

Department	Accomplishments	Agency	Action
Public Safety	<ul style="list-style-type: none"> ■ From 1996 until 2000, violent crime in the DDD dropped 65% on top of an overall crime reduction of 35%. In 2000, alone, violent crime decreased 28% vs. 1999 ■ New leadership @ NOPD/DDD substation includes QOL/code enforcement officer. ■ Re-deployment of DDD officers to include patrols 24-hours a day, 7 days a week, in conjunction with task force help from 8th District and NOPD's Gaming Unit located at Hilton Riverside Hotel. Deployment includes police presence with officers on foot patrols, in squad cars, on scooters, bicycles and on horseback. ■ Provide enhanced security services for DDD Concert Series, White Linen Night, Fresh Arts Festival, New Orleans Arts Council/Fulton Street Festival 		
Special Projects	<ul style="list-style-type: none"> ■ Quality of Life Issues/Legislative Agenda: Actual number of ordinances reduced to four (4): uniform news boxes, street vending standards, parking lot maintenance and utility markings on DDD streets; hopeful adoption in Spring 2002 ■ Additional Q.O.L Issues: Contained in "cooperative endeavor agreement" between DDD and City of New Orleans. These areas include regulation of trees/vegetation planting in DDD; establishing standards for municipal address display; stepped-up enforcement of garbage placement; littering and parking lot maintenance. Once signed, will allow NOPD/QOL officer to enforce codes at either municipal court OR safety & permit level for adjudication and correction ■ Homelessness Issue: Conducted "constituent roundtable" on homelessness issue in DDD in September 2001 attended by over 100 residents, business owners and locally elected officials ■ Provide staff support for Mayor's Task Force on Homelessness formed in August 2001 ■ Approach IDA for technical assistance to help fund solution to homelessness ■ Provided leadership and support resulting in a \$250,000 federal appropriation for proposed Unity for Homeless facility in 2000 		
Operations			
Sidewalk Cleaning Maintenance Program	<ul style="list-style-type: none"> ■ Selected new contractor with specialty in urban centers; Previous Contractor had been in place for 16 years ■ Developed a a more comprehensive scope of work, which increased manpower, coverage time, and services. The new scope also upgraded the machinery that would be used to achieve a new standard. ■ Coverage time increased from 24hrs/5 days to 24 hrs/7days ■ Manpower increases from 21 personnel to 31 personnel per day ■ Special services component was added to all duties ■ Noticeably cleaner sidewalks as a result of program changes 		
Sidewalk Tree Maintenance	<ul style="list-style-type: none"> ■ Re-established Sidewalk Tree Maintenance Services contract; Previous program was abandoned in 1996 ■ Planted over 250 trees ■ Established new watering system to increase the chance 		

Landscape Maintenance Services

- of survival for new trees.
- Treated over 400 trees of termites

Sanitation Collection and Cleaning

- Installed new landscaping in Lafayette Mall, around Molly Marine Statue and along Convention Center Blvd.
- Beginning first phase of enhancing seven remaining neutral grounds in the area.

Economic Development

- There have been small advances in this area. Accountability of city agencies has been a major issue. This is described in more detail in the Challenges section.

Ground Floor Retail Recruitment

- Reestablished the Economic Development Department
- Obtained baseline data including a market study, demographics and proposed DDD action plan; updated the Geographic Information System (GIS)
- Developed and prioritized action plans through the assistance of community stakeholders who served as members of the economic development committee
- Established relationships with pertinent City departments and economic development agencies including leasing agents and property owners
- Developed the Façade Improvement Loan Program
- Obtained favorable legal opinion on loan program.
- Met with City agencies to smooth the way for program applicants.
- Obtained Board approval of program guidelines.
- Executed the Cooperative Endeavor Agreement with Hibernia Bank (Currently marketing the program to property and business owners.)
- Created a business retention and calling program.

Marketing and Communications

- Developed vision, focus blocks and themes as well as recruiting plan
- Validated plan with leasing agents and property owners
- Obtained Board approval for focus blocks and tenaning plan
- Developed template materials for recruiting package.
- Established database of possible retail tenants meeting market focus, size and downtown interest criteria.
- Created a database of available retail spaces
- Maintaining relationships with property owners and leasing agents.
- Initiated calls to national & local retailers to establish contact and determine interest

Constituent Communication

- Increased contact by all departments: Roundtables, committees, agencies, Hospitality Rangers, one-on-one contacts, sponsorships
- Improved relations with Downtown businesses and organizations: City, Chamber, HDLC, PRC, NOPD, NOMCVB, NOTMC, WABA, FQBA, LRA, Arts Council, Hotel/Motel, et al.
- Technology acquired: Website, Government Channel, database, fax & e-mail.
- News letter: Tripled Reach. Improved Product
- Other: Public relations, luncheon, feedback forms.

Marketing Downtown

- Built opportunities for everyone: Concerts, TV co-op, 'Be a Tourist', holidays, website.
- Transitioned from DDD message to Downtown Message
- Improved marketing relationships: One-on-one contacts, presentations, client-services, relations with other organizations
- Research

Special Events

- Wednesday at the Square: 12,000-plus people, increased Downtown Spending, revenue potential, opportunities for everyone.
- Planning for new events: Food event, holiday environment, walking tour, Canal St.
- Financial, promotional, police, sanitation support for other DT events: Go Fourth, Fresh Arts, Farmers Market, White Linen Night, Art for Arts Sake, Caroling Among the Arts, Fulton Street Festival, New Years Eve fireworks, Sellabration, et al.

DDD Image and P.R.

- New look matches new energy: New logo, collateral, image brochure, promotional video, luncheon, newsletters, image TV
Departmental support and p.r.: Operations, Public Safety, Economic Development, Hospitality Rangers, *The Downtown Revival!*, election.
- ***The Downtown Revival!***: Roll-out and related P.R., public meetings, communications database, communications and marketing planning.

Hospitality Rangers

Since Inception:

- 26,000 requests for information
- 33,000 directions
- 700 escorts
- 700 business contacts
- 50 public safety calls
- *Numbers represent amount of responses which are far less than actual number of people assisted.
- Initiated Junior and Senior Volunteer program
- Started Bike Patrol
- Community CPR Certifications
- Official Tour Guide Certification