



Lea Sinclair
Director of Communications
504/491-5330
lea@notmc.com

Grace Wilson
Communications Associate
504/247-6362
grace@notmc.com

New Orleans' Recovery as of December 2007*

Tourism Statistics:

- **New Year's in New Orleans for 2008** will begin with the Allstate Sugar Bowl on January 1 between the University of Georgia Bulldogs and the Hawaii Warriors. One week later, The Louisiana State University Tigers and Ohio State University will meet for the BCS National Champion on January 7. Between the two events, the economic impact to New Orleans is expected to be over \$400 million.
- **Mardi Gras** season official begins 12 nights after Christmas, January 6, 2008, with major parades beginning on January 25. Mardi Gras day is February 5. In 2007, New Orleans enjoyed **800,000 visitors** for Mardi Gras. On February 17, the 57th annual **NBA All-Star Game** will be held in New Orleans with an expected economic impact of \$80 - \$90 million.
- **Christmas New Orleans Style** kicked off on December 1 and through December 31, visitors and locals will enjoy a season of the senses, including free cooking demonstrations, free concerts in Jackson Square, candlelight caroling, historical characters strolling the French Quarter holiday shopping specials and our great Papa Noel Hotel Rates and much more.
- **VooDoo Music Experience** enjoyed their biggest, most successful year ever. According to the festival's organizers **over 150,000 attended** and fans enjoyed spectacular weather, delicious food and non-stop music on seven stages.
- Summer in New Orleans was a great one for voluntourism and family vacations. In August, **Satchmo Summerfest** saw significant crowds at the Louisiana State Museums' Old US Mint and **Carnaval Latino** brought crowds to the New Orleans' Convention Center. The world also remembered New Orleans' two-year anniversary since Hurricane Katrina.
- **Essence Music Festival** returned home to New Orleans the first weekend of July to the tune of over **200,000 attendees**, with the economic impact to New Orleans of over \$100 million. Go Fourth on the River, New Orleans' Fourth of July celebrations also brought in visitors who lined the Mississippi River for music and fireworks. Tales of the Cocktail takes place in the French Quarter, where the cocktail was born, on July 18 – 22.

- June brought the 21st annual **French Market Creole Tomato Festival**, as well as two new festivals – **New Orleans Seafood Festival and Jazz and Heritage Festival’s Cajun / Zydeco Festival**, which took place June 8 – 10 at the historic French Market and at the Louisiana State Museum’s Old U.S. Mint in the French Quarter, with an **estimated 38,000 in attendance.**
- **The New Orleans Jazz and Heritage Festival announced an estimated attendance of 375,000.** Held at the New Orleans Fairgrounds April 27 – 29 and May 4 – 6 in 2007, the line-up was filled with top national acts and the best of local talent. **French Quarter Festival celebrated its 24th anniversary and a record year for attendance with 450,000 festival-goers.** The Zurich Golf Classic in April had a banner year with 140,000 in attendance. New Orleans Wine and Food Experience was held Memorial Day Weekend, May 25 – 27. Weekly Wednesday concerts in Lafayette Square continue through the summer, as well as the French Quarter Wine Festival. For more details and complete calendar information, please visit: <http://www.neworleansonline.com/calendar>.
- The New Orleans Museum of Art (NOMA) wrapped up the exhibition, *Femme, femme, femme*, a collection of art depicting women in French society, featuring works from Renoir, Degas, Manet, Toulouse-Lautrec and Picasso; The Vatican Mosaic Studio, presented by the Catholic Cultural Heritage Center of the Archdiocese of New Orleans featured mosaics through June 1st. **Both reported record numbers of visitors – NOMA welcoming nearly 80,000 art lovers - over 26,000 per month (five times their regular post-Katrina attendance) and the Ursuline Convent seeing over 56,000 patrons for their Mosaics Exhibit that ran for four months.**
- Mardi Gras 2007 was a resounding success, with an estimated crowd of 800,000 and area hotels reporting a 95 percent occupancy rate throughout the last weekend of Mardi Gras. It was larger than the 2006 crowds of 700,000, but not as large as pre-Katrina numbers of 1 million.
- The tourism industry is the largest employer in the metropolitan New Orleans area and the second largest industry in the state of Louisiana. It includes hotels, restaurants, retail, sporting arenas, music venues, museums, galleries and theaters, destination management companies and tour operators.
- As the economic engine of New Orleans, tourism accounts for 35% of the City of New Orleans' annual operating budget - \$210 million paying for jobs, safety, transit, etc.
- Without the money engineered by New Orleans tourism, the state would have to raise an additional \$3,000 on every family in Louisiana in taxes to cover the deficit.
- The Ernest N. Morial Convention Center is the single most important manufacturing plant in the state, producing an enhanced quality of life.
- In a regular year, tourism generates \$5 billion in visitor spending and more than \$250-300 million in tax revenues.

- The hotel tax provides \$10.5 million to the Orleans Parish Public Schools operating budget and is the funding source of the bonds for the Superdome and the Convention Center.
- Since Hurricane Katrina, Louisiana has lost more than \$1 billion. Every three months results in a net loss of a \$1.25 billion buying cycle in New Orleans.
- An average convention delegate generates \$1,500 for the local economy during his or her stay. Convention visitors stay longer in hotels, entertain more in restaurants and spend more money in retail shops in the French Quarter and along the Magazine Street corridor.
- 2004 was a record breaking year for New Orleans tourism with 10.1 million visitors. We were on pace to exceed those numbers in 2005. In 2006, New Orleans had 3.7 million visitors with total spending of \$2.9 billion.

Tourism employment: Before Katrina, New Orleans employed 85,000 people in the hospitality industry. According to the US Bureau of Labor Statistics, in 2005 there were 47,980 employed. In 2006, there were 57,400 and as of April 2007 there were 62,800.

Overall visitor stats: According to a University of New Orleans (UNO) study, in 2006 New Orleans had 3.7 million total visitors with overall spending of \$2.9 billion. A preliminary study, released by UNO at the end of the second quarter, shows that New Orleans has already surpassed these 2006 numbers. January through June 2005, there was a total of 5.3 million visitors. 2004 was a record breaking year for New Orleans tourism with nearly 10.1 million visitors and \$4.92 billion in visitor spending. On a typical pre-Katrina year, we had approx 8 million visitors.

Restaurants:

The Louisiana Restaurant Association (LRA) says the current status of New Orleans restaurants is improving. As of August 7, 2007 the Department of Health and Hospitals released the following data on restaurants open in the New Orleans Metro area:

	Pre-Katrina	August 2007	% Reopened
Orleans Parish	2,116	1,462	69%
Jefferson Parish	1,557	1,465	94%
St. Bernard Parish	219	86	39%

Many restaurants in New Orleans' Downtown, Central Business District, Warehouse/Arts District, Garden District, Uptown, Marigny, Bywater and Mid-City are open, including many new restaurants – meaning most of the eateries in the tourist districts are open. According to www.NoMenu.com, there are more fine restaurants for tourists to dine at today in New Orleans than before Katrina.

The James Beard Awards named Chef Donald Link, of Restaurant Herb Saint and Couchon, the South's Best Chef for 2007.

For information on a specific restaurant, please visit the city's restaurant database at: <http://www.neworleansonline.com/neworleans/cuisine/restaurants.php>

Hotels and Bed & Breakfasts:

Currently there are over 209 metro area hotels and motels in operation with over 31,888 rooms in inventory. In Orleans Parish there are 21,000 rooms in inventory and pre-Katrina there were 25,000 rooms. Also prior to Katrina, in the Greater New Orleans Area, there were 265 hotels with an inventory of 38,338.

The Hyatt Regency New Orleans is expected to re-open in 2009 after an extensive renovation. The fate of the Fairmont, will return as The Roosevelt: A Waldorf-Astoria Hotel. A Louisiana business, Dimension Development Company, purchased the 114-year-old hotel for \$17 million and announced plans for a \$100 million renovation to the 500 room property.

For information on a specific hotel, please visit the city's hotel database at:
<http://www.neworleansonline.com/book/rooms/lodging.php?lodgingType=1>

There are currently 62 Bed & Breakfast establishments open in New Orleans today.

For information on a specific Bed & Breakfast, please visit the city's B&B database at:
<http://www.neworleansonline.com/book/rooms/lodging.php?lodgingType=2>

Flights:

Air Transportation: Louis Armstrong International Airport reports 132 flights serving 37 cities (77.8 percent the number of daily departures and 88 percent the number of destinations; 15,663 seats or 71.1 percent of our Pre-Katrina level of seats per day). Airlift is scheduled to be 90 percent of pre-Katrina levels by the end of 2008 and 100 percent by 2009. The airport now provides free WiFi to travelers on the 2nd floor.

Airlines operating out of the Louis Armstrong International Airport include: Air Tran, American Airlines, Continental, Delta Air Lines, ExpressJet, Jet Blue, Northwest, Southwest Airlines, United Airlines, U.S. Airways. Delta Air Lines recently added non-stop flights to Los Angeles to the delight of tourists and business travelers alike.

Express Jet began flying April 30, 2007 and offers non-stop service to Austin, San Antonio, Kansas City, Mo., Birmingham, Jacksonville, Fl., and Raleigh-Durham with 12 flights per day.

Changes as of June 2007 include:

- ExpressJet: one additional daily nonstop flight to Austin with 50 seats
- Express Jet: one additional daily nonstop flight to San Antonio with 50 seats
- Southwest: one additional daily nonstop flight to Dallas with 137 seats
- United: one additional daily nonstop flight to Washington Dulles with 70 seats
- United: one additional daily nonstop flight to Denver with 156 seats.

Changes as of July 2007 include:

- USAirways: one additional daily nonstop flight to Philadelphia with 134 seats
- AirTran Airways: one additional weekend only nonstop flight to Atlanta with 117 seats.

On June 27, 2007, Southwest Airlines announced the addition of eight daily nonstop roundtrip flights from New Orleans to five cities:

- Three new daily nonstop flights to Birmingham
- Two additional daily nonstop flights to Houston Hobby (for a total of 11 daily)
- One additional daily nonstop flight to Dallas Love Field (for a total of 6 daily)
- One additional daily nonstop flight to Las Vegas (for a total of 2 daily)
- One additional daily nonstop flight to Orlando (for a total of 4 daily)

The service begins November 4, 2007 with 1,000 added daily seats and represents a 30 percent capacity increase for Southwest Airlines in New Orleans.

In May 2007, the New Orleans Aviation Board voted to name Interim Director of Aviation Sean C. Hunter permanent in the position as Director of Aviation effective immediately. Hunter has been serving as Interim Director since May 2006, upon the departure of former Director of Aviation Roy Williams.

New Orleans Lakefront Airport is open 24 hours a day. Full service fuel, line service, flight training and aircraft rescue crews are available. As of July 30, 2007, the control tower at the Lakefront Airport is back in service, following a \$6 million renovation.

Public Transit:

Twenty-eight bus lines are running, providing an average of 23,000 rides daily (compared with over 120,000 riders daily before Katrina) with new routes, the Morrison Express and the Louisa to the upper Ninth Ward. While the St. Charles Avenue streetcar line was hard hit, its cars are in operation on Canal Street downtown. The entire Riverfront line, Canal Street line to the cemeteries with its Carrollton spur to City Park and the New Orleans Museum of Art are operational. Portions of the St. Charles line, in particular, within the Central Business District downtown are operational to Lee Circle.

The St. Charles line will extend to the Riverbend (St. Charles and Carrollton Ave.) on December 23, 2007. It began route from Lee Circle to Napoleon Ave. beginning on November 11, 2007. The entire line, extending up Carrollton Avenue to Claiborne Avenue, may be fully operational by late spring of 2008. Fares are \$1.25 each way. Transportation transfers are \$.25; one-day passes are \$5.00 and three-day passes are \$12--see the RTA website for a list of vendors www.norta.com under the vendors link.

Taxis:

Taxis are available on New Orleans streets and at major hotels, with the taxicab bureau reporting approximately 1,200 of their cabs back on the streets. Taxi rates are \$2.50 plus \$1.60 per mile (.20 per one-eighth mile) thereafter. There is also an additional charge of \$1.00 per passenger after the first passenger. During peak visitor times (including Mardi Gras and Jazz Fest) taxi rates are \$4 per person or the meter rate, whichever is higher. A fixed rate of \$28 (one to two people) is charged from the airport to most areas of New Orleans. For parties of more than two, the fare is \$12 per person.

Airport Shuttle, Inc., is the official ground transportation for Louis Armstrong International Airport, with service to and from New Orleans' hotels and other designated locations. Fare is \$13.00 each way. No reservations are required.

Train:

Amtrak is operating in New Orleans. The City of New Orleans is running again to Memphis and Chicago, while the Crescent has resumed its regular route to Atlanta and New York.

The Convention Center:

Business travel and conventions in New Orleans in 2007 is at approximately 70 percent of pre-Katrina levels, for 2008 it is projected to be at approximately 90 percent.

With \$60 million in renovations completed, the **Morial Convention Center** is sporting a brand new look and level of comfort. Renovations include new flooring and furnishings on all three levels, hotel-like finishes, and a brighter, more engaging environment. The same great service and amenities that made the Center an industry leader are better than ever: high speed wi-fi,

4,000-seat Conference Auditorium, 12 separate/combinable exhibit halls, 140 meeting rooms and a team of seasoned industry professionals. The Center will do brisk business in 2007---hosting 94 major conventions, tradeshow and meetings. The Center currently has 250 full-time employees.

Since the resurgence of our convention business last summer, we have proven time and time again that New Orleans is a viable, safe, and remarkable place to bring meetings.

2006 meetings successfully held include:

USA Volleyball	May
Air & Waste Mgmt Assn	June
Natl Assn of Collegiate Directors of Athletics	June
American Library Association	June
Full Gospel Baptist Church Fellowship	July
Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	August
American Psychological Assn	August
Society of Exploration Geophysicists	October
Amer Society for Human Genetics	October
Amer Society for Reproductive Medicine	October
Avaya	October
Fed of Societies for Coatings Technology	November
National Association of Realtors	November
International Work Boat Show	November

Future meetings (3,000 or more in attendance) in 2007 include:

- Disabled American Veterans/Aug. 8-14/4,000
 - Helen Brett Enterprises/Aug. 16-23/15,000
 - Cardiovascular Institute of the South/Sept. 5-7/3,000
 - American College of Surgeons/Oct. 6-10 (city-wide)/16,000
 - International Association of Chiefs of Police/Oct. 12-17 (city-wide)/10,000
 - International Facility Management Association/Oct. 23-26 (city-wide)/10,000
 - Helen Brett Enterprises/Oct. 25-Nov. 1/15,000
 - Full Gospel Baptist Church Fellowship International/Oct. 30-Nov. 2/3,000
 - American Society of Agronomy/Nov. 4-8/4,800
-
- American Academy of Ophthalmology/Nov. 9-12 (city-wide)/25,000

- National League of Cities/Nov. 13-17 (city-wide)/8,000
- Diversified Business Communications/Nov. 27-30 (city-wide)/11,000
- Southern Association of Colleges & Schools/Dec. 8-10/ 3,000
- Pennwell Corporation/Dec. 10-14 (city-wide)/17,000

The **American Heart Association (AHA)/American Stroke Association (ASA)** has re-confirmed New Orleans as the destination for two major conferences in 2008, bringing millions of dollars in economic impact to the city. The American Stroke Association, a division of AHA, will hold the International Stroke Conference February 20-22, 2008, with the State-of-the-Art Stroke Nursing Symposium being held one day prior to the event on February 19. Total attendance is expected to be 5,500. AHA's Annual Scientific Sessions is slated for New Orleans, November 9-12, 2008, with an approximate attendance of 27,500.

The Port of New Orleans:

Carnival Cruise Lines extended its berthing agreement with the Port of New Orleans for an additional two years during its quarterly sales conference in September, which means Carnival will be sailing year-round from New Orleans through October 26, 2010.

Porthole Cruise Magazine, a Fort Lauderdale-based bi-monthly cruise publication, recently named New Orleans its 2007 recipient of the publication's "Editor-in-Chief Award for Best Comeback Port.

The Port of New Orleans is one of America's fastest growing cruise ports. Prior to Hurricane Katrina, passenger embarkations and disembarkations topped 750,000. The Port was poised to break the 1 million-passenger mark with four-home-ported cruise ships and numerous port calls utilizing its facilities. The cruise industry rebound is underway at the Port, with passenger embarkations and disembarkations projected to top 475,000 in 2007.

In October, the Port opened its \$37 million Erato Street Cruise Terminal and Parking Garage, a state-of-the-art facility featuring a 90,000 square-foot-terminal and 1,000-vehicle parking garage. It has also welcomed back three of its four home-ported cruise ships and numerous other cruise ships have made port calls, including the Queen Elizabeth 2 in November of 2006. In December, the Port logged its busiest cruise month in its history, hosting 23 cruise ship calls by seven cruise ships and bringing approximately 95,000 passengers through the Crescent City.

Currently, Carnival Cruise Line's Fantasy sails four- and five-day Western Caribbean itineraries from New Orleans and Norwegian Cruise Line's Norwegian Sun sails seven-day cruises to Western Caribbean destinations. The Port is positioning itself for future growth with the addition of a new cruise terminal at its Poland Avenue facility. The project is currently in the design and engineering phase. When completed, the Port will have the ability to host three of the industry's largest cruise ships simultaneously.

Superdome and Arena:

The Louisiana Superdome, one of America's most recognizable landmarks, has a spectacular schedule of big-time football this fall. With national television cameras focusing on may events, the Superdome has helped deliver the message the New Orleans is back as one of the nation's greatest sports cities.

The Superdome will be the site of the BCS Championship Game—college football's national championship—on Monday, Jan. 7, 2008. That will make New Orleans the first city to host three major college post-season games after the same season. The R+L Carriers New Orleans Bowl will be in the Dome on Friday, Dec. 21, 2007, and the Allstate Sugar Bowl Football Classic will be played Tuesday, Jan. 1.

The New Orleans Saints have sold out the entire 2007 home schedule on a season-ticket basis after finishing the 2006 season by winning the NFC South Championship and coming within one game of the Super Bowl. The Saints will play their first 2007 pre-season home game hosting the Buffalo Bills, Friday, Aug. 10, at 7 p.m. CT. The Miami Dolphins will visit for a second preseason game in the Dome on Thursday, Aug. 30 at 7 p.m. CT.

The Saint's first regular season home game will be against the Tennessee Titans on Sept. 24 at 7:30 p.m. CT before a national television audience watching on ESPN's Monday Night Football. The next day—Sept. 25—will mark the 1st anniversary of the reopening of the Superdome, highlighted by a memorable game also seen on Monday Night Football. For a complete Saint schedule, please visit: www.superdome.com.

After triumphant returns last fall following a year elsewhere due to Hurricane Katrina, the State Farm Bayou Classic---the annual renewal of the rivalry between Grambling State and Southern Universities---will be in the Dome Nov, 24, and the excitement of high school state championship football, the State Farm Prep Classic, will offer five title game in two days on Dec. 7 and 8.

Work is in the final stages on Phase 2 of the biggest reconstruction project of a Stadium in America after Hurricane Katrina ravaged the Superdome in 2005. In addition to the rebuilding effort, the work has included several significant improvements, providing a brighter and even more functional Superdome. Upgrades have included the scoreboard & message board system, the sound system, Club Level seating, pedestrian concourses and concession stands. The Superdome's box suites and four large Club Rooms were completely stripped and remodeled.

Across the street at the New Orleans Arena, the New Orleans Hornets will return full-time for the 2007-2008 season, and the Arena will be the site of the NBA All-Star Game Sunday, Feb. 17, 2008. The New Orleans Arena sustained less damages from Katrina and reopened in March 2006.

Local Businesses:

According to statistics from the Louisiana Department of Economic Development (LDED) as reported by the *Times Picayune* on April 16, 2006, out of 81,000 local businesses in 10 parishes affected by Hurricanes Katrina and Rita, 62,300 have reopened. According to the LDED, 17,716 of Orleans Parish's businesses have reopened. The Louisiana Tax Free Shopping Refund Center is also open at the Riverwalk on Thursdays and Fridays from 10:30 a.m. to 3:30 p.m.

Other economic development statistics from the City of New Orleans:

- Sales tax collections at 88% of pre-storm level
 - Metro-area employment at 70% of pre-storm level
 - Class A Office Space at 90% occupancy
 - 97% of medium to large businesses have returned
 - Port of New Orleans operating at 100% capacity, above pre-Katrina levels
-
- Major 2006 conventions and meetings held late summer and fall

- Earlier this month, the city's bond rating upgraded from "junk" status to investment grade
- Cruise ship industry returned October 2006
- \$18.5 million in federal grant funds allocated for tourism and convention marketing

Shopping:

Major urban shopping destinations in the city include:

- The Shops at Canal Place
- The Riverwalk
- Jax Brewery
- Royal Street and other French Quarter antiques
- Miles of eclectic shops on Magazine street
- French Market flea-market is undergoing renovations, but is open
- Boutiques, art galleries and shops are open throughout the city

Cultural Institutions:

All major museums have re-opened including:

- New Orleans Museum of Art
- Besthoff Sculpture Garden
- The Ogden Museum of Southern Art
- National World War II Museum
- Contemporary Arts Center
- Louisiana Children's Museum
- Audubon's Aquarium of Americas and Zoo
- LA State Museum's Cabildo, Presbytere, Hermann-Grima and Gallier Houses
- Old Ursuline Convent
- Louisiana Philharmonic Orchestra
- New Orleans Opera Association

Cultural Calendar:

NolaFunGuide.com is New Orleans' cultural calendar of record for events and information about tourist attractions and cultural events around New Orleans.

Population:

According to the City Council of New Orleans – the table below illustrates the current and projected populations for the City of New Orleans and the metropolitan area:

Parishes	Pre-Katrina	1-Jul-06	1-Jan-07
Orleans	484,674	235,000	250,000
Jefferson	455,466	450,000	500,000
Plaquemines	26,757	22,000	25,000
St. Bernard	67,229	19,000	20,000
St. Charles	48,072	55,000	60,000
St. John the Baptist	43,044	49,000	55,000
St. Tammany	191,268	235,000	240,000
Tangipahoa	100,588	112,000	115,000
Metro Area	1,417,098	1,177,000	1,265,000

The new Census estimates indicate that New Orleans lost half of its population between July 2005 and July 2006 - a direct impact of Hurricane Katrina. Based on the Census data, an estimated 250,000 residents now live in New Orleans, which is consistent with the population predictions and projections of some local experts.

According to a Times Picayune article on October 23, 2007, the New Orleans area's population has reached 86 percent of its pre-Katrina level, according to a monthly report based on mail deliveries in September.

Current and Future Economic Opportunities and Projects:

Brad Pitt unveiled the next phase of his \$12million “**Make It Right**” project: a public display of art and civil disobedience, to raise funds for housing in the Lower 9th Ward and continue to help communities throughout New Orleans and the entire Gulf South.

The Thelonious Monk Institute of Jazz Performance has relocated from Los Angeles’ University of Southern California to Loyola University in New Orleans. The Thelonious Monk Institute of Jazz Performance is one of the jazz world’s foremost institutions—an organization dedicated to developing first-rate musicians who are teachers as well as performers. This move is an effort to keep jazz alive and thriving in the city where it was born. The program will begin in late August 2007, to coincide with Loyola’s fall semester.

The movie business has returned to New Orleans since 2006, with the city regaining its Hollywood South moniker. Over 30 movies released in 2006 were filmed in New Orleans and the surrounding areas, including: All the King’s Men, Bug, Failure to Launch, Glory Road, Last Holiday and Déjà Vu—the first movie to be filmed in New Orleans post-Katrina. The Curious Case of Benjamin Button, starring Brad Pitt and Cate Blanchett, completed filming in the city in late winter 2007. With a budget of \$150 million, it was the most expensive film to ever shoot in New Orleans. There are currently over 20 movies that are filming or will be filming in New Orleans. According to Chris Stelly, executive director of film and TV for the Louisiana Department of Economic Development, an estimated \$550 million was spent in the state in 2006, down from \$750 million in 2005 but up from \$430 million in 2004. Because of tax incentives, Louisiana ranks third after New York and California as a location for filming.

A Georgia development company is working to assemble a vast swath of Mid-City, including the Lindy Boggs Medical Center, to create a nearly contiguous 20-acre site for 1.2 million square feet of retail space for national chains. The site being assembled by Victory Real Estate Investments LLC is huge, covering more than half a square mile from Jefferson Davis Parkway to Carrollton Avenue and from Toulouse to Bienville streets.

The World Trade Center will be redeveloped into 250 residences and a 130-room Renaissance Club Sport Hotel by Marriott. The \$160 million project will also involve development of an international cultural museum and the conversion of Spanish Plaza into a public entertainment area. The right to redevelop the building belongs to Full Spectrum NY LLC. Full Spectrum specializes in “green building,” or buildings that are energy efficient and made from sustainable materials.

Proposed Riverfront Development: The cooperative endeavor agreement between the city and the Port of New Orleans symbolizes the return of a four-mile stretch of Mississippi riverfront to citizens. It includes visions of riverside green space and the construction of RiverSphere — a museum and river research center — and a riverfront performing arts venue.

The board of the New Orleans Building Corp., including Mayor Ray Nagin and two City Council members, on December 21, 2006 ratified a selection committee's recommendation that a contract be awarded to the team led by Chan Krieger Sieniewicz, a Cambridge, Mass., planning and urban design firm; Hargreaves Associates, a San Francisco and Cambridge landscape architecture firm; TEN Arquitectos, a New York and Mexico City architecture firm; and Eskew + Dumez + Ripple, a New Orleans architecture and urban design firm.

Unveiled in July 2007, the project would reconnect the city with the Mississippi River, creating a 4.5-mile stretch of bikeways, jogging trails, cruise ship terminals and hotels on city-owned riverfront property two blocks from the French Quarter, valued at \$1 billion. The plan also includes:

- A \$250 million private project to turn the World Trade Center into hotel / entertainment venue.
- A \$250 million private deployment of a 900-room Peabody Hotel and cruise ship terminal.
- \$135 million in publicly-financed bike paths, greenways and promenades

Groundbreaking is scheduled for next year with a targeted completion date of 2018, in time for the city's 300th birthday.

Lake Forest Plaza Redevelopment: Lake Forest Plaza, an eastern New Orleans shopping mall that has been empty since Hurricane Katrina, has been demolished to make way for a new Lowe's Home Improvement store plus another million square feet of adjoining retail space. The \$147 million redevelopment plans call for Lowe's to anchor an open-air, pedestrian-friendly shopping area including a 225,000-square-foot discount retailer and a 100,000-square-foot department store. The Lowe's store will be finished by the end of 2007 and will employ 175 permanent employees.

Trump Tower Condominium Development: Set to be completed in 2009, once constructed, the Trump Tower will become the tallest building in the city of New Orleans and the state of Louisiana, at sixty-seven stories. At a height of over 750 feet, it will also be the tallest building along the Gulf Coast outside of Houston. It will be a multi-use building with the ground floors allocated for retail shopping, the lower floors will be luxury condo-hotels and the upper floors will be luxury condominiums. The development will have an economic impact of \$100 million.

City of New Orleans Operational Departments Critical Infrastructure Update

- ✓ 63,908 potholes repaired
- ✓ 6,891 storm drains cleaned
- ✓ 12,431 streetlights repaired
- ✓ 8,621 street signs replaced
- ✓ 1,332 street signs repaired
- ✓ 1,377,778 feet of drain lines cleaned

U.S. Army Corps of Engineers (USACE)

Over 17.85 million cubic yards of hurricane-related debris has been removed from the City.

Summary based on the data compiled from FEMA; last update received on 11/02/07

Number of worksheets	Total Value
✓ 865 written by FEMA	\$430 million
✓ 855 obligated and sent to State	\$389 million
✓ 455 paid to city by the State	\$192 million

City Department or Infrastructure Info: (504) 658-2299 or call 311

The New Orleans Tourism Marketing Corporation (NOTMC) promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC's marketing campaigns include strategic print, broadcast, and Internet advertising as well as public relations. For more information, please call 504-524-4784, or visit our websites: www.NewOrleansOnline.com; www.NewOrleansMuseums.com; and www.HearNewOrleansMusic.com. Complete NOTMC Press Kit can be found at www.NewOrleansOnline.com/pr/releases/prcategories.php.

###