



WELCOME TO THE HAMMOND DOWNTOWN DEVELOPMENT DISTRICT FAMILY!

The Hammond Downtown Development District is devoted to progressing and stimulating business development and diversity. We protect, unite, and rejuvenate the district in order to benefit residences and local commerce; making Downtown a promising place to socialize, do business, and call home.

- We believe the Downtown District is the heart of Hammond, and we strive to protect and preserve it's foundation in an effort to stay "Historically Hip."
- We aspire to establish Downtown Hammond as a vibrant destination for locals, travelers, and culturists.
- We seek to unify the district's businesses, patrons, and residents in an effort to maintain our successful and sustainable economy.

The advantage of having a business in Downtown Hammond is the assistance we can provide, such as: funding, advertising, problem solving, event planning, and more! This welcome packet outlines how the Downtown Development District can support your business and how you can get involved. We welcome you to our beloved Downtown Hammond and can't wait to watch your business grow!

Please keep in mind preserving and improving Downtown Hammond takes a special set of guidelines along with coordination and communication between the DDD, City of Hammond and all Downtown businesses and property owners. If you plan to host an event or renovate, please let us know. All exterior renovations must be approved by the DDD Design Committee and/or the Hammond Historic District. Design guidelines can be found on the DDD website. (For Historic District Commission information and guidelines, contact: Jennie Garcia: garcia_ja@hammond.org)



WHO ARE WE?

The Downtown Development District of Hammond was created by the Louisiana State Legislature in 1986. Funding is underwritten by the district's property owners through an ad valorem tax, which is assessed against the district's properties (not subject to the property per year). The DDD is led by a full-time executive director and a seven-member Board of Directors, with work plans approved by the Hammond City Council. The Farmers Market, Design Committee, Cultural District, Main Street, and Events Committee all function under the DDD.

Executive Director: Chelsea Tallo Little

tallo_ca@hammond.org

Chelsea Tallo Little has been a part of the Hammond DDD for 6 years, and became Executive Director in 2016. She graduated from the University of Louisiana at Lafayette in 2014 with a degree in Public Relations & Marketing. In just four short years at the helm of the DDD, Chelsea has received one of only two national scholarships to become "Main Street Certified" through the Main Street America Institute. She is also in progress of becoming certified by the Louisiana Economic Division. She enjoys dancing, rescuing animals, and the beach. Chelsea cares deeply about improving the Downtown District of Hammond, one small business at a time.

Assistant Director: Kati Morse

morse_ke@hammond.org

Kati Morse joined the DDD in February of 2020 after a four-year stint at Tulane University Athletics. Kati holds Masters (Organizational Communication, '15) and Bachelors (Communication, '13) degrees from Southeastern Louisiana University, where she was also a member of the Lady Lion softball team. She moonlights as a social media specialist for several local businesses and dabbles in sports reporting. She enjoys yoga, true crime, and riding her bicycle while listening to podcasts. She loves to live and work in Downtown Hammond, and is passionate about making it even better.



Community Health & Farmers Market Manager: Michelle Kendall

kendall_ml@hammond.org

Michelle Kendall became a part of the DDD in 2018 as an intern. Since then, she has been brought on in her current role. Michelle manages the day-to-day operations of the Hammond Farmers Market, as well as writing for grant opportunities. She recently graduated from LSUHSC New Orleans with a Master of Public Health. She also earned her BS in Health Education & Promotion from Southeastern Louisiana University. In her free time, she enjoys bopping around downtown with her Blue Heeler Pinto. She also lives within the downtown district, and her ultimate dream is to open a grocery store here in #DowntownHammond.

DDD BOARD OF DIRECTORS:

John Daniel Guerin – Chair

Elsbet Smith Hollywood – Vice Chair

Bruce O’Krepki

Bryan Wong

Cassie Ragan

Eric Dosch

Frank Di Vittorio

The DDD Board of Directors meets the 3rd Wednesday of each month at 5:30pm in the Hammond City Council Chambers. The Board of Directors discuss and vote on all aspects of the DDD.

DESIGN COMMITTEE:

Cassie Ragan – Chair

Pierre Theriot – Vice Chair

Chris Bankston

Jeffrey Smith

Roy Dufreche

Tom Pistorius

The DDD Design committee meets the 1st Thursday of each month at 9:00 AM in the Hammond City Council Chambers. All exterior renovations of businesses in the district must be approved by the Design Committee (if inside the Historic District, all renovations must be approved by the Historic Commission.)



EVENTS COMMITTEE:

John Daniel Guerin– Chair
Lindsey Owens
Marina Rodriguez
Olivia Graziano
Rachael Beard
Wayne Ricks
Will Buras

The DDD Events Committee meets the first Tuesday of each month at 12:00 PM in the Hammond City Council Chambers. The Events Committee discusses and votes on all events put on by the DDD.

FARMERS MARKET COMMITTEE:

Denise Austin – Chair
Amy Guilbeau
Brandon Faust
Elsbet Smith Hollywood
Lauren Funnell
Sandy Fleenor
Sherry Taylor

The Farmers Market Committee meets the first Thursday of every other month at 1:30 PM at the Hammond City Council Chambers.



FUNDING

The Hammond Downtown Development District offers two unique funding options to encourage the renovation and improvement of the district's existing buildings, as well as promote and encourage new business.

FAÇADE GRANTS:

If you plan to renovate the exterior of your building including: renovations to the building front, awnings, painting or lighting, the Façade Grant program may be right for you. The Façade Grant awards are not to exceed \$2,000 and must be matched dollar for dollar by the recipient. Only one application per fiscal year, work must be finished to apply. Façade Grants are not awarded for signage.

If you are interested in applying for a Façade Grant, please contact us.

REVOLVING LOANS:

DDD offers a low interest loan to property owners and business owners in our District for up to \$75,000 with an interest rate of 2 below prime. Applicants for the loan fund must be a registered sole proprietorship, partnership or corporation established for doing business in the DDD. Renovations are not limited to façade only, eligible projects include: acquisition of land for industrial or commercial use, acquisition of improved properties with development potential for industrial or commercial use limited to owner or tenant occupancy, start-up and/or expansion of businesses in the DDD, rehabilitation and renovation of usable vacant buildings for specific industrial or commercial use in the DDD.

If you are interested in applying for a revolving loan, please contact the DDD.

The Hammond Downtown Development District is an equal opportunity provider.

More information and applications are also available on our website:

DDHammond.com -> Stay, Play & Do Business-> Assistance for Businesses -> Funding

Please contact Chelsea Tallo Little before you begin the application process for a Façade Grant and/or a Revolving Loan.



ADVERTISING

We know that advertising can get expensive, but it is a crucial step in growing your business. The Hammond Downtown Development District offers numerous ways for businesses to advertise.

SOCIAL MEDIA:

Now more than ever, social media is an integral part of our society. It's changed the way we do everything – ultimately, it has changed that way you should conduct business. So whether you're a novice or an influence, everyone can benefit from the advice of an expert. And that's where Kati Morse comes in.

Kati Morse, the DDD's Assistant Director, has over 6 years of professional experience in the creative digital space. She's earned two degrees in Communication from Southeastern Louisiana University, and she can't wait to help your business grow through social media. Email her today!

COMPLEX MARKETING PLANS:

Desire a more detailed advertising or marketing plan? The DDD has many ways to help get your message out, **free of charge**:

- Radio interviews and mentions
- Daily Star columns
- Featured website ads
- Newsletters
- And more!

Our Executive Director, Chelsea Tallo, received her degree in Public Relations and Marketing from ULL. Set up a meeting with her today!



GET INVOLVED

What makes Downtown Hammond so unique is the special connection our business owners share. The united passion we have for our beloved Downtown is unlike any other place in the state, and we want YOU to get involved!

SPONSOR OR VOLUNTEER AT EVENTS:

DDD hosts a number of signature events each year, with the largest being “Hot August Night”. You can participate by hosting the wine/beer tasting, sponsoring the event, hosting art or entertainment inside your business, and more. This event brings thousands of new faces to the downtown district, and makes a huge impact on our local commerce. Your support is vital to its success.

We also host several smaller events each year: including Railroad Roar, Small Business Saturday, Trick or Treat Down Main Street, and many more. Our signature events continue to grow and require more financially each year. By sponsoring or volunteering at an event, YOU can help us continue to improve Downtown.

BE VISIBLE IN OUR OFFICE:

If you have any business cards, pamphlets, or promotional items, send us a few to display in our office!





STAY INFORMED

FROM THE DESK OF THE DDD:

Severly times a month, the DDD sends out a newsletter to all of the Downtown merchants, which include information on upcoming events, news, polls and more. If you have any information you would like to include in these newsletters, please let us know! **Don't forget to give us your contact information so we can ensure that you are kept up-to-date.**

PUBLIC FORUMS:

Below is a list of meetings and events hosted by the DDD. All meetings are open to the public and attendance by merchants is encouraged.

BOARD MEETINGS: 3rd Wednesday of each month at 5:30 PM - City Council Chambers

DESIGN MEETINGS: 1st Thursday of each month at 9:00 AM - City Council Chambers

MERCHANT MEETINGS: 1st Tuesday of each month at 12:00 PM - City Council Chambers

HAMMOND FARMERS MARKET MEETING: 1st Thursday, every other month at 1:30 PM - City Council Chambers *Meeting times are subject to change*

SCHEDULED EVENTS:

The DDD hosts a number of signature events each year, which bring thousands of new faces to the downtown district and make a huge impact on our local commerce.

HOT AUGUST NIGHT: Due to the COVID-19 pandemic, our annual Hot August Night will not look like it usually does. Stay tuned for more details.

SMALL BUSINESS SATURDAY: Saturday November 28, 2020

FARMERS MARKET: Every Saturday from 8am- noon - right outside the DDD office.



Contact form

Help us help you. The DDD is required to keep an updated list of businesses and their contact information for each business in our district. This information is required so we can report to the state our quarterly reports and keep track of our vacancies. This benefits you so you can stay up-to-date on downtown news as well as important notices that are sent out through the city. Plus you'll be added to the Downtown clickable map on our website so visitors can easily find your business.

Please fill out this contact information and return through mail, email or in person to the Hammond Downtown Development District at your earliest convenience.

Thank you.

Business name: _____

Business address: _____

Mailing address: (if different from above): _____

Business phone: _____

Type of business: _____

Business open date: _____

Website: _____

How many employees do you house: 1-5 6-10 11-15 16-20 20+

Which Social Media outlets do you use: Facebook Instagram Twitter LinkedIn Other: _____

Business owner name: _____

Business owner name (if more than one): _____

Business owner email: _____

Business owner cell: _____

Property owner name: _____

Property Owner business name (if applicable): _____

Property owner email: _____

Property owner phone number: _____

Please list any other employees (especially managers) that you would like to receive our monthly newsletter (list their full name, position and email address):

1. _____

2. _____

3. _____

4. _____

5. _____

Any facts about your business you'd like us to know about?

Return through mail, email, or in-person to the Hammond Downtown Development District.