FOCUS —
THE NEXUS: WHERE ECONOMIC DEVELOPMENT AND REAL ESTATE INTERSECT

NEW BUSINESS

BUSINESS RETENTION & EXPANSION

EMPLOYMENT OPPORTUNITIES

REDEVELOPMENT

Hosted by:
Institute for Economic Development and Real Estate Research
Executive Partner: Latter & Blum, Inc.
8:00 – 8:30AM  Registration & Networking

8:30 – 8:45AM  Welcome & Opening Remarks
Dr. Peter Fos, President, University of New Orleans
Dr. John Williams, Dean, College of Business Administration
Al Herrera, UNO International Alumni Association

8:45 – 10:15AM  The Nexus: Where Economic Development and Real Estate Intersect
Moderator  Dr. Ivan J. Miestchovich, Jr., Director UNO Institute for Economic Development & Real Estate Research
Quentin Messer, Assistant Secretary, Louisiana Economic Development
Michael Hecht, President & CEO, GNO, Inc.
Rodrick Miller, President & CEO, New Orleans Business Alliance
Leigh Ferguson, Director of Economic Development, Downtown Development District of New Orleans
Jerry Bologna, Executive Director, JEDCO
Brenda Bertus, CEO, St. Tammany Economic Development Foundation

10:15 – 10:30AM  Break
Sponsored by:

10:30AM – 12:30PM  Real Estate Panels: Trends and Outlook
Moderator  Dr. Ivan J. Miestchovich, Jr., Director UNO Institute for Economic Development & Real Estate Research

10:30 – 11:30AM  Residential Real Estate Panel
Single Family  Richard Haase, President, Latter & Blum, Inc.
Apartments  Larry Schedler, President, Larry G. Schedler & Associates
Downtown/ French Quarter  Geoff Lutz, G. Geoffrey Lutz Appraisal Services

11:30AM – 12:30PM  Commercial Real Estate Panel
Office  Bruce Sossaman, Leasing Director, Corporate Realty
Retail  Marty Mayer, President & CEO, Stirling Properties
Hotel/Hospitality  John Williams, Dean, College of Business Administration

2014 Institute Partners

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Fifth District Savings Bank
Gulf States Real Estate Services, Inc.
Jack Stumpf & Associates
Jefferson Parish Economic Development Commission (JEDCO)
Kirschman Realty, LLC
Max Derbes, Inc.
The Park Companies
Resource Bank
State Investors Bank
St. Tammany Economic Development Foundation (STEDF)
Walker & Dunlop
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## The Nexus: Where Economic Development and Real Estate Intersect

- **Quentin Messer**, Assistant Secretary, Louisiana Economic Development
- **Rodrick Miller**, President & CEO, New Orleans Business Alliance
- **Leigh Ferguson**, Director of Economic Development, Downtown Development District of New Orleans
- **Jerry Bologna**, Executive Director, JEDCO
- **Brenda Bertus**, CEO, St. Tammany Economic Development Foundation

## Residential Real Estate Panel

- **Single Family Housing**, Richard Haase
- **Metro New Orleans Multi-Family Market**, Larry Schedler
- **Downtown/French Quarter**, Geoff Lutz

## Commercial Real Estate Panel

- **New Orleans & Metairie Office Market**, Bruce Sossaman
- **2014 Retail Market Outlook**, Marty Mayer
- **Hospitality & Tourism Industry Outlook**, Dr. John Williams

## Institute for Economic Development & Real Estate Research Partners

- Back Cover
Dr. Peter Fos, President, the University of New Orleans

Peter J. Fos became the sixth leader and the first president in the history of the University of New Orleans in January 2012. A UNO graduate and New Orleans native, President Fos has extensive experience as an administrator and faculty member with a proven record of conducting research, fundraising, developing collaborative relationships with other academic institutions, and implementing institutional effectiveness and student success programs.

Prior to being selected as UNO’s president, President Fos was a professor and program director of health policy and systems management at Louisiana State University Health Sciences Center. He was responsible for the academic aspects of the program, including curriculum development and assessment and student and faculty professional development.

President Fos previously spent three years as provost and executive vice president at The University of Texas at Tyler. As provost he was responsible for undergraduate and graduate programs, sponsored research, assessment and institutional effectiveness, academic success program, international education, the honors program and the university registrar. In addition, he oversaw five academic colleges, the graduate school, the Robert R. Muntz Library, and the Palestine and Longview campuses. President Fos held the Sam A. Lindsey Endowed Chair, awarded to a recognized scholar in an academic discipline that is of strategic importance to the university.

Prior to that, President Fos served as dean of the College of Health at The University of Southern Mississippi for four years. At Southern Miss, he was responsible for undergraduate and graduate programs for 3,000 students in seven departments and schools. Before his tenure at Southern Miss, President Fos also held the position of chief science officer at the Mississippi State Department of Health.

President Fos has held faculty positions at the University of Nevada, Las Vegas School of Dental Medicine, where he served as chair of the Department of Clinical Sciences, and Tulane University School of Public Health and Tropical Medicine. He spent 17 years at Tulane University in the Department of Health Systems Management, and served as assistant dean for undergraduate relations.

President Fos received his undergraduate degree in biological sciences at UNO, a doctor of dental surgery at LSU Health Sciences Center, and a master of public health and doctor of philosophy in health care decision analysis at Tulane University. He is married to Lori, who is also a UNO graduate.

Dr. John Williams, Dean, College of Business Administration, University of New Orleans

Dr. John A. Williams became Interim Dean of the College of Business Administration at the University of New Orleans in August 2010. Dr. Williams worked in the hospitality industry for seventeen years managing both chain restaurants and independent restaurants that included a Mobile Guide four-star restaurant. He holds a Ph.D., Master of Science, Bachelors, and Associates Degree, all from the Pennsylvania State University. Prior to joining the University of New Orleans as Director of the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration, Dr. Williams served as Director of the Department of Hotel, Restaurant, Institution Management & Dietetics at Kansas State University and as the Coordinator of the Undergraduate Program at Virginia Tech.
Dr. Ivan Miestchovich, Jr., Director, Institute for Economic Development and Real Estate Research, University of New Orleans

Dr. Ivan Miestchovich is also the Max Derbes, III Professor of Real Estate and an Associate Professor of Finance. He has authored or co-authored numerous research monographs focusing on housing and neighborhood redevelopment, commercial revitalization, business, industrial and port development, economic development planning. He is the author of the annual Real Estate Market Analysis for New Orleans and Northshore Regions and has worked with communities, regional and local organizations throughout Louisiana to formulate and implement economic development strategies. Dr. Miestchovich is very active in the business community and serves on the Board of Directors of the Bank of New Orleans and the St. Tammany Economic Development Foundation as well as the Advisory Board of the Capital One Community Renewal Fund, LLC.

Quentin Messer, LED Assistant Secretary

Quentin L. Messer, Jr. is Assistant Secretary for Louisiana Economic Development (LED.) Quentin manages initiatives and programs related to business intelligence, community competitiveness, small business services and state economic competitiveness. In his capacity, as a member of the agency’s executive management team, Quentin is President of the Louisiana Economic Development Corporation (LEDC), Secretary Stephen M. Moret’s designate to the Research Park Corporation board, where he is the Board Treasurer and Chairperson, Audit Committee, and the agency’s representative on ratings agency calls related to the State’s General Obligation and other indebtedness.

Prior to his appointment as Assistant Secretary, Quentin served as LED’s Director, State Economic Competitiveness and led a small team responsible for (i) spearheading LED’s product development work focused on making Louisiana more attractive for businesses, large and small (e.g., developing incentive programs, policy recommendation for streamlining business regulation); and (ii) strategic planning and business plan development for the agency.

A native of Jacksonville, FL, Quentin is a former corporate transactions attorney, charter school operating executive, and strategy consultant with the Boston Consulting Group. Quentin is excited daily by the opportunity to work on better leveraging Louisiana’s human capital and geological assets to transform the life trajectories of more Louisianans.

Outside of work, Quentin is a CASA (Court Appointed Special Advocate for Children), member of two public charter school boards, as well as the boards of Adult Literacy Advocates of Greater Baton Rouge and the Environment Health Council of Louisiana. He enjoys spectator sports (especially fantasy football), reading about and discussing politics, live music, and historical non-fiction.

The father of two daughters, including a Lance Corporal in the U.S. Marines, and a son, Quentin, is married to Kenya LeNoir Messer, Ed.D, Director of Parents Outreach and Development at the University of Pennsylvania in Philadelphia. He holds an AB, Woodrow Wilson School of Public and International Affairs from Princeton University and JD/MBA from Columbia University’s Law and Business Schools, respectively.

Michael Hecht, President & CEO, Greater New Orleans, Inc.

Michael Hecht is President & CEO of Greater New Orleans, Inc., the economic development organization for southeast Louisiana. GNO, Inc.’s mission falls broadly into two categories: business development – attracting and growing businesses – and product development – creating better business conditions. Under Michael’s leadership, GNO, Inc. was recently named the #2 economic development organization in the United States by Business Facilities magazine. Before coming to GNO, Inc. Michael led the quarter---billion dollar Katrina Small Business Recovery Program for the State of Louisiana. While with the State, Michael also established the $90 million Louisiana Revolving Loan Fund, the first of its kind in the nation. In the years following 9/11, Michael worked for Mayor Michael Bloomberg in New York City as an Assistant Commissioner. Michael also served as inaugural Director of Business Development for the Food Bank for New York City, the largest in the country. Michael's entrepreneurial experience includes co---founding a conglomerate of restaurant ventures, including “Foreign Cinema,” named Restaurant of the Year 2000 in San Francisco. He began his career as a strategic management consultant. Michael holds an MBA from Stanford Graduate School of Business, where he was a member of the Public Management Program, and an undergraduate degree from Yale University, magna cum laude. Recently Michael has been recognized as “One of the 25 Most Powerful People in the 10/12 Corridor,” a New Orleans “Innovator of the Year,” and one of “Ten People Who Made a Difference” in the South.
Roderick Miller, President & CEO, New Orleans Business Alliance

Rodrick Miller is a results-oriented leader with over 10 years of experience in economic development, strategic planning, trade and foreign investment, and project finance. He is respected for his success in leading and structuring large development projects and corporate relocations. His skills as a negotiator, policy expert, and corporate strategist have been honed in over 10 countries. Miller is the founding president and CEO of the New Orleans Business Alliance (NOLABA), the official economic development organization responsible for ensuring the long-term economic vitality and driving job growth for the City of New Orleans. As the chief economist and thought leader on economic recovery, Miller has focused the organization’s efforts on lowering barriers to entry in the marketplace, increasing transparency, and developing strategies for urban economic growth. In June of 2013, NOLABA launched ProsperityNOLA, the first ever economic development plan for the city of New Orleans. Miller led his team in crafting the 5-year plan with a keen eye on ensuring the plan would benefit all citizens of New Orleans by addressing inequities that hinder progress. Going forward, with Miller at the helm, ProsperityNOLA is fast becoming a model economic development plan for other cities and regions. Miller holds a Master of Public Policy from Harvard University’s Kennedy School of Government and a Bachelor of Science degree in international business from St. Augustine’s College. He also gained a Graduate Diploma in Finance from the Monterrey Institute of Technology (ITESM) in Mexico while completing a Fulbright Fellowship. Miller is an intellectually curious professional whose interests lie at the intersection of economic development, international commerce, innovation, and community action. A scholar practitioner, he is a sought-after lecturer and contributes to various publications. Miller is fluent in Spanish and proficient in Portuguese.

Leigh Ferguson, Director of Economic Development, Downtown Development District of New Orleans

As the Director of Economic Development, Leigh M. Ferguson is responsible for facilitating Downtown real estate development and investment, assisting the Downtown community with issues affecting the business environment, advancing Downtown planning, and attracting new business and development projects that result in the expansion of employment, tax base and wealth creation in Downtown New Orleans. Ferguson brings with him to the DDD more than 35 years of experience in the real estate profession, including as President of the Chattanooga Neighborhood Enterprise, Inc., a public-private housing and community development company. He served most recently as Senior Developer for Bayer Properties and Executive Vice President for Sloss Real Estate Company, Inc., both in Birmingham, Alabama. His work experience includes urban development, asset management, leasing and marketing services. Ferguson is a full member of the Urban Land Institute, having received their O’Donnell Award in 2007. He has served on numerous civic and non-profit advisory boards, including the Federal Home Loan Bank of Cincinnati and the Tennessee Housing Development Agency.

Jerry Bologna, Executive Director, JEDCO

Jerry Bologna was named Executive Director of the Jefferson Parish Economic Development Commission (JEDCO), in December 2012. He has been with JEDCO for over 12 years and was previously JEDCO’s Deputy Director where he oversaw all economic development functions of the organization. Jerry has been instrumental in industry recruitment having partnered with the Louisiana Department of Economic Development, Greater New Orleans, Inc., and other agencies in the attraction of new businesses to Jefferson Parish. Recently, Jerry played an instrumental role in attracting global chemical leader, Dyno Nobel America, to Waggaman, where the company will build an $850 million anhydrous ammonia production facility. Jerry also worked to bring Smoothie King’s international headquarters and Starr Textile Services, a commercial laundry, to Jefferson, creating 170 jobs collectively. In 2011, he was recognized by the International Economic Development Council as the New Economic Development Professional of the Year. He also achieved the Certified Economic Developer designation in 2011. His contributions to the region’s recovery efforts following Hurricane Katrina have been recognized by both business and political leadership, including members of the US Senate. He was invited by the Business Civic Leadership Center and the International Economic Development Council to assist in the development of a business and economic recovery plan for Galveston, Texas following Hurricane Ike. More recently, he was invited to help craft business recovery recommendations for communities hit by the BP oil spill and Hurricane Sandy. In addition to his work at JEDCO, Bologna serves on the Boards of the Jefferson Chamber, Greater New Orleans, Inc., and Café Hope, a program of Catholic Charities of New Orleans. He regularly lectures to entrepreneurship classes at the University of New Orleans as well as speaking to various business and civic groups throughout Southeast Louisiana. Jerry is a graduate of Jesuit High School and the University of New Orleans having received a Bachelor of Science in Business Administration with a Major in Management. He was also a 2004 graduate of Leadership Jefferson.
Richard Haase, President, Latter & Blum, Inc.

A 34 year veteran of the real estate industry Rick has held Senior Leadership positions for over 24 years. Rick brings a wide breadth of Real Estate leadership experience and is responsible for the identification, prioritization and implementation of key strategic issues surrounding the operations of Latter and Blum. Most recently Rick served as General Manager of Prudential Gardner, Realtors. Rick is an expert and frequent lecturer at programs dealing with brokerage leadership and management, strategic planning, management training and development as well as organizational development. He is a graduate of the Gestalt Institute's Organization Systems Development program. He holds numerous real estate industry designations.

Larry Schedler, President, Larry G. Schedler & Associates, Inc.

Larry Schedler has been exclusively representing buyers and sellers of apartment communities for more than 27 years and has successfully handled the sale of more than 30,000 multi-family units. Schedler formed Larry G. Schedler & Associates, Inc. in April 2000. This “boutique” firm specializes exclusively in the representation of buyers and sellers of multi-family properties. He has experience in working with not only all cash and conventionally financed transactions, but also on tax-exempt and taxable bond transactions, Low Income Housing Tax Credits (LIHTC) and with the various HUD/FHA financing programs.

G. Geoffrey Lutz, Tulane University

Geoffrey is a Louisiana Certified Residential Real Estate Appraiser and Real Estate Broker. He is a Tulane graduate, with degrees in Mathematics, German and Business and is currently an adjunct professor at Tulane teaching courses in real estate, management and small business and was the recipient of the John Dyer Award for Teaching Excellence in 2000. As a real estate developer he completed projects worth over $75 million including warehouse and apartment complex redevelopments, a boutique hotel conversion and a condominium conversion. Geoff has served on the boards of The Green Project and The Economics Institute and is currently serving on the board of marketumbrella.org.

Brenda Reine Bertus, Executive Director, St. Tammany Economic Development Foundation

Brenda Bertus has been Executive Director St. Tammany Economic Development Foundation since July 2002, during which time the organization has become a driving force in parish and regional economic development efforts. She was instrumental in leading the organization of regional parishes into both informal and recognized consortia to pool resources, seek grant funding, and coordinate efforts in U.S. regional and national marketing and in pursuing business-friendly legislation in Baton Rouge. She has testified before legislative committees and the state Bond Commission on numerous occasions, working towards progressive legislation and bond approval for local and regional projects. Prior to leading the STEDF, Brenda served as President and CEO of the Slidell Chamber of Commerce (now East St. Tammany Chamber), and was co-owner of a successful real estate development company for 10 years. Brenda is a graduate of both the Louisiana Leadership program and Leadership Northshore. She is a graduate of the Economic Development Institute (OU/EDI) at the University of Oklahoma, and studied at the Institute for Organizational Management at the University of Georgia.
Martin Mayer, President and CEO, Stirling Properties

Marty Mayer serves as the President and Chief Executive Officer of Stirling Properties. Mr. Mayer is a member of the International Council of Shopping Centers (ICSC) and is currently a member of ICSC’s Worldwide Board of Trustees, ICSC Open Air Center Committee. He has previously served as the ICSC Louisiana State Director and the Louisiana State Operations Director. Mr. Mayer recently completed a term as Chairman of Greater New Orleans, Inc. (GNO, Inc.) and is currently on the Executive Committee of GNO, Inc.’s Airport Committee and also serves on its Super Region Committee and chairs the Sustainable Industries Initiative. Other memberships include the Louisiana Committee of 100 (serves on its Executive Committee) and Urban Land Institute (ULI) (serving as Chairman of its Small Scale Development - Silver Council from 2007 to 2009 and served on the Executive Committee of the ULI Louisiana District Council). In addition, Mr. Mayer served as a past Chairman of the St. Tammany West Chamber of Commerce and is also on the Executive Committee of the Northshore Business Council and serves on its Public Policy Committee. He is also a past Commissioner of the St. Tammany Economic Development District and served as Chair for the St. Tammany Economic Development Task Force for Parish President Pat Brister. Mr. Mayer received his BSME and an MBA in Finance from Tulane University.

Bruce Sossaman, Leasing Director/Broker Associate, Corporate Realty

Bruce has been an active leasing broker in the greater New Orleans area for the past 25 years, during which time he has been responsible for leasing of more than 6.5 million square feet. He has represented both landlords and tenants, and spearheads leasing for the 1.2 million square foot Lakeway Center, achieving 95% occupancy and some of the highest rental rates in Greater New Orleans area. His extensive market knowledge, analytical skills and transaction history give him a unique vantage point which to serve his clients. He has completed tenant representation transactions for companies including IBERA Bank, Dialysis Clinic, Inc., Baptist Community Ministries, Mariner, ORX Resources, Inc., and All Aboard Development Corporation, as well as engineering, legal, energy, and financial services companies. Prior to joining Corporate Realty, Bruce worked with Equity Office for twelve years as Leasing Director for their 2.3 million square foot New Orleans portfolio. Areas of specialization include owner representation, tenant representation, market conditions expert, lease negotiation and restructuring, and lease analysis. Bruce is a member of the Society of Industrial and Office Realtors and local real estate organizations.
**South Louisiana: Open for Business; Cultural Spice Optional**

A Discussion of the Nexus of Economic Development and Place

May 5, 2014

[Louisiana] is a great place because it has all the ingredients a company like ours is looking for – talent, interesting culture, great background. We found that a lot of people would be interested in going there.

SAMIR EL AGILI
Vice President of Production U.S. & Latin America, Gameloft

SOUTHEAST LA REMAINS THE PREVAILING NATIONAL IMAGE OF LA & IS PERCEIVED AS ITS ECON. DRIVER

NEW ORLEANS AND SOUTHEAST LOUISIANA Are unique in that they have numerous assets that naturally make the area a desirable place to live. However, we need to continue to be intentional as business, civic, educational, and policy decisionmakers to maximize this region’s “livability” potential.

JOBS AVAILABILITY AND DESIRABILITY OF A PLACE ARE MUTUALLY REINFORCING REGIONAL OBJECTIVES

DESIRABILITY OF PLACE = “BUZZ”:
ENABLES A LOCALE TO BREAK INTO MORE PROJECT CONSIDERATION SETS

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast
We really did not have on the radar to go for Louisiana or New Orleans. Now, what's interesting and made us very curious about Louisiana is the amazing Digital Media incentive which is the best in the country. We were very amazed by what we saw. We were very amazed by the state. Whether it's the incentive or the culture that we found in Louisiana, we felt this could definitely be one of the top cities for us to build a studio.

SAMIR EL AGILI
Vice President of Production U.S. & Latin America, Gameloft

LOUISIANA HAS THE BEST DIGITAL TAX MEDIA CREDIT IN THE NATION

Programmers, designers, testers, project managers...

35%

Lease costs, hardware, software, facilities...

20%

Marketing, distribution, & overhead

0%

THE DIGITAL MEDIA INCENTIVE COVERS COMMERCIAL SOFTWARE

Games
Healthcare IT
Cybersecurity
Education IT
Smartphone Apps

GE CAPITAL

When selecting a location for a center of this importance, we considered many attractive options across the country. Louisiana rose to the top of our list because of the advantages it offers in terms of talent, infrastructure, location and environment.

—RAHUL CHANA, Senior Vice President, Secretary and General Counsel, GE

GAMELOFT

Real Orleans presents the perfect opportunity to not only draw from a rich talent pool, but to incorporate the unique and world-class culture in which the studio resides.

—SAMIR EL AGILI, Vice President Production U.S. & Latin America, Gameloft
New Orleans presents the perfect opportunity to not only draw from a rich talent pool, but to incorporate the unique and world-class culture in which the studio resides into our own as well.

SAMIR EL AGILI
Vice President of Production U.S. & Latin America, Gameloft
About Us
Leading economic development for the City of New Orleans

Our Mission: Uniting a diverse community of stakeholders to catalyze job growth, create wealth, and build an equitable and sustainable economic future for the new New Orleans.

Adding Value Through Partnerships

Strategic Work: Economic Competitiveness

ProsperityNOLA
NOLABA led the development of ProsperityNOLA: A Plan to Drive Economic Growth for 2018.

- Establish clear direction
- Provide recommendations to support growth in specific industry clusters
- Unite business leaders, public sector, and community partners in the effort to promote economic growth
- Diversify and strengthen the economy

Tactical Work: Jobs and Investment

- Attract, retain, and expand businesses in New Orleans
- Increase quality jobs and capital investment
- Increase the City’s tax base
- Provide site selection assistance, market intelligence, project management, and act as a municipal liaison for business prospects
**NOLABA Retail Attraction**

- Retail attraction and development expertise
  - Dedicated staff member with over 30 years of retail experience
  - Presence at ICSC RECon, largest retail conference in the nation
- Build partnerships within the community
  - Monthly Broker Breakfasts
  - Working with local retailers
- Aid potential retailers with
  - Site selection
  - Permitting
  - Incentive analysis

**What are New Orleans’ Retail Challenges?**

- **Cost of Development**
  - Unique geographic conditions (flood mitigation)
  - Lack of turnkey spaces
  - Historic building stock
- **Lack of understanding regarding local conditions**
  - Outside perceptions of crime
  - Outside perceptions of flood protection
- **Demographic Swings within Neighborhoods**
  - Uptown: average income is 67% higher than median income, indicating large income disparity

**Purchase Power of New Orleans Residents**

![Map of New Orleans](image1)

**Why Retail Attraction is Necessary**

Findings from NOLABA 2013 Retail Report

- New Orleans lost $1.9B in retail sales to surrounding parishes in 2012
- New Orleans has a mix of urban and suburban retail corridors appropriate for all types of retail development
- Commercial development opportunities exist in:
  - NO East
  - Algiers
  - Upper Canal Street
- New Orleans has higher average retail vacancy rates than the nation:
  - New Orleans Corridors: 14.2%
  - National Avg: 10.5%

**How Do We Create Retail Wins?**

- **Change Perceptions**
  - Address concerns of retailers & brokers
  - Educate regional developers & the public
  - Market New Orleans at national conferences
- **Streamline City Processes**
  - One-Stop Shop
  - Economic Incentive Guidelines
- **Establish Partnerships**
  - Local broker community
  - City of New Orleans
  - Economic development stakeholders

**South Market District**

- **Investment:** $200 million
- **Jobs:** 400 construction
- **NOLABA Role:**
  - Assisted in securing $40,000 in infrastructure funding
  - Assisted with marketing, broker relations, and securing tenants

![Groundbreaking Ceremony](image2)
The Outlet Collection at Riverwalk

- Investment: $70 million
- Jobs: 1,600 permanent
- NOLABA Role:
  - Evaluated project financials
  - Coordinated job fair
  - Coordinated permitting for all 80 stores

Costco

- Investment: $45 million
- Jobs: 200 permanent
- NOLABA Role:
  - Evaluated project using economic development incentive guidelines
  - Made recommendations to City & Council
  - Worked with City to secure gap funding

Magnolia Marketplace

- Investment: $24 million
- Jobs: 217 permanent
- NOLABA Role:
  - Evaluated project using economic development incentive guidelines
  - Community outreach

Near-Term Forecast

- Continued population growth & urban residential development
  - Better educated
  - Wealthier
  - Whiter
  - Prefer urban core
- Regional healthcare hub in New Orleans
  - BioDistrict $2B investment, over 30K jobs
- Retail Growth
  - Appropriate to specific neighborhoods
- Regional manufacturing boom

Risks to Growth

- Equity
  - 52% of working age African-American men in New Orleans are unemployed
  - 3rd greatest income gap of any major city in the U.S.
- Infrastructure
  - Continued investment needed in port, airport, Sewerage and Water Board, streets, and highways
- Missed opportunities
  - Perception challenges must be addressed
  - Marketing New Orleans to relevant audiences for investment
- Loss of culture

Thank You.

Rodrick T. Miller
President & CEO
New Orleans Business Alliance
rmiller@nolaba.org

To learn more, visit www.nolaba.org

This presentation has been prepared by the New Orleans Business Alliance ("NOLABA") for discussion purposes only.
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

DDD Programs

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

Clean and Safe

Public Safety Initiatives
- DDD Rangers
- Police Details

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

DDD Economic Strategy

• 11-member Board of Commissioners set out to identify target industries for post-Katrina Downtown
• Recognizing the shift away from more traditional industries, they identified three target Industries of the Mind:
  - Bioscience
  - Digital Media
  - Arts-based Business
• A comprehensive 5-year strategic plan was created to support the attraction & retention of these core industries
What is it about a place that matters to Creative Class workers?

What Matters

What Really Matters

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

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<th>Reason</th>
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<td>I moved because I like the lifestyle...</td>
<td>44%</td>
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<tr>
<td>I moved for a job</td>
<td>39%</td>
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<tr>
<td>I moved to attend a college or...</td>
<td>31%</td>
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<tr>
<td>I moved to live near my family</td>
<td>18%</td>
</tr>
<tr>
<td>I moved for a lower cost of living</td>
<td>7%</td>
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<tr>
<td>I moved to start a new business</td>
<td>3%</td>
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Percent of respondents who said that they were very strongly influenced by the factor

Environmental Quality

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

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

Downtown Progress

Downtown Progress
**Downtown by the Numbers**

- $6 billion in total investment since 2005 (est.)
- 5,100 residents Downtown core/ 40,000 in Greater Downtown area
- Largest employment center in Louisiana with more than 62,000 jobs
- 142,764 people are in Downtown on the average week-day
- 176 restaurants and 32 sidewalk cafes
- 3,571 residential units with 2,000 units in the pipeline
- Almost 20% of “Vacant and Underutilized Properties” are currently either redeveloped or under development in the last year

**Residential Developments**

**Retail, Entertainment and Restaurants**

**Canal Street Progress Map**

**University Medical Center**

**UMC and VA Hospitals**

- $2.1 billion project
- Annual $1.26 billion economic impact
- Expected to create more than 3,000 permanent jobs
- 7,000 jobs retained
- Average salary 90k

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast 15
New Orleans BioInnovation Center
- $47 million project
- 30 tenants
- 66,000 square feet of state of the art wet-lab, office and conference space

Ochsner
- Relocating 500 – 750 employees Downtown
- 80,000 square feet leased in Benson Tower

I.P. Building

The New Orleans Exchange Center

General Electric (GE)
- 300 new jobs over 3 Years
- Salaries ranging from $60,000 to $100,000
- Leased 60,000 square feet of office space Downtown

Downtown Digital Media Companies
- In 2013, 158 new employees with a total of 1,235 Digital Media employees Downtown
What Others Are Saying

- #1 City for Young Entrepreneurs - Under30CEO.com
- #1 Biggest Brain Magnet in U.S. – Forbes
- #1 for IT Job Growth - Forbes
- #2 Most Inspirational City - Daily Beast
- #2 Best Big City for a Job – Forbes
- Third fastest wage growth in U.S. - CareerBuilder.com
- Top 10 cities to relocate to – Forbes.com

Loyola Streetcar: Critical Link

- New Loyola Streetcar
- Remodeled Superdome / Champions Square
- Refurbished Benson Tower
- New Hyatt
- South Market
- New Rouses
- Walk Ons
- 930 Poydras
- 1201 Canal
- Saenger Theatre / Joy Theater / Loews Theatre
- Waldorf Astoria property
- $170 million restoration
- 504 rooms

The Roosevelt New Orleans

- Waldorf Astoria property
- $170 million restoration
- 504 rooms

World War II Museum Expansion

- $300 million expansion project
- Quadrupling the size of the museum property
- Target completion 2015

Mercedes Benz Superdome & Champions Square

- Superdome: $336 million renovation since 2006
  - Branded in 2011 as the Mercedes-Benz Superdome
- Champions Square: $13.5 million investment
  - 121,000 square foot outdoor festival venue

Hyatt Regency New Orleans

- $283 million renovation
- 1,200 rooms
- 200,000 square feet of state-of-the-art event space
The Saint Hotel

- $45 million renovation
- 166 rooms

Joy Theatre

- 1st Theatre to reopen Downtown Post-Katrina
- $5 million renovation
- Holds up to 900 guests

Saenger Theater

- $52 million restoration
- Reopened September 2013

DDD Façade Improvement Program

- DDD invested $813,000 for 44 façade improvements
- Resulting in a total of over $2.6 million in private façade investment Downtown

Example: 1036 Canal Street

13 Sisters on Julia Street

- Last 4 renovations of 13 total historic buildings completed
- Combined, the commercial space has 8,500 square feet

Denim Den

Before

After

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast 18
Rouses

- Downtown’s 1st Grocery Store in 50 years
- 40,000 square feet
- 170 full time jobs

South Rampart Entertainment District (SRED)

Revitalizing the Birthplace of Jazz

Gravier-Common Corridor

Lafayette Corridor

DDD INITIATIVES

DOWNTOWN PROUD!

- In partnership with the City of New Orleans
- Downtown Quality of Life Public Awareness Campaign
- Messages on green parking meter kiosks to encourage the public to enhance the quality of life Downtown through their actions
- Providing Downtown Proud! quality of life tips through weekly e-newsletter – What’s Up Downtown, DDD Public Safety Rangers, Facebook and Twitter
- Messages include:
  - Curb your dog
  - Do not ride your bike on the sidewalk. Walk it!
  - Report aggressive panhandling
  - Walk your butt to the can

---

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast
Downtown Proud!

DOWNTOWN

• Founded in 1974
• True partnerships
• True partnerships with the community
• True partnerships that have been built in Downtown

DOWNTOWN

• Developed a roadmap to help Downtown
• Developed a roadmap to help Downtown
• Developed a roadmap to help Downtown

OPEN SPACE

• DDD market research indicates that quality of "place" and lifestyle matters more than ever to residents, workers, and visitors.

• Partners Urban Land Institute of New Orleans, American Institute of Architects in New Orleans, American Society of Landscape Architects, and American Planning Association to seize opportunities for new open/green space.

• Developed a road map for future green/open space. Ideas include:
  o Dog park/run
  o Children’s playground
  o Parks/Plazas
  o Parks
  o Rooftops
  o Storm water management

• The DDD/ULI held a Technical Assistance Panel (TAP) to identify opportunities and challenges, and potential locations for more public spaces.

• Identify one parcel as a pilot project and develop preliminary plans and budget for approval by the appropriate agencies.

DOWNTOWN ELEMENTARY SCHOOL

• With a growing population Downtown, the DDD believes it has an opportunity to retain families but we need a school to make that happen.

• The DDD has partnered with a number of organizations and stakeholders to accomplish that objective.

DOWNTOWN NOLA ARTS-BASED BUSINESS PITCH

• Aimed at identifying and supporting entrepreneurs that have an arts-based project or product situated in the creative, architecture, technology, digital media or film and entertainment fields that benefits Downtown and is scalable.

• Held during New Orleans Entrepreneur Week.

• Entrepreneurs competed for a prize package valued at over $35,000 that was comprised of cash and in-kind services that include legal, accounting, real estate and PR/marketing services.

DOWNTOWN NOLA AWARDS

• The Downtown NOLA Awards is an annual program to recognize exceptional accomplishments of Downtown property owners, businesses, residents, workers and organizations.

• Honor the people and places that inspire, innovate and integrate the Downtown NOLA brand into their Downtown neighborhoods, while serving as a role model for others.

South By Southwest (SXSW)

• The annual event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators. It provides an exhibition for creative industries and global networking opportunities.

• The DDD hosts a recruiting event to actively seek out and connect with entrepreneurs and innovators and educate them on business development incentives in place in Louisiana as well as the cultural, environmental, and place-based advantages of doing business in Downtown New Orleans.

• Part of the DDD’s ongoing effort to cultivate a base of iminders in New Orleans which includes those in the arts-based, creative digital media and bioscience industries.

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast
CANAL STREET
HOME FOR THE HOLIDAYS

The Downtown Development District created the Canal Street: Home for the Holidays celebration in 2008 to support Canal Street and Downtown retailers during the holiday season and to encourage family activity along the grand corridor. Every year, this grand celebration, presented by the DDD & The Roosevelt New Orleans, brings more than 20,000 locals and visitors Downtown for holiday magic and merriment at several festive events held throughout the month of December!

Canal Street Lighting Ceremony
- City Officials join and lend a festive hand as all “flip the switch.”
- Live coverage on Fox 8’s evening broadcast of one million twinkling lights along the historic corridor.

Holiday Movies on the Mississippi
- Partner with the Outlet Collection at Riverwalk present
- Two free holiday movie showings on the first and second Friday in December.

Krewe of Jingle Parade
- Partner with the Roosevelt New Orleans
- Official Holiday Parade on the first Saturday of December

Reindeer Run & Romp
- Partner with Entergy
- Fun Run for Kids & Families closes out the celebration season of events
- Followed by Scavenger Hunt
ECONOMIC DRIVER

The Jefferson Parish Economic Development Commission (JEDCO) is an independent, yet complementary arm of Jefferson Parish government with the main objective of attracting, growing and creating new business in our area. JEDCO’s mission is to proactively influence the economy through the retention and creation of quality jobs, entrepreneurship and investment in Jefferson Parish.

MAJOR ACCOMPLISHMENTS

4th Source
- Recruitment of technology company headquarters from Georgia
- Creation of 320 direct jobs and 412 indirect jobs
- Adds to existing IT landscape in Jefferson
  - Geocent
  - Commtech
  - ReadSoft
- State incentives and local assistance

Dyno Nobel/Cornerstone
- World class anhydrous ammonia production facility
- Largest project in JEDCO history
- Over $1 billion in CapEx
  - Nearly $600 million FDI
- 477 retained and created
- Over 700 construction jobs
- State and local incentives

Churchill Business and Technology Park
- 90 acres controlled by JEDCO
- 500 acres under codes and covenants
- TPC of Louisiana, Bayou Segnette, Alario Center, NOLA Motorsports
- Patrick F. Taylor School and JEDCO Conference Center
- Future home of Delgado’s River City Campus

SUCCESSFUL SYNERGY

JEDCO Team
- Loans approved in 2013 resulted in over $30 million total investment.
- Through the Business Retention and Expansion Program, the Economic Development team contacted nearly 500 companies in 2013.
- In 2013, companies who reported planned expansions estimated over $1 billion in investments, needing more than 400,000 square feet in space and hiring over 750 new employees.
FOCUSING ON THE FUTURE

Avondale Shipyard
- Kinder Morgan study underway
- Focus on modular construction
- Activation of Waggaman yard
- Energy sector work

FOCUSING ON THE FUTURE

- Oil and Gas Sector
- Jefferson Highway Corridor
- Continued Fat City Revitalization
- Emerging Technology Industry
- Focus on Entrepreneurship

QUESTIONS?

Jerry Bologna
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www.jedco.org
How Economic Development Drives the Real Estate Market

Brenda Bertus, CEO
St. Tammany Economic Development Foundation

Adding new wealth to a community – through sustained jobs, new jobs, construction projects, and a stronger overall economy that stimulates income growth.

Major Projects

• Rain Cii
  – $4.6 M investment, 71 new jobs
  – Relocating corporate office from Houston to Covington

• Associated Wholesale Grocers
  – $75 M investment, 290 jobs
  – 720,000 sq ft distribution center expandable to 1M sq ft

• Pelican Energy Consultants
  – $5 M expansion
  – 133 jobs retained, 100+ new jobs

• MECO
  – $11.3 M expansion
  – 81 jobs retained, 127 new jobs

Industry Sector Investment New Jobs Retained Jobs

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Investment</th>
<th>New Jobs</th>
<th>Retained Jobs</th>
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<tbody>
<tr>
<td>Engineering</td>
<td>$5,000,000</td>
<td>100</td>
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<td>Manufacturer</td>
<td>$12,000,000</td>
<td>n/a</td>
<td>50</td>
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<tr>
<td>Manufacturer</td>
<td>$800,000</td>
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<td>12</td>
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<tr>
<td>Finance</td>
<td>$500,000</td>
<td>2</td>
<td>6</td>
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<tr>
<td>Service</td>
<td>$3,000,000</td>
<td>10</td>
<td>196</td>
</tr>
</tbody>
</table>

TOTAL $21,300,000 114 397

2013 through April 2014

Eleven projects reached completion in 2013 generating $70.2 M in investments, representing the retention of 181 jobs and creating 369 new jobs.

New Projects on the Horizon

• Project Hermes, 1,000 jobs
• Oil & Gas company headquarter relocation
• Class A business park developments

Healthy Project Pipeline

• 35 active projects representing:
  • $232 M investment
  • 379 existing jobs and 3,666 new jobs

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast
In Closing...

With local, regional and state economic development involvement, the future is success for all of us.

New jobs, new residents, richer amenities, clean industry, and an ever-better quality of life keep us moving in the right direction.

Contact Us

St. Tammany Economic Development Foundation
985.809.7874
stedfinfo@stedf.org | www.stedf.org

Follow us on:
Typical Phases of Real Estate Market

- **Phase I  PEAK**
  - Unit Sales Increasing
  - Prices Increasing
  - Inventory Decreasing

- **Phase II  CORRECTION**
  - Unit Sales Decreasing
  - Prices Increasing
  - Inventory Increasing

- **Phase III  TROUGH**
  - Unit Sales Decreasing
  - Prices Decreasing
  - Inventory Increasing

- **Phase IV  RECOVERY**
  - Unit Sales Increasing
  - Prices Decreasing
  - Inventory Decreasing

Greater New Orleans Area
Single Family - Active Listings vs. Sold Listings

Garden/Uptown Area
Single Family - Active Listings vs. Sold Listings

Lakefront/Gentilly Area
Single Family - Active Listings vs. Sold Listings

Historic Area
Single Family - Active Listings vs. Sold Listings
New Orleans East
Single Family - Active Listings vs. Sold Listings

Metairie Area
Single Family - Active Listings vs. Sold Listings

Kenner Area
Single Family - Active Listings vs. Sold Listings

Ormond Area
Single Family - Active Listings vs. Sold Listings

Laplace Area
Single Family - Active Listings vs. Sold Listings

Luling Area
Single Family - Active Listings vs. Sold Listings

Source: LATTER & BLUM Research Division

Buyer’s Market

Isaac - Effect
Area by Area

March Months of Inventory Pended
2013 vs. 2014

<table>
<thead>
<tr>
<th>Area</th>
<th>2013</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden/Uptown</td>
<td>2.5</td>
<td>2.5</td>
<td>+3.1%</td>
</tr>
<tr>
<td>New Orleans East</td>
<td>8.3</td>
<td>9.4</td>
<td>+4.1%</td>
</tr>
<tr>
<td>W. St. Tammany</td>
<td>4.8</td>
<td>4.2</td>
<td>+6.9%</td>
</tr>
<tr>
<td>Laplace</td>
<td>4.4</td>
<td>6.3</td>
<td>-9.1%</td>
</tr>
<tr>
<td>West Bank</td>
<td>4.4</td>
<td>5.8</td>
<td>+13.1%</td>
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<tr>
<td>River Parishes</td>
<td>7.3</td>
<td>6.3</td>
<td>-3.1%</td>
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<tr>
<td>Hist. District</td>
<td>6.1</td>
<td>3.3</td>
<td>+20.0%</td>
</tr>
</tbody>
</table>

GNO – Median Price $165,000.

MNO – Median Price $218,000.

Mortgage Rates Trend – 1 year

Mortgage Rates Trend – 3 year

Source: LATTER & BLUM Research Division

This representation is based in whole or in part on data supplied by New Orleans Metropolitan Association of Realtors, St. Tammany Association of Realtors, Tangipahoa Board of Realtors, Baton Rouge Board of Realtors or their Multiple Listing Services. Neither the Boards, Associations, nor their MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Boards, Associations or their MLS may not reflect all real estate activity for all years.
Mortgage Rates Trend – 30 years

Top Expected Influencers 2014
- Consumer Confidence
  - Jobs - “will I have one”
  - Price stability – “will I overpay if I act now”
- Mortgage Interest Rates – For how long?
- March 20th Fed Announced more tapering
- Continued burn off of excess inventory

Greater New Orleans Area
Months of Inventory Change
2012 – 7.5 Months
2013 – 6.9 Months
2013 – 5.1 Months
2014 – 4.8 Months
+6.2% Pended Sales
+3.4% increase in Average S.P.

Home Mortgage Financing
- Biggert-Waters must be dramatically reformed Grimm-Cassidy a good start!
- Shadow inventory
  - Short sales, pre-foreclosures, foreclosures 31% decline in distressed mortgages in LA - 7.5% to 5.1% year over year
- Dodd-Frank bill – massive over correction
  - Over 300 rules many disproportionately & negatively impact LA
- Credit scores & loan foreclosures

New Orleans, Louisiana Home Rent-to-Mortgage Payment Ratio - 1.21
Median priced home, 100% LTV, 30 year mortgage vs Adjusted Rent for GNO
Under1 is Rents are Cheaper, Over 1 Mortgage payments are Cheaper
Two Wrong Predictions

1. BP Oil spill will cause a 25% decline in the region’s property values
2. Foreclosures will swamp our area and drive down all housing prices for years to come

Potential Disaster Issues for Housing

- Loss of Home Mortgage Tax Deductibility
- Elimination of the GSE’s (Freddie Mac & Fannie Mae) as Mortgage Financing Market Makers

Thank You.
Metro New Orleans Multi-Family Market
-- An Overview --

Metro New Orleans
Multi-Family Inventory

Kenner: 30% 4,356
East Bank Jeff: 38% 8,244
West Bank Jeff: 18% 4,143
Algiers: 11% 4,730
N.O. East: 10% 4,274
East St. Tammany: 5% 2,075
West St. Tammany: 6% 2,642
N.O. Historic Center: 9% 3,861
Total: 44,403

Occupancy: 94%
Average Rents: $909
Average Rent/Sq Ft: $1.05

Submarket Occupancy

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Average Occupancy Rate</th>
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<tbody>
<tr>
<td>ORLEANS</td>
<td></td>
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<tr>
<td>Historic Center</td>
<td>96%</td>
</tr>
<tr>
<td>New Orleans East</td>
<td>91%</td>
</tr>
<tr>
<td>Algiers</td>
<td>94%</td>
</tr>
<tr>
<td>JEFFERSON</td>
<td></td>
</tr>
<tr>
<td>West Bank Jeff, Parish</td>
<td>95%</td>
</tr>
<tr>
<td>East Bank Jeff, Parish</td>
<td>97%</td>
</tr>
<tr>
<td>Kenner</td>
<td>84%</td>
</tr>
<tr>
<td>ST. TAMMANY (East and West)</td>
<td>94%</td>
</tr>
</tbody>
</table>

Historic Center New Orleans
(CBD, Uptown, Downtown, Mid-City)

Paramount at South Market
Phase I

- Developer: The Domain Companies
- # of Units: 209 (All Market Rate)
- Mixed Use Development
- 22,000SF Retail
- September 2014 Completion

Total: 44,403

UNO Real Estate Market Forecast
May 9, 2014

UNO/Latter & Blum Economic Outlook & Real Estate Forecast
2014
32
South Market Development

- Developer: HRI Properties
- # of Apartment Units: 192
- # of Hotel Rooms: 188
- # of Parking Spaces: 356
- Total Cost: $100,000,000
- Federal and State Historic Credits
- Capital One Community Renewal Fund
- Whitney Bank
- Whitney New Markets Fund
- First Bank and Trust
- U.S. Bancorp Community Development Corp.
- Stonehenge Capital Company
- National Cities Fund
- Completion Date: Early 2015

St. Tammany (East and West)

- # of Units: 4,717
- Occupancy: 94%
- Rental Rate Range: $884 – 1,312
- Average Monthly Rent: $1,034
- New Construction: 0

East Bank – Jefferson Parish (Metairie, Harahan, River Ridge)

- # of Units: 14,244
- Occupancy: 97%
- Rental Rate Range: $590 - $1,218
- Average Monthly Rent: $877
- New Construction: 264

West Bank – Jefferson Parish (Gretna, Harvey, Terrytown)

- # of Units: 8,214
- Occupancy: 95%
- Rental Rate Range: $627 - $1,044
- Average Monthly Rent: $823
- New Construction: 0

Kenner – Jefferson Parish

- # of Units: 4,356
- Occupancy: 84%
- Rental Rate Range: $579 - $979
- Average Monthly Rent: $830
- New Construction: 0
New Orleans East

- # of Units: 4,274
- Occupancy: 91%
- Rental Rate Range: $624 - $969
- Average Monthly Rent: $709
- New Construction: 0

Algiers

- # of Units: 4,737
- Occupancy: 94%
- Rental Rate Range: $581 - $1038
- Average Monthly Rent: $733
- New Construction: 0

Multi-Family Sales Activity

<table>
<thead>
<tr>
<th>Property</th>
<th>Units</th>
<th>$/Unit</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>American Can Apartments</td>
<td>268</td>
<td>Not Disclosed</td>
<td>Mid City, New Orleans</td>
</tr>
<tr>
<td>Esplanade at City Park Apartments</td>
<td>441</td>
<td>$121,315</td>
<td>Mid City, New Orleans</td>
</tr>
<tr>
<td>The Cove Apartments</td>
<td>300</td>
<td>$36,667</td>
<td>New Orleans East</td>
</tr>
<tr>
<td>Belle Oak Apartments</td>
<td>120</td>
<td>$38,333</td>
<td>Metairie</td>
</tr>
</tbody>
</table>
CBD Sales vs. Total Units
CBD & Metairie Office Markets

Greater New Orleans Occupancy Up in 2013

- Occupancy increased from 85% to 86.5%
- 207,000 sq. ft. absorption
- New Orleans 164,000 sq. ft. absorption
- Jefferson 43,000 sq. ft. absorption

CBD Office Market

- *Class A & B*: 10.5 million square feet, 85% leased
- *Class A*: 8.8 million square feet, 89% leased, 133,000 absorption
  - Rent range $16.50 – $21.00
- *Class B*: 1.6 million square feet, 67% leased, 30,000 absorption
  - Rent range $13.75 – $17.00

CBD Class A 2010 - 2013

CBD Class B 2010 - 2013

CBD Space Reductions – 2011

- 1250 Poydras Building
  - FEMA - 95,000 sq. ft.
  - ENI - 75,000 sq. ft. - sublease
- One Canal Place
  - AT&T - 90,000 sq. ft. reduction
- One Shell Square
  - Shell Offshore - 50,000 sq. ft. reduction
- 1615 Poydras Building
  - Coast Guard - 22,000 sq. ft. relocation to Federal City
- Place St. Charles
  - Capital One & Chase - 75,000 sq. ft. reduction

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast 37
CBD Office Significant Leases

One Shell Square
- Shell Oil Company
- Renewal 600,000 sq. ft.
- 10 year lease
- Commencing January 2017
- Largest tenant in greater New Orleans

Orleans Tower
- City of New Orleans
- Renewal/reduction
- 110,000 sq. ft.

CBD Office Significant Leases

Place St. Charles
- Capital One
- Renewal/reduction
- 49,000 sq. ft.

1515 Poydras Building
- URS
- New; relocation from 600 Carondelet
- 60,000 sq. ft.

CBD Office Sales

Energy Centre
- Size – 761,500 sq. ft.
- $83.5 million, $110 prsf
- Hertz Investments
- 91% leased
- Sold June 2013

CBD Office Sales

1340 Poydras, Orleans Tower (former Amoco Bldg)
- Size – 378,895 sq. ft.
- $14.5 M, $38.30 prsf
- Orleans Tower LLC (Joseph and Eddie Hakim)
- 68% leased
- Sold May 2013

CDB Portfolio % Leased

- 909 Poydras – 86%
- Energy Centre – 91%
- Poydras Center – 90%
- 400 Poydras – 81%

Hertz Investment Group

CBD Class A Office
- 4 buildings
- 2.3 million sq. ft. out of 8.8 million sq. ft. inventory
- 27% of Class A CBD office market

CBD Development

- Enormous help to office market, removing older obsolete office product (i.e. 600 Carondelet St.) into apartments, hotels, & condos.
- Work/live environment and amenities that follow.
- Parking demands negative.
- Possible Future Developments
  - 1010 Common – mixed use.
  - Plaza Tower – apartments.
  - Former Macy’s building – retail, high end apartments.

2014 UNO/Latter & Blum Economic Outlook & Real Estate Forecast 38
Superdome Side of Poydras Development

- Superdome side of the CBD has historically suffered with lower occupancy and lower rentable rates than river side of Poydras.
- New development in area (including the Paramount, and street car line) adding additional amenities available to tenants within walking distance.
- Lower cost parking than core CBD.
- As development continues in immediate area, occupancy should increase.

Metairie Office Market

*Class A & B  3.4 millions square feet  
94% leased
*Class A -  2 million square feet  
95% leased
Rent range $21.00 - $25.00
*Class B-  1.4 millions square feet  
92% leased
Rent range $17.00 - $20.00

Metairie Class B 2010 - 2013

Metairie Office Significant Leases

Galleria  
- Louisiana Citizens Insurance  
- New, 21,000 sq. ft.

Heritage Plaza  
- Northwestern Mutual  
- Renewal  
- 20,000 sq. ft.
Metairie Office Significant Leases

Two Lakeway
- NCO
- Renewal
- 24,000 sq. ft.

Causeway Plaza
- AT&T
- Renewal
- 45,000 sq. ft.

Metairie Office Sales

Lakeway Center
- Size – 1.2 million sq. ft.
- $145 million, $119 prsf
- The Feil Organization
- 95% leased
- Sold May 2013

The Feil Organization

Metairie office portfolio - 9 buildings, 2.2 m sq. ft., 65% of Class A & B Metairie market

Metairie Class A Office
- 4 buildings
- 1.68 million sq. ft. out of 2 million sq. ft. inventory
- 83% of Class A Metairie office market

Metairie Class B Office
- 5 buildings
- $45,000 sq. ft. out of 1.37 million sq. ft. inventory
- 40% of Class B Metairie office market

Metairie Office Sales

Latter Center West
- Size – 96,979 sq. ft.
- 7 building portfolio in Baton Rouge & Metairie, 519,000 sq. ft., $52.7 million
- Songy HighRoads, LLC
- 84% leased
- Sold November 2013

Metairie Office Sales

2400 Veterans Blvd.
- Size – 133,195 sq. ft.
- $11,700,000, $88 prsf
- Kingfish Development II, LLC
- 80% leased
- Sold January 2014

Parking in CBD & Metairie

CBD New Orleans
- Typical ratio 1 per 1,000 sq. ft. leased
- In building unreserved range $175 - $200 per month.
- 4 per 1,000 ratio adds $8.40 prsf based on $175 per month.
- Cost and demand increasing

Metairie
- Typical ratio 3 per 1,000 sq. ft. leased.
- Class A unreserved range $37 - $40 per month, Class B free.
- 4 per 1,000 ratio adds $1.92 prsf based on $40.00 per month.
- Demand increasing
Market Overview

- Class A and B Metairie markets strong occupancy
- Barriers to entry for new office development:
  - Lack of sites
  - Cost of land
  - Construction costs
- Office growth will spread to West Metairie, Kenner, and Elmwood as economy advances

Thank You

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bsossaman@corp-realty.com
2014 Retail Market Outlook

May 9, 2014

Retail is HOT!!

Orleans Parish Retail Sales

Orleans Retail Sales Exceed Pre-K Level Despite $1.9 Billion leakage

New to Orleans Parish

New to Greater New Orleans

Estimates based on sales tax collections reported by the New Orleans Finance Department.
Retail Trends

- Impact of Online sales
  - Marketplace Fairness (2014)
  - Omni-channel Retail
  - Opportunity for brick & mortar retailing

- Street Retail & Urban Redevelopment
  - Luxury retailers growing thru off-price outlets

Local Retail Trends

- Continued interest from new retailers
- Expansions of existing retailers
- Minimize leakage
- Location is key
- Adaptive reuse & unique configurations
Hospitality & Tourism Industry Outlook

John A. Williams, Ph.D.
Dean
The College of Business Administration
Director
The Hospitality Research Center

Convention Roomnights
(Thousands/Monthly Average)

Average Booking Window
(In Months)

Booking Window
(In Months)

Airport Capacity and Deplanements
(Monthly Average)

Hotel Room Rate
(In dollars/Annual Average)
Hotel Occupancy Rate (Percent/Annual Average)

Hotel Room Supply (Annual Average)

Casino Revenues ($Millions/Monthly Average)

Leisure and Hospitality Employment (Jobs in Thousands/Annual Average)

Employment (Jobs in Thousands/Annual Average)

Thank you
2014
Institute for Economic Development
and Real Estate Research
Partners

Executive

General

Senior

Junior

Favrot & Shane Companies

HomeB Bank

Real Estate Tax Group, LLC

Valbridge

Associate

American Bank & Trust
Crescent Title, LLC
Eustis Commercial Mortgage
Fifth District Savings Bank
Gulf States Real Estate Services, Inc.
Jack Stumpf & Associates
Jefferson Parish Economic Development Commission (JEDCO)

Kirschman Realty, LLC
Max Derbes, Inc.
The Park Companies
Resource Bank
State Investors Bank
St. Tammany Economic Development Foundation (STEDF)
Walker & Dunlop