



The New Orleans Business Alliance facilitates retail growth in New Orleans by assisting retailers and developers as they move forward with new projects. We will help you identify locations, provide demographics, navigate the City planning and permitting processes and then proudly stand with you as you “cut the ribbon” on your new project. Retail attraction is a top priority for the Business Alliance. The recent successes of Costco, H&M and the Outlet Collection at Riverwalk demonstrate the market is strong and ripe for investment.

Tourism is also booming. Visitors to the city have increased by an average of 3% per year since 2011, culminating in more than 10 million tourists in 2016 who spent a record-setting \$7 billion on hotels, restaurants and retail. The city’s three largest music festivals, French Quarter Festival, ESSENCE Music Festival and the New Orleans Jazz and Heritage Festival each attract an average of more than 500,000 tourists every year, and 1 million flock to New Orleans for Mardi Gras. New Orleans’ transportation system has evolved with that growth – a new streetcar line along North Rampart Street and St. Claude Avenue and new ferries.

New Orleans' **POPULATION** has grown 14% since 2010

New Orleans hosted **10.45 million TOURISTS** in 2016, who spent a record-breaking \$7.41 billion

CRUISE PASSENGERS exceed 1 million per year, and spend \$335 daily in New Orleans, three times the national average

NEW AIRPORT TERMINAL is under construction

The city’s cruise industry has grown at breakneck speed since Carnival Cruise Lines launched a year-round cruise program from New Orleans in 1994, increasing by 36% from 2011-13. Cruise passengers spend an average of \$335 daily in New Orleans, more than three times the national average of \$93.

National retailers and developers are taking note of New Orleans’ success. New Orleans’ retail growth has resulted in \$65 million in new sales tax revenue, and we anticipate the positive investment to continue. Buildings vacant for decades are now redeveloped and returned to commerce. The prosperity extends across all neighborhoods of the city, providing amenities to both millennials and multi-generational residents without cars. The Howard Hughes Corporation recently completed the revitalization of The Outlet Collection at Riverwalk, which includes anchor tenants Nordstrom Rack, Neiman Marcus Last Call and Forever 21 and attracts locals and tourists alike. H&M opened its first Louisiana store in the French Quarter in fall 2013. The flagship store was the first of only three stores in the U.S. offering H&M home furnishings.

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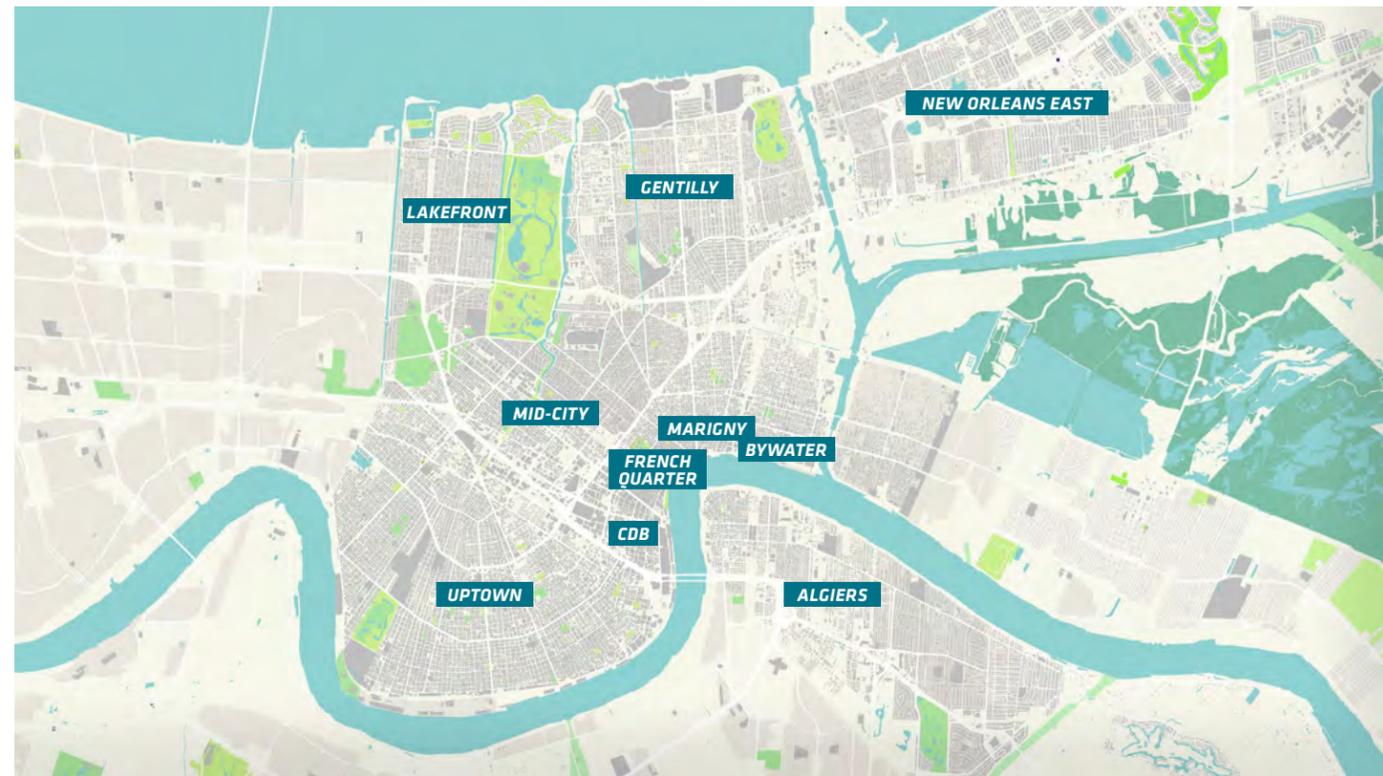
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NEW ORLEANS



DEMOGRAPHIC INFORMATION

Population Total	391,495
Median Age	35.5
Number of Households	192,358
Median Income Annually	\$38,681



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ALGIERS



PROXIMITY TO THE CITY CENTER

makes this community ideal for residents seeking a suburban feel within the city limits

STABLE, AFFLUENT NEIGHBORHOODS

offer a strong customer base

Algiers Point is a designated

HISTORIC DISTRICT, affording qualified property owners access to Historic District Landmark Commission resources

HIGH TRAFFIC COUNTS

on General DeGaulle Drive make the area a vibrant but underserved retail corridor

English Turn, a highly affluent residential development, offers **THE CITY'S ONLY GOLF COURSE COMMUNITY**

One of the oldest neighborhoods in New Orleans, Algiers is the only Orleans Parish community located on the West Bank of the Mississippi River. The Algiers ferry offers easy commuter access to both the Central Business District and the French Quarter, or commuters can use the traditional auto route via the Crescent City Connection. Across the area, family-friendly subdivisions, quality schools and commercial corridors make Algiers an attractive and emerging retail market. The compact footprint, historic New Orleans housing stock, and tight-knit feel of Algiers Point offer an area highly attractive and affordable to millennials.

The successful redevelopment of Algiers Plaza on General DeGaulle Drive brought the first T.J. Maxx and Ross Stores to Orleans Parish. They were joined by Office Depot, Mattress Firm and Buffalo Wild Wings. A multi-million-dollar renovation transformed the existing Winn-Dixie anchor to a Market Place concept store. But growth options remain along this traditional commercial corridor, with undeveloped land and parcels ripe for redevelopment.

Federal City, the former Naval Support Activity New Orleans facility, offers 155 acres ready for development as a mixed-use community providing residents with river views and easy access to downtown New Orleans. The Master Plan calls for single family homes, condos and apartments, as well as retail development to serve the neighborhood and the entire West Bank.

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ALGIERS



DEMOGRAPHIC INFORMATION

Population Total	59,500
Median Age	35.7
Number of Households	25,939
Median Income Annually	\$69,650



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CENTRAL BUSINESS DISTRICT (CBD) & WAREHOUSE DISTRICT



Estimated **DAYTIME POPULATION** of 143,000

10.5 million **TOURISTS** spent a record-breaking \$7.41 billion in 2016

Walkscore.com gave the CBD a high score of 97 for its **NUMEROUS AMENITIES**

Mardi Gras, French Quarter Festival, Essence Fest, Idea Village's Entrepreneur Week, Saints Football, Pelicans Basketball, Sugar Bowl and other **LARGE EVENTS** attract locals and tourists to the CBD

As the historic commercial heart of the city, Downtown New Orleans and the trendy Warehouse District still serve as the primary economic hub for the region. Tourism numbers topped 10.5 million visitors in 2016 and new businesses continue to open in the area. Well-educated young professionals and trendy empty-nesters are moving into the Central Business District (CBD) in record numbers, attracting an eclectic mix of retailers and upscale restaurants. A recent wave of office building conversions to residential units and international hotel brands continues at an unprecedented rate.

The Mercedes-Benz Superdome, Smoothie King Center and the Ernest N. Morial Convention Center are often filled to capacity. The city hosts a continuous stream of major events through the year, centered in this geographic area. Successful events include the 2017 NBA All-Star Game (relocated from North Carolina), the Allstate Sugar Bowl, Essence Fest and more. A plethora of cultural attractions including the Ogden Museum of Southern Art (a Smithsonian affiliate), the National World War II Museum, Contemporary Arts Center, Audubon Aquarium and other attractions lure both local residents and tourists to the CBD.

Many national, international, regional and local retailers are focusing their expansion efforts on individually owned buildings along historic Canal Street, one of the oldest shopping corridors in America, and across the CBD. Mixed-use projects such as South Market District have brought an appealing combination of luxury apartments, popular restaurants and fashionable retailers such as Arhaus. The upscale Canal Place includes Tiffany & Co., Armani Collezioni and Saks Fifth Avenue.

Canal Street, currently being reinvented as a primary shopping destination for a Super Regional Trade Area, is now home to world-class retailers such as Art of Shaving, MAC and True Religion, as well as award-winning restaurants and world-class hotels. The Outlet Collection at Riverwalk, the nation's first urban outlet mall and home to Neiman Marcus Last Call Studio and Nordstrom Rack attracts locals and tourists. An active theatre district includes the historic and recently renovated Civic, Joy, Orpheum and Saenger Theatres which offer Broadway shows, the acclaimed Louisiana Philharmonic Orchestra, and innumerable other live performance genres.

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DEMOGRAPHIC INFORMATION

Population Total	2,991
Number of Households	1,447
Median Income Annually	\$57,600



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FRENCH QUARTER



Established by the French in 1718, the French Quarter is a **NATIONAL HISTORICAL LANDMARK**

The majority of French Quarter **RESIDENTS WALK OR BIKE TO WORK**, indicating great quality of life and a need for nearby amenities

10.5 million **TOURISTS** spent a record \$7.41 billion in 2016

More than 1 million **CRUISE PASSENGERS** annually, 60% of whom spend an average of 2.5 additional days in the city before or after their cruises

Dynamic and picturesque, the French Quarter is the oldest settlement in New Orleans and is central to the city's history and culture. New Orleans' best-known restaurants, attractions and events make the French Quarter a national treasure filled with vibrant retail activity and picturesque backdrops.

The French Quarter offers unique historic buildings, a steady stream of visitors and locals, and a diverse mix of boutique retail along Royal and Chartres Streets. On Decatur and St. Peters Streets, national retailers such as H&M, Sephora and Urban Outfitters attract both city residents and tourists.

Renowned restaurants such as Galatoire's, Brennan's and Antoine's define the quintessential flavor of New Orleans. Newer eateries such as Restaurant R'evolution, Mr. B's and Doris Metropolitan provide modern options that carry on the New Orleans tradition of fine dining. "The Quarter" enjoys prominent and enduring status as the must-see-and-shop area of the city.

An established Historic District, the French Quarter's architecture is a protected asset, providing retailers the opportunity to occupy buildings of great historic and visual interest.

With record-setting tourism focused on the French Quarter, it is a magnet for upscale boutiques, art galleries and entertainment options.

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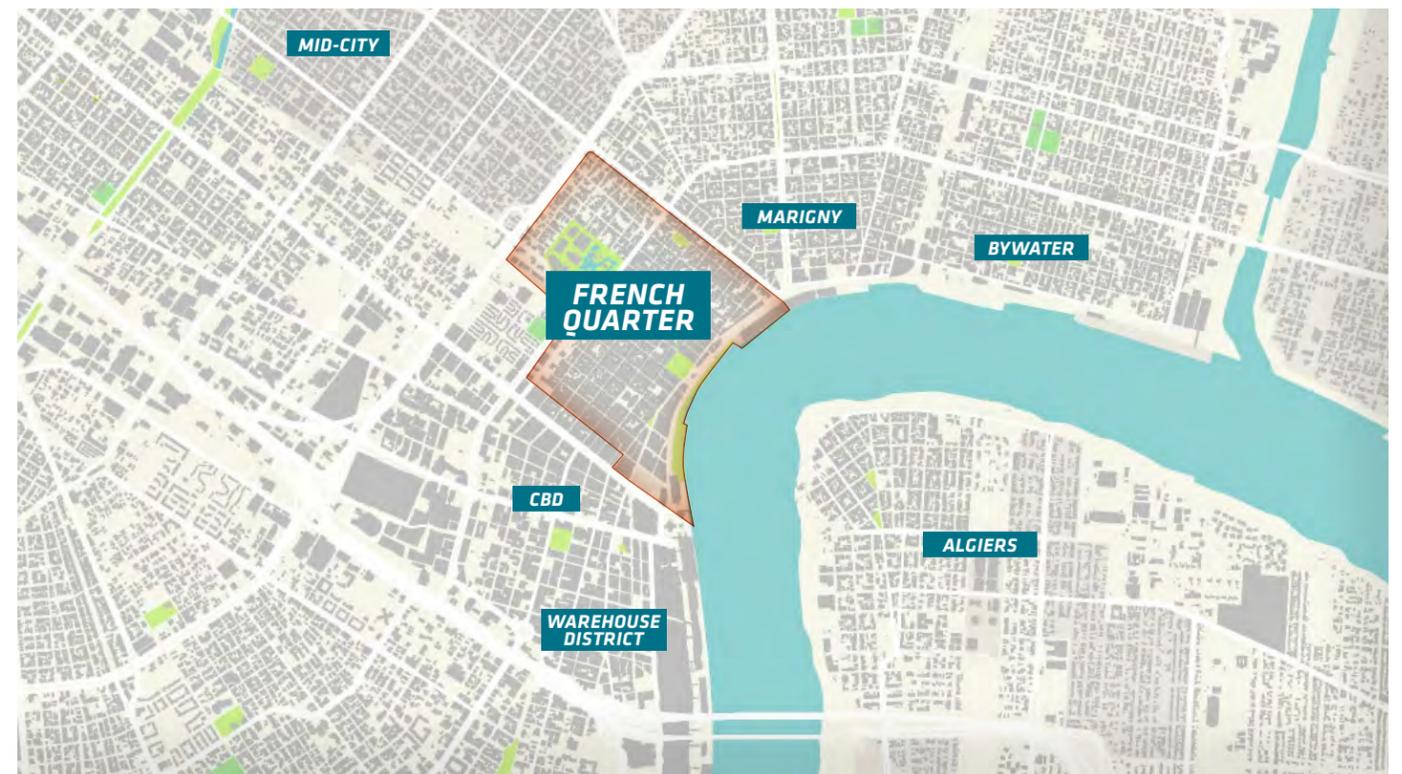
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FRENCH QUARTER

DEMOGRAPHIC INFORMATION

Population Total	4,534
Number of Households	2,502
Median Income Annually	\$62,700



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GENTILLY



Gentilly is a diverse, **FAMILY-ORIENTED** neighborhood ripe for increased retail development

Home to a dense **STUDENT POPULATION**, Gentilly boasts four higher education institutions with more than 13,500 students

EASILY ACCESSIBLE FROM I-10 AND I-610, Gentilly also contains multiple high traffic corridors

TOP-PERFORMING SCHOOLS are located here, including Benjamin Franklin High School (top public high school in the state) and Brother Martin High School

Proximity to City Park, Pontchartrain Park and Lake Pontchartrain provide abundant **RECREATION VENUES**

The Gentilly neighborhood has become a magnet for both new retail and young families. Mature housing stock with wide, tree-lined streets lure many who find themselves priced out of the Uptown neighborhoods. A Walmart Supercenter and new neighborhood center across the street offer convenient shopping options. The recently opened Columbia Parc mixed-income residential community includes a planned grocery anchored retail center and health center. The new McDonogh 35 High School, a K – 8 school and an early learning center are joining two of the top ranked public high schools in the state.

The area's primary corridors, Gentilly Boulevard, Elysian Fields Avenue, St. Bernard Avenue and Chef Menteur Highway, are among the city's most-traveled arteries and perfect locations for national retailers. Although this solidly middle-class neighborhood has experienced retail growth in recent years, abundant development opportunities remain.

Higher education institutions dot the area, including the popular 8000+ student University of New Orleans, Dillard University, Southern Baptist Seminary and Southern University of New Orleans. The combined 2016 enrollment for these institutions is more than 13,500 students.

The Louisiana Children's Museum has broken ground on a new 8.5-acre complex in the heart of City Park overlooking the park lagoon. It will feature five family-friendly, educational exhibits and open in 2019.

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GENTILLY

DEMOGRAPHIC INFORMATION

Population Total	37,866
Median Age	37.1
Number of Households	16,531
Median Income Annually	\$37,400



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LAKEFRONT

Lakefront residents have **AVERAGE HOUSEHOLD INCOMES** of \$91k, the highest in Orleans Parish

Lakefront residents are **HIGHLY EDUCATED**, with 77% having some college education or higher

Over 50% of the homes in the Lakefront area are owner-occupied. The area is heavily populated by **FAMILIES WITH CHILDREN**

The close **PROXIMITY TO I-10** means most Lakefront residents have less than a 15-minute commute to Downtown New Orleans

The Lakefront's location adjacent to **CITY PARK** and **LAKE PONTCHARTRAIN** offers unique opportunities for restaurants and entertainment

Known for its breathtaking views of Lake Pontchartrain, quaint harbor, and proximity to the sprawling City Park, the Lakefront is recognized for its established, well-kept neighborhoods and civically engaged residents.

The Lakefront supports a variety of local retailers and restaurants. Harrison Avenue, the main retail corridor, is a focal point for shopping and dining for area residents. Successful restaurants such as Velvet Cactus, Susan Spicer's Mondo and her newly opened concept Rosedale are supported by local residents, but attract diners from across the city.

A majority of Lakefront residents are college-educated and own their homes. The neighborhood's proximity to top schools, Lake Pontchartrain, City Park's many amenities, and downtown make it popular for residents desiring an upscale but family-friendly area.

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LAKEFRONT

DEMOGRAPHIC INFORMATION

Population Total	19,479
Median Age	38.35
Number of Households	8,863
Median Income Annually	\$82,700



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THE MARIGNY & BYWATER



The Marigny & Bywater neighborhoods are home to a **UNIQUE CREATIVE COMMUNITY** supported by the New Orleans Center for the Creative Arts (NOCCA) and the Bywater Art Lofts

CRESCENT PARK, a new \$30 million riverfront park, connects residents to the Mississippi River

These neighborhoods are designated **HISTORIC DISTRICTS**, allowing property owners possible access to Historic District Landmarks Commission resources

These vibrant, **WALKABLE COMMUNITIES** are some of the most exciting emerging areas of New Orleans for retail and restaurant investment

The Marigny and Bywater are lively historic neighborhoods bursting with creative and artistic energy. Visitors and residents enjoy live music and frequent Second Line parades on Frenchmen Street as they explore art galleries, restaurants and vividly painted shotgun style houses.

The area offers many opportunities for retail and commercial development, especially for businesses focused on the arts and tourism. The new St. Claude Avenue streetcar line connects the Marigny with downtown attractions. Numerous art galleries in the St. Claude area attract visitors for the monthly Artwalk.

A multi-use community building, the New Orleans Healing Center features a gym, coffee shop, restaurant, grocery co-operative, bookstore, yoga studio and performance space, making it a favorite among residents. The New Orleans Food Co-Op offers organic and fresh foods, attracting more than 1,000 member-owners over the last six years. The restored St. Roch Market serves as a prototype for today's national food hall trend.

An upscale, 185-bed hostel will open in 2018. The growing number of trendy restaurants, coffee shops and small businesses such as Elizabeth's, Faubourg Wines, Bachannal, N7 and the Ruby Slipper Café attract customers from across the city.

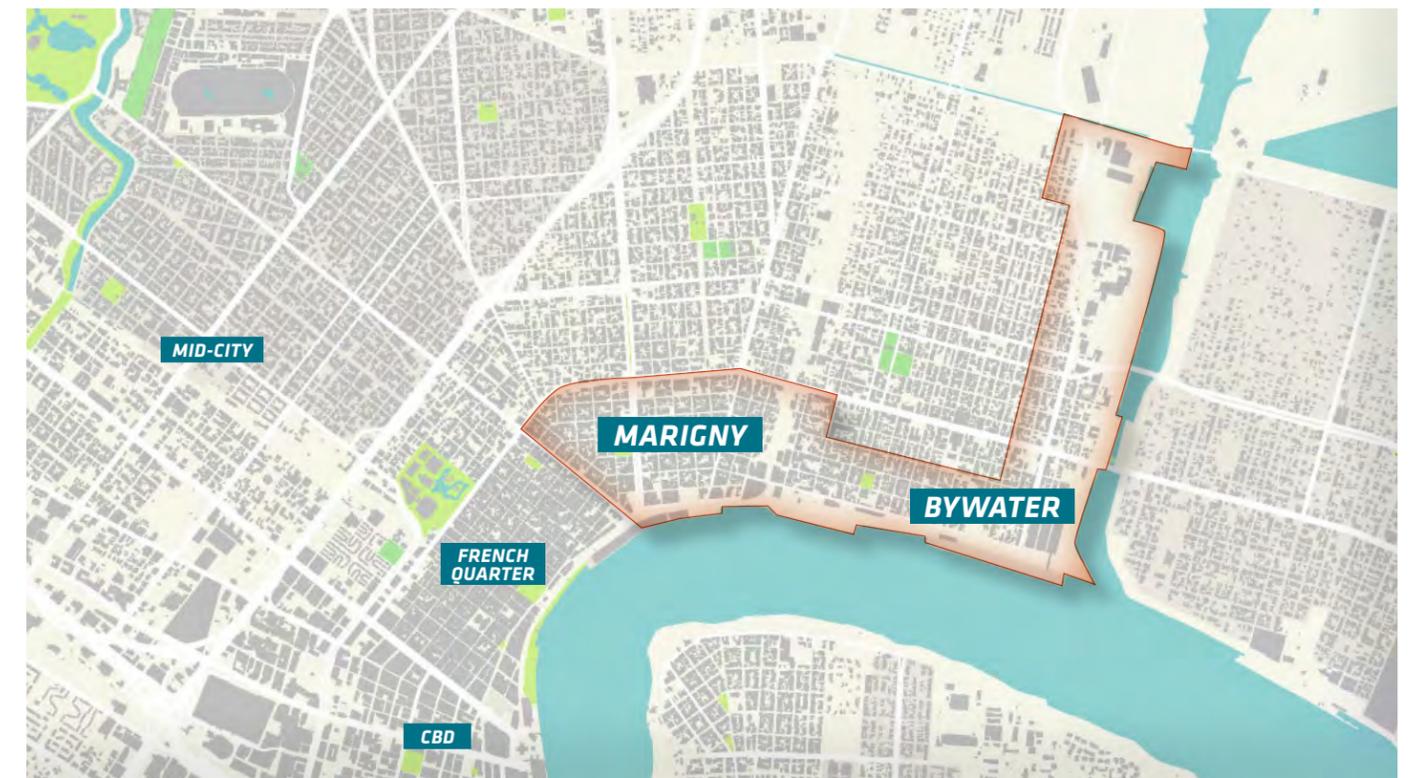
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DEMOGRAPHIC INFORMATION

Population Total	6,692
Median Age	42.5
Number of Households	4,688
Median Income Annually	\$43,500

THE MARIGNY & BYWATER



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MID-CITY/FAUBOURG ST. JOHN



Mid-City is home to **XAVIER UNIVERSITY OF LOUISIANA**, with a student enrollment of around 3,000

Major nearby **CULTURAL ATTRACTIONS** include City Park, New Orleans Museum of Art, and Fair Grounds Race Course (home to the renowned New Orleans Jazz & Heritage Festival)

Well-known **CULINARY INSTITUTIONS** in the area include Café Degas, Dooky Chase, Parkway Bakery, Ralph's on the Park and Willie Mae's Scotch House

LAFITTE GREENWAY, a 3-mile rail-to-trail conversion, attracts residents for recreation and connects Mid-City to downtown. New food and retail developments will make the trail more attractive to both bicyclists and hikers

One of New Orleans' largest neighborhoods, Mid-City and Faubourg St. John feature a great mix of historic residences, shopping and famed city landmarks such as City Park, the Fair Grounds Race Course (home to the New Orleans Jazz & Heritage Festival) and the Bayou St. John waterway.

Mid-City is a diverse middle-class residential neighborhood with a mix of retail along major arteries such as Broad Street, Canal Street, Carrollton Avenue and Tulane Avenue. Restaurants and shops are heavily supported by local residents, but they also attract diners from across the city and neighboring parishes. Mid-City Market shopping center, anchored by Winn-Dixie, contains 100,000 s.f. of retail space, including Five Guys, Office Depot, Panera Bread, Pinkberry, and local favorite Jefferson Feed. Its success spurred development of adjacent parcels, including the recently opened Marshalls and Petco locations.

Whole Foods' successful development at the corner of No. Broad and Bienville Streets was a transformative project known as the Broad Street Community Connection, which brought the grocer home to its founding roots. The new, four screen Broad Theater offers a well-stocked bar and food options well beyond popcorn and candy. It has become a favorite destination, offering first run movies at affordable prices.

Nearby Tulane and LSU Medical Schools, two new state-of-the-art hospitals, a cancer research center and bioinnovation incubator bring hundreds of workers into the area daily, whether via the busy, nearby I-610 and I-10 corridors or the Canal and Carrollton streetcar lines. Tulane Avenue, near these high-traffic commuter highways and arteries, runs alongside the new hospitals and offers properties available for retail development. A number of hotels and businesses being developed nearby add to the area's daily population and provide a catalyst for additional retail growth.

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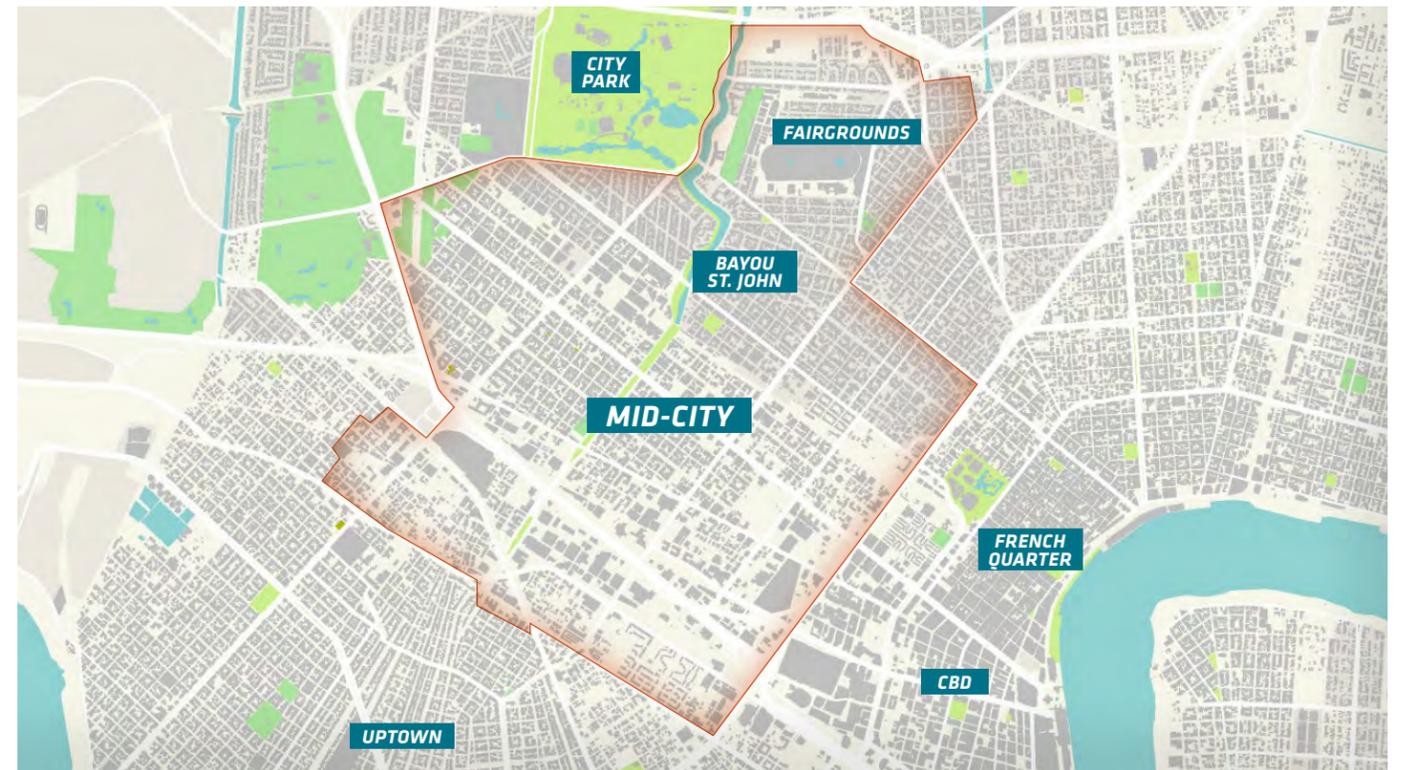


MID-CITY/FAUBOURG ST. JOHN



DEMOGRAPHIC INFORMATION

Population Total	33,662
Median Age	34.2
Number of Households	18,616
Median Income Annually	\$35,800



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UPTOWN

The Uptown area features beautifully preserved historic buildings, upscale restaurants and hotels, boutique shopping and a variety of unique neighborhoods that appeal to a diverse set of demographics. Areas such as the historic Garden District are popular with both residents and visitors.

The Uptown area is the heart of **SPECIALTY SHOPPING**, with the internationally known Magazine Street featuring Billy Reid, Free People, Kendra Scott, Kit and Ace, Warby Parker and Whole Foods, as well as a wealth of beloved local boutiques and eateries

Area residents have average **HOUSEHOLD INCOMES** of over \$76k

St. Charles Avenue and the Garden District are considered to have one of the best-preserved collections of **HISTORIC MANSIONS** in the South

Tulane and Loyola **UNIVERSITIES** have a combined annual enrollment of over 17,000 students

Riding the St. Charles Avenue streetcar to the acclaimed Audubon Park is a favorite local and tourist pastime. The area is home to renowned New Orleans restaurants such as Commander's Palace and James Beard Award-winning restaurants La Petite Grocery, Apolline and Shaya, along with popular local eateries such as Boucherie, Coquette, and Jacques-Imo's. The area is vibrant and alive year-round, especially during Mardi Gras when families gather for celebrated parades rolling down the main avenues of the neighborhood. Bustling corridors like Magazine Street and St. Charles Avenue provide opportunities to co-tenant with a diverse mix of local and national retailers and restaurants.

The Oak Street neighborhood near Tulane and Loyola Universities offers a colorful mix of coffee shops, independently owned businesses and national retailers, along with the annual Po-Boy Festival. The Uptown area includes the rapidly developing Freret Street corridor. This neighborhood attracts young professionals and provides amazing possibilities for retail expansion. It is well-known for its eclectic dining options, music venues, galleries and shops and the monthly street market offering food, art and entertainment.

Claiborne Avenue, a major thoroughfare, is well-positioned for retail development due to high traffic counts. Magnolia Marketplace, now a hub for residents and commuters, includes Michaels, PetSmart, Ross, Shoe Carnival, T.J. Maxx and Ulta, most of which were the first in the Orleans Parish market. North of St. Charles Avenue, historic Oretha Castle Haley Boulevard is another rapidly developing corridor with available commercial buildings. Its resurgence as an area devoted to business and culture has been spurred by the Southern Food and Beverage Museum and the New Orleans Jazz Market.

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UPTOWN



DEMOGRAPHIC INFORMATION

Population Total	100,040
Median Age	36.7
Number of Households	53,282
Median Income Annually	\$66,800



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NEW ORLEANS EAST



Solidly middle-class, but dotted with upscale gated communities, New Orleans East is poised for unprecedented growth. This close-knit community has a small town feel, but offers big city development opportunities. It is the only area in New Orleans offering large tracts of undeveloped land, providing a blank canvas for new retail expansion. With 80,000 residents and few existing businesses, retailers and restaurants are in high demand. New Orleans East has a trade area population of more than 182,000.

Access to major traffic along I-10 makes it an ideal location for regional shopping development. The area sits in a perfect intercept position for residents returning to the Slidell area on the Northshore of Lake Pontchartrain from their jobs in New Orleans. Main retail corridors of Bullard Avenue, Chef Menteur Highway, Crowder Boulevard and Read Boulevard are the focal points for a variety of retail projects. A new Walmart Supercenter always boasts a full parking lot, and New Orleans Hamburger & Seafood Company opened in 2015 to record crowds and has become a local gathering spot.

Multiple **BIG-BOX OPPORTUNITIES** are available for development in this area of 80,000 middle-class residents

TWO NEW PUBLIC SCHOOLS offer state-of-the-art educational facilities

More than \$2 billion was spent to build the state-of-the-art **SEABROOK FLOODGATE COMPLEX** in New Orleans East, which includes the biggest pumping station on the planet

The redeveloped Joe Brown Park offers a \$3.8 million football complex, renovated recreation center, eight-lane running track, \$3 million indoor pool, tennis courts, amphitheater, picnic shelters and concession stands. Audubon Louisiana Nature Center, located on 86 acres of bottomland forest within Joe Brown Park, recently opened and offers a botany center, field classrooms, refurbished forest trails and improved programming for area residents.

NASA's Michoud Assembly Facility is situated on an 829 acre campus, one of the largest manufacturing facilities in the world. With over 3,000 workers, the facility produces critical hardware components for exploration vehicles. They are currently focusing on the next generation of space transportation vehicles, including NASA's Space Launch System (SLS) heavy-lift rocket and the Orion spacecraft. The nearby Folgers Roasting Facility employs an additional 500 people.

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NEW ORLEANS EAST

DEMOGRAPHIC INFORMATION

Population Total	73,573
Median Age	35
Number of Households	31,451
Median Income Annually	\$46,000



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