area Chamber (BRAC)



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