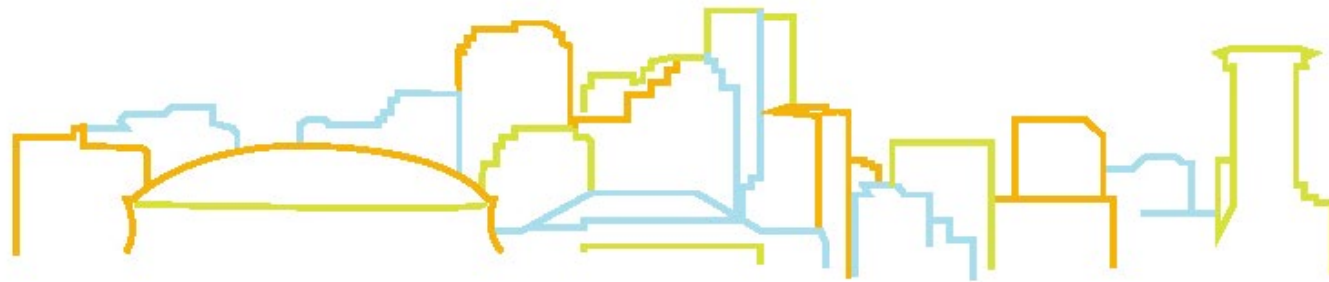


# Work Plan and Budget 2021



# 2020 Accomplishments

## **PUBLIC SPACE ACCOMPLISHMENTS 2020**

### **Maintain Downtown's impressive gains in cleanliness via the Clean Team's continuous quality improvement system**

- Introduced a new pressure washing schedule to more frequently address high pedestrian areas which included weekly reporting and inspections
- Following the pandemic, pressure washing crews deep cleaned sidewalks in FQ, CBD, and hotspots around other hotel and restaurant services areas
- Revised pressure washing schedule for Canal St. and adjacent blocks has proven successful
- Placed 60 new trash receptacles throughout District

### **Dramatically expand and improve the quality of parks and open space Downtown**

- Hosting Wellness Series and Fall Community events at Legacy Park
- Activated free public WiFi at Legacy Park
- Supported public protest events in Duncan Plaza
- Supported organizations utilizing Duncan Plaza with cleanup, public safety, and assistance with City permitting process

### Improve the quality of the pedestrian experience

- Tree grates in process of being removed and will begin to be replaced with ground cover
- Unframed mural installation planned for Legacy Park this month
- CEA signed with City for Stormwater Infrastructure funding
- Working with City to request quotes from vendors to 3-D print or mold fiberglass replacement light pole cover plates

### **Continue to be the safest collection of neighborhoods in New Orleans**

- 58 homeless individuals housed through the end of September
- Implemented Smart system for NOPD Detail officers
- DDD Homeless Outreach Team began using POI to catalog homeless interactions
- Purchased and donated a third vehicle to the City for use by the NOPD Police Detail
- Completed installation of surveillance cameras through the SafeCams Platinum program at UPT, with another pending at Camp and Julia

## **ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2020**

### **Attracting new high-profile retail tenants to locate along Canal Street and elsewhere in the District**

- Providing assistance to restaurants in support of the City's recently implemented Outdoor Dining program, including providing stations, ropes and planter boxes to create outdoor dining space
- Marketing and promotion activities along with Communications to help retailers convert to other delivery methods
- Over 300 points of contact with 150 restaurants, hotels, retailers, financial institutions and other businesses offering assistance in the last 90-120 days
- Numerous upper levels and storefronts being redeveloped in 400, 600 and 1000 blocks of Canal Street, at Rubensteins, etc
- Working with businesses in the area of the Hard Rock collapse providing support and promotional information through regular contact

### **Collaborating in the organizational development to implement the redevelopment of Duncan Plaza**

- Working with Tulane University, the City and others to advance Duncan Plaza redevelopment, organization, funding and operation; including major underground stormwater retention feature
- DDD Duncan Plaza Plan included in Waggoner & Ball study commissioned by GNOF

## ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2020

### Developing and implementing a signature program to advance the Industries of the Mind

- Discussions with members of the New Orleans legislative delegation and the Legislative Black Caucus regarding how to advance the Louisiana Medical Research Fund
- Executed CEA with CANO to implement a Cultural Industry Business Coalition to produce an inventory and plan
- First phase of plan commenced, team organized and research tools being developed
- Provided ongoing support and collaboration along with Louisiana Economic Development, New Orleans Bio Innovation Center, and others to successfully recruit American Competiveness Exchange Program event in New Orleans for Fall 2021. This is a U.S. Economic Development Administration and Organization of American States program including diplomats from OAS participation countries

### Regularly updating Economic Activity metrics

- Concord Group reports on economic measurements being provided on a quarterly basis
- New pedestrian data system selected and agreement signed

### Additional COVID Recovery and Economic Diversification Efforts

- Published Office Space Opportunities catalog to distribute locally and nationally, in effort to attract businesses to attractively priced and well-located office space in Downtown
- Prepared catalog of nine outstanding New Orleans Investment and Development Opportunities catalog to be distributed to network of Real Estate developers and investors, with a prospect list currently at 60+

## COMMUNICATIONS ACCOMPLISHMENTS 2020

### Publicizing DDD, Stakeholders and Downtown NOLA

- 45 news stories and interviews through October
- COVID Recovery advertising campaign including 3 ads on television, radio, social media and digital media
- Produced webpage of Downtown businesses and services reopening through recovery phases of COVID-19
- Increased social media engagement by 29.76% and followers by 7.29%
- Produced video of DDD Public Safety Rangers and Services
- Produced Street Pole Banners honoring frontline workers

### Refreshing DDD website

- Wireframe and design layout of website completed
- Work on website suspended due to budgetary issues

### Bi-annual Market Research

- Revamped Stakeholder survey, both quantitative and qualitative, in response to COVID-19
- 776 respondents, consisting of stakeholders and general population from surrounding parishes





## COMMUNICATIONS ACCOMPLISHMENTS 2020

### Other supporting activities

- Planned and promoted the grand opening of Legacy Park, along with programming
- Produced Virtual Downtown Retailers meeting
- Partnered with Mayor's Office of Neighborhood Engagement to produce Virtual Census 2020 Community Meeting

## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2020**

### **Infrastructure and Land Use**

- Secured final CEA agreement for the funding of the Downtown Stormwater Infrastructure Plan
- Approval of Duncan Plaza Text amendment to the CZO, which will allow expanded programming activities to support DDD efforts for investment in, redevelopment and management of Duncan Plaza
- Developed strategic partnership with Tulane, GNOF and City to align Tulane Campus enhancements, Downtown Stormwater Infrastructure Plan and the Charity Innovation District in a comprehensive approach to the redevelopment of Duncan Plaza

### **Growth of Academic Medicine Downtown**

- Outreach to key business and government stakeholders to educate on benefits of state investment in academic Medical Research as presented in the Economic Impact of Medical Research Report commissioned by the DDD

## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2020**

### **Strengthen partnerships addressing homelessness and mental health**

- AOT pilot program, initially funded by the DDD, self-sustainable despite loss of funding from the City
- Expanded partnerships in AOT program to include Coroner, District Attorney and Sheriff
- Increased AOT Hearings in Civil District Court with successful outcomes

### **Transit and Mobility**

- Worked closely with RTA, RPC, RIDE NOLA and other stakeholders in community engagement process to select site for Downtown Transit Terminal
- Public engagement phase of New Links project completed
- Partnered with Bike Easy to host Downtown Bike and Pedestrian Advisory Committee

## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2020**

### **Affordable Housing**

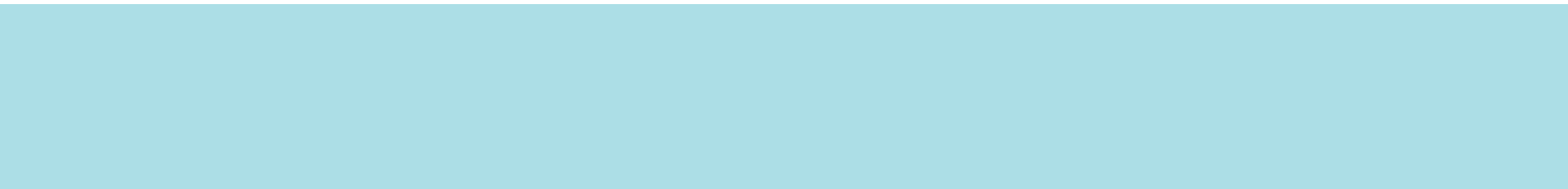
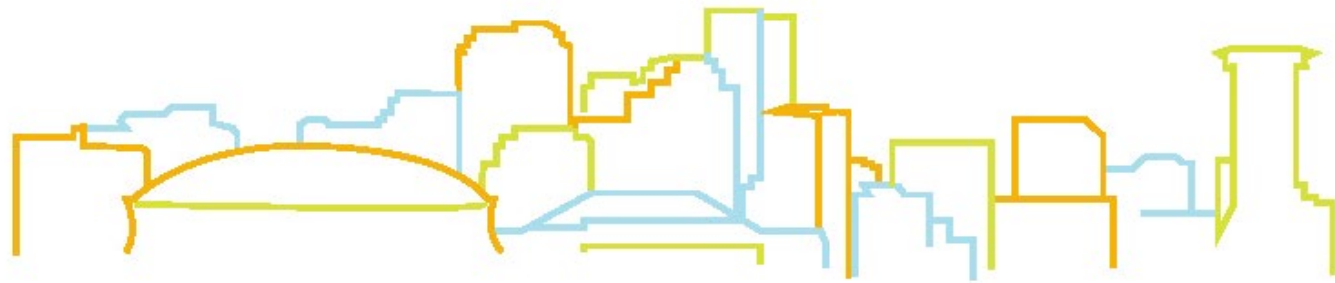
- Participated Greater New Orleans Housing Alliance Public Policy Committee in development of policies that will ensure increased funding to supplement affordable housing programs, and appropriate affordable housing stock

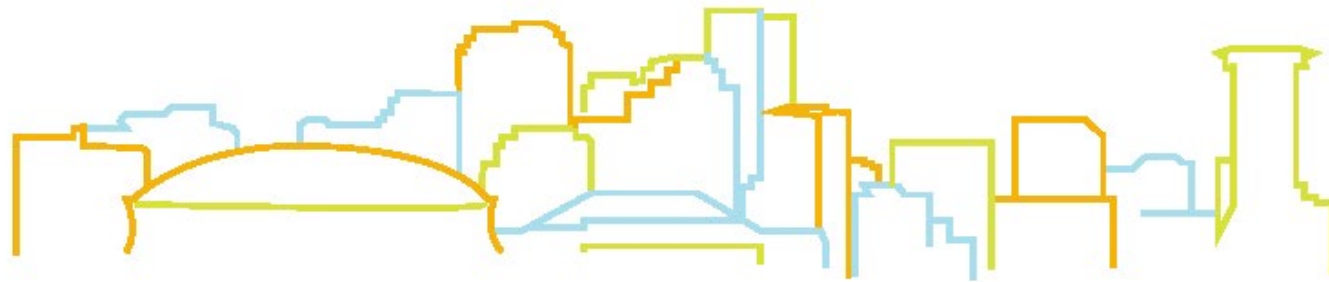
### **Opportunity Zones and State and Federal Historic Tax Credits**

- Participated in meetings with Mayor, City Council Members and staff, and the NOLABA team during Washington Mardi Gras
- Briefings with State Senators on impact of preserving and extending credit
- State Legislature approve HB4 which extended sunset from 2022 to 2026 and implemented cap

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TOWN** NOVA

**DOWNTOWN  
DEVELOPMENT  
DISTRICT** NEW ORLEANS





# Work Plan and Budget 2021

## PUBLIC SPACE OPERATIONS OBJECTIVES 2021

### **Maintain Downtown's impressive gains in cleanliness via the Clean Team's continuous quality improvement system.**

- Fully develop deep clean pressure washing program to address hotspots like restaurants and hotel service areas, cleaning 5 locations per week throughout 2021
- Refurbish up to 50 Downtown trash receptacles by September 2021
- Integrate reporting of public infrastructure maintenance items, such as broken street lights and other utilities, into DDD Smart system reporting app (Q1)

### **Expand and improve the quality of parks & open space Downtown.**

- Continue community programming in Legacy Park, by hosting spring and fall wellness series and at least two small, community events throughout the year



### **Improve the quality of the pedestrian experience.**

- Advocate for City to implement sidewalk repairs from previous utility cuts and ADA ramp repairs at 20 identified locations throughout the District (Q4)
- Collaborate with City officials to paint and install new cover plates on 100 Downtown light poles by year end 2021
- Collaborate with City officials to prioritize and construct a total of 18 blocks of pervious paving in the parking lanes and expand drainage pipes size using funds dedicated for the Downtown drainage improvements
- Complete the design for the Andrew Higgins Streetscape project



### **Continue to be the safest collection of neighborhoods in New Orleans**

- Identify Top 10 list of most vulnerable Downtown Homeless and ensure each individual is connected to at least one (1) partner agency serving their needs (Q2)
- Appoint DDD detail officer(s) to the role of community liaison to improve community outreach by actively visiting office and residential properties, and small business owners at least twice per week
- Evaluate Smart System statistics for NOPD Detail against prior years to ensure consistency in reporting and compliance with new online reporting system (Q1)

# ECONOMIC DEVELOPMENT OBJECTIVES 2021

## Continue the transformation of the Canal St retail experience

- Working with commercial brokers, other EDOs and property owners, attract retail and office tenants in effort to replace losses due to pandemic along Canal Street and throughout the District to rebuild the economic base of the District and the City
- Retain businesses via the DDD's regular calling program to existing retailers and Industries of the Mind businesses within Downtown to express appreciation for what they do and to gather their suggestions on what would make Downtown District better, documenting results
- Publish quarterly Economic Activity metrics such as economic investment (development), cultural district statistics, jobs, rental and occupancy rates, residential growth, etc.

## Shape Duncan Plaza into a community anchor for the Medical District and all of Downtown

- In concert with Tulane's Downtown Master Plan and Charity District leadership, complete the design, financing and organizational development to implement the Duncan Plaza redevelopment project and commence construction



## ECONOMIC DEVELOPMENT OBJECTIVES 2021

### **Redevelop Charity Hospital as the anchor of a renewed Medical District**

- Support the redevelopment of the Charity Neighborhood into a socio-economically diverse urban neighborhood with housing, and employment opportunities for all, in concert with the Charity Hospital developer and others

### **Transform the State Palace Theater in a manner that enhances and contributes foot traffic to the Theater District**

- Continue dialog with designer, owner and City officials to complete a viable redevelopment plan for Loew's State Palace property that contributes to the prosperity of the City while retaining the history of the theater

### **Execute DDD Upper-Floor Development Strategy**

- Continue Canal Street Catalyst to stimulate upper-floor redevelopment activity, bringing underutilized property back into commerce
- Suspend the Façade Improvement Grant Program, while honoring all existing commitments



## ECONOMIC DEVELOPMENT OBJECTIVES 2021

### Attract and retain Industries of the Mind

- Secure first-year funding for Louisiana Medical Research Fund (LMRF) in State Legislature
- Complete Creative Industries Breakthrough Coalition (CIBC) strategic plan with the Creative Alliance of New Orleans and other partners and begin implementation
- Support New Orleans BioInnovation Center's realignment, new strategic initiatives, investment opportunities and funding awards to maximize economic impact and growth of BioHealth industry Downtown

### Create a continuum of housing Downtown

- Identify a housing developer and target site, working together to begin a project in Downtown to effectively address workforce and affordable housing needs, in collaboration with the City and others



## COMMUNICATIONS OBJECTIVES 2021

***Mission: Publicize and promote DDD and Downtown NOLA successes and priorities and establish Downtown as the premier destination for living, working and visiting.***

### Messages

- Economic development and quality of life are key elements to a prosperous New Orleans. Through the COVID-19 pandemic the DDD and Downtown businesses were resilient and creative with DDD Clean Team regularly sanitizing high touch points and the Public Safety Team maintaining the course and continuously providing services such as homeless outreach, business check-ins and SafeWalks to workers and residents. Merchants continued to provide services needed and jobs. There is a special thanks to all the first responders and frontline workers
- DDD is working to preserve the thriving Downtown New Orleans that we have built with our, partners, and together we are preparing to propel Downtown to new heights on the other side of COVID-19 and continuing as a sought after destination for residents, businesses and visitors
- For over 46 years the DDD has been proud to be part of the prosperous development of Downtown New Orleans. We look forward to our continued work with our Downtown partners as we maintain our efforts to keep driving and maintaining the successful development of Downtown



# COMMUNICATIONS OBJECTIVES 2021

## Quarterly community meetings

- Each meeting to be held in a different Downtown neighborhood
- Each meeting will consist of an update from DDD
- Guests will include representatives from City agencies (depending on issue at the time)

## Six (6) Downtown business spotlights

- Feature story shared via eblast and social media
- Meet & Greet at the business with DDD, with specials offered by the business during the event

## Weekly DDD Newsletter – What's Up Downtown

- Downtown news
- DDD at Your Service
  - Monthly Spotlight of DDD staff
  - Monthly Stats Dashboard
    - Public Safety
    - Homeless Outreach
    - Clean Team



# COMMUNICATIONS OBJECTIVES 2021

## Promote Parks and Open Space

- Promote Legacy Park and programming
- Promote the redevelopment of Duncan Plaza

## Promote the DDD's partnership with the Creative Alliance of New Orleans and the Creative and Cultural Economy Strategic Plan

## Promote Downtown neighborhoods through a focus on the distinctive character and features of each

## Produce a Back-to-School Shopping Day

## Media

- Monthly DDD appearances on leading radio and TV outlets
- Continue and enhance DDD's role as the primary source for Downtown news stories
- Continue to secure and develop relationships with key members of the media including reporters and influencers
- Produce DDD long-form feature e-news stories promoting Downtown and DDD initiatives



# COMMUNICATIONS OBJECTIVES 2021

## Digital Media

- Increase social media channels followers by 15%
- Provide tweeting from key DDD and Downtown events
- Daily DDD posts on social media platforms
- Provide social media posts regarding Downtown development projects
- Provide posts promoting Downtown stakeholders
- Provide Instagram postings of key Downtown images
- Refresh/Update DDD website
- Continue to improve DDD Search Engine Optimization and increase the visibility of DDD website in search engine results
- Continue to establish DDD's website as a key resource center for Downtown





## PUBLIC AFFAIRS OBJECTIVES 2021

- Establish new, and maintain and strengthen current relationships with the Mayor's Administration, City Council Members and staff to ensure collaboration
- Educate, advocate and partner with elected officials, economic development organizations, business leaders and Louisiana university and college leaders to create policies which will support investment and growth of Academic Medical Research Downtown
- Work with the City administration, RTA and other partners to ensure funding and construction of a Downtown transit terminal and ferry terminal that create a high-quality experience for riders and Downtown stakeholders
- Provide continued support for pedestrian-bicycle friendly upgrades to Downtown infrastructure

## PUBLIC AFFAIRS OBJECTIVES 2021

- Establish and strengthen strategic partnerships to support much needed affordable housing Downtown in a way that expands overall housing supply and ensures continued robust Downtown development and revitalization
- Educate and advocate for preserving state and federal historic tax credits, along with key partners such as PRC, Louisiana Office of Cultural Affairs, Downtown Development District leaders statewide and state and local elected officials
- Strengthen partnerships to align strategies, initiatives and resources for maximizing economic recovery and revitalization of our hospitality and tourism industry crippled by 2020 COVID-19 pandemic

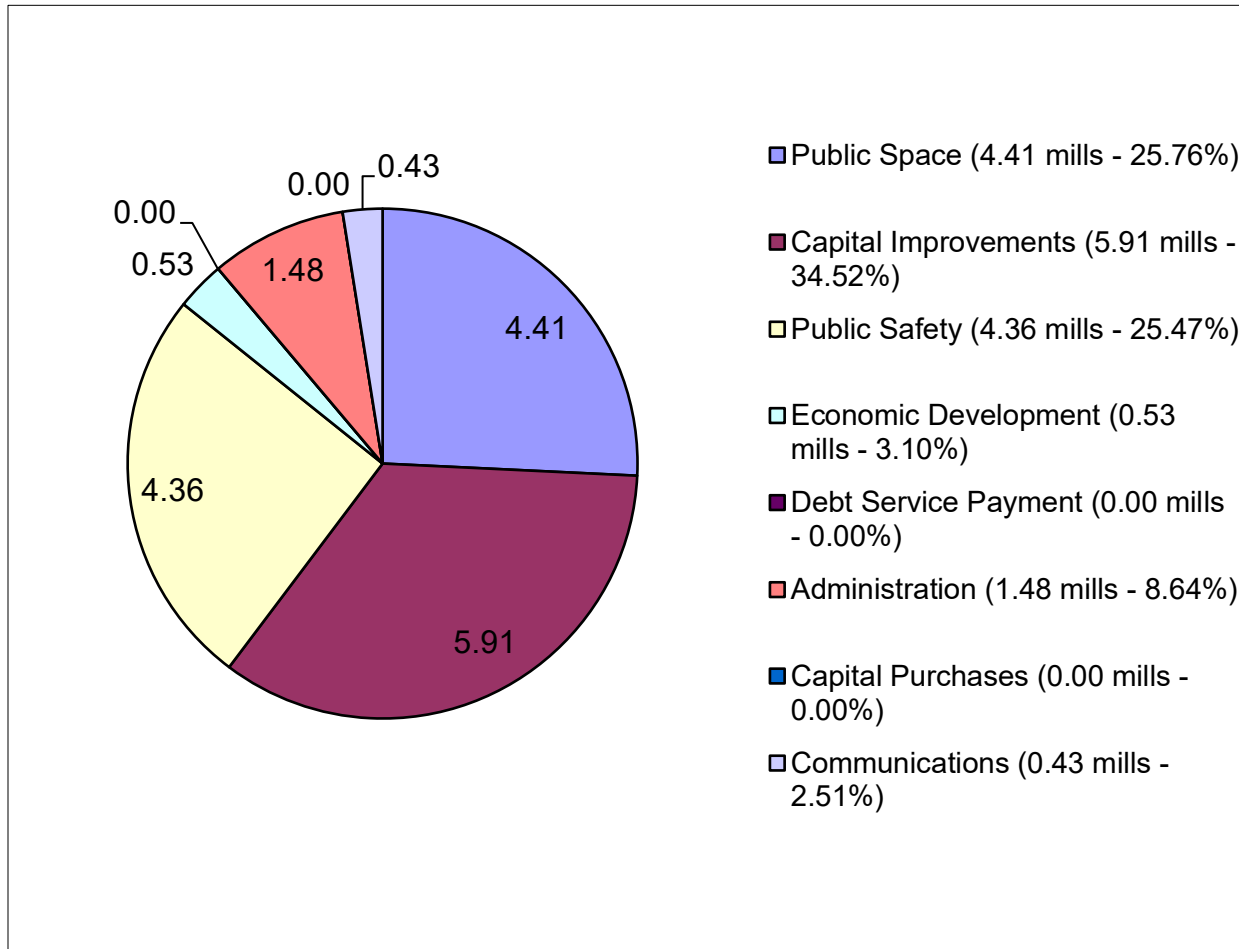
# 2021 Budget Summary

Description	2020 Budget	2021 Budget	Variance	% Change
Internal Revs	260,500	80,000	-180,500	-69.29%
Ad Valorem	9,390,436	7,256,948	-2,133,488	-22.72%
OPERATING REVENUES	9,650,936	7,336,948	-2,313,988	-23.98%
Public Space	3,002,397	2,566,895	-435,503	-14.51%
Public Safety	2,771,209	2,534,197	-237,011	-8.55%
Economic Dev.	614,484	382,721	-231,763	-37.72%
Communications	768,704	326,892	-441,812	-57.47%
Administration	1,147,801	1,044,595	-103,206	-8.99%
OPERATING EXPENSES	8,304,595	6,855,300	-1,449,294	-17.45%
NET OPERATING INCOME	1,346,341	481,648	-864,694	-64.23%

# 2021 Budget Summary

Description	2020 Budget	2021 Budget	Variance	% Change
Non-Operating Rev	1,300	1,752,600	1,751,300	134,715.39%
Non-Operating Exp	3,205,000	2,650,000	-555,000	-17.32%
Interest Expense	77,050	67,134	-9,916	-12.87%
Depreciation	37,500	37,500	0	0.00%
NET INCOME (LOSS)	-1,971,909	-520,386	1,451,522	73.61%
Capital Sources	2,304,409	867,886	-1,436,523	-62.34%
Capital Uses	370,000	385,000	15,000	4.05%
NET CASH FLOW	0	0	0	0.00%

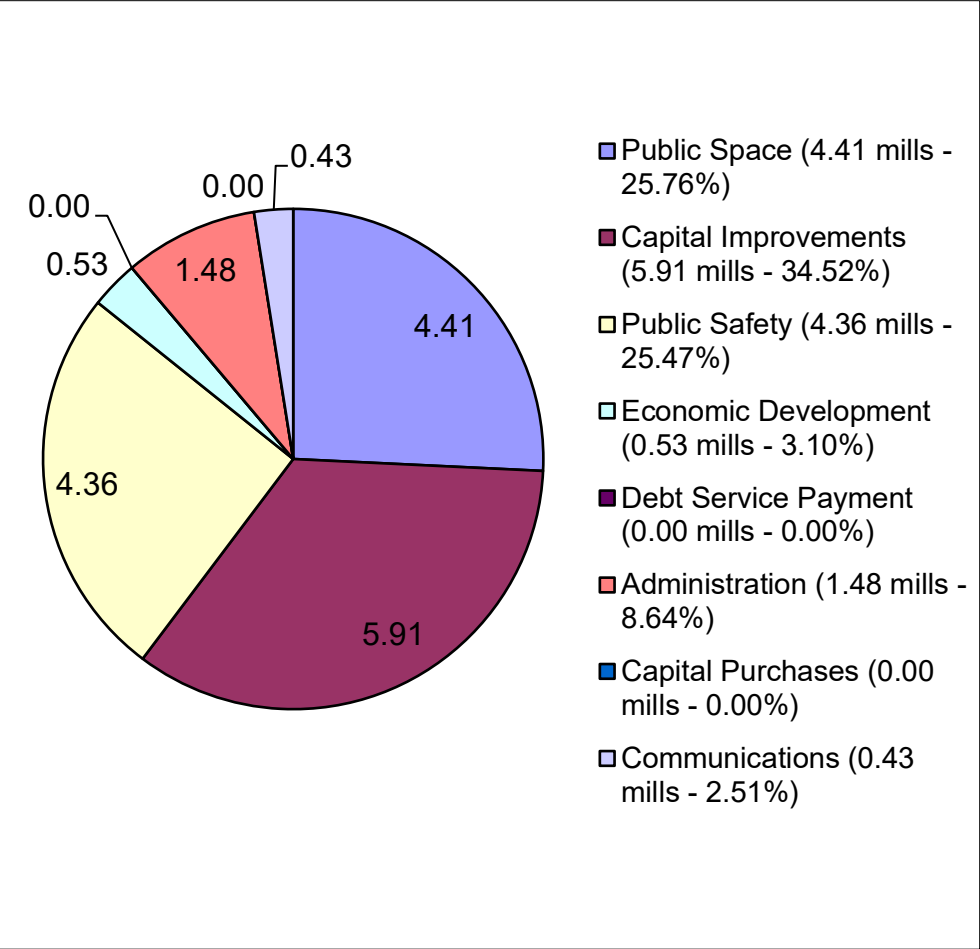
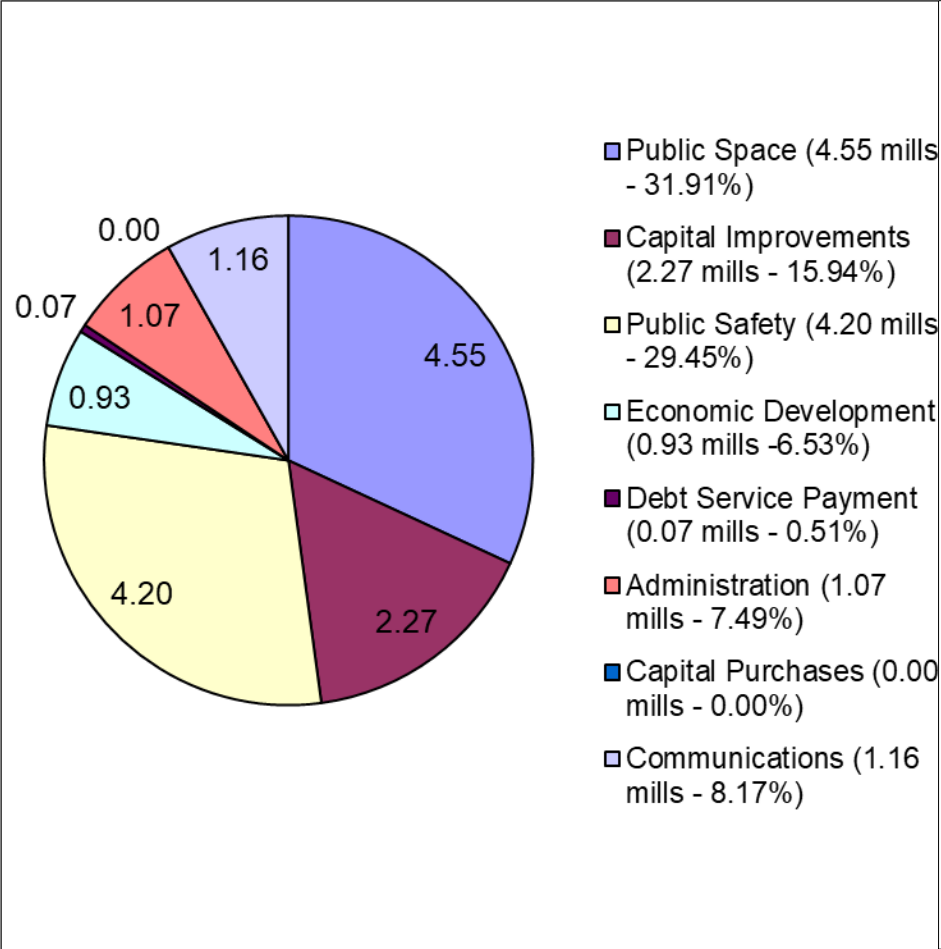
# Millage Assessment by Departments For 2021 Budget Year



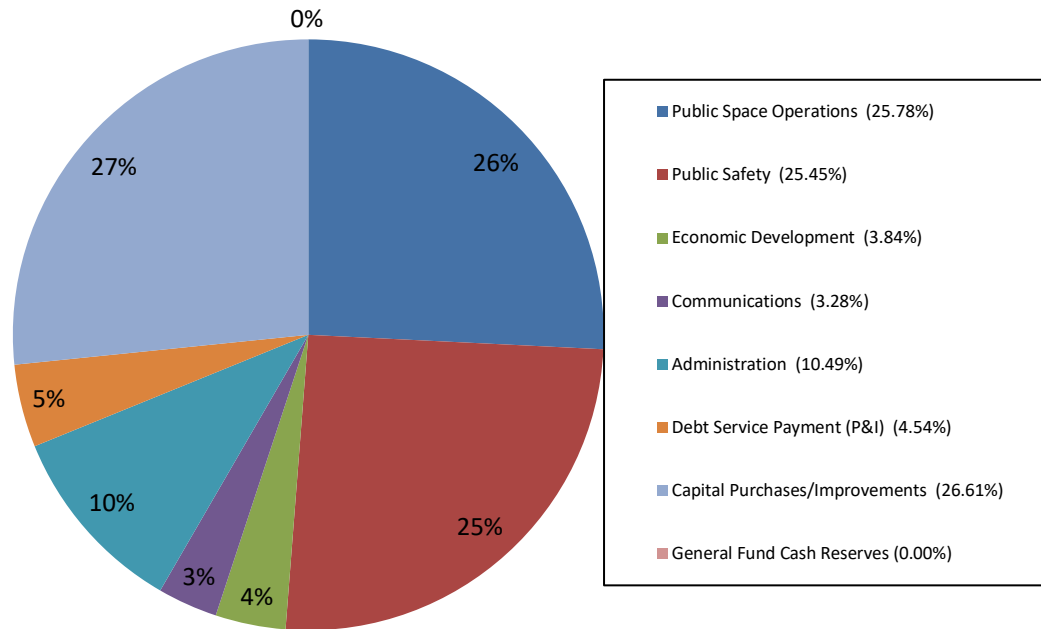
# 2020 Millage – 2021 Millage Distribution Comparison

**2020**

**2021**



# Departmental Expenses as a Percent of Total Revenue Budgeted 2021



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