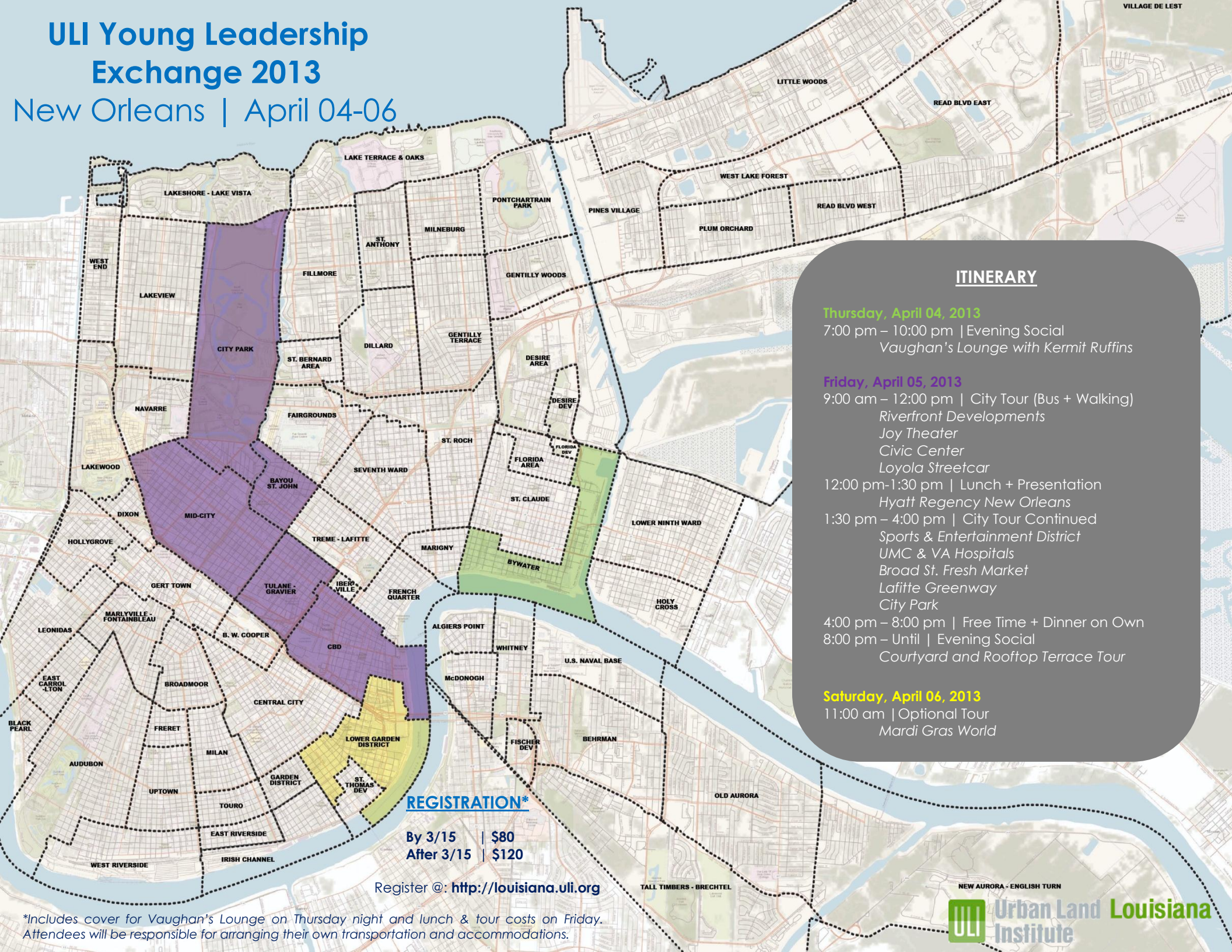


ULI Young Leadership

Exchange 2013

New Orleans | April 04-06



ITINERARY

Thursday, April 04, 2013

7:00 pm – 10:00 pm | Evening Social
Vaughan's Lounge with Kermit Ruffins

Friday, April 05, 2013

9:00 am – 12:00 pm | City Tour (Bus + Walking)
Riverfront Developments
Joy Theater
Civic Center
Loyola Streetcar

12:00 pm-1:30 pm | Lunch + Presentation
Hyatt Regency New Orleans

1:30 pm – 4:00 pm | City Tour Continued
Sports & Entertainment District
UMC & VA Hospitals
Broad St. Fresh Market
Lafitte Greenway
City Park

4:00 pm – 8:00 pm | Free Time + Dinner on Own
8:00 pm – Until | Evening Social
Courtyard and Rooftop Terrace Tour

Saturday, April 06, 2013

11:00 am | Optional Tour
Mardi Gras World

REGISTRATION*

By 3/15 | \$80
After 3/15 | \$120

Register @: <http://louisiana.uli.org>

*Includes cover for Vaughan's Lounge on Thursday night and lunch & tour costs on Friday. Attendees will be responsible for arranging their own transportation and accommodations.

ULI Young Leadership Exchange 2013

New Orleans | April 04 – 06



New Orleans is jazzed to host the 7th annual Young Leadership Exchange! We invite the ULI Young Leader Groups (YLGs) of Boston, Chicago, Michigan, New York, Philadelphia, and Washington, DC to see what the city has become since Hurricane Katrina rattled the infrastructure and flooded the city in late August 2005. Come see what we're working on, where we're going, and how we're getting there.

The Leadership Exchange provides an opportunity for ULI YLG members to:

- Tour recent development projects
- Interact with and hear from real estate industry leaders
- Get a first look at developments in their planning stages / under construction
- Network with YLG members from different cities
- Exchange "best practice" philosophies and ideas for development

THURSDAY, APRIL 4TH

Vaughan's Lounge | Bywater Neighborhood

Vaughan's Lounge is a rambling, shambling dive nestled in the residential neighborhood known as Bywater. On Thursday nights, when Kermit Ruffins and the Barbecue Swingers play, this cozy, down-home, dimly-lit establishment packs tight with a diverse and energetic crowd from all parts of town – a requisite New Orleans scene!

We plan on getting there early to meet up with Kermit, who is a New Orleans native, musician, and small business owner. He has appeared as himself on HBO's *Treme* and is a strong advocate for live music venues. After our meet and greet, we will have time to network before the show begins.



FRIDAY, APRIL 5TH

On Friday, we will take a tour of the City, focusing on areas of development spurred by the streetcar network. Several of our stops will be accompanied by brief presentations from the developers and owners.

Riverfront Developments | CBD Neighborhood

Spanish Plaza

Spanish Plaza was dedicated in 1976 to the City of New Orleans by Spain, in remembrance of their common historical past and as a pledge of fraternity in the future. At its focal point is a fountain surrounded by the seals of the provinces of Spain. Originally known as Eads Plaza, the square was first intended to memorialize the engineer who improved the navigability of the mouth of the Mississippi River. Today, Spanish Plaza, located next to the Riverwalk Marketplace, is a centrally-located public space for visitors and a large waterfront venue for City events,



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World Trade Center Building

The World Trade Center Building, formerly known as the International Trade Mart (ITM) Building, is a 33-story, 407-foot tall skyscraper designed by Edward Durell Stone. In its heyday, the WTC Building housed numerous foreign consulates and the headquarters for the Port of New Orleans. The top floor hosted a cocktail lounge that slowly rotated once per hour. In 2011, the City of New Orleans purchased the WTC Building, and it is now part of an open RFP process for redevelopment.

Joy Theater | CBD Neighborhood

Canal Street, a central spine of New Orleans' downtown, once housed the City's theater district, which included four historic, elegant movie palaces: the Saenger, Loew's State Palace, the Orpheum, and the Joy.

Built in 1946 for \$275,000, the Joy Theatre is an 11,000 sq. ft. masonry and steel building, featuring 8,500 sq. ft. of auditorium, lobby and back of house space at the main level, and 2,500 sq. ft. of lobby mezzanine and balcony seating at the upper levels. The Joy's primary usage was as a single-screen movie theatre. It originally opened on February 7, 1947 and was the first of its kind on Canal Street in 20 years. The Joy closed briefly in 1978, and permanently in 2003. It has been renovated and reintroduced as a multipurpose venue, opening its doors to the public in December 2011.



Civic Center | CBD Neighborhood

The New Orleans City Hall and surrounding structures, including the circa-1960, architecturally award-winning Main Branch of the New Orleans Public Library face Duncan Plaza. The plaza itself was an exercise in 1950s-style urban renewal embodying then-mayor Chep Morrison's desire to create a modern civic center. Adjacent to this Civic Center are the mothballed VA and Louisiana State University medical facilities that were shut down post-Katrina, as well as the vacant



core and shell of Charity Hospital, a 1,000,000 sq. ft. teaching hospital that stands as a socioeconomic and cultural icon within the City's fabric. With the Louisiana Supreme Court building having been torn down in the wake of the court's departure for the French Quarter, the Louisiana State office building having suffered the same fate, and the vacancy at the VA, LSU and Charity sites, New Orleans' Civic Center is poised for an injection of new vision. Mayor Mitch Landrieu has openly endorsed a critical rethinking of Charity and how its stature in the community can be preserved physically and emotionally as part of the City's Civic Center core.

Loyola Streetcar | CBD Neighborhood

In early 2010, the New Orleans' Regional Transit Authority won a competitive \$45 million TIGER (Transportation Investment Generating Economic Recovery) grant. TIGER aims to fund innovative projects with significant economic and environmental benefits for the surrounding community and region. The TIGER funds, along with local funds and bond sales, were used to construct 1.6 miles of track and specialized turn-out tracks from the Union Passenger Terminal to Canal Street. The funds also went to build five state-of-the-art, solar-powered transit shelters that include video kiosks. The project includes relocation and replacement of underground utilities, road paving and striping, and landscaping.



This project has spurred more than \$2 billion in economic development projects in and around the corridor. These projects include the renovation of the Mercedes-Benz Superdome, development of Champions' Square, The Saratoga Lofts, a Rouses Supermarket, the renovation and re-opening of the Hyatt Regency Hotel, the redevelopment of the Joy Theatre and the remodeling of the Holiday Inn Superdome. Construction on the South Market mixed-use development on O'Keefe Street is scheduled to begin in the spring.

Borgne Restaurant & Hyatt Regency | CBD Neighborhood



James Beard award-winning chef John Besh and Brian Landry grew up fishing on Lake Borgne, the epicenter of coastal cuisine in Louisiana. Their shared passion for Louisiana seafood brought them together to create Borgne, a celebration of coastal Louisiana with a touch of Isleño influence. Signature dishes include shrimp toast rissoles, oyster spaghetti and seafood stuffed flounder.

The Hyatt Regency became a symbol of the wind destruction and flooding that hit New Orleans in August 2005. The storm tore through most of the hotel's windows, allowing furniture to be sucked out and debris blown in. But the Hyatt, an integral part of downtown for more than 30 years, reopened as one of the City's premier hotels in the fall of 2011 after a \$275 million overhaul. The revitalized hotel includes 1,193 guest rooms, including four presidential suites, five residential-style meeting planner suites, and 200,000 sq. ft. of meeting space. It currently stands as the City's largest hotel meeting and exhibition space.

Sports & Entertainment District | CBD Neighborhood

New Orleans' Sports & Entertainment District is comprised of the Superdome, the New Orleans Arena, Champions Square and a selection of retail, commercial and hotel venues. The district hosts three national sports teams – the New Orleans Saints, Pelicans, and VooDoo – and attracts over 2.5 million visitors a year through sporting and cultural events.



At the heart of the Sports & Entertainment District is Champions Square, a 60,000 sq. ft. plaza that can fit over 8,000 revelers. The \$13.5 million construction project began in January 2010 with the demolition of a portion of the dormant New Orleans Centre, which had been closed since Hurricane Katrina. Modeled on the concept of LA Live, a sprawling entertainment complex in downtown Los Angeles, Champions Square features graphic scrim walls, live entertainment, street vendors, and local eateries. It is the first phase of redevelopment throughout the district. The Arena is also set to undergo extensive renovations, while modern additions and modifications continue at Champions Square.

UMC and VA Hospitals | Tulane-Gravier Neighborhood



Construction on the new 424-bed University Medical Center (UMC) began at the end of 2010, with tentative completion by 2013. Situated on 34 acres, the \$1.2 billion medical center will be the cornerstone of a biomedical district that will attract the world's top medical professionals while delivering high quality health care, advanced research and Level One trauma care.

The Veterans Affairs (VA) medical center began construction in 2012. The 30 acre complex, costing approximately \$1 billion, is also projected to open in 2013, restoring a home base for the VA. The 1.6 million sq. ft. facility is comprised of 200 hospital rooms, 23 intervention and surgery rooms, an emergency department, a research facility, rehabilitation services and a mental health division. There will be an additional 400,000 sq. ft. outpatient clinical space to accommodate a projected 500,000 outpatient visits each year.

Broad Street Fresh Market | Mid-City Neighborhood



Broad Community Connections, a non-profit Louisiana Main Street district economic development group, recently purchased the former Schwegmann Giant Super Market building at 300 N. Broad St., and plans to create a "fresh food hub" to spur redevelopment along the Broad Street corridor. Plans call for a grocery store, a culinary and life-skills training program for at-risk youth, a teaching kitchen and other health- and wellness-related tenants. Broad Community

Connections would also like to cultivate a community garden on site, create space for community gatherings, and continuing events such as its annual Brewhaha beer and coffee festival, flea market and drive-in movie nights.

Lafitte Greenway | Bayou St. John Neighborhood

The Lafitte Greenway is a project designed to convert a derelict industrial corridor into a 3.1 mile stretch of bike and pedestrian paths, green space, public gardens, and other community resources. The City of New Orleans owns most of the right-of-way along this former shipping canal and railway that once connected the historic French Quarter to Bayou St. John. The right-of-way is unique in that it traverses a cross-section of the City that captures its three hundred year settlement pattern, ranging from the colonial-era settlement of the Vieux Carré to the mid-twentieth-century suburban neighborhood of Lakeview.



City Park

City Park, a 1,300 acre public park, is the 6th largest and 7th most visited urban public park in the United States. Approximately 50% larger than Central Park in NYC, City Park's land was first acquired in 1854, making it one of the country's oldest parks.



Although it is an urban park whose land is owned by the City of New Orleans, it is administered by the City Park Improvement Association, an arm of the state government. City Park 2018, the park's comprehensive master plan, has included construction of the Goldring/Woldenberg Great Lawn, a new high-tech playground, a dog park (City Bark), a fishing pier, and a new tennis complex. Upcoming developments include a new

Children's Splash Park, skate park, and bike path. City Park is largely self-supporting, with most of its annual budget derived from self-generated revenue through user fees and donations.

Courtyard & Rooftop Terrace Evening Social | French Quarter Neighborhood

A visit to New Orleans is not complete without enjoying a few of our signature libations. After dinner, we will stroll through the French Quarter and mingle at a few of our gem Spanish-style courtyards and rooftop terraces, allowing participants to see the city from different vantage points. Individuals will be responsible for their own refreshment costs.



SATURDAY, APRIL 6TH

Mardi Gras World (Optional Tour) | Lower Garden District

Get a different perspective on the developments, culture, and spirit of New Orleans through Mardi Gras World. Any talks about Mardi Gras aren't complete without a reference to the



wonderful artists behind the parade. Since 1947, Blaine Kern Studios has been as much a part of this carnival as the parades that New Orleans loves. In fact, they actually create most of those parades from conception to completion. Nowhere else can you watch the world-renowned masters of Carnival sculpture and float-building at work than in their shops, weaving spells of wonder. Walk among towering figures of fantasy. Marvel at the skill and technology that animate mega Mardi Gras floats. Acquire an insider's appreciation of the history and traditions of carnival.

REGISTRATION

By March 15, 2013 | \$80

After March 15, 2013 | \$120

Register online: <http://louisiana.uli.org>

*Registration ends on March 31, 2013

Registration fee includes cover into Vaughan's Lounge on Thursday night and Friday's tour and lunch. There will be no additional charge for Saturday's optional tour.

Participants will arrange their own transportation to and from New Orleans. We recommend flying into Louis Armstrong International Airport and taking a taxi to your hotel.

ACCOMMODATIONS

Participants will arrange their own accommodations while in New Orleans. We have arranged a room block (20 rooms) at Hotel Modern. Please mention "ULI" when you book your room to receive the group rate.

- Apr. 4th-6th (Thurs. – Sat.) | \$165/night
- Apr. 6th-7th (Sat. – Sun.) | \$195/night

Hotel Modern: ~1 mile from our Friday starting point (accessible via taxi or by foot).

There are numerous hotels throughout the city, but we recommend attendees to stay near the French Quarter or CBD. The Women's NCAA Final Four and the American Chemistry Society's National Meeting & Exposition will be held in New Orleans the same weekend as the YLG Exchange, so we encourage you to book your lodging arrangements early.

