



2024 Annual Report



Letter from the President

Dear Friends of Old Algiers:

As we look back at accomplishments in 2024, we also look forward as we try to ensure that we reach our goals and build out our National Main Street Transformation Strategy.



In 2023, the National Main Street Center determined that all nationally Accredited Main Street programs must define a Transformation Strategy for its local program that aligns with the Main Street Four-Point Approach. Since the beginning of 2024, Old Algiers Main Street Corporation has been structuring a strategy that will be transformative for the community using its important history and culture as the tool that sets it apart from many other communities in Louisiana and in the country.

Founded in 1719, Algiers was not established as a “faubourg” or neighborhood in the French colony, but as a place where ships docked to deliver enslaved people from Senegal and Gambia as early as 1722. It was known as the “King’s Plantation” and the Company Plantation, where many enslaved Africans toiled to provide crops, meats and ammunition to the burgeoning part of the colony across the river. Later, parts of the land were sold to others who established plantations from present-day Algiers Point to Lower Coast Algiers. After the Civil War, Algiers grew as a railroad town, and more and more plantations were sold off in parcels for private dwellings. In the first half of the 20th century, Old Algiers flourished with many businesses operated by African Americans and immigrants from Italy, Ireland and Germany, mostly because it was a less expensive place to live and start a business. Many early influential jazz musicians populated the area because it was easy to take a ferry across the Mississippi for work, but Algiers was a less expensive place to live. Today, it is a true melting pot of cultures, history and architecture, which makes it the same, but different, from other parts of New Orleans.

Take a look at the numerous examples of historic architecture, sometimes constructed for shopkeepers who lived upstairs from their street-corner stores. See the examples of Victorian and pre-WWII architecture that have survived floods and fires for more than a century, and find out why Old Algiers is New Orleans’ Best Kept Secret!

Today, we see our history, our culture and our people – some of whom descend from those early inhabitants – as assets. We want to build upon our history to create a better future, and we ask you to join us in our work.

Sincerely,

Kevin Kellup

Kevin Kellup
President



MISSION STATEMENT

Old Algiers Main Street Corporation is a 501c3 non-profit organization dedicated to preservation of the history of Old Algiers and its equitable economic vitality now and in the future.

2025 OAMSC BOARD

Kevin Kellup
President

Lore’ Coleman Helton
Vice President

Eurydice Bush-Harrison
Secretary

Karri Maggio
Treasurer

At-Large Members

Tyra Edmond
Kelsey Foster
Jason Hill
Kewann McIntyre
Stephen Mosgrove
Erik Paskewich
Sunni Patterson
Chantel Tate

Four Point Approach Accomplishments

As an accredited member of Main Street America, Old Algiers Main Street Corporation operates under the Four Point Approach™.

This requires OAMSC to operate under four main areas of focus: Design, Economic Development, Membership and Promotion. This structure allows the board to cross-populate committees that work independently and together. The following are reports submitted by each committee:



Design

The most impactful streetscape program in Old Algiers was the wayfinding signage and beautification that was unveiled in August along 19 blocks of Newton Street. The enhancement is a step toward making the corridor more welcoming for businesses, residents and visitors. New sidewalks, plantings and painted utility boxes were also part of the program that was funded through a legislative

appropriation secured by State Representative Delisha Boyd.

OAMSC was part of the pilot mapping program with the National Main Street Center on its [*BoomsTracker*](#) app.

Additionally, the organization has been participating with the New Orleans Regional Transit Authority regarding the redesign of the Algiers terminal, set to begin in 2025. OAMSC has advocated for assisting local small businesses instead of placing competing businesses within the ferry terminal.

Through the Design Committee, there were two public sessions in 2024, one with the Preservation Center regarding the Historic District Landmarks Commission guidelines and one presented by the State Office of Preservation Resource Center regarding state historic tax credits, which were reauthorized via the Louisiana Legislature in 2024 at 25% of rehabilitation costs for historic income-producing buildings.

OAMSC maintains a presence at City Planning Commission and Historic District Landmarks Commission meetings when issues that may affect the Old Algiers community is on the agenda. It helps disseminate information about potential developments that are not in keeping with the character and scale of the surrounding community.



Rendering of redesign of the Algiers terminal

Economic Vitality

This work encompasses initiatives that bring more economic opportunity to the area, including jobs, businesses, services and quality-of-life amenities. The three-pillared #EquityRising program is how OAMSC executes Economic Vitality.

Skills Training

In 2024, a total of 24 students completed the Certified Nursing Assistant training in partnership with Advance Nursing Training, a local business. Thanks to a grant from the **W.K. Kellogg Foundation**, OAMSC is able to pay the tuition for five students per class (classes are limited to 10 students), pay them each a stipend, support them with workbooks, uniforms, and preparation for the Certified Nursing Assistant exam.

The back-stage job training for film/production jobs completed the year with 32 graduates in Costuming or Grip/electric classes. With the sharp downturn in movie productions, there isn't much work available; however, the skills are often transferable to live productions locally and in other cities. Due to the changes, the remainder of the funding from Louisiana Economic Development Film Fund will be focused on low-barrier entry to the world of film and video. The first of several Craft Services classes will begin in mid-2025, with Set Decoration and potentially others before the end of 2025.

#EQUITYRISING

A Project of Old Algiers Main Street Corporation



“I just finished the CNA classes and I passed both of my exams today as well! Thank y'all so so much! I couldn't have done it without y'all!”

— Linda Tran
Posted on Instagram

C N A		FILM	
24	Students	18	Costume
18	Passed Certification	14	Grip/Electric
15	Working		

Housing



Housing falls under the Economic Vitality category, because there must be housing for workers if there are more businesses. Constructing housing also provides jobs for people, some of whom can be from Old Algiers. Additionally, OAMSC has been working with the University of New Orleans to develop a map and inventory of properties in the Old Algiers Main Street program as it works toward providing workforce housing (80% AMI) to serve current and potential residents.

During 2024, OAMSC developed a Housing Task Force, which met monthly to provide assistance toward building a plan for the future. As a result, OAMSC was included as a sub-recipient for a HUD Section 4 capacity-building grant with Enterprise Community Partners.

Small Business Support

OAMSC expanded its outreach to existing small businesses in 2024, physically visiting businesses to find out their most pressing needs, and to offer resources through the Main Street office. We also upgraded the Business Membership package, which offers more value to those who are already located in the area, and is designed to be an incentive to those who will be coming. The first Sip & Socialize gathering was held last summer at 14 Parishes. A new activity will be held in 2025.

Also in 2024, the second annual Holiday Art Market was held in Delcazal Park to encourage local creatives to sell their creations. With 17 arts and crafts vendors successfully participating, it was almost double the

2023 number. This holiday event is planned again for 2025, although the primary partner, New Orleans Business Alliance, is no longer operating.

Organization

Old Algiers Main Street Corporation has maintained its Accredited status by the National Main Street Center since 2019, which requires that OAMSC follows the Four-Point Approach (detailed reporting is ongoing), attends quarterly State Main Street convenings and the Main Street Now Annual Conference, in Birmingham in 2024, where hundreds of Main Street staff members, board members and supporters of the Main Street program gathered.

The Annual Membership Meeting in December 2024 coincided with the election of the board and officers for the coming term, based on the votes of the paid members. Open to members and non-members alike, this is the only OAMSC full membership meeting; other scheduled meetings are working meetings for board members and committee members. We utilize Roberts Rules of Order and maintain files of our minutes and financial records.

OAMSC's committee structure is based upon the National Main Street Four-Point Approach. Becoming a committee member does not require OAMSC membership; however, it is encouraged.

In the past few years, OAMSC has worked to strengthen its board and committees to expand its reach into all three neighborhoods of the Old Algiers Main Street program area. The diverse board is well represented by residents and businesses in each community. An advisory board was also re-instated in 2024, with membership still open to anyone interested in the work. (email info@oldalgiersmainstreet.org if you are interested).



Each year, the board holds a half-day retreat. Last year's presentation was by Andreanecia Morris, Executive Director of Greater New Orleans Housing Alliance, to align with the work on the housing initiative, which includes policy enhancements and boots-on-the ground community work to interest small developers in creating housing in Old Algiers.

Promotion/Arts & Culture



Promotion is the final, though not less important, point in the Four-Appoint Approach. It includes promoting OAMSC and its programs, but also promoting small businesses, and of course, the history and culture of the Old Algiers community. In 2024, OAMSC was required to select and create a plan for its Transformation Strategy. Arts & Culture was the most obvious strategy, as it runs through most of what OAMSC does to aid the community. Preserved historical buildings can house thriving businesses, and visitors who are interested in the history and culture of the City of New Orleans and its neighborhoods are often visitors.

As a designated Cultural District, Old Algiers commercial/income producing properties are eligible for tax credits. OAMSC is the liaison to the office of Louisiana Lt. Governor Billy Nungesser.

Cultural tourism is a market that OAMSC is developing to benefit the businesses and residents of Old Algiers.

OAMSC has expanded its social media presence in the past year, promoting small businesses and activities that are presented by businesses and organizations throughout the Old Algiers community. There is continued interaction with traditional news media and occasional paid advertising, and a bi-weekly email newsletter goes to more than 700 Algerines and others. Visit www.aldalgiersmainstreet.org to sign up.

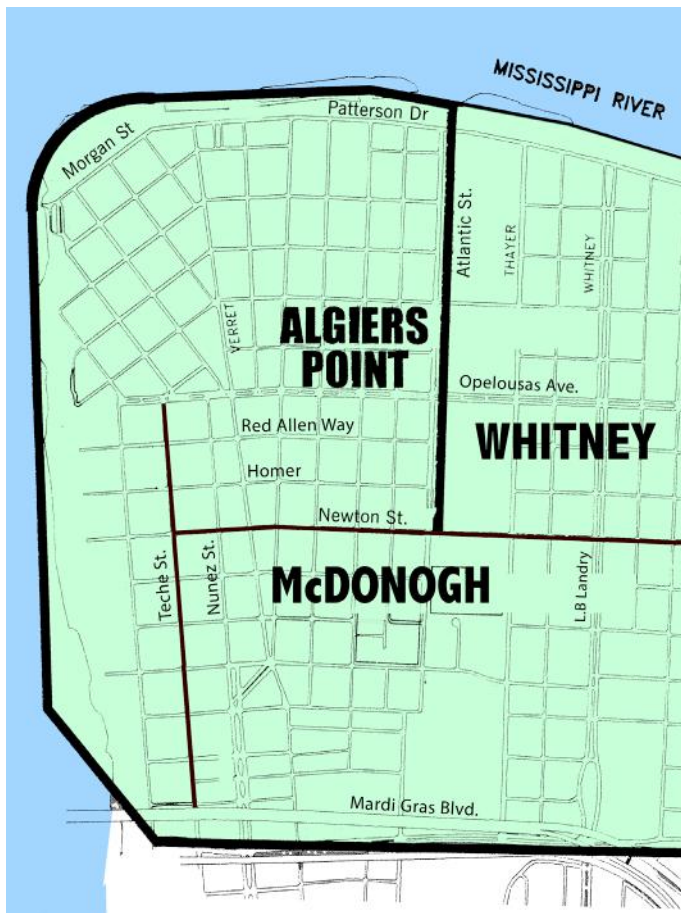
We Need Our Films Back!

The film industry, once a stalwart of the local economy, has been in a recession since COVID-19 shut down productions for months, then lengthy writers' and actors' strikes left no productions. Even now, there are few productions in New Orleans. Old Algiers was the second-most used area of the city for filming movies, videos and advertisements, but other states – and countries – now provide less expensive locations and more generous tax incentives.

As of the time of publication, the Landry administration is seeking ways to jump-start the film production industry throughout the state. There is plenty of infrastructure and trained professionals, but we need the productions to come back to our city.

We will continue training young people through 2025 with our funds from LED.





Join the OAMSC Team!

With your support, OAMSC can continue to offer programs that benefit the businesses and communities of Old Algiers. For as little as \$25 a year become a member today and join us as we revitalize Old Algiers!

Member Benefits:

- Programs and services to enhance business and the community
- Bi-weekly newsletter with info and articles of interest to the community
- Access to resources that help enhance the business climate in the neighborhood
- Invitations to special events and annual membership meeting
- A voice in the decisions that affect all of Old Algiers
- An opportunity to serve on committees and task forces

Mail this form with your check to:

OAMSC, P.O. Box 740181, NOLA 70174

Or pay online at www.aldalgiersmainstreet.org

Name _____

Address _____

Phone _____ E-mail _____

Enclosed: ☐ \$25 ☐ \$50 ☐ \$100* ☐ Other _____

* Business membership of \$100 includes exclusive benefits. OAMSC is a 501c3 non-profit organization. Tax ID 721334761.



Heroes of New Orleans volunteered for the 2025 Love the Boot clean up event.

Volunteers Welcome!

OAMSC is charged with creating awareness of the Old Algiers creative industries and helping them thrive in Old Algiers. There are always opportunities to help plan and manage events, which include the 2026 "Make It in Old Algiers" festival that showcases local music, food and art. Email info@aldalgiersmainstreet.org to volunteer.



Thanks to our generous 2024 partners



Delisha Boyd
District 2, State Legislator

Freddie King III
District C, Councilmember



Do you want to learn more, join a committee or be a board member?
Visit www.oldalgiersmainstreet.org or email info@oldalgiersmainstreet.org.



P.O. Box 740181, New Orleans, LA 70174 | 504-362-0708
www.oldalgiersmainstreet.org

Follow us on:

