


# DOWNTOWN DEVELOPMENT DISTRICT

201 St. Charles Ave., Suite 3912  
New Orleans, LA 70170  
504-561-8927

 [facebook.com/DowntownNOLA](https://facebook.com/DowntownNOLA)  [@dddneworleans](https://instagram.com/dddneworleans)  [@dddneworleans](https://twitter.com/dddneworleans)

 [downtown-development-district-of-new-orleans](https://linkedin.com/company/downtown-development-district-of-new-orleans)

DOWNTOWN  
DEVELOPMENT  
DISTRICT  NEW ORLEANS

## WHO WE ARE

The Downtown Development District of New Orleans (DDD) was created by the Louisiana Legislature in 1974 as the nation's first assessment-based business improvement district (BID) to provide enhanced services in economic development, cleaning, and safety. The DDD services the area bounded by Iberville Street, the Pontchartrain Expressway, Claiborne Avenue, and the Mississippi River. The DDD is governed by an 11-member Board of Commissioners who represent a cross-section of the diverse Downtown community. Appointed by local elected officials, our Commissioners help guide the policies and programs of the DDD.

## MISSION

**To drive the development of Downtown New Orleans and be the catalyst for a prosperous, stimulating, innovative heart of the Crescent City.**

We do this by:

- Cultivating economic development in such industries as bioscience, the arts, digital media and tourism
- Ensuring Downtown is clean and safe
- Serving as the voice and advocate for Downtown's future
- Promoting Downtown as a world-class destination for residents and visitors

## VISION

Downtown New Orleans will be celebrated as the vibrant hub of America's beloved city and the engine for the region's economy. Historic and contemporary buildings glow with new residences and retail as Downtown becomes a magnet for a population involved in industries of the mind such as bioscience, the arts, and digital media. Streets bustle with neighbors and visitors alike participating in the arts, music, dining, shopping and daily business of Downtown. People from around the world are drawn to a dynamic, seductive Downtown where the unique cultural mosaic of New Orleans comes into focus.

# ECONOMIC DEVELOPMENT

## Economic Development Team

René C. Pastorek, AICP  
rpastorek@downtownnola.com

Tyler Correa  
tcorrea@downtownnola.com



The DDD is your partner from  
the ground up!

The Economic Development Department aims to foster a vibrant and prosperous Downtown Development District, attract investment, support existing businesses, and create a favorable environment for economic growth and development.



## Grants & Assistance Programs

The Economic Development Department offers access to exclusive grants and assistance programs designed to support businesses and entrepreneurs in the Downtown Development District. These programs include financial assistance for items such as façade repairs, signage, awnings, sidewalks, and outdoor furniture.



## Market Analysis

The Economic Development Department conducts in-depth market analysis to provide businesses with valuable insights and data about the Downtown area. View the latest version of the Downtown New Orleans Quarterly Market Report by scanning the QR code.



## Expedited Permitting

The Economic Development Department, in collaboration with the Department of Safety and Permits, provides expedited permitting services for businesses in the DDD. This service aims to accelerate the permit application and approval process, ensuring a more efficient and timely experience for businesses.



## Regulatory Assistance

Navigating regulatory processes can often be complex and time-consuming for businesses. The department provides guidance and support in understanding and complying with regulations, permits, and licenses necessary for development projects. This assistance helps streamline processes, reduce barriers, and accelerate project timelines.



## Planning

The Economic Development Department collaborates with property owners to create tailored strategic plans, encompassing land use, infrastructure, transportation, and urban design, in alignment with the District's vision. They provide comprehensive economic development assistance, including market analysis, feasibility studies, financial modeling, and access to incentives, empowering businesses to make informed decisions and navigate the economic landscape effectively.



## Retail Support

The department offers comprehensive support services for retail businesses in the DDD. This includes:

- Tours
- Introductions
- Demographic Data
- Pedestrian Volumes
- Available Retail & Restaurant Locations



# DOWNTOWN BY THE NUMBERS

Culturally rich, commercially robust.

The possibilities are endless in Downtown New Orleans



**91%**

2010-2020  
POPULATION GROWTH



**#1**

LARGEST EMPLOYMENT  
CENTER IN LOUISIANA



**93.7%**

APARTMENT  
OCCUPANCY



**\$86,466**

MEDIAN HOUSEHOLD  
INCOME



**\$666M**

IN PROJECTS



**68%**

RESIDENTS HOLD  
BACHELOR'S DEGREE  
OR HIGHER



**7.8M**

UNIQUE VISITORS TO  
DOWNTOWN ANNUALLY



**47.89**

MEDIAN RESIDENT  
AGE





# WELCOME TO THE DOWNTOWN DEVELOPMENT DISTRICT

## MARKETING & COMMUNICATIONS

## WE OFFER

*We are excited you have chosen Downtown New Orleans for your business. Let us help you celebrate and spread the word!*

### CONTACT US NOW



504-620-6284  
Esther Boone  
Marketing Specialist



eboone@downtownnola.com



201 St. Charles Ave.  
Suite 3912  
New Orleans, LA 70170



#### RIBBON CUTTING/DEDICATION

*The DDD is happy to coordinate a ribbon cutting or dedication event to recognize your new business, renovation, or reopening.*



#### NEWSLETTER HIGHLIGHT

*The DDD sends out a weekly newsletter to over 7,000 Downtown stakeholders. We would love to include your new business in an upcoming issue!*



#### SOCIAL MEDIA PROMOTION

*The DDD has a strong following across Facebook, Instagram, LinkedIn, and X.*

*Tag the DDD in your posts, share highlights and events with us, and let us amplify your message.*

[www.downtownnola.com](http://www.downtownnola.com)



DowntownNOLA



DDDNewOrleans



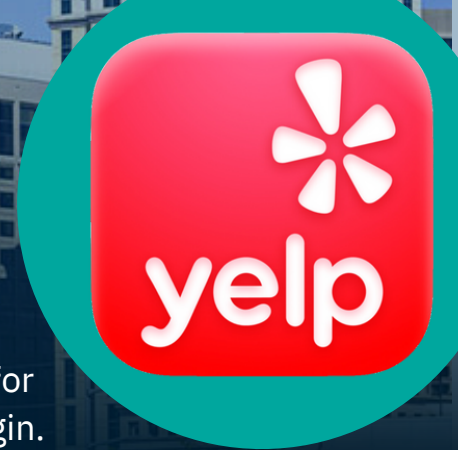
DDDNewOrleans



downtown-development-district-of-new-orleans



# TIPS FOR SUCCESS ON YELP



Create your Yelp page by visiting [www.yelp.com](http://www.yelp.com) and navigating to “Yelp for Business.” Click either “Add a Business” or “Claim your Business” to begin.



## ADD DETAILED INFO

Under the “Info” section, add your business’ information keeping in mind that the more detailed your info is, the better! Revisit this section at least every six months to make necessary changes and ensure your information is up to date.

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## PROVIDE VISUALS

A picture speaks a thousand words, and quality images can help set your business apart. Take photos of everything: inside, outside, menu, seating, products, events, etc., and consider hiring a professional.

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## LINK TO YOUR PAGE

Post links or buttons to your Yelp on Instagram, Facebook, website, X, etc. You can even print QR codes to your Yelp page and hang them in-store while remembering that Yelp does not accept review solicitation. Instead of asking your customers for reviews, plug your page by inviting them to see what others are saying on Yelp.

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## RESPOND TO NEGATIVE REVIEWS

According to a study done by the Wall Street Journal in 2020, 58% of customers who complained received no response from the business. Don’t be a business that doesn’t respond! Take time each week to carefully and tactfully respond to reviews in an apologetic and empathetic way.

## OTHER HELPFUL HACKS:

- ✓ Utilize the Yelp “Resources” tab
- ✓ Highlight positive review across other social media platforms
- ✓ Ask for help if you need it!





# TIPS FOR SUCCESS ON INSTAGRAM

Create both an Instagram and Facebook company account to help your company reach a bigger audience and its full potential.



## BE CONSISTENT

Instagram is a highly visual platform. Across all your posts, aim to use the same filters and establish a similar aesthetic, both in terms of graphics, fonts, colors, and overall photographic style.



## PROMOTE (within reason)

When using promotional posts make sure to follow the 80/20 rule; only post 20% self-promotion to not drive away customers.



## ENGAGE YOUR AUDIENCE

Craft content that encourages response, respond to your commenters, and like posts from the people you are following. Engaging with others will lead them to engage with you.



## POST TO STORIES

Stories are a great way to interact with your users. They are temporary posts staying up for 24 hours and allow for audience engagement (polls, questions, etc.)



## CREATE REELS

Reels (short form videos) generate higher engagement rates and reach than typical IG posts. Get creative with your account by sharing these under-90 second clips.



## STAY BRIEF & RELEVANT

Caption all your posts in a short yet engaging manner. In your captions, include relevant language and hashtags that will drive people to your page/posts.



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ddd@downtownnola.com



# PUBLIC SAFETY

DOWNTOWN  
DEVELOPMENT  
DISTRICT  NEW ORLEANS

7 DAYS A WEEK | 6AM-10PM

CONTACT: 504-415-1730



The Downtown Development District's Public Safety Team is made up of Public Safety Rangers, NOPD, and Private Patrol.

## SERVICES PROVIDED

- Deterring crime through visible patrols
- Reporting suspicious behavior to proper authorities
- Assisting visitors, residents, and workers with maps, directions and information on where to go, what to see, and how to get there
- Discouraging aggressive panhandling and other quality-of-life crimes
- Offering free SafeWalks to Downtown residents, workers, and visitors
- Homeless outreach | Providing safety presentations to Downtown stakeholders

## SAFEWALK

The DDD's SafeWalk is a free service provided to safely escort residents, workers and visitors to Downtown destinations

SafeWalks are available 7 days a week from 6am-10pm.

Please call at least 20 minutes prior to the requested SafeWalk.

If texting, include name, location and time of meetup.





A blurred background image of the New Orleans skyline, featuring several tall skyscrapers under a clear blue sky. The buildings are out of focus, creating a sense of depth and a modern urban atmosphere.

CITY OF NEW ORLEANS

**DEPARTMENTS & SERVICES**

# CITY OF NEW ORLEANS

## City Hall

1300 Perdido St.  
New Orleans, LA 70112  
P: (504) 658-4000  
[www.nola.gov](http://www.nola.gov)

## Mayor

Mayor LaToya Cantrell  
P: (504) 658-4900  
[mayor@nola.gov](mailto:mayor@nola.gov)  
1300 Perdido St.  
2nd Floor East  
New Orleans, LA 70112

## City Council Councilmembers-at-Large

Helena N. Moreno  
P: (504) 658-1060  
[helena.moreno@nola.gov](mailto:helena.moreno@nola.gov)

Jean Paul "JP" Morrell  
P: (504) 658-1070  
[JP.Morrell@nola.gov](mailto:JP.Morrell@nola.gov)



## District Councilmembers

### District A

Joseph I. Giarrusso III  
P: (504) 658-1010  
[joseph.giarrusso@nola.gov](mailto:joseph.giarrusso@nola.gov)

### District B

Lesli Harris  
P: (504) 658-1020  
[lesli.harris@nola.gov](mailto:lesli.harris@nola.gov)

### District C

Freddie King III  
P: (504) 658-1030  
[freddie.king@nola.gov](mailto:freddie.king@nola.gov)

### District D

Eugene J. Green  
P: (504) 658-1040  
[eugene.green@nola.gov](mailto:eugene.green@nola.gov)

### District E

Oliver Thomas  
P: (504) 658-1050  
[oliver.thomas@nola.gov](mailto:oliver.thomas@nola.gov)



# KEY SERVICES



## Police & Fire

### 8th District Police

334 Royal St.  
New Orleans, LA 70130  
P: (504) 658-6080  
F: (504) 658-6039

### New Orleans Fire Department

317 Decatur St.  
New Orleans, LA 70130  
P: (504) 658-4700

## Hospitals

### University Medical Center

2000 Canal St.  
New Orleans, LA 70112  
P: (504) 702-3000

## Utilities

### Sewerage & Water Board of New Orleans

625 St. Joseph St.  
New Orleans, LA 70165  
P: (504) 529-2837  
[www.swbno.org](http://www.swbno.org)

### Entergy New Orleans

1600 Perdido St.  
New Orleans, LA 70112  
P: (504) 670-3700  
[www.entergy-neworleans.com](http://www.entergy-neworleans.com)

### Sanitation Department

1300 Perdido St, #1W03  
New Orleans, LA 70112  
P: (504) 658-3800  
[www.nola.gov/sanitation](http://www.nola.gov/sanitation)



**NOLA 311**  
**Service Requests**

# KEY

# DEPARTMENTS & AGENCIES

## **City Planning Commission**

City Hall, 7th Floor  
P: (504) 658-7033

## **Code Enforcement**

1340 Poydras St., Suite 1100  
P: (504) 658-5050

## **Community Development, Office of**

1340 Poydras St., Suite 1000  
P: (504) 658-4240

## **Cultural Economy, Mayor's Office of**

Gallier Hall, 545 St. Charles Ave.  
P: (504) 658-4900

## **District Attorney's Office**

619 S White St.  
P: (504) 822-2414

## **Economic Development, Office of**

1340 Poydras St., Suite 1000  
P: (504) 658-4904

## **Health Department**

City Hall, Rom 8E18  
P: (504) 658-2598

## **Historic District Landmarks Commission (HDLC)**

City Hall, 7th Floor  
P: (504) 658-7040  
P: (504) 658-4980

## **Mosquito, Termite & Rodent Control**

2100 Leon C Simon Dr.  
P: (504) 658-8500

## **Neighborhood Engagement, Mayor's Office of**

City Hall, Room 8E15  
P: (504) 658-4980

## **Parks & Parkways, Department of**

1 Green Parade Ln.  
P: (504) 658-3200

## **Property Management, Department of**

City Hall, Room 5W08  
P: (504) 658-3600

## **Public Works, Department of**

City Hall, 6W03  
P: (504) 658-8000

## **Safety & Permits, Department of**

1340 Poydras St., Suite 800  
P: (504) 658-7200

## **Workforce Development, Office of**

3400 Tulane Ave.  
P: (504) 658-4500

## **Youth and Families, Office of**

City Hall, Room 4W09  
P: (504) 658-4944