

How Downtown New Orleans is Designing, Building and Branding Smarter Post-Hurricane Katrina



Who We Are

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 a voice and advocate for Downtown's future
- Promoting Downtown as a world-class destination for residents and visitors



Redefining Who We Are

DDD Programs

Economic Development

- Policy Initiatives
- Planning
- Development Facilitation
- Direct Incentives
- Retail Support
- Market Analysis



DDD Programs

Clean and Safe

Public Safety Initiatives

- DDD Rangers
- Police Details



Public Space Operations

- Enhanced cleaning services
- 24 hours a day, 7 days a week



Downtown by the Numbers

- Over \$3.4 billion in investment since 2005
- \$17 Million in Streetscape Improvements
- 36 Façade Improvement Grants
- 1.2 walkable, square miles
- 5,100 residents
- 120,000 people are in Downtown on a given week-day
- Largest employment center in Louisiana with 62,000 jobs
- 8.3 million annual visitors
- 176 restaurants and 32 sidewalk cafes
- 2,964 residential units with 1,800 units in the pipeline

What Others are Saying...

New Orleans ranked America's Biggest Brain Magnet City
New Geography

New Orleans ranked #2 best US Big Cities for Jobs
Forbes.com

New Orleans named the Coolest Start-up City in America
Inc. Magazine

New Orleans named one of the 15 Coolest North
American Cities *MSN Travel*

New Orleans named Major Market of the Year
Southern Business and Development



Research & Rebranding

What is the Creative Class?

- People who use creativity in their work
- Not limited to workers in traditional “creative industries” like advertising or arts.
- Includes engineers, attorneys, software developers, scientists, materials technicians, policy analysts, and other workers who must use creative and critical thinking skills in their work

What are DDD *Industries of the Mind*?

- “lap top economy” or “creative industries” including:

Digital media,

- Biosciences (Biotechnology and Life Sciences), and
- Arts-based businesses.

Four Research Objectives

1. Identify the office, residential and key environmental preferences of the Creative Class;
2. Identify and rank the physical and social infrastructure priorities of targeted groups, including:
 - Internet bandwidth & connectivity
 - Professional & business services
 - Office space needs
 - Housing types
 - Personal services
 - Green space
 - Recreational opportunities
 - Transportation & mobility
 - Retail offerings and
 - Social & entertainment options
3. Identify the Creative Class perceptions about New Orleans and Downtown New Orleans; and
4. Identify national trends and opinion leader insights into the Creative Class.

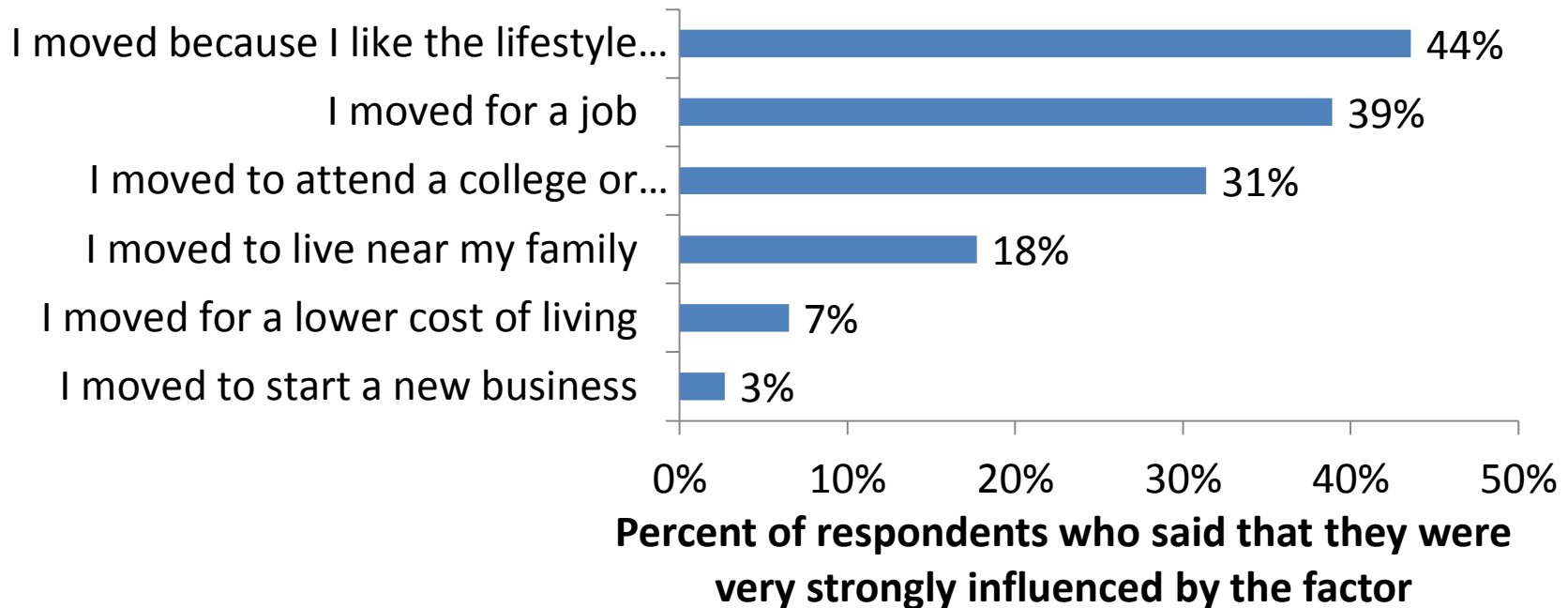


What is it about a place that matters to Creative Class workers?

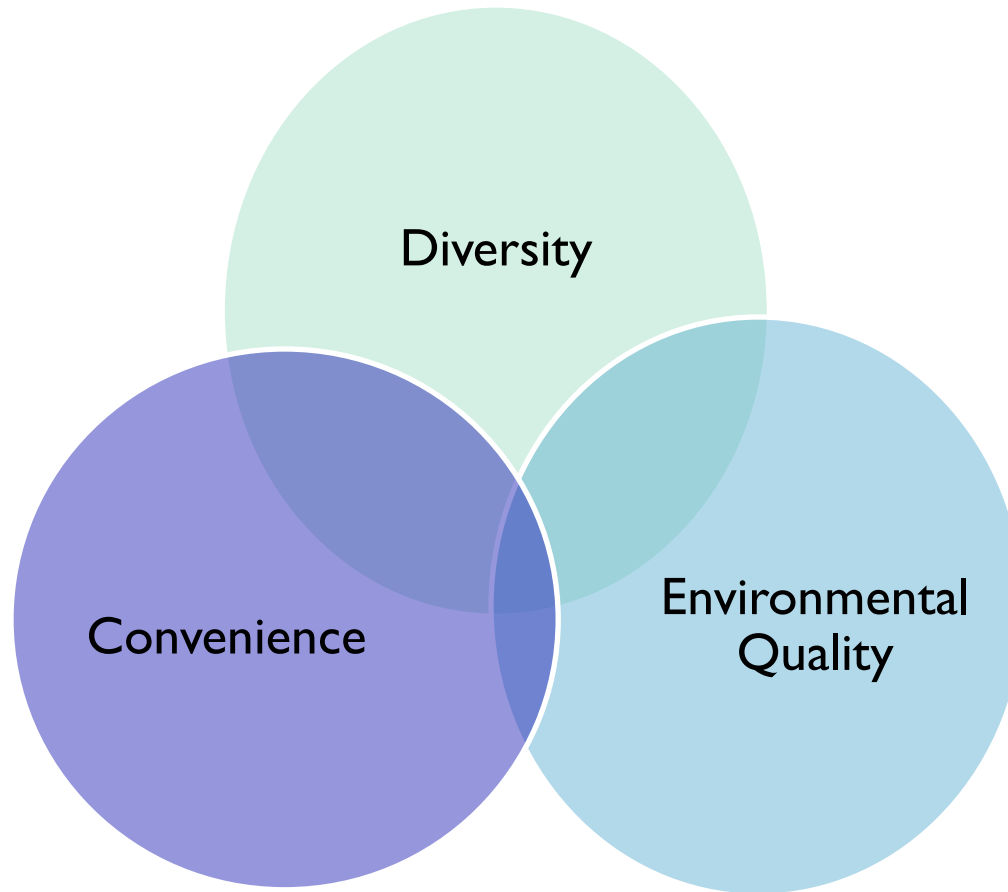


What Really Matters

- Lifestyle and jobs matter.
- Low cost of living doesn't matter as much.

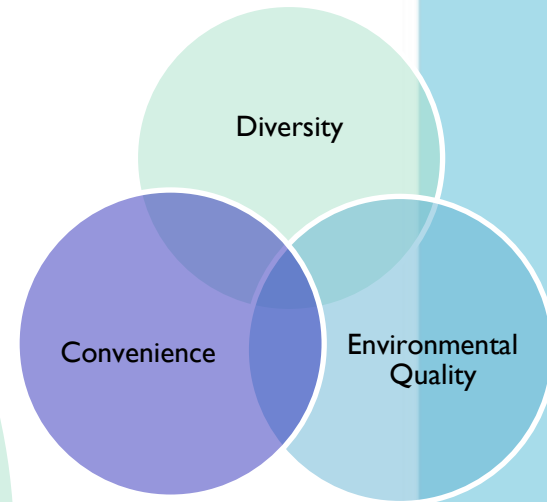


Three Components of Lifestyle



Diversity

- Diversity of micro-neighborhoods
 - Places to explore.
- Diverse micro-cultures:
 - Places to belong.
- Authenticity of the place
 - Is it unique and interesting?
- Diverse and plentiful options for jobs



What Matters

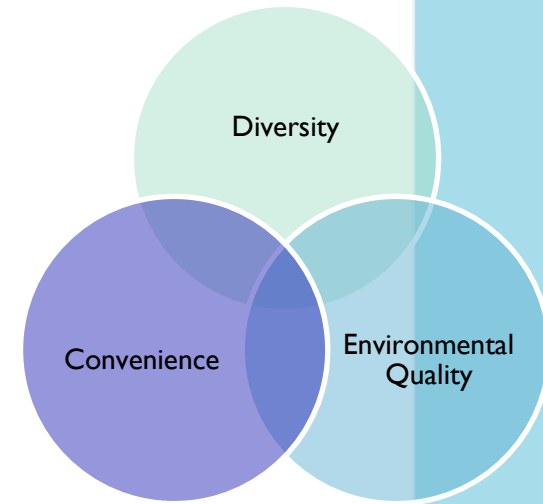
Convenience

- Convenient access to reliable public transportation
 - Direct flights also matter
- “Everything I want” in a small walkable radius
 - All services and shopping I need within walking distance.
 - Diversity of specialty shopping options
- “Third Spaces” to work and play
- Internet access available everywhere



Environmental Quality

- Green Space is essential
 - A place to both work and play
- Public fountains and waterfront access are desirable
- Safety & Cleanliness
- Climate



Online Survey Results

Residential Exteriors

Image 1: Score=38%



Image 2: Score= 62%



Image 3: Score=60%



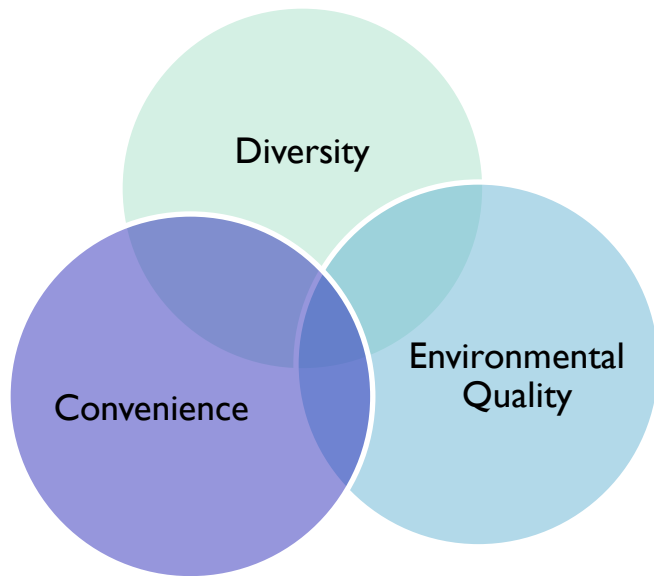
Image 4: Score=46%



Environmental Preferences

Residential Features

All elements of the ideal lifestyle come across in this image.



Residential Features

Highest scoring
residential exterior

Neighborhoods:

Co-location of
commercial/retail

Everything I need:

Street-level
shopping on the
ground floor



Residential Features

Highest scoring residential exterior

Community:

Further in the background there appears to be outdoor table and chair seating for meeting friends, obviously in close proximity to living space.

Environmental Quality:

Pedestrian pathways are clean, appear well-lit at night and are flanked with Green Space on one side.



Residential Features

Highest scoring
residential exterior

Community:

The balconies offer outdoor access and may possibly promote awareness of neighbors and community.



Online Survey Results

Urban Plaza: Green

Image 1: Score=41%



Image 2: Score= 81%



Image 3: Score=55%



Image 4: Score=71%



Online Survey Results

Modes of Transit: Convenience

Image 1: Score=81%



Image 2: Score= 56%



Image 3: Score=53%



Image 4: Score=24%



Online Survey Results

Shelters: Green and Modern

Image 1: Score=53%



Image 2: Score= 45%



Image 3: Score=41%



Image 4: Score=23%



Online Survey Results

Interiors: All About the Same

Image 1: Score=57%



Image 2: Score= 50%



Image 3: Score=59%



Image 4: Score=65%



Less Desirable

Most Desirable

Residential Options A: 4.58



Shelter B: 5.03



Modes of Transit B: 5.47



Residential Options B: 5.64



Shelter D: 4.04



Shelter C: 4.73



Interiors B: 5.20



Interiors C: 5.51



Residential Options C: 5.58



Urban Plaza B: 6.27



Urban Plaza A: 4.58



Residential Options D: 5.09



Residential Interiors A: 5.37



Interiors D: 5.65



Modes of Transit A: 6.24



Modes of Transit D: 4.04



Shelter A: 5.00



Modes of Transit C: 5.39

Urban Plaza D: 5.94



Recommendations

Place-Based Strategies

1. Improve timeliness and availability of public transportation.
2. Integrate Green Space & water into all neighborhood development
3. Encourage development of well-defined and distinct mixed-use micro-neighborhoods with:
 - Street-level outward-facing retail/ wide sidewalks
 - Dense population (drive retail growth)
 - Wide variety of specialty stores
 - All shopping and services (including education) available in all neighborhoods.
 - Incorporation of historic/authentic characteristics with modern convenience

Place-Based Strategies

4. Ensure walkable access to connected areas (medical district, all parts of Downtown)
5. Incorporate ample Third Spaces
6. Continue to improve safety in Downtown
7. Make provision for wireless mobile Internet in cafés, in parks and on public transportation
8. Ensure availability of residential recycling (curbside)

Branding Team

- North Star Destination Strategies
- DDD Branding Task Force
- DDD Creative Committee
- DDD Board and Staff



Branding Task Force

- Jade Brown-Russell, *Harrah's*
- Ron Gardner, *LSUHSC*
- Mavis Early, *GNO Hotel & Lodging Association*
- Karyn Kearney, *Audubon*
- Barbara Motley, *Le Chat Noir*
- Aimee Quirk, *City of New Orleans*
- Mark Romig, *HCA-Delta Division*
- Robbie Vitrano, *Trumpet*
- Dorothy Clyne, *JP Morgan Chase*
- Kelisha Garrett, *City of New Orleans*
- Brian Gibbs, *Brian Gibbs Companies*
- Jim Hoskins, *Harrah's*
- Yvette Jones, *Tulane University*
- Robert Leblanc, *Republic New Orleans*
- Steve Martin, *Steve Martin Studios*
- Ti Martin, *Commander's and Café Adelaide*
- Lisa Manzella, *Shops at Canal Place*
- Tod Chambers, *Roosevelt Hotel*
- Chris Schultz, *Launchpad*
- Sue Strachan, *Ogden Museum*
- Charles Teamer, *Chamber of Commerce*
- Kelly Schulz, *NOCVB*



Research Findings

Creative Class Craves, New Orleans Offers, Most of These Assets:

- Authenticity: There is no more authentic city in the US
- Interaction and acceptance of varied cultures, races, etc.
- Unique neighborhoods
- Walkable, pedestrian-friendly city
- Beautiful parks and green space
- Culture unequalled in world (tourism, art, cuisine, music, architecture)
- An intangible quality of vibrancy and freedom
- Innovative thinkers and dynamic entrepreneurs
- Wealth of creativity, energy, optimism, and imagination
- Plans for enhancing economic opportunity and lifestyle amenities
- Opportunity to make a difference in your own career and the renaissance of a city...fast.



- ▶ The **advantage** New Orleans has over other cities in attracting *Industries of the Mind*, is that you not only offer them what they want...
- ▶ New Orleans offers *Industries of the Mind* that quicksilver, slippery, intangible, mysterious connection to inspiration.
- ▶ New Orleans as modern MUSE.



Downtown New Orleans Insights

In New Orleans, your creative class isn't just successful ...

- They are passionately, obsessively successful
- They form relationships as well as make money
- They work with their entire heart and soul and play that way too
- They don't just live, they are absolutely alive.



Downtown New Orleans Insights

The authentic, passionate influence New Orleans holds for the creative class combined with the resources and support that are being developed on their behalf is a powerful message.

The opportunity not just to build a business, but to rebuild a legend of a city, is unprecedented. And it is the type of mental, emotional and spiritual challenge that *Industries of the Mind* thrive on.



Downtown New Orleans Brand Platform

Target Audience: For *Industries of the Mind*,

Frame-of-Reference: Downtown New Orleans is a collage of distinct communities and opportunities

Point-of-Difference: whose absolute cultural authenticity makes it a muse (source of intelligence and inspiration for creativity)

Benefit: that fires the imagination and energizes you to shape a prosperous future – yours and the city's.



DOWNTOWN
NOIA

DOWNTOWN
NOIA

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DEVELOPMENT DISTRICT
NEW ORLEANS

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DEVELOPMENT
DISTRICT**  **NEW ORLEANS**



**DOWN
TOWN** NOVA



**DOWNTOWN
DEVELOPMENT
DISTRICT**  NEW ORLEANS

New Brochure



DOWNTOWN NEIGHBORHOODS:

Central Business District
 Recently ranked by Forbes as the highest performing city, New Orleans has set its sights on one of the country's top regions for employment. Strategically located and vibrant, the city's Central Business District supports large employment centers with over 100,000 jobs. The skyline of the Central Business District includes iconic skyscrapers like Shell Oil Tower's and Energy but is populated with hundreds of successful small businesses and startups. The Central Business District offers business owners multiple commercial space with excellent, central to downtown public transit connectivity and infrastructure.

Sports & Entertainment District
 Since 2010, in the spirit of the "Who Dat Nation" movement, Sports & Entertainment District is home to five national sports teams: the New Orleans Saints, Hornets and Pelicans. The strategic combination of distinctive sports teams and their fan base has turned this area into a sports mecca. The Sports mecca in the city (in 2012, New Orleans Superdome, New Orleans Arena and Caesars Superdome) is a vibrant hub for fans through a mix of gaming and retail shops.

Art District
 The resurgence of this area began with the 1960s World's Fair, and today is a thriving neighborhood of art galleries and world-class museums, restaurants, shops and performance venues. Anchored by Lake Street, the Arts District is a vibrant mix of contemporary art galleries, international art fairs, experimental art installations, and more.

Medical District
 Downtown New Orleans is home to an excellent collection of research, medical, and development facilities, teaching facilities, clinics and hospitals. With the recent addition of the New Orleans Biomedical Center, Louisiana Cancer Research Center, US Hospital and the Tulane University Medical Center, Downtown New Orleans is poised to become a leading national medical destination.

Canal Street
 Long considered the most iconic landmark of the city, Canal Street began its life in the early 18th century. Evolving from an aggressive development strategy and a recent \$10 million streetscape improvement, the historic strip is poised to make its mark as the premier business district in America.

Warehouse District
 The Warehouse District is a mecca of activity with a wide range of artistic, cultural, and nightlife venues. From live music and theater to art galleries, restaurants, and shops, the district is a vibrant mix of historic and modern architecture, which includes lofts, galleries, studios, and other creative industries. This vibrant district has become a destination for the cutting-edge culture and creative.

French Quarter District
 Roughly bounded by Camp, Common, Tchoupchoula and Poydras Streets, the French Quarter District is one of the most vibrant and historic neighborhoods in the city. The district is home to some of the most iconic street scenes in the city, from the historic architecture to the vibrant nightlife. The district is home to the 200th block of Camp Street, the original offices of the Daily Progress newspaper was located in the 18th in the building at 200th Camp Street.

Lafayette Square District
 More than just the park that shares its name, the Lafayette Square District is a vibrant neighborhood equipped with an assortment of beautiful residential and commercial buildings, restaurants, bars, museums and more.



New Ranger Branding



DDD helps connect Downtown stakeholders to the City agency tasked with solving their issues.

WHO TO CALL:

- **Police Non-Emergency**
504.821.2222
- **8th District Police**
504.658.6080
- **Trash Collection: Sanitation Dept.**
504.658.3800
- **Pot holes, clogged storm drains, broken street light, signs & signals:**
Department of Public Works
504.658.8000
- **Water or sewer leak:**
Sewage & Water Board
504.529.2837
- **Utilities: 1.800.ENERGY**



The Public Safety Rangers provide services that promote the **safety and quality** of life for businesses, residents and visitors of Downtown New Orleans.

RANGERS ARE ON DUTY 7 DAYS A WEEK.

P: (504) 415-1730
E: rangers@downtownnola.com



201 St. Charles Ave., Ste. 3912 • New Orleans, LA 70170
P: 504-561-8927 www.downtownnola.com

RANGER SERVICES

- Deterring crime through visible patrols
- Reporting suspicious behavior to proper authorities
- Assisting visitors, residents and workers on where to go, what to see and how to get there
- Enforcing quality of life and building code ordinances
- Connecting Downtown businesses with DDD resources
- Assisting the homeless
- Offering free SafeWalks to Downtown residents, workers and visitors
- Providing free CPR and safety training

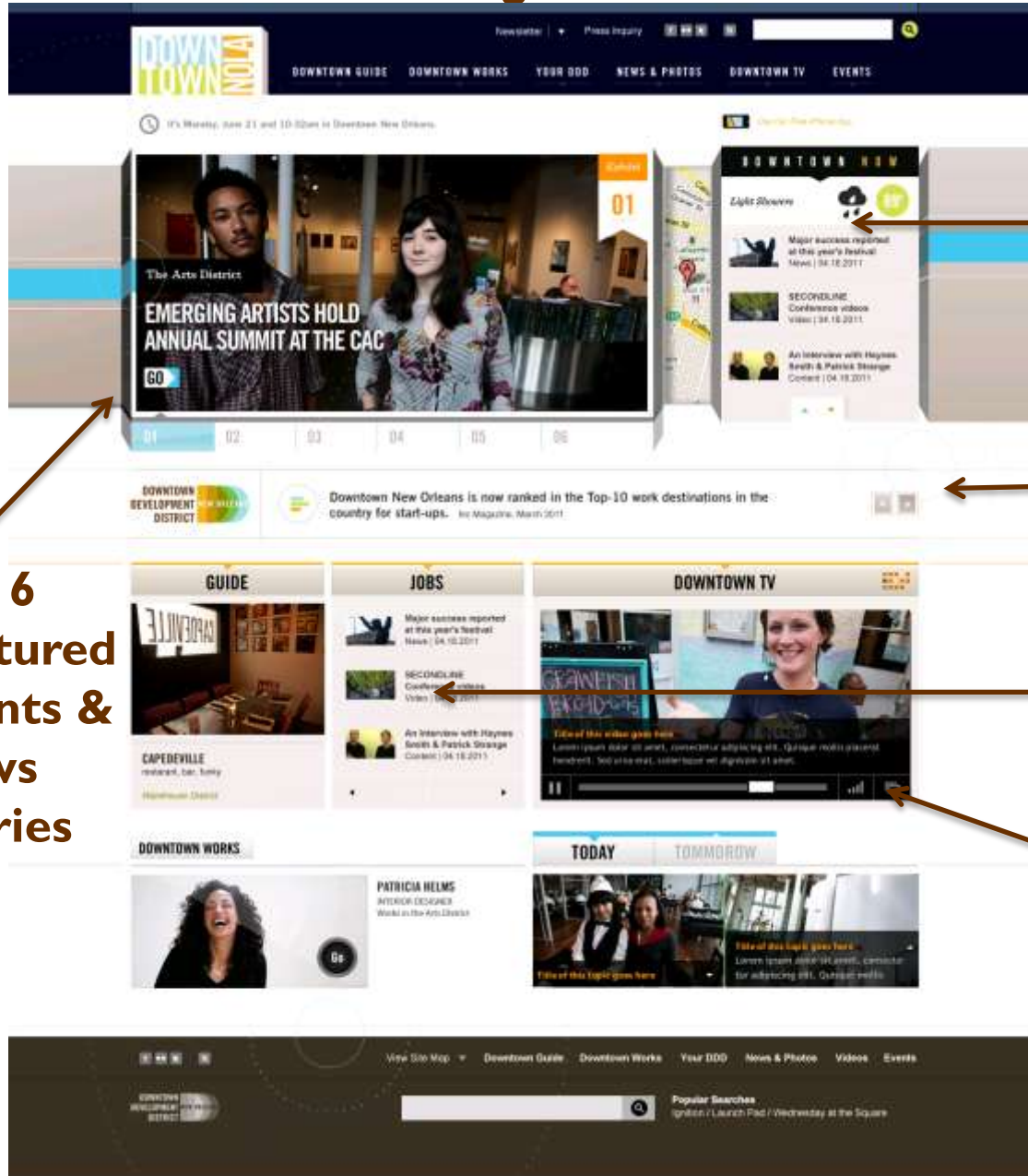
Ranger Business Outreach Card



New Clean Team Branding



New Website Home Page



**Downtown NOW:
Current Weather
and News**

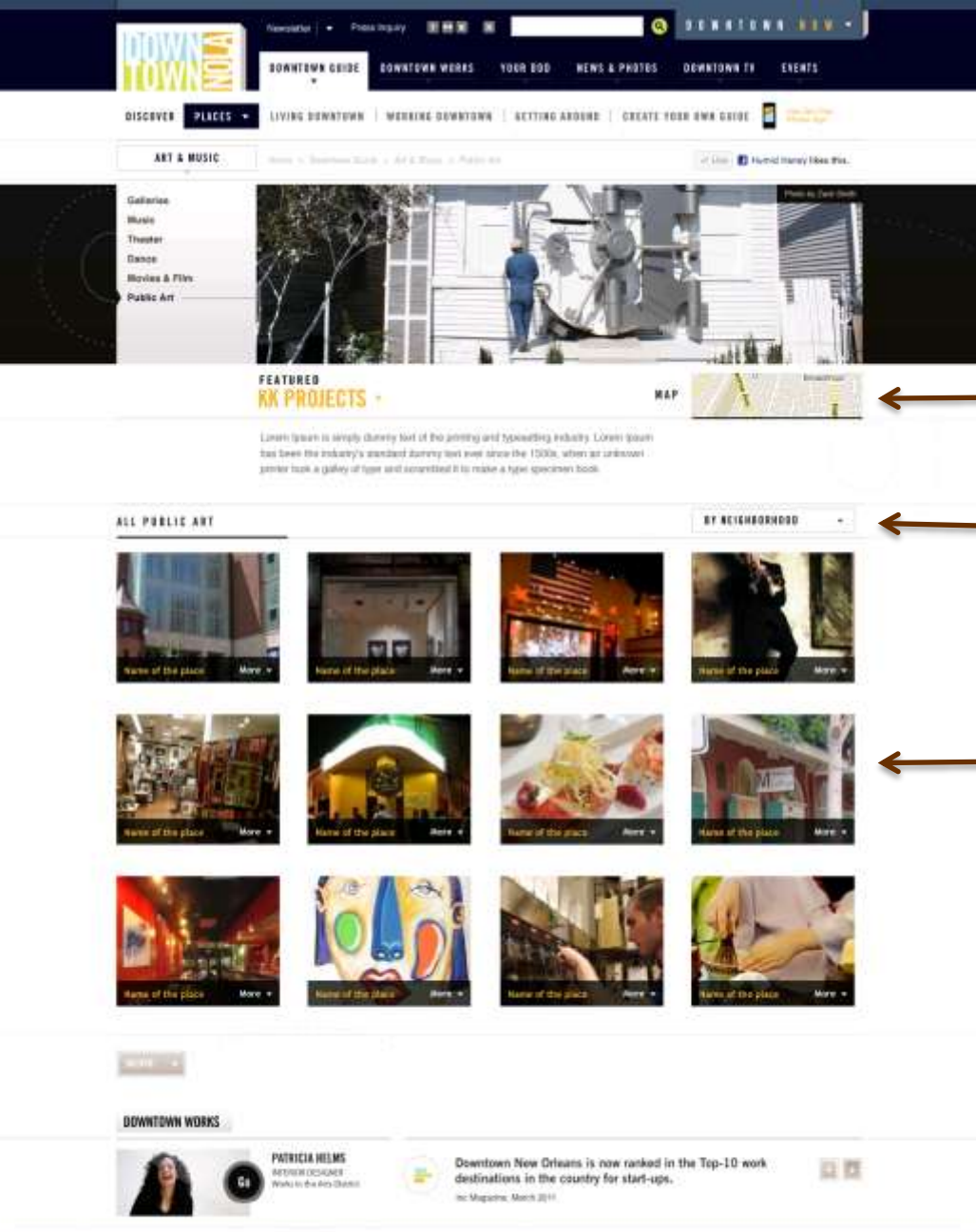
**Rolling
Downtown and
DDD Stats**

**Downtown Job
Opportunities**

**Directly Links to
Downtown
NOLA TV**

**Top 6
Featured
Events &
News
Stories**

Downtown Place Pages



Google Map of each place

Search by Neighborhood

List of Places by Categories: i.e. Arts & Entertainment

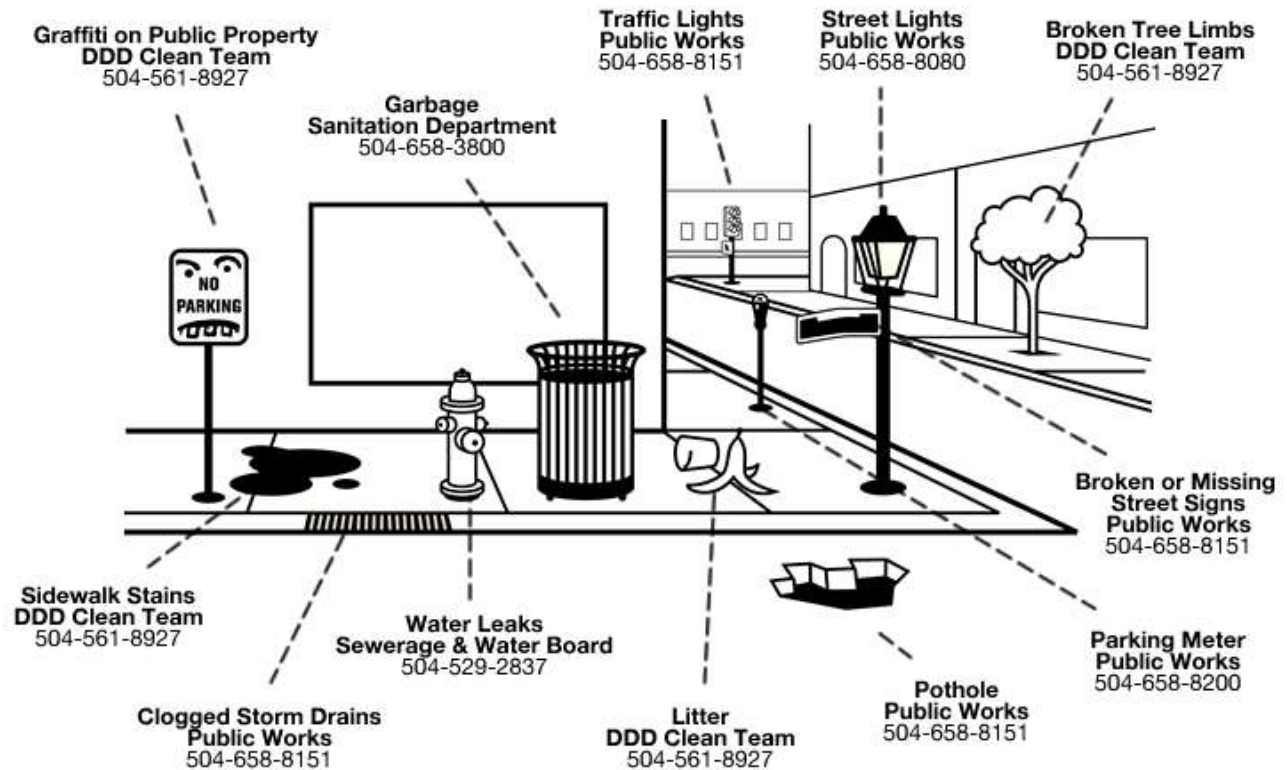


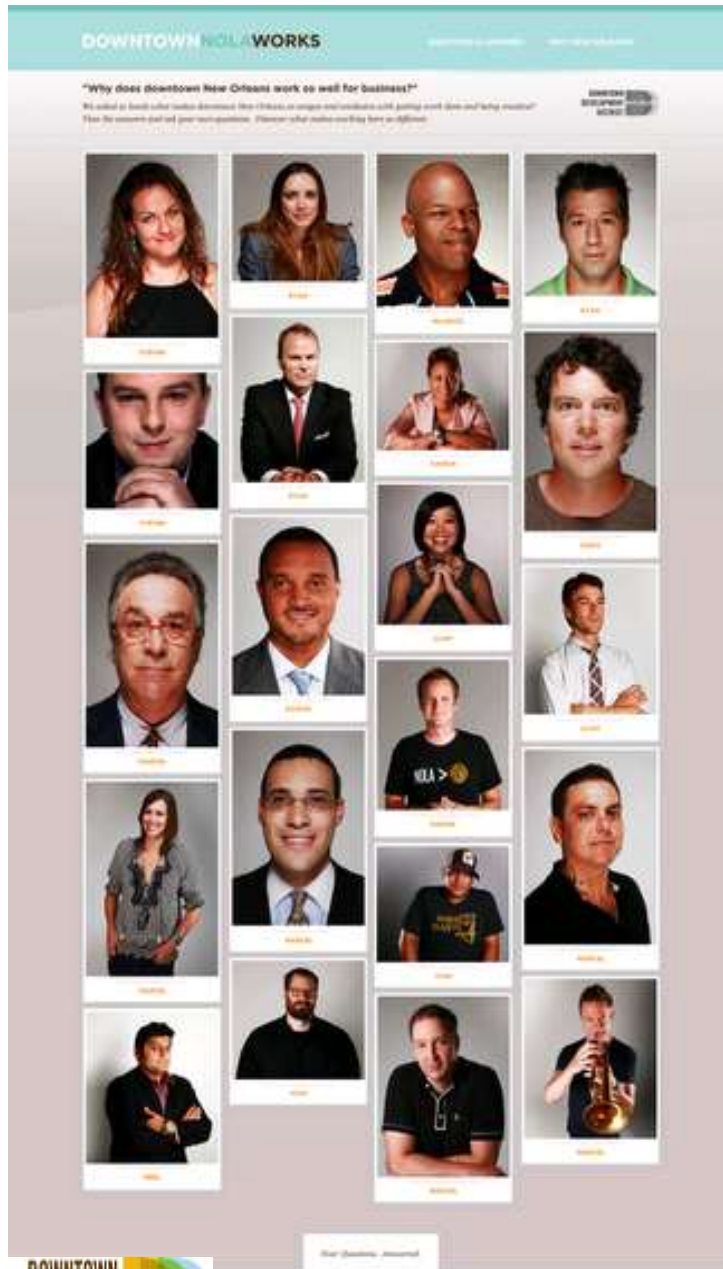


THIS IS YOUR DDD

[History](#)[Downtown Stats](#)[DDD Reports & Studies](#)[Industries of the Mind](#)[Goals & Objectives](#)[Our Team](#)[The Board](#)[Employment Opportunities](#)[Sponsorship & Funding Proposals](#)[Public Notices](#)

WHOSE JOB IS IT ANYWAY?





Downtown NOLA Works

Peer-to-Peer Site

21 Downtown ambassadors with:

- Photo
- Video
- Q & A

DOWNTOWN **NOLA**WORKS

Close X

Choose a Category ▼



QUESTION

MAY 21, 2011

Are there plans for opening other Launch Pads in the city or the region? What about franchising the idea?

ANSWER

Come in every day 9-5pm and grab a desk. Take your stuff home with you at the end of the day. Access to conference room. WiFi, printing, coffee are all included. Get out of the coffee shop and into a professional workspace.

Join entrepreneurs, freelancers and creative professionals in the newest concept in collaborative workspaces in downtown New Orleans.

QUESTION

MAY 18, 2011

Are there plans for opening other Launch Pads in the city or the region? What about franchising the idea?

ANSWER

Downtown TV

Home > Downtown TV > Home

WATCH DOWNTOWN



WATCH DOWNTOWN



About

Submit Comment

STEVE MARTIN STUDIO

Home > Downtown TV

Like

Be the first of your friends to like this.

WATCH DOWNTOWN



About

Submit Comment

WESTFELDT COFFEE

TOMMY WESTFELDT
PRESIDENT

Like

Be the first of your friends to like this.

Tweet 0

0

Share

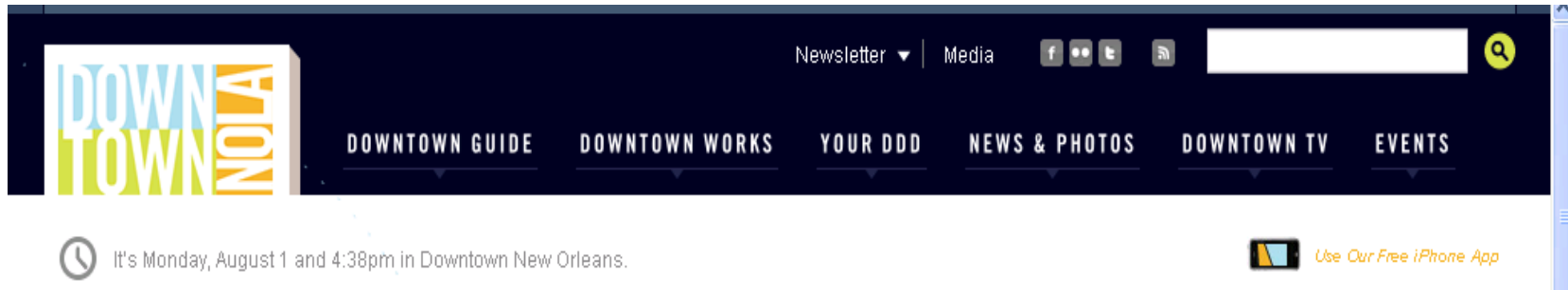
Features:

- DDD Produced Business and Stakeholder Profiles

- Shared Video Content from Partners and the Public



Downtown Smartphone App



Home > Downtown Guide > Create Your Own Tour

Like Be the first of your friends to like this.

DOWNLOAD OUR IPHONE APP

Create Your Own Tour

Screenshots of app, download app on itunes store link, waiting list perhaps?

Site Map:

- Downtown Guide
- Events
- Favorites
- Parking
- Report to the DDD and City
- Getting Around
- Downtown TV



iPhone
Your Downtown

DOWNTOWN
DEVELOPMENT
DISTRICT NEW ORLEANS

Roll Out

- Present new brand to key Downtown and NOLA influencers: City Hall, Boards, Business Organizations
- Host “Coffee Talk” series and present the new brand to Downtown Communications and Marketing Directors
- Host branding meet-ups with the media, influential bloggers and KLOUT’s top 100 NOLA social and online influencers
- Host neighborhood block parties to educate the residents, businesses and workers about the new brand
- Create a DDD/Downtown Annual Meeting with Downtown awards



DOWN TOWN

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