



CITY OF NEW ORLEANS

ONE NEW ORLEANS

Merci Beaucoup
“Many thanks”

*A complete month of thanks for the
city of New Orleans*

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Purpose

Merci Beaucoup uses concepts of Rethinking, Renewing and Reviving the people of New Orleans through the ONE New Orleans campaign. The campaign, Merci Beaucoup, will strategically target our city's recovering areas through a series service project initiatives that will strengthen recovery projects through visibility and branding.



Strategy

- By conveying appreciation to the people (i.e. coming home, dedicated to the recovery, the “*will*” of the people)
- By creating unity in the people (i.e. through “Thanksgiving” testimonials, gratitude journals, group empowerment)
- By demonstrating commitment to our people (i.e. book reading w/schools, mtgs. w/ mayor ,branding presence)



The Events

- 11/04 Songs of Gratitude Concert (N.O. east)
- 11/10 ONE New Orleans Luncheon (Lakeview)
- 11/13 MLK Christmas in November (9th Ward)
- 11/15 Merci Beaucoup Dinner (Canal St. GNO)



Songs of Gratitude

- Targeted audience and issues impacting their community:
 - East N.O. residents :Schools, road home, lack of retail
 - Senior citizens: health care facilities, road home, safety
- Desired outcome: Residents are revitalized to continue rebuilding communities through faith. Develop an affinity for city's leadership and ONE New Orleans. (Rethinking!)
- Program: Gospel choirs, poets, ministers will give accounts of thanksgiving and gratitude. Held at Suburban Baptist Church 4537 Schindler Dr.



ONE New Orleans Luncheon

- Targeted audience: and issues impacting their community
 - Lakeview residents: municipal information, safety, recovery/rebuilding

- Desired outcome: Relationships built within community & Mayor's office create mutually beneficial resolutions. ONE New Orleans campaign instills the unity of all city residents and reshapes temperament of this area.

- Program: Mayor attends open luncheon and freely converses with attendees about ONE New Orleans campaign and recovery pieces.



MLK Christmas in November

- Targeted audience: and issues impacting their community
 - 9th ward youth: Schools, transportation, extra curricular activities
 - Parents: Safety, home rebuilding, Road Home, jobs, streets
- Desired outcome: Residents utilize the rethinking concept of ONE New Orleans campaign to change how their community is viewed. They are empowered to become the solution to their challenges.
- Program: Mayor/mayoral appointees attend schools in 9th ward eating lunch/doing book readings with youth and parents that attend. Toys for Tots sponsorship secured.



MERCI BEAUCOUP DINNER

- Targeted audience: and issues impacting their community
 - All of New Orleans: road home, safety
 - Expected participants:
 - Downtown commuters, uptown-downtown-midcity residents, families

- Projected outcome: New Orleanians will be encouraged by mayor and city leaders to continue in their recovery/rebuilding efforts while continuing to have faith in the comeback of the city.

- Logistics: Dinner served to entire New Orleans area on Canal Streetcar line by Mayor's office and City officials. Partner: Second Harvest and EMS secured. Tentative partnerships include Coca Cola and Sheriff's office.