



got neighborhoods?

theurbanconservancy

Progress

Report

2007

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lafitte greenway • business summits

Culture • Commerce • Environment

Letter from the Executive Director & Board President

Dear Friend,

The Urban Conservancy was founded in 2001 as a 501(c)3 nonprofit organization dedicated to research, education and advocacy that promote the wise stewardship of the urban built environment and local economies. Since its founding, The Urban Conservancy's core values have guided our interaction with each other, our stakeholders, our associates, and our community.

While we continue to expand our programs, we are also strengthening our organizational foundation by growing our board of directors and our volunteer pool, and by diversifying our revenue streams to reflect sound principles of social entrepreneurship.

In 2006, The Urban Conservancy received one year of funding to hire its first full-time program administrator through a partnership with the University of Missouri-Kansas City and a URAP grant from the Office of University Partnerships at the US Department of Housing and Urban Development. As that grant draws to a successful close, The Urban Conservancy's board seeks new sustainable operational funding. We invite you to take an active role in sustaining New Orleans' vibrant localism with a tax-deductible donation to The Urban Conservancy today.

Dana Eness, Executive Director
Sean Gerowin, Board President

Innovating New Technologies: Stay Local! Website & Campaign

A project of The Urban Conservancy, Stay Local! is a city-wide initiative for creating a strong economy based on locally owned and operated business. Stay Local! encourages consumers to shop locally while helping independent businesses compete more effectively. Stay Local!'s searchable online Business Directory, launched in August of 2006, today boasts over 1100 listings of locally owned and operated businesses. A grant from the blue moon fund to customize staylocal.org in 2008 will ensure efficient management and ease of use to meet the specific needs of the New Orleans community for many years to come.

For more information visit www.staylocal.org



Showcasing Local Businesses: Neighborhood Guides & Maps

The Urban Conservancy has created guide & map brochures for Mid-City, the Freret District, and Old Algiers, and is registering businesses for inclusion in future maps of areas including St. Claude Avenue, Oak Street, the Tremé neighborhood, and Plaquemines Parish. Residents see these guides as a reference to locate nearby goods and services and as a tangible reflection of the economic vitality of their neighborhood. Business owners appreciate the marketing reach they provide. For visitors interested in the cultural heritage of New Orleans, the guides are an invitation to explore the city and to experience their "authentic New Orleans moment" off the beaten path.

For more information visit www.staylocal.org/biz/guides



Collaborating on Business Recovery: Mobile Business Summits

In January 2007, The Urban Conservancy invited technical and financial assistance providers to three different business districts (Oak Street, Mid-City, and Bayou Road) to talk to business owners and together address the question: What do neighborhood commercial corridors need in order to stabilize, sustain, and grow? Based on the success and high levels of participation, The Urban Conservancy used the "moveable summit" model in May to lead 20 visiting urban planners on a Stay Local! bike tour to Magazine St. and St. Claude and to hear the riveting stories and practical challenges small business owners face in order to remain competitive. The Urban Conservancy is working with the Louisiana Small Business Development Center, the American Red Cross, Desire NOLA, and other partners to convene the Second Annual "Stabilize, Sustain & Grow" Conference for local business owners in February 2008.

For more information visit www.staylocal.org/info/



Revitalizing Neighborhood Corridors: New Orleans Urban Main Street Program

In collaboration with the State of Louisiana's Office of Culture, Recreation, and Tourism and the National Trust for Historic Preservation, the Urban Conservancy is an active participant in the launch and growth of the Oak Street Main Street program in New Orleans. The Main Street model fits The Urban Conservancy's vision for a city of neighborhood commercial districts with viable, locally-owned businesses.

For more information visit www.mainstreet.org

Promoting Trail-Oriented Development: The Lafitte Greenway

Referred to by many names—the Lafitte Corridor, the Lafitte Greenway, the Old Carondelet Canal, the Carondelet Walk, etc.—this strip of land connecting the French Quarter with Bayou St. John and Lake Pontchartrain has a long history of linking various neighborhoods and could once again serve the city as an inviting and uniting public park. The Urban Conservancy serves as the fiscal agent for a planning grant provided by Bikes Belong, and is working with business owners and residents along the Greenway to create a healthy business climate and appropriate, sustainable trail-oriented economic development.

For more information visit <http://www.urbanconservancy.org/projects/greenway-businesses>



Recognition from the Community



Recognized as Business Innovator

Numerous organizations have sung the praise of The Urban Conservancy because of its leadership and development of effective programs throughout Greater New Orleans. In 2007 New Orleans CityBusiness recognized The Urban Conservancy as an Innovator of the Year, citing our online database of locally owned and operated business as important to the New Orleans marketplace. For more information visit www.staylocal.org



In December of 2007, The Urban Conservancy received generous funding from the blue moon fund in order to upgrade our web infrastructure. In awarding this grant, the funders praised The Urban Conservancy for engaging in work that supports blue moon's mission "to restore the connections between humans, ecosystems, and climate through holistic, place-based approaches to energy use, resource use, and rural and urban development.

"Stay Local! has been incredibly valuable in helping me grow my business. Through them, I've been able to attract a wonderfully loyal clientele, enabling me to pass that first year hump that is the downfall of so many new business ventures. Typically the type of people who seek out my services on Stay Local are fiercely loyal New Orleanians who have given me very good word-of-mouth..."

"Now, more than ever, we need Stay Local. They are helping to keep New Orleans unique and locally owned...It is through their tireless efforts that we remain the New Orleans that everyone loves and wants to rebuild and visit."

Michelle Ingram, Owner, Zeus Place (Freret St.)



not only around the country and the world, but also within our own immediate population, it is absolutely critical that the public be presented with a clean, positive, accurate, upbeat message of hope, economic revitalization, and progress."

Peter A. Waring, Architect (Mid-City)

"Because I have so little time to stay abreast of important events for small businesses, Stay Local is a godsend. Stay local is also a GREAT source of support and encouragement. Having an organization such as Stay Local in my corner gives me the push I need. I thank God each day for this organization. Rebuilding has been a little easier with Stay Local."

Christy Williams, Owner, Teacher's Stop, Inc. (Mid-City)



Funding

In 2007, approximately half of our annual operating budget of \$80,000 came from grants, thirty percent was self-generated revenue from our Stay Local! guides, and twenty percent was from individual contributions and other fundraising efforts.

The Urban Conservancy
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Friends & Partners

- A. Deano Assunto Printing
- American Independent Business Alliance
- American Red Cross
- Basin Street Records
- blue moon fund
- Business is Rising on the River
- City of New Orleans
- Common Knowledge
- Creative Zumo
- Crescent City Farmers Market
- DesireNOLA
- Dirtycoast.com
- Fleischman Associates
- Food Policy Advisory Committee
- Friends of Lafitte Corridor
- GNO Nonprofit Knowledge Works
- Greater New Orleans Small Business Development Center
- HUD
- Idea Village
- Local businesses, large and small
- Louisiana Association of Nonprofit Organizations (LANO)
- Massey's Professional Outfitters
- Mercy Corps
- Neighborhood Housing Services
- New Orleans Food & Farm Network
- NOLA YURP
- Oak Street Association
- Office of Culture, Recreation & Tourism
- Office of Recovery Management
- Old Algiers Main Street Corporation
- Plaquemines Parish Economic Development Department
- Regional Planning Commission
- Renaissance Project
- Renaissance Publishing
- Seedco
- The Trumpet* (Neighborhoods Partnership Network)
- Tulane University
- Urban Main Streets (University of New Orleans, Dept. of Urban Planning & Regional Studies)
- Wilshire LA BIDCO, LLC
- University of Missouri-Kansas City, Dept. of Architecture, Urban Planning and Design
- University of New Orleans, Department of Urban Planning and Regional Studies
- Zipa.com

YOU!