

Winning
team from
Washington
and MIT

CONTEST, from C-12

two and a half years, said they're excited to see the Good Work Network put their plans to use and help Central City flourish. "We're very excited to work with them so a whole new generation of entrepreneurs is able to get involved in the mainstream economy," said MIT student Holly Jo Sparks.

Chase ran the competition for 13 years in New York, but decided to move it to New Orleans this year at the suggestion of Ed Blakely, director of the city's Office of Recovery Development and Administration, who was familiar with the competition from his days as dean of the Milano New School for Management and Urban Policy in New York.

John Kallenborn, president of the New Orleans region for Chase Bank, said that about half of the projects in New York got built each year regardless of whether they won. He expects the same thing will happen with the New Orleans projects, which were slated for neighborhoods across the city on themes as diverse as an eco park, community center, warehouse, garden project and economic development for the arts.

A project by the Milano New School to build a mixed-income residential-commercial environmentally certified development in the Lower Garden District took second place, winning \$15,000 for Volunteers of America of Greater New Orleans' Renaissance Neighborhood Development Corp.

Third place went to Tulane University business and architecture students for their plan to create elderly housing at the Bartholomew Golf Course in the Gentilly Woods-Pontchartrain Park area. The Pontilly Disaster Collaborative will receive a \$10,000 prize to support the effort.

Chase plans to continue the competition in New Orleans in hopes that it will help revitalize the city and attract young professionals to the area.

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Central City project wins student contest

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FRANZ BUILDING
2016 Oretha
Castle Haley Blvd.



DANNY BOURQUE / THE TIMES-PICAYUNE

THE CONTEST

A community development competition sponsored by JP Morgan Chase Bank. Chase ran the competition for 13 years in New York, but decided to move it to New Orleans this year.

THE WINNERS

A team of students from Washington University in St. Louis and the Massachusetts Institute of Technology

THE PRIZE

\$25,000 in seed money to get started on the \$2.1 million renovation of the Franz Building in Central City to support the activities of a nonprofit business incubator.

Prize is \$25,000
to start renovation

By Rebecca Mowbray
Business writer

A team of students from Washington University in St. Louis and the Massachusetts Institute of Technology have won the first community development competition in New Orleans with a plan to renovate a historic building in Central City to support the activities of a nonprofit business incubator.

As a prize, JP Morgan Chase Bank NA gave the incubator, the Good Work Network, \$25,000 in seed money to get started on the

\$2.1 million renovation of the Franz Building at 2016 Oretha Castle Haley Blvd.

Phyllis Cassidy, executive director of the nonprofit, which last year helped more than 600 businesses, most of them startups, said she will use the students' plan to raise money for the project. "We got a very polished and sophisticated business plan," she said.

The winning team, made up of undergraduate architecture students from Washington University and graduate urban planning students at MIT, beat eight other teams in the Chase community development competition.

The students, many of whom have been volunteering in New Orleans over the past

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