Steering Committee

Sankofa Community Development Corporation
Rashida Ferdinand
Founder & Executive Director
Sankofa CDC
Rashida@sankofanola.org
504.872.9214

Asakura Robinson
Mayu Takeda
Senior Planner
Asakura Robinson
mayu@asakurarobinson.com
504.656.9129

A Community Voice
Reverend Richard Bell
Lower Nine Liaison

Arts Council of New Orleans
Sarah Woodward
Program Director
City Council District E
Victoria Lewandroski
Economic Development Liaison

Finance New Orleans
Derek Gauthier
Business Development Assistant

Jericho Road Housing
Nicole Barnes
Executive Director

Keisha Dauphine:
The Cooking Therapist
Keisha Henry
Principal

Leona Tate Foundation for Change
Leona Tate
Executive Director
Lower Nine Voters Coalition
Walter Goodwin
Executive Director

New Israel Baptist Church
Reverend Keith Haywood
Pastor

Level Up Campaign
Rickie Joseph
Marketing Director

Louvis Services
Lou Ann White
Executive Director

Lower 9th Ward Neighborhood Empowerment Network Association
Ron Mazier
Executive Director

Lower Nine Voters Coalition
Walter Goodwin
Executive Director
New Orleans Business Alliance
Greg Lawson
Director of Strategic Partnerships

New Orleans Health Department
Torrie Harris
Director of Equity

Our Mammy's
Gaynelle Brady
Principal

Regional Planning Commission
Malissa Dietsch-Givan
Coordinator of Public Outreach

Urban League of Louisiana
Klassi Duncan
Director of Center for Entrepreneurship
Icons on the covers:

- clinic by ArmOkay from the Noun Project
- House by Nhor from the Noun Project
- House by Alone forever from the Noun Project
- Shop by Made from the Noun Project
- Shop by Made by Made from the Noun Project
Contents

Part A: Community Profile ....... 1
Part B: City Government Profile ...19
Part C: General Questions ...... 27
Letters Of Support............... 79
Part A: Community Profile

A1b. District: N/A

A2. Parish: Orleans

A3. Contact Information:

Name and Title: Rashida Ferdinand, Founder & Executive Director

Organization: Sankofa Community Development Corporation

Mailing Address: 5200 Dauphine St
               New Orleans, LA 70117

Phone: (504) 872-9214

Email: Rashida@sankofanola.org
A4. Steering Committee

Main Street Coalition:

A Community Voice
Reverend Richard Bell
Lower Nine Liaison

Keisha Dauphine: The Cooking Therapist
Keisha Henry
Principal

Arts Council of New Orleans
Sarah Woodward
Program Director

Leona Tate Foundation for Change
Leona Tate
Executive Director

City Council District E
Victoria Lewandroski
Economic Development Liaison

Level Up Campaign
Rickie Joseph
Marketing Director

City of New Orleans Health Department
Torrie Harris
Director of Equity

Louvis Services
Lou Ann White
Executive Director

Jericho Road Housing
Nicole Barnes
Executive Director
Lower 9th Ward Neighborhood Empowerment Network Association
Ron Mazier
Executive Director

Lower Nine Voters Coalition
Walter Goodwin
Executive Director

New Israel Baptist Church
Reverend Keith Haywood
Pastor

Our Mammy's
Gaynelle Brady
Principal

Regional Planning Commission
Malissa Dietsch-Givan
Coordinator of Public Outreach

Urban League of Louisiana
Klassi Duncan
Director of Center for Entrepreneurship

New Orleans Business Alliance
Greg Lawson
Director of Strategic Partnerships
A5. Proposed organizational structure: Non-Profit Organization

A6. Is the City a Certified Local Government? Yes.

A7. City Population based on US Census Data:

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>557,515</td>
</tr>
<tr>
<td>1990</td>
<td>496,938</td>
</tr>
<tr>
<td>2000</td>
<td>484,674</td>
</tr>
<tr>
<td>2010</td>
<td>343,829</td>
</tr>
<tr>
<td>Current</td>
<td>389,648</td>
</tr>
</tbody>
</table>
A8. Current unemployment rate:

8.1% (Louisiana, seasonally-adjusted)

12.5% (Orleans Parish, not seasonally adjusted)


A9. Shopping centers in the community:

<table>
<thead>
<tr>
<th>Shopping Center</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chalmette Cinema Shopping Center</td>
<td>8700 W Judge Perez Dr, Chalmette, LA 70043</td>
</tr>
<tr>
<td>Clearview Center</td>
<td>4436 Veterans Memorial Blvd, Metairie, LA 70006</td>
</tr>
<tr>
<td>Elmwood Shopping Center</td>
<td>1200 S Clearview Pkwy, New Orleans, LA 70123</td>
</tr>
<tr>
<td>Fulton Street Mall</td>
<td>519 Fulton St, New Orleans, LA 70130</td>
</tr>
<tr>
<td>Gretna Village Shopping Center</td>
<td>1900 Lafayette St, Gretna, LA 70053</td>
</tr>
<tr>
<td>Lakeside Shopping Center</td>
<td>3301 Veterans Memorial Blvd, Metairie, LA 70002</td>
</tr>
<tr>
<td>Magnolia Marketplace</td>
<td>S Claiborne Ave &amp;, Toledano St, New Orleans, LA 70125</td>
</tr>
<tr>
<td>McArthur Shopping Center</td>
<td>3600 MacArthur Blvd, New Orleans, LA 70114</td>
</tr>
<tr>
<td>Mid-City Market</td>
<td>401 N Carrollton Ave, New Orleans, LA 70119</td>
</tr>
</tbody>
</table>
# A9. Shopping centers (cont.)

<table>
<thead>
<tr>
<th>Shopping Center</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nouveau 2 Oakwood Mall Shopping Center</td>
<td>197 Westbank Expy #1265, Gretna, LA 70053</td>
</tr>
<tr>
<td>Oakwood Center</td>
<td>197 Westbank Expy, Gretna, LA 70053</td>
</tr>
<tr>
<td>Oak Park Shopping Center</td>
<td>1545 Wakefield Pl, New Orleans, LA 70122</td>
</tr>
<tr>
<td>Outlet Collection at Riverwalk</td>
<td>500 Port of New Orleans Pl, New Orleans, LA 70130</td>
</tr>
<tr>
<td>Park Plaza Shopping Center</td>
<td>3300 Paris Rd, Chalmette, LA 70043</td>
</tr>
<tr>
<td>Read Plaza Shopping Center</td>
<td>7045 Read Blvd, New Orleans, LA 70127</td>
</tr>
<tr>
<td>Rotunda Shopping Center</td>
<td>5704 Crowder Blvd, New Orleans, LA 70127</td>
</tr>
<tr>
<td>Shops At Jackson Brewery</td>
<td>600 Decatur St, New Orleans, LA 70130</td>
</tr>
<tr>
<td>The Costco Center</td>
<td>3900 Dublin St, New Orleans, LA 70118</td>
</tr>
<tr>
<td>The Esplanade</td>
<td>1401 W Esplanade Ave, Kenner, LA 70065</td>
</tr>
<tr>
<td>The Mall</td>
<td>8700 W Judge Perez Dr, Chalmette, LA 70043</td>
</tr>
<tr>
<td>The Shops at Canal Place</td>
<td>333 Canal St, New Orleans, LA 70130</td>
</tr>
<tr>
<td>The Rink Shopping Center</td>
<td>2727 Prytania St, New Orleans, LA 70130</td>
</tr>
<tr>
<td>Towne Square Shopping Center</td>
<td>601 Terry Pkwy, Terrytown, LA 70056</td>
</tr>
<tr>
<td>University Village Shopping Center</td>
<td>6221 S Claiborne Ave, New Orleans, LA 70125</td>
</tr>
</tbody>
</table>
### A10. Closest regional shopping mall:

**The Shops at Canal Place**

**Anchor Tenants:**
- Saks Fifth Avenue
- Tiffany & Co.

**Distance from the proposed district:** 3.1 miles

<table>
<thead>
<tr>
<th>Shopping Center</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village Aurora Shopping Center</td>
<td>4100 General De Gaulle Dr, New Orleans, LA 70131</td>
</tr>
<tr>
<td>West Lake Shore Shopping Center LLC</td>
<td>300 Sapphire St, New Orleans, LA 70124</td>
</tr>
<tr>
<td>400 N Peters</td>
<td>400 N Peters St, New Orleans, LA 70130</td>
</tr>
</tbody>
</table>
A11. List the financial institutions in your city (banks, savings & loans, credit unions):

<table>
<thead>
<tr>
<th>ID</th>
<th>Business Name</th>
<th>In District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ASI Federal Credit Union/ OnPath Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>2</td>
<td>Bank of Louisiana</td>
<td>N</td>
</tr>
<tr>
<td>3</td>
<td>Crescent Bank</td>
<td>N</td>
</tr>
<tr>
<td>4</td>
<td>Campus Federal Credit Union - LSU Resource Building Branch</td>
<td>N</td>
</tr>
<tr>
<td>5</td>
<td>Campus Federal Credit Union - BioDistrict Branch</td>
<td>N</td>
</tr>
<tr>
<td>6</td>
<td>Capital One Bank</td>
<td>N</td>
</tr>
<tr>
<td>7</td>
<td>Capital One Bank</td>
<td>N</td>
</tr>
<tr>
<td>8</td>
<td>Capital One Bank</td>
<td>N</td>
</tr>
<tr>
<td>9</td>
<td>Capital One Bank</td>
<td>N</td>
</tr>
<tr>
<td>10</td>
<td>Chase Bank</td>
<td>N</td>
</tr>
<tr>
<td>11</td>
<td>Chase Bank</td>
<td>N</td>
</tr>
<tr>
<td>12</td>
<td>Chase Bank</td>
<td>N</td>
</tr>
<tr>
<td>13</td>
<td>Coast Guard Employees Cu</td>
<td>N</td>
</tr>
<tr>
<td>14</td>
<td>Eagle Federal Credit Union</td>
<td>Y</td>
</tr>
<tr>
<td>15</td>
<td>Federal Reserve Bank</td>
<td>N</td>
</tr>
<tr>
<td>16</td>
<td>Fidelity Bank</td>
<td>N</td>
</tr>
<tr>
<td>17</td>
<td>Fidelity Bank - ATM</td>
<td>N</td>
</tr>
<tr>
<td>ID</td>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2372 St Claude Ave Ste 122, New Orleans, LA 70117</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>300 St Charles Ave, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1100 Poydras St #100, New Orleans, LA 70163</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>433 Bolivar Street Second Floor, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>2200 Tulane Ave, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2700 S Claiborne Ave Suite 100 Suite 100, New Orleans, LA 70125</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>137 Royal St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>313 Carondelet St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Saint Charles Ave</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>2200 St Charles Ave, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>201 St Charles Ave Ste 110, New Orleans, LA 70170</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>1425 N Broad St, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>500 Poydras St #1226, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td><strong>Jackson Barracks, Area C, 6400 St Claude Ave Building 4208, New Orleans, LA 70117</strong></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>525 St Charles Ave, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>201 St Charles Ave 27th floor, New Orleans, LA 70170</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>1450 Poydras St #100, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Business Name</td>
<td>In District</td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>18</td>
<td>First Bank and Trust Headquarters</td>
<td>N</td>
</tr>
<tr>
<td>19</td>
<td>Gertrude Geddes Willis FCU</td>
<td>N</td>
</tr>
<tr>
<td>20</td>
<td>Greater New Orleans Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>21</td>
<td>Gulf Coast Bank &amp; Trust Company</td>
<td>N</td>
</tr>
<tr>
<td>22</td>
<td>Hancock Whitney Bank</td>
<td>N</td>
</tr>
<tr>
<td>23</td>
<td>Hancock Whitney Bank</td>
<td>N</td>
</tr>
<tr>
<td>24</td>
<td>Hancock Whitney Bank</td>
<td>N</td>
</tr>
<tr>
<td>25</td>
<td>Hancock Whitney Bank</td>
<td>N</td>
</tr>
<tr>
<td>26</td>
<td>Hancock Whitney Bank</td>
<td>N</td>
</tr>
<tr>
<td>27</td>
<td>Hibernia Bank</td>
<td>N</td>
</tr>
<tr>
<td>28</td>
<td>Hope Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>29</td>
<td>IBERIABANK</td>
<td>N</td>
</tr>
<tr>
<td>30</td>
<td>IBERIABANK</td>
<td>N</td>
</tr>
<tr>
<td>31</td>
<td>IBERIABANK</td>
<td>N</td>
</tr>
<tr>
<td>32</td>
<td>Internal Revenue Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>33</td>
<td>Judicial &amp; Justice Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>34</td>
<td>Judicial &amp; Justice Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>35</td>
<td>Liberty Bank New Orleans</td>
<td>N</td>
</tr>
<tr>
<td>36</td>
<td>NAS JRB Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>37</td>
<td>New Orleans Police Department Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>38</td>
<td>New Orleans Port Employee Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>39</td>
<td>Post Office Employees' Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>40</td>
<td>Regions Bank</td>
<td>N</td>
</tr>
<tr>
<td>41</td>
<td>Regions Bank</td>
<td>N</td>
</tr>
<tr>
<td>42</td>
<td>Resource Bank</td>
<td>N</td>
</tr>
<tr>
<td>43</td>
<td>Riverland Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>44</td>
<td>Sewerage &amp; Water Board Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>ID</td>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>-------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>909 Poydras St #100, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>2128 Jackson Ave, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>2812 Canal St, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>200 St Charles Ave, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>701 Poydras St, New Orleans, LA 70139</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>3311 Canal St, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>430 Chartres St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>700 Baronne St, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>2421 St Claude Ave, New Orleans, LA 70117</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>325 Carondelet St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>1726 Oretha Castle Haley Blvd, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>3351 N Causeway Blvd, Metairie, LA 70002</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>601 Poydras St Suite 100, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>1409 Oretha Castle Haley Blvd Suite A, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>1555 Poydras St # 250, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>501 Magazine St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>600 S Maestri Place, Room 801, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>2714 Canal St, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>400 Russell Ave # 509, New Orleans, LA 70143</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>715 S Broad Ave, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>1350 Port of New Orleans Pl, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>701 Loyola Ave #100, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>1820 St Charles Ave Suite 100, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>400 Poydras St Suite 100, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>412 Magazine St, New Orleans, LA 70130</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>639 Loyola Ave #220, New Orleans, LA 70113</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>625 St Joseph St, New Orleans, LA 70165</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Business Name</td>
<td>In District</td>
</tr>
<tr>
<td>----</td>
<td>-------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>45</td>
<td>Southeast Louisiana Veterans Health Care System Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>46</td>
<td>State Bank &amp; Trust Company</td>
<td>N</td>
</tr>
<tr>
<td>47</td>
<td>Tulane Loyola Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>48</td>
<td>Xplore Federal Credit Union</td>
<td>N</td>
</tr>
<tr>
<td>ID</td>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>--------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>2400 Canal St, New Orleans, LA 70119</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>1010 Common St a103, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>1440 Canal St #101, New Orleans, LA 70112</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>701 Poydras St Suite 140, New Orleans, LA 70139</td>
<td></td>
</tr>
</tbody>
</table>
A12. List the newspapers, radio stations, and television stations that serve your community:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Channel/Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>News: BIN 1280, WBOK, WRNO 99.5, WWL, WWOZ</td>
</tr>
<tr>
<td></td>
<td>Music: K24CE, KKND, KMEZ, KVDU, WHKM, WNOE, WNOZ, WQUE-FM, WRKN, WWNO, WYLD, WZRH-FM</td>
</tr>
<tr>
<td>Television</td>
<td>KADN-TV, KFOL-CD, KGLA-DT, KTAL-TV, WDSU, WGNO, WHNO, WJTV, WLAE-TV, WMDN, WNOL-TV, WPXL-TV, WUPL, WUPL, WVLA-TV, WVUE-DT, WWLTV, WYES-TV</td>
</tr>
</tbody>
</table>
A13. Is tourism an economic factor in your community? Yes.

Identify any nearby major resorts or attractions:

Bayou Bienvenue Wetland Triangle
Doullut Steamboat House
Fats Domino's Home
House of Dance & Feathers
Jackson Barracks
Lower Nine Levee
Lower Ninth Ward Living Museum
Make It Right homes
Sankofa Nature Trail and Wetland Park
Tate, Etienne, Prevost (TEP) Center -- planned
A14. Does your city have a tourism commission? Yes.

A15. Does your city have a tourism/convention tax? If yes, what percent? Yes.

- 5% hotel/motel tax
- 1.75% tourism support assessment
A16. Provide the following information for any community events (parades, festivals, etc.) held annually in the proposed district:

Big Nine Second Line Parade
   WHO: Hosted by the Big 9 Social Aid and Pleasure Club
   WHEN: December
   ESTIMATED ATTENDANCE: 1,000

NENA Turkey Giveaway
   WHO: Lower 9th Ward Neighborhood Empowerment Network Association (NENA)
   WHEN: November
   ESTIMATED ATTENDANCE: 400

Level Up Toy Giveaway
   WHO: Level Up Campaign
   WHEN: December
   ESTIMATED ATTENDANCE: 400
Part B: City Government Profile
B1. City’s sales tax revenue:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$147,326,765</td>
</tr>
<tr>
<td>2019*</td>
<td>$205,168,843</td>
</tr>
<tr>
<td>2020**</td>
<td>$157,664,031</td>
</tr>
</tbody>
</table>

* Audited but not finalized  
** Forecast  

B2. List the federal, state, parish, and local government agencies located in your proposed district:

District 99  
State Senator District 3  
City Council District E
### B3a. Agencies and City Documents:

<table>
<thead>
<tr>
<th>Agency / Office</th>
<th>Staff Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Commission</td>
<td>9</td>
</tr>
<tr>
<td>Zoning Commission</td>
<td>7</td>
</tr>
<tr>
<td>Community Development</td>
<td>31</td>
</tr>
<tr>
<td>City Planning</td>
<td>32</td>
</tr>
<tr>
<td>Building Inspector</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City Document</th>
<th>Year Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive Plan</td>
<td>Adopted 2010, Amended 2018</td>
</tr>
<tr>
<td>Zoning Ordinance</td>
<td>2015</td>
</tr>
<tr>
<td>Central Business District Plan</td>
<td>2010</td>
</tr>
</tbody>
</table>
B3b. List the municipal government’s priorities for the proposed district:

Sankofa CDC engaged with multiple departments in the City of New Orleans and other groups and agencies. The following are key themes identified through ongoing discussions.

City of New Orleans, Office of Economic Development

The City of New Orleans identified several priorities along St. Claude Avenue:

• Access to fresh food
• Development of vacant and underutilized lots near and along the corridor with the following goals:
  » Lot maintenance and blight reduction
  » Commercial revitalization
  » Affordable housing development
  » Increased private investment
City of New Orleans, District E

The Office of Councilwoman Cyndi Nguyen of District E has been a key partner in the effort to bring a Main Street to the Lower Ninth Ward, and has identified the following priorities:

- Economic development in the Lower Ninth Ward
- Community engagement to bring the vision of residents of Lower 9 to fruition
- More people utilizing St Claude for business
- Families walking down the avenue to businesses and community hubs
- Avoid gentrification
- Support small and local businesses
- Provide opportunities for business and entrepreneurs to get started on the St Claude Main Street
- Access to public transportation
- Art in public spaces
City of New Orleans, Health Department

The Health Department is interested in examining public investment in the area as a public health issue and incorporating a Health in All Places (HiAP) framing to the Main Street. The following priorities were identified:

- Improving health outcomes through economic development
- Assessing the health impacts of development, potentially through a health impact assessment (HIA)

New Orleans Business Alliance

The New Orleans Business Alliance (NOLABA), a public-private partnership and the official economic development organization for the City of New Orleans, has established a Lower Ninth Ward Economic Development District (Lower 9 EDD). To ensure alignment between the Main Street and the Lower 9 EDD, NOLABA identified the following as priority items:

- Community-driven development
- Small business development and retention
- Talent and workforce development
- Identification of opportunities for vacant big box buildings
- Creative placemaking
Finance New Orleans

Finance New Orleans will offer the following programs to support the Lower Ninth Ward Main Street project:

• Sustainable Developer Financing Program
  » Launched in June 2020
  » Offers PILOTs (Tax Abatement), Bonds, & Tax Credits to multifamily developers building affordable & innovative housing.
  » Has already approved 3 projects for the program including the McDonogh 19/TEP Center located in the Lower Ninth Ward.

• Green Mortgage Program
  » Launching this program January 2021.
  » Will offer mortgages with down payment assistance and additional funding for green infrastructure upgrades to the home such as Energy Efficiency (i.e. solar panels), stormwater (i.e. rain gardens), and wind (i.e. fortified roofs) upgrades.
  » Will serve Low-Middle Income households making these upgrades affordable for the community.
» Aims to make the homes for this demographic more resilient while creating a more resilient community through aggregating resilience and mitigation efforts.

» Plans to employ a certain number of DBE firms creating new opportunities by establishing programs in conjunction with NOLABA to train minority contractors in the skills needed to complete these types of projects.

• Housing Innovation Program
  » Will aim to launch program mid/late 2021
  » Will provide funding and resources for innovative housing initiatives around the city to promote more sustainable ways of building houses.
  » Will start by choosing certain homes and ideas to pilot the program.
B4. List any grants or transfer of funds (capital outlay funds, etc.) received in the last five years related to revitalization of the proposed district:

<table>
<thead>
<tr>
<th>Funder</th>
<th>Amount</th>
<th>Project Synopsis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kresge Foundation - American Cities</td>
<td>$100,000.00</td>
<td>community and economic development planning</td>
</tr>
<tr>
<td>Kresge Foundation - Fresh, Local &amp; Equitable (FreshLo)</td>
<td>$275,000.00</td>
<td>community health education, place based planning, operations</td>
</tr>
<tr>
<td>Kellogg Foundation - Health Food Hub</td>
<td>$500,000.00</td>
<td>community health education, place based planning, operations</td>
</tr>
<tr>
<td>Coastal Protection and Restoration Authority</td>
<td>$275,000.00</td>
<td>Sankofa Wetland Park &amp; Nature Trail development</td>
</tr>
<tr>
<td>HOPE Fresh Food Retail Initiative Loan</td>
<td>$433,000.00</td>
<td>Loan for Fresh Stop Market development and operations</td>
</tr>
</tbody>
</table>
B5. Total annual budget of municipal government for the current fiscal year: $721.9 million

Part C: General Questions
C1. Describe the physical attributes for the proposed revitalization area (name the streets or edges that describe the area and include the number of blocks) and describe why this area was selected for economic transformation:

The proposed Lower Ninth Ward Main Street spans St. Claude Avenue between Sister Street to the west and Government Street to the east. The lots included in the district are those which front and touch St. Claude Avenue. The proposed district is bound by Marais Street toward the Bayou Bienvenue Wetland Triangle and North Rampart Street towards the Mississippi River.

The area was selected for economic transformation due to existing nodes of commercial, civic, and religious activities along the corridor, which made it an ideal area for economic transformation.
Especially relevant are the churches, non-profit organizations, and cultural institutions which dot the corridor and surrounding streets. These institutions build upon and reflect the strong sense of community bonds, identity, and culture, which will be vital for a Main Street.

C2. List the strengths of the proposed revitalization area and the assets that can be built upon to achieve economic transformation:

The Lower Ninth Ward of New Orleans, Louisiana is a hub of cultural, civic, and faith-based activities that transcends its reputation as a site devastated by Hurricane Katrina. There is an incredibly strong sense of community identity and culture, with longtime residents who feel they have a stake in the redevelopment of their community. Many residents express a deep nostalgia for St Claude Avenue’s past as a vibrant and walkable commercial corridor with a candy store, skating rink, tool shop, and other amenities.

It will be crucial to continue to build on the community’s desire to transform St Claude Avenue and work with community stakeholders as integral partners to the planning process.
9th Ward NENA and Level Up Campaign office and lot
St David Catholic Church
Some of the crucial stakeholders will be the civic and religious institutions along and around the corridor, as they bring together residents and continue to advocate for a vibrant St Claude Avenue. Trusted community organizations will be important partners and bring the vision for the Main Street to fruition with resident-centered planning and leadership.

The assets identified in the map on the following pages illustrate nodes of commercial, cultural, religious, and civic activity.

Additionally, most of the corridor is zoned as Historic Urban Neighborhood Mixed-Use District (HU-MU), which encourages higher densities and a pedestrian-oriented environment. The zoning is quite permissive, and it allows residential as well as commercial uses, such as grocery stores, medical and dental clinics, day care centers, and most types of restaurants (fast food is conditionally permitted). HU-MU creates a multitude of opportunities for revitalization that allows for growth of commercial and residential uses that builds on the community’s desire for a vibrant corridor.
Nonprofits and Cultural Institutions

Businesses

Churches
C3. List the physical opportunities of the built environment for economic transformation in the proposed revitalization area. Identify vacant or underutilized commercial properties, sites that might be improved, physical barriers to improved pedestrian activity, and housing and live/work opportunities:

Vacant Lots

The vacant lots and abandoned buildings along St Claude Avenue are a challenge as well as an enormous opportunity for revitalization in the area. They create a perception of underinvestment and blighted conditions which can discourage investment and drive away potential visitors. At the same time, they can, with the right mix of incentives and public investment, allow communities to reimagine the possibilities for the corridor.
Along St Claude Avenue, the Caffin Avenue intersection in particular is surrounded by largely vacant buildings, and abandoned parking lots that could be transformed to create a welcoming entryway to the neighborhood.

There are notably large vacant lots along Aycock Street, Mehle Street, Government Street, Delery Street, St. Maurice Avenue, Alabo Street, Lamanche Street, Flood Street, Egania Street, Forstall Street, Reynes Street, Tennessee Street, and Sister Street. Near most of these corners there are underutilized or abandoned structures that could be rehabilitated to activate these corridors.
The 50 blocks between St Claude Avenue and Claiborne Avenue, bounded by Forstall Street and Tupelo Street are designated Opportunity Zones, and developers who invest there may be eligible for capital gain tax incentives.

Additionally, the New Orleans Redevelopment Authority (NORA) has been strategically investing and marketing lots in the Lower Ninth Ward through solicitations to develop residential homes that are affordable for households at or below 80% of Area Median Income.

A Lower 9 Main Street would be a central hub for creating a strategic framework for the redevelopment in the Lower Ninth Ward area, working with community stakeholders and multiple agencies to spur sustainable economic growth by leveraging the vacant and underutilized lots.

An example of a successful model that could bring together community and City stakeholders for short-term transformations is the PHS Philadelphia LandCare program. The Pennsylvania Horticultural Society, a local nonprofit, is partnering with the City of Philadelphia and community groups to transform vacant lots into public green space. These spaces can be gardens, communal sitting areas, or simply a beautified lot with a maintained lawn.
The maintenance of these lots alone have been shown to provide health benefits, such as decreased levels of stress and depression and increased exercise, as well as decreases in gun violence in the communities with Philadelphia LandCare lots. These lots are also being used to generate jobs, as more than 25 formerly incarcerated people have been hired and trained to perform landscaping services.

Cultural Preservation and Restoration

The Lower 9th Ward area surrounding St. Claude Avenue is full of historic structures that can be used to create a district dedicated to cultural preservation and economic prosperity. Fats Domino's home, the Lower Ninth Ward Living Museum, the House of Dance and Feathers, the Jackson Barracks Military Museum, the Louisiana National Guard Foundation, and several churches can act as cultural anchors along the corridor. Gateways to the community can be stationed at Tupelo Street, Caffin Avenue, and the St. Claude Avenue bridge.

Sidewalks are in largely decent shape along the corridor, but more care could be taken to create crosswalks across the fairly wide street to make sure that it is safe to cross the roads.
Interspersing more commercial activity along the residential blocks will also increase the walkability of the corridor by making destinations closer together. Historically, there have been important businesses at the corners of Lizardi Street, Forstall Avenue, Andry Street, Flood Street, Tupelo Street, Lamanche Street, and Claiborne Avenue.

A concerted storefront rehabilitation program to improve the aesthetics of the commercial properties could immensely help to boost foot traffic along the corridor.
C4. List the entrepreneurial, business, and job opportunities that the proposed revitalization area may have for economic transformation:

One of the key guiding principles for the Lower 9 Main Street will be sustainable growth, meaning growth that benefits the historic communities and residents of the Lower Ninth Ward. This means providing entrepreneurial, business, job, and housing opportunities to current residents of the area and mitigating harmful effects of reinvestment, such as displacement of residents and local businesses.

Towards this end, the Lower 9 Main Street team is in continuous communication with NOLABA, FNO, the Urban League of Louisiana, the Office of Economic Development, NORA, among many others, to ensure that the groundwork is laid to increase access to jobs, resources for business development and retention, and affordable and resilient housing and homeownership.

The resulting multi-agency cross-sectoral partnerships will leverage the Main Street process to create a framework for sustainable growth that takes a holistic view of community development.
Targeted outreach of area residents can provide access to jobs training, entrepreneurship, and homeownership courses. Local businesses can be engaged to ensure business retention. City-owned lots can be marketed for targeted investments that bring community benefits.

Economic development in the Lower 9 should be leveraged to enhance community health and address those social determinants that impact equitable health and wellness opportunities for people living in the Lower Ninth Ward. This may include increased small businesses owned and supported by resident of the area; employment and wealth-building opportunities; more access to preventative care facilities, health clinics, and pharmacies; enhancing walkability; increasing the availability of fresh and affordable produce and whole foods. Community health ambassadors and outreach workers would be trained to lead advocacy and policy-centered work to improve health outcomes for citizens of the Lower Ninth Ward within a plan for sustainable and equitable growth of the area.
C5. List barriers for business reinvestment and redevelopment:

Perceptions of disinvestment and blight shape and reinforce the current physical conditions along St Claude Avenue. The blighted properties have led to a decrease in demand for commercial development along the corridor, stunted growth, and deterred community use of the corridor. Residents emphasized a history of local operation of small businesses by people who live in the area. Business led by residents of the area help stimulate commercial revitalization through local stewardship.

An additional barrier is lack of available capital through loans and investment funds for local business owners to acquire properties for business operations. Public investment in the area will be a key signal of City interest in the area, and incentives to rehabilitate and develop commercial properties may be necessary for both external developers and local small business owners.

Development of the corridor may expand more service-focused businesses, job-training and skills-building businesses, and food-oriented business, and may incorporate light manufacturing and food production businesses that directly offer more employment opportunities for residents. Cultivating local businesses that will be accessible for residents will be a key factor in creating a vibrant corridor, which in turn, will attract visitors from outside the neighborhood.
C6. District Boundaries

ST CLAUDE AVE

MARAIS ST

URQUHART ST

N VILLERE ST

N RAMPART ST

ST CLAUDE AVE

SISTER ST

ROYAL ST

ST CLAUDE CT

FLOOD ST

JOARDAN AVE

DESLONDE ST

TENNESS ST

REYNES ST

FORSTALL ST

LIZARDI ST

EGANIA ST

ANDRY ST
C7. Attach a minimum of 10 photographs that are representative of your proposed revitalization area.
CIVIL RIGHTS PIONEERS
McDonogh No. 19 Elementary School
Site of the Integration of Southern Elementary School
November 14, 1960

On November 14, 1960, four six-year-old children in New Orleans became the first African-Americans to integrate 'white only' public elementary schools in the Deep South. On that day, three girls enrolled in McDonogh No. 19 School at 3909 St. Claude Avenue. A fourth girl began classes at William Frantz School at 3011 North Claiborne Avenue.

The integration of New Orleans public elementary schools marked a major focal point in the history of the American Civil Rights Movement. With worldwide attention focused on New Orleans, federal marshals wearing yellow armbands began escorting the four girls to the schools at 9 am. By 9:25 am, the first two public elementary schools in the Deep South were integrated. As front line soldiers in the Civil Rights Movement, the four girls, their families, and white families who kept their children in integrated schools endured taunts, threats, violence and a year-long boycott by segregationists. Despite danger, the four children successfully completed the school year. Their courage paved the way for a more peaceful expansion of integration into other schools in the following years.

THE CRESCECT CITY PEACE ALLIANCE
C8. Baseline Statistics

Current numbers for the area

Data for all lots and buildings adjacent to St. Claude Ave unless otherwise noted

<table>
<thead>
<tr>
<th>Total number of buildings</th>
<th>49</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings 50+ years old*</td>
<td>70%</td>
</tr>
<tr>
<td>Street level vacancy %</td>
<td>20.4%</td>
</tr>
<tr>
<td>Number of housing units</td>
<td>42</td>
</tr>
<tr>
<td>Average commercial rental rate ($/sqft per year)**</td>
<td>$18 psqf/yr</td>
</tr>
<tr>
<td>Average residential rental rate ($/sqft per year)***</td>
<td>$13 psqf/yr</td>
</tr>
</tbody>
</table>

*estimate for Lower Ninth Ward District, from ACS 2018 5-year estimates, "DP04: Selected housing characteristics"

**based on available listings

***based on available listings
**Number of properties by property types:**

Data for all lots and buildings adjacent to St. Claude Ave unless otherwise noted

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>49</td>
</tr>
<tr>
<td>Government</td>
<td>2</td>
</tr>
<tr>
<td>Faith-Based</td>
<td>8</td>
</tr>
<tr>
<td>Industrial</td>
<td>0</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>11</td>
</tr>
</tbody>
</table>

### Number of businesses by type:

Data for all lots and buildings adjacent to St. Claude Ave unless otherwise noted

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>10*</td>
</tr>
<tr>
<td>Restaurants</td>
<td>0</td>
</tr>
<tr>
<td>Service</td>
<td>3**</td>
</tr>
<tr>
<td>Professional</td>
<td>0</td>
</tr>
<tr>
<td>Non-profit</td>
<td>6</td>
</tr>
<tr>
<td>Industrial</td>
<td>0</td>
</tr>
<tr>
<td>Faith-Based</td>
<td>4</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
</tr>
</tbody>
</table>

* Includes corner store, tire shops
** Include auto mechanic shops

Letters Of Support
December 11, 2020

Mr. Ray Scriber  
Louisiana Main Street Director  
Capitol Annex Building  
1051 North Third Street, Suite 405  
Baton Rouge, LA  70802

RE: LETTER OF SUPPORT - THE LOWER 9TH WARD MAIN STREET PROGRAM

Dear Mr. Scriber:

As Mayor of the City of New Orleans, I would like to express my support of Sankofa Community Development Corporation’s (CDC) efforts to establish a nationally recognized Main Street in the Lower Ninth Ward. A Main Street in the Lower Nine will bring together community-oriented and community-led development and revitalization efforts that will bring much needed public and private investment to the historic commercial corridor on St. Claude Avenue.

I believe that St. Claude Avenue, with its strong network of community residents and existing physical and cultural assets as well as City investments in infrastructure, would be an excellent location for a Main Street. I have seen broad community support through the consistent presence of the Steering Committee members at meetings who have expressed a strong desire to leverage economic investments towards uplifting community health. I believe Sankofa CDC and the Main Street program are ideal partners to bring forth these outcomes.

I am committed to the success of the effort to make St. Claude Avenue a nationally accredited Main Street. One of my economic development goals is to support community-led redevelopment efforts such as the Lower Nine Main Streets program, and I intend to support the program through technical assistance and help with navigating City processes.

I look forward to working further with Sankofa CDC, as well as the future Lower Nine Main Street, to bring forth a vibrant commercial corridor on St. Claude Avenue.

Thank you for your time and consideration.

Sincerely,

LaToya Cantrell  
Mayor, City of New Orleans
May 8, 2020

Sankofa Community Development Corporation
5200 Dauphine Street
New Orleans, LA 70117

Dear Sankofa CDC:

I was in attendance for the virtual presentation of the Lower Ninth Ward Main Street project, I was amazed at the revitalization of the historic buildings and how the redesign increased the economic development in the area. One project that stood out the most to me was the restoration of the Perkins Rowe shopping mall in Baton Rouge, Louisiana. That particular Main Street project changed the entire community. It provided high end shopping stores in a cozy setting. Developers began building houses to fit the demand of area and homeownership increased. I know that same concept would drastically change the Lower Ninth Ward as well. It would be truly remarkable.

I am very proud to provide this letter of support of Sankofa’s leadership of the Lower Ninth Ward Main Street project. I believe the project would have an economic vitality impact in the community. The Sankofa wetlands project preserved an area of the Lower Ninth Ward that was in disrepair. It transformed the historic site into a beacon of hope by bringing people to an area to enjoy the beauty of nature. I envision the same outcome with the Main Street project. It will bring people back to the community and promote redevelopment that will have a positive economic impact.

I see the Lower Ninth Ward Main Street project as not only a success for the district I serve, but also as a major contribution to the City of New Orleans and the effort to preserve and restore the Lower Ninth Ward Community.

Please feel free to contact me should you need additional information at Cyndi.Nguyen@nola.gov.

Sincerely,

Cyndi Nguyen
Councilmember, District E
December 12, 2020

Ray W. Scriber
Director, Louisiana Main Street
Louisiana Division of Historic Preservation
P.O. Box 44247
Baton Rouge, Louisiana 70804

Re: The Lower 9th Ward Main Street Program

Director Scriber,

I am writing today in support of Sankofa Community Development Corporation’s efforts to establish a nationally recognized Main Street in the Lower Ninth Ward. A Main Street on the Lower Nine will bring together community-oriented and community-led development and revitalization efforts that will bring much needed public and private investment to the historic commercial corridor on St. Claude Avenue.

We believe that St. Claude Avenue, with its strong network of community residents and existing physical and cultural assets, would be an excellent location for a Main Street. We have seen broad community support through the consistent presence of the Steering Committee members at meetings, and they have expressed a strong desire to leverage economic investments towards uplifting community health, and we believe Sankofa CDC and the Main Street program are ideal partners to bring forth these outcomes.

The New Orleans City Council is committed to the success of the effort to make St. Claude Avenue a nationally accredited Main Street. One of our long-term organizational goals is to support community-led redevelopment efforts such as the Lower Nine Main Streets program, and we intend to support the program as it navigates the process to completion.

We look forward to working further with Sankofa CDC, as well as the future Lower Nine Main Street to bring forth a vibrant commercial corridor on St. Claude Avenue.

Sincerely,

Helena Moreno
New Orleans City Council Vice President
Re: Lower Ninth Ward Main Street Program

To Whom It May Concern,

I am writing in support of Sankofa Community Development Corporation’s efforts to establish a nationally recognized Main Street in the Lower Ninth Ward. A Main Street in the Lower Ninth Ward will bring together community-oriented and community-led development and revitalization efforts that will bring much needed public and private investments to the historic commercial corridor on St. Claude Avenue.

I believe that St. Claude Avenue, with its strong network of community residents and existing physical and cultural assets, would be an excellent location for a Main Street. I have seen broad community support through the consistent presence of the Steering Committee members at meetings, and they have expressed a strong desire to leverage economic investments towards uplifting community health, and I believe Sankofa CDC and the Main Street program are ideal partners to bring forth these outcomes.

I am committed to the success of the effort to make St. Claude Avenue a nationally accredited Main Street. One of my long-term organizational goals is to support community-led redevelopment efforts such as the Lower Ninth Ward Main Street Program, and I intend to support the program with helping to identify resources.

I look forward to working further with Sankofa CDC, as well as the future Lower Ninth Ward Main Street Program to bring forth a vibrant commercial corridor on St. Claude Avenue.

Thank you for your time and careful consideration of this project

Best Regards,

[Signature]

Candace N. Newell
State Representative District 99
December 3, 2020

Ray W. Scriber, MArch, MBA
Director, Louisiana Main Street
Louisiana Division of Historic Preservation
P. O. 44247
Baton Rouge, La 70804

RE: Sankofa Community Development Corporation

Dear Mr. Scriber,

I am writing in support of the application for Sankofa Community Development Corporation’s efforts to establish a nationally recognized Main Street in the Lower Ninth Ward of New Orleans. This development will bring a much needed revitalization to the St. Claude Corridor.

Sankofa’s mission is to educate, provide pathways, and establish and restore small businesses. I commend Sankofa CDC’s efforts to collaborate with community stakeholders and partners to bring forth a vibrant commercial corridor.

Thank you for your consideration as I am in full support of this project to transform St Claude Avenue into a nationally accredited Main Street. This is important to our community and the economy as a whole. If there are any questions, please feel free to contact me.

Sincerely yours,

Joseph Bouie, Jr.
December 8, 2020

Louisiana Main Street
Capitol Annex Building
1051 North Third Street, Suite 405
Baton Rouge, Louisiana 70802

RE: THE LOWER 9TH WARD MAIN STREET PROGRAM

Dear Louisiana Main Street,

New Orleans Redevelopment Authority (NORA) writes this letter in support of Sankofa Community Development Corporation’s efforts to establish a nationally recognized Main Street in the Lower Ninth Ward. The establishment of a Main Street in the Lower Ninth Ward will bring together community-oriented and community-led development and revitalization efforts that will bring much needed public and private investment to the historic commercial corridor on St. Claude Avenue.

We believe that St. Claude Avenue, with its strong network of community residents and existing physical and cultural assets, would be an excellent location for a Main Street. We have seen a strong desire to leverage economic investments towards uplifting community health, and the Main Street program is ideal to bring forth these outcomes.

NORA is committed to the success of the efforts to make St. Claude Avenue a nationally accredited Main Street. One of our organizational goals is to support community-led redevelopment efforts such as the Lower Nine Main Streets program, and we intend to support the program through our existing commercial and housing revitalization programs in the Lower Ninth Ward. That should benefit the Lower Ninth Ward Main Street.

We look forward to working further with Sankofa CDC, as well as the future Lower Nine Main Street to bring forth a vibrant commercial corridor on St. Claude Avenue.

Sincerely,

Brenda M. Breaux, Esq.
Executive Director
Dear Mr. Scriber:

One of only 62 economic development organizations accredited by the International Economic Development Council, the New Orleans Business Alliance (NOLABA) was formed in 2010 through a coalition of business and civic leaders to employ the best practices in economic development to position New Orleans as the ideal intersection of commerce and culture. As the official economic development partner for the City of New Orleans and the hub of its business community, NOLABA’s goal is to achieve economic growth and pathways to prosperity for every business, every person, and every neighborhood in New Orleans, addressing inequities while improving opportunity for all.

Through Strategic Neighborhood Development we are focusing resources and economic development efforts in neighborhoods that have endured historic disinvestment such as the Lower Ninth Ward. Our SND team begins by working with existing residents and business owners who have sustained communities, centering them in shared learning and prioritizing strategies. We inform decisions with leading-edge data and design projects for future-focused economic growth and ongoing expansion. The community driven approach for the establishment of a Main Street along the St. Claude Ave. within the Lower Ninth Ward are aligned with many of the goals expressed by the Business Alliance.

Since 2008, Sankofa Community Development has been working with residents to build a healthier Lower Ninth Ward in the areas of urban revitalization, youth enrichment, education, health, and economic development. Through Sankofa’s Farmer Market program, the organization has created an ecosystem for urban farming which generated over $15k in revenue for local farmers well addressing healthy food access within the Lower Ninth Ward. Their efforts are situated and poised to address local needs while taking advantage of national trends.

The New Orleans Business Alliance is in full support of a Lower Ninth Ward St. Claude Ave. Main Street application. This is a win for the City of New Orleans, residents and small business who will benefit from a time-tested framework for community-driven revitalization in the Lower Ninth Ward.

Sincerely,

Nolan A. Marshall III
Chief Engagement and Solutions Officer
June 5, 2020

Re: SANKOFA- Letter of Support for a Lower 9th Ward Urban Mainstreet Program

To Whom it May Concern:

The Regional Planning Commission for the parishes of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany and Tangipahoa (RPC) writes this letter in support of SANKOFA’s efforts toward the creation of a Lower 9th Ward Urban Mainstreet program. It is our understanding that SANKOFA is working to develop an Urban Mainstreet program whose primary goal would be to support community members with the development of plans to revitalize a historically commercial corridor in the neighborhood, explore business planning needs, develop a visioning plan, and plant seeds for both large and small business development resources. This would be in the area of St. Claude Avenue (LA 46) and Caflin Avenue.

Through this effort, SANKOFA will invest in the community as planners, organizers, and decision makers. SANKOFA will be working with the UNO Dept of Urban and Regional Planning, the Louisiana State Office of Historic Preservation, as well as RPC on this project.

The RPC is in support SANKOFA’s strategy to implement an Urban Mainstreet in the Lower 9th Ward and can offer the following support in furthering the initiative.

1) Data as it relates to transportation projects in the designated area
2) Demographic and economic development data
3) Assistance and consultation regarding community engagement strategies
4) Assistance in forging partnerships across sectors

SANKOFA has assisted RPC in our public outreach efforts related our “New Links” transit redesign study. We look forward to working further with SANKOFA and other partners in assisting in the planning efforts and economic revitalization of the Lower 9th Ward of New Orleans that this opportunity presents.

Regards,

Jeffrey W. Roesel AICP
Executive Director
Regional Planning Commission

REGIONAL PLANNING COMMISSION
Telephone (504) 483-8500 Fax (504) 483-8526
Email: rcp@norpc.org; Web Site: http://www.norpc.org
10 Veterans Blvd. New Orleans, LA 70124-1162
An Equal Opportunity Employer
December 18, 2020

Rashida Ferdinand, Founder & Executive Director
Sankofa Community Development Corporation
5200 Dauphine Street
New Orleans, LA 70117

Re: Letter of Support for the Lower 9th Ward Main Street

Dear Ms. Ferdinand,

I am writing this letter to support Sankofa’s Louisiana Main Street Application. Working with Sankofa over the years, the New Orleans Health Department has come to understand the value of economic development in the Lower 9th Ward community. A community that is economically viable is a healthy community, where residents have equitable access to the resources that support their health needs. Your application supports a community-led approach that is sure to support sustainability across the lifespan and for generations to come.

The New Orleans Health Department looks forward to a continued partnership with you and the Sankofa Community Development Corporation as we embark on the work of the Health Impact Assessment. Conducting the Assessment will truly deepen our relationships with the community. We also anticipate further understanding of how to address the social determinants of health and utilizing community assets to support healthy living.

We look forward to hearing of your acceptance for the Louisiana Main Street Program.

Sincerely,

Torrie T. Harris, Dr.P.H., MPH
Health and Equity Strategist
December 4, 2020

To Whom It May Concern,

The Arts Council New Orleans writes this letter in support of Sankofa Community Development Corporation’s efforts to establish a nationally recognized Main Street in the Lower Ninth Ward. A Main Street on the Lower Nine will bring together community-oriented and community-led development and revitalization efforts that will bring much needed public and private investment to the historic commercial corridor on St. Claude Avenue.

We believe that St. Claude Avenue, with its strong network of community residents and existing physical and cultural assets, would be an excellent location for a Main Street. We have seen broad community support through the consistent presence of the Steering Committee members at meetings, and they have expressed a strong desire to leverage economic investments towards uplifting community health, and we believe Sankofa CDC and the Main Street program are ideal partners to bring forth these outcomes.

The Arts Council New Orleans is committed to the success of the effort to make St. Claude Avenue a nationally accredited Main Street. One of our long-term organizational goals is to support community-led redevelopment efforts such as the Lower Nine Main Streets program. We believe that arts and culture should play a central role in all community revitalization efforts. As the city’s official arts agency, we intend to leverage our expertise to support the community’s vision of bringing vibrant and innovative public art to St. Claude Avenue.

We look forward to working further with Sankofa CDC, as well as the future Lower Nine Main Street to bring forth a vibrant commercial corridor on St. Claude Avenue.

Sincerely,

Joycelyn Reynolds
Interim Executive Director
April 28, 2020

Dear Mainstreet Review Committee,

I write on behalf of Jericho Road Housing this application for visioning planning for the Lower Ninth Ward Mainstreet Project. Sankofa CDC is a committed partner to community and economic development, and working with partners - researchers, clinicians, industry leaders, community leaders and advocates. As an organization which offers community planning and leadership with health-centered capital projects and preventive health education programs, Sankofa CDC would be an optimal candidate for the visioning session for the Lower Ninth Ward Mainstreet project.

Sankofa CDC is working with a leadership team of neighborhood stakeholders, as well as banking, transportation, affordable housing, and urban planning professionals to plan and implement the Lower Ninth Ward Mainstreet project. As the applicant organization for the visioning services, Sankofa CDC will continue to work with residents and community stakeholders to identify locally-felt social challenges and address them in thoughtful, culturally competent ways. Sankofa CDC applies the power of the built environment in shaping health. The organization partners with other traditional community development organizations and nonprofits to address the “social determinants of health” that trigger inequities. The ultimate goal of Sankofa CDC is to support the creation of a local environment that promotes positive health outcomes and builds healthier communities for generations to come.

Sankofa CDC has also enlisted an alliance with the University of New Orleans Urban & Regional Planning Program to work with practicum graduate students on surveying of businesses on St Claude Ave and in the area and work integrally with the advisory board. We are also working with Sankofa CDC and other community groups to bring a model for affordable housing to the neighborhood. As we envision the development of the Lower Ninth Mainstreet to support both commercial and residential development in the Lower Ninth Ward. We are confident that Sankofa CDC will lead a successful initiative that will result in authentic community change.

Please do not hesitate to contact me with any questions or further comments about Sankofa CDC’s leadership and history of success in promoting health and equity-centered community development work.

Kind regards,

Nicole Barnes
Executive Director
Jericho Road Episcopal Housing Initiative
2919 St. Charles Avenue ~ New Orleans, LA 70115
Office: 504.895.6763 (ext. 2881)
Fax: 504.895.6602 ~ Cell: 504.289.7357
nicolebarnes@jerichohousing.org
Dear Ms. Ferdinand,

The Urban League of Louisiana is pleased to offer its support and participation in the Lower Ninth Ward Mainstreet program which will support the economic revitalization of St. Claude Avenue, a historic commercial thoroughfare in the Lower Ninth Ward.

The legacy of the Urban League of Louisiana (ULLA) began over 80 years ago, with a mission to assist African Americans and other underserved communities in securing economic self-reliance, parity, power, and civil rights. ULLA is one of 90 affiliates of the National Urban League (NUL), one of the nation’s oldest civil rights organizations established in 1910. The organization strives toward its mission through work in three Centers of Excellence: the Center for Education and Youth Development, Economic and Workforce Development, and Policy and Social Justice.

The Urban League of Louisiana’s Center for Entrepreneurship & Innovation (CEI) is dedicated to ensuring the success of small businesses across the state of Louisiana, with dedicated efforts in supporting minority- and women-owned firms. The work of the Center is built upon the documented need for increased access to contracting opportunities, business development services, and capacity-building resources for these diverse groups.

The Center provides small business development services including business education workshops, counseling, hands-on technical assistance, and access to resources relevant to aspiring and existing entrepreneurs. In addition to providing these core services, ULLA is also able to host its signature, place-based programs like Start Up! Louisiana and Scale Up! Louisiana, and others, specifically for L9 small businesses. To fund these services, ULLA requests the inclusion of an agreed upon budget proposal for entrepreneurship support services in the L9 Mainstreet program’s final application.

Each year, ULLA seeks strategic partnerships to support these efforts – efforts that will have a measurable impact on the growth, profitability, and sustainability of minority- and women-owned firms. The L9 Mainstreet program is in perfect alignment with this work.
August 20, 2020

Attn: Sankofa CDC
New Orleans, LA 70117

Attn: Lower Nine Mainstreet Steering Committee

I Leona Tate, Founder/President of the Leona Tate Foundation for Change, Inc. and the Executive Director of the Tate, Etienne & Prevost Interpretive Center (Former McD #19 Building). Along with Alembic Community Development I am the owner of this building that is now being redeveloped at 5909 St. Claude Ave. I am joining the Lower Nine Mainstreet Committee to be a part of the continuing process of the redevelopment of St. Claude Ave.

This letter is in support of the Lower Nine Mainstreet Committee

[Signature]
Executive Director
May 1, 2020

Louisiana Main Street
Office of Cultural Development
Division of Historic Preservation
Baton Rouge, Louisiana

Re: Sankofa CDC Lagniappe Application

Dear Lagniappe Application Review Committee,

Please accept this letter as indication of our strong support for Sankofa CDC's Lagniappe application to Louisiana Main Street.

Lower 9th Ward NENA appreciates the leadership Sankofa CDC exhibits in our shared goals to revitalize the Lower 9th Ward of New Orleans. We look forward to lending technical assistance and guidance to move this much-needed initiative forward.

The people of Sankofa have the spirit, insight, capacity, and technical skills required to coordinate long term projects. Sankofa has also worked with and gained commitment from other community groups and leaders to garner wide support for this project.

We hope that you will accept Sankofa's application so the people of the Lower 9th Ward can enjoy the benefits of Louisiana Main Street soon.

Sincerely,

Ron Mazier
Executive Director
May 6, 2020

Sankofa CDC
5200 Dauphine Street
New Orleans, Louisiana 70117

Dear Sankofa CDC:

Please find this letter of support from the Lower 9TH Ward Voter's Coalition (L9THWVC) for the Lower Ninth Ward Mainstreet Project. The L9THWVC works to increase voter registration and participation and to ensure all residents of the Lower Ninth Ward have ample access to voting. The bridge between voting rights, advocacy, and resources to revitalize our community are essential to our work. We support the L9 Mainstreet Project as a significant resource to help bring economic development to the area. We will work with Sankofa CDC and other groups to support this project through partnerships, planning, and implementation. The L9THWVC will work with Sankofa CDC on the Lagniappe application so that we may bring the L9 Mainstreet Project to the neighborhood as a partner with the Louisiana Mainstreet Program.

Sincerely,

/wg/
Walter Goodwin
President
April 29, 2020

Dear Sankofa CDC,

Please find this letter of support from A Community Voice for the Lower Ninth Ward Mainstreet project. A Community Voice has been in alliance with Sankofa CDC since 2008, working on advocacy, organizing, and rebuilding efforts in the Lower Ninth Ward. The Lower Ninth Ward Mainstreet project will enable us to work with the leadership of Sankofa CDC and collectively with other groups to support economic revitalization projects that will be impactful in our community. As we support neighborhood assets through this initiative, we will develop a plan to redesign our public spaces in the Lower Ninth Ward to positively impact the neighborhood’s future growth and development.

With warm regards,

Beth Butler
The Level Up Campaign
1123 Lamanche St.
New Orleans, LA 70117

Dear Sankofa CDC,

This is a letter of support concerning The Lower Nine Mainstreet Project and a request of joining The Steering Committee. The Level Up Campaign has innovative ideas that can be beneficial for the revitalization of the community. Please feel free to reach out via phone or email. Thank you for the opportunity and I look forward to speaking with you soon.

Roderick Joseph
Marketing Director

PHONE: (504)533-1652
EMAIL: TheLevelUpCampaign@gmail.com
WEBSITE: www.TheLevelUpCampaign.MyPortfoilio.com
May 4, 2020

Rashida Ferdinand  
Founder and Executive Director  
Sankofa CDC  
5200 Dauphine Street  
New Orleans, LA 70117

Dear Ms. Ferdinand:

I am writing to express my support for Sankofa’s Lagniappe Application to the Louisiana Main Street program for the Lower Ninth Ward Mainstreet Initiative. I am in full support of the Main Street approach that provides a framework for a community-based revitalization effort in the Lower Nine.

The Louvis Services’ mission is to spark hope, encourage innovations and find the best solutions to house and support people who homelessness. We are developing our first housing project for homeless people, a tiny house duplex in the Lower Ninth Ward.

Louvis Services is very excited to support Sankofa’s efforts to revitalize the Lower Nine Community through the Louisiana Main Street Program and will work collaboratively toward that end.

We wish you luck on your application.

Sincerely,

Lou Anne White  
Lou Anne White  
Executive Director
May 5, 2020

TO: Rashida Ferdinand
    Founder & Executive Director
    SanKofa CDC

From: Reverend Keith Haywood, Sr.
      New Israel Baptist Church

Dear Ms. Ferdinand

I accept your invitation to be a member of the Lower Ninth Ward Mainstreet Steering Committee. I look forward to working on the preparation of the Lagniappe Application. The revitalization of the Lower Ninth Ward is of upmost importance. We cannot ask anyone to uplift our community if we are not willing to take on the task ourselves.

I am so excited to be a part of your vision for the future of our neighborhood. The ninth ward is in our hearts and is the main reason we are who we are today!

Thank You,

Rev. Keith Haywood, Sr.
December 1, 2020

Keisha Henry
Keisha Dauphine: The cooking therapist, LLC

Dear Sankofa CDC,

Please find this letter of support for the Lower Nine Mainstreet application and confirmation of my participation on the Lower Nine Mainstreet Steering Committee. I am the owner and CEO of Keisha Dauphine: The cooking therapist LLC, co-owner of Café Dauphine, and co-owner of Reine Events and Lounge. I am also a Lifelong resident of the Lower 9th ward area in New Orleans LA and a member of the economic development committee of the Slidell Alumnae Chapter of Delta Sigma Theta Sorority Inc. where I serve on the economic development committee.

I, Keisha Henry have a passion for my community and wants to see the Lower 9th ward return to its glory as I remember it as a child, which is one of reasons I opened a business in my community after Hurricane Katrina. I also serve as a member of the Lower Ninth Ward Economic Development District and have a desire to help with the process of bringing sustainable businesses to the area.

Sincerely,

[Signature]
November 6, 2020

Rashida Ferdinand  
Founder & Executive Director  
Sankofa CDC

Re: Letter of Support

To whom it may concern:

I write to express my strong support for the Mainstreet Lagniappe application submitted to Louisiana State Mainstreet Office. I understand that Sankofa Community Development Corporation will work with community and business leaders to reinvigorate. The Lower 9th Ward is in dire need of a rebirth, and this project would booster the morale of the Community.

As owner & educator at Our Mammy’s, I can assure you that the Sankofa Community Development Corporation will provide the resources necessary to facilitate the Lower 9 Mainstreet project. Specifically, Sankofa Community Development Corporation has committed their staff and resources to accomplish the Lagniappe Application. I am highly supportive of the efforts outlined in this application.

Best regards,

Gaynell Brady, Owner/Educator  
Our Mammy’s  
PO Box 870972  
New Orleans, LA  70187  
(504) 264-2353
December 8, 2020

Louisiana Main Street
Capitol Annex Building
1051 North Third Street, Suite 405
Baton Rouge, LA 70802

Re: Letter of Support for Lower 9th Ward Main Street Lagniappe Application

I speak for our entire office when I say we are pleased to submit this letter of support for the establishment of the Lower Ninth Ward Main Street.

Concordia is a national award-winning architecture, planning and community engagement firm based in New Orleans. “Concordia,” is our one-word name and mission statement meaning harmony and agreement among people and things. We believe that the Main Street Approach with its emphasis on community engagement as a core district strategy can offer a path forward.

As a member of the local Steering Committee, I would like to emphasize the significance of this program being established in the heart of one of New Orleans' iconic neighborhoods. The Lower Ninth Ward Main Street will have a tremendous impact the health and prosperity of the community. It will also restore vitality and livability of our historic urban environment and promote responsible and equitable development.

Concordia strongly believe that our collective past is represented in our culture and public spaces. The Lower Ninth Ward Main Street will create a place of shared prosperity and equal access. It will foster social connection, placemaking, and the overall physical, cultural, and psychological well-being of each and every neighborhood stakeholder.

The Lower Ninth Ward Main Street will link together commemoration, education, and economic development to stimulate long term growth and pride. Partnership with the Louisiana Main Street Program is critical to advance this commitment forward.

I am happy to discuss any of this in detail with you. Please let me know if you have any questions.

With kindest regards,

Melissa S. Lee
Director of Planning & Community Engagement
Concordia
917.288.6341
mlee@concordia.com
December 20, 2020

Ms. Rashida Ferdinand
Founder/Executive Director
Sankofa, CFC
5200 Dauphine St.
New Orleans, LA 70117

RE: Lower Nine Mainstreet Project

Dear Ms. Ferdinand,

The Caffin Avenue Seventh-day Adventist Church is located adjacent to the St. Claude Avenue thoroughfare proposed for the Lower Nine Mainstreet Project. It is our understanding that the goals of the project are to stimulate economic revitalization on this thoroughfare.

As our church continues to minister to the needs of the Lower 9th Ward Community, we are very much interested in projects that address health and wellness issues, in addition to encouraging positive community growth for all its residents.

We understand the importance and need for community support and input on the plans and redesign of the St. Claude Avenue thoroughfare to revitalize and spur economic development. We are a part of the steering committee looking to help move this project forward. As such, we offer this letter of support for the Lower Nine Mainstreet Project.

Please contact our Community Service Director, Royliene Johnson, (225) 572-9664, malaroijohnson@aol.com as additional information develops.

Sincerely,

[Signature]

Pastor James Roberts, Sr.

Cc: Royliene Johnson. Community Service Director

"We are Making a Difference on Caffin Avenue!"