

**CITY OF NEW ORLEANS
OFFICE OF THE MAYOR**

**C. RAY NAGIN
MAYOR**

**EXECUTIVE ORDER
CRN 06-15**

**LOCAL AND DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOALS FOR THE
CITY OF NEW ORLEANS**

WHEREAS, The devastation caused by Hurricane Katrina will require bold strides in economic recovery that redevelop The City of New Orleans (The City) into a region that is much better socio-economically than it was prior to the storm. The City will need to provide policies and practices on the purchasing/procurement of redevelopment activities, including, but not limited to, the City's infrastructure, utilities, water/sewer, and public transportation; and

WHEREAS, the City of New Orleans supports, encourages and will foster an economic environment in which businesses that are locally owned and controlled (this includes New Orleans residents that are currently displaced to other cities due to Hurricane Katrina, and that owns at least 51% of the company), are used for purchasing goods and services needed by all its departments, agencies, boards, commissions and corporations, in both the regular operations of the government and the special recovery and rebuilding efforts; and that the City of New Orleans should establish procurement goals for purchasing goods and services from these local companies and further establish procurement goals for disadvantaged business enterprises (DBEs) as defined by the Louisiana Unified Certification Program; and

WHEREAS, Inclusion of locally owned and controlled businesses, as well as minority and women-owned companies in all levels of recovery and reconstruction of the City, are a basic component of strong, sustainable communities and the overall economy by generating workforce and job opportunities for residents, and that keeps money circulating within the neighborhood rather than draining outward; and

WHEREAS, the underdevelopment and underutilization of businesses owned and controlled by socially and economically disadvantaged persons has contributed to the extent and debilitating effects of poverty, including the underdevelopment, underemployment, and unemployment of our local workforce; the decay and diminution of our tax base, and the isolation of significant numbers of individuals and families from the economic mainstream of life in our City, to the significant detriment of the economic life of the entire community, all of which, directly and indirectly, impair the public health, welfare, safety, convenience and morals of our populace; and

WHEREAS, the City of New Orleans would derive major benefit from purchasing goods and services available within the local economy, and create a positive environment for the promulgation of new locally-based economic stimulus; and

WHEREAS, The destruction of local markets due to population outflow and the increased cost of insurance and other necessities have placed an extraordinary burden on the small and emerging businesses once located in the flooded areas. The City should work with the State, as well as Federal government, to ensure that the City's local and disadvantaged businesses in devastated areas are able to compete in the recovery process.

NOW, THEREFORE, by the authority vested in me as Mayor of the City of New Orleans by the Constitution of the State of Louisiana and the Home Rule Charter of the City of New Orleans, **IT IS HEREBY ORDERED AS FOLLOWS:**

SECTION 1. GOALS. The City of New Orleans establishes an overall goal of fifty percent (50%) utilization of businesses that are locally owned and controlled for all public spending or private projects that utilize public funding and/or incentives. An overall goal of thirty-five percent (35%) is established for utilization of socially and economically disadvantaged businesses, particularly of those businesses located in damaged areas. Furthermore, an overall workforce goal that specifies a mandate for apprenticeship programs will be determined within sixty (60) days of this Order to ensure that local jobs are created, particularly in contracting opportunities related to the rebuilding of the City. While individual project goals will be established on a project-by-project basis and based on the availability of locally owned and disadvantaged businesses in the relevant market sector, the City will work toward the achievement of the overall goals.

SECTION 2. BUSINESS INVENTORY. In order to realize these goals, the City will strengthen the inventory of local businesses and services available post-Katrina and report whether they are tied to local purchasing and procurement goals. While a basic database of DBE firms currently exists, a stronger inventory will give accurate information on the product and service capacity of locally owned and disadvantaged business capacities, and will result from information of government partners such as the New Orleans Multiculturalism Tourism Network, the Small Business Administration, and the Women Business Council of the Gulf Coast. This inventory will be disseminated through print media, the City's website, radio, and television outlets.

SECTION 3. APPLICABILITY. Subject to all local, state and federal laws for purchasing and procurement, to include the Louisiana Public Bid Law, the goals for local and disadvantaged business enterprise participation shall be applicable for all projects, programs, and procurement activities that utilize any public spending, public funding, public incentives such as tax credits, or waivers in which the City foregoes its normal taxes or fees.

The head of each department, agency, board, commission or corporation of City government, who exercises any contracting power on behalf of the City, or has authority over the expenditure or granting of public resources, funding, incentives or waivers shall consult and cooperate with

the Director of Economic Development in achieving the goals for local and disadvantaged business enterprise participation.

SECTION 4. ADMINISTRATION. The Director of Economic Development shall have responsibility for the determination of project goals and for monitoring and reporting overall goal attainment on a quarterly basis.

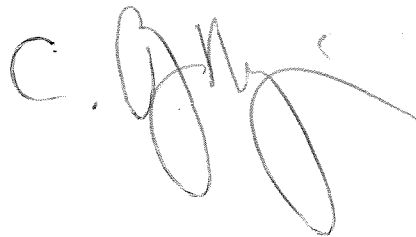
The Director of Economic Development shall promulgate all other regulations for implementing this Order, and shall coordinate and link with each department, agency, board, commission or corporation of City government to ensure effective implementation.

The DBE Compliance Officer and Senior Advisor on Equitable Development will ensure the City's DBE goals to purchasing and procurement projections are incorporated into the City's purchasing and procurement Forecast, as well as convene a group inclusive of leaders from certified trade groups, workforce training providers, government, advocacy and private sector partners to develop an overall workforce goal that specifies a mandate for apprenticeship programs.

The directives of this Order shall remain in effect for three (3) years from the Effective Date unless such date is extended in writing by my hand.

FURTHERMORE, IT IS HEREBY ORDERED that the rules and regulations be designed and formulated so as to effectuate the spirit, intent and purpose of this Executive Order.

WITNESS BY MY HAND AND SEAL THIS 21 **DAY OF** Sept **2006 AT NEW ORLEANS, LOUISIANA.**

A handwritten signature in black ink, appearing to read "C. B. King". The signature is written in a cursive style with a large, sweeping flourish at the end.