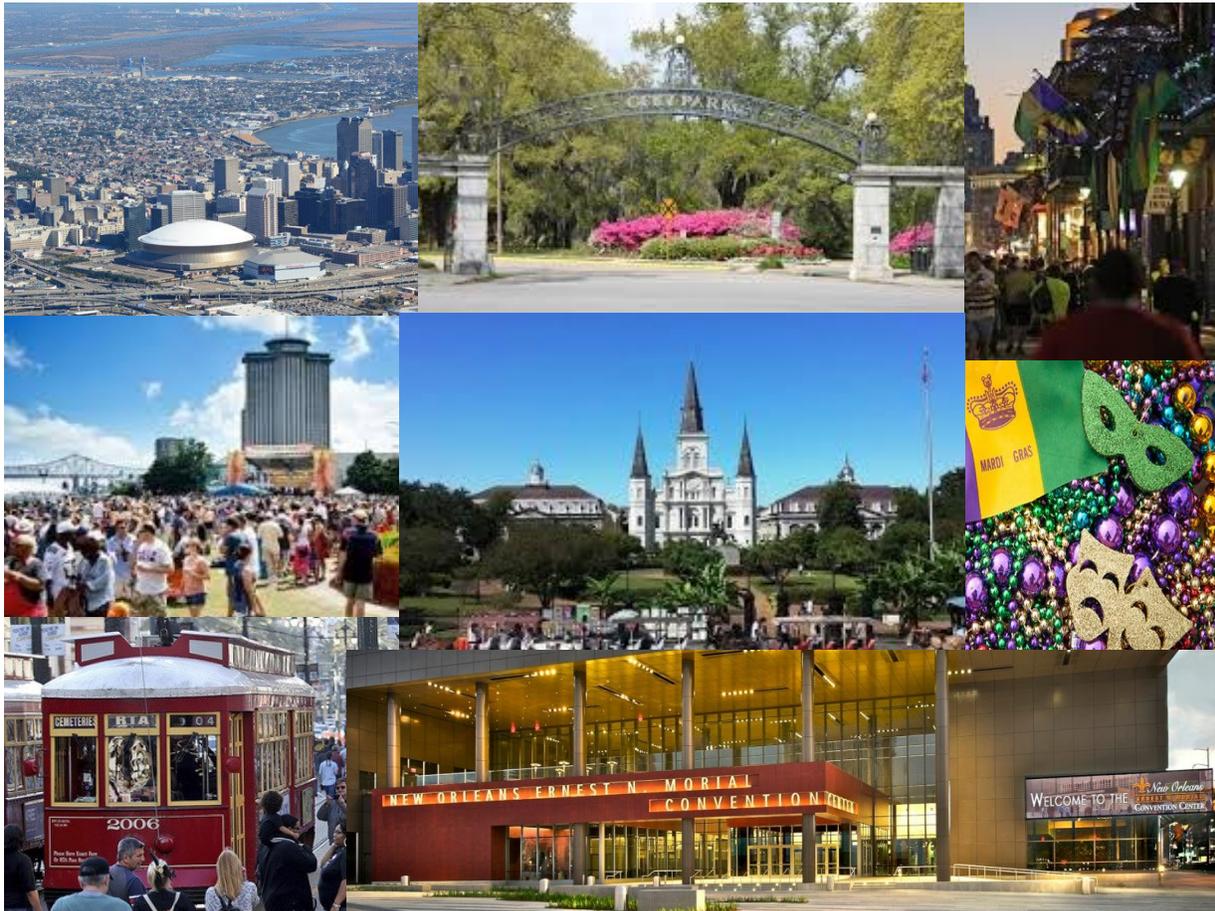


Dr. Ivan Miestchovich
Economic Outlook & Real Estate Forecast for
Metropolitan New Orleans

April 7, 2022



Hosted by:

Institute for Economic Development & Real Estate Research



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2022 Dr. Ivan Miestchovich
Economic Outlook & Real Estate Forecast Seminar for Metropolitan New Orleans
Senator Ted Hickey Ballroom, University Center
University of New Orleans
2000 Lakeshore Drive, New Orleans, LA 70148
Thursday, April 7, 2022 | 9:00AM – 1:00PM

Seminar Agenda

- 8:30 – 9:00AM** **Registration & Networking**
- Seminar Moderator** **Dr. Robert Penick, Director, UNO Institute for Economic Development & Real Estate Research and Instructor of Finance**
- 9:00 – 9:10AM** **Welcome & Opening Remarks**
- Dr. Pamela Kennett-Hensel, Dean, UNO College of Business Administration
- 9:10 – 10:30AM** **Regional Economy**
- Louis David, Vice President, New Orleans Business Alliance
 - Michael Sawaya, President, New Orleans Ernest N. Morial Convention Center
 - Trey Burvant, Vice President of Studio Operations, Second Line Stages
President, Louisiana Film Entertainment Association
(Replacing Jason Waggenspack, CEO, The Ranch Film Studios)
- 10:30 – 10:40AM** **Break**
- 10:40 – 11:10AM** **Single Family Real Estate**
- GiGi Burk, Broker/Owner, Burk Brokerage Real Estate
- 11:10 – 11:40AM** **Insurance Impacts on the Real Estate Industry**
- Charles Fontenelle, President, Fontenelle & Goodreau Insurance, LLC
- 11:40 – 11:45AM** **Break**
- 11:45 – 1:00PM** **Commercial Real Estate**
- | | |
|-------------------|---|
| Office Market | Daniel Marse, Commercial Sales & Leasing,
NAI/Latter & Blum |
| Industrial Market | Patrick Beard, Industrial Real Estate Asset Manager,
The Port of New Orleans |
| Retail Market | Kirsten Early, Partner / Director of Retail,
SRSA Commercial Real Estate |
- 1:00PM** **Seminar Adjourns**

Table of Contents

Agenda	1
Table of Contents	2
Speaker Biographies	3
Regional Economy	
<i>Louis David, New Orleans Business Alliance</i>	8
<i>Michael Sawaya, New Orleans Ernest N. Morial Convention Center</i>	11
<i>Trey Burvant, Second Line Stages (replacing Jason Waggenpack)</i>	17
Single Family Real Estate	
<i>GiGi Burke, Burke Brokerage Real Estate</i>	19
Insurance Impacts	
<i>Charles Fontenelle, Fontenelle & Goodreau Insurance, LLC</i>	20
Commercial Real Estate Panel	
<i>Office Market, Daniel Marse, NAI/Latter & Blum</i>	(not included in handout)
<i>Industrial Market, Patrick Beard, The Port of New Orleans</i>	24
<i>Retail Market, Kirsten Early, SRSA Commercial Real Estate</i>	28
Institute for Economic Development & Real Estate Research Partners	Back Cover

Dr. Ivan Miestchovich Economic Outlook & Real Estate Forecast Seminar for New Orleans

April 7, 2022

Hosted by the UNO Institute for Economic Development & Real Estate Research

SPEAKER BIOGRAPHIES



Dr. Pamela Kennett-Hensel, Dean, College of Business Administration

Dr. Kennett-Hensel was appointed Dean of the College of Business Administration in January 2022 after a national search. Prior to that she served as the Chair of the Department of Management & Marketing. She is a tenured Full Professor of Marketing and holds the Annette Bernstein Chair in Higher Education Administration and the Freeport Mc-MoRan Professorship of Corporate Social Responsibility.

She joined UNO in 2000 as an Assistant Professor. Previously, she was on the faculty at the University of South Alabama and served as an instructor at Georgia State University where she earned her PhD. Professor Kennett-Hensel's research interests include the examination of event-induced stress and natural disasters on consumer behavior. She also has published a number of studies that further the understanding the role of corporate social responsibility (CSR) initiatives. Her research also focuses on

advancing marketing education. Dr. Kennett-Hensel's research has been published in journals such as Marketing Letters, Journal of Business Research, Journal of Services Marketing, Journal of Marketing Education, Journal of the Academy of Marketing Science, Journal of Business Ethics, Psychology & Marketing and the Journal of Advertising. It has also been presented at numerous national and international marketing conferences including the annual meetings of the American Marketing Association, Society for Marketing Advances, Association for Consumer Research, Society for Consumer Psychology, European Marketing Academy, and Marketing Management Association.

She currently serves on the Editorial Review Board for the Marketing Education Review and the Journal for the Advancement of Marketing Education. She has been named a Fellow of the Marketing Management Association and is a Past-President and current Board Member of that organization.



Dr. Robert Penick, Director, Institute for Economic Development & Real Estate Research and Instructor of Finance, UNO

Dr. Robert Penick has been appointed the Director of the Center for Economic Development and Real Estate Market Data Center as of September 1, 2015. The Center is a State and federally funded program providing technical assistance to local business and community organizations and government agencies focused on economic development and real estate information throughout Louisiana. He also serves as a full time Professor of Finance, teaching undergraduate and graduate courses in real estate principles and real estate finance. He currently serves as a Stockholder and past CFO for the Latter & Blum Companies in New Orleans.

He holds a B.S. in Finance and an M.B.A. in Business Administration and Management from Loyola University of New Orleans. He also holds a M.Ed. in Supervision and Administration from Our Lady of Holy Cross College of New Orleans. His University of New Orleans education includes a M.S. in Urban Studies and a Ph.D. in Urban Studies with a concentration in real estate and real estate ethics. Dr. Penick also holds an Insurance license in the State of Louisiana. He is currently on the faculty of the NAR Realtor University which offers master's degrees in real estate to Realtors across the country. He taught Personal Finance courses at St. Joseph Abbey and Seminary College in Covington, Louisiana and previously taught at Southeastern Louisiana University in Hammond, Louisiana and at Our Lady of Holy Cross College on the Westbank of New Orleans. In 2011 he was named one of the top Money Makers by the City Business publication in New Orleans.

He is active in many civic, business, and professional organizations and serves on or has served on the boards of several of them. He served on the International Alumni Association at the University of New Orleans and now on the Board of the University of New Orleans Foundation. He also has served on the Board of a local school board as a member and President of that School Board. He is a veteran of the U.S. Army and the U.S. Army Reserves having served more than 30 years and retiring as a Lt. Colonel, Engineer Branch.



Louis David, Vice President, New Orleans Business Alliance

Louis David is Vice President of Industry Attraction & Retention for the New Orleans Business Alliance (NOLABA). NOLABA is a public / private organization that is the lead economic development organization for the City of New Orleans and Orleans Parish. Louis works primarily recruiting and retaining companies and talent in the technology, manufacturing, bio and emerging industries.

Louis serves as a board member of the Tulane Association of Business Alumni currently serves as the Co-Chair for the Tulane Business Forum. Louis' leadership experience has been enhanced through participating in the National League of Cities Equitable Economic Development Fellowship, the New Orleans Regional Leadership Institute, Bryan Bell Metropolitan Leadership Forum and the Youth Empowerment Project 40 Under 40 Cohort.

A Louisiana native, Louis holds an MBA from Tulane University and an BA in Journalism from Louisiana State University in Baton Rouge. Previously, Louis has worked in technology services at iSeatz in New Orleans and as a reporter at the ABC affiliate in Lafayette, LA.



Michael Sawaya, President, New Orleans Ernest N. Morial Convention Center

Michael J. Sawaya, is Convention Center President of the New Orleans Ernest N. Morial Convention Center. A 44-year veteran of the hospitality industry, Mike came to New Orleans in 2018 from San Antonio, TX, where he served as Executive Director of the Convention and Sports Facilities Department for the City of San Antonio for 15 years. During his tenure in San Antonio, Mike led the 2016 expansion of the Henry B. Gonzalez Convention Center – the largest single capital improvement project in the city's 300-year history. Additionally, he served as Interim Aviation Department Director for the San Antonio International Airport.

Before joining the City of San Antonio, he served as General Manager of the Omni Severin Hotel in Indianapolis, IN, the Omni San Antonio Hotel, and 11 other hotels around the country over a 20-year career as a Hotel GM. Mike has been in his role as President of the New Orleans Ernest N. Morial Convention Center since February 2018. Shortly after his arrival, Mr. Sawaya embarked on an ambitious visionary plan entitled “the Decade of Delivery”, that includes a \$557M five-year capital improvement plan – the largest in the facility's 37-year history, and a mixed-use entertainment, specialty retail, and residential development that will transform and modernize the New Orleans Ernest N. Morial Convention Center (NOENMCC) to compete more effectively in the future. In 2021, the NOENMCC was recognized as one of the Top Workplaces in the U.S. – the only convention center to receive this honor nationally.

Mr. Sawaya is a Board Member of the Greater New Orleans Chamber of Commerce, was selected in 2018 as one of Biz Magazine's People of the Year, and in 2021 as one of City Business Magazine's Power 25 in Tourism and Hospitality. In 2022, Mr. Sawaya was selected by Biz Magazine as one of 500 executives in this region who are innovating, creating, leading, succeeding and giving back to the community.



Trey Burvant, Vice President of Studio Operations, Second Line Stages; President of the Louisiana Film Entertainment Association

After fifteen years working in the film and theatre industries in New York and Boston, Trey returned home to New Orleans and created, built and currently serves as the VP of Studio Operations at Second Line Stages, the first full-service film and television facility in New Orleans. Not all business, he has kept a tether to his creative side since moving back home, appearing on stage in leading roles with Southern Rep, The Nola Project & Tulane Shakespeare Festival. You can catch him on the big screen in NCIS: New Orleans, Treme & Get Out among others. Trey has also served as a producer on the locally shot independent films, The True Don Quixote and American Reject. He serves as the President of the Louisiana Film Entertainment Association, which works to support and promote Louisiana's robust and highly successful film and television industry.

(Replacing Jason Waggenspack on the program)



Gigi Burk, Broker/Owner, Burk Brokerage Real Estate

GiGi Gaubert Burk, lead broker and owner of Burk Brokerage Real Estate is a proud native New Orleanian who started her career in Real Estate in 1982 by flipping homes. Realizing the investment potential and fueled by a desire to help others, she set out to become a licensed Realtor and Broker. Her desire continued to expand ever since, bringing her to advocate for Agents and Clients on many issues and in many forums.

By serving on New Orleans Metropolitan Association of Realtors Board, Ethics, Policies/Procedures Committees, and the MLS Board, to name a few, GiGi has devoted much of her time and effort for the betterment of the real estate profession and its industry standards. Together with her team, she lends her expertise of current events, market conditions and trend analysis to clients and agents alike, ensuring they have the right tools and skills to adapt to our rapidly and ever-changing market. GiGi and her team, G-Force, specialize in luxury homes, new construction and real estate investments.

GiGi is married to Billy Burk and they have four grown children, two of whom work within the family businesses.



Charles Fontenelle, President, Fontenelle & Goodreau Insurance, LLC

Charlie Fontenelle is our current owner and also serves as a founding member of the F & G team with Darrell Goodreau, being here since the very start in 2006. Prior to owning F & G Insurance, Charlie has worked within the insurance industry for a total of 38 years. Charlie graduated from Louisiana State University and holds a B.A. Degree in Business. He started out his career in insurance as a claims adjuster and sales agent. He then moved on to producing and served as the Senior Vice President at a local insurance agency here in Metairie, LA before deciding to form his own retail agency, Fontenelle & Goodreau Insurance, LLC. During his time in the insurance industry, Charlie has served on numerous committees and local boards.



Daniel Marse, Commercial Sales & Leasing, NAI/Latter & Blum

Daniel is a New Orleans native and proud alumnus of the University of New Orleans (UNO) with a strong academic foundation in Finance and Economics he has crafted a niche of advanced financial analysis, site selection, and demographic research across several industry specialties.

He is a contributing partner in the creation of the AI Davis Industrial list which tracks the quarterly absorption of industrial properties with its origin dating back to 1987. In the Hospitality sector, he serves as a financial analyst, with the use of Argus Enterprise, to conduct feasibility studies, distribution ratio and cash flow analysis, underwriting, and investment analysis. With this technology, he provides institutional level financial analysis for clients ranging from local hoteliers to national REITS.

After the \$1 Billion-dollar collapse of a New Orleans-based community bank, Daniel provided advisory services to Regional and National Banks, Private Investors, and Underwriters across a plethora of asset types including: Downtown Office High Rises, Hotels, Leasehold Interest, Condo Developments, and Airbnb Investment Properties. Through the management of a research department, his team aggregated market data to reconstruct financial statements and researched market comps to provide an opinion of value. The determined values were used as guidance in the acquisition of collateralized debt obligations (CDOs) at FDIC auctions.

In his free time, Daniel assists in the national education of fellow CRE professionals in the application of innovative tools. His repertoire of teaching events includes, but is not limited to, CCIM Facility Cadre Training in Chicago [2015], CCIM Annual Spring Conference in Atlanta [2016], CCIM 102 Market Analysis for Commercial Investment in Houston [2017], and as a guest speaker in CCIM 102 Market Analysis in New Orleans [2017]. In 2016, he consulted as a retail site selection expert to assist in the development of a course for CCIM. Recently, he has also been selected to present at the 2018 Esri User Conference (Esri UC) in San Diego, which is attended by over 15,000 attendees, and as a panel member for the University of New Orleans Economic Seminar.

Through his active participation in roles listed above, and others, Daniel remains up to date about the forces which shape today's turbulent commercial investment markets on both a Macro and Micro level.

Patrick Beard, Industrial Real Estate Asset Manager, Port of New Orleans



Patrick Beard is the Industrial Real Estate Asset Manager for the Port of New Orleans, where he manages real estate transactions, deal negotiations, letters of intent, and lease writing/execution for over 1,000 acres of industrial real estate owned by Port NOLA along the Inner Harbor Navigational Canal in New Orleans, Louisiana. Prior to joining the Port of New Orleans, Patrick was the Director of Internships at NAI Latter & Blum, a commercial real estate brokerage with a presence across all markets in Louisiana. In this role, he oversaw a team in the valuation of over \$200 Million of commercial real estate investment properties. Patrick is an Adjunct Assistant Professor at Tulane University, where he teaches Introduction to Real Estate Finance & Economics for the Master of Sustainable Real Estate Development Program and Real Estate Market Analysis and Finance in the undergraduate Sustainable Real Estate Development program. He also instructs an undergraduate course in Real Estate Finance as an Adjunct Lecturer at the University of New Orleans. Patrick has a Master of Business Administration degree, as well as a Bachelor of Science in Business Administration, both from the University of New Orleans.



Kirsten Early, Partner/Director of Retail, SRSA Commercial Real Estate

With over 22 years of experience, and a partner of SRSA Commercial Real Estate, Inc. Kirsten Early is one of the leading commercial real estate professionals in the Gulf South. Named as one of the top 50 women by New Orleans City Business, Early has made a name for herself by working with retailers to develop market strategies throughout the Gulf South. Tenants represented include Floor & Décor, Total Wine, Trader Joe's, Trek Bicycle, Petco, Oak Street Health, Dave & Busters, Kohls, Mattress Firm, Bath & Body Works, and Chick Fil A, just to name a few. Kirsten has worked with Landlords in project leasing, providing transformational changes to the retail landscape throughout Louisiana. As a prominent leader in commercial real estate, Kirsten Early now gives her time back to her community. She serves as an expert panelist on leading real estate forecast panels. Early also counsels' newcomers by providing guidance about building their own networks, immersing themselves in market knowledge.

Early's achievements include: F. Poche Waguespack Award (2015), Overall Top Retail Producer (2015 & 2017) Largest Transaction Award (2012, 2013 & 2016), Top Tenant Rep Lease (2011, 2014 & 2017), Top Retail Lease (2007 & 2008), Top Office Sale (2004), Largest Special Purpose Sale (2003), CID Achievement Award (2000-2019), a CCIM Retail Market Forecast Panelist (2001 & 2021), the University of New Orleans Economic Outlook & Real Estate Forecast Panelist (2014, 2016, 2019 & 2022) and ICSC Open Air Round Table Panelist (2010 – 2014). In 2008 she was voted CCIM chapter president and received the 2008 President's Cup Award.

Early is a graduate of Loyola University of New Orleans and holds a Bachelor of Science and Business Administration (BSBA). In 2002, she received a Certified Commercial Investment Member designation (CCIM) and is a licensed real estate agent in Louisiana. When she is not working hard for her clients, Kirsten Early is an avid daily runner. She is proud to have completed the Boston Marathon.

UNO ECONOMIC OUTLOOK AND REAL ESTATE SUMMIT

April 7, 2022

Louis David
Vice President, Industry Attraction & Retention

1

Agenda

- How do we compare?
- Focus industries future employment growth
 - Technology
 - Trade, Transportation & Logistics
 - Food & Beverage Manufacturing
 - Bio
 - Small Business
- Upcoming Major Projects
 - Jazzland Redevelopment
 - Propel Park
 - Port of New Orleans – Louisiana International Terminal
 - Caesars Superdome & casino renovations
 - Airport growth

2

How Do We Compare?

Metro Area	Population	Rank	Metro Area	Rank
Austin	2.3M (+3%)	28	Louisville	45
Atlanta	6.1M (+.89%)	8	Salt Lake City	46
Dallas	7.7M (+1.6%)	4	New Orleans	47
Houston	7.2M (+1.2%)	5	Hartford	48
Nashville	2M (+1.15%)	35	Buffalo	49
New Orleans	1.26 (-.8%)	47		

Source: 2021 US Census Estimates

3

Focus: Technology

4

Focus: Technology

25% 25 PERCENT REBATE ON PAYROLL

- Applies to fully loaded payroll
- Administered through cash rebate
- Applies to developers, engineers, programmers, QA/QC, analysts, and project managers (additional staff may also qualify)

18% 18 PERCENT REBATE ON DEVELOPMENT RELATED EXPENDITURES

- May apply to hardware, software, supplies, licenses/permits, and rent
- Administered through cash rebate

NO CAPS, LIMITS OR SUNSETS

- No minimums or expiration
- Completely scalable
- Permanent cost savings

5

Focus: Trade, Transportation & Logistics

Retail e-commerce revenue in the United States from 2017 to 2022 (in billion U.S. dollars)

6

Focus: Trade, Transportation & Logistics



OUR WORK SPEAKS VOLUMES

Household items made possible by some of the commodities moved annually at Port NOLA:



660 MILLION
CHICKEN POT PIES



1.65 MILLION
STEEL-BODIED CARS



24.3 BILLION
PLASTIC CREDIT CARDS



12.2 BILLION
ALUMINUM CANS



145 MILLION
RUBBER TIRES



20 BILLION
CUPS OF COFFEE

7

Focus: Food & Beverage Manufacturing



8

Focus: Bio



NewOrleansBioInnovationCenter



9

Focus: Small Business Growth



10

Major Projects: Jazzland / Six Flags Redevelopment



11

Major Projects: Propel Park @ NASA Michoud



12

**Major Projects:
Port of New Orleans
Louisiana International Terminal**



13

**Major Projects:
Caesars Superdome and Casino
Renovations**



14

**Major Projects:
We finally have a great airport!!!!**



15

THANK YOU!
**Louis David
New Orleans Business
Alliance**
ldavid@nolaba.org
337-278-3149

16



THANK YOU!

17

17



1



2

Funding

- Facility Revenues cover only 70% of operating costs
- A variety of state and local taxes make up the shortfall between self-generated funds and what is needed to operate, maintain and improve the facility.

Revenue Source	Percentage
Hotel Occupancy Tax	36%
Restaurant Tax	14%
Other Taxes	14%
Investment Income	4%
Facility Rental	8%
Ancillary Fees	16%
Food & Beverage Commission	7%
Misc. Revenue	2%

3

Facility Revenues cover **70%** of operating costs

Revenue Source	Percentage
Hotel Occupancy Tax	36%
Restaurant Tax	14%
Other Taxes	14%
Investment Income	4%
Facility Rental	8%
Ancillary Fees	16%
F&B Commission	7%
Miscellaneous Revenue	1%

A variety of state and local taxes make up the shortfall between self-generated funds and what is needed to operate, maintain and improve the facility.

4

Economic Impact

\$2.4B (\$1.3B direct)
Total Economic Impact in 2018

\$90B
Estimated 34-year impact, adjusted for inflation

Supported **24,250** Jobs

\$755M additional earnings for residents

\$189M in tax revenue for state & local governments

\$78M LOCAL represents 11% of the City of New Orleans total general fund revenue

5

Supporting Urgent Needs

Public Safety French Quarter	\$ 5,000,000
Convention Center Blvd./Spanish Plaza	\$23,050,000
Public Safety and Homeland Security	\$ 23,000,000
Low Barrier Shelter	\$ 1,250,000
British Airways	\$ 2,250,000
Governor Nichols/Esplanade Wharves	\$ 9,000,000
NOCHI	\$12,000,000
Total	\$75,550,000

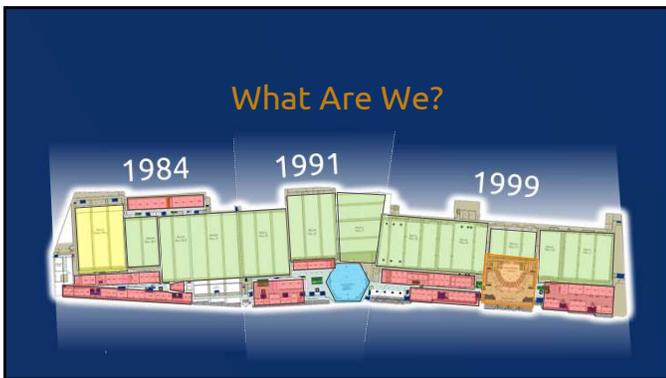
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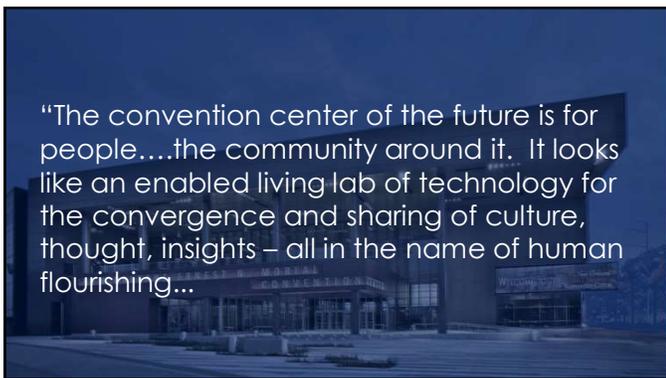
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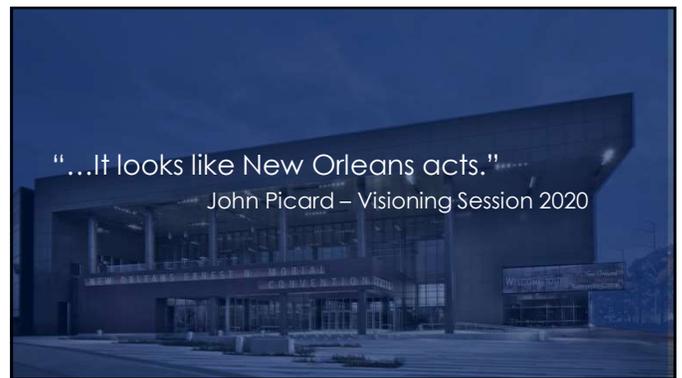
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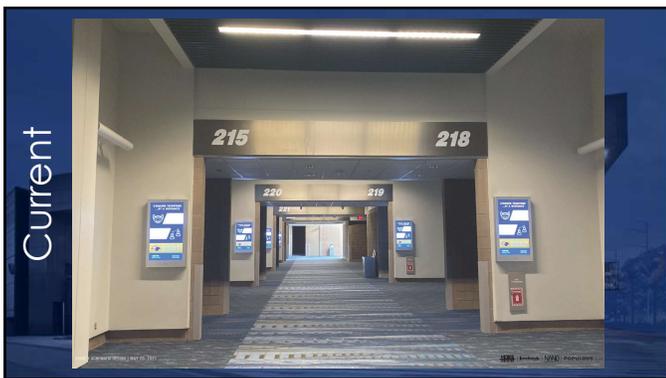
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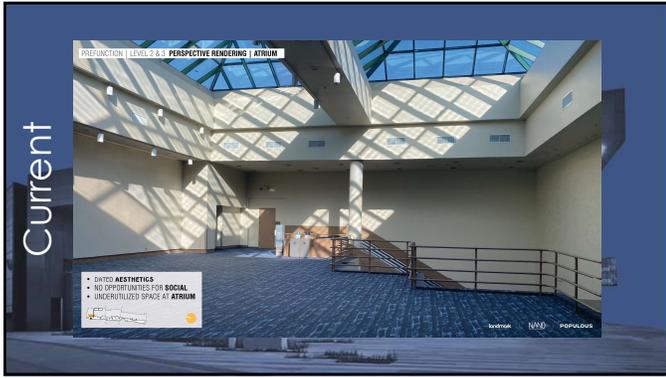
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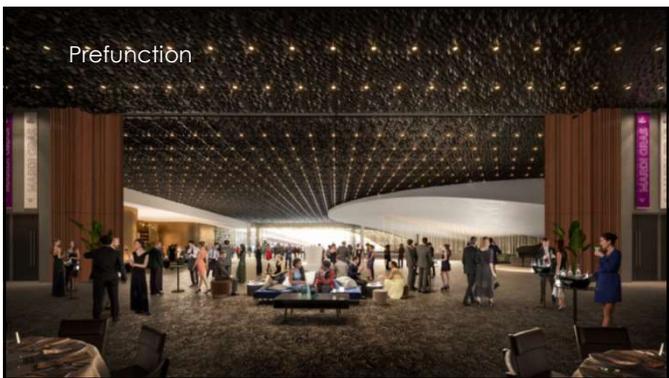
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THE LOUISIANA FILM INDUSTRY

A Growing Economy

1

A HISTORY OF FILM IN LOUISIANA

Since 1898 there have been over 3500 film & TV productions in the state.

Louisiana has hosted numerous Oscars winning shows. From "A Streetcar Named Desire" to "JFK" to "Dead Man Walking" "Monsters Ball" to "Ray" to "12 Years a Slave" and "Green Book".

2

THE STATE OF AFFAIRS

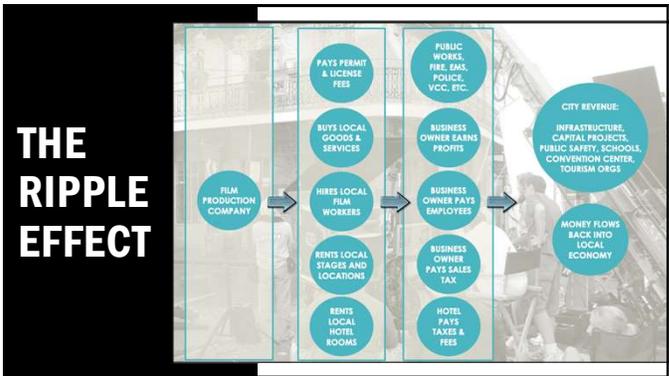
Our industry delivered \$350 million in earning for La. Residents in 2020.

Since 2019 we have recorded an average of \$1B in sales annually in La.

In 2020 for every dollar of credits certified, it resulted in \$6.12 in additional sales to local businesses and \$2.55 in additional earnings to La. residents.

According to the most recent report from the Lt. Governor's office, up to \$2.5 billion in annual tourism revenue may be attributed to the film industry and the shows that filmed here in the state.

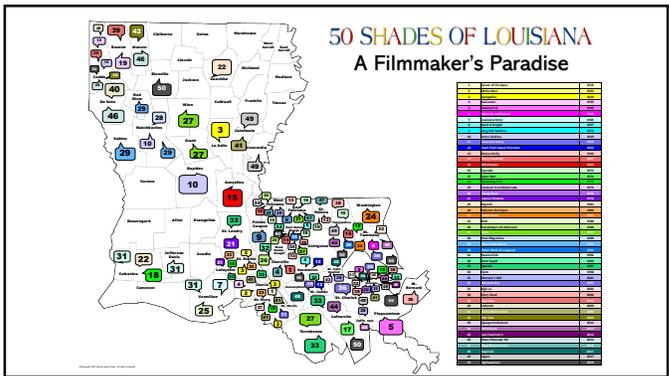
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THE EFFECTS OF COVID

The film industry was one of the first major industries to come back to full-time in person work after the start of the covid pandemic.

By getting in front of the federal and local medical protocols and procedures the industry was able to organize an international effort to find the safest way to get people back to work. Those efforts allowed us to come back four months after the pandemic began and limit the amount of work stoppage during the two years of covid's peak.

With covid, came a bottle neck of content consumption and therefore massive need to produce more content than ever before. We have seen an explosion of film & TV produced across our state and don't see an end in sight.

7

EDUCATION

According to data from the National Center for Education Statistics, Communications and Journalism ranked 7th most popular major for US students. Ranked as 8th most popular was Visual & Performing Arts, (including animation, graphic design, game design)

At LSU, Visual Arts ranked as a top 10 major among the entire student body.

Of the 35 public and community colleges in the state - 28 schools offer some form of digital media, film production or film studies.



8

In 2017 LED created the Entertainment Development Fund to enhance Digital Media's Workforce Development & Education. The program recently awarded \$2 million to institutions across the state including LSU, Loyola, NOVAC, DMI, Prize Fest and Cool Cooperative.



Your Dollars At Work

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Burk Brokerage Real Estate

GiGi Burk

Residential Forecast

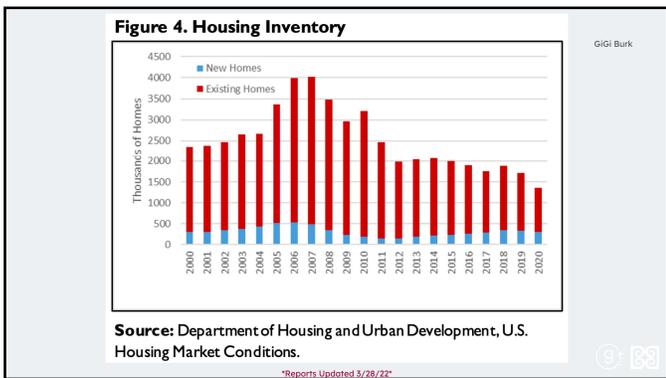


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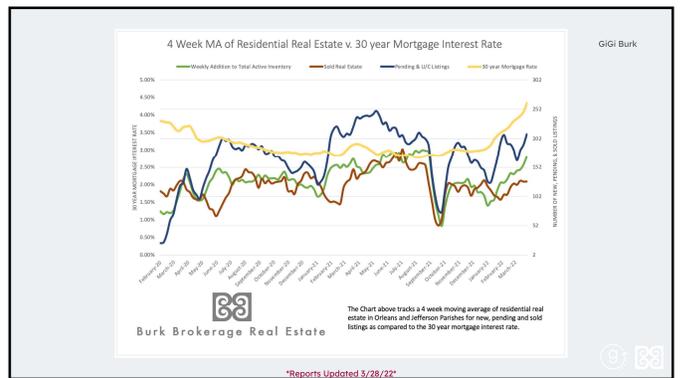
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FOR IMMEDIATE RELEASE: March 29, 2022
MEDIA CONTACTS: Matt Wolfe | 504.235.1726 | mwolfe@gnoinc.org

**Coalition for Sustainable Flood Insurance and Local Parish Presidents Demand Greater Transparency
from FEMA as Full Risk Rating 2.0 Implementations Approaches**
Group Urges Congressionally Mandated Affordability Provisions

NEW ORLEANS, LA — The Coalition for Sustainable Flood Insurance (CSFI) today convened parish presidents from across the Greater New Orleans Region to discuss the impact of Risk Rating 2.0, FEMA’s new pricing methodology for the National Flood Insurance Program (NFIP). Full implementation of Risk Rating 2.0 begins April 1, representing the first major overhaul of flood insurance rates since the NFIP

was created more than 50 years ago. According to FEMA, 77 percent of policyholders nationwide will see premiums increase with the implementation of RR 2.0. Some states, like Florida, Louisiana, and Texas, will see 80 percent of policies, or more, increase. Coastal areas of major national economic significance, and key oil and gas production hubs like Southern Louisiana, could face significant affordability challenges, based on shared examples from policyholders and concerns communicated by insurance agents, real estate agents, homebuilders, bankers, and local officials.

“GNO, Inc.’s Coalition for Sustainable Flood Insurance is requesting that information on this drastic change be clearly and widely communicated to the public,” said Michael Hecht, President & CEO of GNO, Inc. “We are already seeing extreme and inexplicable rate increases across our region, with policies that were \$700 expected to skyrocket by as much as 200-300 percent, and in many cases much more, when they reach their full-risk rates. To penalize homeowners who have played by the rules and maintained their insurance is not good policy – it is both morally unjust, and economically unwise.”

Parish leadership joined CSFI in requesting more transparency and public engagement in the Risk Rating 2.0 implementation process. **Immediate asks include a publicly accessible and digestible tool from FEMA for policyholders to understand rating factors weights and premium outputs. The Coalition is also working with members of Louisiana’s congressional delegation, as well as leadership in other states, to advocate for affordability provisions that will help make the program more sustainable for communities nationwide.**

Since April 2013, GNO, Inc. has led CSFI, a national coalition that grew to include approximately 250 organizations across 35 states, formed during the implementation of the Biggert-Waters Act. CSFI was a driving force behind the passage of the Homeowner Flood Insurance Affordability Act (HFIAA). With the implementation of RR 2.0, CSFI is reactivating its nationwide alliance to evaluate the economic and social implications of the new rating system, and advocate for policies that will address the expected challenges of affordability.

Parish presidents from across the region are already seeing cases of significant increases and today expressed concern about the unclear calculation of rates and the impact that affordability challenges will have on their communities:

“Homeowners, businesses and renters in Jefferson Parish comprise over one-fifth of Louisiana’s flood insurance policyholders. As it stands, Risk Rating 2.0 will have devastating and unsustainable impacts on our citizens,” said Jefferson Parish President Cynthia Lee Sheng. “Since Hurricane Katrina, we have made significant strides to protect our residents, investing billions of dollars in extensive upgrades to our infrastructure and mitigation efforts. Although we understand the need for more equitable flood insurance premiums, more information about the changes and how they will impact residents long-term is needed.”

“Contrary to information provided by FEMA, Risk Rating 2.0 is anything but fair and equitable. This program will make people who have worked their whole lives to build and maintain their homes to turn in their keys,” said Archie P. Chaisson, III, Lafourche Parish President.

“St. Bernard Parish has made major investments in flood protection, with a new federal levee system and a new drainage millage passed by residents, allowing for an unprecedented comeback story following Hurricane Katrina,” said St. Bernard Parish President Guy McInnis. “Such investments should be recognized and built upon, and residents should be rewarded, not penalized.”

“FEMA’s Risk Rating 2.0 puts an unbearable financial burden on homeowners,” said St. Charles Parish President Matthew Jewell. “They are moving the goal post on homeowners who have previously built to their standards and now this new policy will price people out of Southeast Louisiana. FEMA needs to reverse this policy and with local leaders to implement a policy that maintains affordability.”

“The new FEMA Risk Rating 2.0 could not come at a worse time for Louisiana,” said Parish President Jaclyn Hotard. “Residents who were devastated by Hurricane Ida and other disasters have been through enough and do not deserve to be victimized again. It is a must that there is significant NFIP reform now, and I support all of our regional leaders in this collective pushback of harmful rate increases.”

“In Southeast Louisiana, affordable flood insurance rates are a necessity and I will take every available step to ensure that our citizens are protected,” said St. Tammany Parish President Mike Cooper. “An inconsistent and unfair increase to our neighbors’ flood insurance rates could price them out of their homes. I look forward to working with Congressman Scalise, legislators, fellow elected officials and providers to safeguard the future of our citizens.”

“Hurricane Ida, and the 2016 Louisiana Floods, demonstrate the value of flood insurance to higher-elevated communities like ours, and the ability of our communities to rebound from major flood events,” said Robby Miller, President of Tangipahoa Parish. “The continued growth and prosperity of Tangipahoa Parish, home to many communities steadily gaining population, should not be threatened by administrative decisions on a federal level. We support smart reform of the program to encourage adoption of flood insurance, and not discourage investment in new construction, for the wellbeing of our workforce and employers.”

“Flood insurance a critical program, not only for us in Louisiana, but for states all across the country. We need an affordable, equitable, transparent, and reliable program that will offer our families and businesses stability,” said Gordon Dove, Terrebonne Parish President. “We have been investing in risk reduction efforts doing our part so that we can continue to produce the energy, seafood, and host of

other products we provide to people across the nation. The National Flood Insurance Program needs to recognize those efforts and work with us toward these shared benefits.”

“The significant premium increases that hundreds of thousands of Louisiana policyholders will see under Risk Rating 2.0 may lead to a lot of folks dropping their flood insurance altogether,” said Insurance Commissioner Jim Donelon. “Many property owners are still dealing with the major expense of rebuilding from the four hurricanes that hit our state in 2020 and 2021, so it’s important that the NFIP be mindful of the stresses policyholders on our ‘working coast’ are facing in these challenging times.”

According to a December 2021 Congressional Research Service [report](#), 50 percent of properties will reach their full risk rating in 5 years, and in 10 years, 90 percent of properties will reach their full risk rating.

For more information, including [tips for policyholders](#) on Risk Rating 2.0, please visit www.csfi.info.

###

About Greater New Orleans, Inc.

Greater New Orleans (GNO), Inc. is the regional economic development organization for Southeast Louisiana. GNO, Inc.’s mission is to create a Greater New Orleans with a thriving economy and an excellent quality of life, for everyone. More information can be found at www.gnoinc.org.

About CSFI

Since April 2013, GNO, Inc. has led the Coalition for Sustainable Flood Insurance (CSFI), a national coalition that has included approximately 250 organizations across 35 states, formed during the implementation of the Biggert-Waters Act. CSFI was a driving force behind the passage of the Homeowner Flood Insurance Affordability Act (HFIAA). Since the passage of HFIAA, our coalition has focused on advocating for a stronger policy framework for the NFIP. CSFI is an initiative of Greater New Orleans, Inc. For more information, please visit www.csfi.info.



PORT NOLA
THE PORT OF NEW ORLEANS

UNO Real Estate Seminar April, 2022

Patrick Beard
Real Estate Manager
Patrick.beard@portnola.com



STRENGTH IN DIVERSITY

Container Cargo



Real Estate



Rail



Cruise



Breakbulk & Heavy-Lift Cargo

Economic Impact

19,050 jobs and **\$3.9 billion** of output
Jurisdiction

21,700 jobs, **\$4.3 billion** of output
State

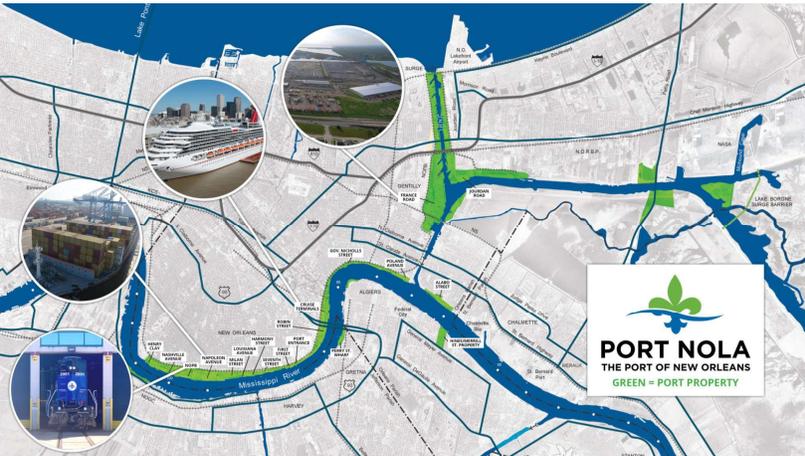
119,510 jobs, nearly **\$30 billion** of output
National

\$74,000, average salary of Port NOLA tenant
employees, 41% higher than the local average

90% of cruise
passengers are
from out of
state; 32% fly to
New Orleans

73% of cruise
passengers
spend the night
in NOLA before
or after their
cruise

Cruise
passengers
generate 306,000
hotel room
nights





840K TEUS ANNUAL CAPACITY

1.2 M TEUS EXPANDABLE FOOTPRINT

UPGRADED GATE AND YARD EFFICIENCIES

3 BERTHS

50 FOOT CHANNEL DEEPENING PHASE 1 COMPLETE

9 GANTRY CRANES

14,500 MILES OF INLAND WATERWAY ACCESS

500 TEUS MOVING WEEKLY BY CONTAINER ON BARGE

6 CLASS I RAIL CONNECTIONS

\$140M INVESTMENT IN NAPOLEON AVENUE CONTAINER TERMINAL

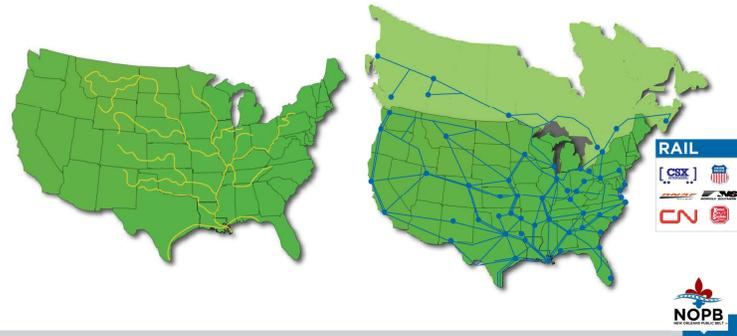
2500+ ACRES OF PORT-OWNED INDUSTRIAL REAL ESTATE

ON-GOING TERMINAL IMPROVEMENTS

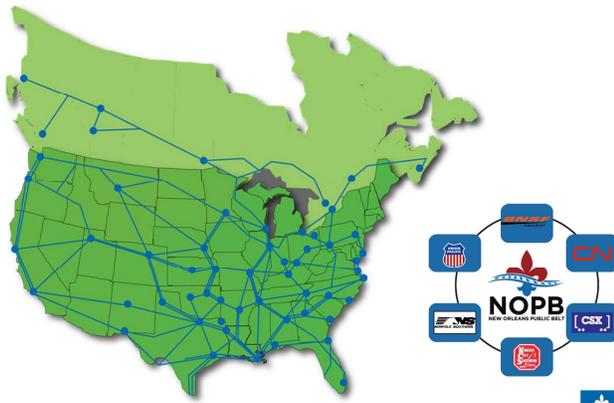
PORT NOLA NEW ORLEANS

4 NEW Post-Panamax Container Cranes
Ready for use this April/May

COMPETITIVE ADVANTAGE: RAIL & BARGE CONNECTIVITY



6 CLASS-I RAIL CONNECTIONS



Spotlight: Cargo Commodity Mix

IMPORT



steel, coffee, furniture, natural rubber, forest products and non-ferrous metals

EXPORT

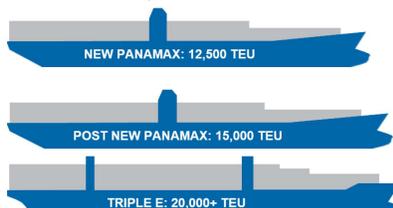


frozen poultry, plastics/resins, paper and pulp

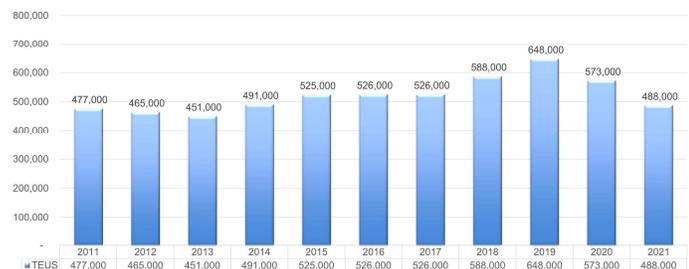
EVOLUTION OF CONTAINER VESSEL SIZES AND LOUISIANA'S LIMITATIONS

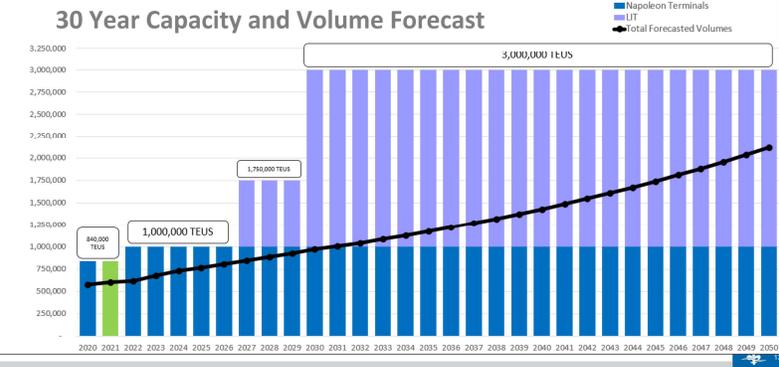


Louisiana cannot handle the new class of container vessels without a new container terminal down river of the Crescent City Connection Bridge.



Port NOLA's TEU Growth - 10 years





CRITICAL FOR GROWTH SECOND CONTAINER TERMINAL



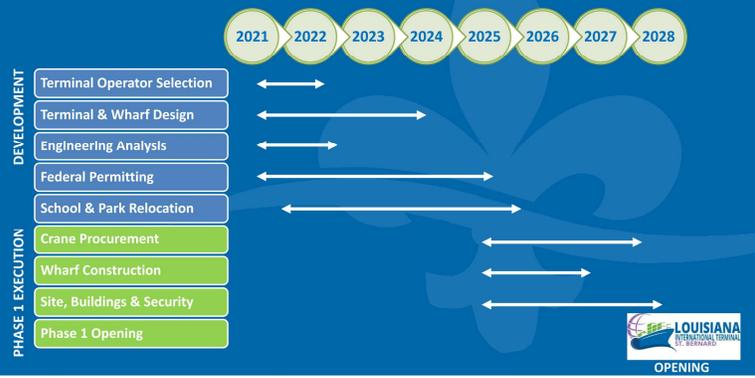
- ✓ Big ship ready
- ✓ Facility designed for multiple partners and investors
- ✓ 1100+ acres for development and marine terminal operations
- ✓ Land available for developing industrial business parks and cargo related value added activities



LOUISIANA INTERNATIONAL TERMINAL ST. BERNARD
CONCEPTUAL RENDERING
Last Revised: August 4, 2021

- 1100+ acres for development & terminal operations**
- 400-acre terminal footprint
 - Land available for developing buffers, industrial business parks & cargo related value-added activities
 - Opportunity to incorporate green technologies
 - Capacity for dedicated truck route
- Big-ship ready**
- Navigation study validates ability to handle larger ships
 - Two 1,400 LF berth conceptual plan
 - 10 ship-to-shore gantry cranes
 - Accommodations for container on barge
 - 30,000 LF working track and on-dock intermodal rail yard

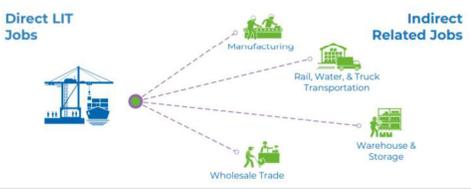
PROJECT TIMELINE



Generational Impact

2 Container terminal-related jobs are expected to amount to the second largest employer in St. Bernard Parish upon opening.

NEW INDUSTRY-RELATED JOBS			
At Opening		At 5 years	
600+	2,500	2,000+	7,900
In St. Bernard	Statewide	In St. Bernard	Statewide



- Industry-Related Jobs Created by Terminal Activity**
- Clerical/administrative roles
 - Crane operators
 - Customs agents
 - Deckhands
 - Engineers
 - Equipment operators
 - Longshoremen/women
 - Maintenance technicians
 - Railroad workers
 - Safety managers
 - Security/IT
 - Ship captains
 - Shipping/logistics professionals
 - Truck drivers
 - Vessel agents

REAL ESTATE OPPORTUNITIES

- >100 Acres of Ground Lease Acreage Available (Up to 27 Contiguous Acres)
- Focus on Best Utilization of Real Estate Assets
- International Trade; Maritime Commerce; Rail-delivered Cargo focus
- Creative Deals to Meet Stakeholder Needs
- Open to Partnerships: Economic Developers; Real Estate Developers; Real Estate Brokers; Appraisers; Etc.





Thank you for your partnership!

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2022 NEW ORLEANS METRO RETAIL TRENDS

Presented by:
Kirsten Early, CCIM
kearly@srsa-realestate.com
504.620.0352.

RETAIL SPACE AVAILABLE

COMMERCIAL REAL ESTATE

www.srsa-realestate.com

1

2021 RETAIL MARKET



Total Retail Market
\$25.04 Trillion

Annual Retail Growth
13.5%

Expected Annual Growth
7%

\$26.7 Trillion

- Retail sales have not decreased
- In-store shopping and entertainment
- Increase in demand for "convenience shopping"
- Shift in big box retailers vs. boutique shopping

2

Retail square footage per person

Country	Square Footage per Person
US	23.5
Canada	16.8
Australia	11.2
UK	4.6
Japan	4.4
Netherlands	4.1
France	3.8
Switzerland	3.6
Spain	3.4
China	2.8
Italy	2.8
Taiwan	2.4
Thailand	2.3
Germany	2.3
S. Korea	2.2
Russia	1.4
Indonesia	1

NATIONAL SQUARE FOOTAGE PER PERSON

- Vacancy Rate has dropped below 5%
- Lease Rate growth accelerated by 3%
- The U.S. retail market absorbed 76.5 million square feet of space in 2021

3

RETAIL MARKET - ECOMMERCE

Retail Ecommerce Sales Worldwide, 2020-2025

trillions, % change, and % of total retail sales

Year	Retail ecommerce sales (trillions)	% change	% of total retail sales
2020	\$4.248	17.9%	26.4%
2021	\$4.938	16.3%	19.0%
2022	\$5.542	12.2%	20.3%
2023	\$6.151	11.0%	21.5%
2024	\$6.767	10.0%	22.5%
2025	\$7.391	9.2%	23.6%

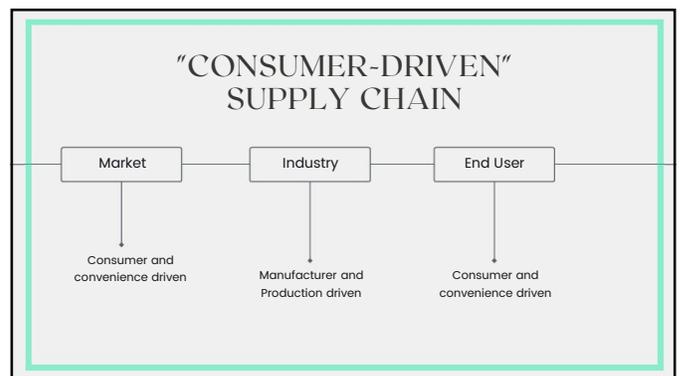
- Ecommerce has seen an overall increase but a decrease since 2021
- Significant investment in technology and AI advancements
- 47% more likely "buy local"
- 54% peek online - buy in-store

4

2022 IMPACTING RETAIL

- Supply Chain Crisis
- Employee Shortage
- Inflation
- Millennials

5



6



7

2022 IMPACTING RETAIL

- Supply Chain Crisis
- **Employee Shortage**
- Inflation
- Millennials

8

IMPACTS ON RETAIL

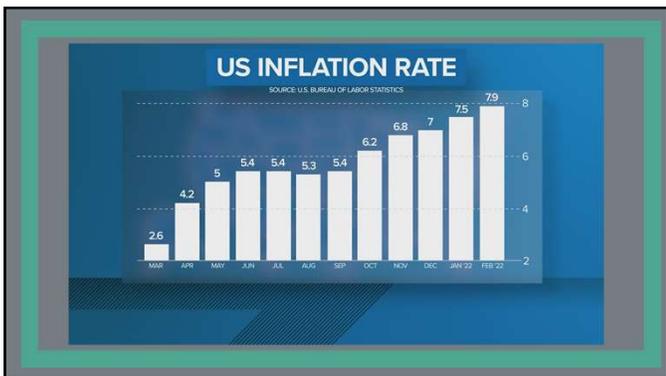
- 74% expecting shortages in customer-facing positions this year
- Increase in technology-driven roles
- Opportunity for culture, flexibility and purpose

9

2022 IMPACTING RETAIL

- Supply Chain Crisis
- Employee Shortage
- **Inflation**
- Millennials

10

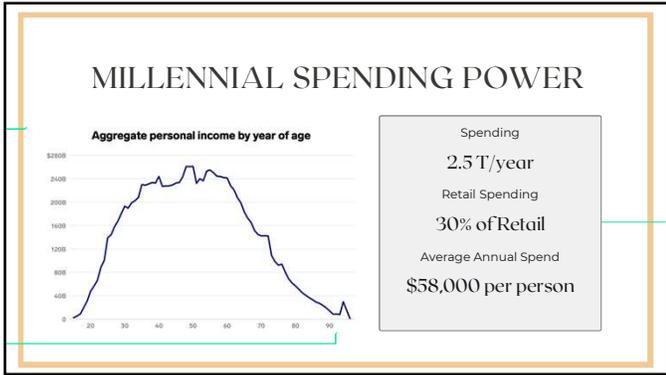


11

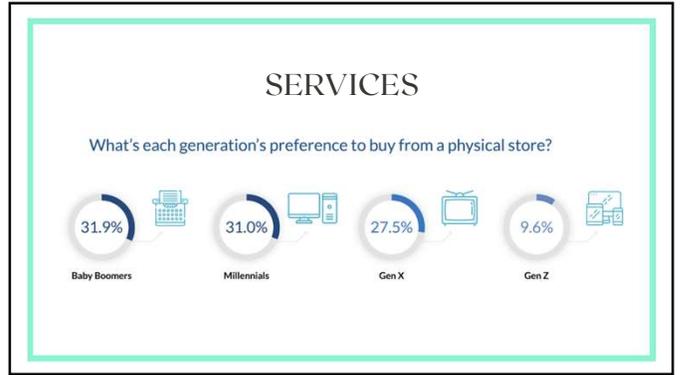
2022 IMPACTING RETAIL

- Supply Chain Crisis
- Employee Shortage
- Inflation
- **Millennials**

12



13



14

2022 TRENDS TO WATCH

- Technology Trends
- Types of payment
- Smaller format stores
- Retail Services

15



16



17



18



19



20



21



22



23



24

2022 Institute Partners

Managing

LATTER & BLUM

Senior



Junior



ARGOTE, DERBES & TATJE, LLC.
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Eustis Commercial Mortgage

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New Orleans

Jefferson Parish Economic Development Commission (JEDCO)

Kirschman Realty, LLC

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