



THE UNIVERSITY *of*  
NEW ORLEANS

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INSTITUTE FOR  
ECONOMIC DEVELOPMENT  
AND REAL ESTATE RESEARCH

October 17, 2019

Dear Prospective Partner,

Since 1978, the University of New Orleans Institute for Economic Development and Real Estate Research has been at the forefront of tracking and measuring trends in the regional real estate market through its annual publication of the *New Orleans and Northshore Region Real Estate Market Analysis* and through its professional development/continuing education seminars including the annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast Seminars.

We hope you will consider becoming a 2020 Institute Partner. Support from the regional business community enables the Institute to continue to provide and expand research and educational offerings that benefit the New Orleans and Northshore regions of Louisiana. The Institute appreciates the generous support we receive from the business community. University research centers, like the Institute, must be self-supporting through grants, contracts, report and seminar sales and sponsorships.

In 2020, the Institute will reach another milestone in its history by hosting the 10<sup>th</sup> annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast for the Northshore Region at the Tchefuncta Country Club in Covington on Thursday, May 14, 2020. The 31<sup>st</sup> annual metro New Orleans seminar will be held on Thursday, April 9, 2020 at the UNO Lakefront Campus. The 52<sup>nd</sup> volume of the *New Orleans and Northshore Region Real Estate Market Analysis* will also be published in April of 2020.

The *New Orleans and Northshore Region Real Estate Market Analysis* is a comprehensive analysis combines residential (single family homes, condominiums and apartments) with commercial (office, retail and industrial) real estate market trends, as well as, providing economic and population trends and economic development information. Over the years this has become a valuable reference guide to the business community in the region, as well as,

across the U.S. In addition, it is referenced by local media outlets and the regional and national press. Each year over 200 reports are sold and distributed to media outlets.

The annual Dr. Ivan Miestchovich Economic Outlook and Real Estate Forecast seminars are attended by a broad range of business community members including, but not limited to, the real estate industry, bankers, investors, CPAs, lawyers, non-profits and governmental agencies. Thanks to the support of our 2019 partners, we produced another successful year of seminars with over 500 attendees between both the New Orleans and Northshore seminars.

Enclosed is a brochure describing the Institute and outlining the partnership opportunities, a list of 2019 Partners and a partnership form for your consideration.

If you have any questions please contact me at [rcpenick@uno.edu](mailto:rcpenick@uno.edu) or Tracey Gremillion at [tgreml@uno.edu](mailto:tgreml@uno.edu) or at (504) 280-1408. Thank you for considering a 2020 Partnership.

Sincerely,

A handwritten signature in blue ink, reading "Robert C. Penick". The signature is fluid and cursive, with the first name "Robert" being the most prominent part.

Robert C. Penick, Ph.D.

Director and Adjunct Professor of Finance

## Who Are We?

The Institute for Economic Development and Real Estate Research combines the resources of the Center for Economic Development and Real Estate Research Center to provide technical assistance and applied research for public, private and nonprofit organizations.

### **Center for Economic Development**

The Center for Economic Development was established in 1978 as a joint effort of the state and federal government to work cooperatively with local agencies and non-profit organizations to create an environment which encourages economic diversification and growth. The Center engages in a wide variety of research and technical assistance programs involving resources from within the College of Business Administration as well as other colleges and community service units at UNO.

### **Real Estate Research Center**

The Real Estate Research Center was established to serve the real estate community and the general public through professional real estate education, primary real estate market data and contract research. Market data is published in the *Metropolitan New Orleans* and *Northshore Real Estate Market Analysis* annually. This report covers economic and real estate market trends for apartments, office, retail and warehouse/industrial properties. The report also describes current trends for single-family and condominium housing by parish and neighborhood. This analysis of the real estate market is distributed at the local, state and national levels. Professional real estate education is provided through continuing education courses and conferences, including the Annual Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast Seminars New Orleans and the Northshore.

### **Institute Director—Dr. Robert “Bob” Penick**

Dr. Penick holds a B.S. in Finance and MBA from Loyola University of New Orleans, a M.Ed. in supervision and administration from Our Lady of Holy Cross College in New Orleans and a MS and Ph.D. in Urban Studies with a concentration in real estate and real estate ethics from UNO. He is an Adjunct Professor of Finance at UNO, teaching real estate principles and real estate finance and is a faculty member of the NAR Realtor University which offers master's degrees in real estate to realtors across the country. Dr. Penick also serves as Senior Vice President and Chief Financial Officer for the Latter & Blum Companies in New Orleans.

## Institute for Economic Development & Real Estate Research

2000 Lakeshore Drive  
413 Kirschman Hall  
New Orleans, LA 70148  
Phone: 504-280-1408  
Fax: 504-280-3952  
E-mail: [remdc@uno.edu](mailto:remdc@uno.edu)

Website:  
[www.realestate.uno.edu](http://www.realestate.uno.edu)

Find us on Facebook:  
[UNO Institute for Economic  
Development & Real Estate  
Research](#)

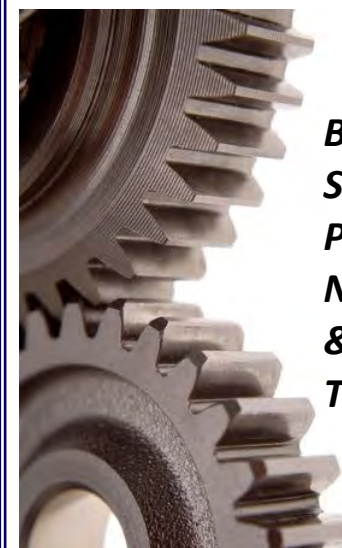


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*The University of New Orleans*

## Institute for Economic Development & Real Estate Research

**Partnership  
Opportunities  
2020**



***Building  
Strategic  
Partnerships  
Now  
& Into  
The Future***



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# 2020 Partnership Levels and Benefits

## Institute Partnerships

Over the years the Institute has developed valuable and strategic partnerships with people throughout the real estate community. Often those partnerships have centered on securing timely information to produce relevant and reliable results and on bringing together leaders to share their views and outlook for the real estate market. Now we are working to formalize these partnerships by securing financial commitments to ...

- underwrite our efforts in gathering, analyzing and reporting information used in making wide ranging real estate decisions;
- upgrade report coverage for the changing market;
- expand education offerings (including continuing education) and programs that support students and the regional business community.

## Institute Reach

- Annual Real Estate Market Analysis — average of 200 reports are sold to the national, regional and local business community and distributed to media outlets.
- Annual Forecast Seminars — brings together a cross-section of the business community and UNO community to network and learn about the economic and real estate trends and forecasts for the region.
  - ⇒ New Orleans seminar averages 400 attendees
  - ⇒ Northshore seminar averages 200 attendees
  - ⇒ Seminar handouts in PDF are posted to Center website (currently have a 5 year history on website)
- Quarterly single family housing reports posted on Institute website as part of the Institute's community outreach mission. Available to the general public and business community for free.

Partnership Levels	Managing \$10,000	General \$5,000	Senior \$2,500	Junior \$1,000	Associate \$500
<b>Benefits</b>					
<b>Total Admissions</b> to Economic Outlook & Real Estate Forecast Seminars (New Orleans & Northshore) <sup>1</sup>	50	40	20	10	6
<b>Hard copies</b> of New Orleans & Northshore Region Real Estate Market Analysis	12	8	6	4	2
<b>Digital Partner Recognition</b>					
Company Name and link on website					•
Company Logo and link on Institute website	•	•	•	•	
Recognized on Facebook Page as a Partner	•	•	•	•	•
Recognized on Welcoming Slides at the Seminars shown before the seminar and during the break	•	•	•	•	•
<b>Print Partner Recognition</b>					
Recognized as a Partner on promotional materials	•	•	•	•	•
Company Name on Seminar Partner Poster					•
Company Logo on Seminar Partner Poster	•	•	•	•	
Company Name on real estate report, seminar handouts and quarterly housing reports					•
Company Logo on real estate report, seminar handouts and quarterly housing reports	•	•	•	•	
<b>Display/Promotional Table</b>					
New Orleans Seminar	•	•	•	•	•
Northshore Seminar <sup>2</sup>	•				
<b>Advertisements in ...</b>					
Real Estate Report	Full Page	1/2 page			
Forecast Seminar Handouts	Full Page	1/2 page			

**Partnerships are renewable annually.**

### Notes:

1—Admissions may be used in any combination for the two Economic Outlook & Real Estate Forecast Seminars (i.e. Senior partner has 20 total admissions: use 12 for New Orleans and 8 for Northshore or all 20 for New Orleans, etc.)

**Additional Admissions** may be purchased by Partners for \$25.00 each (50% off of Pre-Registration Price) by April 2nd for New Orleans and by May 7th for Northshore Seminar

2—Due to limited space at venue, will only offer display table to Managing Partner(s)



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***Institute for Economic Development  
& Real Estate Research  
Partnership Opportunities - 2020***

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_

**Partnership Levels - Check One:**

***Managing Partner : \$10,000***

***General Partner : \$5,000***

***Senior Partner : \$2,500***

***Junior Partner: \$1,000***

***Associate : \$500***

**Friday, February 7, 2020**

Deadline to be guaranteed inclusion  
on all seminar promotion, where  
applicable.

**Friday, March 6, 2020**

Deadline to be guaranteed inclusion  
on report and handout back covers.

**Payment Information:** Please make checks payable to **UNO Foundation**

**Mail Check & Form to:** Attn: Tracey Gremillion  
Institute for Economic Development & Real Estate Research  
University of New Orleans  
2000 Lakeshore Drive, KH 413  
New Orleans, LA 70148

**Credit Card Payment may be mailed to above address, emailed to [tgremill@uno.edu](mailto:tgremill@uno.edu) or faxed to 504.280.3952**

Credit Card Payment: Card Type (Check One)      AMEX      VISA      MC      Discover  
Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Name on Card: \_\_\_\_\_

**Questions:** Please contact the Institute at 504.280.1408 or email [tgremill@uno.edu](mailto:tgremill@uno.edu)



# Institute for Economic Development & Real Estate Research

## 2019 Institute Partners

### EXECUTIVE



### General



### Senior



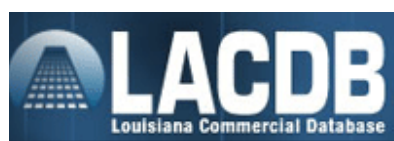
### Junior



ARGOTE, DERBES & TATJE, LLC  
REAL ESTATE APPRAISAL & COUNSELING  
512 N. Causeway Boulevard  
Metairie, Louisiana 70001  
(504) 833-8234



ED WHITE  
& ASSOCIATES



### Associate

Corporate Realty

Eustis Commercial  
Mortgage

Fifth District  
Savings Bank

Gulf States  
Real Estate Services

Jefferson Parish Economic Development Commission (JEDCO)

Kirschman Realty, LLC

Liberty Bank

Max J. Derbes, Inc.

Property One, Inc.

Resource Bank

The Finance Authority of  
New Orleans

Title Stream

Walker & Dunlop