

First Quarter Check-In

Office of Community and Economic Development (OCED)

City of New Orleans

August 15, 2018



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I. \$10 Million Notice of Funding: Affordable Housing Development

I. \$10M NOFA Award: Affordable Housing Development

Status Quo

- Currently, New Orleans is experiencing a severe shortage of affordable housing.
- High housing costs and low wages are dual challenges affecting residents.
- 61% of renters and 32% of homeowners pay more than 30% of their incomes towards housing costs.
- 35% of renters and 14% of homeowners pay more than 50% of their incomes on housing costs.



I. \$10M NOFA Award: Affordable Housing Development

Scope

- Release of \$10 million Notice of Funding Availability to support the development and preservation of affordable rental housing in New Orleans.
- Priority will be given to projects that are ready to proceed, leverage City resources well, preserve existing affordability and serve special needs populations.



I. \$10M NOFA Award: Affordable Housing Development

Improvement/Why It Matters

- Given the severe shortage of affordable housing, these resources will build the affordable housing that our most vulnerable residents -- including homeless, veterans, disabled, formerly incarcerated and/or persons living with HIV/AIDS -- need.



II. Groundbreaking: Blueberry Hill Homes

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Status Quo

- The Historic Lower Ninth Ward has been lagging in revitalization post-Katrina.
- The Lower Ninth Ward contains a significant amount of undeveloped property contributing to a less than desirable climate for private investment in amenities and services to serve this neighborhood.



II. Groundbreaking: Blueberry Hill Homes

Scope

- The project will consist of 44 affordable, for-rent, single and two-family homes.
- Nine of the 44 homes will be dedicated to homeless and other highly vulnerable persons in need of permanent, supportive housing.
- This 44-unit development is one component of a larger initiative to develop 175 affordable rental homes in the Lower Ninth Ward through a partnership with NORA.



II. Groundbreaking: Blueberry Hill Homes Improvement/Why It Matters

- This project demonstrates a successful partnership between the City of New Orleans, New Orleans Redevelopment Authority (NORA), Housing Authority of New Orleans (HANO) and Louisiana Housing Corporation (LHC).
- This project demonstrates a clear alignment and leverage of real estate and financial assets in developing safe, affordable, energy-efficient housing for residents.
- This project will contribute to the repopulation of the Lower Ninth Ward and spur increased investment.



III. Disposition: 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.



III. Disposition: Blighted Commercial Properties

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.



III. Disposition: Blighted Commercial Properties Improvement/Why It Matters

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



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

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

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, reflective of, or accommodating to our various ethnic groups.



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

Scope:

- Publish and distribute the first Spanish language version of *Doing Business in the City of New Orleans*.
- A Vietnamese language version is being developed within the next 60 days.



IV. Spanish Language Version: *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.



V. Visit from Their Majesties, The King and Queen of Spain

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Status Quo

- A royal visit from Spain has not occurred since the time of Spanish rule in New Orleans two centuries ago.
- Spanish rule has significantly influenced the culture, law and architecture of New Orleans.
- The New Orleans Latino community has increased substantially in size post-Hurricane Katrina.



V. Visit from Their Majesties, The King and Queen of Spain

Scope

- Co-hosted King Felipe VI and Queen Letizia of Spain.
- First sitting monarch to visit New Orleans in over 60 years.
- This event procured local artists from diverse backgrounds to showcase Spanish influence and the unique culture of our city.



V. Visit from Their Majesties, The King and Queen of Spain

Improvement/Why It Matters

- The royal visit celebrated the cultural connection between New Orleans and Spain.
- Opportunity to further develop sister city cultural exchange with Spanish cities.
- Opportunity to further develop economic ties between Louisiana and Spain, where companies are interested in partnerships with key industries.



VI. Essence Festival 2018

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Status Quo

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



VI. Essence Festival 2018

Scope

- The city partnered with Essence on a variety of events including:
 - Day of Service
 - Entertainment
 - Empowerment seminars featuring formerly incarcerated women



VI. Essence Festival 2018

Improvement/Why It Matters

- The City partnered with Essence on a 3-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 25th anniversary in 2019.



VII. Certification of 24 New SLDBE Firms

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Status Quo

- The Office of Supplier Diversity was created to help mitigate the effects of past and present social and economic discrimination by increasing the utilization of certified disadvantaged business enterprises in the procurement of goods and services by the City of New Orleans.
- Historic goals and achievements for certifying new State and Local Disadvantaged Business Enterprises (SLDBEs) have been less than 90 per year.



VII. Certification of 24 New SLDBE Firms

Scope

- Last quarter the Office of Supplier Diversity certified 24 new SLDBE firms, setting a pace to exceed its 2018 goal.



VII. Certification of 24 New SLDBE Firms

Improvement/Why It Matters

- Certification of SLDBE firms continues to demonstrate a commitment to expanding access to economic opportunity for small and disadvantaged firms.



VIII. Employment: 583 Youth in 2018 Summer Youth Employment Program

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Status Quo

- Most young people will be working their first jobs between the ages of 16 and 24 years old.
- A youth's first job could be critical to establishing their social and economic stability for the rest of their life.
- Youth employment teaches responsibility, assists in the development of organizational and time management skills, helps cultivate good work habits, offers valuable work experience, and encourages financial independence.



VIII. Employment: 583 Youth in 2018 Summer Youth Employment Program

Scope

- Almost 600 area young people were provided meaningful work experiences and competitive stipends.
- Youth had opportunities to engage with staff at varying levels, from line staff to management.



VIII. Employment: 583 Youth in 2018 Summer Youth Employment Program Improvement/Why It Matters

- Meaningful employment counteracts the detriments of unemployment: increased crime/truancy, increased poverty, and decreased independence and upward mobility.
- The city's hope is that this work experience will positively influence and foster youths' educational and career pathways.



IX. NOWDB/NOLABA Collaboration: New Integrated Workforce Delivery System Model

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Status Quo

- The New Orleans Workforce Development Board (NOWDB) and the New Orleans Business Alliance (NOLABA) lacked an integrated and coordinated approach to workforce development.
- The absence of a collaborative approach hampered the alignment and expansion of resources to support talent development.



IX. NOWDB/NOLABA Collaboration: New Integrated Workforce Delivery System Model

Scope

- Conduct 360 assessment of the workforce service delivery system.
- Develop new service delivery model with established objectives and goals that better reflect the needs of both employers and job-seekers.
- Establish appropriate oversight and accountability metrics to ensure outcomes for employers and job-seekers.
- Identify new approaches for the use of existing funding and new private and philanthropic resources.



IX. NOWDB/NOLABA Collaboration: New Integrated Workforce Delivery System Model Improvement/Why It Matters

- The collaboration of these agencies ensures a redesigned system to achieve better allocation of resources and programming to meet the needs of employers and job-seekers.
- The collaboration increases the public sector's leverage with the private and philanthropic sectors' resources for expanded impact.

