

ATTENTION: THIS IS A READ ONLY VERSION OF THE PROGRAM APPLICATION. ONLY APPLICATIONS SUBMITTED THROUGH THE ONLINE APPLICATION PORTAL WILL BE ACCEPTED. NO PAPER OR EMAILED APPLICATIONS WILL BE ACCEPTED. THIS DOCUMENT IS FOR INFORMATIONAL PURPOSES ONLY AND WILL NOT BE ACCEPTED AS AN APPLICATION.

New Orleans Redevelopment Authority Small Business Marketing Assistance Program

The **NORA Small Business Marketing Assistance Program** will provide funding for tailored marketing consulting to eligible businesses that are located within targeted eligible Low and Moderate Income (LMI) commercial corridors. Businesses that have successfully participated in NORA's Façade Renew and Small Business Grant Programs are strongly encouraged to apply!

Participants in the program will be paired with a NORA contracted marketing consultant who will work with each business for a 3–6-month period to create a comprehensive marketing campaign or improve an existing marketing strategy and assist with implementing.

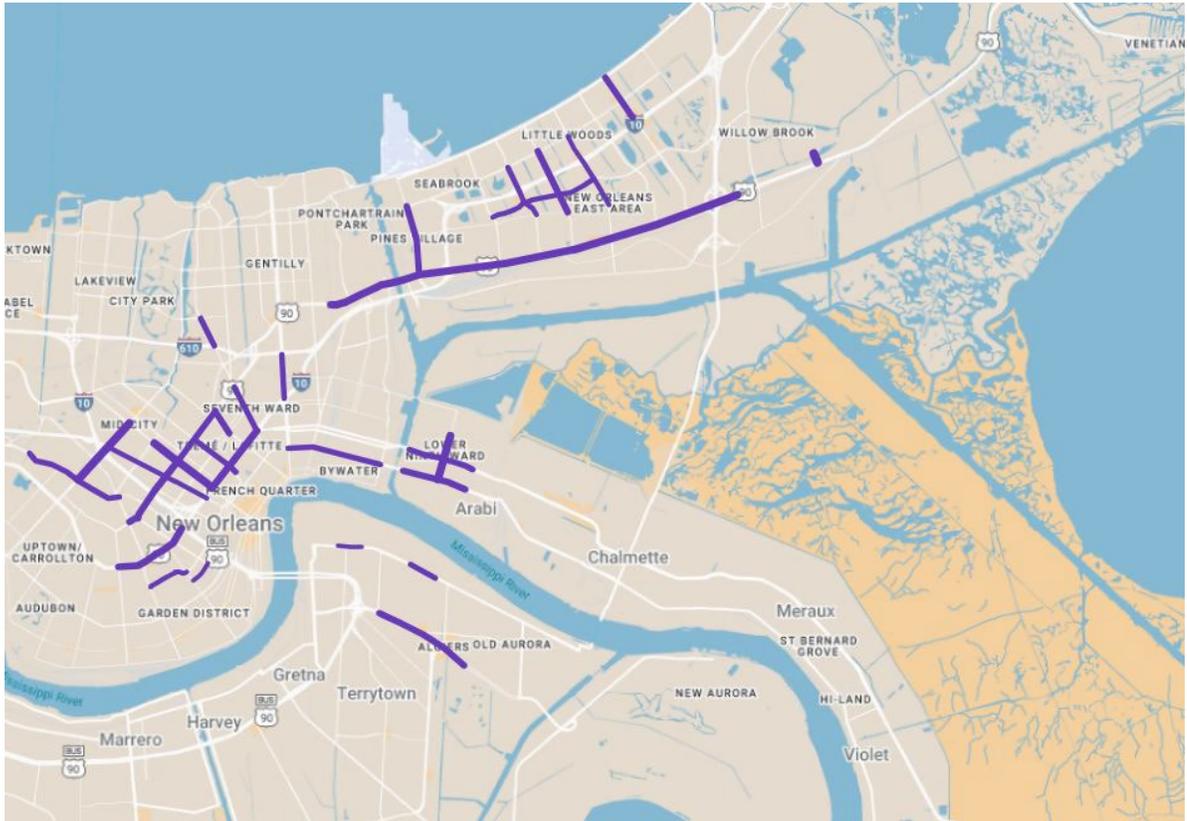
NORA will accept applications during the initial application period from Monday, July 14, 2025, through Friday, August 15, 2025 @ 4:00 pm.

Awards will be made available to business enterprises on a first-come first-serve basis during the application acceptance period. After the initial application period, NORA will accept applications every 60 days on a rolling basis until all program funds are expended.

Applicants should note the following:

- For best results in completing the application it is recommended that applicants not use Google Chrome.
- All applications should be completed electronically. No hand delivered or emailed applications will be accepted.
- Informational Zoom Meeting: Tuesday, July 29, 2025 @ 2:00 pm- [Click Here to Register!](#)
- Small Businesses that are approved to participate in the Small Business Marketing Assistance Program will be required to sign a written grant agreement with NORA.

For questions about the program and application process please contact Whitney Williams, NORA Economic Development Program Manager at Whitney.Williams@nola.gov or 505-658-4451.



- **Small Business Assistance Program 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)

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Applicant Eligibility

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

- Existing for-profit business enterprise that occupies a commercial retail storefront space on an eligible Low and Moderate Income (LMI) commercial corridor. [See complete list of eligible corridors below]
- Applicant has an active business occupational license associated with the business enterprise and is open to the public.
- Applicant has no debt arrears or liens, or taxes owed to the City.
- Applicant is in good standing with the State of Louisiana.

Ineligible Business/Applicants

Businesses not eligible for funding through the program include, but are not limited to:

- Pawn Shops
- Adult bookstores
- Adult performance venues
- Pay day loan stores
- Branch Banks
- Corporate-owned franchises
- Massage parlors
- Hot tub facilities
- Suntan facilities
- Racetrack or other facilities used for gambling
- Bail bonds
- Any store where principal business is the sale of alcoholic beverages
- Hotels/Motels/Short Term Rentals
- Institutional Uses
- Hospitals and Health Clinics
- Businesses primarily engaged in the rental of space including, but not limited to: Parking lots, Reception Halls and Storage Facilities
- Businesses engaged in activities that may be prohibited by federal or applicable law
- Any other uses deemed ineligible by NORA

Eligible Grant Activities

Eligible Marketing Activities (include but are not limited to):

- Website Design and Development
- Social Media Strategy & Implementation
- Search Engine Optimization (SEO)
- Digital Advertising
- Email Marketing
- Traditional Print Marketing
- Broadcast Marketing
- Graphic Design Services

Funding

The Small Business Marketing Assistance Program is intended to support small businesses located in Low to Moderate Income neighborhoods by providing marketing support from NORA contracted marketing consultants. Grantees will be awarded a specific number of technical assistance hours to work with marketing consultants to create and implement a tailored marketing strategy for their business. Funding will be paid directly to the consultants based on the number of hours dedicated to each business.

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Application Guidelines

Additional Requirements: NORA reserves the right to add any and all requirements that are needed to effectuate the goals of this program or comply with any legal requirements. All activities must comply with city, state, and federal codes, rules and regulations for the Community Development Block Grant (CDGB) program. NORA reserves the right to amend the instructions, requirements, or scope of eligible uses. Copies of such amendments shall be posted to NORA's website. Further, NORA may waive certain provisions of these requirements based upon a determination of the public benefits of the project.

Publication and Promotion: Successful applicants agree to participate in any reasonable promotional activity to prominently display NORA signage on the site if requested. Such signage must be at least as large as standard real estate "For Sale" signage and shall be provided by NORA.

Proprietary Information: As a public agency, NORA is subject to the disclosure requirements of the Public Records Act, La.R.S. 44:1, et seq. Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a submission identified as such must be clearly marked as CONFIDENTIAL and will be handled in accordance with the Louisiana Public Records Act, R.S. 44:1-44 and applicable rules and regulations. Any submission marked as CONFIDENTIAL in its entirety may be rejected without further consideration or recourse.

Cost of Preparing Submission: NORA shall not be liable for any costs incurred by applicants. Costs associated with developing the proposal, or any other expenses incurred by the application in connection with this application are entirely the responsibility of the applicant and shall not be reimbursed in any manner by NORA.

Errors and Omissions in Proposal: NORA shall not be liable for any errors in proposals. NORA has the right to request clarification or additional information from the applicants. The application and proposal of selected applicants may become part of an agreement initiated by NORA.

Contact and References: Applicants must provide accurate contact information and attest to the veracity of the information supplied. At its discretion, NORA staff may contact references and industry sources, investigate current commitments, interview some or all of the proposed team members, and take any other information into account in its evaluation of the response. NORA reserves the right to request clarification or additional information and to request that applicants make presentations to the NORA Board of Commissioners.

SMALL BUSINESS MARKETING ASSISTANCE APPLICATION WILL BE ACCEPTED STARTING MONDAY, JULY 14, 2025.

Grants will be awarded on a first-come, first-serve basis and subject to funding availability. Therefore, program investments may not be available to all eligible applicants and for all eligible corridors. NORA will monitor funding availability as awards are made and provide timely status updates.

REQUIRED APPLICATION DOCUMENTS

All applicants must submit the following information as part of a completed application:

- **City of New Orleans Occupational License** for 2025
- **Business Owner Resume**
- **Executed Copy of Current Lease, Mortgage Statement or Proof of Building Ownership** of business location at address in eligible program commercial corridor
- **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**

Please read and complete the entire application. All applications must be complete upon submission in order to be considered. Missing items may disqualify you from consideration.

READ

Business Owner Name(s): *

First Name

Last Name

Percentage of Ownership: *

Business Owner Name(s) if applicable:

First Name

Last Name

Percentage of Ownership (If applicable):

Applicant Type: *

- NON-PROFIT ORGANIZATION 501 (c)3
- PARTNERSHIP
- INDIVIDUAL/SELF-EMPLOYED/SOLE PROPRIETOR
- C-CORP
- S-CORP
- LLC
- OTHER

Business Legal Name/DBA: *

Business TIN *

Business Street Address: *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

PREL

Business Phone Number *

Please enter a valid phone number.

Business Contact Name *

First Name

Last Name

Business Contact Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code



Business Contact Email *

example@example.com

Business Contact Phone Number *

Please enter a valid phone number.

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Number of Employees *

Business Summary (Include business mission and key goals) *

Business Description (Include overview of business structure, ownership, location and history) *

Products and Services (Detailed explanation of the products or services offered including: pricing, unique benefits and value proposition) *

Management & Operations (Describe business legal structure, key personnel and roles, and day to day operations) *

Current Marketing Plan and/or Strategy (Type N/A if you currently don't engage in any marketing activities for your business) *

REAL

City of New Orleans Occupational License- 2025 *



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Business Owner Resume *



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Proof of Business Location (Executed Copy of Current Lease, Mortgage Statement, or Proof of Building Ownership) *



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City of New Orleans Tax Bill *



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Business Financial Statement (Profit and Loss Statement for 2024 or 2024 Income Tax Transcript) *



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Professional Business Plan



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READY TO GO

Certification

Below is a summary of Small Business Marketing Assistance Program requirements with which all participants must comply. Please read carefully through each of the following and sign that you have read, understand, and agree as part of your application submittal.

I HAVE READ, UNDERSTAND, AND AGREE:

1. I have read the statements included in this application form and understand them.

2. I certify that neither the business nor any owner of the business has any personal or business judgement or unsettled lawsuit against it or them.

3. I certify that neither the business nor any owner of the business owes any taxes for prior years.

4. I certify that the business and its owners are in good standing with the State of Louisiana.

5. I certify that all grant proceeds will be used only for the eligible business-related purposes as specified in the application.

6. I agree to comply with all laws, rules, regulations, standards, ordinances, orders, and codes that apply to the business.

7. I agree to obtain and pay for any and all PERMITS or APPROVALS required by the City of New Orleans for operations on site.



8. I agree not to use the "New Orleans Redevelopment Authority" name in any context without prior written permission from NORA.

9. I certify that neither the business nor any owner of the business has received disaster assistance funding from any other source for the same purpose.

AGREEMENT & SIGNATURE

I hereby certify that I have read and completed the entire Small Business Marketing Assistance Program application. I have read, understand, and agree that my funding proposal meets the program use requirements. By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am approved, any omissions, false statements, or other misrepresentations made by me on this application will result in the denial of my application.

By typing your name in the designated field below, the application is electronically signed and agreement is given to the terms and conditions outlined herein.

Name *

First Name

Last Name

