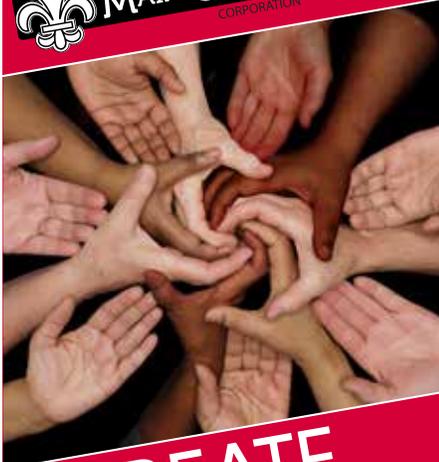




Old Algiers  
**MAIN STREET**  
CORPORATION

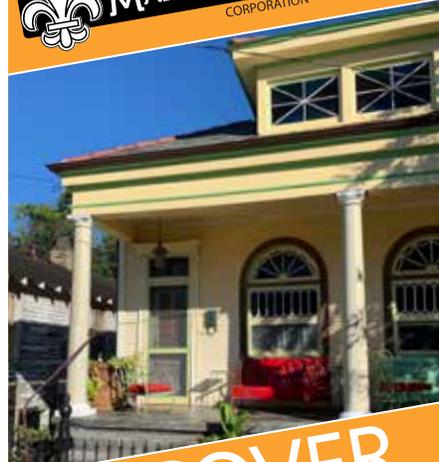


**CREATE  
YOUR FUTURE**

[oldalgiersmainstreet.org](http://oldalgiersmainstreet.org)



Old Algiers  
**MAIN STREET**  
CORPORATION

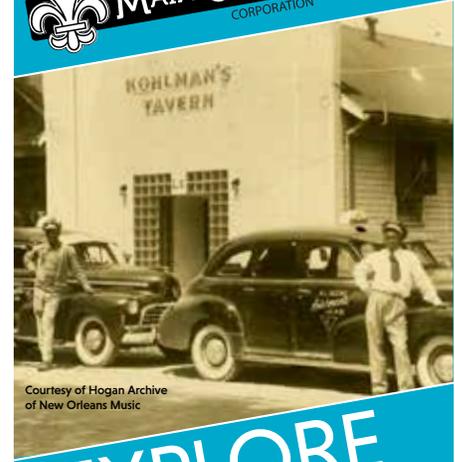


**DISCOVER  
OUR ARCHITECTURE**

[oldalgiersmainstreet.org](http://oldalgiersmainstreet.org)



Old Algiers  
**MAIN STREET**  
CORPORATION



Courtesy of Hogan Archive  
of New Orleans Music

**EXPLORE  
OUR HISTORY**

[oldalgiersmainstreet.org](http://oldalgiersmainstreet.org)



# 2021 Annual Report

# #EQUITYRISING

A Project of Old Algiers Main Street Corporation

## Creating Equitable Opportunity

Last year, 2020, was an extremely hectic time as Old Algiers Main Street Corporation embarked on new programming and committed to projects that took “all hands on deck” to accomplish. Of all the work, our “EquityRising” program was the most time-consuming and most rewarding.

Thanks to a planning grant from the W.K. Kellogg Foundation, Old Algiers Main Street Corporation was able to research, plan and partner with local businesses to create “EquityRising,” which is a program that helps people in Old Algiers ages 16-40 with career training and job placement. This is a first step of a commitment to ensure an equitable future for the residents of Old Algiers.

“Why would you not apply? I was able to put my baby in daycare and go to school. It really helped because I was cleaning houses before this... it’s been “life-changing”.

- former ANT Student

With the plan in place, OAMSC partnered with Resilience Force and Advance Nursing Training to create a pilot program to recruit, train and place Certified Nurse Assistants. Thanks to additional funding from Baptist Community Ministries and the Greater New Orleans Foundation, OAMSC was able to pay a stipend to the students in the classes from June through November 2021.

There are currently 19 graduates of the CNA program, who have or will fill jobs in high demand in the healthcare industry. OAMSC is evaluating the outcomes and will build on the success in 2022.



### Funding Partners

W.K. Kellogg Foundation  
Baptist Community Ministries  
Greater New Orleans Foundation  
Resilience Force

### In-Kind Partners

Advance Nursing Training  
Mission Rebirth

### Pending Partners

L.B. Landry High School  
Doorman Designs  
IATSE  
Neighborhood Development Foundation



### Equity Rising Statistics

- 118 Student Applications
- 19 Students Completing Program
- 6\* Students Certified
- 17 Students Residing in Algiers
- 5\*\* Students Employed full-time
- 3 Students involved with the Justice System

\*Final cohort pending certification and employment



## OAMSC Dives into Social Media

Those who are connected to social media may have found Old Algiers Main Street there. Though there is still a long way to go in harnessing the power of social media, OAMSC is accepting the challenge to reach more people. There are accounts on Facebook, Instagram, Twitter and LinkeIn.

The Facebook page has 677 followers and has been liked by 635 people. In the past year, we have reached 12,000 people. The Instagram account has grown from zero to 490.

There is much less engagement with Twitter and LinkedIn, partly due to the fact that Facebook has 15 times the number of users of these smaller, but effective platform.

## Other Accomplishments

- Increased grant and donation revenue by 25 percent and set new goals
- Increased membership by 10 percent and set new goals
- Increased social media presence and set new goals
- Created and distributed 44 editions of What's New in Old Algiers online newsletter
- Partnered with Energy Smart to provide information to small businesses and consumers
- Worked with District C Council Office regarding rezoning and upgrading the property at 1532 Newton Street
- Worked with City of New Orleans on code enforcement and public safety issues
- Welcomed two new neighborhood restaurants, Cebu Litson and Barracuda Tacos & Margaritas

### Mission Statement

Old Algiers Main Street Corporation is a 501c3 non-profit dedicated to the preservation and revitalization of the historically commercial corridors of Old Algiers.

#### 2021 OAMSC BOARD

Valerie Robinson  
*President*

Linetta Gilbert  
*Vice President*

Karri Maggio  
*Secretary*

Jeremy Buffington  
*Treasurer*

#### 2022 OAMSC BOARD

Valerie Robinson  
*President*

Linetta Gilbert  
*Vice President*

Karri Maggio  
*Secretary*

Jeremy Buffington  
*Treasurer*

#### At-Large Members

Eurydice Bush-Harrison

Bob Cataliotti

Jennifer Farwell

Kelsey Foster

Eric Hardy

Kevin Kellup

Freddie King III

Karri Maggio

Joshua Washington

#### At-Large Members

Eurydice Bush-Harrison

Bob Cataliotti

Alan Delery

Jennifer Farwell

Kelsey Foster

Kevin Kellup

Freddie King III

Alfred Walters

Joshua Washington

## Join the OAMSC Team!

With your support, OAMSC can continue to offer programs that benefit the businesses and communities of Old Algiers. For as little as \$25 a year become a member today and join us as we revitalize Old Algiers!

#### Member Benefits:

- Programs and services to enhance business and the community
- Quarterly newsletter with info and articles of interest to the community
- Access to resources that help you enhance the business climate in your neighborhood
- Invitations to special events and annual membership meeting
- A voice in the decisions that affect all of Old Algiers
- An opportunity to serve on committees and task forces

Mail this form with your check to:

OAMSC, P.O. Box 740181, NOLA 70174

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Enclosed: \$25 \$50 \$100\* Other\_\_\_\_\_

\* Business membership of \$100 includes ad for one year.

## OAMSC Increased Focus on Small Businesses



OAMSC has supported small businesses with its second edition of the Old Algiers Community Directory, which features some of our consumer-facing businesses, but also lists more than 150 small and micro-businesses in the community, including home-based enterprises. You can find the full directory at [www.aldalgiersmainstreet.org](http://www.aldalgiersmainstreet.org) or Stay Local!

The new version will be posted to the New Orleans.com website soon. This project was made possible through a grant from New Orleans Redevelopment Authority's Resilient Corridors initiative.

Earlier this year, NORA offered funding opportunities from its Façade Renew 2.0 for the stretch of Newton Street between Thayer Street and Behrman Avenue, as well as some blocks on Gen. Meyer near Federal City, which is outside the purview of OAMSC.

OAMSC identified businesses and assisted them in applying for up to \$50,000 in grant funds to upgrade the exteriors of their buildings. There were seven applicants on Newton Street: three have completed the process and two others are pending.

This project is designed to help small businesses with exterior renovations, while adding value to the property and enhancing the ambience of those blocks. NORA will manage the construction of the project.

Also, throughout the pandemic, OAMSC has shared resources for assistance with small business owners and operators and annually participates in the Shop Small promotion with American Express.

## Old Algiers Cultural District Expanded This Year

Tax credits for non-residential buildings in state-designated Cultural Districts is the primary benefit of the designation, and some major projects in Old Algiers have been supported over several years. Old Algiers Main Street Corporation's program area was one of the first to receive the state designation in 2008.

As the liaison to the state for the Old Algiers Cultural District, OAMSC worked with the Office of Preservation, in the Department of Culture, Recreation and Tourism, to expand the district down L.B. Landry Boulevard across Mardi Gras Boulevard to Shirley Drive to the east and to the Gretna boundary to the south. This will benefit a proposed project to rehabilitate the old Murray Henderson Elementary School into affordable housing and community space by making it eligible for the 20 percent state tax credits.



# OAMSC Work Comes through Strong Committees

## Economic Development Committee

As the largest committee that engages in mission-based work to improve the Old Algiers community, this committee, led by Committee Chair Linetta Gilbert.

In 2021, the OAMSC Economic Development Committee conducted research and applied for a grant from the U.S. Department of Agriculture for a public market. The overarching purpose and goal of this initiative is to address the need for greater economic, health, and environmental equity within the Old Algiers community and its surrounding neighborhoods using a farmer's market strategy.

If successful in the grant process, a three-year planning and pilot period will lay the foundation for long-term outcomes including expanding economic opportunity for area farmers through the growth in direct producer-to-consumer farmer's markets serving individual households and businesses; providing residents, particularly seniors and low- to moderate-income families with children living in a food desert with limited transportation options, greater access to fresh, healthy food; creating a new cadre of farmers by recruiting and training local youth and other residents interested in learning the business of agriculture as a viable enterprise for markets and agritourism industries; and identifying and deploying new environmentally sustainable technologies in food production.

Throughout the grant period, OAMSC and its partners will engage a broad set of stakeholders including farmers and food producers, residents, businesses, area market operators, elected officials, market and data analysts, and educational and technical assistance providers. This deep engagement is intended to build trust and partnership through a collective planning and problem-solving process, and over the life of the initiative, provide a continuous feedback loop to identify successes, areas for improvement, challenges, and opportunities critical to achieving positive outcomes for the program's intended beneficiaries.

## Promotions/Arts and Culture Committee

This committee's goal is to promote the Old Algiers community and the work of Old Algiers Main Street. COVID made many activities difficult; however the committee has been working with the Legacy Project to place a marker on or near the site of a lynching in Old Algiers. The Legacy Project is placing markers in locations around the city.

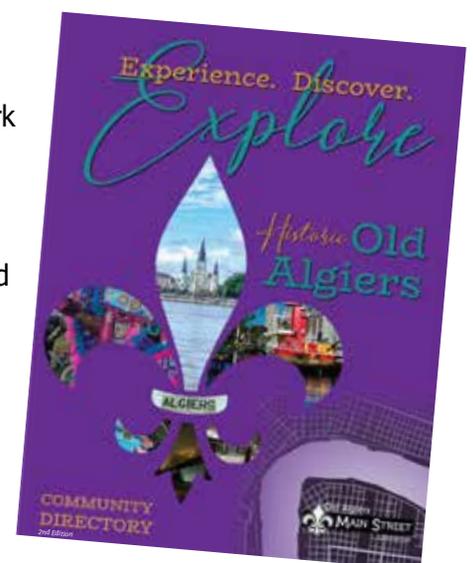
## Design Committee

After a long wait for permitting for street banners, OAMSC will finally hang light pole banners along four blocks of Newton between Behrman and L.B. Landry and along Teche Street. Entergy has agreed to assist in the installation. The committee works on issues related to the physical space, such as streetscape, code enforcement and zoning issues. Karri Maggio leads this committee.

## Membership Committee

The major accomplishment has been engaging more business people in the work of OAMSC. Due to COVID, there have been few opportunities to meet in person; however, this committee, under the leadership of Jennifer Farwell, has provided information and opportunities for small businesses. Business memberships, though still low, have increased 100 percent over the previous year.

Businesses who support OAMSC's work have the opportunity to be featured in the What's New in Old Algiers newsletter and the online directory.



## Thanks to our generous partners



**robinson et al.**  
marketing & public relations, llc

**Valerie Robinson**  
504-362-0708

914 Brooklyn Street  
New Orleans, LA 70114  
504-421-6692 cell | 504-362-3737 fax  
robinsonetal@gmail.com



(504) 361-8752

**Westside Cleaners, Inc.**  
Trust your clothes to a Professional  
"Algiers Point"

513 Opelousas Ave.  
New Orleans, LA 70114

Owner - Remy Dixon



**Jugs Social Club**  
1905 Newton Street  
New Orleans, LA 70114

*Home of the Krewe of NOMTOC!*

**Old Point Bar**  
**COLD BEER, LIVE MUSIC,**  
**HOT TIMES!**

545 Patterson Ave., New Orleans, LA 70114



P.O. Box 740181, New Orleans, LA 70174 | 504-362-0708  
[www.oldalgiersmainstreet.org](http://www.oldalgiersmainstreet.org)