

# OFFICE OF COMMUNITY AND ECONOMIC DEVELOPMENT

## Six Month Check-In

City of New Orleans

November 7, 2018



# Contents

---

- I. \$10M NOFA Award: Affordable Housing Development
- II. Affordable Housing Development: Homeownership
- III. Affordable Housing Development: \$10M NOFA Award and \$1.2M Homeownership Assistance
- IV. Groundbreaking: Blueberry Hill Homes
- V. Disposition: Blighted Commercial Properties
- VI. Spanish Language Version of *Doing Business in the City of New Orleans*



# Contents

---

- VII. Business Assistance
- VIII. Business Information Sessions
- IX. New Businesses/Incentives
- X. King and Queen of Spain Visit
- XI. Essence Festival 2018
- XII. Film New Orleans



# Contents

---

- XIII. Certification of 43 New SLDBE Firms
- XIV. Office of Workforce Development: Providing Access to Opportunity
- XV. Office of Workforce Development: Hire NOLA
- XVI. 583 Youth in 2018 Summer Youth Employment Program
- XVII. NOWDB/NOLABA Collaboration: New Integrated Workforce Delivery System Model



# **I. \$10 Million Notice of Funding Availability Award: Affordable Housing Development**

---

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

## Status Quo

---

- Currently, New Orleans is experiencing a severe shortage of affordable housing, especially post-Katrina.
- 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 towards 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, best leverage City resources, preserve existing affordability, and serve special needs populations.



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

## Scope

---

- Through the 2018 Notice of Funding Availability the City has awarded over \$10M 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 leverage the City's resources with public and private funding to meet a combined total development cost and economic investment of \$118,318,651





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

## Scope

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



## **II. Affordable Housing Development: Homeownership**

---

## II. Affordable Housing Development: Homeownership

### Scope

---

- Awarded \$1.2M in soft seconds to 23 homebuyers.
- Pre-development of a Homeownership Pilot Program launching in 2019 to provide affordable housing opportunities to Housing Choice voucher holders.



## **III. Affordable Housing Development: \$10M NOFA Award and \$1.2M Homeownership Assistance**

---

# III. Affordable Housing Development: \$10M NOFA Award and \$1.2M Homeownership Assistance

## Scope

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



## **IV. Groundbreaking: Blueberry Hill Homes**

---

# IV. Groundbreaking: Blueberry Hill Homes

## 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.



# IV. 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 the New Orleans Redevelopment Authority (NORA).





# IV. 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 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.



# **V. Disposition: Blighted Commercial Properties**

---

# V. Disposition: Blighted Commercial Properties

## Status Quo

- There has been little coordination between the Offices of Code Enforcement and Community & 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.



# V. 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 Community and Economic Development can provide information to Code Enforcement that minimizes additional fines for properties already under a clear development plan.



## V. 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.



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

---

# VI. Spanish Language Version of *Doing Business in the City of New Orleans* Status Quo

---

- New Orleans has seen a significant increase in its Latino population post-Hurricane Katrina.
- Multilingual business materials are not widely available to, not reflective of, nor accommodating to various ethnic groups.



## VI. Spanish Language Version of *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.





## VI. Spanish Language Version of *Doing Business in the City of New Orleans* Improvement/Why It Matters

---

- Availability of multilingual 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.



# **VII. Business Assistance**

---

# VII. Business Assistance

## Status Quo

---

- Assisting businesses in the city of New Orleans helps with the growth of neighborhoods and healthy economies.



# VII. Business Assistance

## Scope

---

- To date, the Office of Community and Economic Development has assisted about 213 entrepreneurs and business owners in New Orleans



# VII. Business Assistance

## Improvement/Why It Matters

---

- Growing new entrepreneurs and new business owners in the city of New Orleans creates new job opportunities for the residents of New Orleans, in addition to growing the General Fund.



# VIII. Business Information Sessions

---

# VIII. Business Information Sessions

## Status Quo

- Providing information sessions to business community-assisted entrepreneurs and business owners pertaining to the development and growth of their businesses.



# VIII. Business Information Sessions

## Scope

- Over 100 individuals have attended 4 of the 5 Business Information Sessions being held this quarter.





# VIII. Business Information Sessions

## Improvements/Why It Matters

- Providing information on available loans and incentives allows businesses in New Orleans to grow, creating new job opportunities for the residents of New Orleans.



# **IX. New Businesses/Incentives**

---

# IX. New Businesses/Incentives

## Scope

- To date the Office of Community and Economic Development has assisted and worked with a number of businesses on incentives and permitting. They include:
  - The Pythian: Food hall, office space (including health clinic), and multi-family apartments (234 Loyola Avenue)
  - Four Winds: Luxurious residential apartments and office space (210 Baronne Street)
  - Brennan’s Restaurant (417 Royal Street)
  - Bud Rip’s Bar (900 Piety Street)
  - Dixie Brewery Complex (New Orleans East)
  - Trico Heavy Duty Auto Parts (New Orleans East)



# IX. New Businesses/Incentives Improvement/Why It Matters

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



# **X. King and Queen of Spain Visit**

---

# X. King and Queen of Spain Visit

## Status Quo

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



# X. King and Queen of Spain Visit

## 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 cultures to showcase Spanish influence and the unique culture of New Orleans.



# X. King and Queen of Spain Visit

## Improvement/Why It Matters

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





# **XI. Essence Festival 2018**

---

# XI. Essence Festival 2018

## Status Quo

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



# XI. Essence Festival 2018

## Scope

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



# XI. 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 25<sup>th</sup> anniversary in 2019.



## **XII. Film New Orleans**

---

# XII. Film New Orleans

## Status Quo

- The film industry has garnered millions of dollars in revenue for New Orleans and the State of Louisiana; but, the slow processing time for film permits has complicated the business relationship between the City and film companies.



# XII. Film New Orleans

## Scope

- All film permit requests are processed within 24-48 hours of the submission date.
- The film staff is 100% trained in Land Management Solution Framework (LAMA).
- “Get Listed” submissions are processed and posted within 24 hours of the submission date to ensure local film talent receives prompt visibility to all production companies in need of employees.
- Supported opportunities for local independent filmmakers to have their films screened and to connect with industry companies, businesses, and representatives (e.g., HBO, Hulu)
- 2018 Permitted Film Tax Credit Films worth \$6.8M positively impacted New Orleans



# XII. Film New Orleans

## Improvements/Why It Matters

- Increased revenue for 2018 B-Roll Permitting from September to present, estimated to be worth \$1M.
- Collaboration with Neighborhood Engagement has streamlined the communication process when notifying communities impacted by filming in their neighborhood.
- 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.





# **XIII. Office of Supplier Diversity: Certification of 43 New SLDBE Firms**

---

# XIII. Certification of 43 New SLDBE Firms

## 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 (DBEs) 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.



# XIII. Certification of 43 New SLDBE Firms

## Scope

- The Office of Supplier Diversity certified 43 new SLDBE firms in the last 120 days, bringing the total number of SLDBE firms certified in 2018 to 86 and setting a pace to exceed its 2018 goal.
- 36.33% DBE Utilization on the Department of Public Works projects and 14.7% DBE Utilization on Restoration Tax Abatement (private) projects.



# XIII. Certification of 43 New SLDBE Firms Improvement/Why It Matters

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



# **XIV. Office of Workforce Development: Providing Access to Opportunity**

---

# XIV. Providing Access to Opportunity

## Status Quo

---

- The Office of Workforce Development provides oversight of the federal employment and training program, which addresses skills and educational gaps of the citizens of New Orleans.
- The current unemployment rate in New Orleans (5.2% -- Sept. 2018) is higher than that of the state and neighboring parishes.



# XIV. Providing Access to Opportunity

## Scope

- JOB1 assisted over 550 individuals with employment and training services.
- Placed 273 job seekers in employment since May 2018 through the federal employment and training program.
- The Airport North Terminal Project utilized the City's First Source policy to provide local residents access to training and employment opportunities. Over 354 individuals hired via the First Source Pipeline.
- NOLA Youth Works provided meaningful work experiences and competitive stipends to 733 youth during the summer and fall months.



# XIV. Providing Access to Opportunity

## Improvement/Why It Matters

---

- Meaningful employment counteracts the detriments of unemployment (i.e. increased crime/truancy, 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.
- Ensuring a local, skilled workforce promotes job growth and a sustainable economy.





# **XV. Office of Workforce Development: Hire NOLA**

---

# XV. Hire NOLA

## Status Quo

---

- Currently, the participation goals for the local hiring policy are 40% of all project craft hours completed by local workers and 20% by local disadvantaged workers.
- Employers can request new employees through the City's craft employee request form on [nola.gov](http://nola.gov).
- Hire NOLA only applies to City-funded construction projects and privately funded economic development projects that exceed \$150,000.



# XV. Hire NOLA

## Scope

---

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



# XV. Hire NOLA

## Improvement/Why It Matters

---

- Hire NOLA has met or exceeded its local participation goals every year since it went into effect in 2016.
- Contractors are more willing to work with OWD to hire local workers.
- This policy is also a companion piece to the Living Wage Policy, and they are monitored simultaneously.



# **XVI. 583 Youth in 2018 Summer Youth Employment Program**

---

# XVI. 583 Youth in 2018 Summer Youth Employment Program

## Scope

---

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



# XVI. 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.
- Hope is that this work experience will positively influence and foster their educational and career pathways.



## **XVII. NOWDB/NOLABA Collaboration: New Integrated Workforce Delivery System Model**

---



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

## 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 collaboration hampered the alignment and expansion resources to support talent development.



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

## Scope

---

- Conduct 360 assessments 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.



## **XVII. 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.

