



ALGIERS SMALL BUSINESS REPORT

MARCH 2021

Executive Summary

Algiers Economic Development Foundation (AEDF) is excited to publish the results of the neighborhood’s first Small Business Survey. Released in August of 2020, AEDF partnered with Old Algiers Main Street (OAMS) to develop a comprehensive survey to better understand the general makeup of our business community, what opportunities and challenges exist for our business owners, and how COVID-19 impacted them. Like its residents and topography, the Algiers’ business community is incredibly diverse. Our 65 respondents ranged from sole proprietors working from home offices, to restaurant owners with multiple locations and up to 50 employees. Some surveyed were brand new ventures, having opened in the height of the pandemic, while others were long-time establishments operating in Algiers since the 1950s. Respondents worked in industries as varied as childcare, professional services, food & beverage, maritime, and piano repair service. The survey results confirmed knowledge that we have known anecdotally to be true and uncovered new knowledge about our community. We are eager to share the results with the Algiers community and beyond, and let this new data shape the ways in which we support our business community in the years to come.

METHODOLOGY

The Algiers Small Business Survey consisted of 67 questions, covering topics of business demographics, operations/finance, marketing, the impacts of COVID-19, and the demographics of the business owners. Questions formats including multiple choice, scales, yes/no and short answer. The survey was available in English and Spanish, digitally through Google Forms and in print. The survey period was 16 weeks from August to December 2020.

Using the City of New Orleans’ occupational license registry for the 70114 and 70131 zip codes, AEDF and OAMS reached out to over 385 businesses in a variety of methods, including phone calls, group and individual emails, social media, and door-to-door delivery. AEDF also used direct mail to send print copies with addressed and stamped return envelopes. The final response rate was almost 17%, over a sixth of all Algiers businesses.

Of note, this survey was conducted in the midst of the COVID-19 pandemic. Many businesses were shut down when the survey was first released. While we asked that businesses answer questions not related to COVID-19, based upon their usual business operations, undoubtedly the unknowns of the pandemic affected their responses. Business owners often wrote in answers such as “hopefully after the pandemic” or “if restrictions are lifted” in additional notes comments.

SUMMARY OF RESULTS

This report highlights the key insights, opportunities, and future research questions that arose from the response data.

Key Insights

- Algiers is a diverse business ecosystem across industry type, sector, geography, size and owner demographics
- The majority of businesses in Algiers provide some sort of service, whether professional services, personal services, arts services, hospitality or repair and maintenance
- Not only do Algiers businesses plan to grow in the next years, they are seemingly well situated in terms of financial operations, ease of payment, digitalization
- The majority of Algiers’ businesses own their own commercial buildings, highlighting the affordability and sustainability of Algiers
- The number one challenge for Algiers businesses is visibility

These insights led to an additional set of recommendations and opportunities ranging from increasing Disadvantaged Business Enterprise (DBE) certification and access to capital, to developing programming around building ownership and coworking, as well as the need to increase outreach to Asian-owned businesses.

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Business Demographics

A primary purpose of this survey was to get a better understanding of the businesses currently operating in Algiers. With diverse residents, assets, and zoning, it makes sense that business ecosystem in Algiers is equally diverse. Through our questions we looked to assess the industry, age, size, and predominant employee type of our businesses. We also assessed the number of businesses with physical locations in our community and whether businesses were eligible for and participating in the City of New Orleans’ Disadvantaged Business Entity (DBE) program.

Responses by Industry



PRIMARY BUSINESS ACTIVITY

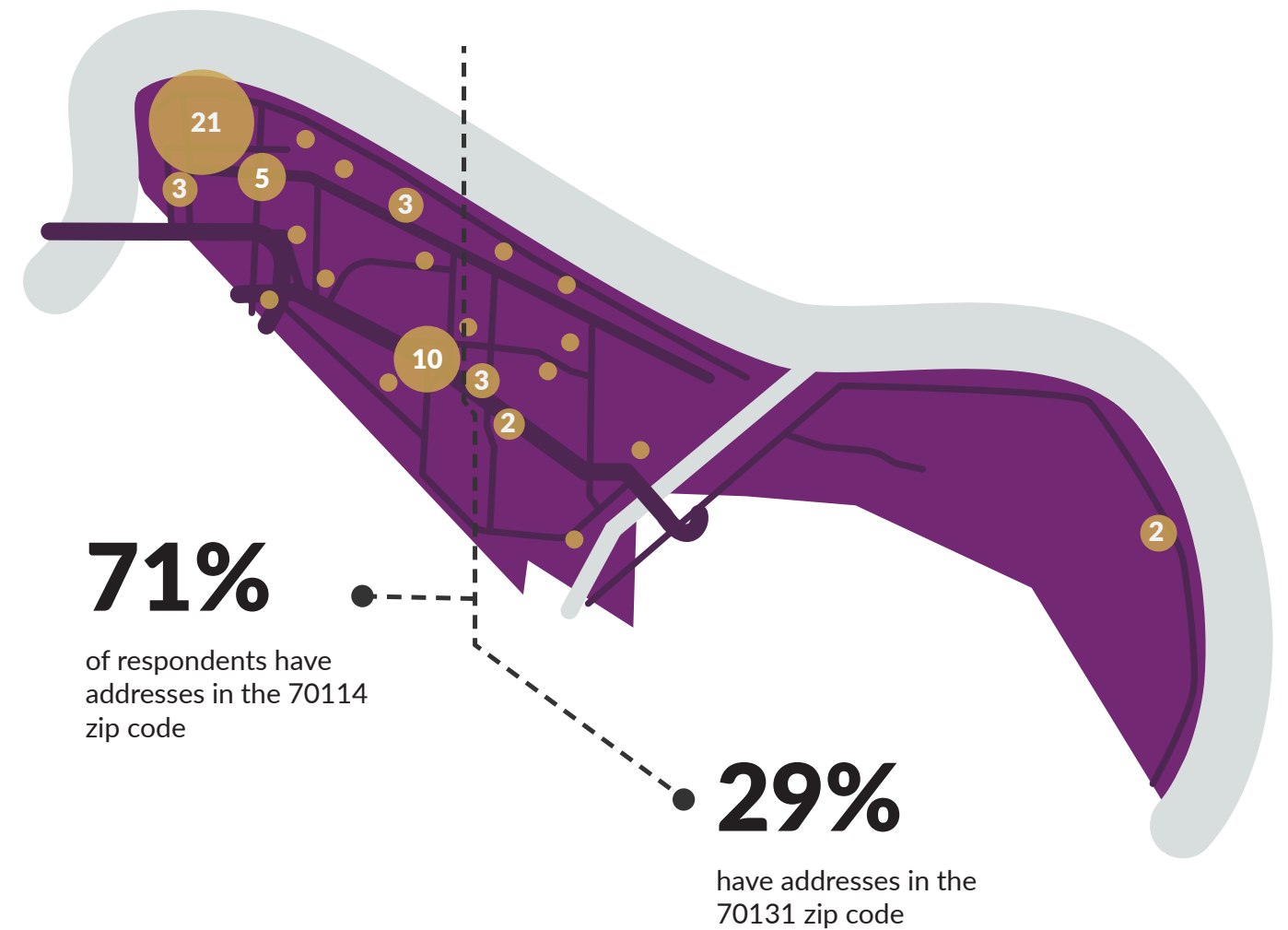
The top industry represented in our survey is “Professional Services”—made up of marketing, legal, and business services—which accounts for 17% of our surveyed businesses. The Food & Beverage and Tourism & Hospitality sectors accounted for almost a quarter of responses. Arts and art services accounted for almost 10%. Though this is perhaps surprising for a predominantly suburban community, it is less surprising for New Orleans. These businesses ranged from photography studios, to film production and art studios. Interestingly, 61.5% of respondents represent services of some sort.

The results from this survey vary slightly from our foundational economic clusters of healthcare, maritime, education, and creative industries. This is perhaps because these larger sectors consist of larger employers. With this in mind, AEDF and OAMS should look to better connect our large industry with smaller businesses, and support smaller value-add businesses to tap into those larger opportunities.

One industry notably missing from our survey is agriculture, which we know to exist in Algiers.

RESPONSES BY LOCATION

Responses came from every corner of Algiers, with the majority from Algiers Point and Old Algiers—areas with high small business activity. While there was a good geographic spread of respondents, businesses along General DeGaulle Drive are slightly underrepresented, particularly those close to the interstate entrance. AEDF should take responses as an indication of where the organization has influence, and look to expand outreach to businesses along corridors that yielded few responses.



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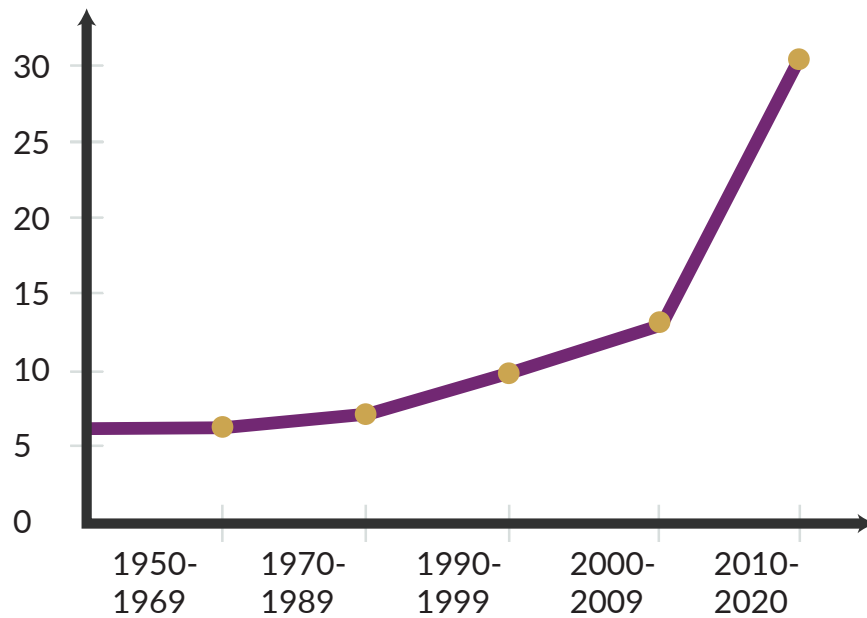
of businesses opened in the last 5 years

AGE OF ALGIERS BUSINESSES

Forty-Four, or over two-thirds, of responding businesses opened between 2000-2020. Ten businesses opened in the 1990s, 8% have been operating since the 80s, and another 8% opened in 1979 or earlier. Roughly a third of our businesses are 5 years or younger. As the graph below shows, there is a steady increase in the number of businesses over time. This makes sense because many businesses close over their lifetime. Younger businesses just starting out are incredibly vulnerable to closing in 3-5 years. Therefore, efforts to retain them should be a top priority.

Additionally, because we do not know the number of closed businesses in Algiers, it is hard to determine whether the small number of businesses from earlier decades is due to closures or from an increased attraction of businesses. In coming years, AEDF should seek to collect data on the number of Algiers businesses closing, and why, in order to better balance resources.

Response by Decade of Establishment



SIZE OF BUSINESS (BY # OF EMPLOYEES)

Typical of neighborhood economies, three-fourths of respondents have a business with 5 employees or fewer. Additionally, 17% of respondents have businesses with 6-10 employees, and only 5 of the businesses have over 11 employees. When looking at the smallest of our businesses, 40 businesses have 2 or fewer employees, with the most common type of business being a one-person operation.

PLANS FOR EMPLOYEE GROWTH

Interestingly, almost half of surveyed businesses plan to grow their staff. Of these, eight plan to add an additional employee, though the median expected growth is 2.5 employees, and the mean is 5.2 employees. One fifth plan to grow their staff by 5 or more in the next year. Excitingly, surveyed businesses plan to add a total of 160 new jobs in Algiers next year.

EMPLOYMENT BY TYPE

Surveyed businesses reported a variety of staff positions. Almost half reported staffing hourly employees, and 14 of those also had salary and/or contract employees. About 28% of surveyed businesses have two or more kinds of employees, and almost a quarter of business owners are self-employed, or identified as not having “employees.” Almost 30% of responding businesses indicated having salaried employees.

Presumably, many of Algiers’ salaried roles were not captured in this survey, as they are tied to larger employers such as LCMC Health, Bollinger, Crescent Towing, and nonprofit/public sector jobs such as educational administrators, teachers, and Algiers-based public servants. Nonetheless, AEDF should, where applicable, work to support small businesses in their endeavors to add salaried positions, as this can have a large impact on Algerines in terms of financial stability and benefits such as healthcare and retirement planning, which is most often tied to salaried positions.

Planned Growth

+5.2

The average planned growth of staff per business

+160

The number of expected new jobs at Algiers small businesses in 2021

Employment Type

30%

of employers have salaried employees

Key Opportunity: Business Buildings

The physical landscape of the business community is increasingly changing in the digital and pandemic landscape. Two-thirds of the business owners that responded to the survey have a physical commercial location, with other respondents either working from a home office or having an internet-based business. In future surveys, AEDF should ask businesses more detailed questions about their physical location such as whether they have a store-front, physical office or manufacturing facility. While priorities around facade renewal and corridor revitalization are key to businesses with store-fronts, entities with service or manufacturing facilities will have different needs for their physical location.

Perhaps most uniquely, over half, 55.4%, of surveyed Algiers business owners own their building. In Old Algiers, the rate of ownership was even higher at 75%. Upon distilling these astounding results down to remove home-based businesses, 42% of all Algiers businesses that have a physical commercial location own their buildings, and 75% of Old Algiers business owners who have commercial locations own the property as well. This is an exciting statistic that highlights an asset for Algiers business owners: a more affordable commercial property market makes it possible for business owners to own their own building, increasing sustainability, and reducing the likelihood of future displacement. Additionally, the affordable housing market and high homeownership rate in Algiers means that residents can also operate out of their home offices. As we enter into the post-pandemic environment, this can also serve as an asset for Algerines who can live and work from home and have ample space to dedicate to a home-office.

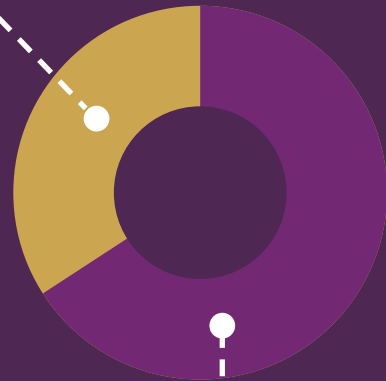
Algiers of course also has business owners who rent their property (or their home office). A third of business owners have a “short term” lease that is between 1-5 years. While this may represent a large number of newer businesses, this could be an indication of a less stable small business landscape. More research should be done on how to increase the length of leases for businesses, and how that can support business longevity.

Additionally, the high rate of folks with home-offices could speak to a need for a shared workspace in Algiers. This sort of asset could attract more freelancers and professional service workers, while also better connecting those folks to one another. AEDF should also consider providing accessible space for people who work from home to have meetings or larger workspace for rent.

Algiers can offer an affordable place to own a business and a building. This can be a key asset in planning for business retention and sustainability.

22.3%

of businesses operate without a physical commercial location

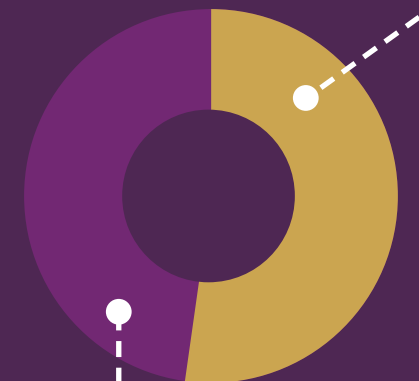


67.2%

of businesses have a physical commercial location

55.4%

of all Algiers businesses own their building



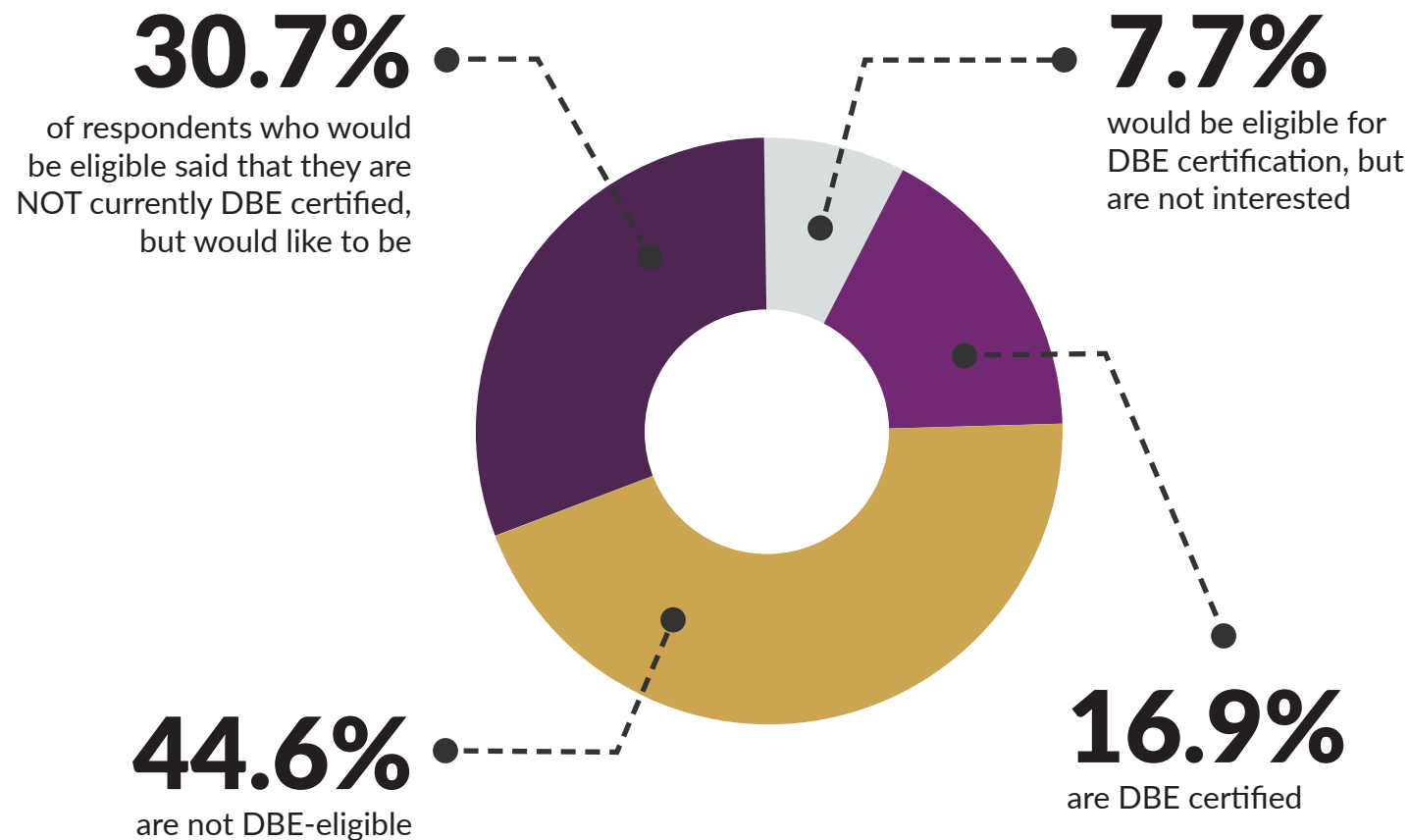
43.6%

of businesses rent, with a mix of short, medium, and long term leases

DISADVANTAGED BUSINESS ENTITIES

A socially and economically disadvantaged businesses can become a certified Disadvantaged Business Enterprise (DBE) to increase access to opportunities with the City and State that may otherwise be challenging to access. Of our respondents, over half are DBE eligible, though only 17% said they were DBE certified, with almost a third saying they are not certified, but plan to be or would like to be. Not only does this highlight the diversity and accessibility of the Algiers business community, it also indicates that AEDF can play a role in helping businesses become DBE certified to increase their opportunities.

DBE Status of Algiers Businesses



Finances & Growth Plans

Finances are often a major challenge for many small businesses, especially those without a designated employee to handle accounting. Overwhelmingly, it seems Algiers’ businesses are generally financially savvy, with over 92% having a separate business bank account, and on average business owners rating themselves a 3.5 out of 5 on a Likert scale of “familiar” to “not familiar at all” with accounting terms and concepts. Under 8% of respondents had trouble filing taxes, listing reasons such as expense, “complicated,” and that it is challenging to deal with the IRS.

PAYMENT METHOD ACCEPTED

Algiers businesses seem financially accessible to consumers. Almost two-thirds (60.3%) of surveyed businesses accept three or more methods of payment, whereas only 6.5% accept only one form of payment. Of note however, Black owned-businesses had a 23% lower rate of accepting 3+ forms of payment, and had a 10% higher rate of only accepting one form of payment, though they were not more likely to be cash-only than their counterparts.

ACCOUNTING METHODS

Roughly a third of surveyed business owners use accounting software to record transactions. Additionally, just over 20% record transactions by hand, and 46% hired an accountant. When looking at the race of business owners, Black-owned businesses were less likely use accounting software (18.5% compared to 32.3%), more likely to record them by hand (29.6% versus 21.5%) and over half hire an accountant (51.9% compared to 46.2%).

Over a quarter of all businesses used accrual-basis accounting whereas, one third of Black-owned businesses used the accrual-basis accounting method.

Bankable Businesses

92%

of businesses have a separate bank account for their businesses and personal finances

3.5/5

average rating business owners gave themselves when asked “familiarity with accounting terms and concepts”

of Payment Methods Accepted

1 method	15.9%
2 methods	23.8%
3+ methods	60.3%

21.5%

of businesses record their transactions by hand

70%
of businesses said they were profitable the previous year

PRIMARY FUNDING SOURCE

Just over half of businesses said that retained business earnings were their primary funding source. Looking deeper into the businesses who cited “Personal Funds” as their primary funding method, 7 of the 11 opened since 2019 and can be considered just starting. AEDF should continue to monitor these businesses and support these owners in transitioning from self-funded to profitable. Of the four more established businesses, three stated that their business was profitable in the last year. Additionally, 12% of businesses said they looked to external financing or investor funding, suggesting that AEDF can play a role in making these opportunities more accessible for business owners.

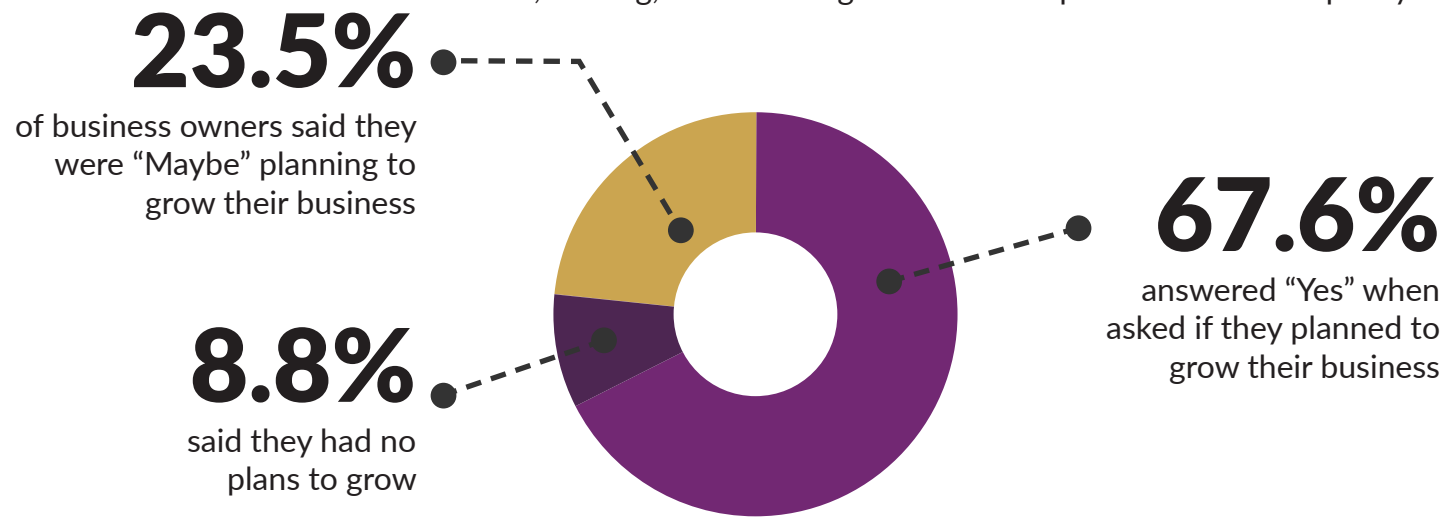
Primary Funding Source

Retained business earnings	53.85%
Personal funds	16.92%
External financing	7.69%
Investor funding	4.62%
Other	16.92%

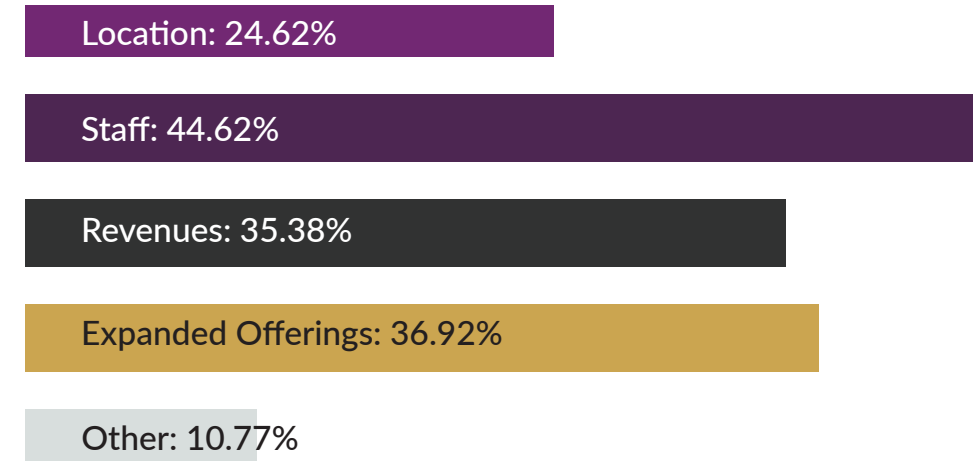
PLANS TO GROW

Over two-thirds of businesses stated that they had plans to grow, with almost a quarter of additional businesses stating that they “maybe” had plans to grow.

Survey respondents identified multiple ways they planned to grow their business. Among the most common were growing through increasing staff, expanding offerings and generally increasing revenues. Additionally, almost a quarter of businesses stated that they planned to grow through their location, whether adding a new one, moving, or renovating their current space to increase capacity.

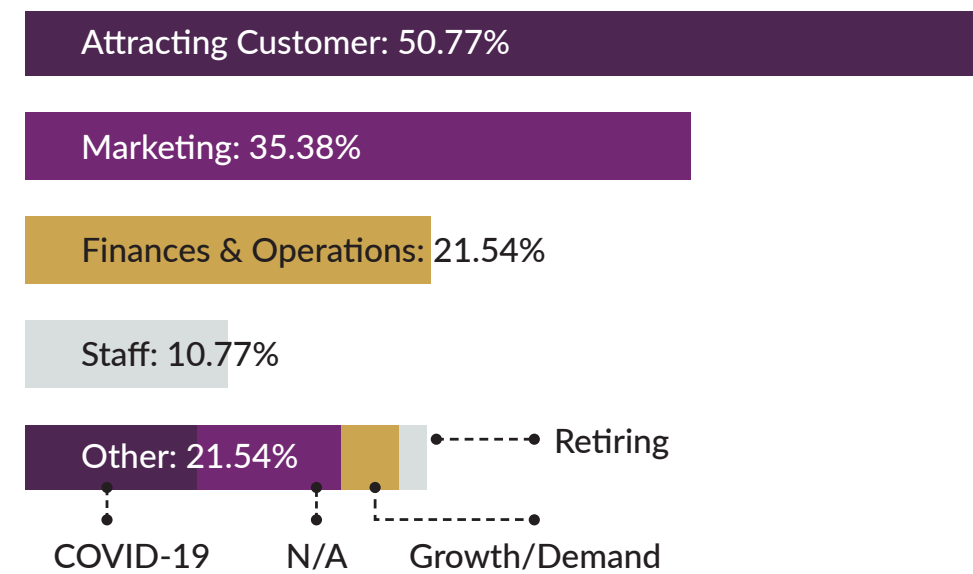


How businesses plan to grow



CURRENT CHALLENGES

Attracting customers was the top reported issue by respondents. Similarly, over a third of participants reported marketing was a challenge, followed by finances/operation, and attracting or retaining staff. Of respondents that filled in the “Other” option, businesses mentioned pandemic-related issues, retiring, and keeping up with demand. Five businesses reported no struggles.



Marketing

EFFORT VS. EFFECTIVENESS

Overall, it seems that though Algiers business owners identified visibility and marketing as a number one challenge, over 75% of our business owners rated themselves at a three or higher for both their marketing efforts and their effectiveness on a scale of 1 to 5. When looking at the differences between business owners' efforts and effectiveness, most business owners (55%) said their efforts were equal to their effectiveness, with an additional 13 business owners stating the effectiveness of their marketing was higher than their efforts. Just shy of a quarter of business owners said they put more effort into their marketing than their marketing was effective.

83.1%

of businesses use Facebook

Percent of Businesses on Social Media Platforms

Facebook	83.08%
Instagram	53.85%
Google Review	32.31%
LinkedIn	24.62%
Twitter	16.92%
Yelp	12.31%
Other	18.46%

SOCIAL MEDIA PLATFORMS

Facebook is the overwhelming favorite social media platform for businesses, with 83% of our respondents reporting having an account, followed by Instagram with 54%. While only about a third of businesses reported using Google Reviews and only about an eighth of businesses reported using Yelp, those platforms can greatly boost the visibility of a business.

Looking at the number of social media accounts that each business uses, one fifth of our businesses have 4 or more channels. 40 of the 65 have two to three social media channels, and 13 have one or fewer channels. Generally, this suggests that businesses are present on the internet, though programming around strategic social media may be relevant to our business owners.

Number of Social Media Platforms per Business

4+ social media channels	20.00%
3 social media channels	30.77%
2 social media channels	30.77%
1 social media channel	10.77%
No social media channels	7.69%

50.8%

of businesses have three or more social media channels

COVID-19 Impacts

This survey was conducted in the fall of 2020 and ran for 3.5 months. With this in mind, businesses responded at different phases of re-opening, and are therefore difficult to assess. From what we did learn, over half of businesses said they closed at some point during the pandemic, and 30% laid off at least one employee due to the pandemic. Interestingly, less than half of our businesses said they changed their business model since the pandemic began.

When asked to estimate their loss in revenues, businesses' responses varied dramatically. Roughly an even number of businesses reported estimated losses of "26-50%" and "76% or more". About one in ten businesses estimated losses "between 51-75%" and modest losses "under 25%". About 12% stated they had no perceived revenue loss, and 15% said this question was not applicable to them. Ultimately this means that while over a third of our businesses were largely unaffected by the pandemic, a similar number of businesses were severely or entirely impacted by the pandemic. These varied results speak to the strength of our diversified business landscape in weathering disaster, as well as the need for carefully targeting interventions and support to reach those who were hit hardest.

Estimated Percent of Revenues Lost to COVID-19

<25% of Sales	9.23%
26-50% of Sales	27.69%
51-75% of Sales	10.77%
>76% of Sales	24.62%
N/A	15.38%
No Loss of Sales	12.31%

of Businesses who Sought vs. Received Government COVID-19 Assistance

	Applied	Received
EIDL	19	15
PPP	28	24
MSRP	16	9

GOVERNMENT COVID RELIEF PROGRAM ACCESS

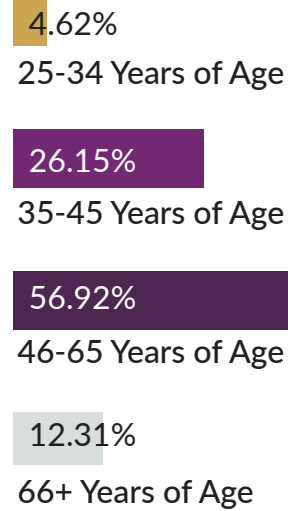
Almost 70% of businesses applied to either federal or state funding to mitigate the losses of COVID-19. Of our sample, 28 businesses applied to the federal Payroll Protection Program (PPP), 19 applied to the federal Economic Injury Disaster Loan (EIDL), and 16 applied to Louisiana's Main Street Recovery Program (MSRP). Most applicants were successful with only 3 businesses not receiving any aid from these three programs, though 20% of businesses who did apply to multiple programs did not receive one or more of the programs they applied to (but did receive at least one form of funding). An equal number of businesses did not receive funding from the PPP or the EIDL programs (4 each). On the state level, 7 businesses who applied did not receive MSRP funding.

Access to COVID-19 Relief

30.8%	of business did not apply to any gov. COVID-19 relief
20.0%	applied but were rejected from 1+ program
4.62%	applied to at least one program but didn't receive any aid

Business Owner Demographics

Business Owners by Age



AGE OF BUSINESS OWNERS

The majority of business owners in Algiers are between the ages of 45-65, and 12.31% are over the age of 65. Roughly 30% of business owners are under the age of 45. This suggests that Algiers business owners tend to be older, and like one of our respondents stated, retirement and succession planning could become a necessary program focus for AEDF to address. Additionally, AEDF should look at attracting and supporting younger entrepreneurs and business owners. With Delgado Community College and University of Holy Cross in our neighborhood, AEDF should look at fostering and retaining future entrepreneurs and business leaders from those programs.

BUSINESS OWNERS RACE

Almost 50% of business owners in this survey identified as white, and about 42% identifying themselves as Black/African-American, 6% identifying as Hispanic or Latinx, and one business owner identifying as American Indian or Alaskan Native. (Note the percentages add up to more than 100% to account for multiracial individuals).

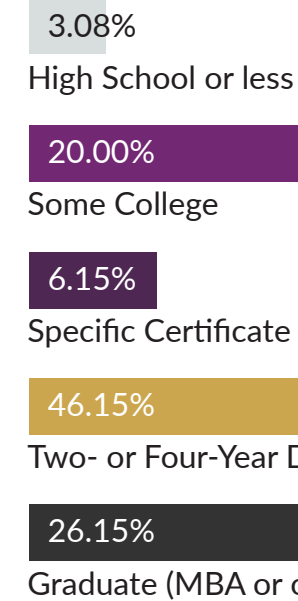
Business Owners by Race

White	49.23%
Black/African American	41.54%
Hispanic/Latinx	6.15%
Native American	1.54%
Asian, Native Hawaiian or Pacific Islander	1.54%

Of note, the race of responding business owners is unrepresentative of Algiers' residential racial demographics, which is about 67% African American, 28% white, 3% Asian, and 6% Hispanic. The disparities in business owners represented by race for African American/Black owners and Asian owners could mean that this survey struggled to reach these business owners. AEDF has identified a need for better outreach and connection to the Algiers communities of color, and will be working with our board and partners to develop those strategies.

EDUCATION ATTAINMENT

The majority of responding business owners hold a post-high school degree of some sort, with almost half having a 2- or 4- year college degree. One-fifth have attended, but not completed college. Only 2 business owners had a high school diploma or less, and 4 had an industry-specific certificate.



72.3%
of business owners hold a post-high school degree of some sort

BUSINESS ORGANIZATION

Of businesses surveyed, almost 50% were not affiliated to any membership-based organizations. A quarter were members of one or more industry-specific associations, 20% were members of geographically-based business associations (AEDF, Old Algiers Main Street, New Orleans Chamber, Jefferson Chamber, WBIA), 8% were members of Affinity-based business associations such as the Regional Black Chamber, NOLA Black Wall Street or American Business Women's Association. Notably, very few of the respondents are current AEDF members.

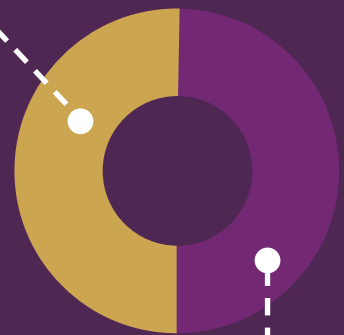
Which Memberships Business Owners Hold

Neighborhood Group	6.15%
Geographic Businesses Assoc.	20.00%
Industry Specific Group	24.62%
Affinity Business Group	7.69%

Key Focus: Minority-Owned Businesses

50.8%

of surveyed businesses are minority-owned



49.2%

of business owners identified as white/Caucasian, though only 28% of Algiers residents are white.

43.8%

of minority business owners said marketing was a key challenge for their business

VERSUS

24.2%

of white business owners

In light of the many disparities that exist across racial lines, we wanted to look closer at the realities for our minority-owned businesses in Algiers to note disparities along racial lines, as well as opportunities to better support these businesses.

As a majority-minority community, it comes as no surprise that the majority of Algiers business owners that responded to our survey also identify as minorities. We received 33 total responses from minority-owned businesses (MOB). Of note, however, only 50.8% of surveyed businesses identified as a part of a racial minority or ethnicity, despite that 72% of Algiers residents are racial minorities according to US Census data. As stated in our Business Owner Demographics section, the disparities in business owners represented by race for African American/Black owners and Asian owners could mean that this survey struggled to reach these business owners, that Algiers business-owners are disproportionately white, or a mix of both.

SOCIAL MEDIA AND MARKETING

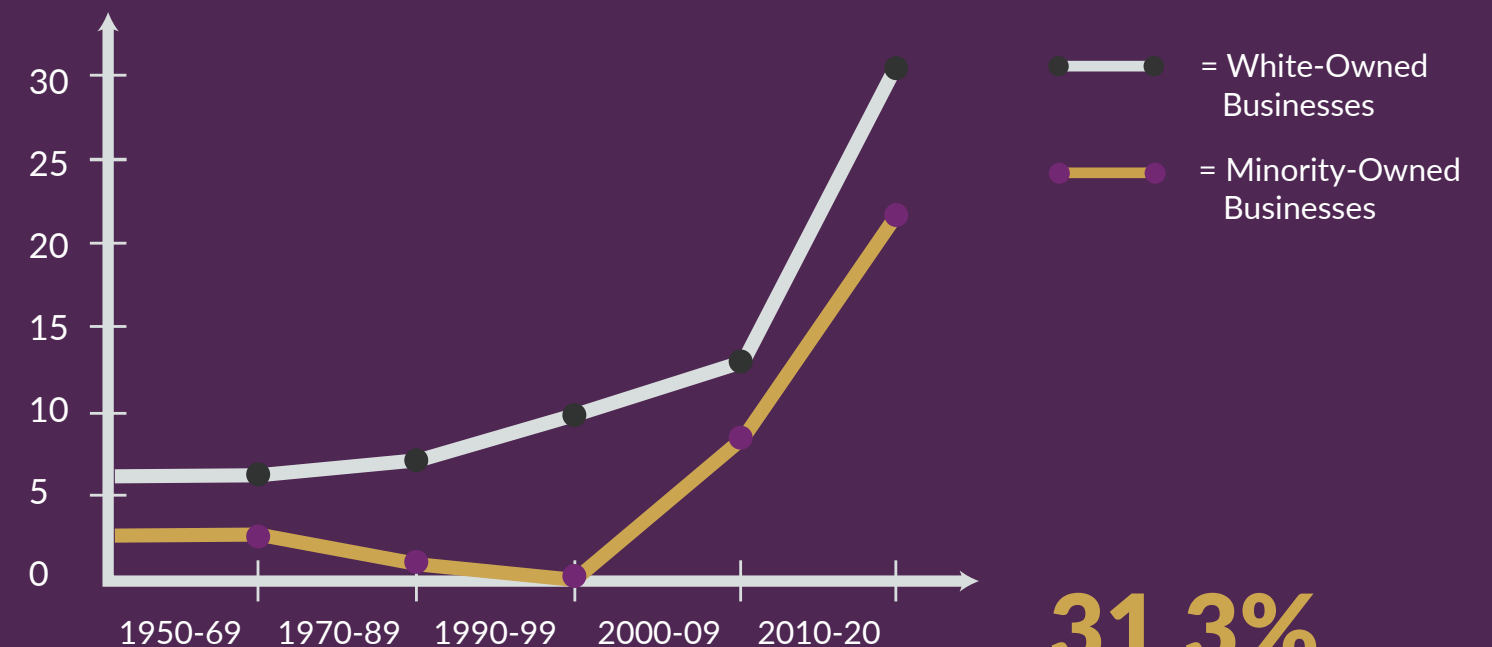
Almost half of minority-owned businesses said that marketing was a top challenge, compared to less than a quarter of white-owned businesses, though an equal number of white- and minority-owned businesses said that attracting customers was an issue (17 each, or roughly half of each group).

Looking at social media as a tool for visibility and marketing, our data shows disparities in the kinds of social media accounts that white and minority business owners used. Though white and minority respondents had the same number of social media channels, minority-owned businesses were more likely to have traditional social media channels such as Facebook and Instagram compared to review sites such as Google Review and Yelp. Almost half of white-owned businesses said they used Google Review, compared to less than 20% of minority-owned businesses. Similarly, almost a quarter of white-owned businesses used Yelp, versus just 6.25% of minority-owned business. This may indicate that review sites could be a relevant tool and easy lift for marketing, especially for MOBs.

AGE AND RETENTION

Looking at the year surveyed MOBs opened, one can see a clear surge in the most recent decade, with 22 minority-owned businesses who responded having opened since 2010. Without data on closures, this could mean that more MOBs are now opening, or that more MOBs have traditionally struggled to stay open over decades. AEDF and partner organizations should look closely at our retention of MOBs to ensure that we can support our growing ecosystem over future decades.

Number of Businesses Established in Algiers per Decade



HIRING AND RETAINING STAFF

MOBs cited "hiring and retaining staff" as a key challenge at 10 times the rate as white-owned businesses, with only one white-owned businesses citing the issue. This gap may also indicate that minority-owned businesses were more likely to have plans to grow than their counterparts. Either way, AEDF should look at how best to support businesses in this area.

31.3%

of minority businesses said "hiring and retaining staff" was a key challenge

VERSUS

3%

of white business owners

64.5%
of white business owners' primary funding came from retained business earnings

VERSUS

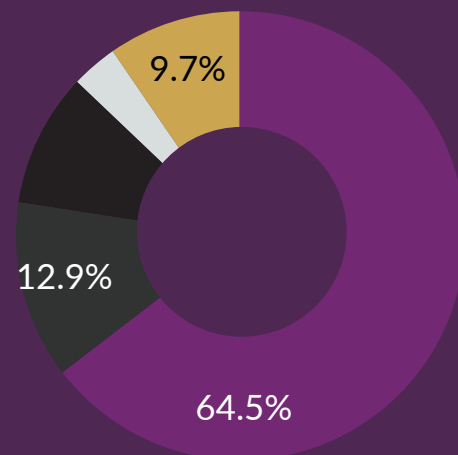
43.8%
of minority business owners

PRIMARY FUNDING SOURCE BY RACE

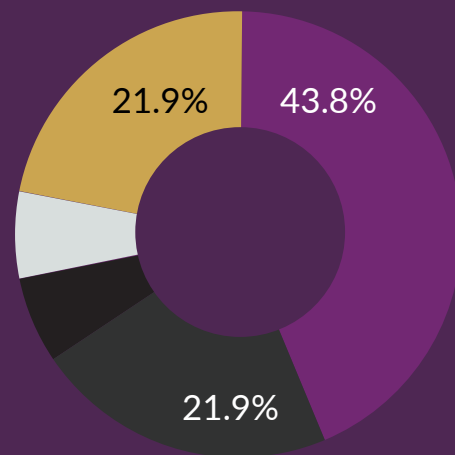
Over 20% fewer minority-owned businesses cited "Retained Business Earnings" as their primary funding source. This disparity brings general profitability into question. Our survey results showed that minority-owned businesses were more likely to cite personal funds as well as external financing and investor funding as their primary source. These data could be emblematic of the general racial wealth-gap and speak to the need for entrepreneurs of color to access additional capital to get started.

What is your Primary Source of Funding?

- = Retained Business Earnings
- = Personal Funds
- = External Financing
- = Investor Funding
- = Other



White-Owned Businesses

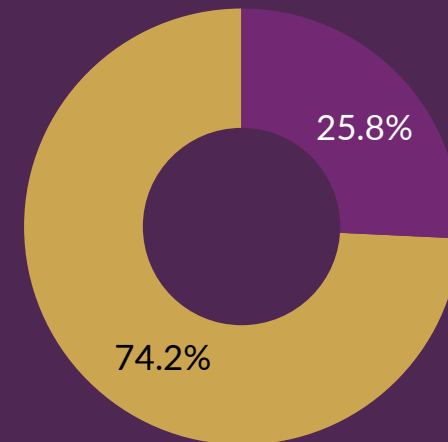


Minority-Owned Businesses

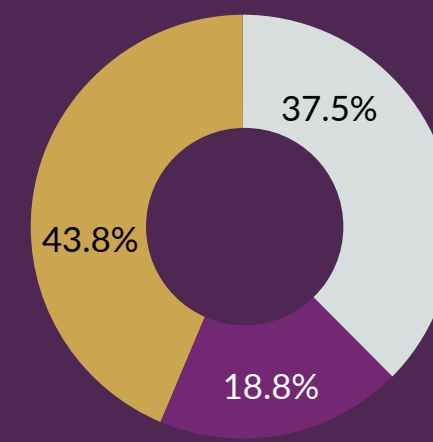
EXTERNAL FUNDING

Further illustrating the racial differences between financing for business owners, no white business owners said they were looking for outside funding, compared to 37.5% of minority business owners. About 75% white business owners stated they were not looking for external funding, whereas less than half of minority-business owners said the same. Overall, it seems AEDF can support minority-owned businesses by facilitating connections to funding for business owners.

Have you Sought Outside Funding for your Business?



White-Owned Businesses

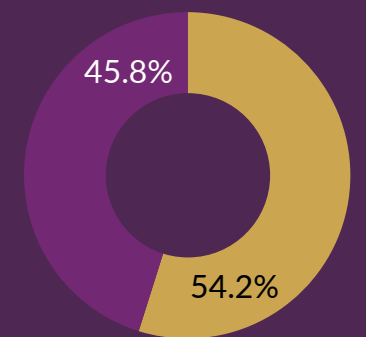


Minority-Owned Businesses

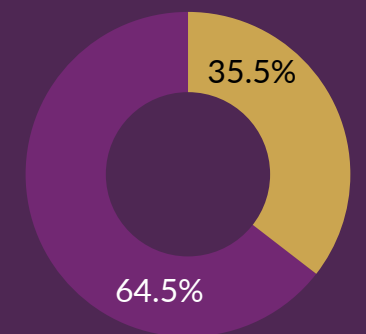
- = No
- = No, but I plan to
- = Yes

Did you change your business model due to COVID-19?

- = Yes
- = No



White-Owned Businesses



Minority-Owned Businesses

COVID MODEL ADAPPTIONS

When looking at which businesses made business-model adaptations to respond to COVID-19, over half of white-owned businesses said they had changed their business model. However, only 35.5% of minority-owned businesses said the same. Algiers has a diverse business landscape, so the disparity between racial groups could be due to the kinds of businesses, rather than overall disaster-preparedness, but AEDF should continue to pay close attention to how MOBs are adapting to the new normal and that they are prepared for various forms of business interruption.

BUILDING OWNERSHIP

A quarter of minority business owners intend to buy a property for their business, compared to only 16.2% of white business owners. Working with minority-owned and disadvantaged business owners to own and develop their commercial properties can be a key strategy to prevent displacement as Algiers sees more public and private investment, and the East Bank of New Orleans becomes increasingly unaffordable to small businesses.

Conclusion

The inaugural Algiers Small Business Survey provided ample data on our area’s business activities, operations, challenges, and opportunities, leading to several key insights, opportunities, and outlining future questions for research.

KEY INSIGHTS

Diverse Business Ecosystem

Above all else, this survey indicates the robust diversity of the Algiers small business ecosystem—from industry, geography, age of business, and owner demographics. Diversity makes communities strong, which is especially evident as we weather the pandemic. Despite national challenges for small businesses, Algiers was able to avoid uniform profit losses, with some businesses even receiving more traffic. As a majority of minority-owned businesses, Algiers is uniquely positioned to be a leader in addressing issues of racial inequity, especially as it relates to economic opportunity.

Services First

Ranging from the traditional service industry/hospitality sector to arts services, professional services, and maintenance services, a key finding is that Algiers businesses are overwhelmingly a service of some sort. This understanding can help AEDF better understand ways to market our businesses with a focus on connecting residents and businesses to the services they need.

Bright Future

When looking at new businesses and businesses’ plans for growth, we see that Algiers has bright business days ahead. Furthermore, our businesses seem to be in good financial standing and have diversified payment options and marketing platforms.

Building Sustainable Investments

Perhaps most exciting of our findings is the percent of our business owners who own their commercial spaces. As many neighborhoods in New Orleans and across the country face the economic pressures of gentrification, high building-ownership rates provides a key

barrier against displacement. From a racial equity standpoint, this neighborhood trait positions Algiers to be at the forefront of supporting a thriving minority-owned business community and addressing the pressing and persistent issues of the racial-wealth gap in the US. To address this issue, AEDF should consider programming to sustain locally owned and operated commercial property.

Putting Algiers on the Map

Businesses expressed an overwhelming need for more visibility through marketing and attracting customers. As a largely suburban and outer-lying neighborhood, foot traffic remains low for many small businesses. AEDF can work to better shine a spotlight on our businesses, and should develop innovative strategies that reach consumers where they are and offer a value-add compared to online shopping or purchasing from neighboring areas.

OPPORTUNITIES

This report elevated several key opportunities and needs for Algiers that AEDF and partners can take action on including:

- Work with interested businesses to become DBE certified
- Increase transparency and promote access to capital funding for small business owners, especially minority-owned businesses
- Continue to foster business-owner owned property development and work with lending partners and economic development partners to support businesses in undertaking these efforts
- Support Algiers entrepreneurs and sole-proprietors by developing a co-working space that offers accessible office space and critical networking opportunities
- Facilitate cluster growth by connecting large and small businesses within maritime, arts, food, education, and healthcare
- Cultivate new relationships with the Asian business community to increase meaningful representation and participation
- Support minority-owned businesses in staff hiring and retention
- Promote customer reviews of Algiers-based businesses on Google and Yelp to increase visibility

FUTURE RESEARCH

Though the first ever Algiers Small Business Survey provided many insights and answers, it also uncovered additional questions for AEDF and partners to further research. Further areas of potential exploration include:

- Regional activity: the number of Algiers business owners who also operate in neighboring parishes, both East and Westbank
- Profits and losses: annual revenues for businesses over previous years and projected revenue growth
- Closing businesses: rate and reasons for shuttered businesses
- Staff professionalization: which professional services do businesses have in-house?
- Growth focus: better understanding the opportunities and barriers for business growth including hiring, retention, operations and production



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