

Implementation

TASK 2

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Benchmark Untapped Business Development Market

Once established, the New Orleans Partnership will utilize market studies benchmarking the true purchasing power and untapped business development markets in our distressed areas, as the primary vehicle for attracting and expanding new and existing business opportunities. These market studies, which are being performed by the Southern University of New Orleans, will assess the key business attributes of the New Orleans market that go undetected using standard market research tools and government data. This dependable business data will then be used to measure the market attributes, assess market development and investment opportunities and dispel negative stereotypes.



Leeta Allen Haynes (right), Dean of Graduate Studies at SUNO, looks over drafts of the Bienville Corridor with Cliff James, Jr., a recent SUNO graduate and a computer graphics draftsman with Urban Design Research Center. SUNO received a HUD HBCU Grant to develop a revitalization plan for the Bienville Corridor.

TASK 2: *continued*

Working from the market study findings, the New Orleans Partnership will equip the neighborhood residents and stakeholders with the market information and help them articulate their dreams for the future of their communities. In addition, public education efforts engaging business, opinion and political leaders will showcase the hidden strengths of the market as revealed through the market study and the potential market development strategies envisioned by *LIFT New Orleans*.



Local residents gather to hear about home ownership opportunities through the WOW program.