



**FOR IMMEDIATE RELEASE**

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**NEW ORLEANS METROPOLITAN CONVENTION AND VISITORS BUREAU  
ISSUES “STATE OF THE CITY” REPORT**

**Report Includes Statistics in the City’s Rebirth One-Year After Hurricane Katrina,  
Celebrates Recent Successes, Assures the Continuation of the New Orleans Experience  
and Looks to the Future**

**NEW ORLEANS – September 6, 2006** – As the city of New Orleans moves past the commemoration of the one-year anniversary of Hurricane Katrina, which made landfall on August, 29, 2005, the New Orleans Metropolitan Convention and Visitors Bureau (NOMCVB) continues to update and issue a “state of the city” report for local residents and visitors alike, with information regarding hospitality, transportation, health and safety, as the city continues to welcome meeting and convention delegates and leisure travelers to New Orleans.

“It has been a challenging year for New Orleans, but our city is open for business,” says Stephen Perry, President and CEO of the NOMCVB. “We believe we are America’s most authentic city and still a great travel destination for conventions and leisure visitors. We were able to showcase the city during Mardi Gras this past February and Jazz Fest in the spring, and welcomed the return of conventions and meetings, highlighted by the first city-wide convention, the American Library Association in late June. Tourism accounts for 35% of the city’s services budget, creating 85,000 jobs, and is a major economic engine in the city’s recovery. As we move forward, we will continue to work diligently to get the message out nationally and internationally that the New Orleans experience is very much alive.”

The report includes information and statistics on issues related to recovery, hospitality matters, health and safety and other matters of interest to local residents and those considering visiting New Orleans. It also includes recent good news and an update on special events and traditional celebrations enjoyed by local residents and visitors alike, in some cases in record numbers.

**STATE OF THE CITY**

**Flood Statistics:** In the days and weeks following Hurricane Katrina, floodwaters resulting from the breaching and topping of the city’s levee system flooded of 60% of the city, concentrated in the Mid-City and Broadmoor areas, and the outlying neighborhoods to the north and east, including Lakeview, the Lower Ninth Ward, Gentilly and New Orleans East.

**Neighborhoods:** The core of the New Orleans hospitality and tourism destinations were not flooded and today are storm-debris free, open and thriving, including the Faubourg Marigny, French Quarter, Warehouse Arts District, Garden District/Uptown, Audubon and University section, Carrollton and Riverbend, and historic Algiers on the city’s westbank, including hotels, restaurants and retail.



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As well, neighboring Jefferson Parish to the west (home to Louis Armstrong International Airport and including Metairie, River Ridge, Harahan and Kenner) and the city’s “Northshore,” (a true bedroom community for downtown commuters, including the towns of Slidell, Mandeville, Madisonville, Covington, Abita Springs and Folsom located on the north side of Lake Pontchartrain) are bustling.

### Population

	Pre-Katrina	Post-Katrina
Number of Residents in Orleans Parish	485,000	220,000 – 235,000*
Metropolitan 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 Repair and Restoration *(information from the U.S. Corps of Engineers)*

Since September 2005 thousands of Corps personnel and contractors have been working tirelessly to repair the levees and provide better protection. At the same time, we're looking at what went wrong-the people of New Orleans deserve answers, and the Corps of Engineers is committed to providing them.

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 by the beginning of this hurricane season (June 1, 2006). This system is in equal or better condition than it was when Katrina hit. For example, new levees were constructed with erosion-resistant clay and a more stable construction (T Wall versus I Wall). In addition, 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.

This work consisted of 59 separate construction projects, carried out by 26 Corps contractors. Ninety-percent of these contractors were local.

### Stronger Protection for New Orleans

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. This work includes stronger levees, floodwalls and interior drainage, 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.

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(Levees continued)

To date, the federal government has appropriated more than \$5 billion to complete this work.

#### Lessons Learned

The Corps commissioned an Interagency Performance Evaluation Task Force (IPET) composed of 150 subject matter experts from government, academia and industry to analyze the effects of Hurricane Katrina on the hurricane protection system to develop a list of lessons learned which are leading to state of the art improvements in the engineering of a comprehensive hurricane protection system.

IPET findings and recommendations were continually provided to Task Force Hope (since November 2005) and used to make their repairs stronger and better. IPET findings helped the Corps in the assessment of weaknesses in the protection system and IPET results will also be used in design guidance to build future protection projects. Specific examples include:

- Use of deeper sheet piles on some repair projects to provide floodwall stability
- Hardening or armoring the backside of floodwalls in many areas to protect against scour and erosion if the floodwall is overtopped
- Strengthening transition zones where earthen levees tie into concrete structures, such as floodwalls and gates. These areas were strengthened and protected with rock to prevent erosion
- IPET analyses on the failure of floodwalls were used in the decision to provide interim closure structures at 17th Street, London Avenue, and Orleans Avenue Canals
- IPET identified the "gap" failure mechanism for the I-Walls in the outfall canals. This information was used in the evaluation of the remainder of the I-Walls and is being used to develop new stability calculations.
- IPET's wave and surge analysis identified much higher waves than used in the design criteria - Katrina produced 4 ft waves in the canals; the design criteria anticipated 1 ft waves. IPET findings will be used in the new levee design guidance that will address this greater potential for wave run up, overtopping, and scour and erosion.

#### **2006 City Emergency Preparedness Plan**

In preparation for the 2006 Atlantic Storm Season, Mayor C. Ray Nagin's Office of Emergency Preparedness has developed a strategic plan for the management and evacuation of the citizens of New Orleans. No shelters of last resort will be made available. The Ernest N. Morial Convention Center will be a staging point for evacuations. Amtrak trains will also be used for evacuation purposes.

City communication infrastructure is being upgraded and an emphasis is being placed on interoperability with government agencies and law enforcement across the region.

The city will also have the help of 3,000 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.

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The Director of the Office of Emergency Preparedness shall continue to provide assistance to private industry, nonprofit organizations, and community organizations through the offering of training, joint drills and exercises, response and recovery plan development, and information sharing. Included in this effort are the following organizations:

- \* Association of Contingency Planners (ACP)
- \* New Orleans Tourist and Information Bureau
- \* New Orleans Hospital Association

### **CVB Emergency Preparedness**

The safety and well-being of every visitor to New Orleans is of utmost importance during times of crisis, and the Convention and Visitors Bureau, the City of New Orleans, and the state and city offices of emergency preparedness continue to monitor, evaluate and outline specific emergency strategies for immediate implementation to ensure the security of every visitor and local alike.

In the event of a crisis, the **NOMCVB Crisis Communication Team**, a group of executive staff with significant emergency experience (including the CVB CEO and senior operations officers), come together on-site and establish constant emergency communications with city and state officials, meeting vendors, convention center officials and staff to ensure a smooth transition through each phase of the emergency plan.

The **New Orleans Tourism Crisis Management Plan**, along with diligent and thorough preparation with an emphasis on safety, 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, and covers a number of different types of emergency situations, such as: fire, structural damage, hurricane, flood, tornado, power outages, medical emergencies, bomb and terrorist threats.

The City of New Orleans and State of Louisiana have for the first time implemented a **unified emergency communications plan** to ensure the timely flow of information across the region in emergency situations. The New Orleans tourism industry has joined with the Mayor and Governor to provide information they require to conduct a fully integrated Crisis Management Program for the City and the State.

This document presents a **comprehensive and effective citywide emergency communications plan** for the Greater New Orleans tourism industry. The individual emergency plans included in this plan for New Orleans tourism entities support the City and State Crisis Management Plan and are in line with the entire regional tourism industry.

**The New Orleans Metropolitan Convention and Visitors Bureau (NOMCVB) is the only agency in New Orleans in day-to-day touch with the full spectrum of tourism industry participants on a local, national and international basis**, including: NOMCVB members and industry-related professionals; other industry agencies; community, business and government organizations and leaders; corporate and association travel markets; group and individual leisure travel markets; and relevant media.

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**Pentagon resources will be available for any future U.S. disaster.** The Pentagon is buying cellular and satellite phone vans, cutting paper work to speed delivery of aircraft, troops and supplies to the Gulf States. Admiral Timothy Keating, commander of U.S. Northern Command said the military would respond more quickly this year to a disaster: months of preparations and disaster drills; streamlined procedures; and the storage of “massive amounts” food water and millions of MREs.

Keating now has the power to send some military aid without waiting for approval up the chain. In addition, the Pentagon has set up new procedures to cut the waiting time for action on requests for helicopters, small boats, communications, medical equipment and other military resources.

### **Health and Safety**

Dr. Kevin Stephens, Director of the New Orleans Department of Health, spoke to association executives visiting New Orleans January 18, 2006, and stated that the Health Department has worked side by side with the EPA, DEQ, CDC and other environmental organizations that have tested, retested and continue to test land, sea and air. Dr. Stephens concluded 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:** Official rating scales rate the air quality in the “**good**” zone. [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 Saint Charles Avenue areas have been completed.

### **Security**

The Vieux Carre Police station is up and fully functional in the heart of the French Quarter.

***Pre -Katrina Police Force***

Number of Officers – 1680

Number if Citizens - 485,000

Ratio of Police\Citizens 1\289

***Post-Katina Police Force***

Number of Officers – 1469

Number if Citizens - 220,000 – 235,000

Ratio of Police\Citizens 1\157

On Tuesday, June 20, 2006, the Governor of Louisiana, with the support of the Mayor of New Orleans and the City Council, requested the assistance of the Louisiana National Guard to support the New Orleans Police Department and to monitor outlying areas of the city badly damaged by Hurricane Katrina. Here are the facts.

- The historic areas and tourism core of New Orleans have enjoyed the reputation for being a safe place to be for residents and visitors alike, and have been even more so in the months following Hurricane Katrina.

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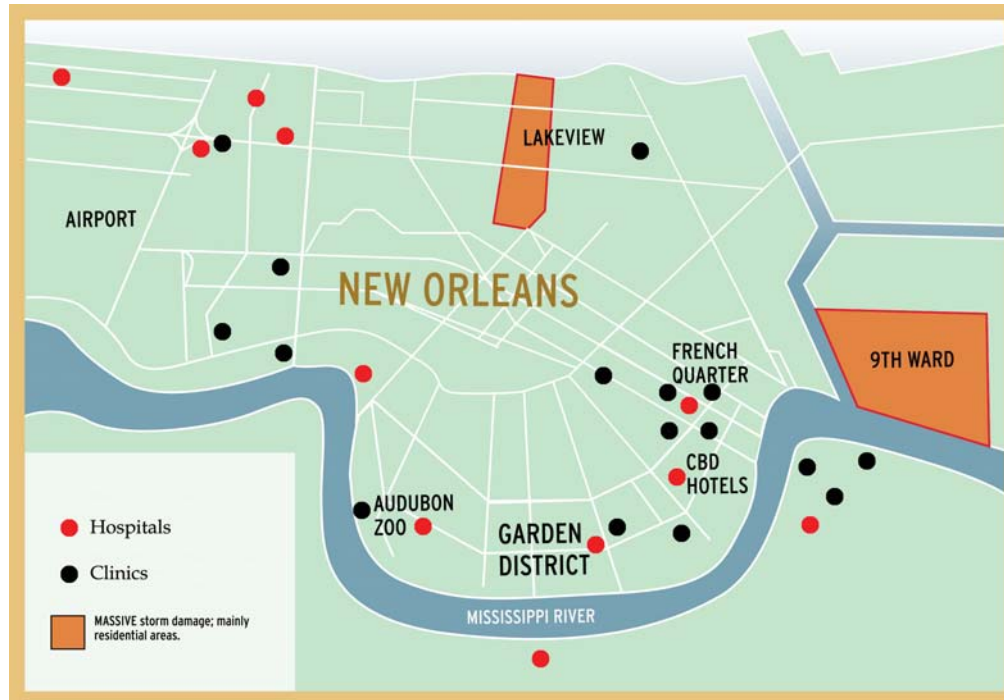
- The National Guard has been assigned to patrol the outlying damaged and sparsely populated neighborhoods of the city. This will allow the NOPD to increase their patrols in the tourism areas and historic parts of the city, enhancing the already good safety record these districts enjoy.
- The city recently experienced some enhanced drug related violence concentrated in a couple of isolated neighborhoods miles away from the Central Business District, French Quarter, and Convention Center area. The assignment of the National Guard to patrol outlying damaged city areas will allow the NOPD to place extra attention on these inner city neighborhoods and help keep them safe as they rebuild.

**Hospitals:** Currently there are 11 hospitals open in the metropolitan New Orleans area.

On Monday, April 24, 2006, Charity Hospital's emergency suite reopened in Elmwood, accepting serious trauma patients from four parishes, including Orleans, Jefferson, St. Bernard and Plaquemines. Other emergency cases, including chest pain, stroke, broken limbs and less-serious illnesses are being treated in an temporary emergency clinic at the former downtown site of Lord & Taylor's (Poydras Street at New Orleans Centre).

Other hospitals in the area open and fully-functioning include Tulane Hospital and Clinic, Touro Infirmary and Children's Hospital in Orleans Parish, East Jefferson Medical Center and Clinic, Tulane-Lakeside Hospital, Ochsner Clinic Foundation and Hospital, Kenner Regional Medical Center and Omega Hospital in East Jefferson Parish, and West Jefferson Medical Center on the westbank of the Mississippi River.

**Business**



According to statistics from the Louisiana Department of Economic Development, as reported in the Times-Picayune on April 16, 2006, 62,300 businesses have reopened since Hurricane Katrina, of the 81,000 local businesses in the 10 parish metropolitan area. According to the LDED, 17,716 of Orleans Parish's businesses have reopened, translating to almost 90% of pre-Katrina numbers.

Shell Exploration and Production Corporation's return in January, 2006, was just what New Orleans needed to jump start the recovery. Large manufacturing firms such as Northrop Grumman and Lockheed Martin are back, and in the city's Central Business District, Hertz Investment Group has opened four office buildings – all in more demand today than ever before.

**Air Transportation**

**Louis Armstrong International Airport**, as of September 6, 2006, reports 111 flights serving 33 cities (64 % the number of daily departures and 77% the number of destinations; 13,185 seats or 59% of our Pre-Katrina level of seats per day).

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**Airlines operating out of the Louis Armstrong International Airport include:** Air Tran, American Airlines, Continental, Delta Airlines, Jet Blue, Midwest, Northwest Air, Southwest Airlines, United Airlines, U.S. Airways.

The airport currently has 108 flights to 32 cities daily.

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

**New Orleans Lakefront Airport** is open 24 hours a day. Full service fuel, line service, flight training and aircraft rescue crews are available.

### **Ground Transportation**

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

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

**Regional Transit Authority:** RTA services are \$1.25, including bus transportation and the streetcar.

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 City Park at Wisner Boulevard. The Riverfront line is also running. The time line for the full return of the historic St. Charles Avenue line is well into 2007, to include construction of three electrical substations. A small leg from Canal Street to Lee Circle will be restored before the end of 2006. The stations were originally constructed in the 1940s and were in need of upgrading.

Twenty-nine bus lines are running, providing 25,000 rides daily. Bus service allows transportation throughout the city's major corridor, extending from the Faubourg Marigny to Riverbend.

**Amtrak** has been operating in New Orleans since October of 2005. The City of New Orleans is running again to Memphis and Chicago, while the Crescent has resumed its regular route to Atlanta and New York.

### **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 ports' stevedores and terminal operators are open during normal business hours.

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### **Cruise Industry**

The Delphin Renaissance, a 600-passenger luxury ship, was the first cruise ship to call on the Port of New Orleans in the post-Katrina era when it docked December 31, 2005 at the Thalia Street Wharf alongside the Port's Administration Building.

The cruise industry will return to New Orleans in October 2006, including the Norwegian Cruise Lines and Carnival Cruise Lines. Royal Caribbean International returns in December, as does RiverBarge Excursion Lines. Carnival Cruise Lines will deploy the Carnival Triumph to New Orleans in August 2007.

### **Education**

The Greater New Orleans area has approximately 200 parochial schools, including Catholic and private schools (pre-K through 12<sup>th</sup> grade).

Since Hurricane Katrina forced the closing of all schools in New Orleans for a time, approximately 19 new Orleans Parish charter public schools have reopened, with more slated to open with the start of the 2006-07 academic year. The Louisiana Recovery Schools District took over management of the majority of public schools in Orleans Parish. The 2006-07 school year began in August, with approximately 54 public schools welcoming close to 35,000 students.

Local colleges and universities are open, including Tulane University, Loyola University, the University of New Orleans, Our Lady of Holy Cross College, Xavier University, Dillard University, Southern University of New Orleans, Delgado Community College, Nunez Community College and Louisiana Technical College.

### **SOUL OF THE CITY**

**The Soul of New Orleans is thriving, with our unique and authentic culture 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.**

### **Hospitality and Tourism**

**Hotels:** With 103 of 140 metropolitan area hotels open, 90 are located in downtown New Orleans. There are more than 28,000 of 38,000 hotel rooms available in metropolitan New Orleans. The Ritz-Carlton will reopen in December 2006, after extensive renovations. The Hyatt is undergoing extensive renovation as well, and will reopen in fall, 2007, as part of the proposed Hyatt Jazz District Project.

**Dining:** According to the Louisiana Restaurant Association, there are over 700 restaurants open, including the restaurants in the French Quarter, downtown, and Warehouse Arts District popular with visitors to the city. Commander's Palace is slated to reopen in the Fall 2006, after undergoing extensive renovations. As well, 18 major new restaurants opened in the metro area and are enjoying success. (This figure does not include fast-food restaurants, most national chains, bars serving food and coffeehouses.)

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**Convention Information \***

Convention and meetings business has returned to New Orleans, with approximately 40% of business retained for 2006, including the following meetings: (\* These groups are utilizing the Ernest N. Morial Convention Center. Please note that other in-house hotel group meetings taking place.)

	Month	Attendees
USA Volleyball Association	May	5,000
Air & Waste Management Association	June	3,000
Natl. Assoc. of Collegiate Director of Athletics	June	1,500
American Library Association	June	17,000
Full Gospel Baptist Church Fellowship Intl	July	25,000
Airborne Law Enforcement Association	July	1,000
American Psychological Association	August	16,000
Ancient Egyptian Arabic Order Nobles	August	20,000
American Trucking Association	August	2,000
Louisiana Restaurant Association	August	16,000
Society of Exploration Geophysicists	October	8,000
American Society of Human Genetics	October	6,000
American College of Emergency Physicians	October	6,000
American Society for Reproductive Medicine	October	6,000
Clean Gulf Conference	October	2,000
American Translators Association	November	1,300
Federation of Societies for Coatings Technology	November	6,500
Continuing Medical Education, Inc	November	3,000
National Association of Realtors	November	25,000
International Work Boat Show	November	4,000

Approximately 70% of convention and meetings business has been retained for 2007, with over 90% retained for 2008.

**Ernest N. Morial Convention Center** partially reopened in February 2006. With approximately \$60 million in restoration work and several million more in renovation upgrades, the majority of the Center reopened the week of June 19, with 741,257 square feet of exhibit space, 99 meeting rooms, the 4,000-seat auditorium, and a 36,000 square foot ballroom. The remaining part of portions of the Center – 4 halls, 41 meeting rooms and a 32,000-plus square foot ballroom, will open by early November.

The **New Orleans Arena** welcomed its first event in early March and is fully-functioning.

The **Louisiana Superdome** will reopen on Monday, September 25, 2006, with Monday Night Football, when the New Orleans Saints will play the Atlanta Falcons.

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**Major Attractions:** Nearly all major attractions in the city, including the Harrah's Casino, the Audubon Zoo, Aquarium and IMAX theater, Mardi Gras World, Café Du Monde, paddlewheel cruises on the Mississippi River, carriage rides through the French Quarter and CBD, ferry rides across the Mississippi River, the Steamboat Natchez and the Creole Queen, plantation, swamp and specialty tours, nightclubs and music venues are open.

#### **Cultural Institutions**

All major museums have reopened including the New Orleans Museum of Art and Besthoff Sculpture Garden, The Ogden Museum of Southern Art, the National World War II Museum, the Contemporary Arts Center and the Louisiana Children's Museum, some operating under limited hours. The New Orleans Ballet, the Louisiana Philharmonic Orchestra, and community theatres throughout the metropolitan New Orleans area are back in operation.

Major **urban shopping destinations**, including The Shops at Canal Place, The Riverwalk and Jax Brewery are open, offering visitors a full complement of national stores, specialty shops and boutiques. Saks Fifth Avenue, the anchor store in The Shops at Canal Place, will open its doors to the public in the fall. Boutiques, art galleries and antique stores are open throughout the city.

#### **2006 Successes**

**Mardi Gras** was held February 18 - 19 and the six days preceding "Fat Tuesday," February 23 – 28. With approximately 700,000 revelers, on Mardi Gras day the city showcased that it was once again capable of orchestrating city services to host the 150<sup>th</sup> Anniversary of Mardi Gras.

**The Tennessee Williams Literary Festival** took place March 29 - April 2 throughout the French Quarter, with special literary-themed gatherings including panel discussions, theatrical performances, book-signings, scholarly presentations, literary and historical walking tours and the traditional "Stella-yelling" competition that closes the festival every year.

**New Orleans Zephyrs Baseball Season Opener** on April 6, 2006 to a sold-out crowd.

**French Quarter Festival**, April 21 – 23, offered 250 hours of free entertainment featuring more than 150 musical performances on fifteen stages throughout the French Quarter, nearly 60 food and beverage booths located in Jackson Square and Woldenberg Riverfront Park, the "World's Largest Jazz Brunch."

**Zurich PGA Classic**, played at English Turn Golf and Country Club April 27- 30, drew an estimated 35,000 attendees for the final round, bringing the four-day total to 111,000 golf enthusiasts. The six-day total was 128,000, up from 112,000 last year, according to tournament officials. Nine-hundred local residents volunteered their services throughout the week's events.

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**New Orleans Jazz and Heritage Festival**, the annual two full weekend slate of entertainment, April 28 – 30 and May 4 – 7, and labeled by some as “the most important Jazz Fest in history,” welcomed over 350,000 attendees and more than 350 music acts - including Paul Simon, Jimmy Buffett and Bruce Springsteen, Dave Matthews, and the best in New Orleans’ local musical entertainment, including Fats Domino, Irma Thomas and Pete Fountain.

**New Orleans Wine and Food Experience**, May 24 – 28, gave participants the opportunity to experience the city’s culinary culture with a five-day feast for all the senses.

**COOLinary New Orleans: Celebrating Dining in America’s Most Delicious City** showcases New Orleans’ restaurant scene July, August and September, with over 35 restaurants offering special menus and prices to please every palette.

**Satchmo Summerfest**, August 3 – 6, offered participants a “Wonderful World,” with an entertaining and educating weekend in the French Quarter honoring New Orleans’ native son, Louis "Satchmo" Armstrong. The Satchmo-inspired program included musical performances, lively discussions, jazz exhibits, a jazz mass, a club crawl, "red beans and ricely yours" foods, and a star-studded line-up of performances.

The National Basketball Association awarded New Orleans the 2008 All-Star Game. In the official announcement, NBA commissioner David Stern stated, “New Orleans is very much open for business.”

Strategic Hotels & Resorts, who among other properties own the New Orleans Hyatt, announced on Tuesday, May 30 plans for a Hyatt District Rebirth, a major downtown revitalization project to include a renovated Hyatt hotel, a National Jazz Center to be the permanent home of the New Orleans Jazz Orchestra (see [www.neworleanscvb.com](http://www.neworleanscvb.com) for details).

## **OUR FUTURE**

Major national sporting events returning to New Orleans include:

The New Orleans Saints have broken the franchise record for season ticket sales, with almost 55,000 to date. The home opener will be played on September 25, 2006, telecast on ESPN’s Monday Night Football.

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 will be played in the Louisiana Superdome on Wednesday, January 3, 2007.

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**Economic Opportunities and projects**

Hyatt Regency National Jazz Park & Municipal Complex	\$ 700 million
AFL-CIO Housing & Business Development	\$ 700 million
LSU/VA Medical Complex	\$ 1.2 billion
LIFT Productions Digital Media Studio/Soundstage Training Complex	\$ 180 million
Louisiana Superdome/E. N. Morial Convention Center Restoration	\$ 240 million
Harrah's Hotel and Fulton Promenade	\$ 170 million
Trump Tower Condominium Development	\$ 100 million
GO Zone Tax Exempt Bond Financing/Incentives <i>(allows private developers to sell tax-free revenue bonds outside the usual federal limits/ allows developers to borrow money at government rates, approx. 1/2 of conventional loans)</i>	\$ 1 billion
New Market Tax Credit Program <i>(lowers the cost of capital for developers/ spurs investment in low income communities)</i>	\$ 600 million

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**About New Orleans Metropolitan Convention & Visitors Bureau (NOMCVB)**

Since 1960, the New Orleans Metropolitan Convention & Visitors Bureau ([www.neworleanscvb.com](http://www.neworleanscvb.com)) has been the driving force behind New Orleans' most important industry, attracting \$4.9 billion to the region annually. Nationally recognized for superior customer service, NOMCVB represents over 1,200 members and provides convention services and visitor information for business travelers and vacationers. In 2004, the NOMCVB welcomed a record-breaking 10.1 million visitors to one of America's favorite meeting and leisure destinations. The NOMCVB is committed to rebuilding the city of New Orleans.