

DOWNTOWN NEW ORLEANS

DEMOGRAPHIC PROFILE

OVERVIEW OF THE
RETAIL, RESIDENTIAL, OFFICE & VISITOR MARKETS OF THE
NEW ORLEANS DOWNTOWN DEVELOPMENT DISTRICT



YOUR PARTNER FROM THE GROUND UP

April 2014

DOWNTOWN
DEVELOPMENT DISTRICT



DOWNTOWN NEW ORLEANS

AN OPPORTUNITY FOR INVESTMENT :: DEMOGRAPHIC PROFILE



DOWNTOWN NEW ORLEANS TODAY

Downtown is the celebrated and vibrant hub of a resurgent New Orleans and the engine of the region's economy. With its culture of creativity, Downtown serves as a magnet for new *Industries of the Mind* – biosciences, digital media and arts based businesses and represents one of the best retail and commercial opportunities in the United States.

THE CENTER OF IT ALL

Downtown New Orleans has long been the economic, cultural and entertainment center for the region and a “must visit” destination for millions of tourists. As a residential, mixed-use, and retail center, Downtown is poised to explode. Consider the following:

- **5,100 residents live Downtown** and pay among the highest rates per square foot for residential apartments.
- Downtown is the largest employment center in the region with over **62,000 jobs**.
- **9.28 million annual travelers** and visitors to Downtown for business/leisure.
- Estimated daily population in Downtown is **142,764 persons**.

THE VISITOR AND CONVENTION MARKET

- 2013 visitor spending in New Orleans was **\$6.47 billion**, the highest level of spending on record.
- 17.2% or **1.59 million** of the total **visitors** in 2012 earn incomes of **\$150,000 plus**.
- Downtown is home to one of the top ten convention centers in the US, as well as seven major museums and cultural attractions, including the National WWII Museum, Audubon Aquarium of the Americas, Audubon Insectarium, and Ogden Museum of Art.
- Downtown is home to **17,000 hotel rooms**.
- Downtown hosts **2.5 million fans** annually at major sporting events.

DOWNTOWN NEW ORLEANS IS HOME TO 175 RESTAURANTS, 30 SIDEWALK CAFES, 23 MUSEUMS & GALLERIES, AN ABUNDANCE OF HISTORIC ARCHITECTURE AND PROVIDES AN EXCELLENT OPPORTUNITY FOR “SIGNATURE” RETAIL LOCATIONS.

Information in this report was provided by ESRI, GCR and Associates, New Orleans Tourism Marketing Corp. and the Downtown Development District.

IN THEIR OWN WORDS

“Canal Street isn't just the heart of New Orleans, it's a street with a heart.”
Dickie Brennan, Owner, Palace Cafe

“You can feel the energy here. The momentum has been building and the opportunities are real.”
Roger Ogden, Canal Place

“On behalf of the ownership of the Astor Crowne Plaza, we are convinced that the area is poised for exponential growth over the next several years.”
Adam Tegge, V.P., Loeb Partners Realty

The Downtown Development District drives the development of Downtown New Orleans and is a catalyst for a prosperous, stimulating and innovative heart of the Crescent City.



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THE NEIGHBORHOODS OF DOWNTOWN NEW ORLEANS

Downtown is comprised of a series of unique neighborhoods, each with its own spirit, attitude, and style. Whether a modern loft in the Central Business District or an urban Warehouse District condo is calling you home, there's something for everyone. Downtown is made up of the following neighborhoods: the Arts District, Biomedical District, Canal Street Historic District, Central Business District, Lafayette Square, Picayune Place, Riverfront, Sports and Entertainment District and the Warehouse District.

PROFILE OF THE NEW ORLEANS RESIDENT

- New Orleans' core neighborhoods adjacent to Downtown earn a median family **income of \$62,961 annually**.
- The average household income of the Downtown resident is **\$89,000 annually**.
- Downtown is at the center of twelve neighborhoods that are home to almost 40,000 residents with a strong income and education profile.
- Downtown is the logical retail and commercial center for Greater New Orleans which has a **population of 1.2 million people**.
- Downtown's population has doubled over the past 10 years, and planned residential development could further double the population in the next 10 years.
- Median family incomes comparable to that of Boston and Atlanta and higher than Houston, Dallas, Phoenix and Denver.

RETAIL OPPORTUNITY

- \$1.9 billion retail sales leakage from Orleans Parish, according to data from ESRI.
- New Orleans has major growth opportunities in the following categories:
 - Electronics and Appliances
 - Clothing Stores, Department Stores and Specialty Retailers
 - General Merchandise and Grocery

DOWNTOWN NEW ORLEANS IS A WALKABLE 1.2 SQUARE MILE COMMUNITY WITH 66 HOTELS, 200 RETAIL SHOPS AND HAS BENEFITED FROM \$3.4 BILLION OF INVESTMENT SINCE 2006.

IN THEIR OWN WORDS

"New Orleans is the perfect city for me because it allows me work, play, eat and create in one contained, walkable space."
Jeremy Davenport,
Jazz Musician

"Whatever the reason for being in New Orleans now, there's an amazing level of energy in a city chosen by its people. It's a very unusual and rewarding situation."
Maurice Ruffin,
Corporate Attorney,
Krebs, Farley & Pelleteri, LLC.

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CANAL STREET :: NEW ORLEANS

AN OPPORTUNITY FOR INVESTMENT :: THE RETAIL EXPERIENCE



EXPERIENCE THE REBIRTH

The story of Canal Street's return to glory is told through the retail renaissance that is underway today. Already a shopping destination for millions of people each year, Canal Street continues to see investment from large and small, national and local retailers. Here are just a few of our assets and success stories:

A QUICK LOOK: CANAL STREET RETAIL

Saks Fifth Avenue
Tiffany & Co.
Anthropologie
Brooks Brothers
Coach
Rubenstein's
Adler's Jewelers
The Art of Shaving

Ann Taylor
BCBG MAXAZRIA
Armani Collezioni
Brennan's Palace Café
Allen Edmonds
French Connection
Nine West
C. Wonder

AND MORE TO COME...

Demographically, New Orleans' rebirth is indisputable. Downtown New Orleans, and Canal Street in particular, is at the center of the newfound energy and activity. In the coming years, Downtown will welcome two major medical centers representing \$2 billion in investment, 600+ new residences, live performing arts theatres and outdoor venues, additional green space, 5-star hotels, art galleries, bioscience and technology incubators and much more.

RECENT DEMOGRAPHIC REPORTS, TOGETHER WITH THE EXPECTED INFLUX OF NEW INVESTMENT, STRONGLY SUGGESTS THAT DOWNTOWN NEW ORLEANS INDEED REPRESENTS A ROBUST MARKET AND A COMPELLING OPPORTUNITY FOR RETAIL AND COMMERCIAL INVESTMENT.

IN THEIR OWN WORDS

"We have truly enjoyed our location on Canal Street the past 84 years and look forward to being here at least another 84 more."

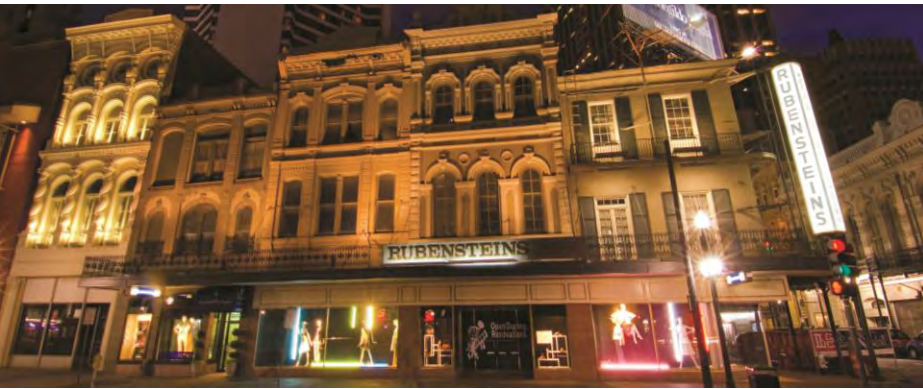
Kenny Rubenstein, Third Generation Owner, Rubenstein's

"The Canal Street Development Strategy, a sweeping plan for future development on the street, has set the stage for the rebirth of this historic tourist mecca."

Gil Zanchi, Area General Manager, New Orleans Marriott

DOWNTOWN NEW ORLEANS

AN OPPORTUNITY FOR INVESTMENT :: 2004 vs 2012 COMPARISONS



TOURISM AND ECONOMIC PROFILE "At A Glance"

2013 – 2014

- :: 9.28 million visitors annual
- :: 6.47 billion visitor spending
- :: 9,207,636 airport travelers
- :: 5,100 Downtown residents
- :: 37,000 hotel rooms
- :: 1.21 million residents (metro area)

NEW ORLEANS FACTS AND STATS

- New Orleans was founded in 1718 and will celebrate its tri-centennial in 2018.
- Core industries in New Orleans include: petrochemical, law, bio-medical, digital media, film production, tourism, entrepreneurship and arts-based industries.
- New Orleans was ranked number one by the Wall Street Journal as the Most Improved on "Best Cities for Business."
- New Orleans was ranked number one by Forbes as the Top City for Information Jobs in the U.S.
- New Orleans was ranked number one by Forbes as America's biggest brain magnet.
- New Orleans was ranked number two by Under30CEO.com as the Top City for Young Entrepreneurs in 2011.
- New Orleans was ranked number two by Forbes as the Best Big Cities for Jobs.
- New Orleans was ranked number two by KPMG as the Most Competitive for Start-ups.
- New Orleans is the third largest market for film production in the United States after Los Angeles and New York.
- New Orleans is currently in the midst of constructing two adjacent bio-medical complexes at a cost of \$2.1 billion.
- New Orleans was ranked as the number two "Boomtown" according to Bloomberg.
- New Orleans was ranked as the number one best city to visit by Travel and Leisure Magazine.



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**DOWNTOWN
DEVELOPMENT
DISTRICT** 



DOWNTOWN NEW ORLEANS

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NEW ORLEANS OFFICE STATISTICS

2013 Class A office occupancy
 88.53% occupied
 \$18.59 rent average (per square foot)

2013 Class B office occupancy
 67.35% occupied
 \$16.21 rent average (per square foot)

Top 10 office towers in New Orleans, ranked by total leasable square feet:

1. One Shell Square	96% occupied	1,256,991 SF
2. Place St Charles	93% occupied	1,004,484 SF
3. Energy Centre	90% occupied	761,500 SF
4. Pan-American Life Center	90% occupied	671,833 SF
5. One Canal Place	81% occupied	630,581 SF
6. Texaco Center/400 Poydras	81% occupied	619,714 SF
7. First Bank & Trust Tower	86% occupied	545,157 SF
8. 1515 Poydras Building	73% occupied	525,474 SF
9. 1010 Common Building	41% occupied	512,593 SF
10. Freeport-McMoRan Bldg.	84% occupied	507,620 SF

Major New Orleans Corporations and Businesses:

Shell Oil	Caesar's Entertainment
Entergy	Phelps Dunbar
GE Capital	Pan American Life Insurance
Jones Walker	Canal Barge
Capital One	HRI Properties
Adams and Reese	Tidewater
Whitney Bank	Ernst and Young



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RESIDENTIAL STATISTICS

Apartments

Occupancy, 95.8%

Total Number of Units, 2,306

Average Cost Per Square Foot, \$1.94

Major Developments:

Hibernia residences	1201 Canal Apartments
The Saratoga	The Giani Building
The Maritime	210 Baronne
925 Common	225 Baronne
930 Poydras	800 Magazine
200 Carondelet	Paramount at South Market

Condominiums

Total Number of Units Sold in 2013, 135

Average Price, \$377,573

Average Size, 1,100 square feet

Average Price Per Square Foot, \$340.00

Major Developments:

One River Place	Julia Place
625 St. Charles	Magazine Place
Federal Fibre Mills	The Bakery
Cotton Mills	Mills Row
1201 Canal Condos	Gallery row
Union Lofts	Civic Lofts



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