



ARTS COUNCIL OF NEW ORLEANS

To Preserve the City's Culture with Government as a Partner

Study after study has proven that at least 85% of artists are active in their community and VOTE! The Arts Council of New Orleans represents our unique community of artists. The cultural economy is the 2nd largest employer in Louisiana, and the culture of New Orleans is known worldwide.

The Arts Council of New Orleans encourages the creation of a Cultural Policy for the City of New Orleans to preserve, encourage, support and promote the cultural traditions of New Orleans. The Cultural Policy should provide culture stature and credibility, and act as a guide for city officials, artists of all mediums and for the public at large. The Arts Council recommends that the new Mayor and City administration acknowledge and undertake the following:

INVESTING IN OUR UNIQUE CULTURE

Successful cities invest in their strengths and their creative base. Yet, **New Orleans grants less than \$350,000 a year to arts organizations.** By comparison, cities with much less cultural cachet such as St. Louis invest \$3.5 million, Baltimore invests \$1.2 million, San Antonio \$6 million, and so on. To properly fund this investment, **the Arts Council proposes the City establish a dedicated funding stream to invest in Community Arts Grants** to support the arts and culture that bring the many visitors to New Orleans.

FUNDING ARTS THROUGH NEIGHBORHOOD DEVELOPMENT

New Orleans is a city of natural and architectural beauty, yet much of the city remains scarred and brutalized from Katrina. As the City continues to rebuild, **the Arts Council encourages the City to adopt Public Art in Private Development Requirements.** The existing Percent For Art ordinance, successfully administered by the Arts Council since 1984, dedicates public monies from 1% of capital improvement bonds to place art in the public venue. The proposed new ordinance would be modeled on successful legislation from around the nation and would **require all large scale projects privately developed within the city to include a work of public art equaling 1% of the project's building valuation; or to make a contribution of equal value to the existing Percent For Art program or to the Community Arts Grants.**

The State of Louisiana passed Broadway South tax credits in 2007, but the continued vacancy of downtown theaters has hindered the programs potential. **The Arts Council urges the Mayor's office to take the lead in working with the City's Office of Economic Development, Downtown Development District and Greater New Orleans Inc. to prioritize the re-development and re-openings of the Loews, Joy and Orpheum, in turn spurring continued needed development within the central business district.**

EXPORTING AND SUPPORTING OUR UNIQUE CULTURE TRADITIONS

As a port city, New Orleans is rightly focused on international business. The city's culture is a major attraction, especially to European, Asian, and South American clients. **The Arts Council proposes that artists and musicians be included in all trade missions, with exhibitions and concerts featured during all such trips.** New Orleans has 11 sister cities, and cultural promotion in these cities through exhibitions, concerts, and performances would further strengthen community ties.

New Orleans' second lines, Mardi Gras Indian celebrations, street musicians, and Jackson Square artist colonies are rightly famous throughout the world. However, the regulations and infrastructure of these traditions need to be updated. **The Arts Council proposes a re-evaluation of codes, permitting processes, and management to ensure these traditions continue to develop and thrive.**

COORDINATING ECONOMIC DEVELOPMENT

Pre-Katrina, the City had an Economic Development office focused on Arts & Culture. The Arts Council urges the City to re-establish this vitally needed office and assure that it is properly staffed to support performing, visual, literary, media, and culinary arts as well as the unique culture of our city. We encourage support of the building arts and the architectural heritage of New Orleans through historic preservation. Additionally, we encourage coordination of efforts by these artistic disciplines with the city's hospitality industries. **We further encourage the City to undertake active coordination of efforts with established non-profit organizations currently involved in protecting and promoting these creative disciplines. Many of the area's non-profit organizations have performed these duties over the last four years. Alternatively, we encourage turning economic development for music and arts over to these non-profits all together.**

The City created nineteen **Cultural Districts** in 2008. To continue to maximize the potential of these districts as well as fulfill reporting requirements, staff must be designated to manage, evaluate, and collect data on these districts, either within city government or through contracts to cultural non-profits. **The Arts Council further proposes examining further incentives to encourage the location of arts businesses, especially music, performing, and film businesses, within the boundaries of the Cultural Districts.**