



Restore, Renew, Reimagine

A Campaign for the
Heart of the French Quarter

Gift Recognition Opportunities

The Historic New Orleans Collection





WELCOME CENTER



ENGAGEMENT GALLERY



WATERSHED GALLERY



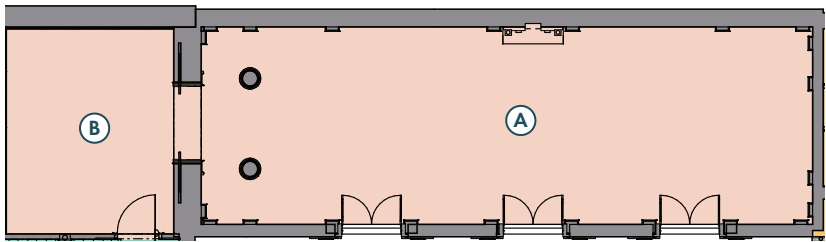
MONUMENTAL STAIR



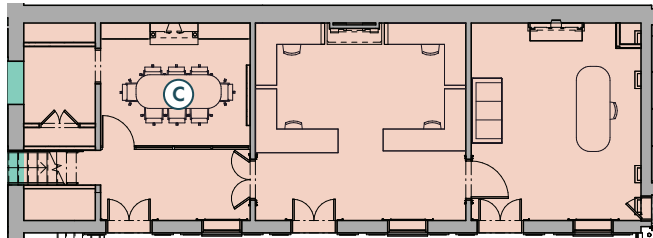
Counting House 533 Royal Street

The Counting House takes its name from the banking activities conducted there by the Lizardi Brothers firm throughout the 19th century. Originally constructed as a warehouse by Jean François Merieult in 1794–95, the Lizardis purchased the property in the 1830s, transforming the first floor into a grand Greek Revival space and adding a second story and gallery. With its proximity to the Merieult House and grand courtyard, the Counting House has served as one of HNOC’s premier spaces for seminars, receptions, and other public gatherings.

The Counting House will remain a site of conviviality and community, with updated event and staging space.



FIRST FLOOR

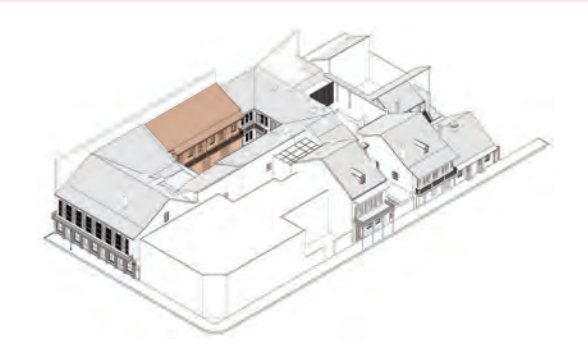
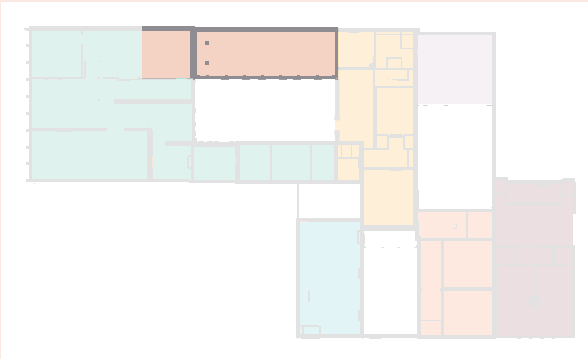


SECOND FLOOR

COUNTING HOUSE				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Counting House	\$3,000,000	1	\$3,000,000
B	Pre-Function Room	\$150,000	1	\$150,000
C	2nd Floor Community Conference Room	\$100,000	1	\$100,000



COUNTING HOUSE

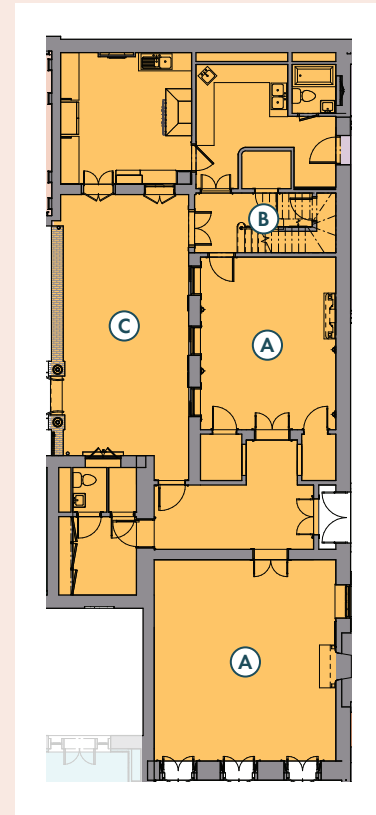




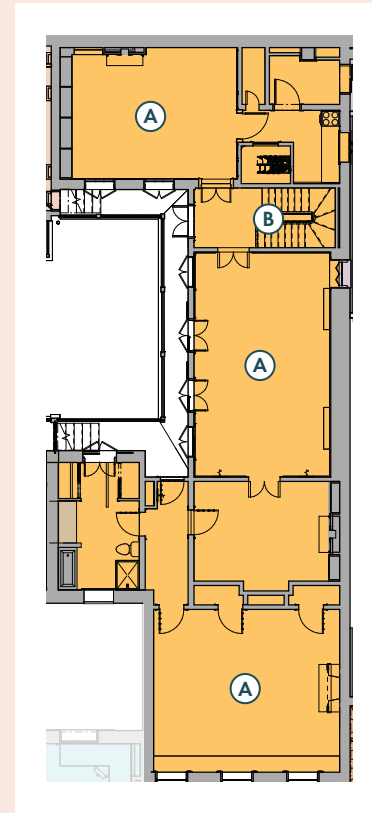
Williams Residence 718 Toulouse Street

A keystone of the 533 Royal Street campus, this 1889 Italiante townhouse was originally constructed as a private home and boarding house by Jean Baptiste Trapolin. General L. Kemper and Leila Williams purchased the home and adjoining property in 1938 as part of a burgeoning preservation movement. The house underwent substantial renovations in the 1940s, and the Williamses lived there from 1946 until 1964.

Since 1974, the residence has operated as a historic house museum. It will continue to fulfill this purpose on reopening, honoring our founders' wish to "preserve the way of life in the Quarter in bygone days."



FIRST FLOOR

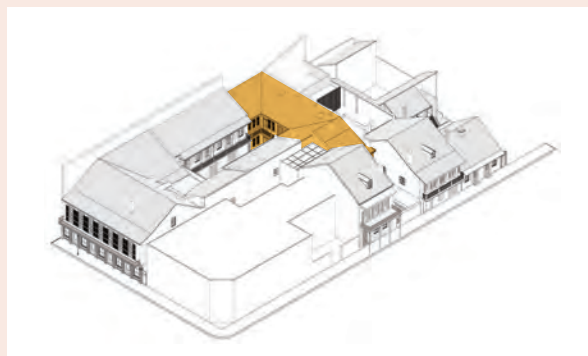
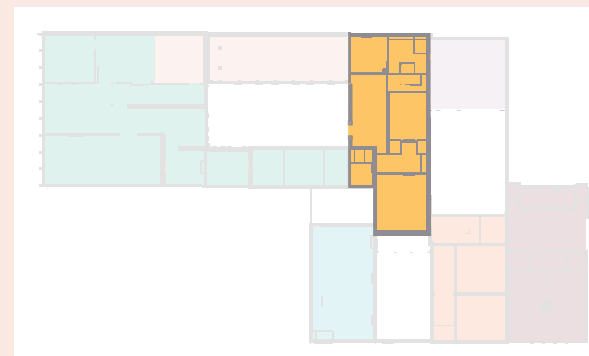


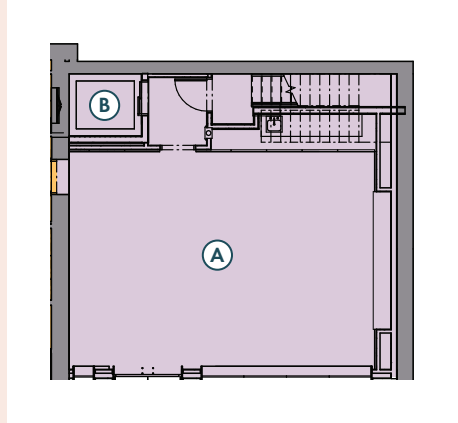
SECOND FLOOR

WILLIAMS RESIDENCE				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Williams Residence Rooms	\$150,000	5	\$750,000
B	Williams Residence Staircase	\$100,000	1	\$100,000
C	Patio Foundation Restoration	\$50,000	1	\$50,000

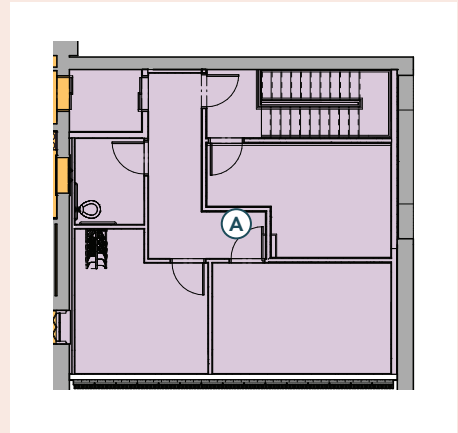


LEILA WILLIAMS BEDROOM (PRE-RESTORATION)

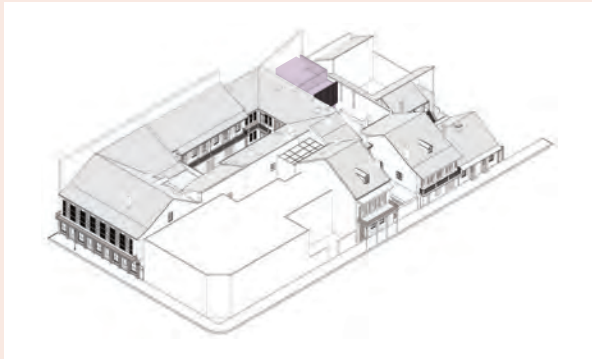
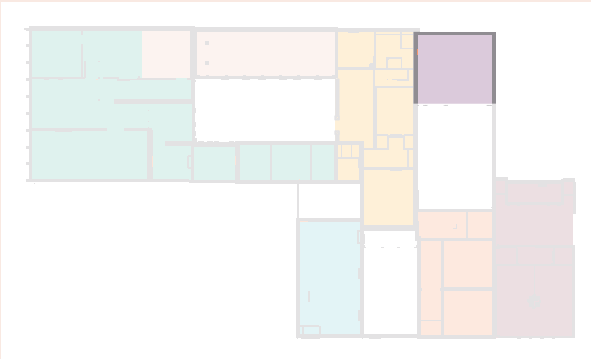




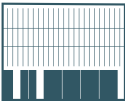
FIRST FLOOR



SECOND FLOOR



Garden Building 718 Toulouse Street



The Garden Building will be the only new construction on the campus. Replacing an outdated, non-historic mechanical facility, this new multipurpose construction will provide additional community event space to the complex. Its second floor will also hold the mechanical systems for the entire campus, removing strain from HNOC’s historic buildings.

GARDEN BUILDING				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Garden Building	\$1,000,000	1	\$1,000,000
B	Elevator	\$25,000	1	\$25,000



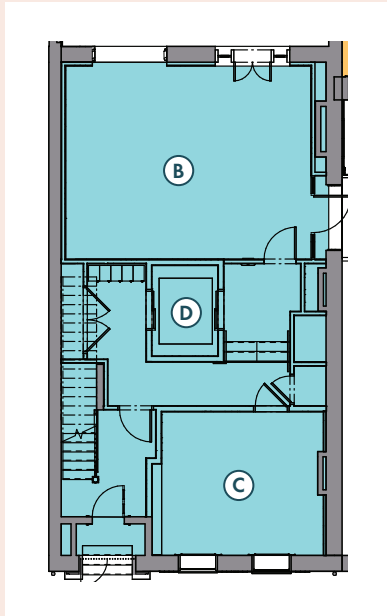
GARDEN BUILDING AND COURTYARD C



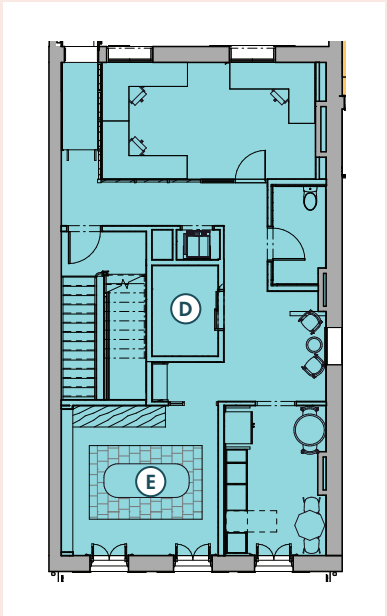
Townhouse 714 Toulouse Street

Originally constructed in 1827 as a two-story bank by the Consolidated Association of the Planters of Louisiana, this property has fulfilled many purposes through the centuries, including as a boardinghouse, brothel, and gift shop. Renovations in 1888 transformed it into a contemporary American lodging house. Purchased and sold by the Williamses, the property was reacquired by HNOC in 1980 to serve as museum offices.

The Townhouse is a cornerstone of HNOC’s plan to fully open the 533 Royal Street campus to the public. It will connect circulation from the front of the campus to the back, feature important exhibition content, and facilitate community events, with a dedicated catering kitchen and conference space.

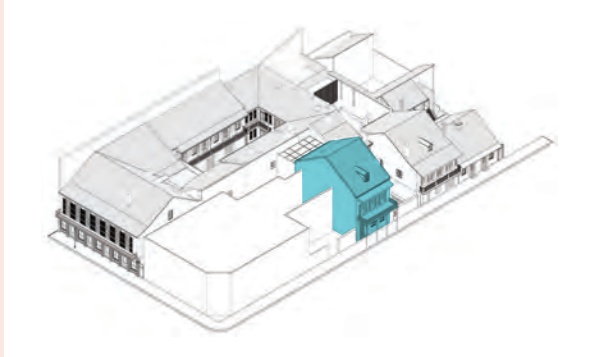
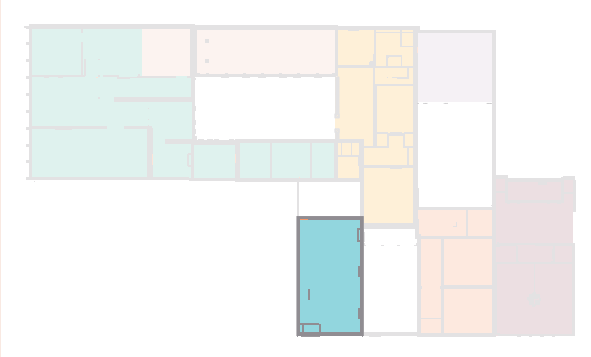


FIRST FLOOR



SECOND FLOOR

TOWNHOUSE				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Townhouse	\$750,000	1	\$750,000
B	History Below Our Feet Exhibit	\$100,000	1	\$100,000
C	Catering Kitchen	\$50,000	1	\$50,000
D	Elevator	\$25,000	1	\$25,000
E	2nd Floor Conference Room	\$100,000	1	\$100,000



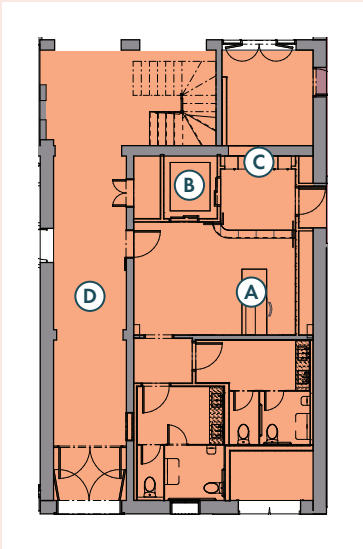
HISTORY BELOW OUR FEET EXHIBIT



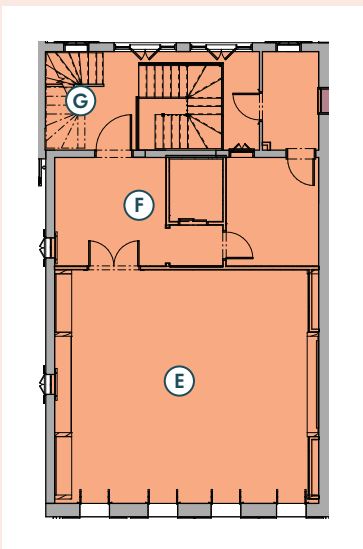
Guillot House 722 Toulouse Street

Constructed between 1805 and 1810 by prominent architect builders, Joseph Guillot and Claude Gurlie, this Creole townhouse was used for a time as a retail and storage space. It eventually became a boarding house and was memorialized in Tennessee Williams’s semi-autobiographical play, *Vieux Carré*, recalling his time lived there in the late 1930s. The property was purchased by Kemper and Leila Williams in 1945. In 1977, HNOC restored the Guillot House to match 1852 renderings. It housed different museum functions until 2023.

The Guillot House will reopen as a group welcome center and classroom space. Offering a convenient drop-off point on Toulouse Street, the building will serve as a campus entry for hundreds of annual student field trips and group tours.



FIRST FLOOR



SECOND FLOOR

GUILLOT HOUSE				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Toulouse Street Welcome Center	\$500,000	1	\$500,000
B	Elevator	\$50,000	1	\$50,000
C	Locker Bank (18)	\$75,000	1	\$75,000
D	Toulouse Street Courtyard Passage	\$75,000	1	\$75,000
E	Classroom/Event Space	\$300,000	1	\$300,000
F	Tennessee Williams Loggia	\$100,000	1	\$100,000
G	Tennessee Williams Stair + Stairway	\$150,000	1	\$150,000



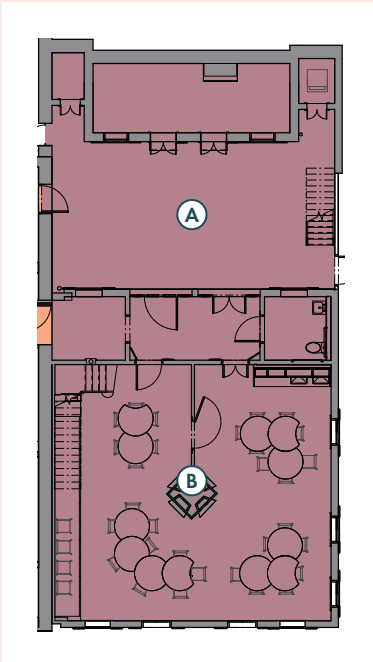
TOULOUSE STREET WELCOME CENTER



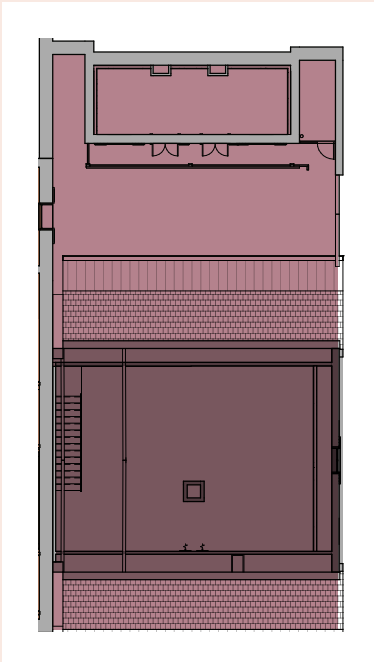
Creole Cottage 726–728 Toulouse Street

A typical example of one of the French Quarter’s most characteristic architectural styles, the Creole Cottage was built in the 1830s. Its colorful history includes belonging to Thomy Lafon, once the country’s wealthiest Black men, and hosting “Rent-a-Hippie” tours in 1968. HNOC purchased the cottage from the Lafon estate in 1989. An archeological dig under the house found evidence of an early French colonial military barracks. Until 2025, the cottage was the workspace for HNOC’s preparatory department.

Never before opened to the public, the Creole Cottage will soon welcome thousands of students from across the region as the HNOC Education Center to learn about the historical and cultural impact of New Orleans.



FIRST FLOOR

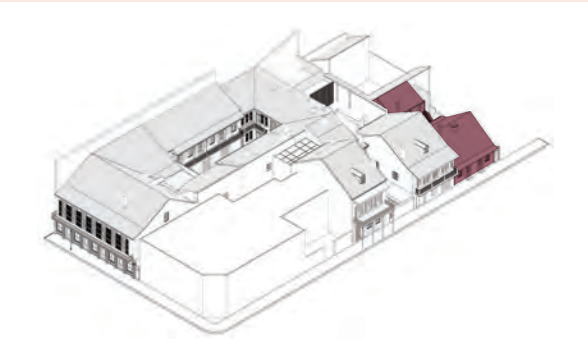
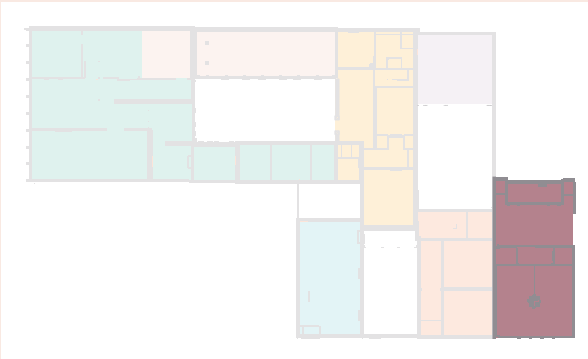


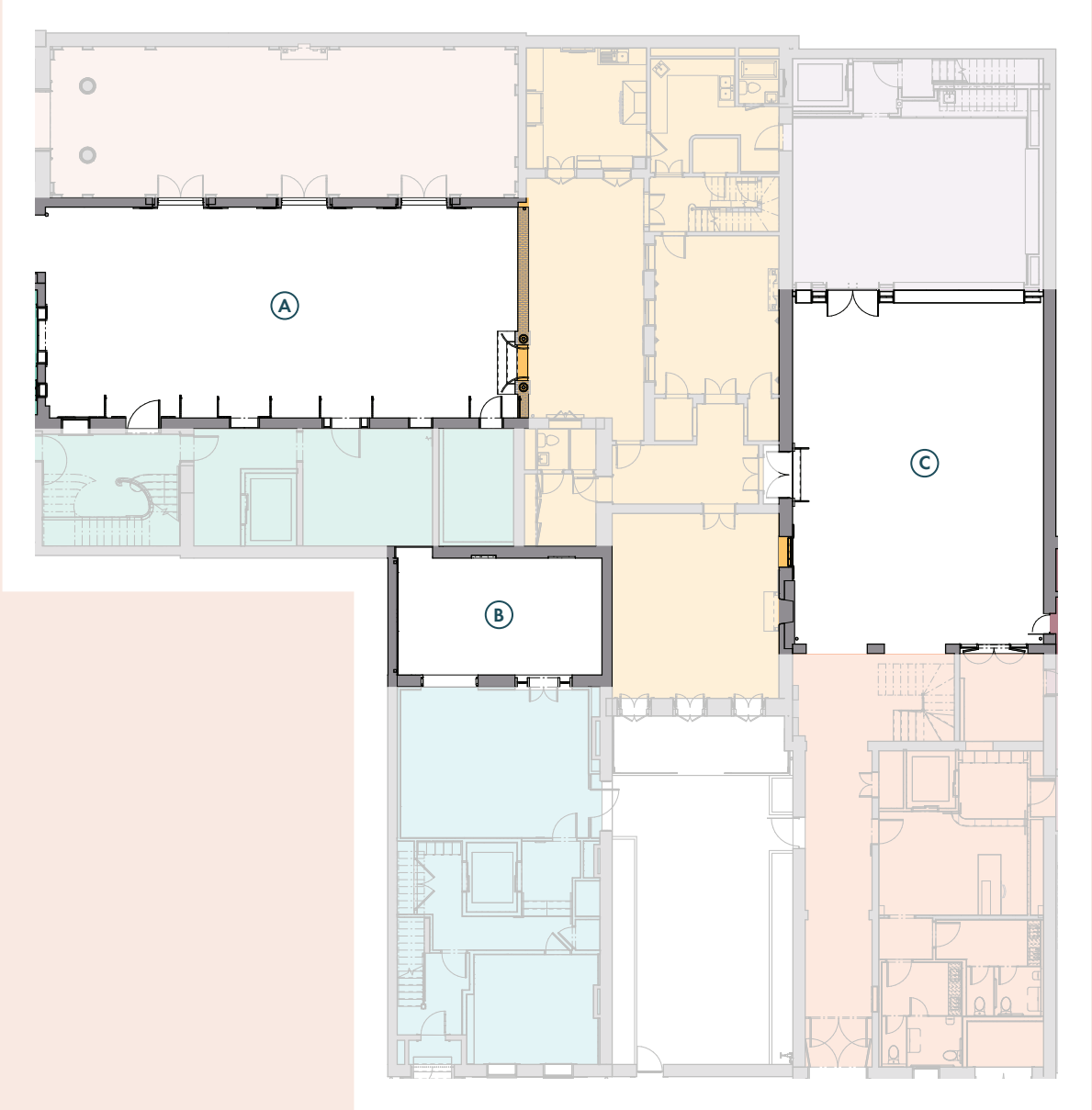
SECOND FLOOR

CREOLE COTTAGE				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Education Center (Creole Cottage + Guillot House)	\$2,500,000	1	\$2,500,000
B	Education Center Classroom	\$500,000	1	\$500,000



EDUCATION CENTER CLASSROOM





Courtyards

Enclosed courtyards are an iconic feature of French Quarter architecture. Previously, only one courtyard on the 533 Royal Street campus was open to the public. After renovation, HNOC will welcome visitors to four of these enchanting spaces.

Courtyard A is located in the heart of the campus. In addition to serving as the primary courtyard, it will act as a premiere entertainment space, supporting events at the Counting House and offering a unique indoor/outdoor experience for visitors.

Courtyard B will be re-imagined as a glass-topped atrium, serving as a prime gathering space for group tours, or a place to pause while circulating through the campus.

At the rear of the campus is Courtyard C. Boasting lush native landscaping, this Courtyard will offer relaxation and entertainment in equal measure, with the ability to support community events, while also offering food and music pop-ups that celebrate New Orleans culture.

COURTYARDS				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Courtyard A	\$2,000,000	1	\$2,000,000
B	Courtyard B (glass-topped atrium)	\$500,000	1	\$500,000
C	Courtyard C	\$1,000,000	1	\$1,000,000



Additional Recognition Opportunities

The renewed and restored 533 Royal Street campus will allow visitors ample opportunities to experience and enjoy the heart of the French Quarter in a museum setting. With state-of-the-art technology, ADA+ accessibility, and LEED-Silver status, the *Renew, Restore, Reimagine* project offers a multitude of investment and recognition opportunities that can be tailored for any supporter.

ADDITIONAL RECOGNITION OPPORTUNITIES				
LOCATION ON MAP	SPACE	AMOUNT	#	TOTAL
A	Gallery Technology	\$250,000	1	\$250,000
B	Classroom Technology	\$100,000	1	\$100,000
C	LEED-Silver Status	\$100,000	1	\$100,000
D	ADA Compliance	\$100,000	1	\$100,000
E	Benches	\$50,000	5	\$250,000
F	Courtyard C Fountain	\$50,000	1	\$50,000
G	Landscaping	\$50,000	1	\$50,000



ENGAGEMENT GALLERY



COURTYARD B (GLASS-TOPPED ATRIUM)



WATERSHED GALLERY



LAYERS OF TIME EXHIBIT (LEFT) AND LAYERS OF HISTORY EXHIBIT (RIGHT)



COUNTING HOUSE PRE-FUNCTION ROOM



TENNESSEE WILLIAMS LOGGIA



GARDEN BUILDING PROGRAMMING SPACE



The Historic New Orleans Collection

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