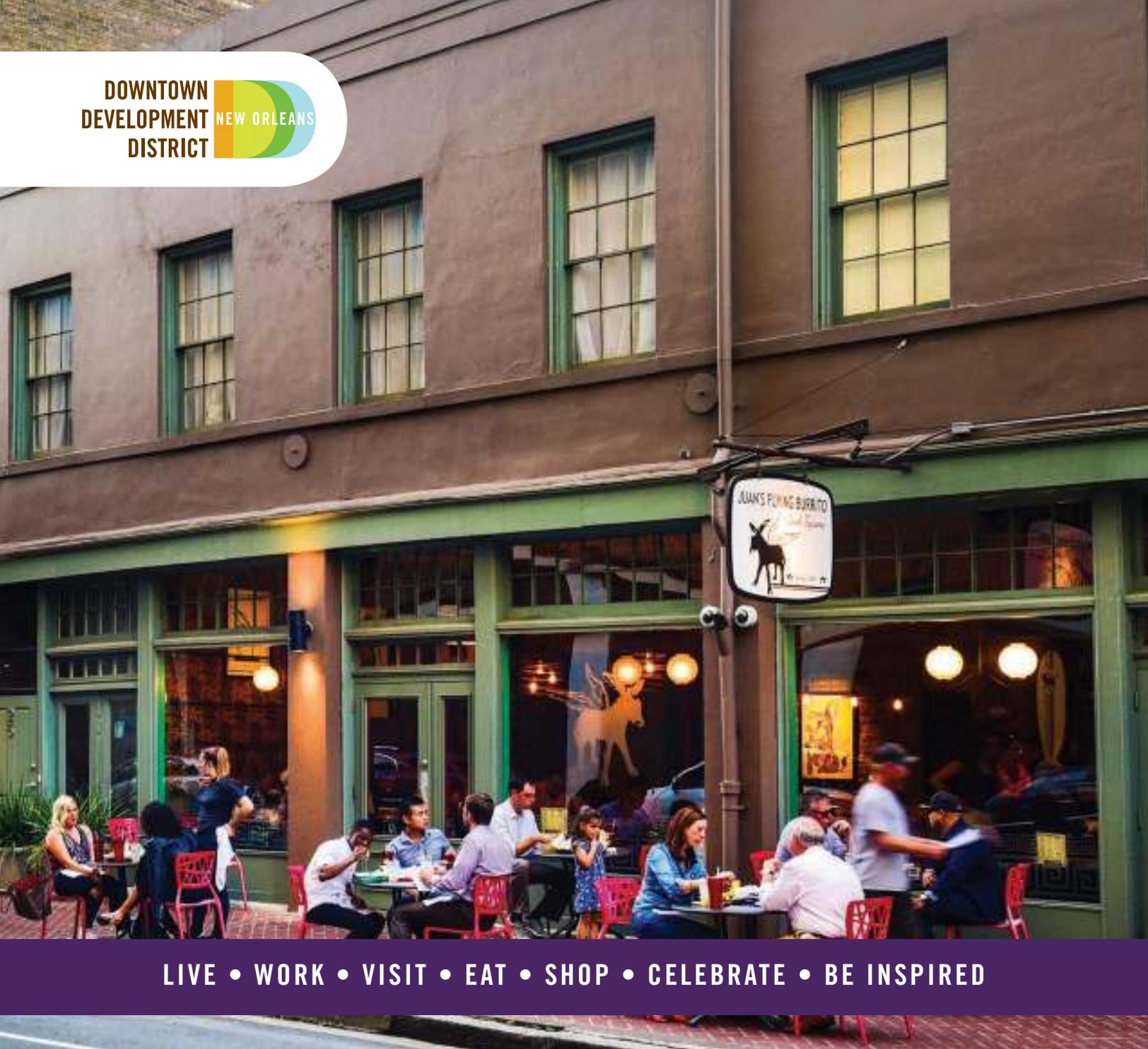


**DOWNTOWN
DEVELOPMENT
DISTRICT** **NEW ORLEANS**



LIVE • WORK • VISIT • EAT • SHOP • CELEBRATE • BE INSPIRED

Welcome to Downtown New Orleans, the commercial and residential heart of New Orleans for most of its 300 years. Since New Orleans called me to the shores of the Mississippi River fifteen years ago, I have had the privilege to be part of an explosion of activity Downtown: new apartments and condos, expanded museums, new hotels, renovated theatres, unprecedented retail expansion, and a revitalized Superdome and Convention Center, to name a few. There has never been a more exciting time to live in, work in, or visit Downtown New Orleans.

In the following pages, you will meet some of our partners and stakeholders who exemplify the culture of success that defines this unique collection of neighborhoods that comprises Downtown New Orleans. I invite you to join them.

On behalf of the whole Downtown team,

Kurt Weigle

Kurt Weigle
President & CEO

- 
- 06 – LIVE**
 - 08 – WORK**
 - 10 – VISIT**
 - 12 – EAT**
 - 14 – SHOP**
 - 16 – CELEBRATE**
 - 18 – BE INSPIRED**
 - 20 – ITINERARY**
 - 21 – DDD SERVICES**



- ★ POINTS OF INTEREST
- 📍 HISTORIC DISTRICTS

NEIGHBORHOODS

- Sports & Entertainment District
- Arts District
- Central Business District
- Tulane Avenue/Medical District
- Canal Street Historic District
- Lafayette Square Historic District
- Picayune Place Historic District
- Warehouse Historic District

STREETCAR & BUS ROUTES & STOPS

- Canal Street
- Riverfront
- St Charles Avenue
- Magazine Street
- Loyola Avenue



LIVE

6,775

**RESIDENTIAL UNITS,
AN INCREASE OF 70%
— SINCE 2013 —**

MATT SCHWARTZ AND CHRIS PAPAMICHAEL
Co-Founders, The Domain Companies

The Domain Companies is one of the nation's leading real estate investment and development firms specializing in sustainable mixed-use development.

"New Orleans continues to grow as an economic and cultural center. A diverse, vibrant Downtown is essential to supporting that growth. The South Market District combines first-class housing with restaurants, shops, and services, all surrounded by the cultural institutions that make New Orleans one of the most unique cities in the world."

LIVE IN A CENTURY-OLD ROW HOUSE OR A SKYLINE ICON

It's not just the four walls that inspire "home," but an aspirational lifestyle that drives people to live Downtown. The architectural diversity, luxurious amenities, rooftop pools, and convenient access to the rest of the city are all factors that attract millennials, the largest generation in the workforce. We're making it easier to put down roots in New Orleans.



Big Easy Living

Living Downtown is more convenient than it has ever been thanks to new businesses, services and transportation options:

AMENITIES

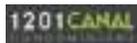
Local grocer Rouse's landmark Downtown supermarket offers convenient access to everyday groceries, gourmet specialties and prepared foods. Across the street you can pick up necessities and prescriptions at CVS or walk to Canal Street, Riverwalk Marketplace or Canal Place to stay in fashion.

TRANSPORTATION

The new Loyola Avenue streetcar line brings convenience and New Orleans charm to Downtown. Or take the oldest continuously operating streetcar line in the world on St. Charles Avenue. If two wheels are more your style, a new bike lane on Baronne Street will let you speed through the neighborhood safely.

HEALTH & WELLNESS

Life is stressful, but Downtown it's easy to take care of yourself. Pray at St. Pat's, meditate at Reyn Studios, sweat at Bikram Yoga, spin at Higher Power, get on pointe at Barre3, work your core at Body B Fit, pump iron at Prime Fitness RX, and get a HIIT workout at Iron Tribe.





PATRICK COMER

Founder and CEO, Lucid

Established in 2010 and headquartered in Downtown New Orleans, Lucid employs software engineers, developers, data scientists, project managers and industry experts to shape the future of human data collection.

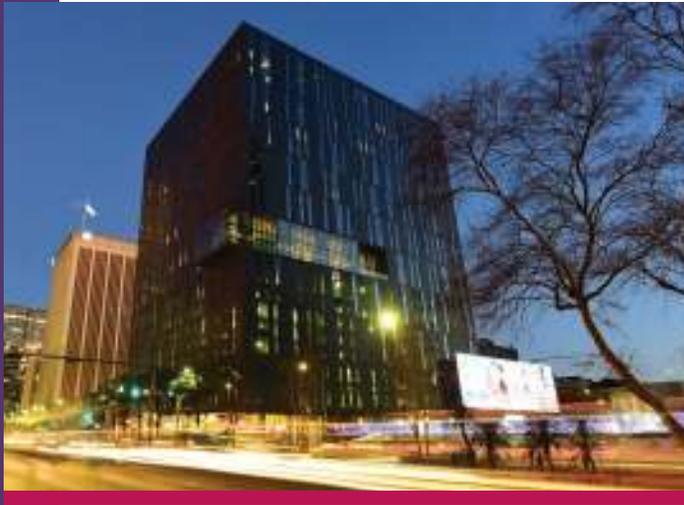
"I truly believed that a category-defining unicorn could be built here in New Orleans. I saw the excitement, support and evolution of the city's renaissance and knew that it could be built here. Lucid has tripled in size and revenue since 2015 and recently secured \$60 million in financing that will be used to accelerate growth by advancing product development and design, and to expand Lucid's world class team, both in the US and internationally in our offices in New York, London and Delhi."

WORK

142,764
WORKERS, RESIDENTS,
AND VISITORS DAILY

WORK AT A FORTUNE 500 COMPANY OR AN ART GALLERY

Forbes ranked New Orleans #1 as America's New Brainpower City - and Downtown is at the heart of it. As the economic engine for the Gulf South region, over 62,000 people work in Downtown New Orleans. The New Orleans metro area's population of college graduates grew by 44,000 from 2007 to 2012, a 20.3% increase, nearly double the national average. Downtown is home to high tech companies like 3D model platform TurboSquid and videogame design studio GameLoft, as well as New Orleans' oldest continually operating financial institution, Whitney Bank, and the city's Fortune 500 company, Entergy.



Where We Grow From Here

Downtown New Orleans is the epicenter of a versatile "new" New Orleans. We embrace cutting-edge ideas and invest in the **Industries of the Mind** that are at the frontier of the new American economy.

TULANE AVENUE/MEDICAL DISTRICT

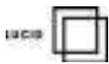
The DDD is building on the strengths of knowledge institutions such as Louisiana State University Health Sciences Center, Tulane University Health Sciences Center, Xavier University, and Delgado Community College Charity School of Nursing, with a regional initiative to grow the bioscience industry by way of urban place redevelopment.

DIGITAL MEDIA

Downtown New Orleans has established itself as the capital of digital media attracting a range of technology and entertainment businesses, such as computer animation and video gaming. A growing community and industry-leading financial incentives such as the Digital Interactive Media/Motion Picture/Sound Recording Tax Credit, offering up to a 20% tax credit against expenditures in Louisiana, have the DDD poised to make New Orleans a world leader in new media.

ARTS-BASED BUSINESSES

New Orleans is defined by its cultural economy. It is the city's mix of food, music, architectural, and fine arts businesses that make New Orleans a global cultural destination. Downtown is home to many of the city's great jazz landmarks, fine dining restaurants, famous artists, stunning galleries, inspiring studios and grand theaters.





VISIT

19,796

**HOTEL ROOMS
+100% INCREASE**

— SINCE 2007 —

ELLEN LEMAIRE
General Manager, NOPSI Hotel

NOPSI Hotel is a 1920s-era building re-imagined as a 217-room hotel featuring 76 suites noted as one of "2017's Most Anticipated Openings" by Forbes Travel Guide.

"Located in the former New Orleans Public Service Inc. building, NOPSI Hotel is the first new luxury hotel to open in New Orleans in over a decade. She welcomes guests with a magnetic elegance that reflects the spirit of the city and empowers unforgettable experiences. The Central Business District is at the center of a new energy revitalizing New Orleans' historic Downtown area with more places to stay, eat, shop and play in this area than ever before."

VISIT A BOUTIQUE HOTEL WITH A PISCO-BAR OR A FOUR-STAR DESTINATION WITH AFTERNOON TEA

Whether visitors stay for a weekend or a week, the love affair with the city starts when they step into a Downtown lobby. Visitors who stayed in hotels in 2015 spent an average of \$1,011 per person, per trip - so we know they leave their room when they come to visit. Downtown hotels are destinations in themselves - there's one to fit every personality from the vibrant Moxy Hotel and Q&C to the grand Roosevelt Waldorf Astoria, home to the historic Sazerac Bar.



New, New Orleans Luxury

The boom in Downtown's hospitality scene is not done yet. With new projects being announced regularly, two stand-out luxury offerings are bringing new life to Downtown's historic architecture.

THE FOUR SEASONS

The luxury standard bearer has set its sights on New Orleans' skyline-defining World Trade Center building. Plans call for 395 luxury hotel rooms and 80 hotel-serviced condos, with a publicly accessible observation deck and cultural attraction for tourists and a restaurant and outdoor dining courtyard. The Four Season New Orleans is slated to open in fall 2019.



THE JUNG HOTEL

This Canal Street landmark, listed on the National Register of Historic Places, opened in 1925 and became one of the largest in the South in the '50s and '60s. Now, a \$130 million re-imagining draws upon the Jung's former grandeur and brings 145 hotel rooms, 175 apartments, and 50,000 sq. ft. of retail space to Canal Street.



EAT

175

RESTAURANTS & BARS
WITH 60 SIDEWALK CAFES

NINA COMPTON

Owner/Executive Chef, *Compère Lapin*

Chef Nina Compton was a finalist for the James Beard Foundation's Best Chef South award and was named Food & Wine magazine's Best New Chef 2017. Compère Lapin won the Times-Picayune's "Restaurant of the Year" award in 2016.

"Compère Lapin' is a folktale I grew up with in St. Lucia about a trickster rabbit. I wanted to tie that story into my first New Orleans restaurant and feature those flavors from home in my food in a fun and playful way. After falling in love with New Orleans while filming BRAVO's Top Chef, I wanted a space that spoke to me. When I walked into this space for the first time it grabbed me; it just felt right."

EAT WITH JAMES BEARD FOUNDATION AWARD WINNERS OR PO'BOY LOVERS

Emeril Lagasse is one of the nation's most successful chefs, while The LeBron James-backed Blaze Pizza is the fastest growing restaurant chain ever - you can find both of them Downtown. For more local flavor, Chef Donald Link dishes Cajun and Southern specialties at Pêche Seafood Grill, Cochon Butcher and Herbsaint. Chef John Besh's award-winning flagship, Restaurant August, opened in 2001 as a five-star dining experience in the Central Business District. Locals, visitors, and *Food & Wine* magazine all agree that New Orleans is "One of the Best Food Cities in the World."



The Art of the Cocktail

Master bartender and craft cocktail pioneer Daniel Victory and his partner Camille Whitworth own the Downtown cocktail hotspot Victory. In 2015 they opened Drink Lab, a hands-on cocktail experience for friends and small groups to learn the history, tradition and culture of classic New Orleans cocktails, then get behind the bar and make them!

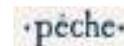
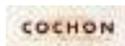
Victory shared his classic Hurricane recipe, a great way to start a fun night Downtown:

THE ORIGINAL HURRICANE

- 1 ounce light rum
- 1 ounce dark rum
- 1.5 ounces of passion fruit syrup
- 1 ounce of fresh squeezed lime juice



Combine all ingredients into cocktail shaker. Shake and pour into a Hurricane glass. Garnish with orange and cherry. You can always add an extra ounce of dark rum to really "laissez le bons temps rouler."



LIVE



MOHAMMAD “HAMMY” HALUM

Owner, LIVE and Nouveau

LIVE is an independently owned fashion boutique opened in 2014 on historic Canal Street.

“While Canal Street has a long history as a shopping destination, we wanted to bring something modern to the mix. We decided to open a cutting edge, fashion forward specialty boutique with a young and energetic team to serve a new market that was coming Downtown. When you walk by LIVE we want you to feel like you’re walking down a street in SoHo or the Meatpacking District in New York.”

SHOP

\$7.41

**BILLION SPENT
BY VISITORS IN 2016**

SHOP FOR GOODS FROM LOCAL MAKERS OR THE LATEST STYLES FROM YOUR FAVORITE BRANDS

Canal Street has been the center of New Orleans commerce since the early 19th-century, and now luxury retailers like Tiffany & Co., Vineyard Vines, Allen Edmonds, and True Religion have joined this illustrious history and opened storefronts Downtown. Meanwhile, the new Outlet Collection at Riverwalk, featuring over 75 retailers and restaurants, is the nation's first downtown outlet center. With over 10 million people visiting Downtown last year, major retailers such as lululemon, J.Crew, and Forever21 have opened their doors so shoppers across the spectrum stay on trend. To outfit all the new homes in the neighborhood, Anthropologie and Arhaus have stepped in to provide stylish home design solutions.



The New Orleans Dress Code

Owned and operated by the same family since its inception, Rubenstein's has been a landmark destination on the historic shopping corridor of Canal Street since 1924. Kenny Rubenstein has some pointers for dressing your best in New Orleans.

TRY A BOW TIE

"Although it's not the South, New Orleans is a southern city and bow ties are the hallmark of a good southern gentleman."



BLACK AND BLUE

"Both the seersucker suit and a tuxedo are essentials for the New Orleans businessman. All events are either in warm weather or formal, and you can usually get away with either suit at both types of event."



photo credit hannafo.com

ARHAUS
CONTEMPORARY HOME DESIGN



vineyard vines

Allen Edmonds



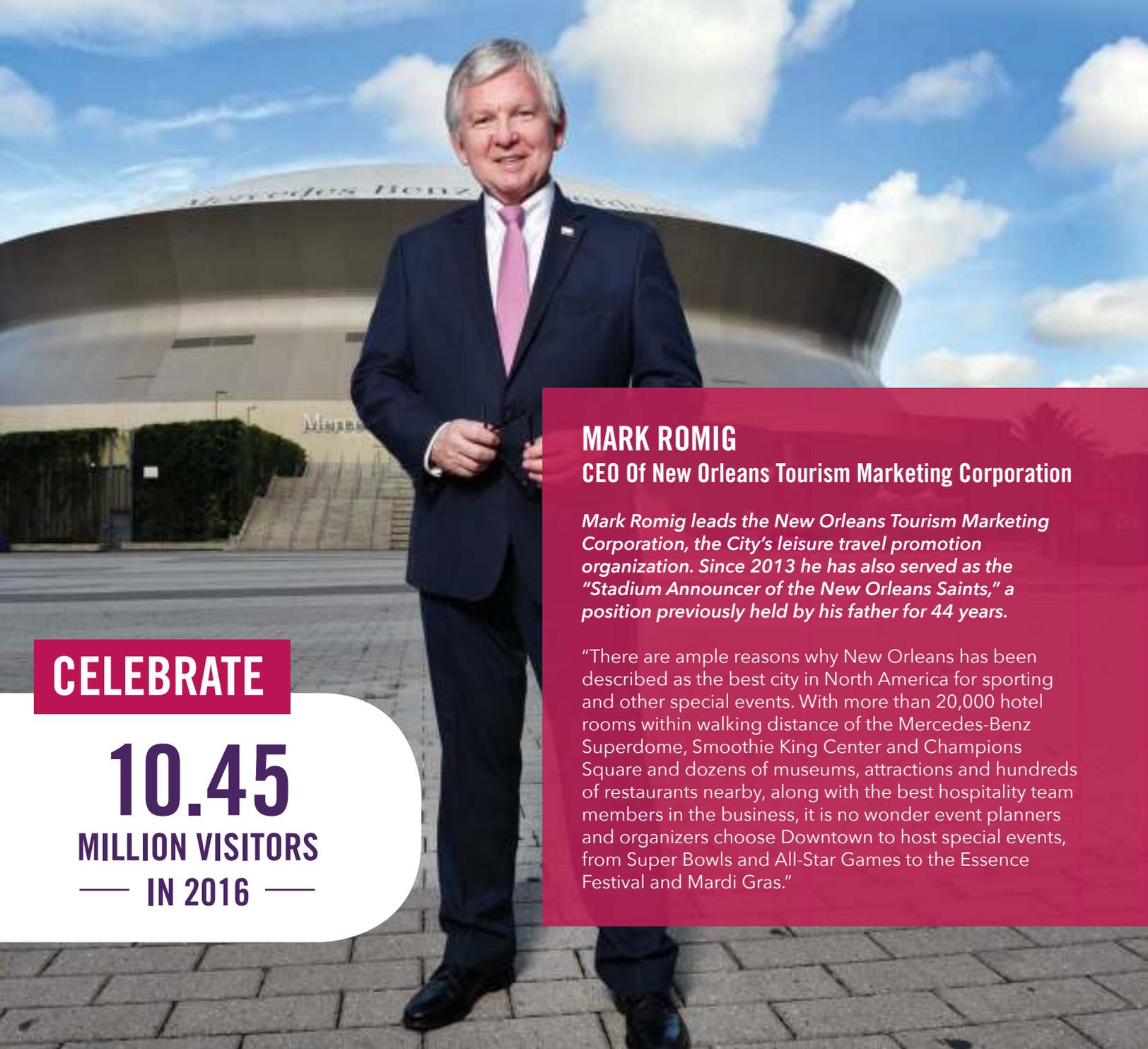
J.CREW

lululemon



lastcall

True Religion



CELEBRATE

10.45
MILLION VISITORS
— IN 2016 —

MARK ROMIG
CEO Of New Orleans Tourism Marketing Corporation

Mark Romig leads the New Orleans Tourism Marketing Corporation, the City's leisure travel promotion organization. Since 2013 he has also served as the "Stadium Announcer of the New Orleans Saints," a position previously held by his father for 44 years.

"There are ample reasons why New Orleans has been described as the best city in North America for sporting and other special events. With more than 20,000 hotel rooms within walking distance of the Mercedes-Benz Superdome, Smoothie King Center and Champions Square and dozens of museums, attractions and hundreds of restaurants nearby, along with the best hospitality team members in the business, it is no wonder event planners and organizers choose Downtown to host special events, from Super Bowls and All-Star Games to the Essence Festival and Mardi Gras."

CELEBRATE WITH SUPER BOWL CHAMPIONS, INNOVATE WITH START-UPS OR SIMPLY ROCK OUT

New Orleans is a city that always finds a reason, and a way, to celebrate. Downtown is the center for the city's biggest parties from Mardi Gras to Essence Festival, the annual celebration of African American culture and music. New Orleanians bow down to 'The Brow' during basketball season at the Smoothie King Center, and fans of the New Orleans Saints at the Mercedes Benz Superdome are ranked by Forbes as the #3 NFL Best Fans. Identified as "...an incredible foundation for startups to thrive" by Entrepreneur Magazine, New Orleans Entrepreneur Week hosted 14,266 entrepreneurs Downtown its 10th year in 2017.



Connecting Business Leaders

Events held in New Orleans just aren't the same as events held in other cities. The freshly renovated Ernest N. Morial Convention Center, the sixth largest convention facility in the nation, is an essential component of what makes the city's business events so successful. Hundreds of conventions choose New Orleans every year, but a few stand out.

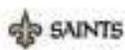
COLLISION CONFERENCE

The Wall Street Journal says "The giants of the web assemble..." at Collision, America's fastest growing tech conference. The event brings together 20,000 executives and investors from more than 110 countries that define the global tech ecosystem for a three day conference dovetailing the world-famous New Orleans Jazz & Heritage Festival.

IN GOOD COMPANY

Other notable groups who have chosen to work and play in New Orleans:

- *American Society of Orthopedic Surgeons*
- *American Heart Association*
- *American Academy of Ophthalmology*



A man in a blue suit and glasses stands in a museum filled with vintage aircraft. A large bomber is suspended from the ceiling, and a smaller plane is on the floor. The background is filled with various historical aviation artifacts.

BE INSPIRED

23

**MUSEUMS
AND ART GALLERIES**

STEPHEN J. WATSON

President & CEO, The National WWII Museum

Designated by Congress as the official WWII museum of the United States, The National WWII Museum features immersive exhibits, multimedia experiences, and an expansive collection of artifacts and first-person oral histories.

“The revitalization of Downtown New Orleans is incredibly significant to our city, and we’re grateful to contribute to an area that has literally come back to life, right before our eyes. Once completed, our expansion will quadruple the size of the original D-Day Museum and feature an on-site hotel and conference center. Today, the Museum attracts 700,000 visitors annually, with more than 80% coming from out of state, and we’ve welcomed 6 million visitors since opening in June 2000.”

TOUR AN ARRAY OF MUSEUMS AND GALLERIES OR TAKE IN A SHOW

Downtown New Orleans has always been a cultural hub for the South. Today, the Arts District neighborhood is home to a cutting-edge scene that includes contemporary art galleries, major museums, and a public sculpture exhibition. And while jazz legends like Buddy Bolden, Louis Armstrong, and Jelly Roll Morton are no longer on stage, the Little Gem Saloon continues the neighborhood's deep musical traditions with performances by today's greats like Kermit Ruffins. Downtown continues to be the premier destination for New Orleanians and visitors alike to get their culture fix.



The Curtain Rises

Since 2011, three of New Orleans' historic theaters have been revitalized, bringing bright lights and big names to Canal Street, the heart of commerce in New Orleans and the Gulf Coast Region

THE SAENGER

The Saenger Theater opened in 1927 as the crown jewel of a regional theater empire. Although it was heavily damaged in Hurricane Katrina, after a \$53 million renovation, the glitz of yesterday is back. The state of the art building hosts top music and comedy acts and is the home of Broadway in New Orleans.

THE ORPHEUM

The Beaux-arts style Orpheum Theater opened as a vaudeville venue in 1921, became a movie house soon after and later became the home of the Louisiana Philharmonic Orchestra. After suffering serious damage during Hurricane Katrina, the Orpheum underwent a \$13 million renovation and again has become the home of the Louisiana Philharmonic Orchestra and other top travelling musical acts.

THE JOY

The Joy Theater opened as a modern art-deco movie house in 1947. After closing in 2003 due to growing competition from multiplex theaters, The Joy Theater was resurrected in 2011 as a state of the art venue for live music, theatrical performances, comedy and special events.



ITINERARY

THE PERFECT DAY DOWNTOWN

Julye Le is the fashionable co-owner of Downtown's sweetest caffeine-spot, Drip Affogato Bar. Julye knows how to spend a day in her favorite neighborhood and shared some of her secret spots with us.

8:00 AM - Yoga at Reyn Studios

My favorite way to start the day.

10:00 AM - Cold Brew at Drip Affogato Bar

I can't start any day without our cold brew with a splash of almond milk!

12:00 PM - Lunch at Rouse's Supermarket

Especially on Mondays for red beans and rice.

1:00 PM - Shopping at The Old No.77 Hotel

My secret spot for local goods.

2:00 PM - Sunning and Cocktails at Monkey Board

There's nowhere better to work on your tan with a stellar view.

6:00 PM - Gallery Openings in the Arts District

Don't miss the incredible contemporary works on view at Martine Chaisson gallery.

8:00 PM - Dinner at Seaworthy

What could be better than fresh oysters and delicious cocktails?

9:00 PM - Live Music at the Civic Theatre

There is always a fun show to catch at the Civic.



DDD SERVICES

Through a variety of strategic initiatives, the DDD supports development, services, and special events that make Downtown the dynamic heart of the city of New Orleans.

Developer Assistance

Our professional staff works with developers and investors to offer project facilitation, expertise, data, research, contacts and an access point for the array of available economic development tools including federal and state tax incentives and programs like the DDD Facade Improvement and Sidewalk Enhancement grants.

Incentives

In New Orleans it has always been about lagniappe – that little bit extra. Downtown promises a little extra for businesses to get ideas launched and projects started. We're flush with incentives for businesses that attract and serve Industries of the Mind: Biomedical, digital media, and the arts. The DDD helps developers and entrepreneurs access federal, state, and local incentives to grow their businesses Downtown.

Public Safety

Downtown is safe and inviting thanks in part to the DDD's robust public safety programs including enhanced policing, private security detail, and Public Safety Rangers. Public Safety Rangers are a non-commissioned force of safety professionals who patrol Downtown and act as extra eyes and ears for the police and the DDD by reporting suspicious behavior to authorities, discouraging aggressive panhandling and quality of life crimes, providing homeless outreach, assisting pedestrians with information and offering free SafeWalks.

Clean Team

The DDD Clean Team patrols Downtown 24/7 sweeping sidewalks, picking up litter, and making sure our neighborhoods are the cleanest in New Orleans. This dedicated team also removes graffiti, paints infrastructure, and pressure washes sidewalks to make Downtown more beautiful.

Events

More than 2.5 million people visit Downtown New Orleans every year for major sporting events, outdoor concert series, music and food festivals, and more. Whether hosting the festivities ourselves or supporting our Downtown neighbors, we're always happy to gather friends and welcome visitors to our neighborhoods.

Research & Planning

The DDD works tirelessly to study and better understand the demographics, infrastructure, and business climate of New Orleans. We are a resource to businesses large and small, providing valuable data and information for them to use in crafting their plan for dynamic growth Downtown.







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