

REOPENING

**The City of New Orleans
Mayor's Office of
Recovery and Development
Administration**

Economic Development Fund



CITY OF NEW ORLEANS

C. Ray Nagin, Mayor

**2008 Grant Application
Application Deadline:
November 17, 2008
5:00 p.m.**

**The City of New Orleans
Mayor's Office of Recovery and Development
Administration
Economic Development Fund Grant Application**

The Mayor's Office of Recovery and Development Administration has reopened the application process for the 2008 Economic Development Fund (EDF) grant from October 23, 2008 until November 17, 2008. EDF is open to for profit and non-profits with core competencies in economic development.

- **The focus of the EDF program is to fund projects or activities.**
- **This grant request cannot be the sole source of operating funds for your organization.**
- **Applicants must show other sources of funding for the entire project. The City will consider funding 60% of the project cost in certain cases, however 50% of the project amount is the target funding level.**
- **Applications should be submitted in the following technical format: one inch margins, type no smaller than 12 point font, and must adhere to all page restrictions stated in the program outline.**
- **Applications that do not follow the required format will be ineligible for consideration.**

Application Deadline

The application submission deadline for the 2008 grant is Monday, November 17, 2008 at 5:00 p.m. To be considered for funding, ten (10) copies of the completed application must be received by, and may be hand delivered to, The Mayor's Office of Recovery and Development Administration on or before the stated deadline. Late applications and electronically submitted applications (email or fax) will not be accepted. Incomplete applications will not be reviewed for funding. All proposals and all documentation submitted therewith are City property for all purposes. **Applications should be addressed to:**

Dr. Edward J. Blakely, Executive Director
Mayor's Office of Recovery and Development Administration
1340 Poydras, Suite 1100
New Orleans, La 70112

Program Purpose, Goals & Information

The intent and purpose of the economic development fund (EDF) is to provide for the economic development of the city through the financing of projects or activities.

Those projects or activities are defined to include but are not limited to projects or activities that:

- **expand and attract new business;**
- **retain and support growth in existing business**
- **support work force development and recruitment**
- **diversify the economy;**
- **create new jobs and wealth**
- **expand the local tax base**
- **increase private sector capital and investment**
- **generally improve the entrepreneurial climate of the city**

Economic development projects or activities include, but are not limited to:

- **physical infrastructure**
- **buildings that enhance private debt venture, or**
- **seed capital.**

Such projects or activities may include but are not limited to:

- **Those projects that are within the normal purview of city government, including, but not limited to projects or activities that enhance trade, commerce, or the attraction of visitors to the city.**

Consideration:

Special consideration will be given to projects in the 18 target zones. Listed below are the goals for the 18 target zones that represent the economic development goals of the city for 2008.

CITY OF NEW ORLEANS

TARGET AREA DEVELOPMENT PLAN:

The City of New Orleans will take into consideration the goals of the Recovery Plan as outlined by the 18 target areas when awarding EDF grants for 2008. Submitted proposals must support and/or enhance the goals stated below for the targeted areas and listed citywide projects.

RE-BUILD:

New Orleans East Plaza

The community of New Orleans East wishes to restore the quality of life, once again making the area a business and town center for the entire region. Rebuilding efforts will focus on reopening the commercial, recreational, educational, and medical facilities of the Plaza area to serve the area's returning population.

Lower 9th Ward

The Lower Ninth Ward neighborhood is determined to establish the rebirth of their community in the face of enormous devastation caused by Hurricane Katrina and the flooding that followed. The rebuilding efforts will welcome back former residents and openly invite new residents to a stronger, more sustainable neighborhood. A Emphasis will be placed on affordability and support for a strong, vibrant community.

RE-DEVELOP:

Broad and Lafitte Greenway

Residents in the Treme and Mid City areas seek to improve the overall quality of life for their neighborhoods. They are united in their desire for better infrastructure, ample provision of affordable housing, and regeneration of the cultural arts in their community. The Lafitte Corridor has great potential to act as a connector between the French Quarter and Lakeview for the commercial, industrial, civic, arts, and residential functions within this diverse area.

Carrollton @ I-10

The Carrollton Avenue exit off Interstate 10 is one of the major gateways to the City. West of the intersection is a shopping center under construction, and across Palmetto Canal is a large apartment complex undergoing renovation. Across Carrollton Avenue is Xavier University, one of the region's premier institutions. Just south of the intersection is Gert Town neighborhood, an active community that is intent on fully rebuilding for the future. The rebuilding efforts will focus on improving housing conditions, bringing back residents and businesses, improving traffic and pedestrian safety and transforming boundaries into elements of connectivity.

Gentilly Blvd @ Elysian Fields

Gentilly residents possess a unified desire to see their area transformed from isolated single-use suburban enclaves into a well-connected, pedestrian-friendly neighborhood. A new mixed-use Town Center will act as a civic and retail hub, creating a focal point for the residential community. With Dillard University to the west and three other universities in the vicinity, there are many opportunities for beneficial institutional partnerships.

Harrison Avenue

Redevelopment of the Harrison Avenue commercial corridor. This is the main corridor serving the Lakeview neighborhood with retail shops, restaurants, banks, and public facilities, including Hynes Elementary School and Smith Library. Harrison Avenue is also the primary location for churches and parochial schools in Lakeview, including St. Dominic Catholic Church and School and St. Paul's Episcopal Church and School.

South Claiborne @ Toledano

The neighborhoods in the area of South Claiborne at Toledano want to see their community redeveloped anew with improved access to various retail services. They are focusing rebuilding efforts on eliminating blighted housing and improving housing and infrastructure near civic assets. The re-development of the South Claiborne corridor as a major retail center will not only serve area residents but also invite all of Orleans Parish to the area. The plan enforces the role of the South Claiborne corridors as a major transportation artery with the development of additional modes of public transportation.

St. Bernard-AP Tureaud

The St. Bernard-AP Tureaud @ North Claiborne neighborhood is determined to remake St Bernard Avenue into a neighborhood-supporting commercial corridor. The redevelopment of housing, public facilities, and parks is imperative to bring back former residents and to attract new residents to the neighborhood.

RE-NEW:

Alcee Fortier Street

Alcee Fortier Street is one of the main retail corridors that serve the Vietnamese community living in New Orleans East. Led by the Mary Queen of Vietnam Community Development Corporation (MQVN CDC), residents are organized and deeply engaged in the area's post-Katrina rebuilding. Through development projects, they intend to create an economically competitive ethnic business district that reflects the cultural heritage of neighborhood residents.

Bayou Road/Broad Street Cultural Corridor

The Bayou Road/Broad Street neighborhood is committed to revitalizing the commercial corridor and highlighting the historic significance of Bayou Road. Neighborhood residents wish to preserve the small business character of the area and establish design guidelines that promote landscaping, signage, and the planting of majestic oak trees along Broad Street and Esplanade Avenue.

Broadmoor

The multi-racial, multi-ethnic community of Broadmoor is already making a strong comeback in the wake of Hurricane Katrina. The neighborhood is dedicated to restoring the quality of life of its residents by utilizing the most advanced environmental design methods to equip local infrastructure and public spaces with higher levels of safety, and by reopening retail centers to jumpstart the local economy.

Canal Street (Downtown)

Canal Street is the most prominent thoroughfare in the New Orleans Central Business District. A grand avenue lined with palm trees and split by a street car line, Canal Street is working to regain its stature as a cultural epicenter. The restoration of historically significant theatres will be the first step in re-establishing the Performing Arts District.

Freret Street

Freret Street is listed in the National Trust for Historic Preservation and designated as a State Main Street. The area is one of New Orleans' more economically and ethnically diverse communities. As such, an economic development project was undertaken jointly by Neighborhood Housing Services of New Orleans and the Mayor's Office of Neighborhood Commercial Revitalization to rejuvenate the Freret Street Business Corridor.

Oretha Castle Haley Corridor

The OC Haley Project is classified as a state Main Street that will encourage private investment and contribute to the transition of the corridor into one with the arts and culture as a focal point. The resulting redeveloped neighborhood should provide a high quality of life and opportunities for meaningful employment and home ownership.

Robert E. Lee @ Paris Avenue

The neighborhood hopes to reassert itself as a retail and education center through town center oriented improvements to Lake Terrace Center, the reopening of key educational facilities, and the expansion of green space.

St. Roch Market

St. Roch Street is surrounded by some of the oldest neighborhoods in New Orleans. St. Roch Market, built in 1875, is located in a National Historic District at the intersection of St. Roch and St. Claude. Forty four percent of the houses on St. Roch are listed in the National Register of Historic Places. The community of St. Roch has fostered a strong civil society fueled by the work of several churches, neighborhood associations and educational facilities. Local businesses have an increasingly positive experience on the corridor, attracting a number of artists and young professionals.

Tulane Avenue at Jeff Davis Parkway

Comiskey Park is located at the Tulane Avenue/South Jefferson Davis intersection in Mid City New Orleans. The proposed development is a result of the public private partnership between the city and DNA Creative Media. The proposed community center will be equipped with various facilities including internet access, a small library, video recording and editing centers, a fitness center, and various amenities geared towards attracting all the demographics of the community.

SPECIAL:

Federal City-Algiers Nexus

The Algiers community advocates a Nexus planning model that integrates multi-service and activity center in the one square mile area transected by Gen Meyer Avenue and adjacent to Behrman Park, Delgado Community College, and the future Federal City. The Nexus plan seeks to maximize the abilities of existing institutions and facilities in the area to better serve the community with an emphasis on physical health, safety, education, and recreation.

City-Wide: Critical Projects:

Green Grocers

Provide financial leverage to non-profits or for-profits to build-out retail space.

Wellness Centers

Provide financial leverage to non-profits or for-profits to develop citywide wellness centers.

Distribution Center

Support the development of the Distribution Center project slated for the Industrial Canal/Downman Road area.

NASA (I-510 at Michoud)

Establish a Class A industrial park to facilitate expansion and related development.

Industrial Park on Old Gentilly Blvd

Establish a Class A industrial park to facilitate expansion and related development.

Victory Complex

The City is proposing to provide a loan (outside of the EDF program) to assist with the demolition of this site.

Small Business Assistance

The City is proposing to establish a Forgivable Loan Program that will provide \$20,000 forgivable loans to each qualified small business outside of the EDF program.

ELIGIBLE PROJECTS/ACTIVITIES:

- Funds available through the EDF may be used to provide temporary or permanent financing in line with the above stated purposes
- Applicants must be a resident of Orleans Parish. Residency is defined as residing in the parish on or before 8/29/05
- Entity must be located in Orleans Parish
- For profit small businesses, as defined by the SBA (Small Business Administration) and
- Non-profits.

INELIGIBLE PROJECTS/ACTIVITIES:

- Public education projects
- Housing projects that do not directly create new permanent jobs or directly enhance wealth
- Housing projects eligible for funding through the Neighborhood Housing Improvement Fund (NHIF)
- Physical infrastructure that does not directly create new permanent jobs or directly enhance wealth
- Any project where the applicant is acting as a vehicle to transfer funds to a consultant
- Pre-development costs associated with site control, i.e. architecture, surveying, land clearing and build up will not be funded through EDF

FUNDING LEVELS

- The minimum grant amount is \$25,000.00. The maximum grant amount is \$1,000,000.00; however, the Mayor and/or City Council can alter the funding limits.
- The 2008 Grant Application was developed under the city ordinance last amended 7/10/08. Please use the attached code as your guide in completing the EDF grant application.

APPLICATION INSTRUCTIONS

When completing this application, please follow the outline provided. Failure to do so will result in your application being rejected. Clearly label each section that corresponds to the information provided. For questions regarding the completion or submission of this application, please contact: **Thomas “James” Nash, Sr., EDF Program Manager at (504) 658-4200 or via E-Mail at tjnash@cityofno.com**

I. Cover Letter:

A cover letter should accompany all applications. It should be addressed to:

Dr. Edward J. Blakely
Executive Director
Mayor’s Office of Recovery and Development
Administration
1340 Poydras, Suite 1000
New Orleans, La 70112

The letter should state that you are formally applying for the 2008 Economic Development Fund Grant. It should also identify the EDF program purpose your grant request will meet, the scope of the activity, and the amount of funds requested. (one to two pages)

II. Cover Page:

This is the first page of the application. It must include the following information:

- A. Title of the Project
- B. Entity Name
- C. Contact Person
- D. Address
- E. Phone
- F. Fax
- G. Email (if applicable)
- H. Federal Tax Identification Number or EIN
- I. Two sentence description of the project.

III. Table of Contents

This must be page number two (2) and must not exceed one page in length.

IV. Executive Summary

This should be no longer than two (2) pages; it should clearly include all of the following information:

- A. **Problem:** A brief statement of the problem or need your entity has recognized and is prepared to address. Once again, this should be related to the EDF program purposes.
- B. **Solution:** A short description of the project, including what will take place, overall economic impact of the program, how and where it will operate, for how long, and who will staff it. In cases of technical assistance/training, what is the estimate of how many people will directly benefit from project?
- C. **Funding Requirements:** Explanation of the amount of grant money required for the project, what financing is currently in place and how much equity is invested. List debt-to-equity ratio for proposed project. Include other funding sources for this specific project as once again, **the EDF grant can not be the sole source of funds.**

- D. **Entity and its expertise:** A brief statement of the name, history, projects and activities of your entity, emphasizing its capacity to carry out this proposal.
- E. Three-year net operating income with detailed expenses (construction costs, operating expenses, payroll, etc.) and expected revenue are examples of financial performance.
- F. Indicate the social returns of your project to the city and parish in quantitative terms, projected operating expenses, jobs, reduction in crime, health improvement or related activity and how they are measured.

V. Statement of Need

Present the facts and evidence that support the need for the project. Establish that your entity understands the problems, and therefore can reasonably address them. The information used to support the case can come from authorities in the field as well as from your entities' own experience. The supporting data should be current and accurate. Demonstrate any innovative models your program uses to address stated needs. Also describe how they fit within the overall mission of the Mayor's Office of Recovery and Development Administration-Department of Economic Development and the Public Private Partnership. The mission statements are listed below for your review and consideration:

Mayor's Office of Recovery and Development Administration/Department of Economic Development
Mission: To develop a more diverse and sustainable economy by focusing on strategic economic sectors such as: Logistics and Transportation, Energy Green Construction, Tourism and Cultural Economy, BioMed Technology, Space and Advanced Technology, Retail Entrepreneurial and Small Enterprise, Creative Media & Design and Learning Industries.

Public Private Partnership: Influence economic development policy, improve communication between the Public Sector and the Private Sector, and enhance the economic clusters that are a natural part of the New Orleans economy.

VI. Project Description

This section provides an opportunity to describe the details of your project. This section can be no longer than ten (10) pages. The project description should include all of the following information:

- A. Objectives:** The measurable outcomes of the program. The objectives should be tangible, specific, concrete, measurable, and achievable.
- B. Implementation Method:** The specific activities that will take place to achieve the objectives. An implementation plan should be matched with each objective. A proposed time line must also be included with the implementation method.
- C. Staffing/ Administration:** Clearly state the staffing needs of the project and how you plan to fulfill them.
 - 1. Number of staff (amount of time existing staff will spend on new project and any new staff to be hired full or part time.)
 - 2. Qualifications of staff
 - 3. Consultants to be used: detail the name, qualification, scope of work, and compensation.
- D. Evaluation:** Describe the measures/metrics of the project's success. Explain the questions that will be asked at the end of the project to determine its success. Describe the manner in which evaluation information will be collected and how you will analyze the evaluation.

E. Economic Impact: Detail the quantified economic impact your project will have on the City of New Orleans. If relocating or expanding, what are the incremental jobs that will be created from within the existing labor force (not relocated jobs); the total jobs that are created, what kind of jobs are going to be created; what will be employee descriptions (skills, titles); the forecast for the aggregate and the distribution of wages; construction cost estimates or the adaptive reuse investment in dollars; forecast of sales that will be subject to local sales tax; the timing of the project and employee growth, and any unique factors that are of benefit to the N.O. economy such as training (innovation, entrepreneurial skills, assistance to DBE's, develop social capital), that may be planned, the type of client served, links to the educational community, new management ideas and any other wealth generation as a direct result of your project. In addition, if tourism related, list the increment in tourist days, estimates of spending increments, etc.

VII. Budget Information

List all of the expenses that the grant funds will cover. **Note:** **Salaries** must directly relate to the project. The budget should include the following:

- A. Budget period:** Indicate budget timeframe.
- B. Expense Budget:** Divide expenses quarterly. Funds will be disbursed quarterly only.
- C. Revenue Budget:** Projection of revenues expected to be generated as a direct result of the project.
- D. Budget Narrative:** Use to describe any unusual items if an extensive explanation is necessary, and to detail the purpose of any large equipment purchases proposed. In addition, provide the average wage paid to employees.

- E. **Consultants Needed:** Clearly, detail the amount of money planned for consultants/subcontractors and explain why they are necessary.

VIII. Entity Information

Should include all of the following information:

- A. **When the entity came into existence**
- B. **The entity's mission**
- C. **Describe the entity's structure.**
- D. **Describe the entity's programs.**
- E. **Describe the entity's area of expertise**
- F. **List of Board of Directors Members**
- G. **Amount of staff for entire entity.**

IX. Project Conclusion

X. Appendices

Include the following information as appendices:

- A. **Articles of Incorporation**
- B. **Board Authorization**
- C. **Resumes of Key Staff/ Consultants**
- D. **W-9 form**
- E. **Letters of Support (Minimum: 2, Maximum: 5)**

XI. Reporting Requirements

- A. **Semi-Annual reporting beginning six months after the award of the grant until the grant closing date.**
- B. **CPA audit within 90 days of the completion of the project. Applicants can budget the cost of the audit into the grant request.**
 - **Final report**
 - **Projected summary.**