

# PROPOSED TERRITORY



New Orleans, LA



## Territory Overview

This **New Orleans** territory blends the laid-back charm of Uptown, the vibrant pulse of the French Quarter and the cultural heart of Mid-City. From festivals and second lines to school fundraisers and sunny park days, there's always a reason to celebrate—and cool down. And let's be honest—you live here, we don't need to tell you it's perfect.

With a customer base that spans families, students, artists, tourists, and lifelong locals, this territory is packed with potential. Year-round warm weather, a jam-packed calendar of festivals, and a strong tradition of supporting local businesses make this a natural home for The Arco.



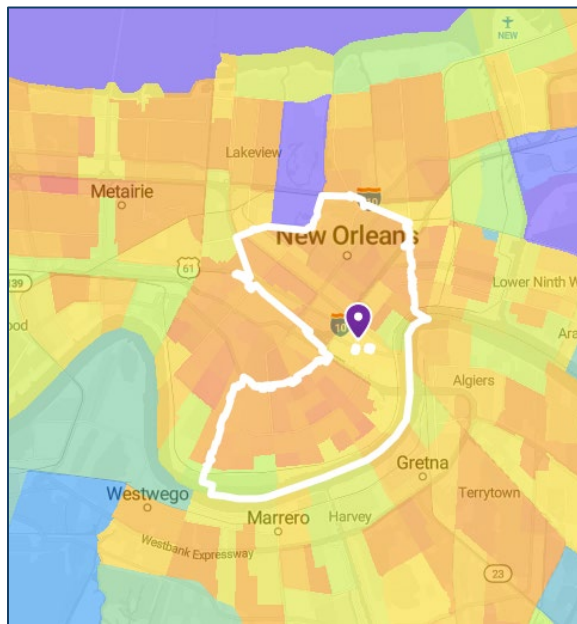
## Territory Benefits

- 1. Strategic Location:** This territory includes some of New Orleans' most recognizable and high-traffic neighborhoods—ideal for mobile operations. From the family-friendly blocks of Uptown to the tourist-heavy French Quarter and the cultural centers of Mid-City and Treme, there's no shortage of events, parks, festivals, and foot traffic. It's a market where shaved ice practically sells itself.
- 2. Major Tourism Destination:** New Orleans consistently ranks among the top U.S. cities for tourism—including the #5 spot on Travel + Leisure's 2024 "World's Best Awards" and the #1 food destination in the U.S. according to Tripadvisor. As a major cultural and culinary capital, the city draws millions of visitors annually. For a mobile business like Rainbow Snow, that means constant access to new customers, high-volume event opportunities, and the chance to build brand buzz beyond just your neighborhood.
- 3. First-to Market Advantage:** As the first Rainbow Snow franchise in New Orleans, this location sets the tone. You're not just joining a brand—you're building its local identity from the ground up. That comes with early-mover advantages, name recognition, and the ability to establish anchor relationships with schools, event organizers, and neighborhood associations before anyone else does.

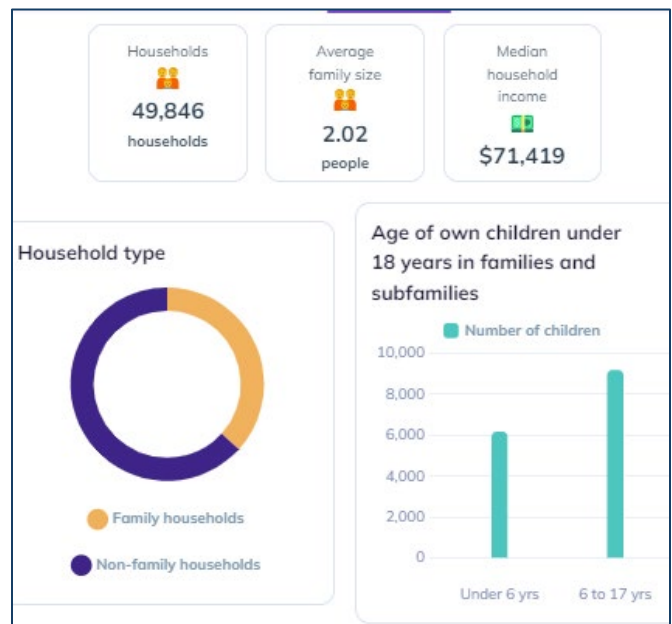
## Demographic Spotlight

With a total population of approximately 103,000, this territory represents a high-value slice of New Orleans proper—home to some of the city's most walkable, event-driven neighborhoods like the French Quarter, Garden District and Mid-City. Average home values in this area exceed \$450,000, with household incomes averaging \$72,000—significantly above the citywide median and signaling strong disposable income and a stable housing market. That financial stability, paired with a deeply rooted culture of gathering, makes this a prime environment for mobile food businesses. Tourism adds another layer of opportunity. In 2023, Louisiana welcomed 42.6 million visitors, generating \$18.1 billion in spending. With Mardi Gras alone contributing nearly \$900 million to the local economy, the volume and diversity of foot traffic in this territory creates consistent, high-visibility sales potential for a mobile shaved ice concept.

### Strong Population Density



### Strong Household Income



### Average Home Values > \$450,000

