

NEW ORLEANS COMPANY

Dear Industry Colleague,

Across the nation and globe, we are jointly experiencing an ever changing social and business landscape as we work through the challenges to restart American commerce.

Louisiana Governor John Bel Edwards, who has authority over the state-owned New Orleans Ernest N. Morial Convention Center and the Mercedes-Benz Superdome, has formed a task force to make recommendations for the re-opening of business related activities and commerce for the coming months. **Resilient Louisiana** is made up of 18 people from across the state from all different sectors of government and business. Walt Leger, III, Sr. VP and General Counsel of New Orleans & Company and Chair of the Convention Center Authority, is the member from the tourism industry and Ti Martin, from Commander's Palace, represents the restaurant sector. This group is charged with developing an ongoing master plan as to how we will reopen national commerce and what that will look like for the State and the City.

Governor Edwards is also working closely with the White House and our nation's leading scientists and health care leaders. As your business partner, we are fully committed to working with the Governor as he and the state's health officers work with the President, the CDC, and other national medical leaders to monitor the health data and make decisions based on science and proper health and safety protocols. The Governor has made two major commitments - getting Louisiana back to business and doing so in a methodical and appropriate way that ensures the health of all of our local residents, workforce, as well as all visitors, attendees and guests we host.

Like the Governor, the Mayor of New Orleans has stated that she is also coordinating her recovery plan based on the state's plan as well as the national plan put forth by the White House and national medical experts. Decisions on the relaunching of the local economy will be guided by the data. Her comments made about large gatherings were in reference only to festivals later in the year, and that New Orleans is in the same situation as the rest of the nation as it relates to these and other decisions. Again, she reiterated that data will guide how the city moves forward.

As we move forward and work with you in planning for your meeting in New Orleans, we are committed to conducting our business with the greatest possible safety and attention to detail for attendees, exhibitors, staff and employees. You and we both know that as we transition to this "new" normalcy, it will certainly include many changes to business and social practices to which we had previously been accustomed.

We assure you that New Orleans will be at the forefront of these "new" norms that will be expected across the nation. The new guidelines should be our and your minimal expectations. However, we are currently working through a myriad of granular details with our industry members at the property level, including all facets as to how we provide service to groups, serve you in our restaurants and venues, and how we sanitize our facilities – all based on national best practices. We are committed to exceed national standards for preparation, facilities, service, and in every aspect as to the way we meet, socialize and interact together in the future.

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New Orleans looks forward to being open again soon to hosting the great meetings and conventions of the world. While we are not holding our mega festival gatherings until next year, we look forward with excitement to your visit later this year and to exceeding every standard your organization and every attendee, sponsor, and exhibitor may have in your visit to New Orleans. And that applies to whether you are enjoying our New Orleans Ernest N. Morial Convention Center, one of our exciting venues, world class restaurants, cultural attractions or entertainment spots.

Your safety and enjoyment joins our commitment to your business goals in driving our desire to make your meeting and time here a tremendous success on every level.

All the best,



J. Stephen Perry

President / CEO

New Orleans & Company

+1 504 566 5049

Stephen@NewOrleans.com