



# 2025 Annual Report



# Letter from the President

Dear Friends,

What a year! It started with a snowstorm the likes of which has not been seen in New Orleans in more than 100 years. That should have been an omen that it was going to be an unusual year.



I guess it was an omen, at least in some ways. There was intense change at the federal government – thousands lost their jobs as DOGE shuttered programs and departments, and funding was canceled for programs that impact communities such as Old Algiers. Some of that funding is expected to return in 2026.



Nonetheless, we continued to do our work. We helped the community in a variety of ways, from cleaning up, posting pedestrian signage, presenting a festival, holding social media workshops for entrepreneurs and promoting our small businesses on social media and in our newsletter.

This fall, New Orleans held an election that resulted in a new Mayor and some new City Council members, who will take office in January. With the budget crisis looming, additional grants from the New Orleans Culture and Recreation Fund, which has been a source of revenue for OAMSC, were discontinued for the time being.

We will continue to do the work. There are plans to continue workforce training with new partnerships, enhance our support for small businesses, as well as make strides to support affordable housing in appropriate locations and the scale for our historic community. Duplexes and fourplexes can offer homeownership options as we work toward opportunities for a more equitable and prosperous community.

As we close our 2025, I want to thank the board for its support over the past three years and our partners and funders that have allowed us to continue to do the work. Although this is my last year as President, I won't be going away, because I believe in the possibilities for Old Algiers.

Sincerely,

*Kevin Kellup*

Kevin Kellup  
President, 2023-2025

## 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*

Erik Paskewich  
*Vice President*

Eurydice Bush-Harrison  
*Secretary*

Karri Maggio  
*Treasurer*

## At-Large Members

Lore' Coleman-Helton

Tyra Edmond

Kelsey Foster

Jason Hill

Joshua Jefferson

Kawan McIntyre

Stephen Mosgrove

Sunni Patterson

Chantel Tate

## Make It in Algiers Festival Sponsors:



# OAMSC Makes Progress in 2025, Despite Funding Issues

In 2025, Old Algiers Main Street Corporation continued to move forward with its three-pronged #EquityRising program, which is designed to create equitable economic opportunities for residents and businesses in the Old Algiers community.

As an Accredited\* member of Main Street America, OAMSC operates under the Four-Point Approach™. There are four areas of focus: Organization, Design, Economic Vitality and Promotion.



## 1. Organization

Organization is the foundation of Main Street programs. By focusing on building effective boards and committees, growing membership support and creating sustainable funding strategies, the Organization point of the Main Street Approach supports everything else.

- In 2025, new board members energized the existing committees and offered a fresh take on various issues.
- Membership increased by 6% since 2024. Revenue from membership exceeded \$2000 for the first time in four years.
- The board held 11 meetings and a board retreat to determine priorities for the coming year.
- The executive board took on more responsibilities as programs and activities required more manpower.
- The budget was decreased in 2025 due to federal funds that were canceled and one of the primary grants ending; however, staff and board have submitted eight grant applications for small and large grants for 2026.

## 2. Design

Design shapes how people experience a place, interact with their surroundings, and feel a sense of belonging. More than aesthetics, it is a strategic tool that strengthens a district's identity, supports local businesses, and fosters inclusivity. From streetscapes and signage to preservation and accessibility, design influences both how a place looks and how it works.

During 2025, OAMSC conducted a Newton Street Clean-Up Day, including clearing brush in the right-of-way and litter removal in the 1100 block of the street and right-of-way. OAMSC volunteers were joined by members of the Pride of Algiers Masonic Lodge and youth from the Heroes of New Orleans program, located in Algiers.



Youth in the Heroes of New Orleans program volunteers for beautification project on Newton Street.

Using the remainder of the funding from the 2023 Legislative Appropriation, OAMSC was able to complete the wayfinding signage project begun in 2024. One installed sign had to be moved, and one that was damaged in a vehicle accident was repaired and reinstalled. Additional funds from the grant paid for two utility boxes that were painted by artists affiliated with Community Visions United (CVU) with the funds.



Also, pedestrian crosswalk signs were placed at several intersections along Teche Street in an effort to slow traffic along the thoroughfare. There has been an effort for the past few years for more stop signs along Teche Street, which has none from Mardi Gras Boulevard to Newton Street, then no more until it runs into Opelousas Avenue.



## PLANNING AND ZONING

OAMSC works with the City Planning Commission to ensure that it receives notices of potential developments that require zoning changes, conditional uses or variances from the City of New Orleans and/or must be approved by the Historic Districts Landmark Commission. OAMSC monitors developments to ensure that they are appropriate in scale and character for the Old Algiers community.

## FERRY TERMINAL RENOVATION

OAMSC monitors projects and potential projects that affect the community, such as the renovation of the Algiers ferry terminal. Several community meetings for Algiers residents were presented in 2024, but the ground-breaking was only recently announced. The Regional Transit Authority plans to meet with businesses that will be impacted during the 12-month project, which will include a service shutdown for a few weeks. OAMSC is coordinating with RTA to disseminate information as it is received regarding the construction schedule.



*Rendering of redesign of the Algiers terminal*

### 3. Economic Vitality

The Economic Vitality point is what powers a district's growth from within. Local investment, smart property use, and small business support come together to shape a resilient economy. Economic Vitality intersects with Design, Organization, and Promotion to build a dynamic and inclusive commercial district.

While there are various approaches to this point, it drives everything OAMSC does: jobs for residents, supporting existing businesses, recruiting new ones and seeking opportunities to showcase the community. OAMSC developed its #EquityRising program in 2021 to focus on the following three-pronged approach:

- **Job training and employment**
- **Small business development and sustainability**
- **Affordable housing**

OAMSC continued to work to recruit and support small businesses. In 2025, a series of workshops that focused on the online presence for small businesses and those who had participated as vendors at OAMSC events. Some of them continued to work with OAMSC to identify how to promote their own business activities.

#### JOB SKILLS TRAINING

In 2025, OAMSC graduated its 100th student from the #EquityRising Certified Nursing Assistant program. By the end of the year, there will be a total of 110 who completed the coursework. Thanks to a three-year grant from W.K. Kellogg Foundation, OAMSC has been able to pay for the training and provide a stipend for five students in each class of 10 at Advance Nursing Training, a local, small business. While most students go on to take the State Certification Examination, there are some who have been transformed by the experience and have advanced in the healthcare industry.

“I am totally satisfied with the program and the support I received from Old Algiers Main Street. It put me on the right path.”

— Curtis Clark Jr.

## #EQUITYRISING

A Project of Old Algiers Main Street Corporation



**Curtis Clark Jr.**, one of three family members who participated in the Certified Nursing Assistant (CNA) program, saw the opportunity to advance quickly. After graduating and passing the certification exam, he began his career at Jo Ellen Smith Assisted Living Center, where he had been offered a job before he even graduated. After a few months, Clark was offered a position as a traveling CNA and now has increased his wages and receives free housing, and he is visiting new places. His sister and aunt continue to work at Jo Ellen Smith Assisted Living Center as CNAs.

**Seth Sylve** graduated from the CNA class, but he did not go to work in healthcare. Instead, he is in college studying for a degree in Criminology.

“It was partly because of what I learned in the CNA training that I decided that I want to be a criminologist. Thank you so much!”

— Seth Sylve

Despite the sharp downturn in local film productions, the job skills training for grip/electric and costuming training sessions have been well attended. Thanks to a grant from Louisiana Economic Development, more than 50 students have graduated from the courses. Depending on film activity in Algiers, more classes may take place in 2026.

[See video at oldalgiersmainstreet.org/equityrising](https://oldalgiersmainstreet.org/equityrising)



Mark and Brenda Rosenbaum retired this year from Rosetree Glass Studio & Gallery. The building is currently for sale.

### SMALL BUSINESS

Commerce is the lifeblood of a community, and Old Algiers has experienced considerable development in recent years, especially in the hospitality industry, including restaurants, cafés and bars. One new building was constructed at 630 Vallette Street/ corner Newton. The restaurant space at 345 Verret Street closed but then was reopened by new owners as in the last quarter of 2025 as the Drift Inn Diner. A long-empty building along the 1500 block of Newton Street now houses a non-profit that works with youth.

The closure of Rosetree Glass Studio and Gallery has been a major loss to the community, while Bargeboard, an antique and vintage store and mill shop, has added jobs and retail commerce. Additionally, the community welcomed Rice Vice, a sake bar, while 14 Parishes, which served Jamaican cuisine, closed in November.

Many artists and artisans work from home studios and kitchens, and those numbers are not captured in a State Cultural District census that only reports those businesses with New Orleans occupational

licenses. The public gets to enjoy their products at festivals and local markets and online, but the report to the state Culture District report does not reflect the real number of those who are self-employed in their micro-enterprises.

### AFFORDABLE HOUSING INITIATIVE ADVANCES

Alongside commerce, housing for residents is a necessary component of a thriving community. People who work in many essential jobs do not have the income or savings to invest in a home in Old Algiers, and, therefore, cannot increase wealth by building equity. During 2025, Old Algiers Main Street Corporation worked closely with its Housing Task Force to move the program to the next level. Under the direction of Dr. Marla Nelson, the students in the University of New Orleans (now LSU-UNO) Masters of Urban Planning (MURP) program were engaged to develop an inventory of vacant land and rehabilitative properties for both rental and homeownership at prices that working people can afford. A study and some adaptive re-use examples were included. The study is online at [www.aldalgiersmainstreet.org](http://www.aldalgiersmainstreet.org).

The goal of this program is to maintain current residents and attract others, particularly those in the creative industries, including musicians and other performing artists, visual artists, culinary artists, writers, content creators, designers and all those who contribute to the creative culture of the community.

### OTHER 2025 PROGRESS

- With the sale of McDonogh 32 School through an auction of surplus New Orleans Public Schools properties in the spring, there is some hope for a mixed-use development that includes housing; however, progress on that project stalled. OAMSC is coordinating with NOPS and other entities in the sale to address next steps.
- Plans are underway for a tour with affordable housing developers in early 2026, at which time a detailed portfolio of properties, as well as an explanation of tax credits and Opportunity Zone incentives will be presented.

Enterprise Community Partners, one of the largest U.S. non-profits addressing affordable housing, funds this initiative. OAMSC is included in the New Orleans cohort for community development alongside other Main Street communities and local housing leaders.



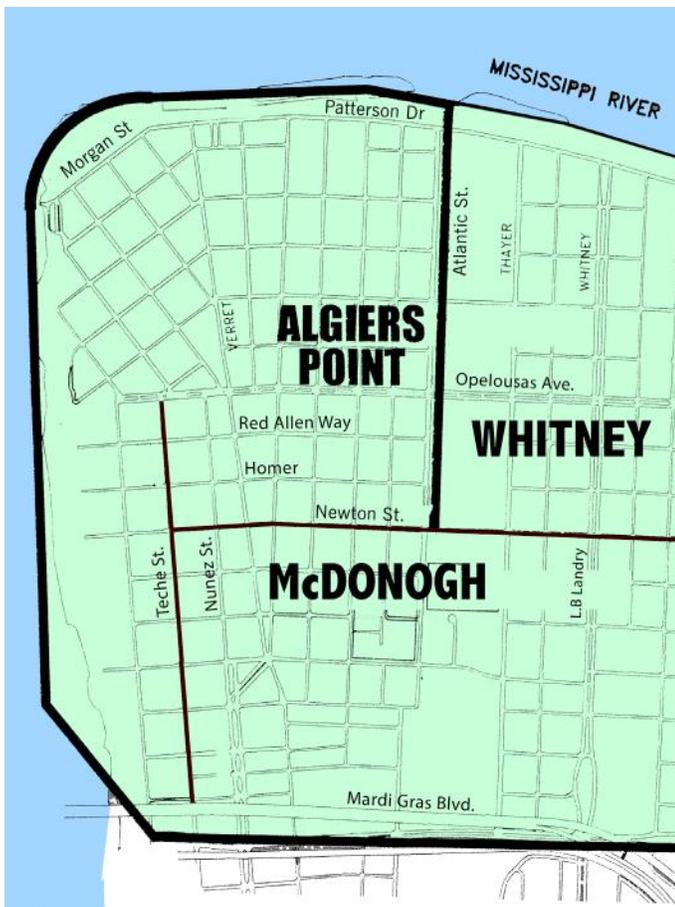
## 4. Promotion

Every Main Street has a story, and Promotion is how others learn about it. Main Street leaders use Promotion to bring people together, build pride of place, and highlight what makes their districts unique. The Promotion point of the Main Street Approach connects audiences to the community.

- In 2025, OAMSC expanded its reach through enhanced social media, as well as a bi-weekly newsletter, its directory on the New Orleans & Company website, Stay Local! website and the Old Algiers Main Street website.
- OAMSC presented the second “Make It in Old Algiers” Festival, a showcase for Old Algiers creative producers. The event featured live entertainment, local arts and food vendors offering everything from boiled crawfish to barbecue ribs and brisket.
- The event was featured in newspapers and on radio and television, reaching the local audience in other parts of the city who do not regularly visit Old Algiers.



- A billboard and advertising in visitor publications in print and online also promoted the event.
- The OAMSC Annual Meeting & Holiday Gathering is an event in December open to the public free of charge each year, where members and non-members gather with friends and neighbors to enjoy holiday cheer and welcome new board members.



## 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](http://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.

## Thanks to our generous 2025 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.aldalgiersmainstreet.org](http://www.aldalgiersmainstreet.org) or email [info@aldalgiersmainstreet.org](mailto:info@aldalgiersmainstreet.org).



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