

EXECUTIVE SUMMARY

- Entergy Corporation is a large national utility company headquartered in the City of New Orleans with regulated utility operations throughout the states of Louisiana, Arkansas, Mississippi and Texas. Entergy's corporate service company – Entergy Services Inc. (ESI) – provides corporate support for all of the Entergy operating utilities in the country. ESI is also headquartered in the City of New Orleans. Entergy also owns and operates nuclear power plants in the northeast section of the United States, including the state of New York.
- In 2010, Entergy and its employees spent \$312.83 million directly in the area economy. That direct spending created an additional \$265.12 million in secondary spending. **The total impact of the company in the City of New Orleans was \$577.95 million.** The impact on the entire New Orleans Metro Statistical Area (consisting of Orleans, Jefferson, St. Tammany, St. Charles, St. John, Plaquemines, and St. Bernard Parishes) **was \$494.36 million in direct spending, \$371.96 million in secondary spending, and \$866.32 million in total spending.**
- Entergy is the eleventh largest electric and natural gas utility in the United States.
- Entergy is the only Louisiana based company in the Fortune 300, ranked at 213 on the 2011 Fortune 500 list. Entergy is the only Fortune 500 company headquartered in the City of New Orleans.
- The presence of a Fortune 300 company in any city provides a significant economic development boost for that city. Business decision makers view the local business climate as one of the most important factors in choosing a location for their business. Having a Fortune 300 company located in the City sends the message that the City and area are indeed a viable location for successful business.
- In addition to the economic impact and the psychological impact of having Entergy's headquarters in the City, the economy of the City benefits from having a strong electric utility company producing affordable and reliable electric power for residential, commercial, and industrial customers. Almost every site selection list has "energy availability and costs" as one of the most important site selection criteria.
- Through its headquarters operations, Entergy Services Inc.'s support operations, Entergy Louisiana, LLC's operations in the New Orleans MSA, and through Entergy New Orleans operations, the company has a significant economic impact on the economy of the City and the surrounding region. The purpose of this

report is to estimate the economic impact of Entergy's operations and employees on the economy of New Orleans and the surrounding region.

- The most significant aspect of Entergy's operations in New Orleans and the area is the employment of people. The company employs a large number of employees in New Orleans at Entergy New Orleans, Inc. and at Entergy Services Inc. that is headquartered in the City. In addition, other Entergy companies have employees who reside in New Orleans and the surrounding area. Entergy employs 1,134 people in the City of New Orleans and a total of 2,601 in the New Orleans MSA.
- Entergy's activities in the City of New Orleans support, either wholly or in part, a total of 3,794 jobs in the area, creating \$278.68 million in income for residents of area. In addition to the 1,134 people who draw their paycheck from Entergy directly, an additional 2,660 jobs in the area are supported by the local spending of Entergy and its employees.
- The operations of Entergy in the New Orleans MSA created a total of \$391.99 million in income for local residents and supported 6,057 jobs in the area economy. Of the 6,057 jobs supported, 2,601 are direct employees of Entergy companies and 3,456 are people whose jobs are supported by company and employee spending.
- The operations of Entergy and its employees just in the City of New Orleans create a total of \$21.13 million in incremental revenue annually for the state of Louisiana and \$48.60 million of new revenue for local governments in the City. The combined impact is \$69.73 million. This is recurring revenue that is much needed in these tough economic times.
- In addition to the large number of jobs that Entergy supports in the local economy, mention must be made of the charitable and philanthropic contributions that the company makes annually.
- In 2010, Entergy contributed \$4,300,000 to support charitable causes in the New Orleans area. This does not include the volunteer hours that company employees spend on community support. In still troubled times for the New Orleans community, this support is critical for the redevelopment and restoration of New Orleans, its people and economy.
- The company and its employees are responsible for a total of \$76.65 million in taxes for the State of Louisiana and for local governments in the New Orleans MSA — \$26.35 million for the State and \$50.3 million for local governments in the New Orleans area on an annual basis.

TABLE S1

ENTERGY'S IMPACT ON NEW ORLEANS, 2010
(Dollar Figures in Millions)

Category	City of N.O. Impact	N. O. MSA Impact
Entergy Direct Employment	1,134	2,601
Related Employment	2,660	3,456
Total New Orleans Employment	3,794	6,057
Direct Spending*	\$312.83	\$494.36
Secondary Spending*	\$265.12	\$371.96
Total Impact in New Orleans*	\$577.95	\$866.32
Total Income Created	\$278.68	\$391.99
State Tax Revenues Created	\$21.13	\$26.35
Local Tax Revenues Created	\$48.60	\$50.30
Total Tax Revenue Created	\$69.73	\$76.65

* Direct Spending is defined as the total company spending on wages and salaries, local purchases, state and local taxes, and professional services in the local area economy. Secondary spending is the spending in the local economy by the companies receiving the direct spending. Total spending is the sum of direct and secondary spending.