

SMALL BUSINESS MARKETING ASSISTANCE GRANT PROGRAM

INFORMATIONAL WEBINAR



PROGRAM OVERVIEW

The New Orleans Redevelopment Authority's (NORA) **Small Business Marketing Assistance Program** was created to provide 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. NORA will pay the consultants directly for the work performed for each business during the program.

In an effort to better leverage revitalization efforts taking place along commercial corridors, including recent participants in NORA's Commercial Corridor Gap Financing, Façade RENEW Program, and Small Business Microlending Programs, the Small Business Marketing Program intends to serve as an additional financial and technical resource to business enterprises along designated LMI area commercial corridors.



PROGRAM APPLICATION

- NORA will accept applications during the initial application period from **Monday, July 14, 2025, through Friday, August 15, 2025 @ 4:00 pm.**
- After the initial application period, NORA will accept applications every 60 days on a rolling basis until all program funds are expended.
- All applications should be completed electronically via Jotform.
- Program participants will be required to sign a written grant agreement with NORA.



PROGRAM APPLICATION

Required Application Documents

- City of New Orleans Occupational License for 2025
- Business Owner Resume (s)
- Proof of Business Location
- City of New Orleans Tax Bill showing no balance owed
- Business financial statements in the form of Profit and Loss Statement or Income Tax Transcript
- Professional Business Plan (Optional)



PROGRAM APPLICATION

Required Application Information

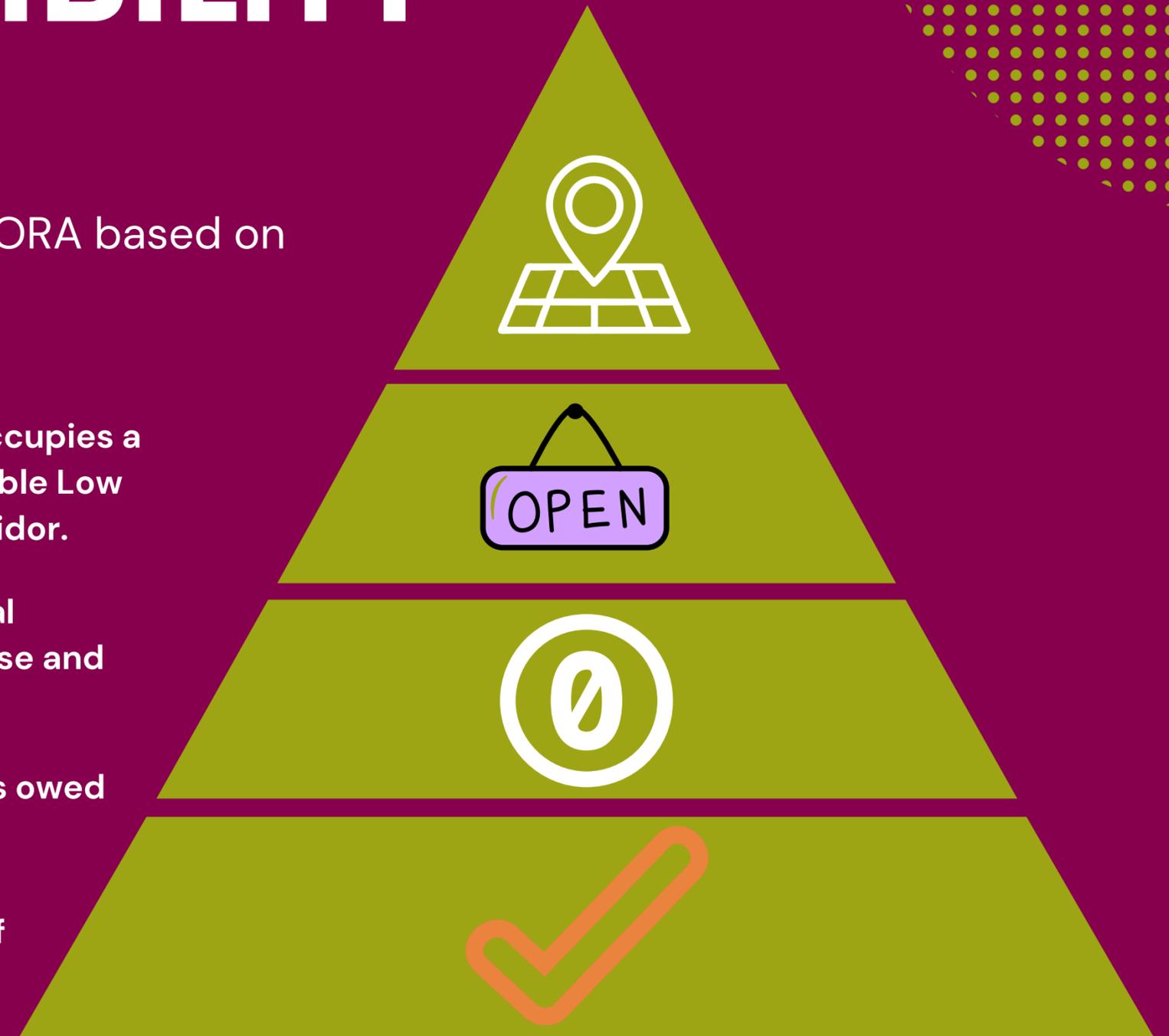
- Business Owner Name and Contact Information
- Business Physical Address and Contact Information
- Percentage of Business Ownership
- Business Type
- Number of Employees
- Business Summary (Business Mission and Key Goals)
- Business Description (Overview of Business Structure, Ownership, Location & History)
- Products and Services
- Management & Operations
- Current Marketing Plan and/or Strategy (Optional)



APPLICANT ELIGIBILITY

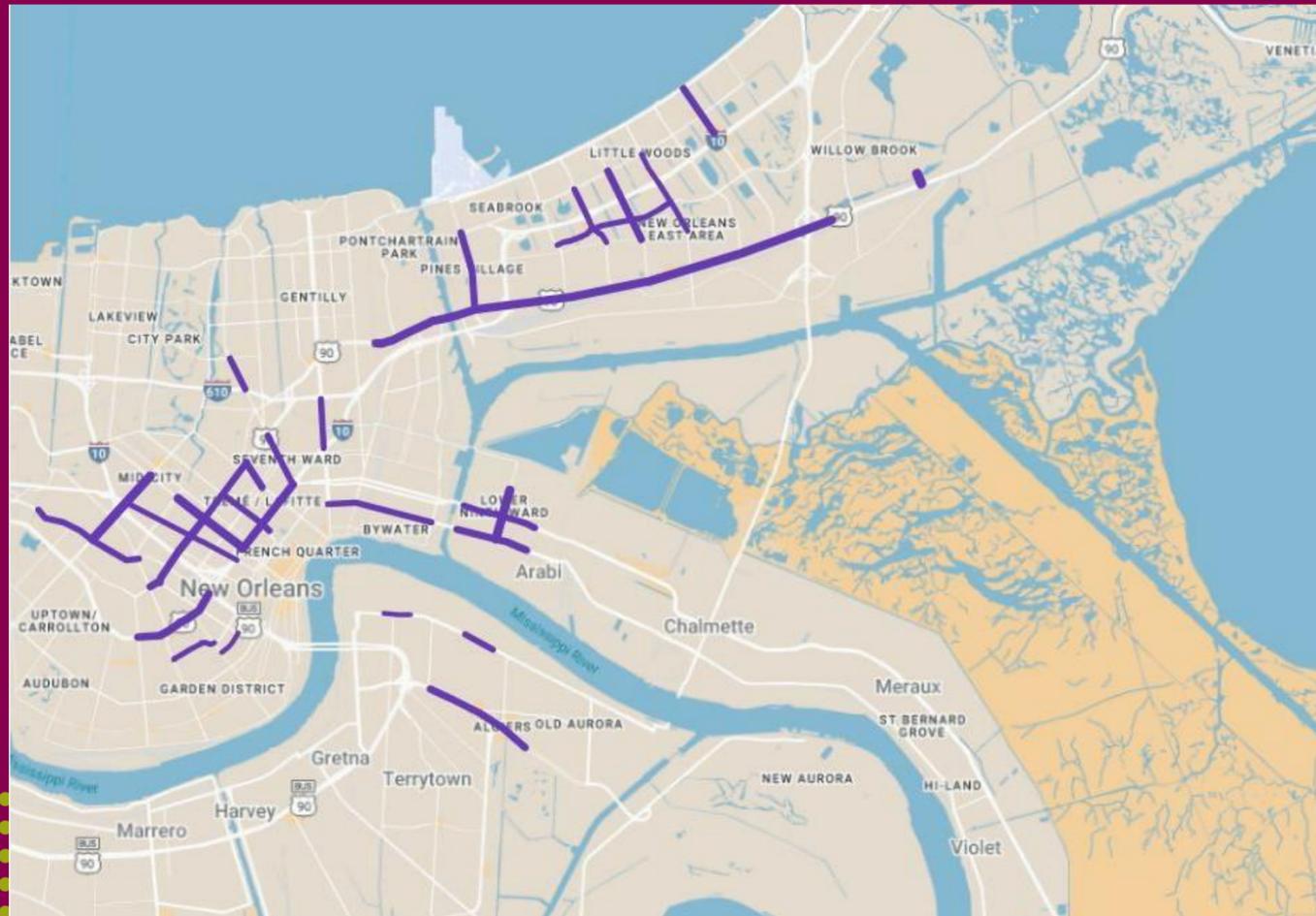
Applicant eligibility will be determined by NORA based on the following criteria:

- 01** Existing for-profit business enterprise that occupies a commercial retail storefront space on an eligible Low and Moderate Income (LMI) Commercial Corridor.
- 02** Applicant has an active business occupational license associated with the business enterprise and is open to the public.
- 03** Applicant has no debt arrears or liens or taxes owed to the City.
- 04** Applicant is in good standing with the State of Louisiana.



APPLICANT ELIGIBILITY

Eligible Commercial Corridors



- 4600-4699 Alcee Fortier Blvd. (Chef Menteur Highway to Peltier Drive)
- 700- 1699 Basin Street (North Claiborne Avenue to North Villere Street)
- 2200- 2500 Bayou Road (N. Broad and Esplanade)
- 100-2799 S. Broad St. (Washington Avenue to Canal Street)
- 100-1499 N. Broad St. (Canal Street to Columbus)
- 7000-8099 Bullard Ave. (Interstate 10 to Hayne Boulevard)
- 5100-7299 Bundy Rd. (Dwyer Road to Morrison Road)
- 1100-2099 Fats Domino Ave. (St. Claude Avenue to North Galvez Street)
- 1700-3399 Canal St. (Norman C. Francis Parkway to Claiborne Avenue)
- 3900-9199 Chef Menteur Hwy. ([A] Peoples Avenue to Bundy Road)
- 8900-11899 Chef Menteur Hwy. ([B] Interstate 510 to Old Gentilly Road)
- 3100-4799 South Carrollton Ave. (Earhart Boulevard to Canal Street)
- 1100-4399 South Claiborne Ave. (Napoleon Avenue to Earhart Boulevard)
- 100-1599 North Claiborne Ave. ([A] Canal Street to St. Bernard Avenue)
- 4900-6499 North Claiborne Ave. ([B] Industrial Canal to St. Bernard Parish line)
- 5400-7299 Crowder Blvd. (Dwyer Road to Morrison Road)
- 3900-7299 Downman Rd. (Chef Menteur Highway to Morrison Road)
- 4600-9099 Earhart Blvd. (Jefferson Parish Line to Washington Avenue)
- 1600-3199 Elysian Fields Ave. (Interstate 10 to Interstate 610)
- 2700-4599 General De Gaulle Dr. (Shirley Drive to Kabel Drive)
- 3100-3799 General Meyer Ave. (Tita Street to Richland Road)
- 7800-9999 Lake Forest Blvd. (Mayo Road to Read Boulevard)
- 2200-3399 Lasalle St. (Louisiana Avenue to Jackson Avenue)
- 1400-1999 Newton St. (Thayer Street to Behrman Avenue)
- 1500-2199 Oretha Castle Haley Blvd. (Jackson Avenue to Martin Luther King, Jr. Blvd)
- 1700-2699 Orleans Ave. (North Broad Street to North Claiborne Avenue)
- 3900- 3999 Old Gentilly Road (Peoples Avenue and Iroquois Street)
- 5400-7399 Read Blvd. (Dwyer Road to Morrison Road)
- 1100-2599 St. Bernard Ave. ([A] North Rampart Street to North Broad Street)
- 3600-4199 St. Bernard Ave. ([B] Interstate 610 to Harrison Avenue)
- 4700-6499 St. Claude Ave. (Industrial Canal to St. Bernard Parish line)
- 2200- 4399 St. Claude Ave. (Elysian Fields to Poland Avenue)
- 1700-4099 Tulane Avenue. (South Claiborne Avenue to South Carrollton Avenue)

ELIGIBLE GRANT ACTIVITIES

Eligible Marketing Activities (include but not limited to):

Website Design & Development

Social Media Strategy & Implementation

Search Engine Optimization

Digital Advertising

Email Marketing

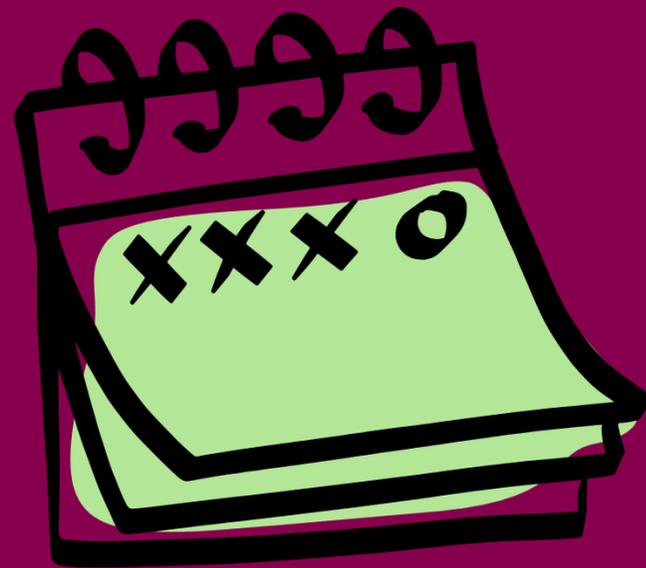
Traditional Print Marketing

Broadcast Marketing

Graphic Design Services



GRANT APPLICATION TIMELINE



1

INFORMATIONAL SESSION

2

COMPLETE ONLINE APPLICATION

3

NORA REVIEW OF APPLICATIONS

4

NORA NOTIFIES SELECTED
APPLICANTS

5

SIGNATURE OF AWARD LETTER &
GRANT AGREEMENT

6

BEGIN WORKING WITH
CONSULTANT!



BUSINESS & CONSULTANT PARTNERSHIP

Consultant & Business Pairing

Business & Consultant Kick-Off Meeting

Creation of Marketing Strategy

Implementation of Marketing Strategy

Monthly Reporting

Post-Program Reporting



Questions?



*Thank
You*

Whitney Williams, Economic Development Program Manager



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