



OUR CITY, OUR SOUL,  
OUR FUTURE

September 2006

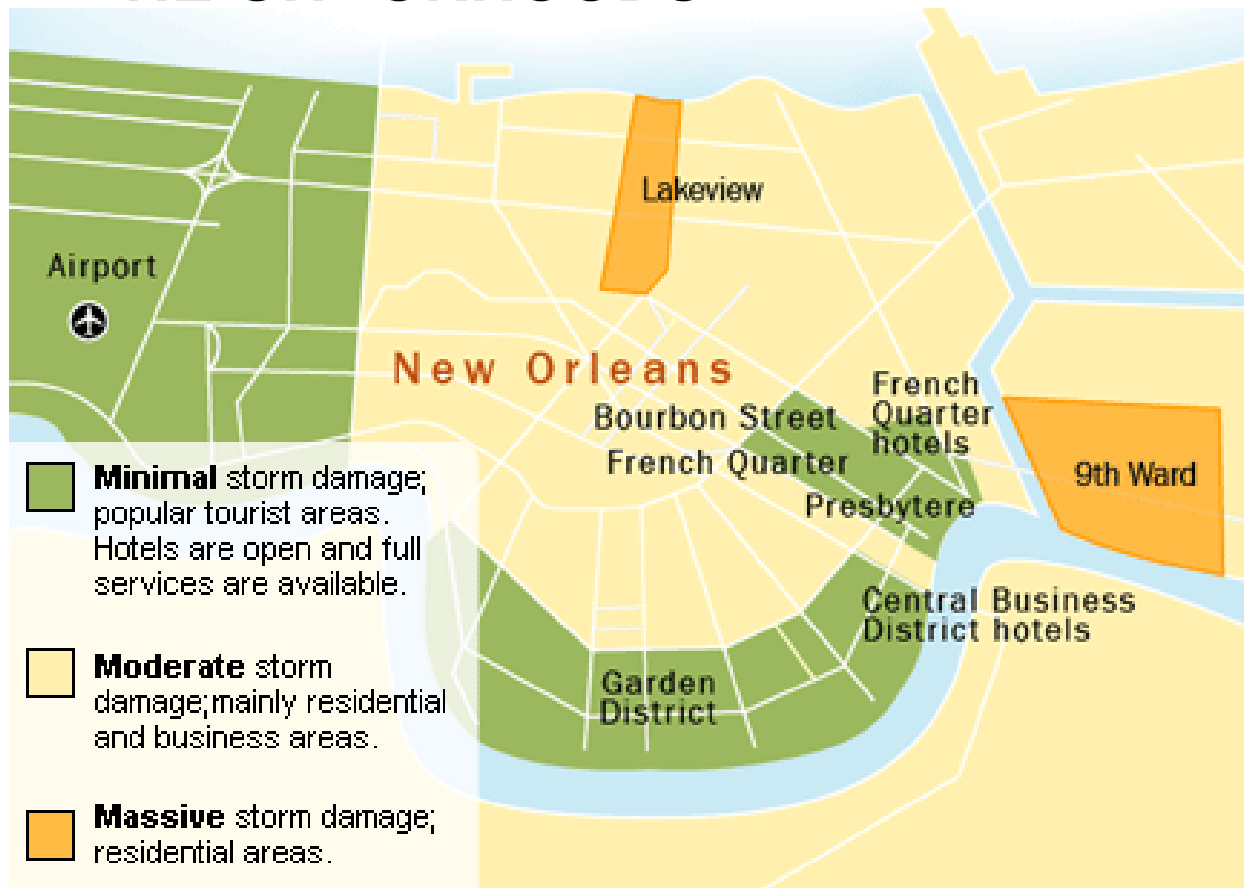
# **STATE OF THE CITY**

## NEIGHBORHOODS

- Flooding has been completely drained, in all parts of the city, since October 2005.
- The core of New Orleans hospitality and tourism destinations are storm-debris free, open and thriving, including; The French Quarter, Faubourg Marigny, Warehouse Arts District, Garden District/Uptown, Audubon and University section, Carrollton and Riverbend and historic Algiers on the city's west bank.
- Jefferson Parish and the Northshore of Lake Pontchartrain are also home to more than a dozen neighborhoods that are bustling.



## NEIGHBORHOODS



## POPULATION

	<b>Pre-Katrina</b>	<b>Post-Katrina</b>
• Number of residents in Orleans Parish -	485,000	220,000 – 235,000*
New Orleans Area -	1.3 million	1.1 million

- *Source for current population figures: The Times-Picayune, Tuesday, August 8, 2006, from information provided by the U.S. Postal Service*



## LEVEE RECONSTRUCTION

**The Corps of Engineers repaired and restored 220 miles of floodwalls and levees since September 2005.**

With a few exceptions, New Orleans had Pre-Katrina flood and storm level protection as of June 1, 2006

- New levees constructed with erosion-resistant clay and more stable construction (T Wall versus I Wall).
- New erosion protection has been added at several sites, and a program of tree cutting on existing levees for protection is ongoing.
- Additional pumping capacity and floodgates have been added at the outfall canals.



## LEVEE RECONSTRUCTION

The Corps' work to upgrade the flood and storm protection will continue through 2010. They want to engineer, construct and improve storm and flood protection infrastructure to a 100-year protection level, including:

- Replacing failed I-Wall design floodwalls with stronger T-wall or L-wall design floodwalls
- Reinforcing the most vulnerable undamaged I-Walls and the surge protection closures.
- L-wall structures are used in areas where sufficient land is not available for T-wall design structures.

The federal government has appropriated \$5 billion to complete this work.



## EMERGENCY PREPAREDNESS

In preparation for the 2006 Atlantic Storm Season, Mayor Nagin's Office of Emergency Preparedness has developed a strategic plan for the management and evacuation of the citizens of New Orleans. The plan includes:

- No shelters of last resort will be made available. Arrangements for departure from the city for all citizens is planned.
- The Morial Convention Center will be a staging point for those citizens who do not have a means of evacuation.
- Amtrak will be used for those citizens who are deemed too ill or infirm for bus travel.
- City communication infrastructure has been upgraded with an emphasis on interoperability with other government agencies and law enforcement.



## EMERGENCY PREPAREDNESS

- The city will have the help of 3000 National Guard soldiers, who will arrive in the city before landfall; 150 soldiers will be stationed at each of the city's police districts; the rest will patrol neighborhoods, business districts and major intersections.
- The Director of Emergency Preparedness continues to provide assistance to community organizations and industry through response and recovery plan development and information sharing. Included in this effort are:
  - Association of Contingency Planners
  - New Orleans Tourist and Information Bureau
  - New Orleans Hospital Association



## CVB EMERGENCY PREPAREDNESS

The safety and well-being of every visitor is our utmost importance during times of crisis. The NOMCVB is taking the following measures to provide for the safety of our guests:

- Working with the City of New Orleans, state and federal agencies to monitor, evaluate and outline specific emergency strategies or immediate implementation to insure the security of every visitor and local alike.
- Developed a **NOMCVB Crisis Communication Team** for on-site emergency communications and deployment for a smooth transition through each phase of the emergency plan.



## CVB EMERGENCY PREPAREDNESS

The **New Orleans Tourism Crisis Management Plan** – will assist visitors and community members in responding appropriately to emergencies. Each hospitality partner's plan for dealing with emergencies is included in this program to cover situations such as;

- Fire
- Structural damage
- Hurricane
- Flood
- Tornado
- Power outages
- Medical emergencies
- Bomb and terrorist threats.



## **CVB EMERGENCY PREPAREDNESS**

- Unified Emergency Communication Plan with the city and state for timely flow of information from the key emergency planning entities.
- Comprehensive and effective citywide emergency communications plan with the New Orleans hospitality community facilitating integrated communication with more than 1100 hospitality entities.
- Coordination with the Mayor and Governor on a Crisis Management Program for the City and State.
- This document presents a comprehensive and effective citywide emergency communications plan for the Greater New Orleans tourism industry.



## HEALTH AND SAFETY

As early as January 2006, the New Orleans Department of Health, along with the EPA, DEQ and CDC released statements that the land, sea and air in the New Orleans area had been tested and retested and that the **test results show the city is safe for our citizens and visitors.**



## FOOD/SEAFOOD

Various federal, state and local agencies have conducted tests on the quality and safety of water and food, including the area's seafood and **all have been pronounced safe to consume.**



## **AIR QUALITY**

Since Katrina New Orleans has consistently scored in the “good” zone of the official rating scale for air quality as reported by the federal government’s air quality service – [www.airnow.gov](http://www.airnow.gov).



## **CLEAN UP/ENVIRONMENTAL ISSUES**

All major storm debris-removal in the French Quarter, Central Business District, Arts and Entertainment District, Magazine Street and St. Charles Avenue have been completed.



## **HOSPITALS**

Currently there are 11 hospitals open in the metropolitan New Orleans area. This includes full level-one trauma and emergency capability as well as regular non-life threatening illness and injury.

Among the hospitals currently open:

**Tulane Hospital and Clinic**

**Touro Infirmary**

**Children's Hospital**

**East Jefferson Medical Center**

**Tulane-Lakeside Hospital**

**Ochsner Clinic and Hospital**

**Kenner Regional Medical Center**

**Omega Hospital**

**West Jefferson Medical Center**



## **SECURITY/LAW ENFORCEMENT**

The Vieux Carre Police Station is fully functional in the heart of the French Quarter.

**Pre-Katrina Police Force**      **Post Katrina Police Force**

Number of Officers – **1680**      Number of Officers – **1469**

Number of Citizens – **485,000**      Number of Citizens – **220–235,000**

Ratio Police/Citizens – **1:289**      Ratio Police/Citizens – **1:157**





## **SECURITY/LAW ENFORCEMENT**

According to the New Orleans Police Department, overall crime and the murder rate are both down over 50%.

**Is New Orleans a safer place today compared to one year ago? YES**

NOPD and Louisiana State Police proactively monitoring the French Quarter, the Central Business and Warehouse Districts

Beefed up patrols in the Garden District and Audubon Park areas.



## **SECURITY/LAW ENFORCEMENT**

The crimes that have been reported in the national media predominantly are drug and gang-related violence in the early morning hours in the outlying, sparsely populated neighborhoods of the city which always have been hot spots for unlawful activity. This sort of activity unfortunately happens in many major cities but New Orleans is under a microscope making us a target for national news coverage.





## **SECURITY/LAW ENFORCEMENT**

The tourist corridor of the city traditionally has been safe and remains that way today. Part of the charm of New Orleans is that it is a very walkable city with hotels and restaurants near the Convention Center and French Quarter. We ask that visitors be mindful of their surroundings as they would in any major American city, and ask the hotel staff or CVB if they have questions.



## **BUSINESS**

According to the Louisiana Department of Economic Development –

- **62,300** businesses have reopened since Hurricane Katrina of the **81,000** local businesses in the 10 parish metropolitan area.
- **17,716** of Orleans Parish's businesses have reopened, translating to almost 90% of pre-Katrina numbers.
- Among the notable business re-openings:
  - **Shell Exploration and Petroleum Corporation**
  - **Northrop Grumman**
  - **Lockheed Martin**
  - **Hertz Investment Group**



## AIR TRANSPORTATION

### Louis Armstrong International Airport reports:

- **108 flights** departing daily (64% the number of pre-Katrina departures)
- **32 destination cities** served (77% the number of destinations)
- **12,573 seats** daily (59% of pre-Katrina levels)
- Airlines in operation include:
  - Air Tran, American, Continental, Delta,  
Jet Blue, Midwest, Northwest, Southwest,  
United and U.S. Airways



## LAKEFRONT AIRPORT

New Orleans Lakefront Airport is open 24 hours a day for VFR (*Visual Flight Rules*) and VOR (*VHF Omnidirectional Range*) GPS. Full service fuel, line service, flight training and aircraft rescue crews operate from this facility and are available.



# GROUND TRANSPORTATION

## TAXIS

Taxis are available on New Orleans street and at major hotels, with the taxicab bureau reporting over 82% of their cabs back on the street.

Rates:

- A fixed rate of \$28 from the Louis Armstrong International Airport to downtown (one or two people).
- For parties of more than two the fare is \$12 each.
- Regular rates are \$2.50 plus \$1.60 per mile thereafter.  
\$1.00 per additional passenger after the first passenger.



## REGIONAL TRANSIT AUTHORITY

- **RTA Services** are \$1.25 per ride
- **The New Orleans Streetcar line** is partially back in service, including the leg traveling on Canal Street from the Mississippi River to Mid-City, and from Canal Street north on Carrollton Avenue to the New Orleans Museum of Art.
- **The Riverfront Line** is back in service from the Morial Convention Center to Esplanade Avenue.
- **The St. Charles Streetcar Line** is expected to return in late 2007 after the construction of three electrical substations.



## **AMTRAK**

Amtrak returned to operation in New Orleans since October 2005.

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



## **PORT OF NEW ORLEANS**

The Port re-opened to cargo traffic in September 2005. Operating today at 100% of its total capacity, all of the port's stevedores and terminal operators are open during normal business hours.



## CRUISE INDUSTRY

- In October the Norwegian Cruise Lines and Carnival Cruise Lines will return to operation at the Julia Street Wharf.
- In December Royal Caribbean International and RiverBarge Excursions resume departures from the city.



## EDUCATION

- **The 2006-07 school year began in August, with approximately 54 public schools welcoming nearly 35,000 students**
- The Louisiana Recovery Schools District took over management of the majority of public schools in Orleans Parish.
- The Greater New Orleans area has approximately 200 parochial schools, including Catholic and private schools (pre-K through 12<sup>th</sup> grade).
- **Approximately 19 New Orleans Parish charter schools** reopened at the start of the 2006-2007 school year.
- **Local colleges and universities are open including:**
  - Tulane University
  - University of New Orleans
  - Our Lady of Holy Cross College
  - Southern University
  - Nunez Comm. College
  - Loyola University
  - Xavier University
  - Dillard University
  - Delgado Comm. College
  - La. Technical College



# **SOUL OF THE CITY**



## **HOSPITALITY AND TOURISM**

The soul of New Orleans is thriving, with our unique and authentic culture, it is very much alive – including our incomparable cuisine, music, visual arts, museums, galleries, the performing arts and other activities, led by the resilience and determination of the city’s residents.



## HOTELS

- **103 of 140 metropolitan area hotels open**, 90 of which are located in downtown New Orleans.
- **28,000 of the 38,000 metropolitan wide hotel rooms** are back in service.
- **24,100 of the 28,800 downtown hotel rooms** are currently operational.
- Notable properties returning to service:
  - Ritz-Carlton Hotel                      December 2006
  - Hyatt Regency New Orleans          Fall 2007



## DINING

- Louisiana Restaurant Authority reports that there are over 700 restaurants\* open, including the restaurants in the French Quarter, downtown and the Warehouse Arts District.
- 18 major new restaurants have opened in the metro area and are enjoying success.
- Commander's Palace is slated to reopen in October 2006.

\*This figure does not include fast food or national chain restaurants



## **ERNEST N. MORIAL CONVENTION CENTER**

- The Morial Convention Center returned to the scene as a host of national conventions and tradeshow mid-February 2006 with the soft opening of three of its 12 exhibit halls
- Majority of center reopened June 19 with 740,000+ sq. ft. of exhibit space, 99 meeting rooms, 4,000 seat auditorium and a 36,000 sq. ft. ballroom in time for the American Library Association first citywide meeting to return to New Orleans
- More than \$60 million in renovations and upgrades are being made to the facility.
- The remaining 4 halls, 41 meeting rooms and 32,000 sq. ft. ballroom will reopen in November 2006.



## **LOUISIANA SUPERDOME**

- \$168 million renovation and upgrades
- The Louisiana Superdome re-opened September 25, 2006 with Monday Night Football Saints first home game, featuring performances by U2, Green Day and the Goo Goo Dolls.
- New Orleans Saints season tickets have sold out for the first time in its 40-year history.
- New Orleans CVB and NFL produced a Saints homecoming commercial airing in 32 markets nationally.



## **LOUISIANA SUPERDOME**

### Upcoming Sporting Events:

- The Bayou Classic, Southern University vs. Grambling University, November 25, 2006
- The New Orleans Bowl will return with an ESPN telecast game on December 22, 2006
- The All-State Sugar Bowl Classic, January 3, 2007



## **NEW ORLEANS ARENA**

Is fully-functioning and welcoming its first event back in March 2006.



## MAJOR ATTRACTIONS

### Attraction

**Plantation Homes**

**Mardi Gras World**

**Café Du Monde**

**Cabildo State Museum**

**New Orleans Historic Collection**

**Ogden Museum of Southern Art**

**Audubon Zoo**

**National World War II Museum**

**Harrah's Casino**

**Aquarium of the Americas**

### Status

Majority re-opened Sept 2005

re-opened Oct 2005

re-opened Oct 2005

re-opened Oct 2005

re-opened Oct 2005

re-opened Oct 2005

re-opened Nov 2005

re-opened Dec 2005

re-opened Feb 2006

re-opened Jun 2006



## CULTURAL INSTITUTIONS

All major museums have reopened including:

- New Orleans Museum of Art
- Bestoff Sculpture Garden
- The Ogden Museum of Southern Art
- National World War II Museum
- Contemporary Arts Center
- Louisiana Children's Museum
- Louisiana Philharmonic Orchestra
- New Orleans Ballet



## SHOPPING

Major urban shopping destinations in the city include:

- The Shops at Canal Place\*
- The Riverwalk
- Jax Brewery
- Royal Street and other French Quarter antiques
- Miles of eclectic shops on Magazine street
- Boutiques, art galleries and shops are open throughout the city.

\*Saks Fifth Avenue expected to open in fall 2006.



**OUR FUTURE**

## CONVENTION INFORMATION

2006: 30-40% of booked conventions retained

2007: 70-80% of booked conventions retained

2008: Nearly 100% of booked conventions retained

95 percent of meeting planners, executives and boards that have conducted site inspections with the New Orleans CVB and local officials, decide to re-confirm their meeting in New Orleans.



## 2006 EVENTS RETURNING

<b>Event</b>	<b>Date</b>	<b>Attendees</b>
USA Volleyball	May	5,000
Air & Waste Mgmt Assn	Jun	3,000
Natl Assn of Collegiate Directors of Athletics	Jun	1,500
American Library Association	Jun	17,000
Full Gospel Baptist Church Fellowship	Jul	11,000
Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	Aug	20,000
American Psychological Assn	Aug	16,000
Society of Exploration Geophysicists	Oct	7,000
Amer Society for Human Genetics	Oct	6,000
Amer College of Emergency Physicians	Oct	6,000
Amer Society for Reproductive Medicine	Oct	6,000
Avaya	Oct	3,800
Fed of Societies for Coatings Technology	Nov	5,500
National Association of Realtors	Nov	25,000
		- 30,000





# **National Association of Realtors November 2006 Convention**

As of September 12th, NAR's registration for New Orleans is 32 percent ahead of their 2002 convention in New Orleans.

And, they are three percent ahead of last year's 2005 San Francisco meeting which was a record breaker.



## **ECONOMIC OPPORTUNITIES AND MAJOR PROJECTS**

Hyatt Regency National Jazz Park & Municipal Complex	\$700m
AFL-CIO Housing & Business Development	\$700m
LSU/VA Medical Complex	\$1.2b
LIFT Productions Studio/Soundstage	\$180m
La. Superdome/Morial Convention Center Renovation	\$240m
Harrah's Hotel & Fulton Promenade	\$170m
Trump Tower Condominium development	\$100m
GO Zone Tax Exempt Bond Financing	\$1b
New Market Tax Credit Program	\$600m





## MARKETING NEW ORLEANS

- Introduced images of undamaged city in direct email campaign to meeting planners and travel buyers in September 2005.
- Added video vignettes to website starting in January 2006 to show our customers in real time the city's progress.
- Created advertising messaging using meeting planners as advocates in targeted trade publications which were introduced at Meeting Professionals International and Professional Convention Management Association's annual meetings in January.
- The CVB is partnering with communications/PR/marketing teams of any customer, or hospitality organization to help them with attendance building strategies, media relations, PR counsel, and creation of micro websites.
- Employing an aggressive, proactive, public relations campaign to re-image the New Orleans brand in the minds of international leisure and business travelers and executive decision makers.



# WINTER 2005 CAMPAIGN



**THE REBIRTH OF NEW ORLEANS IS SOMETHING 20,000 LIBRARIANS COULDN'T KEEP QUIET ABOUT.**

The message from Deldre Ross was loud and clear: The American Library Association will be in New Orleans in June of 2006. On behalf of all the citizens of our remarkable city, thank you. The NOMCVB is grateful to the ALA for being among the first to re-count to our city and to the many more who have chosen to do the same.


Says Deldre, "The NOMCVB saved us through the city and gave us complete confidence - it's going to be a great meeting." While most of the historic areas of New Orleans were undamaged by the storm, the NOMCVB still regards responsive, complete and current information about the revitalization of New Orleans our primary responsibility to our partners. More than ever, we're aware that our long standing relationships are built on trust and professional commitment. So listen up: New Orleans and the CVB is here, uncompromising, never missing a beat, moving fast and ready to do business.

[www.bigcitymeetings.com](http://www.bigcitymeetings.com) and 866-391-EASY



**NEW ORLEANS**  
METROPOLITAN CONVENTION & VISITORS BUREAU

Deldre Travis Ross, CEO, American Library Association  
Photographer: Al Cooper's News, New Orleans Public Library




**FOR NEW ORLEANS, THERE'S 6,000 EMERGENCY DOCTORS IN THE HOUSE!**

On November 11, the American College of Emergency Physicians chose to return to New Orleans in October 2006. On behalf of our proud, revitalizing city, the NOMCVB thanks you.

The NOMCVB worked closely with Jack Fritz in assuring his team that the city was ready. And not with words. We showed Jack a city in recovery and in motion. They found a downtown, French Quarter, and Garden District that had escaped flooding, and where essential services had been fully restored. The convention center and hotels bustling with hundreds of workers installing new fixtures and laying new carpeting. Restaurants opening daily and plans underway for Mardi Gras in February and Jazz Fest in the Spring.

As Jack says, "The New Orleans spirit is in full view. The rich culture, that has survived for almost 300 years, has risen, demonstrating how truly powerful and unique it really is. We expect a full recovery!"

[www.bigcitymeetings.com](http://www.bigcitymeetings.com) and 866-391-EASY



**NEW ORLEANS**  
METROPOLITAN CONVENTION & VISITORS BUREAU  
MAKE WAY FOR THE REBIRTH!

Jack C. Fritz, MD  
Director, Medical Sims & Exhibits  
American College of Emergency Physicians  
Photographer: Al Cooper's News, New Orleans Public Library



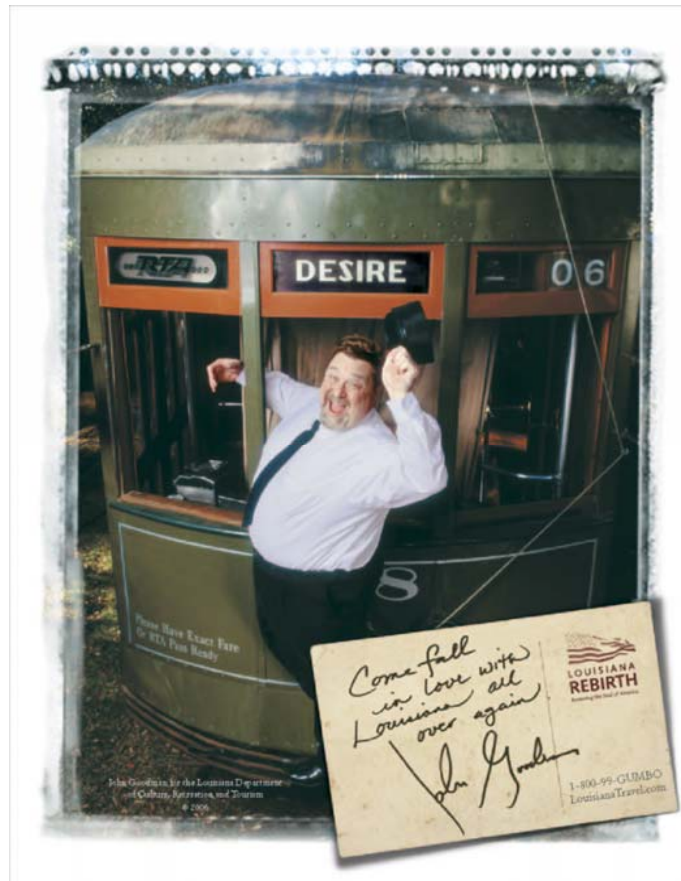
## **SUMMER/FALL 2006 CAMPAIGN**

The NOMCVB, New Orleans Tourism Marketing Corporation and Louisiana Office of Tourism are participating in marketing campaigns designed to thank the nation for all that has been afforded our city and begin the process of re-branding, re-imaging and revitalizing New Orleans as a destination.

The goal is to steadily raise awareness of the city's renewal with those who have only heard the worst from national media.



## SUMMER/FALL 2006 CAMPAIGN





## WHAT OUR CLIENTS ARE SAYING

"On behalf of the Independent Insurance Agents & Brokers of America, please accept our great appreciation for hosting such a **wonderfully successful event in New Orleans last week**. The progress happening in the city right now is amazing compared to only six months ago when my association president, Bill Stiglitz, and I visited to confirm that the city would be ready to host groups. We saw many positive things in February with rebuilding the city's downtown infrastructure and heard from many restaurateurs and business owners that they would be returning. Much of what was promised by these people was delivered. **That kind of action backing up statements like that speaks volumes to the loyalty and commitment of the business community to come back in full force and even better than before.**

Over 240 members of the IIABA board along with their spouses and several insurance company supporters participated in the Habitat for Humanity project at the Musicians' Village. I've already gotten 240 commitments - PLUS MORE - to come back in 2009 to see the finished village area and to volunteer for another project. Thanks!"

-- Jeffrey A. Etzkin, Vice President, Events & International Memberships,  
Independent Insurance Agents & Brokers of America, September 13, 2006





## WHAT OUR CLIENTS ARE SAYING

"I have never felt so welcomed to a city. It's true there is no other place like New Orleans, and I hope many conventions and visitors will come soon to enjoy all the city has to offer."

– American Library Association President Leslie Burger

"We sent our 300 sales people to experience the city for themselves, so that they could spread the word that New Orleans is back in business and ready to support groups, large or small." - Maritz Chairman and CEO Steve Maritz

More testimonials at [www.neworleanscvb.com](http://www.neworleanscvb.com)



Thank you.

[www.neworleanscvb.com](http://www.neworleanscvb.com)

