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Edward J. Bloustein School
of Planning and Public Policy

ECONOMIC IMPACT REPORT AS OF 2019

Catahoula Hotel

Historic Preservation and Rehabilitation

The Catahoula Hotel consists of two historic townhouses — a two-story structure built in approximately 1923 and a three-story brick building built in approximately 1840. Located in the Lafayette Square Historic District in downtown New Orleans, the neglected structures avoided being demolished at least twice in the 1960s and 1970s. Now it operates as the Catahoula Hotel, an upscale 35-room boutique hotel which includes a tiki rooftop terrace and a Peruvian-inspired bar and restaurant. The redeveloped hotel has been operating since 2016 and is a contributing asset in both its economic impact and historical significance.

Cathoula Hotel Overview

914 Union Street | New Orleans, LA

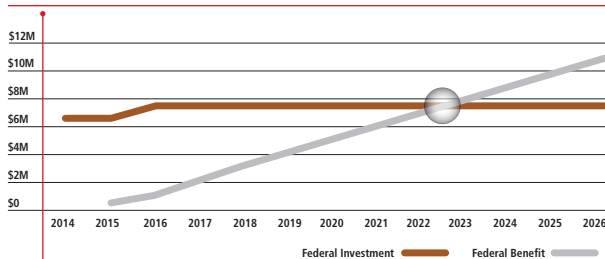
Year Built:	1923 & 1840
Area:	56,000 square feet
Current Use:	Boutique Hotel
Redevelopment Cost:	\$6.7M
Redevelopment Completed:	2016
Direct Jobs from Operations:	18
Annual Direct Payroll from Operations:	\$1.6M

Historic Preservation Related Funding Sources

Historic Preservation Easement*	\$6.5M
Historic Tax Credit – Federal	\$1.0M
Historic Tax Credit – State	\$1.3M








* Represents the estimated US income taxes assuming a 39.6% tax rate, as a result of charitable deductions arising from the placing of the historic preservation easement.

Return on Governmental Preservation and Rehabilitation Incentives



The pair of buildings entered the National Register of Historic Places in 1991, and feature balconies recreated with the cast iron design original to the building. All of the structure's original wood windows were salvaged and reused.

Catahoula Hotel

	Building Rehabilitation	Annual Operation
Economic Impact Comparison	The one-time economic impact from construction associated with the building's rehabilitation.	The economic impact associated with ongoing annual operations.
Jobs Supported 	95 jobs supported	45 jobs supported
Labor Income 	\$5.3M labor income	\$3.1M labor income
Economic Output 	\$14.9M economic output	\$8.7M economic output
Gross Domestic Product 	\$7.7M gross domestic product	\$5.8M gross domestic product
Federal Taxes 	\$1.2M federal taxes	\$1.0M federal taxes
State Taxes 	\$349K state taxes	\$436K state taxes
Local Taxes 	\$349K local taxes	\$480K local taxes



Commissioned by:



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The economic impact analysis of the Catahoula Hotel was completed on March 16, 2021 by the Edward J. Bloustein School of Planning and Public Policy at Rutgers University using the R/ECON™ input-output (I-O) model and was commissioned by the Preservation Resource Center of New Orleans and GBX Group LLC.

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