

**THE ECONOMIC IMPACT OF THE ENTERGY HEADQUARTERS ON THE ORLEANS  
PARISH AND LOUISIANA ECONOMIES: AN UPDATE**

**By**

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## EXECUTIVE SUMMARY

The purpose of this report is to estimate the impact on the Orleans Parish and State economies of the presence of Entergy Corporation's headquarters in New Orleans. Given its services area, there are a number of other places where its headquarters can be located such as Jackson, Mississippi, Little Rock, Arkansas or the Woodlands, Texas. Louisiana is very fortunate that New Orleans continues to be the Headquarters for Entergy Corporation.

In 2024, some \$555.5 million was spent to operate the headquarters. Of that amount, \$168.6 million was spent on wages and salaries to pay the 1,356 employees at the headquarters. That works out to an average wage of \$124,923, some 86% higher than the average wage in the Parish. New Orleans gained not only a lot of jobs but also high-wage, green jobs as well when Entergy opened its Headquarters in New Orleans. Entergy has a total of approximately 12,300 employees, company-wide.

Headquarters spending was plugged into an input-output (I/O) table to determine the total impacts on the City/State. According to the I/O table for the **City**, Entergy headquarters supported:

- About two-thirds of a billion dollars (**\$662.6 million**) in **sales at businesses** in the City;
- Almost a third of a billion dollars (**\$318.4 million**) in **household earnings** for residents of the City;
  - This is almost as much as the total earnings of all workers in the City's oil and gas extraction sector (\$369.0 million in 2023---latest data available).
  - This is more than the earnings of all workers in the City's nondurable goods manufacturing sector (\$274.8 million in 2023).
- **4,432 jobs** for New Orleans citizens.
  - This is more jobs than total employment in the City's oil and gas extraction sector (3,993).
  - This implies a **job multiplier of 3.3** (4,432/1,356). That is, for every new job created at the Entergy headquarters, 2.3 jobs are created elsewhere in the New Orleans economy via the multiplier effect.
  - This implies an **average annual wage for these jobs of \$71,841**, about 7% higher than the average wage in the City.
- **\$19.7 million in revenues for City government.**
  - This is almost equivalent to **one month of total local sales taxes collected by the City** in FY23 (\$26 million).

According to the I/O table for the **State**, Entergy headquarters supported:

- **\$843 million (over three-quarters of a billion dollars) in sales** at firms in the State.
- **\$479 million---nearly one-half of a billion dollars---in household earnings** for State residents.
  - By way of reference, this is more than the earnings of all workers in the State's plastics and rubber products manufacturing sector (\$465.1 million) in 2023 (latest data available).
- **7,785 jobs** for Louisiana citizens.
  - By way of reference, there are **22 parishes in Louisiana whose employment in November 2024 was lower** than 7,785 workers. This number is about equivalent to total employment in Grant Parish (7,727).
  - This implies a **job multiplier** at the State level for Entergy's headquarters of **5.7** (7,785/1,356). That is, for every job created at Entergy's headquarters, 4.8 new jobs are created elsewhere in the State via the multiplier effect.
- **\$33.5 million in revenues for the State treasury.**
  - By way of reference, this is almost as much as the State collected from its beer tax in FY23 (\$36.22 million)

In addition to these standard economic benefits, Entergy---through its headquarters operations---proved to be a good civic leader as well, contributing over **\$4.3 million to over 100 New Orleans non-profit partners and community organizations** in 2024. Entergy was an honoree of **Civic 50**, recognizing the top companies for employee volunteerism and community service.

When Entergy chose New Orleans for its headquarters location, the Parish and State gained not only a significant economic engine for the economy but also a responsible civic citizen as well.

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## **I. Introduction**

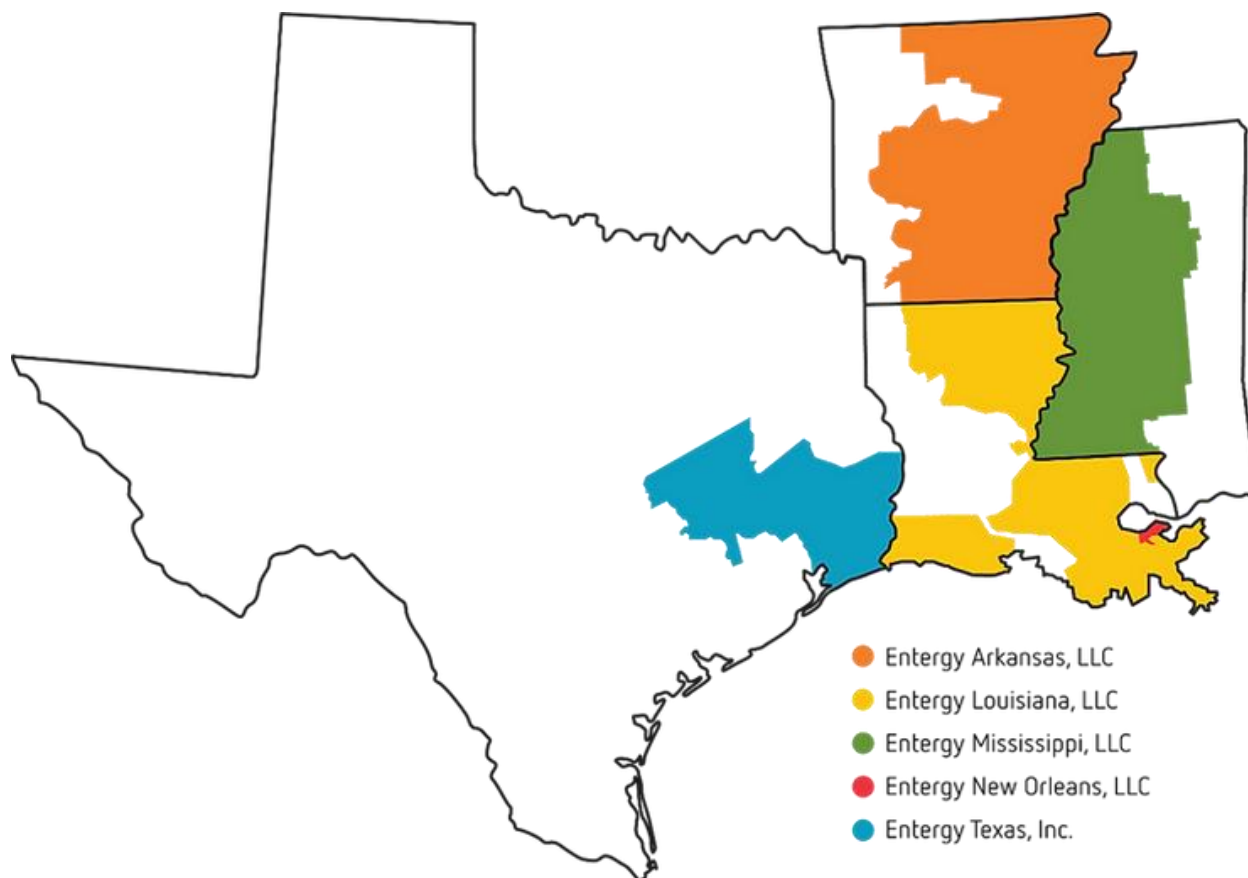
Incorporated in 1949 as Middle South Utilities, Entergy Corporation is a company focused on electric power production and distribution. The company serves approximately three million customers in Louisiana, Mississippi, Arkansas, and Texas. Its market area is geographically defined in Figure 1.

To service these three million customers, Entergy operates about 40 plants that use a variety of power generation sources. In conjunction with the global energy transition that is underway, Entergy has gained approval from the Louisiana and Arkansas Public Service Commissions for five new solar projects totaling 725 megawatts of solar power. An MOU has been signed with New Fortress Energy, Inc. to collaborate on the development of renewable energy and hydrogen infrastructure in Southeast Texas. And Entergy New Orleans and Entergy Louisiana have entered an MOU with Diamond Offshore to evaluate the future development of offshore wind power to serve Louisiana customers.

The company has more than 16,100 miles of transmission lines within a 114,000 square mile area. The company completed a 230kV Mississippi River crossing with towers upgraded to withstand winds of up to 175 miles per hour. Entergy New Orleans is executing a \$100m resilience plan to ready its system for the increased and stronger hurricanes the area may experience. Entergy Louisiana's resilience plan will put \$1.2B into its system around the rest of the state.

Recently, Entergy Louisiana announced two large projects, Meta's \$10b data center in Northeast Louisiana and Hyundai's \$5.8b steel plant in Ascension Parish. Meta's data center will support more than 500 direct jobs, over 100 indirect jobs and 5000 construction jobs. Hyundai's steel plant is expected to create more than 1,300 direct new jobs with an average salary of \$95,000 and 4,100 indirect new jobs.

**Figure 1**  
**Entergy Corporation Electric Distribution Area**



### **Headquartered in New Orleans**

Entergy could have located its headquarters anywhere within its market region. Little Rock could have won this huge lottery, or perhaps Jackson, Mississippi. Fortunately for Louisiana, the company chose **New Orleans** as the site

for its headquarters (see Figure 2). Entergy is, in fact, one of only two Fortune 500 firms currently headquartered in Louisiana.<sup>1</sup>

**Figure 2**  
**Entergy – the Only F500 Company Headquartered in New Orleans**



Instead of Jackson, Mississippi, New Orleans landed the 1,356 jobs at this headquarters location. Instead of Little Rock, New Orleans gained the \$168+ million in wages and salaries associated with those jobs.

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<sup>1</sup> The other is Lumen in Monroe, which is expected to move after 2025 to Colorado. Pool Corporation is #566.

## Purpose of this Report

How much did New Orleans and the State benefit from the good fortune of securing Entergy's headquarters? The purpose of this report is to measure those benefits. Section II describes the methodology used to measure those benefits. The jobs and wages/salaries mentioned in the previous paragraph are just the direct benefits to the region. This section will demonstrate how to also measure the multiplier effects of these direct benefits.

Section III is devoted to measuring the total economic benefits of Entergy's headquarters' operations on the New Orleans economy, and Section IV addresses the impacts on the State of Louisiana economy. Finally, having Entergy's headquarters also means that New Orleans and the State enjoy serious philanthropic benefits that would otherwise go to another state/region. Section V documents some of these significant philanthropic activities.

## II. Methodology

It is a well-known economic principle that basic business activities have both direct and indirect (**multiplier**) impacts on the economy. The **direct impact** of a company on income and employment can be measured by the capital spending to build and expand a company and the annual expenditures necessary to operate it once it is built.

### The Multiplier Effect

However, these direct impacts alone dramatically understate the role of industry on the New Orleans and State economies. The reason is that the spending on maintaining and operating the headquarters will result in the company buying from, and selling to, many other firms in the City and State. Too, employees of Entergy will spend their salaries at grocery stores, car dealerships, movie theaters, etc., which creates new earnings at those establishments, which are then spent, etc., etc.



Thus, any change in the activity of a particular firm indirectly affects those other companies and employees, which in turn affects firms that buy from and sell to those firms and employees, etc. It is a cascading effect that would significantly impact the City should Entergy re-locate its corporate headquarters. When a decision is made by a firm to create a new job, a chain reaction is started, which works its way through the economy. This chain reaction causes even more jobs to be created. Think of the New Orleans economy as a large economic pond. Into this pond is dropped a rock labeled “Entergy Headquarters.” When that rock hits the pond, it sends ripples all the way to the edge of the pond. It is these ripples that are referred to as the “**multiplier effect.**”

### **The Input-Output Table**

While it may seem that measuring the multiplier effects is difficult, a technique has been developed for precisely this purpose---an **input-output (I/O) table**. An I/O table is a matrix of numbers that describes the interactions between all the industries in a geographic area. The I/O table provides a complete picture of the flows of products and services in an economy for a given year, illustrating the relationship between producers and consumers and the interdependencies of industries in a region.

I/O tables for both New Orleans and the Louisiana economies have been constructed by the U.S. Bureau of Economic Analysis (BEA). This is the same agency that generates estimates of real gross domestic product, personal income, and other key measures for the U.S., state, and regional economies. Data on expenditures in New Orleans and the State by Entergy headquarters were plugged into the BEA's RIMSII model to estimate the impacts of this spending in 2024 on: (1) new **sales for firms** in the City/State, (2) new **household incomes** in the City/State, and (3) **jobs** for City/State citizens. We also use data from the I/O tables to estimate the impacts on local and state **government revenues**.

### III. Impact of Entergy Headquarters on the New Orleans Economy

This section examines the economic impact of the operation of Entergy's headquarters on the New Orleans economy. There are two broad impacts the headquarters have on the City's economy: (1) the direct spending to operate the headquarters, and (2) the multiplier effect of that spending on the City's economy.

#### Direct Headquarters Spending: 2024

One can get a hint that Entergy headquarters spending will be non-trivial simply by looking at the size of the building in Figure 2. Also, this is a Fortune 500 company---big numbers are to be expected.

The expenditure numbers for 2024 do not disappoint. In that year, just under **\$555.5 million**---over half a billion dollars---was spent by Entergy to run the headquarters operation. Of that amount, just over 30% or **\$168.6 million was allocated to wages and salaries** to pay the **1,356 employees** at the headquarters. That implies an **average annual wage package of \$124,923**. That number is 86% higher than the average annual wage in the Parish---\$67,288.<sup>2</sup> Not only did the Parish gain a large a large number of jobs, but they were also very high-wage jobs. Since they are office jobs, they are also very “green” jobs as well.

One can imagine the excitement if the Mayor of New Orleans announced that the Parish had attracted a new firm, that would employ 1,356 workers making an average of \$123,000 a year. No doubt the news would be reported the next day on the front page, above the fold.

#### Total Impacts on New Orleans: 2024

All the headquarters spending by Entergy in 2024 might be compared to a \$555.5 million rock being dropped into the New Orleans “economic pond.” It will

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<sup>2</sup> <https://www.laworks.net/LaborMarketInfo/>. The average wage for the Parish does not include benefits.

cause ripple effects all the way to the edge of the pond---what economists refer to as the “multiplier effect.”

To measure these ripple effects, Entergy headquarters spending was injected into an I/O table for New Orleans. The results are shown in Table 1.

**Table 1**  
**Impacts of Entergy Headquarters Operations**  
**on the City of New Orleans: 2024**

|                       | <b>Sales*</b> | <b>Earnings*</b> | <b>Jobs</b> | <b>Taxes*</b> |
|-----------------------|---------------|------------------|-------------|---------------|
| <b>Yearly Impacts</b> | \$662.6       | \$318.4          | 4,432       | \$19.7        |

\*Values in millions.

By any measure, the total impacts on the City's economy because of Entergy headquarters are impressive. According to the I/O table estimates, in 2024 this facility supported:

- About two-thirds of a billion dollars (**\$662.6 million**) in **sales at businesses** in the City;
- Almost a third of a billion dollars (**\$318.4 million**) in **household earnings** for residents of the City;
  - This is almost as much as the total earnings of all workers in the City's oil and gas extraction sector (\$369.0 million in 2023---latest data available).<sup>3</sup>
  - This is more than the earnings of all workers in the City's nondurable goods manufacturing sector (\$274.8 million in 2023).<sup>4</sup>
- **4,432 jobs** for New Orleans citizens.

<sup>3</sup> <https://apps.bea.gov/iTablecore/data/app/Downloads>

<sup>4</sup> Ibid

- This is more jobs than total employment in the City's oil and gas extraction sector (3,993).<sup>5</sup>
- This implies a **job multiplier of 3.3** (4,432/1,356). That is, for every new job created at the Entergy headquarters, 2.3 jobs are created elsewhere in the New Orleans economy via the multiplier effect.
- This implies an **average annual wage for these jobs of \$71,841**, about 7% higher than the average wage in the City.

The last number in Table 1 shows how much **local government gained in revenues** from operational spending at the Entergy headquarters---a total of **\$19.7 million**. These revenues came from two sources. First, Entergy estimated that headquarters paid direct sales and property taxes of almost \$2.5 million in 2024. Second, headquarters spending created a total of \$318.4 million in household earnings in 2024 (see Table 1). Dr. James Richardson, of LSU's Division of Public Administration, has estimated that for every dollar of earnings created in a Parish about 5.4 cents ends up in local government coffers in the form of sales taxes, property taxes, license fees, etc. On \$318.4 million in created earnings these indirect taxes come to \$17.2 million. The total of direct and indirect taxes sum to \$19.7 million. As a reference point, **this is almost equivalent to one month of total local sales taxes collected by the City in FY23 (\$26 million).**<sup>6</sup>

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<sup>5</sup> <https://www.laworks.net/LaborMarketInfo/>

<sup>6</sup> [LDR Annual Report \(2022-2023\) Final.pdf](#), p.59. The State collected just over \$22 million in State sales taxes per month in FY23 at a rate of 4.25%. At the New Orleans rate of 5%, this converts to an estimated \$25.9 million in local sales taxes.

It is important to point out that the local government revenues of \$19.7 million in the last column of Table 1 represent the local taxes only associated with Entergy's headquarters operations. It does not include the other taxes the company paid in 2024 to local government associated with the provision of utility services to the City. These taxes sum to an impressive **\$53.6 million**, including a \$36.1 million franchise tax, over \$15.6 million in property taxes, and \$1.9 million in other taxes and fees.

Another way of thinking about the numbers in Table 1 is to understand these are benefits that the City would **not have** if Entergy had located its headquarters in Little Rock or Jackson. Clearly, attracting the Entergy headquarters was a serious economic win for New Orleans.

### **Industry Impacts: New Orleans**

Which industries are the main beneficiaries of the multiplier effects of Entergy headquarters spending? The I/O table makes it possible to generate this breakdown. The answer for the headquarters spending is shown in Table 2.

Along the bottom row of this table are the sales, earnings, and jobs created via the multiplier effect. For example, it was estimated that a total of 4,432 jobs were created both directly and indirectly by headquarters spending (see table 1). Of those jobs, 1,356 were direct jobs at the headquarters. That leaves 3,076 jobs created via the multiplier effects (see the bottom line number in the jobs column in Table 2).

**Table 2**  
**Indirect Impacts of Entergy Headquarters Operations**  
**on New Orleans by Industry: 2024**

| <b>Industry</b>  | <b>Sales*</b>  | <b>Earnings*</b> | <b>Jobs</b>  |
|--|----------------|------------------|--------------|
| Agriculture, Forestry, Fishing and Hunting                               | \$0.1          | \$0.0            | 1            |
| Mining, Quarrying, and Oil and Gas Extraction                            | \$5.1          | \$0.6            | 4            |
| Utilities  | \$4.5          | \$0.3            | 3            |
| Construction   | \$8.0          | \$1.1            | 19           |
| Durable Goods Manufacturing  | \$1.9          | \$0.2            | 3            |
| Nondurable Goods Manufacturing   | \$15.5         | \$1.3            | 15           |
| Wholesale Trade  | \$8.3          | \$1.0            | 11           |
| Retail Trade   | \$17.2         | \$3.5            | 114          |
| Transportation and Warehousing   | \$9.4          | \$1.4            | 42           |
| Information  | \$8.9          | \$1.2            | 20           |
| Finance and Insurance  | \$29.3         | \$3.8            | 83           |
| Real Estate and Rental and Leasing                                       | \$62.7         | \$6.4            | 299          |
| Professional, Scientific, and Technical Services                         | \$271.7        | \$82.7           | 1,201        |
| Management of Companies and Enterprises                                  | \$10.6         | \$2.4            | 27           |
| Administrative and Support and Waste Management and Remediation Services | \$16.3         | \$4.4            | 128          |
| Educational Services   | \$6.7          | \$2.2            | 61           |
| Health Care and Social Assistance  | \$39.0         | \$9.8            | 189          |
| Arts, Entertainment, and Recreation                                      | \$4.8          | \$1.0            | 34           |
| Accommodation  | \$5.9          | \$1.0            | 34           |
| Food Services and Drinking Places  | \$15.0         | \$3.3            | 167          |
| Other Services   | \$121.8        | \$22.0           | 611          |
| Households   | \$0.0          | \$0.2            | 12           |
| <b>Total</b>   | <b>\$662.6</b> | <b>\$149.7</b>   | <b>3,076</b> |

- Values in millions of dollars

Scanning up the last column of Table 2 allows the reader to determine which industries in the City captured most of these 3,076 jobs. The biggest winner was the **professional, scientific and technical services** sector (1,201 jobs)---the sector that includes engineers, accounts, and other professionals. This is not surprising considering the highly technical nature of the utility business. The

second largest jobs beneficiary was the other services sector (611 jobs) which contains many repair services, followed by the real estate, rentals, and leasing sector (299 jobs), and the healthcare and social assistance sector (189 jobs). Three other sectors---food and drinking places, retail trade, and administrative support and waste management also enjoy over 100 jobs due to the presence of the headquarters.

The ranking of jobs beneficiaries pretty much mimics the business sales and earnings gains across sector. Obviously, the multiplier benefits are widespread across the New Orleans economy.

#### **IV. Impact of Entergy Headquarters on the Louisiana Economy**

In this section, the focus shifts from the impacts of Entergy's headquarters on the New Orleans economy to the impact on the **Louisiana** economy. Expenditures at the headquarters in 2024 were injected into the State I/O table. Because the State "economic pond" is much larger than that of New Orleans, the ripple effects extend out farther and as a result, one should expect the multiplier effects to be much larger.

#### **Total Impacts on Louisiana: 2024**

Table 3 illustrates the results from injecting headquarters expenditures into the State I/O table. Readers will immediately note that the impact numbers in Table 3 are significantly larger than those at the New Orleans level shown back in

Table 1. Again, this is expected because the State economic pond is so much larger than that of the City.

**Table 3**  
**Annual Impacts of Entergy Headquarters Operations**  
**on Louisiana: 2024**

|                       | <b>Sales*</b> | <b>Earnings*</b> | <b>Jobs</b> | <b>Taxes*</b> |
|-----------------------|---------------|------------------|-------------|---------------|
| <b>Yearly Impacts</b> | \$843.0       | \$479.0          | 7,785       | \$33.5        |

\*Values in millions.

By any measure, the numbers in Table 3 are quite impressive. According to the State I/O table, Entergy headquarters spending in 2024 supported:

- **\$843 million (over three-quarters of a billion dollars) in sales** at firms in the State.
- **\$479 million---nearly one-half of a billion dollars---in household earnings** for State residents.
  - By way of reference, this is more than the earnings of all workers in the State's plastics and rubber products manufacturing sector (\$465.1 million) in 2023 (latest data available).<sup>7</sup>
- **7,785 jobs** for Louisiana citizens.
  - By way of reference, there are 22 parishes in Louisiana whose employment in November 2024 was lower than 7,785 workers. This

<sup>7</sup> <https://apps.bea.gov/iTablecore/data/app/Downloads>



number is about equivalent to total employment in Grant Parish (7,727).<sup>8</sup>

- o This implies a **job multiplier** at the State level for Entergy's headquarters of **5.7** (7,785/1,356). That is, for every job created at Entergy's headquarters, 4.8 new jobs are created elsewhere in the State via the multiplier effect.

Finally, as seen in the last column of Table 3, it is conservatively estimated that the presence of Entergy's headquarters in 2024 generated at least **\$33.5 million for the State treasury**. The word "conservatively" was underlined in that last sentence, because this number does not include any direct State taxes paid by the headquarters component of Entergy. It was not possible for the company to separate out these direct taxes at the headquarters level from overall state taxes paid by the firm.

It is possible to estimate the indirect State taxes generated by headquarters operations in 2024. Officials with the State's Legislative Fiscal Office estimate that for every new dollar of household earnings created in the State, the State treasury collects seven cents in income taxes, sales taxes, gasoline taxes, etc. Thus, **we estimate that the State collected \$33.5 million (\$479 million X 0.07) in revenues as**

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<sup>8</sup> Louisiana Workforce at a Glance, Louisiana Workforce Commission, January 3, 2025, p. 18.

**a result Entergy headquarters operations.** By way of reference, this is almost as much as the State collected from its beer tax in FY23 (\$36.22 million).<sup>9</sup>

### **Industry Impacts: State**

Readers may be interested to learn which industries in the State benefit the most from the multiplier effect of Entergy's headquarters spending in 2024. Table 4 illustrates these industry breakdowns from the State I/O table.

By far, the largest beneficiary in terms of jobs supported is the professional, scientific, and technical services sector (+1,949 jobs). Readers will recall that this is the sector that houses engineers, accountants, lawyers and other professionals. This sector is also the largest beneficiary in terms on supported sales (\$275.3 million) and earnings for its workers (\$134.2 million).

The “other services” sector—which contains many of the repair services and civic/professional associations—is the second largest winner from the presence of Entergy's headquarters with 1,275 jobs, \$130.6 million in sales, and \$46 million in worker earnings in 2024. In third place is the healthcare and social services sector—with 590 jobs, \$67.5 million in sales, and \$30.8 million in household earnings supported by Entergy's headquarters operations. Note that there are seven other sectors listed in Table 4 that have 100 or more jobs supported by Entergy's headquarters operations.

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<sup>9</sup> [https://revenue.louisiana.gov/Publications/LDR\\_Annual\\_Report%20\(2022-2023\).pdf](https://revenue.louisiana.gov/Publications/LDR_Annual_Report%20(2022-2023).pdf), p.8.

| <b>Industry</b>   | <b>Sales</b>   | <b>Earnings</b> | <b>Jobs</b>  |
|---|----------------|-----------------|--------------|
| Agriculture, Forestry, Fishing and Hunting                                  | \$4.0          | \$0.9           | 31           |
| Mining, Quarrying, and Oil and Gas<br>Extraction                            | \$8.4          | \$2.1           | 14           |
| Utilities   | \$15.0         | \$2.3           | 19           |
| Construction  | \$14.0         | \$5.6           | 98           |
| Durable Goods Manufacturing   | \$9.6          | \$2.1           | 35           |
| Nondurable Goods Manufacturing  | \$42.8         | \$6.8           | 88           |
| Wholesale Trade   | \$28.8         | \$7.3           | 91           |
| Retail Trade  | \$41.2         | \$15.1          | 470          |
| Transportation and Warehousing  | \$19.9         | \$6.3           | 135          |
| Information   | \$16.1         | \$3.2           | 53           |
| Finance and Insurance   | \$34.0         | \$8.4           | 174          |
| Real Estate and Rental and Leasing  | \$60.2         | \$9.7           | 423          |
| Professional, Scientific, and Technical<br>Services                         | \$275.3        | \$134.2         | 1,949        |
| Management of Companies and<br>Enterprises                                  | \$8.2          | \$3.1           | 35           |
| Administrative and Support and Waste<br>Management and Remediation Services | \$22.4         | \$10.3          | 301          |
| Educational Services  | \$8.4          | \$3.9           | 108          |
| Health Care and Social Assistance   | \$67.5         | \$30.8          | 590          |
| Arts, Entertainment, and Recreation   | \$5.8          | \$2.1           | 74           |
| Accommodation   | \$8.1          | \$2.2           | 72           |
| Food Services and Drinking Places   | \$22.8         | \$7.2           | 360          |
| Other Services  | \$130.6        | \$46.0          | 1,275        |
| Households  | \$0.0          | \$0.6           | 34           |
| <b>Total</b>  | <b>\$843.0</b> | <b>\$310.3</b>  | <b>6,429</b> |

\*Values in millions.

At the State level, it is clear from the data in Tables 3 and 4 that Louisiana landed a big win when Entergy chose this state to locate its headquarters.

## **V. Community Giving**

In Sections III and IV above we focused on the sales, earnings, jobs and taxes benefits of having Entergy's headquarters in our State and in New Orleans. However, there is another important way the region benefits from the headquarters locating here---the resulting philanthropic activities of the company.

Table 5 documents Entergy philanthropic grants in New Orleans in both 2023 and 2024. The 2024 total of \$4,313,239 is typical for the corporation, but the figure was almost double that in 2023. Two factors drove this unusual \$8,559,059 number for 2023. One was the existence of a record-breaking heat wave in 2023 an unusually large increase in the "Power to Care" program, which provides emergency bill payment assistance to older adults and customers with disabilities. Second, Entergy was a major sponsor of the host committee for the highly successful 2025 Super Bowl in New Orleans. Without having a Fortune 500 company located in New Orleans, it is highly likely the City would not have attracted the Super Bowl. In 2023, Entergy provided grant support to over 130 unique organizations, a number that stayed impressively high at over 100 organizations in 2024. Entergy also contributed over \$3.5m to the Super Bowl Impact 59 program, which awarded funding to 65 non-profit organizations in the greater New Orleans area.

**Table 5**  
**Entergy Philanthropic & Civic Giving**

|    | A   | B                   | C           |
|----|---|---------------------|-------------|
| 1  | <b>2024 Entergy New Orleans Grants</b>          |                     | <b>%</b>    |
| 2  | Poverty Solutions/Social Services               | \$ 622,644          | 14%         |
| 3  | Education/Workforce Development                 | \$ 819,345          | 19%         |
| 4  | Community Improvement & Enrichment              | \$ 2,298,970        | 53%         |
| 5  | Environmental                                   | \$ 282,550          | 7%          |
| 6  | Arts and Culture                                | \$ 144,164          | 3%          |
| 7  | Healthy Families                                | \$ 144,567          | 3%          |
| 8  | Disaster Relief/Recovery                        | \$ 1,000            | 0%          |
| 9  | Grand Total                                     | <b>\$ 4,313,239</b> | <b>100%</b> |
| 10 | <b>Unique organizations: More than 110 orgs</b> |                     |             |
| 11 |   |                     |             |
| 12 |   |                     |             |
| 13 | <b>2023 Entergy New Orleans Grants</b>          |                     | <b>%</b>    |
| 14 | Poverty Solutions/Social Services               | \$ 1,532,230        | 18%         |
| 15 | Education/Workforce Development                 | \$ 2,966,426        | 35%         |
| 16 | Community Improvement & Enrichment              | \$ 2,478,850        | 29%         |
| 17 | Environmental                                   | \$ 1,202,403        | 14%         |
| 18 | Arts and Culture                                | \$ 166,150          | 2%          |
| 19 | Healthy Families                                | \$ 129,500          | 2%          |
| 20 | Disaster Relief/Recovery                        | \$ 83,500           | 1%          |
| 21 | Grand Total                                     | <b>\$ 8,559,059</b> | <b>100%</b> |
| 22 | <b>Unique organizations: More than 130</b>      |                     |             |
| 23 |   |                     |             |

Among the many philanthropic and civic activities of the Corporation are:

- Entergy announced a 10-year, \$20m commitment to support students at Historically Black Colleges and Universities (HBCUs) in 2023. A \$700,000 donation helped remove barriers to student success and equip them with tools and knowledge to build multigenerational wealth.
- Entergy's legal team donated nearly 4,500 hours of pro bono work helping 869 people (a \$450,000 value).

- Entergy employees dedicated more than 2,880 hours at Tax Assistance sites. The result was that more than 37,000 Entergy customers received \$42.7 million in federal tax refunds.

The result of all these efforts is that for the 10<sup>th</sup> year in a row, Entergy Corporation has been named an honoree of the **Civic 50**. This is the Points of Light prestigious annual list that recognizes the top companies for employee volunteerism and community investment in the United States. In 2024, Entergy was recognized as the 2024 Utilities Sector Leader for the second year in a row.