



**OFFICE OF COMMUNITY AND  
ECONOMIC DEVELOPMENT**

City of New Orleans

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# Blighted Commercial Properties

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- Status Quo

- There is little coordination between the Offices of Code Enforcement and Economic Development regarding the status and disposition of blighted commercial properties.
- The disconnection causes missed revenue opportunities for the City and greater non-compliance from property owners.

- Scope

- Coordination between the two offices means that Code Enforcement can implement fines and liens for non-compliant property owners with no plans for redevelopment.
- Coordination between the two offices means that Economic Development can provide information to Code Enforcement that minimizes additional fines for properties already under a clear development plan.

- **Improvement/Why It Matters**

- This has been the first-time that these two City agencies will be working intentionally on this challenge.
- The collaboration will align efforts to eliminate blight and bring commercial properties back into commerce.



# Spanish Language Version: *Doing Business in the City of New Orleans*

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- Status Quo
  - New Orleans has seen a significant increase in its Latino population post-Hurricane Katrina.
  - Multi-language business materials are not widely available to, not reflective of, nor accommodating to our various ethnic groups.
- Scope
  - Publish and distribute the first Spanish/Vietnamese language version of *Doing Business in the City of New Orleans*.
- **Improvement/Why It Matters**
  - Availability of multi-language resource materials demonstrates respect and inclusion of potential business ownerships from diverse origins.
  - New Orleans is representative of a “gumbo” of ethnicities and cultures, and its City government must be a leader in inclusion.



# Businesses Assisted/FFRI

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- Status Quo
  - Assisting businesses in the city of New Orleans helps with growth of neighborhoods as well as a healthy small business economy.
  - Providing fresh/healthy food options to neighborhoods that are considered food deserts.
- Scope
  - To date the Office has assisted about 250 entrepreneurs and business owners in the city of New Orleans.
  - 5 new corner stores in underserved neighborhoods received technical assistance and infrastructure improvements to add or increase the amount of fresh food they sell.
  - Three new applications in process for funding under the FFRI program.
- **Improvement/Why It Matters**
  - Growing new entrepreneurs and new business owners in the city of New Orleans creates wealth for business owners, new job opportunities for New Orleans residents, and adds tax revenue to provide goods and services to residents and neighborhoods.



# Business Sessions

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- Status Quo
  - Providing information sessions to the business community assists entrepreneurs and business owners with development and growth of their businesses.
- Scope
  - To date there have been over 200 individuals to attend 10 Business Information Sessions in the 4<sup>th</sup> Qtr. of 2018 and 1<sup>st</sup> Qtr. of 2019
- **Improvement/Why It Matters**
  - Providing information on available technical assistance, funding, and incentives allows entrepreneurs and business owners in the city of New Orleans to grow which creates new job opportunities for the citizens of New Orleans.



# New Businesses/Incentives

*The Office of Business Services assists projects/developments with incentives and permitting to help move the project/development forward.*

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- To date the Office has assisted and worked with a number of businesses on incentives and permitting:
  - The Pythian: Food Hall, Office Space (Including Health Clinic), and Multi-Family Apartments; 234 Loyola Ave.
  - Four Winds: Luxurious Residential Apartments and Office Space; 210 Baronne St.
  - The Sazerac Company Museum; 500 Canal St.
  - Brennan's Restaurant; 417 Royal St.
  - Bud Rip's Bar; 900 Piety St.
  - Dixie Brewery Complex (new brewery)
  - Trico Heavy Duty Auto Parts (auto parts place N.O. East)
  - LM Wind Power announced an expansion – 100 new jobs and 45 retained jobs at Michoud
  - Bourgogne Bywater and City Square 162 (Winn Dixie Phase III) projects received PILOTS for affordable housing
  - Executed CEA for Drive Shack project
  - Developed Rules/Regulations for the Industrial Tax Exemption Program (ITEP)



# New Businesses/Incentives

*Restoration Tax Abatement (RTA) Projects May 2018-April 2019 (council endorsed)*

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- 11 RTAs council endorsed; 1 residential; 6 commercial; 4 commercial mixed-use; totaling \$115,021,480 in investments; 329 permanent jobs; 1,372 construction jobs.
  - Highlighted projects – Brennan’s, Magazine Pizza, and Bud Rip’s Bar
- Redefined scoring system and voting practices of RTA requests from the State.
- Updated RTA pdf map which reflects all qualifying districts; historic, downtown development and economic development districts.



# New Businesses/Incentives

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## ■ Improvement/Why It Matters

- Providing assistance on available incentives and permitting lets entrepreneurs and business owners know that the City of New Orleans is open to business growth. It also allows them to channel their energy towards the project's completion. This helps with job creation and new business opportunities for the citizens of New Orleans.



# Inclusionary Zoning

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- Status Quo
  - Neighborhood outreach is required prior to the development of property to be used for housing as well as CPC review and NPP engagement.
  - Rising housing prices and proximity to job centers have made housing for low-income residents inaccessible in many neighborhoods.
- Scope
  - Completed a study of inclusionary zoning that led to the City Council passage of inclusionary zoning ordinance.
- **Improvement/Why It Matters**
  - The absence of mandatory inclusionary zoning for affordable housing development requires incentives that may not otherwise be needed for 100% market rate development.
  - Mandatory inclusionary zoning will contribute to the availability of affordable housing, particularly in neighborhoods close to jobs and other amenities.





# **Office of Community Development**

City of New Orleans

# Office of Community Development

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- 1) \$10M NOFA Award: Affordable Housing Development
- 2) \$14.7M Directed to New Orleans for Housing
- 3) Affordable Housing Groundbreakings
- 4) Low Barrier Shelter: Clients Transition to Permanent Housing
- 5) Homeownership Opportunities



# **\$10M NOFA Award: Affordable Housing Development**

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- Through the 2018 Notice of Funding Availability the City awarded over \$10,000,000 to 9 housing organizations for the rehabilitation and new construction of affordable housing throughout the city for a total of 504 rental housing units.
- 390 units will be affordable housing units that will target special needs households such as elderly, disabled, formerly incarcerated and very low income earning households.
- The awarded developments leveraged the City's resources with public and private funding to meet a combined total development cost and economic investment of \$118,318,651.



# \$10M NOFA Award: Affordable Housing Development

## *Projects*

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- Gulf Coast Housing, 1300 OCH LLC, Oretha Castle Haley Corridor, 70113: 123 units
- IDB Housing, Chef Menteur Apartments, 4948 Chef Menteur Hwy., 70126: 44 units
- Renaissance, N. Broad, Toulouse & Lafitte, 70119: 32 units
- Leona Tate Foundation, McDonogh 19, 5909 St. Claude Ave., 70117: 24 units
- Providence, St. Ann Square, 2123 Ursulines Ave., 70116: 59 units
- SBP, Lower Ninth Ward, 2645 Toulouse St., 70119: 60 units
- McCormack Baron, Winn Dixie Phase I, 1501 St. Louis St., 70112: 76 units
- MACO Companies, 2600 St. Claude St. Claude Revitalization Corridor, 70117: 50 units
- MACO Companies, formerly Brown's Dairy Site, 1713 Erato St., 70113: 36 units



# **\$14.7M Affordable Housing Set-Aside**

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## ■ Scope

- The Administration secured a \$14.7 million set-aside through the Louisiana Housing Corporation to fund affordable housing in New Orleans using Disaster Community Development Block Grant Funds.
- The funding will provide for the development of an estimated 300 affordable housing units across the city of New Orleans.



# Groundbreaking: St. Ann Square

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- Providence Community Housing was awarded \$875,000 in CDBG funds for the redevelopment of St. Ann Square, located at 2123 Ursulines Ave. in Tremé, which will produce 59 affordable housing units.



# Ribbon Cutting: Sacred Heart at St. Bernard

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- The project completed 53 rental units.
- Eleven units are HOME assisted units, and 11 Permanent Supportive Housing units.
- This project is a new mixed income redevelopment of the former Sacred Heart Church on St. Bernard Avenue in the heart of the 7th Ward.



# Ribbon Cutting: Artspace Projects, Inc.

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- The project completed 79 rental units for local artists.
- Four rental units will be set aside for Permanent Supportive Housing.
- This project completed the redevelopment of the former Andrew J. Bell High School located within Treme 6th Ward.



# Groundbreaking: St. Peter Veterans Housing

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- 55 unit new construction development located on St. Peter Street in Mid-City. There will be 29 affordable and 21 market rate units for our veteran community.
- The \$7.4 million affordable housing development will be the city's first Net Zero residential building which will rely on renewable sources to produce the energy for development.



# Clients Transition to Permanent Housing

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- Since the opening of the Low Barrier Shelter, nearly 100 clients of the shelter have transitioned to permanent housing.
- Low Barrier Shelter clients are receiving job training, supportive and legal services.



# Homeownership Opportunities

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- Low-income and minority families face significant barriers to sustainable homeownership, a major vehicle for building wealth and economic opportunity.
- \$3 million dollars have been made available for down payment and closing cost assistance for low-to moderate-income earning households including Housing Choice Voucher holders.





# **Office of Cultural Economy**

City of New Orleans

# King and Queen of Spain Visit

*A royal visit from Spain has not occurred since the time of Spanish rule in New Orleans two centuries ago*

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- Co-hosted King Felipe VI and Queen Letizia of Spain.
  - First sitting monarch to visit New Orleans in over 60 years.
  - The royal visit celebrated the cultural connection between New Orleans and Spain.
  - Spanish rule has significantly influenced the culture, law, and architecture of New Orleans.
- The New Orleans Latino community has increased substantially in number post-Hurricane Katrina.
- This event procured local artists from diverse cultures to showcase Spanish influence and the unique culture of our city.
  - Opportunity to further develop sister city cultural exchange with Spanish cities.
  - Opportunity to further economic ties between Louisiana and Spain, where companies are interested in partnerships with key industries.



# Essence Festival 2018

*New Orleans has been the destination location for Essence, also known as “the party with a purpose” since 1994*

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- The City partnered with Essence on a three-night success of sold-out music concerts.
  - The City and its businesses benefited from more than half a million Essence visitors/consumers.
  - Success of this magnitude sets the stage for the festival’s 25<sup>th</sup> anniversary in 2019.
  - Economic impact of \$200-plus million
- Partnered with Essence on a variety of events including:
  - Day of Service
  - Entertainment
  - Empowerment seminars featuring formerly incarcerated women.
  - Each year the City provides Essence Music Festival with a Clean Zone ordinance and a permitting process for downtown events that protects the Essence brand and its sponsors. Cultural Economy filters all permits for Essence to ensure enforcement of the Clean Zone.



# Bayou Classic

*The Bayou Classic is a legendary college football game between Grambling State University and Southern University*

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- Fans from across the nation journey to New Orleans during Thanksgiving weekend to witness the electrifying game and band competition.
- Hosted the 45th Annual Bayou Classic with record attendance of 67,000 fans in the Mercedes-Benz Superdome.
- The 2018 Greek Show sold out with 32,000 attendees



# Film New Orleans

*In 2018, Film Projects spent \$674 million direct locally. This new spending supported over 7,400 jobs*

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- The New Orleans Film Office has processed/issued approximately 1,200 Permits in 2018
  - In 2018, Film New Orleans conducted film workforce development trainings in partnership with local film non-profits. The trainings will positively impact 60 Orleans Parish residents for jobs in the film industry including production assistant, grip and electric, wardrobe and production office.
  - Initiated the development of a Neighborhood Film Friendly policy through the first steps of hosting a Quarterly Location Film Managers Meeting (2/2/19) and working closely with New Orleans City Council.
  - Re-established planning meetings between film productions and City departments to strategically coordinate major film and TV projects.
- *MovieMakers Magazine* rated New Orleans as the best place to live and work for filmmakers based off a film maker survey. This is the second year receiving this recognition.
- Louisiana-made film *Greenbook* was nominated for 5 Academy Awards and won 2 including Best Picture and Best Supporting Actor and also won 3 Golden Globes and the Critics' Choice Award.
  - New Orleans resident, Hannah Bleacher won an Academy Award for Best Set Design in *Black Panther*.
  - New Orleans native Terrance Blanchard was nominated for Best Film Score for *BlackKKKlansman*.
- Created a relationship between the Health Department and the Film Office to establish a guideline in reference to simulated gunfire or explosions within the City of New Orleans to better notify the community and manage the process.



# Cultural Events

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- Mayor's Cultural Concert Series "Song Stories," takes place in Gallier Hall and showcases local performances and artists in a setting free to the public. Past performances featured Nikki Reyes, Anais St. John, and Javis Gutierrez, and PJ Morton.
- King's Day is the annual kick-off of Carnival and OCE worked with the Mayor's Office and Mardi Gras Krewes to start the season at Gallier Hall.
- Dr. Martin Luther King, Jr. Planning Commission organized events from (1/13/19-1/21/19) including a memorial church service, United Teachers of New Orleans Choral Concert, a New Orleans Public Library literacy program, and a commemorative celebration and march.



# Cultural Events

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- Hosted Mayor Cantrell's inaugural Mardi Gras Ball for constituents and guests featuring local Culture Bearers, (Guardian of the Flame Indian suits, Mime artist, and brass band) and legendary musician, Al "Carnival Time" Johnson. Also hosted Mardi Gras Season 2019 at Gallier Hall.
- Hosted first New Orleans Culture Bearers Community Meeting for the purpose of sharing the vision of the Mayor and Office of Cultural Economy and to provide an ongoing platform to engage Culture Bearers in learning their concerns, ideas, and recommendations to preserve our rich culture and traditions.
- Coordinate monthly Events Support Team Meeting bringing City departments together with event organizers.





# **Office of Supplier Diversity**

City of New Orleans

# Certification

## *New SLDBE Firms*

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- There are a total of 615 certified DBE firms, the highest in the last 3 years.
- Before 2016, the contract goal and achievement for certifying new State and Local Disadvantaged Business Enterprises (SLDBEs) was below 90 per year.
- The Office of Supplier Diversity certified 94 new SLDBE firms since May 7, 2018. OSD certified 13 new firms within the last 90 days.



# Compliance

## *DBE Participation*

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- Since May 2018, a total of \$386,972,181 million in contracts has been awarded with a 35% commitment to DBEs totaling \$135,383,124 million.
- Utilization for these contracts is 47%, based on reported payments.



# Capacity Building and Outreach

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- OSD will re-launch BuildNOLA, a capacity building program which equips businesses with the necessary tools to compete, perform, and win on City contracts.
- Partnered with Delgado Community College to serve as the main training provider for BuildNOLA.
- Supported the creation and launch of the BuildNOLA mobilization fund to provide needed financial resources to allow DBEs access to start-up and working capital.
- Participated in multiple information sessions, pre-bid conferences, Hispanic Chamber 2019 Town Hall Roundtable Discussion, and SBA's Connecting Business with Contracts Annual Conference to provide information about support, resources, and opportunities for DBEs.



# Outreach

*Compliance monitoring of projects throughout the City*

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## Capital Projects



Youth Study Center



28 Bed Expansion



DPW Bldg. Site



Spanish Plaza

## Dept. of Public Works



## Lower Ninth Ward Northeast Group A



Galvez Street (Toledano to MLK)





# **Office of Workforce Development**

City of New Orleans

# Providing Access to Opportunity

*The Office of Workforce Development (OWD) provides businesses with a skilled labor force through the development of customized training in high-demand growth industries*

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## ■ Status Quo

- OWD provides oversight of the federal employment and training program, which addresses skills and educational gaps of the citizens of New Orleans.
- The unemployment rate in New Orleans went from 5.2% in September, 2018 to 4.4% as of February, 2019.
- OWD in collaboration with state and regional workforce boards is implementing workforce initiatives with funding from: WIOA for Adult, Dislocated Workers and Youth, WIF, LaJet and STRIVE.
- OWD continues to collaborate with NOLABA on the alignment and expansion of resources to support talent development.



# Providing Access to Opportunity

## Scope

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- JOB1 assisted over 1,479 new job seekers with employment and training services.
- JOB1 placed 682 adult and youth job seekers in employment.
- The Airport North Terminal Project utilized the City's First Source policy to provide local residents access to training and employment opportunities. Over 362 individuals hired via First Source Pipeline.
- JOB1 is providing the talent pipeline for the following businesses/agencies:
  - Costco
  - HANO's Job Plus Program...access to information and opportunity
  - Sewerage and Water Board of New Orleans
  - Low Barrier Shelter of New Orleans...access to information and opportunity
- OWD in collaboration with NOLABA issued RFPs for Opportunity Youth Services and for the assessment of NOWDB Strategic Plan



# Providing Access to Opportunity

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## ■ Improvement/Why It Matters

- Ensuring a local skilled workforce promotes job growth and a sustainable economy.
- The collaboration with our partners assists NOWDB with responsively leveraging our limited public resources.
- Meaningful employment counteracts the detriments of unemployment (i.e. increased crime, increased poverty, and decreased independence and upward mobility).
- The goal of providing work experience activities is to positively influence and foster educational and career pathways.



# Hire NOLA

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- Status Quo

- Currently, the participation goals for the local hiring policy are 45% of all project craft hours, which are completed by local workers and 25% by local disadvantaged workers.
- Employers can request new employees through the City's craft employee request form on [nola.gov](http://nola.gov).
- HireNOLA only applies to City funded construction projects and privately funded economic development projects that exceed \$150,000.

- Scope

- The goal of HireNOLA is to ensure that by 2020 50% of project craft hours are completed by local workers and 30% by local disadvantaged workers.
- HireNOLA is geared towards connecting local and disadvantaged jobseekers to employment opportunities across New Orleans. We work to enhance access to City construction projects to these workers and serve as a bridge between contractors and OWD.



# Hire NOLA

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## ■ Improvement/Why It Matters

- In the past 12 months, HireNOLA has seen a significant increase in local participation and local hiring. This is due largely in part to the influx of City funded projects that have gone out to bid and have been awarded. This includes 4 HireNOLA applicable projects having gone out to bid, three awarded and 1 being issued a notice to proceed.
- HireNOLA is also applied to Restoration Tax Abatement (RTA) projects. The majority of HireNOLA projects are currently RTA projects. HireNOLA is a part of the Office of Economic Development's RTA board as well as the Industrial Tax Exemption Program (ITEP) review committee.
- HireNOLA will be monitoring the First Source requirement at the Airport North Terminal. We are partnering with our regional counterparts and airport concessionaires to host job fairs for available positions at the new airport. The first job fair was hosted at JOB1 in early April, 2019 and it was a major success.
- HireNOLA also monitors the Living Wage policy. In the past 12 months, there have been no Living Wage complaints submitted to our office.



# Youth Summer Employment Program

*Most young people will be working their 1st job between 16-24 years of age. A youth's first job could be critical to establishing their social and economic stability.*

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- **Status Quo**
  - Youth employment teaches responsibility, assists in the development of educational and career goals, helps cultivate good work habits, offers valuable work experience, and encourages financial independence.
- **Scope**
  - Over 700 area young people were provided meaningful work experiences and competitive stipends in 2018.
  - Youth had opportunity to engage with staff from varying levels, from line staff to management.
  - OWD is set to serve 640 youth for Summer 2019, which includes providing opportunity for 100 system involved youth.
- **Improvement/Why It Matters**
  - Meaningful employment counteracts the detriments of unemployment (i.e. increased crime/truancy, increased poverty, and decreased independence and upward mobility).
  - Providing youth with work experience opportunities can positively influence and foster educational and career pathways.

