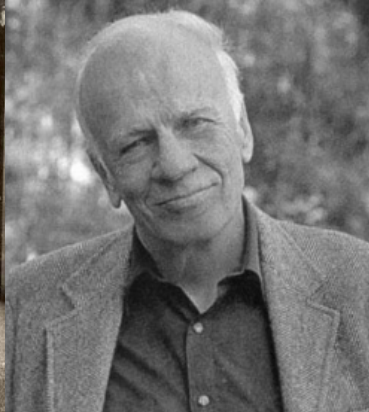


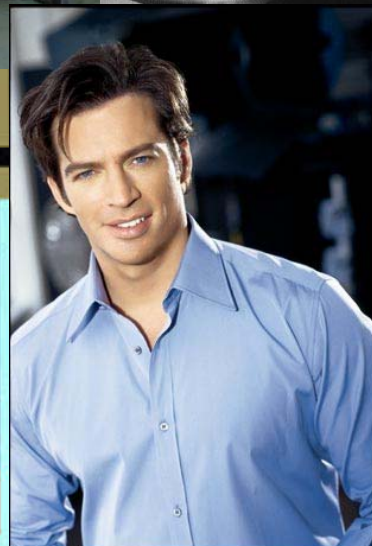
REPORT OF THE CULTURAL COMMITTEE
MAYOR'S BRING NEW ORLEANS BACK COMMISSION

January 17, 2006





A Confederacy of DUNCES
WINNER OF THE PULITZER PRIZE
JOHN KENNEDY TOOLE



OVERVIEW OF PRESENTATION

- INTRODUCTION – Cesar Burgos
- CULTURAL COMMITTEE'S PROCESS – Cesar Burgos
- CURRENT SITUATION AND FINANCIAL PICTURE – Jay Weigel
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CULTURAL COMMITTEE'S PROCESS

THE CULTURAL COMMITTEE PREPARED ITS RECOMMENDATIONS BY:

- Appointing Steering Committee
 - 16 diverse leaders in the creative industries
- Collecting data
 - Urban Land Institute; London School of Economics; State of Louisiana Division of Culture, Recreation and Tourism; New Orleans City Council members
 - General public
- Appointing Advisory Boards
- Conducting public meetings



CULTURAL COMMITTEE'S PROCESS, cont'd

- Conducting research
 - Survey of cultural organizations and artists
 - Interviews with local artists and cultural leaders
 - Examining cultural investment strategies in other cities
- Hiring expert counsel
 - AEA Consulting and Economics Research Associates
- Securing funding for the planning and analysis from Louise T. Blouin Foundation
- Aligning our recommendations with those emerging from other BNOB Committees
- Creating Framework for Action and strategic objectives

FRAMEWORK FOR ACTION

THE CULTURAL COMMITTEE RECOMMENDS A THREE YEAR STRATEGIC INVESTMENT TO REBUILD THE CULTURAL ECONOMY OF NEW ORLEANS

Our Framework for Action will achieve five distinct but mutually reinforcing objectives:

1. Rebuild our talent pool of artists, cultural groups and cultural entrepreneurs
2. Support community-based cultural traditions and repair and develop cultural facilities
3. Market New Orleans as a world-class cultural capital
4. Teach our arts and cultural traditions to our young people
5. Attract new investment from national and international sources

FRAMEWORK FOR ACTION

CULTURAL RESTORATION OVERSIGHT COMMISSION

- We also recommend the creation of the New Orleans Cultural Restoration Oversight Commission, composed of nationally recognized cultural leaders and opinion shapers, to guide the implementation of this plan
- Such a Commission will bring visibility and credibility to our efforts, and expand our connections to the ideas, people and resources that will help us succeed

Our strategies align closely with the plan of the overall BNOB Commission and that of the State of Louisiana's Division of Culture, Recreation and Tourism as we have met with these agencies.

CURRENT SITUATION

IN THE WAKE OF KATRINA, THE CITY'S VERY EXISTENCE HAS BEEN THREATENED AND ITS CULTURAL ECONOMY HAS BEEN DECIMATED

- Our cultural institutions have suffered extensive physical damage including:
 - 260 nonprofit cultural institutions such as museums, arts centers, performance halls, and other nonprofit cultural venues
 - 750 commercial arts enterprises such as music clubs, art galleries and recording studios
- 4,000+ members of the cultural community were forced to leave and, at present, are unable to return
- The social aid and pleasure clubs, Mardi Gras Indian tribes, brass bands, and second line companies – arguably the heart of community traditions that nourish our City's unique musical and visual culture – have been shattered by the storm
- Both local and tourist audiences have been severely reduced

CURRENT SITUATION, cont'd

A RECENT SURVEY OF THE CULTURAL SECTOR CAPTURES THE DAMAGE.

- More than 11,000 creative sector workers have been terminated
- Total employment in the creative economy has suffered a 66% reduction
- 75% of the city's 260 nonprofit cultural institutions remained closed as of November 30
- Uninsured damage to cultural properties, arts business and artists exceeds \$80 million
- Fewer than 10% of our musicians remain in the City
- Financial losses for social aid and pleasure clubs, Mardi Gras Indian tribes, second line companies are conservatively estimated at over \$3 million



CURRENT SITUATION, cont'd

INVESTING IN THE CULTURAL SECTOR GENERATES SUBSTANTIAL ECONOMIC RETURNS.

The State of Louisiana and the City of New Orleans invested approximately \$2 million in the *nonprofit cultural economy* of the City in 2003, and generated:

- 10,000 creative economy jobs
- \$45.5 million in spending by arts organizations
- \$259 million in spending by arts audience
- \$17 million in city tax revenue
- \$15 million in state tax revenue
- \$300.5 million in wider economic impact

The city's *for-profit creative industries* – film studios, commercial theaters, art galleries – made a comparable contribution:

- 750 commercial arts businesses expended an annual payroll of over \$253 million
- The 4,000 culture-related sole proprietorships have annual receipts of nearly \$110 million

SUCCESSFUL CITIES INVEST IN CULTURE, cont'd

IN NEW ORLEANS WE HAVE UNDER-INVESTED IN THE DEVELOPMENT OF OUR CREATIVE SECTOR

As a result, the returns produced by New Orleans' cultural economy have lagged behind those of other cultural capitals

| City | Investment | Cultural Spend |
|---------------|---------------|----------------|
| New Orleans | \$2 million | \$45.5 million |
| San Francisco | \$56 million | \$706 million |
| Montreal | \$350 million | \$3.5 billion |
| Vienna | \$203 million | \$500 million |

A COMMITMENT TO OUR FUTURE

CULTURE IS BUSINESS IN NEW ORLEANS

- DURING HIS VISIT TO THE CITY LAST WEEK, THE PRESIDENT SAID...

“the federal government has appropriated \$85 billion to the Gulf Coast and \$25 billion has been spent so far...spending for the remaining \$60 billion ‘is in the pipeline’.”

New York Times, January 12, 2006

- OUR REQUEST IS FOR LESS THAN 1% OF THAT TOTAL AMOUNT – IS THAT TOO MUCH TO RESORE THE SOUL OF OUR CITY?
- WE DON'T THINK SO!

VISION FOR OUR CULTURAL SECTOR

NEW ORLEANS' CULTURE IS UNIQUE, SOMETHING PEOPLE AROUND THE WORLD APPRECIATE.

- Culture defines the Soul and Spirit of the City
 - Creole and Cajun cuisine
 - Jazz
 - Mardi Gras
 - Southern artists and writers
 - Craft traditions and folk ways
- The culture of the City is essential to its well-being - it will die if it is unattended
- New Orleans must rebuild the levees and address people's need for shelter
- Culture can and should serve as the catalyst to rebuild New Orleans
- Culture will bring back the City we love and culture will stimulate our economic revival

VISION FOR OUR CULTURAL SECTOR, cont.

The soul and spirit of a people speak through their culture and their arts, testifying across eras and national boundaries to the quality and vitality of their civilization...

THE CULTURE OF NEW ORLEANS **IS** ITS IDENTITY

- Collective expression of the background of our people - African, European, Caribbean, South American and Asian
- Musical, visual, culinary, architectural, literary and graphic arts draw people to live in and visit the City

| Music | Literature | Cuisine | Art & Architecture |
|---|---|--|--|
| <ul style="list-style-type: none"> ▪ Birthplace of Jazz ▪ 3rd Oldest Opera Co. ▪ Home of <ul style="list-style-type: none"> - Louis Moreau Gottschalk - Louis Armstrong - Sidney Bechet - Lester Young - Jelly Roll Morton - Mahalia Jackson | <ul style="list-style-type: none"> ▪ Hub of Southern Writing <ul style="list-style-type: none"> - George Cable - Laficadio Hearn - Tennessee Williams - William Faulkner - Walker Percy - Lillian Hellman - John Kennedy Toole | <ul style="list-style-type: none"> ▪ Creole & Cajun ▪ Almondine & Menuire ▪ Gumbo ▪ Pralines ▪ Jambalaya ▪ Blackened Redfish ▪ Crawfish Etoufee ▪ Paul Prudhomme ▪ Emeril Lagasse | <ul style="list-style-type: none"> ▪ Architects <ul style="list-style-type: none"> - James Gallier - Henry Howard - H.H. Richardson ▪ Photographer <ul style="list-style-type: none"> - E.J. Bellocq ▪ Cartoonist <ul style="list-style-type: none"> - George Herriman ▪ Visual Arts <ul style="list-style-type: none"> - Ida Kohlmeyer - John Scott - Enrique Alferez |

SUCCESSFUL CITIES INVEST IN CULTURE

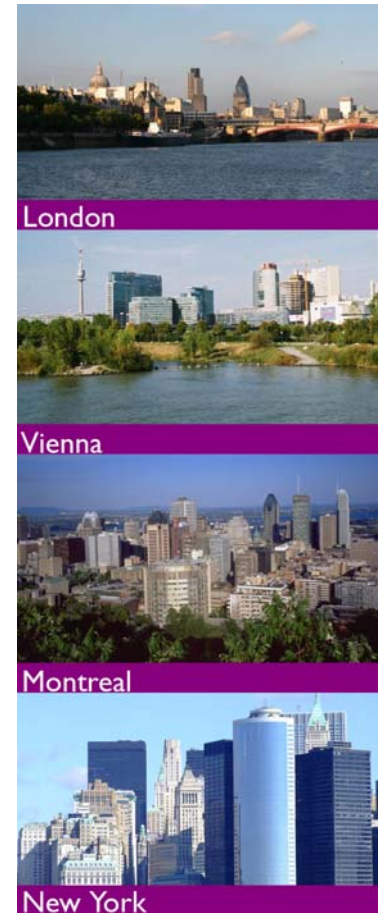
CULTURAL TOURISM IS GROWING WORLD-WIDE. NEW ORLEANS CAN AND SHOULD TAKE ADVANTAGE OF THIS PHENOMENON.

Successful cities – London, Vienna, Montreal and New York
– invest heavily in their cultural assets as a strategy to:

- Revitalize and sustain their economies
- Trigger neighborhood redevelopment
- Improve the education of their young people

These cities:

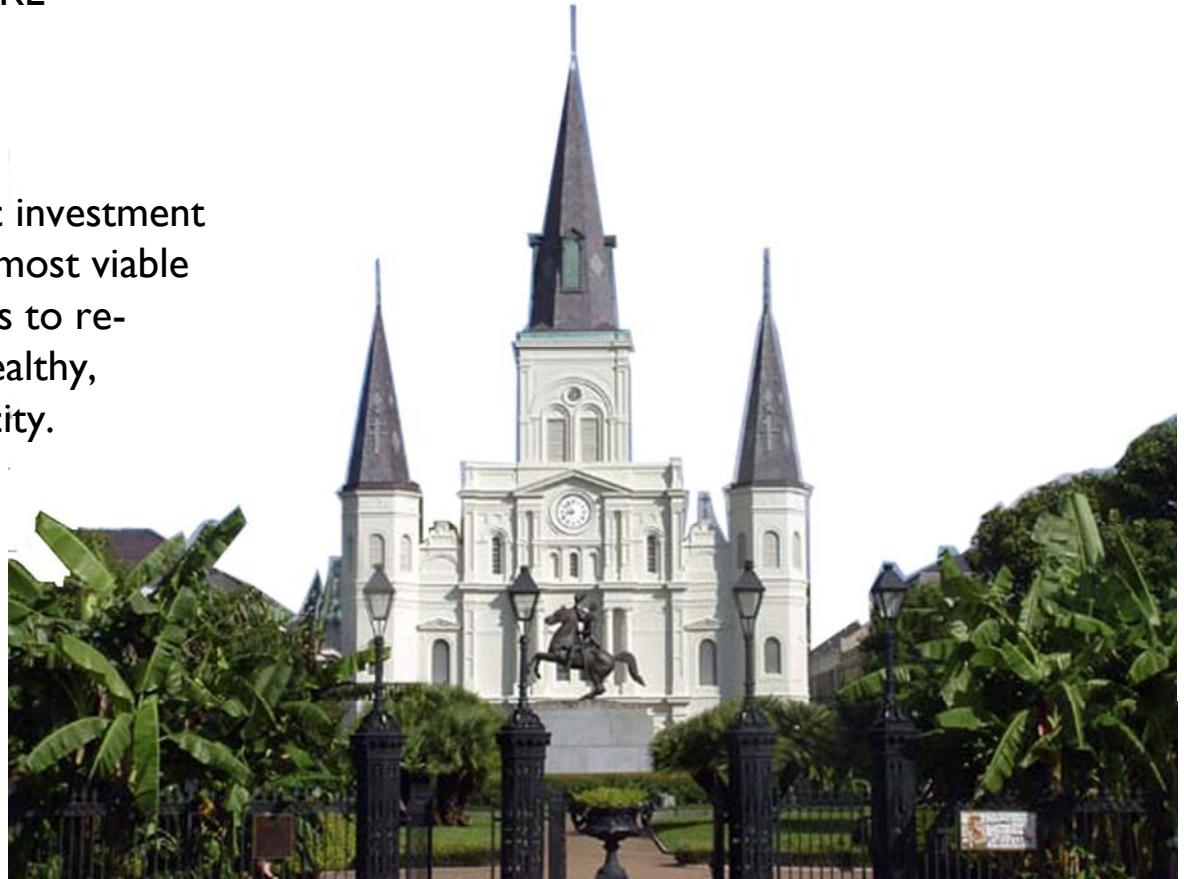
- Construct affordable housing and workspaces for artists and musicians
- Offer business training and marketing support for cultural entrepreneurs
- Fund nonprofit cultural organizations
- Construct cultural facilities that invigorate communities



SUCCESSFUL CITIES INVEST IN CULTURE, cont'd

NEW ORLEANS HAS BARELY TAPPED THE ECONOMIC POTENTIAL OF ITS UNIQUE CULTURE

A sustained, strategic investment in our culture is the most viable way for New Orleans to re-establish itself as a healthy, vibrant, world-class city.



OBJECTIVE I

REBUILD OUR TALENT POOL

THE COMPREHENSIVE STRATEGY TO ASSIST OUR ARTISTS AND CORE INSTITUTIONS HAS FOUR KEY COMPONENTS:

- I.1 Provide funding to restore nonprofit cultural organizations to full operation
- I.2 Assist artists regain their footing with cultural employment that serves the public
- I.3 Provide loans and grants to develop and market cultural products, and offer training and business support to cultural entrepreneurs
- I.4 Develop e-commerce resources to connect artists, cultural organizations and associations to audiences and markets

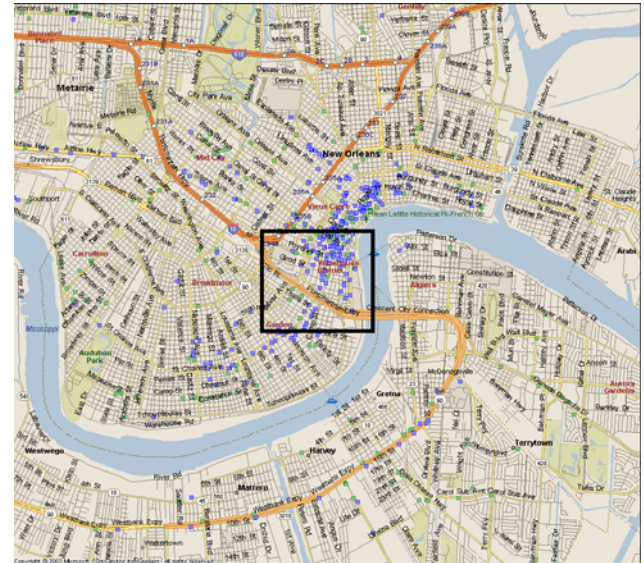


OBJECTIVE 2

SUPPORT COMMUNITY BASED CULTURAL TRADITIONS AND REPAIR AND DEVELOP CULTURAL FACILITIES

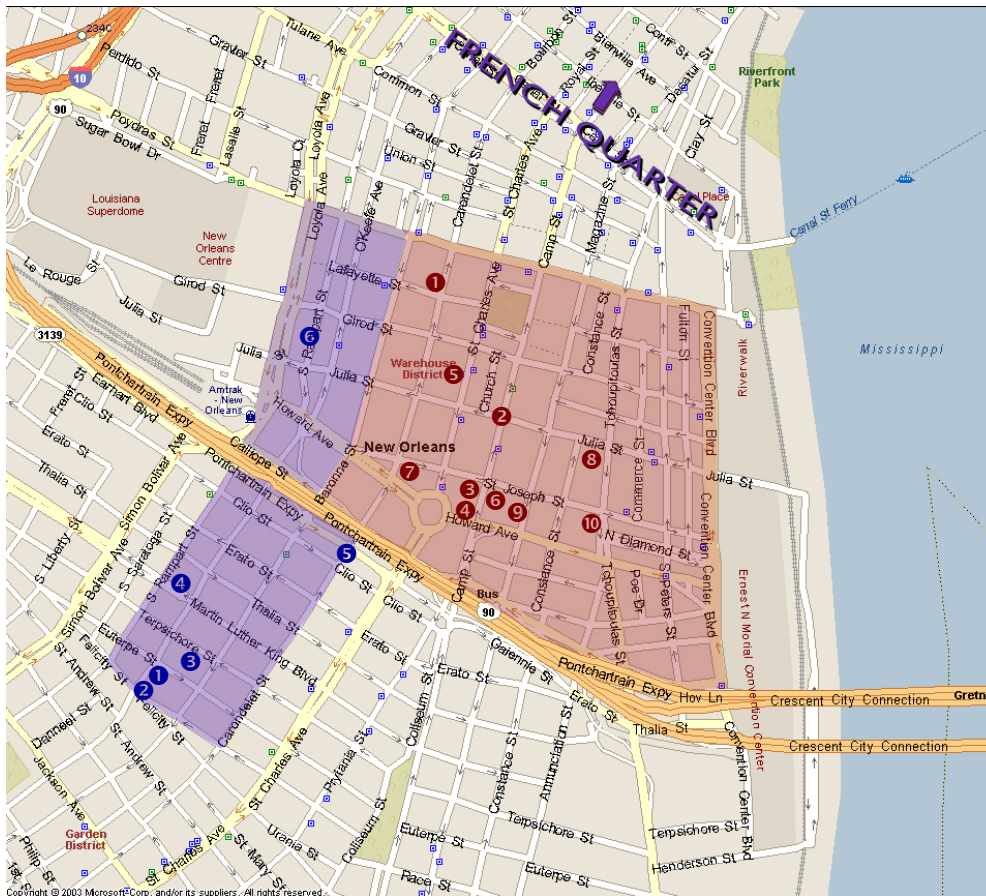
AN OVERARCHING STRATEGY TO RESTORE OUR CULTURAL FACILITIES AND
IMPROVE OUR BUILT ENVIRONMENT WILL INVOLVE:

- 2.1 Repair and restore uninsured damage to cultural properties
- 2.2 Develop housing and work spaces for artists and cultural workers
- 2.3 Support community-based cultural traditions and rebuild or develop community arts centers and cultural attractions in all neighborhoods
- 2.4 Raise the City's Percent for Art from 1% to 2% (of government construction projects)
- 2.5 Develop the National Jazz Center and Linear Jazz Park, and expand and enhance the Arts District



OBJECTIVE 2

SUPPORT COMMUNITY BASED CULTURAL TRADITIONS AND REPAIR AND DEVELOP CULTURAL FACILITIES



Existing Arts District

- 1 Louisiana Endowment for the Humanities
- 2 15 galleries along Julia Street
- 3 Ogden Museum
- 4 Confederate Museum
- 5 Le Chat Noir
- 6 Contemporary Arts Center (CAC)
- 7 Artworks
- 8 Children's Museum
- 9 D-Day Museum
- 10 Howlin' Wolf Club



Proposed expansion of Arts District

- 1 Ashé Cultural Center
- 2 Barrister's Gallery & Cultural Center
- 3 Café Reconcile
- 4 Zeitgeist Gallery
- 5 3 Ring Circus Gallery
- 6 South Rampart Street Development (Linear Park)

OBJECTIVE 3

MARKET NEW ORLEANS AS A WORLD CLASS CULTURAL CAPITAL

WE PROPOSE A FOUR-PART CULTURAL MARKETING STRATEGY:

- 3.1 Aggressively promote the re-building city and its cultural offerings
- 3.2 Develop a marketing campaign that blends cultural promotion with rebuilding the city
- 3.3 Improve signage, orientation, translation and hospitality services
- 3.4 Strategically export our cultural treasures to markets around the world



OBJECTIVE 4

TEACH CULTURAL TRADITIONS TO OUR CHILDREN

THE EDUCATION POLICIES AND PRACTICES OF THE CITY AND STATE ARE IMPORTANT TO THE CULTURAL SECTOR.

We recommend four key strategies to enhance the teaching of the arts and cultural traditions:

- 4.1 Develop curricula on Louisiana's cultural history and cultural resources
- 4.2 Strengthen teaching in arts and culture
- 4.3 Expand Artist-in-Schools programs
- 4.4 Partner schools with local arts organizations and businesses



OBJECTIVE 5

ATTRACT NEW INVESTMENTS AND BUILD INFORMATION RESOURCES

A COMPREHENSIVE STRATEGY TO ATTRACT SIGNIFICANT PRIVATE INVESTMENT AND DEVELOP INFORMATION RESOURCES WILL INCLUDE THREE KEY STRATEGIES:

- 5.1 Create a comprehensive information clearinghouse on artists, cultural organizations, arts businesses and social aid and pleasure clubs and their losses as a result of Katrina
- 5.2 Promote national and international partnerships; secure assistance from needed advisors and from Sister City, Adopt-a-City, and Neighbor-to-Neighbor initiatives
- 5.3 Develop a coordinated framework for national and international investment in the cultural sector and work with leading funders to secure resources

CONCLUSION

The soul and character of New Orleans, of Louisiana, is based on its people, on the creative and cultural economy we now have a chance to truly develop. We will rebuild; we will be reborn; we will restore the soul of America.

From New Orleans Rebirth: Restoring the Soul of America

The Cultural Committee's proposed investments will:

- Revive the City's cultural base
- Benefit businesses and residents of every neighborhood
- Ensure the return of displaced artists and cultural workers
- Restore our leading cultural organizations
- Create new cultural venues that celebrate the City's history and its diverse neighborhoods
- Revitalize street life and performances
- Improve the education of young people
- Leverage other investments many times over

CONCLUSION

THE REBUILDING OF A VIBRANT CULTURAL SECTOR IN NEW ORLEANS IS OUR GENERATION'S RESPONSIBILITY TO BOTH PAST AND FUTURE GENERATIONS

The Committee commends this strategy to the Mayor's Commission as the means by which we can meet this responsibility and be held accountable for it.

We offer a motion for the Commission to receive these recommendations.



MEMBERS OF THE CULTURAL COMMITTEE

Cesar R. Burgos, Chairman

Wynton Marsalis, Co-Chairman

Steven Binger, Architect, Concordia Ilc, Community Planners and Architects

Eddie Bonner, President, NewOrleansBlack.com

Shirley Trusty Corey, President and CEO, Arts Council of New Orleans

Dr. Juan Jorge Gershanik, Medical Director, Neonatal Intensive Care, West Jefferson Medical Center

Dr. Richard Gruber, Executive Director, Ogden Museum of Southern Art

Barbara Lacen-Keller, Central City Partnership

Blaine Kern, Sr, Chairman, Kern Studios

Irvin Mayfield, Director, New Orleans Jazz Orchestra

Richard McCarthy IV, Economics Institute, Loyola University

David Ostreicher, Board President, New Orleans Jazz and Heritage Festival

Arthurine Payton, Government Affairs Manager, Cox Communications

Steven Pettus, Managing Partner, Dickie Brennan and Co.

Mayra E. Pineda, International Hospital for Children

Paul Prudhomme, Chef

Robert A. Stickney, Director, KPMG

Jay Weigel, Director, Contemporary Arts Center

