



**A RESOLUTION, OF THE BOARD OF COMMISSIONERS  
OF THE NEW ORLEANS REDEVELOPMENT AUTHORITY,  
APPROVING AND ADOPTING THE POLICIES AND PROCEDURES FOR THE  
LMI AREA SMALL BUSINESS MARKETING PROGRAM**

<b>RES. NO: 2025-06</b>	<b>MEETING:</b>	<b>August 11, 2025</b>
<b>BY:</b>	<b>Commissioner:</b>	<b>Jones</b>
<b>SECONDED:</b>	<b>Commissioner:</b>	<b>Broussard</b>

The undersigned, being the duly elected Secretary of **NEW ORLEANS REDEVELOPMENT AUTHORITY**, a political subdivision of the State of Louisiana (“Authority”), hereby certifies that by written consent, the following resolution was duly adopted:

**WHEREAS**, the LMI Area Small Business Marketing Program (SBMP) is an initiative implemented by the Authority to support and better leverage revitalization efforts taking place along designated Low- and Moderate-Income (LMI) area commercial corridors, including those corridors currently eligible in the Authority’s Commercial Corridor Gap Financing Program, Façade RENEW Program, and Small Business Microlending Program; and

**WHEREAS**, SBMP intends to serve as an additional financial and technical assistance resource to business enterprises along designated LMI area commercial corridors by providing grants of up to \$30,000 to pair 20 or more eligible small businesses with professional marketing firms to create comprehensive marketing campaigns over a 3-to-6-month period; and

**WHEREAS**, the expected improvement to the corridors as a result of the SBMP are expected to yield a safer and healthier environment for businesses to thrive and function as a source of much-needed neighborhood amenities for adjacent residential areas currently experiencing substantial population growth and increasing reinvestment in the housing stock as evidenced in the Market Value Analysis (MVA) for the City of New Orleans; and

**WHEREAS**, the Authority expects to begin outreach, advertising, and initial application acceptance from July to August 2025 and rolling thereafter; and



**WHEREAS**, to implement the program outlined herein, the staff of the Authority seeks the approval and adoption of the attached Policies and Procedures for the LMI Area Small Business Marketing Program, subject to revision and adjustment by the Executive Director as needed to address any unforeseen condition and to accommodate program changes that arise during implementation;

**NOW, THEREFORE BE IT RESOLVED**, that the attached Policies and Procedures for the LMI Area Small Business Marketing Program are approved and adopted; and

**BE IT FURTHER RESOLVED** that the Executive Director is hereby authorized to amend, update, and otherwise modify the attached Policies and Procedures for the LMI Area Small Business Marketing Program as needed for effective and efficient implementation of the program.

**THE ABOVE RESOLUTION WAS READ IN FULL, ROLL WAS CALLED ON ADOPTION OF SAME, AND THE VOTE WAS AS FOLLOWS:**

**YEAS: 6 NAYS: 0 ABSENT: 4 AND THE RESOLUTION WAS ADOPTED.**

**I CERTIFY THAT THE FOREGOING IS A TRUE AND CORRECT EXCERPT OF THE RESOLUTION APPROVED BY THE BOARD OF COMMISSIONERS OF NEW ORLEANS REDEVELOPMENT AUTHORITY.**

*John Sullivan*  
\_\_\_\_\_, Secretary  
**John Sullivan**