



French Quarter Business Association

2021 Annual Report



Mission

The French Quarter Business Association's mission is to assist in the development and success of business in the Vieux Carre while protecting the integrity of the historic and cultural district.

2021 Board Members

Tony Vilorio

Marica Brewster

Lindsey Wands

Jodi Lafranca

Jeremy DeBlieux

Lori Paige

Tim Spratt

Stephanie Cantrell

Camille Collins

Joey DiFatta

Donna Horowitz

James Lauga, Jr.

Edgar J. Lazaro

Michele Lorusso

President

Vice President

Treasurer

Secretary

At-Large

At-Large

Chair

Margaret Matlak

Vincent Marcello

Dwyre McComsey

Lauren Noel

Robert Rizzuto

Kirk Talbot

2022 Board Members

Tony Vilorio

Marica Brewster

Lindsey Wands

Jodi Lafranca

Donna Horowitz

Maggie Matlak

Tim Spratt

Parag Athavale*

Christine Bondio*

Stephanie Cantrell

Joey DiFatta

Hunter Dupepe*

Michael Haag*

Ann Kesler*

President

Vice President

Treasurer

Secretary

At-Large

At-Large

Chair

Edgar J. Lazaro

Vincent Marcello

Elizabeth Nelson*

Lauren Noel

Joseph Pappalardo, Jr.*

Robert Rizzuto

Kirk Talbot

Protecting & developing business in the liveliest
neighborhood in the world!



Executive Director

Brittany Mulla McGovern

Advocacy in Action

- Involvement & advocacy work regarding the City's Parklet/Curbside Dinning Pilot program
- 100 block lighting survey with the Downtown Development District
- Involvement in French Quarter Improvement Fund budget planning and distribution
- Participated in the French Market District Flea & Farmers Market Study
- Supported and secured meals for N.O.P.D. Eighth District Officers during Mardi Gras
- Supported & won the French Quarter Economic Development District sales tax referendum
- Executed a Membership Sanitation Survey to guide the City's Request for Proposal process for the French Quarter's 2022 sanitation contract
- Extensive negotiations over the French Quarter Economic Development District sales tax referendum to ensure funds would be utilized for public safety and administered by French Quarter Management District
- Assisted in the securing of French Quarter hotel rooms for N.O.P.D. Eighth District officers prior to Hurricane Ida
- Secured Community Coffee iced coffee donation for N.O.P.D. Seventh and Eighth Districts in the aftermath of Hurricane Ida
- Supported the limitation of pedicabs to seventy-five
- Monitored Film New Orleans, Homeland Security, NOLA Ready, Roadwoks NOLA, etc. to keep membership informed of events and road closures
- Representation on the French Quarter Management District Board of Commissioners and Committee meetings
- Representation on the Vieux Carre Commission Foundation's Board of Directors
- Representation on the New Orleans LGBT Hospitality Alliance



Continued COVID-19 Support & Updates

- Continued monitoring of NOLA Ready, Department of Health, and Homeland Security, etc. to keep membership informed of all State and City COVID-19 mandates
- Over 12,500 complimentary KN95 masks distributed to FQBA members
- Assisted in the setup of a COVID-19 vaccine event on Bourbon Street
- Kept membership updated on all COVID-19 testing and vaccination events in or around the French Quarter or those geared towards the hospitality industry



Hustler Club to give out free COVID vaccines, shots of booze on Bourbon Street



An illustration of a white rectangular sign with a yellow border. At the top is a blue circle containing a brown-skinned person with short dark hair wearing a light blue surgical mask. Below the circle, the text "Indoor Mask Mandate" is written in bold black font. At the bottom center is a small yellow diamond-shaped logo with the text "NOLA READY" in black.



A banner with a blue and yellow background. It features three small photographs: two men in white shirts and masks standing with arms crossed, a woman in a white mask and blue shirt, and a person in a white shirt and mask working at a counter. Below the photos is a yellow bar with the text "Open NOLA Venue Grants supporting the re-opening and on-going efforts of entertainment venues."

Have you been laid off or furloughed due to COVID?
Have you been unemployed for 3 months or more?

GET A TEMPORARY JOB STARTING AT \$15.00/HR
COVID-19 Compliance Personnel for Bars and Restaurants NEEDED

JOB SEEKERS: Pre-register @ JOB1NOLA.eventbrite.com	EMPLOYERS: Contact CSRS @ Sheldon.Perkins@CSRSinc.com	GRANT APPLICATIONS: info@notcf.com or call (504) 381-5740
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REQUIRED DOCUMENTS INCLUDE
1. Valid ID or Driver's License | 2. Birth Certificate or Voter Registration Card | 3. Social Security Card

JOB1: YOUR CAREER CONNECTION

Contact us @ 504.659.4500 JOB1NOLA.ORG JOB1_NOLA	 LOUISIANA WORKFORCE COMMISSION	 americanjobcenter Sponsored by the Workforce Innovation and Opportunity Act
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Security Sales Tax

The "Quarter for the Quarter" sales tax collection began on October 1, 2021, as required until June 2026.

The reinstatement of a 0.245 percent special sales tax levied in the French Quarter was approved by voters on the April 2021 special election ballot to authorize the funding of additional POST-certified officer patrols and other public safety programs in the area. The tax collection was originally set to take effect July 1 but was delayed.

On September 30th, FQBA President Tony Vilorio spoke at and represented the business community at District C Councilmember Kristin Gisleson Palmer's signing of the Cooperative Endeavor Agreement with the French Quarter Economic Development District (FQEDD), the French Quarter Management District, and the City of New Orleans that governs the administration and oversight of the FQEDD Trust Fund and the programs that it funds.



Uncovering the City's erroneous FQEDD tax collection



GOVERNMENT & POLITICS

City collected more than \$460,000 through expired FQ sales tax, but won't be able to spend it

by MICHAEL ISAAC STEIN
SEPTEMBER 13, 2021

"This is a matter of extreme concern for the French Quarter Business Association," Executive Director Brittany Mulla McGovern said during a Monday meeting of the French Quarter Management District.

McGovern, who also sits on the board, said the issue came across her radar in August when the city hand-delivered an invoice to one French Quarter business indicating that it owed proceeds from the expired tax.

"We reached out to the finance department and they assured us this was a segregated case of a business being invoiced for an expired tax," McGovern said.



The Lens and *The Times-Picayune* | *The New Orleans Advocate* reported on the City of New Orleans' erroneous collections in 2021 of \$466,671 of an expired French Quarter sales tax. The FQBA worked on the issue with the City of New Orleans' Finance Department and District C Council staff since made aware of the issue on August 10, 2021. The FQBA is the only entity to inform its membership to cease collection of the expired 0.2495% FQEDD sales tax (informative monthly e-newsletters and direct communications with FQBA staff is one of the many benefits of FQBA membership). Guidance from the Louisiana Attorney General's office dictates that the erroneously collected taxes should be segregated for a three-year prescriptive period, redeemed to any taxpayer who can prove payment of the erroneously collected tax, and after three years the taxes can be spent by the French Quarter Economic Development District for the purpose of the original referendum for which they were levied.

Continued Involvement & Advocacy Work Regarding the Mayor's “Reimagining the French Quarter” Initiative

Original Concept



Refined Concept



In June 2020, the City of New Orleans introduced a 41-page document entitled “Reimagining the French Quarter.” FQBA membership were vehemently opposed to the proposals and the FQBA worked from June 2020 to April 2021 on advocating against the pedestrianization of the French Quarter.

Out of the eight incomplete and unvetted proposed concepts only the following were achieved in 2021:

1. French Market Place Updates, such as new street lighting installed and services working with unhoused individuals, and
2. A refined Neighborhood Slow Zone, where City Council adopted 15 mph speed limits in interior streets of the French Quarter

5G/Small Cell Towers

Since October 2019, the FQBA has been working with other French Quarter groups to minimize unsightly 5G tower installation in the French Quarter. 5G, or Fifth Generation, cellular service is the newest advancement in cellular technology. It requires new transmission towers that differ from the large-scale macro towers and the 74 existing fifteen-foot 4G towers that exist in the French Quarter.

APPROVED DESIGNS



Pole Design to Integrate with Existing Poles

The four major mobile carriers have been rolling in additional cell towers into the Quarter during heavy attendance events like French Quarter Fest, Mardi Gras, etc. to keep up with wireless demand. Notably, 5G waves do not penetrate walls, and will not service residents or businesses that operate indoors. This is for open air wireless usage only.

On August 12, 2020, a decision was made in the City of Portland v. United States case that was heard in the Ninth Circuit Court of Appeals on February 10, 2020. The Federal Communications Commission (FCC) has defeated dozens of cities in court (including Portland, Oregon; San Francisco; New York City; Los Angeles; Boston; Chicago; Washington, DC; Las Vegas; Philadelphia; Austin, Texas; and others), with judges ruling that the FCC can preempt local fees and regulations imposed on wireless carriers deploying 5G networks. Rather than give the FCC a complete victory, the judges' panel overturned the commission's preemption of certain aesthetic requirements that cities and towns impose on cellular installations. The FCC ruled that "aesthetics requirements are not preempted if they are (1) reasonable, (2) no more burdensome than those applied to other types of infrastructure deployments, and (3) objective and published in advance." This action reassures that the efforts of the FQBA were appropriate and ahead of our city's peers.

Due in part to the FQBA's efforts, the City will require the carriers to install new 5G streetlight poles to replace existing non-5G streetlight poles, creating a zero net gain.

Sixty-eight 5G streetlight poles have been permitted for installation in 2021. The Vieux Carre Commission (VCC) allowed for a number to be installed for a review period. One outcome of that review period was that the VCC asked that the poles be changed from fiber glass to cast iron. Due to nationwide supply chain issues installation has been piecemealed.

Graffiti Cleanup



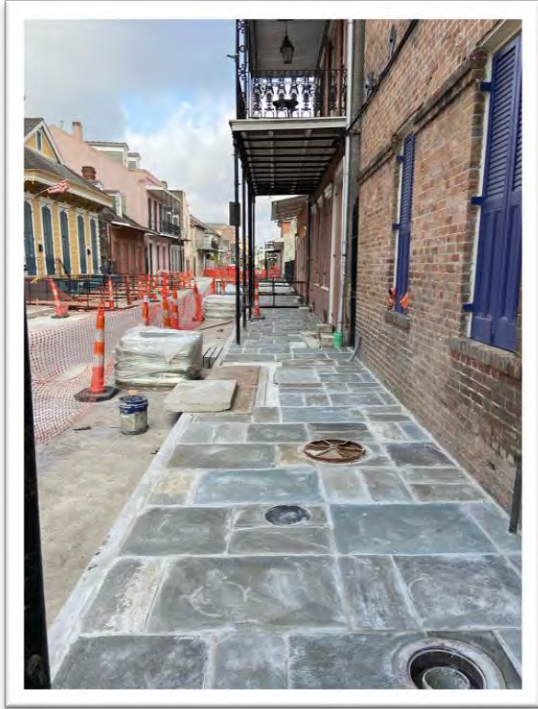
Vieux Carre Graffiti Abatement Program
a French Quarter Business Association initiative

After a year lapse, the FQBA brought back their hallmark event - the Vieux Carre Graffiti Abatement Program's all-volunteer graffiti cleanup of the French Quarter. In May 2021, nearly 50 volunteers cleaned graffiti in the French Quarter. The event was attended by District C Councilmember Kristin Gisleson Palmer and was covered by Fox8 and *The Times-Picayune* | *The New Orleans Advocate*.



Continued Involvement & Representation Regarding French Quarter Infrastructure

St. Ann Street



Conti Street



The FQBA continuously monitored Roadworks NOLA, Department of Public Works, and more, not only to keep membership informed of road closures, but to monitor the project and insist that any infrastructure project minimally effects FQBA members and the French Quarter economy.

City Council District C Runoff Forum

City Council District C Runoff Forum
Stephanie Bridges & Freddie King III
Tuesday, November 16, 2021
6:00 - 7:30 p.m.
Omni Royal Orleans, 621 St Louis St.
Moderator: Travers Mackel
Hosted by:
Faubourg Marigny Improvement Association
French Quarter Business Association
French Quarter Citizens
Historic Faubourg Tremé Association
Vieux Carré Property Owners, Residents & Associates

FQIBA
French Quarter Business Association

HFTA
historic faubourg tremé association

VCPORA
Vieux Carré Property Owners, Residents & Associates



Advertisement

Could New Orleans see a 'nightlife mayor' soon?



See how New Orleans City Council District C candidates would address short-term rentals

Updated: 7:06 p

BY JESSICA WILLIAMS | STAFF WRITER
NOV 17, 2021 - 12:55 PM 2 min to read

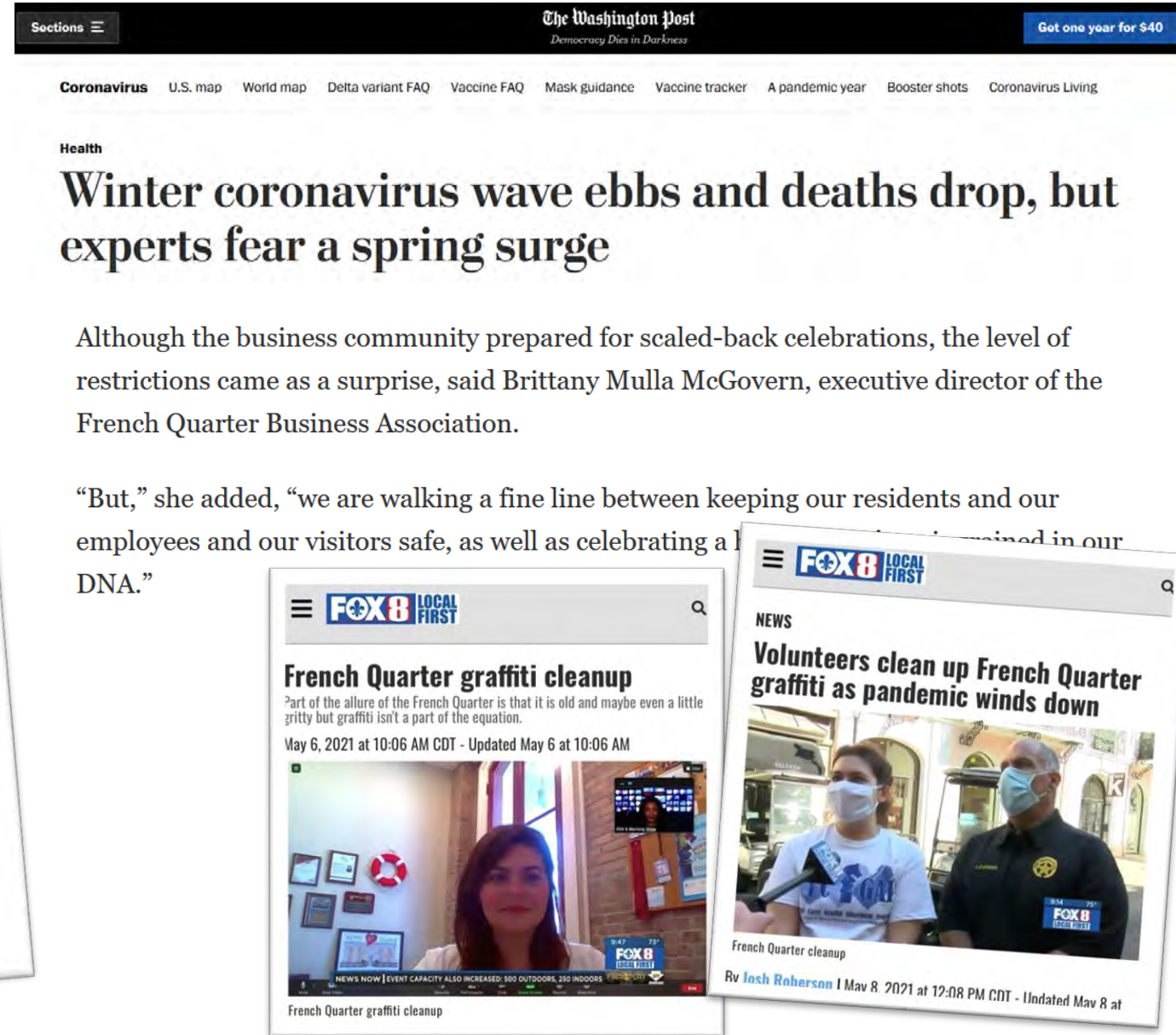
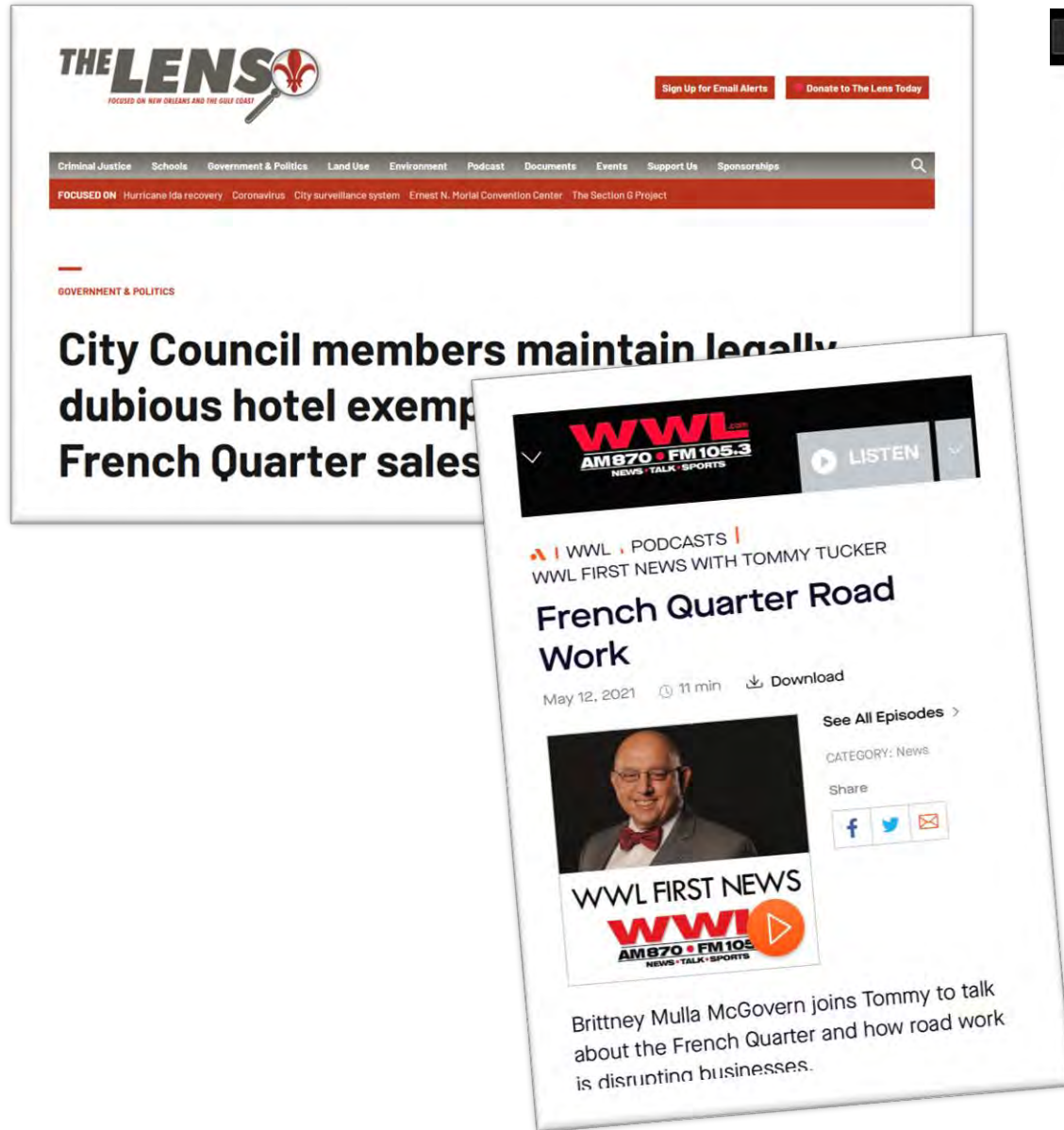


Stephanie Bridges, left, and Freddie King, right, will face off in the New Orleans City Council District C runoff on Dec. 11.

The FQBA; Faubourg Marigny Improvement Association; French Quarter Citizens; and Vieux Carré Property Owners, Residents, and Associates co-hosted a City Council District C Runoff Forum on November 16, 2021.

The community event featured WDSU's Travers Mackel as the moderator and the two runoff candidates of District C (Stephanie Bridges and Freddie King III), who answered previously submitted questions from the organizations' membership. The purpose of the forum was to provide FQBA members and the public with additional insight into the candidate's approach to issues pertaining to the French Quarter and surrounding neighborhoods.

Additional Press Coverage for the FQBA & our work



Recovery Marketing



#FrenchQuarterOpen
#OpenNOLA



Brett Duke NOLA.com / The Times-Picayune

In November 2020, the City of New Orleans announced that there would not be any parades during Mardi Gras 2021. The FQBA produced complementary graphics for FQBA members to use and promoted #FrenchQuarterOpen and #OpenNOLA on social media to inform the public that businesses and the French Quarter were not closed during the holiday season.

The FQBA also marketed a French Quarter Festival V.I.P. Weekend Raffle. The raffle was a huge success in generating excitement for what was going to be the return of the Festival in October 2021. It received press coverage on WhereYat.com and NOLA.com. The festival was canceled; however, the winner can enjoy their V.I.P. Weekend in April 2022.

Lunch Forum Presenters & Webinars

State of Business webinar

Michael Hecht, GNO, Inc.

State of Tourism webinar

Marica Mackenroth Brewster, Von Mack

Stephen Perry, New Orleans & Co.

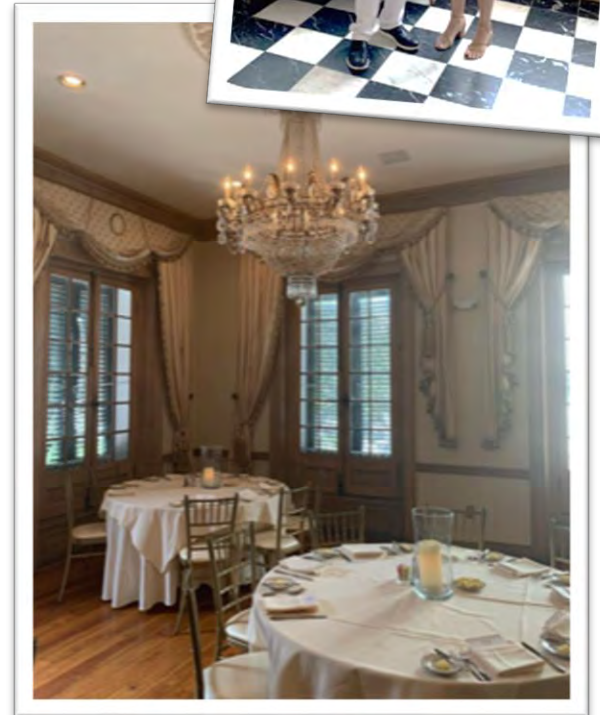
Virtual Business Townhall Meeting

Councilmember Kristin G. Palmer, District C

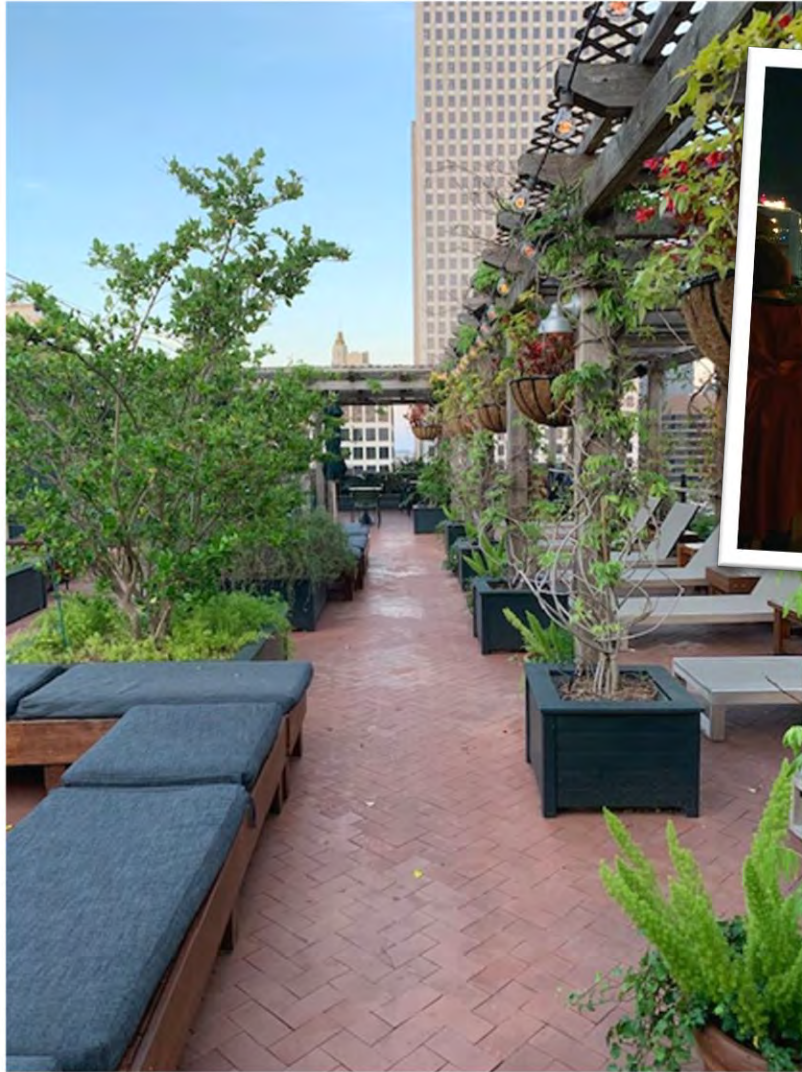
Emily Madero, French Quarter Festivals, Inc.

Lauren Darnell, MiNO Foundation

Kelly Schulz, New Orleans & Co.



Holiday Jingle & Mingle



Holiday Jingle and Mingle

Wednesday, December 8, 2021

5:30 - 7:30 p.m.

Unwind and network
with wine, a specialty cocktail, and light bites
provided by Ace Hotel New Orleans

Alto



New 2021 Members

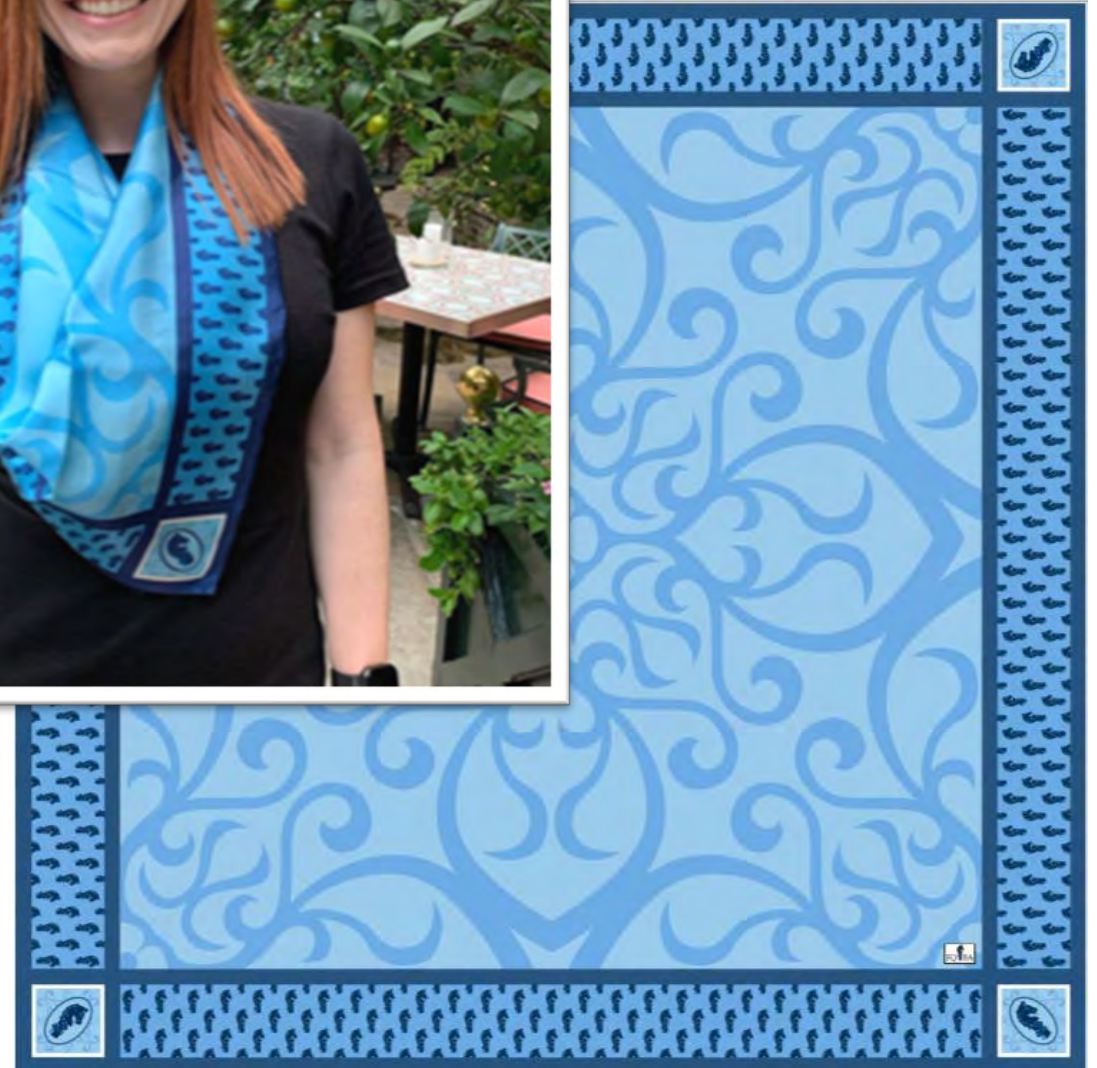
- Allied Xteriors
- Barmetrix
- Crescent City Tour Booking Agency
- Deanna duPont & Company
- Donald Palmer Company
- Kickfin
- LEIDENHEIMER BAKING CO.
- LKHarmonArchitects
- Marketing Agents South
- McIlhenny Company
- Messina's Catering and Events/ The Rooftop on Basin
- New Orleans Ice Cream Co.
- NOLA Concierge & the Bag Easy Luggage Sitters
- Pelican New Orleans
- Robin Nichole Studio
- Ryan's Irish Pub
- Safe Haven Defense – Louisiana
- Saint John
- Schneider Paper Products, Inc.
- Shop Local USA, LLC
- Southern Hospitality Event Rentals
- Thompson Coe Cousins & Irons, LLP
- Williams Architects
- Windsor Fine Art

**French Quarter Business Association
and
NOLA Couture**

**Limited-Edition
French Quarter Scarf**

- **Iconic Horse Head Hitching Post**
- **Iron Scroll Work-Inspired Design**
- **100% Silk**

Support the FQBA by purchasing or wearing!



Support the work of the FQBA by
renewing your membership or
donating today!



French Quarter Business Association

Social Media



@FQBusiness



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@FQBA

