Success in a Distressed Community
# New Orleans Data

## Median Household Income

<table>
<thead>
<tr>
<th></th>
<th>US:</th>
<th>Orleans Parish:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>$52,175</td>
<td>$39,398</td>
</tr>
</tbody>
</table>

## Percent of population living below poverty

<table>
<thead>
<tr>
<th></th>
<th>US:</th>
<th>Orleans Parish:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.2%</td>
<td></td>
<td>23.8%</td>
</tr>
</tbody>
</table>

## Unbanked Households

<table>
<thead>
<tr>
<th></th>
<th>US:</th>
<th>Louisiana:</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.8%</td>
<td></td>
<td>34.5%</td>
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</tbody>
</table>
New Orleans Data

Population by race/ethnicity

US: 34%
Orleans Parish: 61%

Minority business participation rate:

<table>
<thead>
<tr>
<th></th>
<th>Non Minority</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>91</td>
<td>24</td>
</tr>
<tr>
<td>Orleans Parish:</td>
<td>101</td>
<td>18</td>
</tr>
</tbody>
</table>
The mission of Good Work Network is to expand the economy in the New Orleans area by building minority and women owned businesses.
GWN Clients

92% of Clients are African American

- African American: 92%
- Caucasian: 4%
- Other: 4%

77% of Clients are Female

- Female: 77%
- Male: 23%

68% of Clients are Low Income

- 2x Poverty Level: 60%
- Poverty Level: 8%
- > 2x Poverty Level: 32%

Average Credit Score of 583
Services

Educational Courses
Technical Assistance
Back Office Support Services
Capital Access Assistance
Market Access Services
Networking Opportunities
Results

• 1,940 clients have received technical assistance or training since 2006
  • 337 businesses have been started
• 189 businesses have accessed capital totaling over $2,200,000
• 290 full time jobs and 90 part time jobs have been created since 2006
Targeted Programs

Central City Collaboration:
Creating collaborations to transform a distressed community

Alliance for Equity and Inclusion:
Linking banks with underserved communities

ConnectWorks:
Connecting small businesses to contracts and creating jobs
Central City Collaborative

**Structure**

- A collaboration of funders that focus resources in the Central City Neighborhood

- A collaboration of organizations and residents that inform and implement strategies for improving the quality of life in Central City
Central City Collaborative

Successes

• Millions of dollars have been invested in Central City resulting in new housing for over 525 families

• Oretha Castle Haley Blvd. – a commercial corridor in Central City - is being revitalized

• The Franz Building in Central City is being revitalized by Good Work Network with the help of a $200,000 in grants and additional long term financing by JP Morgan Chase. The building will house Good Work Network’s Business Resource Center and several retail spaces.
Alliance for Economic Inclusion

• Sponsored by the FDIC
• Connects Banks and Non-Profits
  • Develops Products for the Unbanked
• Sponsors Education and Outreach
Alliance for Economic Inclusion

Successes

• Annual Small Business conference in 2008 and 2009 with attendance over 200 each year

• Committees established to develop strategies in specific areas such as small business, asset building, affordable housing, etc.

• Several micro loans programs have been established throughout the state by banks in partnership with CDFI’s
GOALS

• Create a pipeline for growing minority businesses that create jobs

• Create synergies by encouraging programs that develop affordable housing or provide other services to low income individuals to use small businesses attempting to build their capacity

• Assure that small businesses that get contracts agree to use the pool of Section 3 workers as their first source for new jobs
ConnectWorks

Successes

• Good Work Network in collaboration with the Alliance for Affordable Energy provided training to 17 small contractors in weatherization techniques.

• Five of these contractors were awarded contracts by Salvation Army or Total Community Action to weatherize houses for low income people.

• One contractor has been so successful that he has creates five (5) new jobs into which he hired graduates of the AAE weatherization workforce development program.
Getting Involved in Distressed Communities in Your Area

- Encourage your bank’s investment in economic development in distressed communities

- Become a member of the AEI in your area to develop strategies for increasing the capacity of small businesses to stimulate local economic development

- Promote the use of Disadvantaged Business Enterprises and the hiring of low income individuals on projects supported through CCRA programs

- Work with technical assistance providers and alternative lending organizations to create a pipeline to banking services using IDA Programs and micro lenders