

### ECONOMY

#### Unemployment Rate (Not Seasonally Adjusted)

##### March 2011 - Preliminary:

- United States: 9.2%
- Louisiana: 8.0%
- Orleans Parish: 9.1%
- Jefferson Parish: 7.5%
- New Orleans-Metairie-Kenner MSA\*: 7.9%

#### Projected 5-Year Avg. Household Income Growth (2010 - 2015):

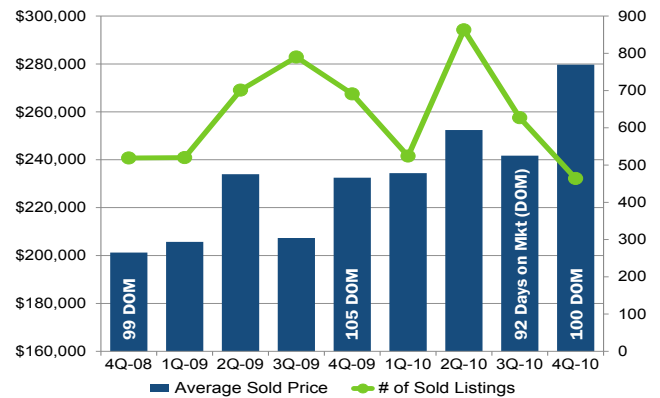
- United States: 9.0%
- Louisiana: 10.8%
- Orleans Parish: 14.2%
- Jefferson Parish: 9.4%
- New Orleans-Metairie-Kenner MSA: 10.9%

**Top 10 for 2010 Business Investment:** New Orleans metro ranked 10<sup>th</sup> Major Metro with 71 qualifying projects

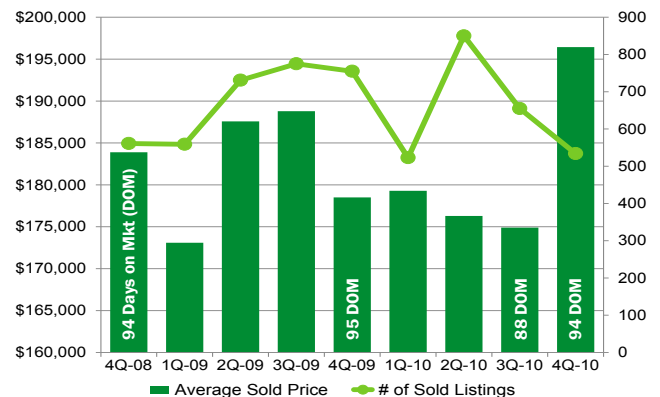
*Site Selection's 2010 Governor's Cup, March 2011*

### RESIDENTIAL REAL ESTATE MARKET

#### Orleans Parish Sold Statistics:



#### Jefferson Parish Sold Statistics:



**Foreclosure Rate (1<sup>st</sup> Quarter 2011):** Louisiana has the 22<sup>nd</sup> lowest rate in the nation with 1 in every 372 households receiving a foreclosure filing during the month. National rate was 1 in 191.

Sources: Louisiana Department of Labor, Claritas, Gulf South Real Estate Information Network, and RealtyTrac

New Orleans is in its sixth year after Hurricane Katrina, and is continuing to show signs of growth and recovery. 2011 estimates now show the 10-parish Greater New Orleans\* population is 95% of pre-Katrina at over 1.4 million. The economy is strong relative to the rest of the country and *Forbes* recently named New Orleans the 2<sup>nd</sup> "Best Big City for a Job" in the U.S.

Greater New Orleans has received national recognition for its economic development successes over the past few years by publications such as *Southern Business & Development*, *Business Facilities*, and *Trade & Industry Development*. Notable projects include wind turbine manufacturing by Blade Dynamics Ltd. at NASA's Michoud facility and Nucor Corp.'s new pig iron plant in St. James Parish, which will be one of Louisiana's largest industrial projects.

BioDistrict New Orleans is underway and includes a new VA Medical Center, University Medical Center, Louisiana Cancer Research Center, and New Orleans BioInnovation Center (June 2011). In neighboring Jefferson Parish, Churchill Technology & Business Park is in progress and the widening of the Huey P. Long Bridge, which crosses the Mississippi River, is scheduled for 2013 completion.

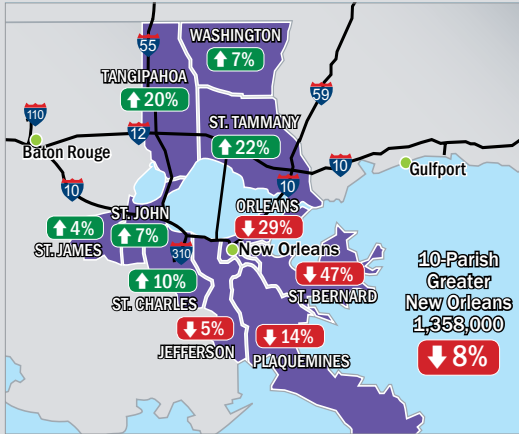
New Orleans is also attracting entrepreneurs and young professionals. *Details* magazine recognized New Orleans among 7 cities that have caught "Start-Up Fever." Also, the area topped *Forbes & New Geography's* list of "America's Biggest Brain Magnets," where recent college graduates are taking their degrees.

Economic development successes, thriving innovation & entrepreneurship, and the return of residents & businesses prove the resolve and fortitude of New Orleans. The area offers incredible opportunity for its residents, visitors, and businesses.

\*New Orleans MSA includes Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, St. John, & St. Tammany Parishes. Greater New Orleans includes St. James, Tangipahoa & Washington Parishes as well.



### Parish Population Shifts: Census 2010 vs 2000



### PARISH DEMOGRAPHICS

	Orleans	Jefferson
<b>Population</b>		
2016 Projection	390,601	448,731
2011 Estimate	375,964	445,158
2010 Census	343,829	432,552
Growth 2011-2016	3.9%	0.8%
Growth 2000-2010 Census	-29.1%	-5.0%
<b>Income</b>		
2011 Average Household	\$56,164	\$61,560
2011 Households above \$75K	21.7%	26.6%

Source: Claritas, US Census Bureau

### TOURISM

#### Visitors & Events:

- 8.3 million visitors in 2010 - 98% of pre-storm levels (8.5 Million)
- 2011 French Quarter Fest and Mardi Gras had record breaking attendance
  - Surpassed previous year and pre-Katrina crowd levels with 533,000 and over 1 million visitors respectively
- Hosting Super Bowl 2013 will solidify the city's reputation as a world-class destination

#### New Orleans International Airport:

- 8.2 million passengers in 2010, a 5% increase from 2009

#### New Orleans Hotels:

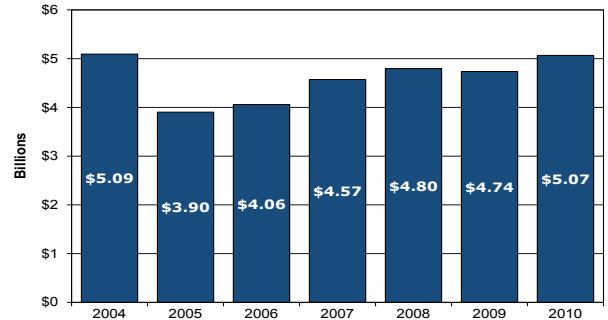
- 2010 tax collections were 23% higher than 2009; 92% of pre-Katrina levels
- New Orleans led the top 26 markets with 14.7% RevPAR growth in 2010. RevPAR (revenue per available room) is the key benchmark used by hotels to measure profitability.

**Restaurants:** The total number of restaurants open around New Orleans is over 1,150, surpassing the amount of restaurants open pre-Katrina.

Sources: New Orleans Convention & Visitors Bureau, Times Picayune, New Orleans Aviation Board, Hotel News Now, City of New Orleans Finance Dept., Jefferson Parish Accounting Dept., and Greater New Orleans Community Data Center

### ESTIMATED RETAIL SALES

#### Orleans Parish



#### Jefferson Parish



### Stirling Properties - We are the Market Experts!

- Over 35 Years of Real Estate Experience in the Gulf South
- Top 20 Nationwide in *Commercial Property News*' Most Powerful Brokerage Firms for 2009
  - Our knowledgeable sales professionals have access to up-to-date, market-specific data
- Comprehensive services include development/redevelopment; commercial brokerage; property & asset management; investment sales; and property owner & tenant representation

Contact an Agent TODAY! Toll Free 888.261.2022

[WWW.STIRLINGPROPERTIES.COM](http://WWW.STIRLINGPROPERTIES.COM)