

# Embrace the Culture



City of New Orleans  
Mayor LaToya Cantrell  
Presented by the  
Mayor's Office of Cultural Economy

Cultural  
Economy:  
Culture,  
Community, and  
Connection

2020-2021

PRESENTED BY THE MAYOR'S OFFICE  
OF CULTURAL ECONOMY

# What We Do

► The Office of Cultural Economy's mission is to stimulate economic activity and growth through our local cultural communities by creating opportunities for arts and creative producers to thrive. The Office achieves this mission through leading initiatives, curating events, forging partnerships, and connecting to the community in all areas of the cultural economy.



# Initiatives

► Creations, programs, and projects that innovate, inspire, and stimulate development in the cultural economy; fueling and attracting national and international investment





# Embrace the Culture

► Embrace the Culture was launched by the Mayor's Office of Cultural Economy to give a platform to artists in the pandemic, help them reach wider audiences, and earn revenue when traditional venues and businesses were unavailable. The series is a virtual show, the artists are paid a stipend, and the Office handles publicity and gives them a platform to collect tips and direct the audience to their work. The series features music, art, literature, culinary arts, film, yoga and meditation, and more. Multiple cultures are featured to represent the diversity of New Orleans.



**GEAUX LIVE NOLA**

live from the House of Blues New Orleans



# Embrace the Culture Components

EMBRACE THE CULTURE  
INVITES YOU TO

## HISPANOLA

LIVE VIRTUAL SERIES

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FRIDAY, OCTOBER 9, 2020  
3:00PM - 4:00PM

NEW ORLEANS JAZZ MUSEUM  
400 ESPLANADE AVENUE  
NEW ORLEANS, LA



HispaNOLA is a live virtual series hosted by Geaux Live NOLA, in conjunction with the City of New Orleans and the Office of Cultural Economy, honoring New Orleans' rich Hispanic culture. The series will feature a Hispanic culture bearer from the City of New Orleans each week throughout Hispanic Heritage month.

HispaNOLA Series runs from October 9 - November 13, 2020



live from the House of Blues New Orleans

<b>JANUARY 27th</b> <b>Sierra Green</b> and the <b>SOUL MACHINE</b>	<b>FEBRUARY 24th</b> <b>Jason Neville</b> <b>FUNKYSOUL BAND</b>
<b>FEBRUARY 3rd</b> <b>Johnny Sketch</b> and the <b>DIRTY NOTES</b>	<b>MARCH 3rd</b> <b>Zena Moses</b> w/ <b>RUE FIYA</b>
<b>FEBRUARY 10th</b> <b>Elliot Luv</b>	<b>MARCH 10th</b> <b>Saint Mercedes</b>
<b>FEBRUARY 17th</b> <b>Shaggedelic</b>	<b>MARCH 17th</b> <b>Omari Neville</b> and <b>THE FUEL</b>

**EVERY WEDNESDAY 2PM**

 NEW ORLEANS CULTURAL ECONOMY  EMBRACETHECULTURENOLA

- ▶ Geaux Live NOLA is a weekly virtual concert streamed from the city's iconic venues such as the House of Blues and historic Gallier Hall's Ty Tracy Theater and showcases local artists playing blues, jazz, funk, bounce, and more.
- ▶ HispaNOLA features musical artists from the Latin community.
- ▶ Wellness Wednesdays brings yoga, meditation, and mindfulness sessions to ease stress caused by the pandemic and everyday frustrations.
- ▶ Kids' Corner presents virtual shows to children sheltered at home and includes storytelling and children's plays by local groups such as the Princess and the Frog.
- ▶ Inspirational Mondays highlight the city's praise and gospel culture.
- ▶ Local filmmakers streamed their works, including the Black Film Festival.
- ▶ The series also includes readings by local authors, cooking demonstrations by local chefs, and virtual visual art shows.

BULBANCHA IS THE SUGAR AND THE SPICE  
 COLD CUPS AND POTHOLE PRAYERS ARE JUST A PART OF THE LIFE  
 SINGLE MAMAS OVERWORKED AND UNDERPAID IN THESE STREETS  
 TOURISTS FLOCK TO THE 9 IN BUSES NO MATTER THE  
 THE SWEET SOUL OF BULBANCHA IS RESTORING  
 LIKE THE STATUES COMING DOWN  
 AND THE STREETS ARE BEING  
 BITTERNESS RENAMED SWEETNESS  
 FORGIVEN RECLAIMED



Presented by the Mayor's Office of Cultural Economy  
**Embrace the Culture Weekly!**  
 Frank White

# Black Film Festival of New Orleans 2021

Friday March 26 3pm - 9pm \$0  
 2021 BFFNO Black Carpet kickoff  
 New Orleans Filmmakers Night  
 Cafe Istanbul 2372 St. Claude

Saturday March 27th 5pm - 11pm  
 The Diaspora Filmmakers Night  
 Broad Theater

Saturday April 3 2pm - 5pm  
 Virtual Awards Ceremony & live performances

Virtual Festival  
 March 28 - April 4  
 visit **BFFNO.com**  
 for more details and registration

contact [Glansmith@bffno.com](mailto:Glansmith@bffno.com) or follow us on Facebook and Instagram



## NATIONAL POETRY MONTH

### BRENDA MARIE OSBEY

Brenda Marie Osbey was appointed the first pre-selected Poet Laureate of the State of Louisiana in 2005. She is a New Orleans native. Osbey is currently an Assistant Professor of English in the African and African American Studies department at LSU. Some of Osbey's book publications include: *All Souls: Collected Poems* (LSU Press, 2015), *History and Other Poems* (Tina Bering Books, 2019), and *All Saints: New and Selected Poems*.

LSU Libraries  
 Follow her on Instagram and Facebook or subscribe to his YouTube Channel FrankWhite.



Frank White! He has been doing comedy since 2012. He of topics, "...or anything I find humor in, which is everything" pires him, he says, "Loving to make people laugh all the by other famous comedians such as Dave Chappelle, Martin, and Robert Townsend Jr. His transitional journey due been an experience like no other. He misses the stage and his material and get real feedback.

When asked about future projects, since he could not risk to use his ideas. So, please stay tuned, for more updates is what he does next! Follow him on @comedian\_frankwhite

## GEAUX LIVE NOLA

LIVE STREAM WEDNESDAYS EVERY WEDNESDAY 2PM

NEW ORLEANS CULTURAL ECONOMY  
 CITYOFNEWORLEANS

Embrace the Culture Virtual Series

#EMBRACETHECULTURENOLA

- MAY 20th: T-Ray the Violinist
- MAY 27th: Clarence Johnson, III
- JUNE 3rd: Joy Clark
- JUNE 10th: Chef Taya (Culinary Arts)
- JUNE 17th: Charlie V (Artist)
- JUNE 24th: Water Seed
- JULY 1st: Fermin Ceballos & Merengue 4-Four
- JULY 8th: Daria and the Hip Drops
- JULY 15th: Casme

# MADE TOGETHER

Celebrating Black History Month:  
 Conversations with Culinaris - Panel Discussion

ROUST-CHIEF ERICKA LASSAIR  
 OWNER OF "DIVA DAWG"

Ericka Michelle Lassaïr aka "Chef Diva" is a New Orleans native and Founder of "Diva Dawg Food Truck." She is a Tony Burch Foundation Fellow/Ambassador and was featured in the January 2017 Vogue magazine alongside Tony Burch.

In *Cosmopolitan's* "Get That Life," and an episode of *Modern Hero*, Ericka shares the story of her entrepreneurial journey.

PRESENTED BY MAYOR'S OFFICE OF CULTURAL ECONOMY  
 2/25/2021 12PM (CST)



# Embrace the Culture HispaNOLA Season 2

► Embrace the Culture returned in October 2021 with a new season featuring HispaNOLA, a Geaux Live NOLA series, for a six-week weekly performance in virtual space from the New Orleans Jazz Museum. It's important to uplift the diverse contributions of all our cultural bearers and musicians.







## Embrace the Culture To Be Continued

► Embrace the Culture is not ending when the pandemic ends. It is the goal of the Mayor's Office of Cultural Economy to continue to strengthen our cultural digital infrastructure through this series, get more artists online, diversify their revenue streams, and bring more diverse culture into the homes and hands of our residents, the nation, and the world. The program is based on the idea that culture, if given a platform to thrive, will be embraced, and that embracing culture is the ultimate expression of acceptance and support for the prosperity and success of a community as a whole.

# Access for Action

► Mayor LaToya Cantrell, City of New Orleans

► “We are in the midst of the most pivotal and unprecedented time of this generation; the ongoing challenges of the COVID-19 pandemic, systemic racism, and structural inequality are at our doorsteps calling for action. At a time where it could be easy to retreat, we continue to rise and mobilize as we always have. The Essence Festival of Culture has always been a reminder of the power, tenacity, and love generated by our people for our people. While we won’t be able to come together this July in the City of New Orleans, the virtual experience will allow us to celebrate and connect with one another across the globe at a time when we need it the most. The City of New Orleans and ESSENCE will partner in new ways at the virtual experience to launch the Unstoppable Collective and advance equity in our communities. We look forward to welcoming everyone back to the Crescent City for the 28th Essence Festival of Culture in 2022.”

The logo for ESSENCE, featuring the word "ESSENCE" in a bold, white, sans-serif font with a registered trademark symbol (®) to the right, set against a solid black rectangular background.

ESSENCE®

# Carousel of Culture

► The Mayor's Office of Cultural Economy hosted the Carousel of Culture on October 16-17, 2021, from 10:00 a.m. to 5:00 p.m. in City Park. The cultural event featured artists, musicians, food truck vendors, artisans, and more.

► With the impacts of COVID, Hurricane Ida, and postponed festivals, it is vital to provide safe opportunities for cultural producers to sell to the public and keep the cultural economy thriving.







# Nighttime Economy

► The Office of Business and External Services, City Planning Commission, Office of Economic Development, Cultural Economy, Safety and Permits, Mayor's Office, Special Events, and the Law Department are working with the support of cultural industries to strategically plan the creation of a Nighttime Economy Office, starting with the creation of a single staff position.

► The Nighttime Economy is vital to New Orleans, containing music clubs, bars, restaurants, and other venues that drive our tourism industry and its revenues. This initiative will give a voice to cultural businesses, artists, and culture bearers, and allow the city to form coherent policy in this area.







# Utility Box Art Project

► Across the city of New Orleans Community Visions Unlimited (CVU) has transformed utility boxes on corners and neutral grounds. This has supported local artists during the pandemic, eliminated graffiti and showcased our culture through art.





THE CULTURAL CURRENCY  
OF THE WORLD IS HERE  
NEW ORLEANS  
DRINKING SPIRITS  
WHOLE AND HOLY NEAR  
BUT OUR CULTURE  
IS PRONE TO VULTURES  
NEW ORLEANS  
NEVER FALTERS



# We Of :

► Designed to record the faces and voices of the community; archiving the depths of mindfulness that is often disregarded in the conversation of gentrification. Actively interact with the community of New Orleans as we've been ever-so secluded from the intimacy this city thrives on.

# Gallier Hall Renovations

► Gallier Hall has been restored to its historic glory and Bryon Cornelison has brought it back into commerce by preparing it for leasing and to generate greater revenue. Sound system upgrades, continued renovation on the 1<sup>st</sup> and 4<sup>th</sup> floors, touch-up maintenance, and a build-up of inventory have all led to the building becoming an active space once again. Organizations, government, and members of the public are now utilizing this beautiful asset, and the Office of Cultural Economy has hosted several internal meetings as well.



## HISTORY



This impressive Greek Revival building was the inspiration of James Gallier Sr. Completed in 1853, it served as City Hall for just over a century. It took 2 years to finish, and on May 10, 1853, it was dedicated.

An Irishman who first came to New Orleans in the 1830's, Gallier not only designed his namesake building, but also the Pontalba Apartments which flank iconic Jackson Square in the French Quarter. Gallier and his wife died in a shipwreck traveling from New York to New Orleans in 1866.

The building measures 90 feet in width and 215 feet in depth and stands 3 stories high. It is constructed of Tuckahoe marble and features two impressive rows of fluted Ionic columns. The building has been the site of many important events in New Orleans' history, especially during the Reconstruction and Huey Long eras. Gallier Hall was placed on the National Register of Historic Places in 1974.

Several important figures in Louisiana history lay in state in Gallier Hall, including Jefferson Davis and General Beauregard. Mayors Martin Behrman and Leleseps Morrison, as well as Police Chief David Hennessey and Fire Chief Warren McDaniels.

More recently, it was local legend Ernie K-Doe who was so honored. More than 5,000 mourners came to Gallier Hall on July 14, 2001, to pay their respects to the flamboyant R&B musician, who was laid out in a white costume and a silver

# Gallier Hall Website

► A new website was created that features the renovated Gallier Hall and is geared toward promoting it as a multi-modal event and community space.

► <http://gallierhall.com/home/>



### Gallier Hall, Where Yesterday Meets Today

If you are looking for a unique venue that simply exudes New Orleans' culture and its rich history, Gallier Hall fits the bill. With almost 170 years of history, you will find Gallier Hall full of renovated antique furnishings, moldings, and

historically accurate lighting in the form of gorgeous and elaborate chandeliers. You will also find a modern venue that meets the needs of today's artists, entertainers, and event planners.

Renovations have reinstated rooms with antique furnishings and meticulously restored portature, while modern innovation has installed sound systems and kitchens that can keep up with catering requirements of today. Explore this site to learn about the storied history of Gallier Hall, along with the amenities it offers to the modern bride, business and more for a varied slate of event types. We are ready to work with you to keep Gallier



# Mayor Matsuura

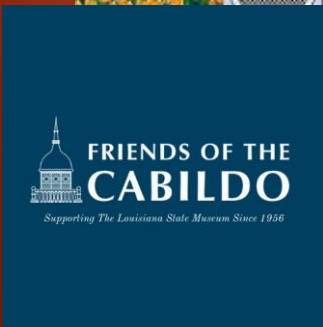
► Mayor Matsuura served 21 years as mayor of our sister city Matsue, Japan. In recognition of his retirement and the 26-year sister city relationship, the Office of Cultural Economy presented him with a curated Mardi Gras Indian Mask. Our relationship with Matsue and our other sister cities is an important initiative to provide cultural exchange opportunities for culture bearers.



# Grants for 2021



To date, we have given 40 organizations/initiatives a total of \$130,000 in support to their programs.



# Mayor's Office of Cultural Economy Strategic Planning Retreat

Embrace  
the  
Culture



City of New Orleans  
Mayor LaToya Cantrell  
Presented by the  
Mayor's Office of Cultural Economy

On Thursday, July 29th, 2021, the Mayor's Office of Cultural Economy gathered in the Woldenberg Conference room at the New Orleans Museum of Art to discuss past achievements, future goals, and best strategies to move forward into the second half of 2021, as well as plan the budget for 2022.

In order to keep the focus on creating new initiatives, events, effective partnerships, and connecting with the community, the Office will hold these sessions in order to best deploy and leverage its resources.



# 2021 Location Manager Meeting

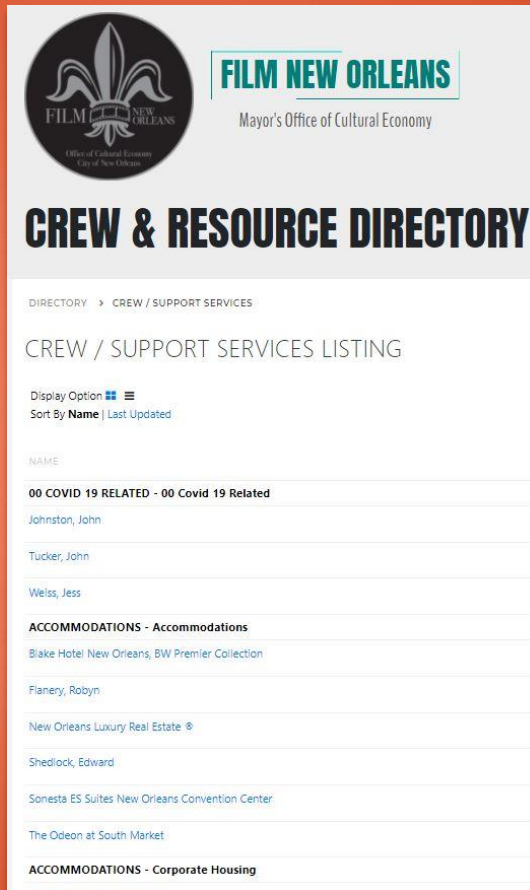
- ▶ On April 10th, 2021 Film New Orleans hosted a Location Manager meeting to discuss the new Filming Policies and Procedures, among other relevant topics.
- ▶ One topic discussed was the New Orleans Film Office's Good Neighbor Policy, a new implementation to lessen the impact of filming in residential neighborhoods and make a greater effort to work with the community.
- ▶ The Film Office will be hosting regular meetings with the film community.



# New Film New Orleans Website

► In March, Film New Orleans launched a new website with an upgraded look. Included in the new site is a new Crew and Resource Database which will connect productions with vendors and crew in the greater New Orleans area. This new website has given Film New Orleans greater control of their data and communication.

► <https://filmneworleans.org/home/>



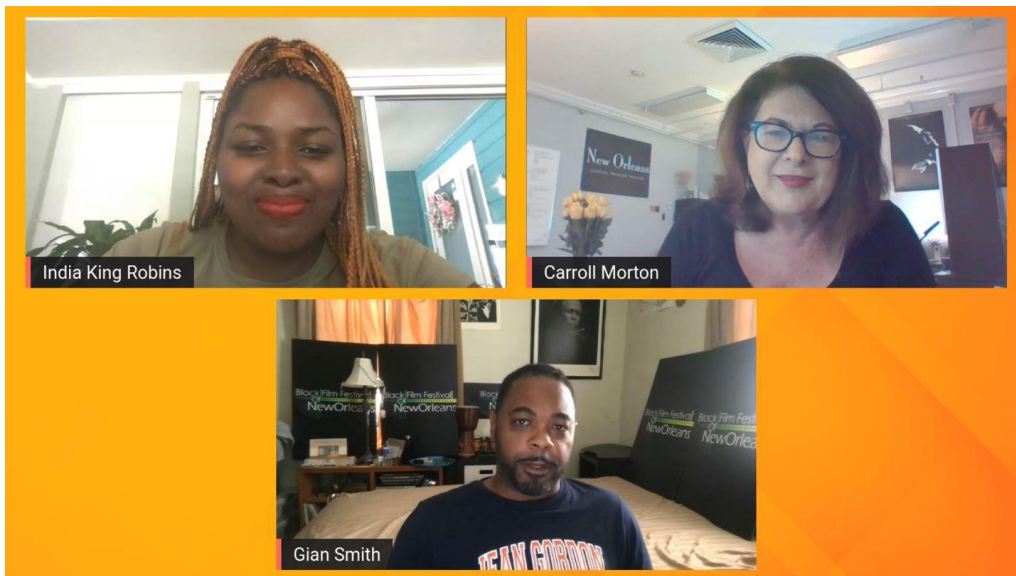
The screenshot shows the Film New Orleans website interface. At the top left is the logo for Film New Orleans, which includes a fleur-de-lis and the text 'FILM NEW ORLEANS' and 'Office of Cultural Economy City of New Orleans'. To the right of the logo is the text 'FILM NEW ORLEANS' in a teal box and 'Mayor's Office of Cultural Economy' below it. The main heading is 'CREW & RESOURCE DIRECTORY'. Below this is a breadcrumb trail: 'DIRECTORY > CREW / SUPPORT SERVICES'. The section is titled 'CREW / SUPPORT SERVICES LISTING'. There are options for 'Display Option' (list and grid icons) and 'Sort By Name | Last Updated'. A table lists names under the heading 'NAME'. The first section is '00 COVID 19 RELATED - 00 Covid 19 Related' and lists John Johnston, John Tucker, and Jess Weiss. The second section is 'ACCOMMODATIONS - Accommodations' and lists Blake Hotel New Orleans, BW Premier Collection; Flanery, Robyn; New Orleans Luxury Real Estate; Shedlock, Edward; Sonesta ES Suites New Orleans Convention Center; and The Odeon at South Market. The final section is 'ACCOMMODATIONS - Corporate Housing'.



The screenshot shows the Film New Orleans website interface for the 'Apply for a Permit' page. At the top left is the logo for Film New Orleans, which includes a fleur-de-lis and the text 'FILM NEW ORLEANS' and 'Office of Cultural Economy City of New Orleans'. To the right of the logo is the text 'FILM NEW ORLEANS' in a teal box and 'Mayor's Office of Cultural Economy' below it. The main heading is 'Apply for a Permit'. Below this is a large image of a park with a fountain and a church in the background. The text below the image reads: 'Film New Orleans leads the city's efforts to attract and enhance the production of feature films, television series, documentaries and commercial filming. The Film Office works as a liaison for all production needs including permits, city services and logistical support. We are one of the fastest growing production hubs in the country with competitive state film credits, diverse neighborhoods and architecture, an award-winning independent film community and a city with a rich cultural heritage. New Orleans is camera ready to host your production and serve your production needs.'

# Black Tech NOLA Panel

► On June 30th, 2021, Carroll Morton joined the director of NOVAC to speak on a panel discussing Film Economy at the Black Tech NOLA virtual conference. The discussion involved the economic impact of film in New Orleans, the infrastructure set in the city, the incentives provided by the state of Louisiana that attracts productions here, and the strong, sustainable workforce of over 2,000 members that we have in New Orleans.





# Kings Day 2021

► This Mardi Gras Season was like none other. Due to the pandemic, measures were taken to ensure the safety of the public. To start the season, we assisted with the programming for our annual Kings' Day celebration.





# COVID-19 Memorial

► In honor of those lost due to COVID-19, on January 19, 2021, we held a memorial for those we lost in the city from complications related to the virus.



# Press Conference with our Mardi Gras Indians

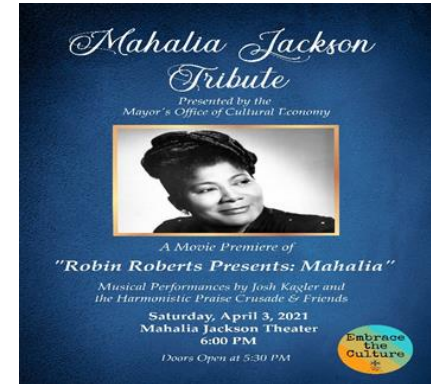


► Mayor Cantrell announced the plans for a safe Carnival Season, with help from Big Chief Tyrone Casby, Mohawk Hunters; Big Chief Demond Melancon, Young Seminole Hunters; Big Chief Howard Miller, President, Mardi Gras Indian Council; and Big Chief Otto DeJean, Downtown Circle of Chiefs.



# Mahalia Jackson Viewing

► In honor of the recent film honoring the gospel great Mahalia Jackson, her hometown of New Orleans paid tribute to the legend with a special performance by Josh Kagler and Harmonistic Praise Crusade and showcased the film, as well as a host of others.



# Black History Month with ETC

- ▶ For Black History Month, we honored the City's great African-American roots with several performances.
- ▶ We had a breathtaking reading by the awarding winning Poet Brenda Osbey, and a spiritual performance by Josh Kagler and Harmonistic Praise Crusade.
- ▶ Also, each week throughout the month on our social media pages and during our Embrace the Culture performances we highlighted local black groundbreaking historical figures such as former Mayor Ernest "Dutch" Morial and Mayor LaToya Cantrell.





# Essence All White Event

- ▶ The Essence Festival, known as "the party with a purpose", is an annual music festival which started in 1995 as a one-time event to celebrate the 25th anniversary of Essence, a magazine aimed primarily towards African-American women. It became the largest African-American culture and music event in the United States. The All White Event kicked off the beginning of festivities for this summer!
- ▶ Office of Cultural Economy members (Alana Harris and Lisa Alexis), two members of the Essence team (Caroline Wanga and Latraviette Smith-Wilson) and Madam Mayor Cantrell are pictured.





# Essence Celebrates

► Essence Celebrates New Orleans and is in town to film virtual segments of the Festival of Culture while supporting local cultural artists and industries. Here the Essence Team is photographed at local black owned boutique, Made in The Hood, located on 539 Bienville St.

# Office of Business and External Services Meeting

► On Friday, July 23rd, 2021, the senior staff of the Office of Business and Economic Services met at Gallier Hall to discuss diversity in the office, budgets in the different departments, and priorities and strategies for economic growth.



# Cultural Economy Website

► OCE website updated with new resources, slideshow of initiatives, partnerships and impacts, newsletter subscription options, and current funding recipients

► Improved communication with the public and making the office more accessible via the website is key to serving culture bearers and artists.

► <https://www.nola.gov/cultural-economy/>

[Home](#) » [Office of Cultural Economy](#)

## Office of Cultural Economy

- [Office of Cultural Economy](#)
- [Cultural Economy Funding Program](#)
- [Cultural Products Districts](#)
- [Submit Request](#)

### OFFICE OF CULTURAL ECONOMY



#### Mission

The mission of the Mayor's Office of Cultural Economy is to create opportunities and systems that enable true economic activity and growth for cultural economy stakeholders and the public. The Office of Cultural Economy leverages the innovative and entrepreneurial nature of cultural economy development to achieve deeper outcomes across City

projects and priorities.

To learn more about how our office works with the cultural economy through initiatives, partnerships, and community, and the impacts of that work, read or download *Cultural Economy: Culture, Community, and Connection* below.



#### Embrace the Culture

The Mayor's Office of Cultural Economy presents "Embrace the Culture," its virtual series to showcase and support local expressions of art via visual arts, literary arts, film, music, crafts, fashion, and the culinary world and from a collaborative diverse group of artists. Please visit us on [Facebook](#) for more!

Embrace the Culture was originally launched by the Mayor's Office of Cultural Economy to give a platform to artists in the pandemic and help them reach wider audiences and earn revenue when traditional venues and businesses were unavailable. Digital cultural infrastructure: the websites, social media, and online marketplaces where culture is consumed, purchased, archived, discussed, and

### MAYOR'S OFFICE OF CULTURAL ECONOMY

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Please request an appointment [here](#).

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# Community Grant Report 2021

- ▶ OCE put together a report on the giving patterns of six City granting programs: Wisner, Harrah's, Cox, Arts Council, OCE, and NOTCF.
- ▶ The report allows us to see for the first-time what type of organizations are being funded at what level and provides insights on how to effectively meet the Mayor's goals utilizing funding in the coming year.



# Deck the Hall with Mayor Cantrell



- ▶ Deck the Halls is hosted by the Mayor's Office of Cultural Economy in Gallier Hall and is a multi-day event throughout the holiday season. Each gathering features local cultural artist performances and focuses on different sectors of the community: culture, tourism, faith-based, education, and more.
- ▶ It is vital to the community to be able to interact with the Mayor and City officials in order to share their interests and also to learn more about the administration. It also allows us to employ artists and culture bearers and bring them to a wider audience.



# Deck the Hall with Mayor LaToya Cantrell for the Holidays

**6:30 pm-7:30 pm**  
Music by Vivaz Trio featuring Javier Gutierrez  
Networking

**7:30 pm - 8:00 pm**  
Office of Cultural Economy Acknowledgments  
New Orleans Cultural Expression by Dr. Tara Melvin & Dr. Aaron Mathews  
**Remarks from Mayor LaToya Cantrell**

**8:00 pm-8:30 pm**  
Networking



*Dr. Tara Melvin*

Dr. Tara A. Melvin is the Director of Community Partnerships and Education for New Orleans Opera. She is an accomplished soprano with extensive experience in operatic and art song repertoire. Tara has performed numerous recitals across North America, Central America, and Europe as an avid recitalist. She is a passionate educator and researcher, who has taught privately for over ten years and has held master classes in universities across the south. These masterclasses included week-long artist-in-residence stints that highlighted the interpretation of songs and operatic works of composers of African descent. Dr. Melvin holds degrees in Vocal Performance and Vocal Pedagogy from the University of New Orleans, Southeastern Louisiana University, and Texas Tech University.

*Dr. Aaron Mathews*



Dr. Aaron Mathews is an Assistant Professor of Piano and Artist-in-Residence at Xavier University of Louisiana. Dr. Mathews has performed extensively as a soloist and collaborative pianist with vocalists, choral, and chamber ensembles across the United States and abroad. In his performance, scholarship, and teaching, he advocates for the performance of piano music by Black composers. Dr. Mathews holds degrees in piano pedagogy and performance from Morehouse College, Georgia State University, and the University of South Carolina.



*Vivaz Trio featuring Javier Gutierrez*

Vivaz as it's name means "Vivacious" is a Band that was Formed in New Orleans, Louisiana in 2001. This is a vibrant and highly energetic musical group with an extraordinary talent that uniquely combines Latin music styles with Jazz elements, Brazilian and Caribbean sounds with roots of Flamenco flair. The band is centered upon a nimble nylon string guitars and accomplished vocals, all led by founder and leader JAVIER GUTIERREZ from Bolivia. The group is seasoned with multiple percussionists, piano, upright/Electric bass,

and a powerhouse brass section which lends itself to their unique and harmonious sound. The band is comprised of musicians from many different countries including Puerto Rico, Venezuela, Bolivia and the United States. Vivaz is able to create a musical dimension of rhythm and vivaciousness throughout their shows. This atmosphere has always been a draw for hundreds of followers and dancers that enjoy the lively musical shows that the band is known for creating every time!

Vivaz delivers through their interpretations, tremendous quality musical performances throughout many venues, festivals, Clubs and special events in New Orleans and other U.S. cities. The group is also recognized without a doubt as one of the best bands for its genre by various press agencies and television stations. Vivaz released their new CDs entitled, "MANANTIALES" (Spring Waters) and a the best of Javier Gutierrez new CD "CAMINOS" Roads. This CDs captures the vibrant essence and excitement of Latin jazz and world Music.



City of New Orleans  
Mayor LaToya Cantrell



The Office of Cultural Economy's mission is to stimulate economic activity and growth through our local cultural communities by creating opportunities for arts and creative producers to thrive. The Office achieves this mission through leading initiatives, curating events, forging partnerships, and connecting to the community in all areas of the cultural economy.

It is the goal of the Mayor's Office of Cultural Economy to strengthen our cultural infrastructure through the Embrace the Culture concept, get more artists online and on stage, diversify their revenue streams, and bring more varied culture into the homes and hands of our residents, the nation, and the world. Our mission is based on the idea that culture, if given a platform to thrive, will be embraced, and that embracing culture is the ultimate expression of acceptance and support for the prosperity and success of a community as a whole.

As New Orleans rises to the trials of new beginnings from hurricanes, pandemics and the challenges of today's world, the Office of Cultural Economy seeks to assist not in a restoration of what was, but a rebirth of our culture. Shaped by the past, relevant to the present, and looking to the future; a culture that is both holistic and resilient, and integral to our economic and social development, but most importantly to our identity as New Orleanians.





# Deck the Hall with Mayor LaToya Cantrell for the Holidays

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Networking

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Office of Cultural Economy Acknowledgments  
New Orleans Cultural Expression by Lilli Lewis  
Remarks from Mayor LaToya Cantrell

**8:00 pm-8:30 pm**  
Networking



## Helen Gillet

Helen Gillet is a singer-songwriter and surrealist-archeologist exploring synthesized sounds, texture, and rhythm using an acoustic cello. For someone with her varied background, New Orleans, with its mix of cultures and musics, seemed like a natural place to call home. She was born in Belgium, raised in Singapore from the ages of 2 to 11, and routinely shuttled between the homelands of her Belgian father and American mother. Over the years — working in New Orleans with musicians of all stripes, from avant-garde jazz and classical to pop and funk — Gillet has developed a singular polyglot style. The core of her work is solo performance with live looping, layering cello parts and vocal lines. Rhythmic figures emerge with bowed or plucked ostinatos or a variety of rubbing and slapping on the body of the cello, then enhanced with melodies played or sung in her haunting alto. Her mixed musical vocabulary is commensurate with her disparate travels — French chansons of the 1940s, Belgian folk tunes sung in Walloon, a mix of rock and punk from the likes of PJ Harvey and X-Ray Spex, and her own affecting originals, like audience favorite “Julien,” sung in a mix of French and English. Gillet’s solo performance is known for its enigmatic quality as she fabricates each song with innovative use of the cello and true mastery of live looping technology.

## Lilli Lewis

New Orleans Folk Rock Diva Lilli Lewis is a voice for the voiceless in Americana, her third full album for Louisiana Red Hot Records, lauded by NPR, Rolling Stone, Offbeat Magazine and the New Orleans Times Picayune. Trained as an opera singer and classical pianist, singer-songwriter Lewis has been a composer, producer and performing artist for over two decades. She has been known as the Folk Rock Diva since performing in the Folk Rock band The Shiz, founded with her wife Liz Hogan.



Lewis issued three previous releases on Louisiana Red Hot Records where she serves as VP and the Head of A&R: The 2018 *The Henderson Sessions*, 2019’s *We Belong*, and the 2020 *My American Heart* Red + Blue EP. In 2020, Lewis also released a single she cowrote, co-produced and performed — the “Mask Up” anthem for a public health campaign from Louisiana Red Hot Records and WHIV-FM featuring New Orleans favorites Kirk Joseph, Glen David Andrews, Roland Guerin, James Andrews and Erica Falls. When Lewis was featured in the Americana Music Association’s virtual “Black Equity in Americana: A Conversation” live-stream, she stated: “Black artists and black art have been at the heart of Americana since its inception, and now we’re in a position to address what this means from a relatively new point of view. It’s as if we’re being invited to celebrate the reality of the genre and its participants in a more overt and direct way.” Her critically acclaimed album *Americana* does just that.

## New Orleans Jazz Orchestra Trio

Led by Artistic Director Adonis Rose, this 20-piece big band has an ever-increasing repertoire that exemplifies the influence of jazz as the grandfather of all modern American music.



NOJO has headlined all of America’s major performing arts venues and clubs and produced the first local, ticketed Jazz Concert Series in the history of New Orleans.



## Delise Hampton

Delise Hampton also known as High Heal Doula is a mother, emcee, doula, historian, multimedia content creator, writer, and owner of High Heal Productions. She has 2 published books, 2 collections of music, and a track record of community organizing. In 2015, she graduated from Howard University with a Bachelors in Arts where she studied Radio, Television, and Film. As an indigenous woman native to New Orleans, LA, Delise has a niche for creating timeless content for the healing of humanity.

## Joy Clark

Joy Clark is a singer-songwriter, guitarist and native New Orleanian who creates soulful original songs that celebrate peace and the undeniable power of love. Her intricate rhythms and warm melodies reveal a sweet vulnerability that has earned her critical acclaim and coveted performances around the world. Her musicianship and skills as a lead guitarist earned her spots touring South Africa and Ghana with living-legend Cyril Neville and Swamp Funk and with soul funk outfit Waterseed. Joy recently released her single entitled *Never Change*. Learn more at [joyclarkmusic.com](http://joyclarkmusic.com)



## Performers



### Tracci Lee

Tracci Lee, a native of New Orleans, started her musical journey in the four walls of her home church. She furthered her vocal development by singing on major television networks and engaging in formal training. Her alluring tone and passionate delivery have become signature mainstays in her artistry. Tracci has frequented the Essence Festival, New Orleans Jazz Festival, and various events across the country as a solo and supporting performer. She currently tours with Trombone Shorty and Orleans Avenue while simultaneously pursuing her solo career.

### James Andrews



He is from a musical family; he is the grandson of Jesse Hill, the older brother (and mentor) of Troy Andrews (better known by his stage name of "Trombone Shorty"), and cousin of Glen David Andrews and the late Travis "Trumpet Black" Hill. A trumpeter and vocalist, Andrews has the nickname "Satchmo of the Ghetto". Raised in the Tremé neighborhood, Andrews played in a number of brass bands, including the Tremé Brass Band, Junior Olympia Brass Band and the New Birth Brass Band, before launching his own band, James Andrews and the Crescent City Allstars. He also played with the multi-instrumentalist Danny Barker. In 1998, he released the album Satchmo of the Ghetto, which was produced by Allen Toussaint and featured Dr. John on all eleven tracks.



### Shannon Powell

Shannon Powell grew up in New Orleans's Tremé neighborhood, where brass bands and second lines passed by his house. Drawn to the drummers he saw in those parades, he was playing drums at his church when he was six. Legendary jazzman Danny Barker recruited Powell to play in the Fairview Baptist Church Band while he was in grade school, and by age fourteen he played professionally with Danny Barker's Jazz Hounds. Powell has recorded with Ellis Marsalis, Jason Marsalis, Leroy Jones, Nicholas Payton, and Donald Harrison Jr. and played with Diana Krall, Earl King, Dr. John, Marcus Roberts, John Scofield, and Wynton Marsalis and the Jazz at Lincoln Center Orchestra. Each week, Powell delights Preservation Hall's audience by leading a spirited, inspired ensemble.

### Chris Severin



Chris Severin is an amazingly talented, versatile, and accomplished master-musician from the Tremé area of New Orleans. He graduated from the New Orleans Center for Creative Arts (NOCCA) in 1976 during his adolescence and later attended Southern University of New Orleans (SUNO) for music education. A skilled teacher himself, Mr. Severin believes in and promotes consistent practice as the path to a musician's success and pay off. In the business for over 30 years, Mr. Severin's extensive client list includes many of the world's most gifted singers and musicians including: Diane Reeves, Dr. John, Terrence Blanchard, Allen Toussaint, Bonnie Raitt, Nicholas Payton, Ellis Marsalis, Wynton Marsalis, Branford Marsalis, Lou Rawls, Alvin Batiste, Herlin Riley, Victor Goines, Irma Thomas and Kent Jordan. Mr. Severin has played his seven string bass across the globe and is a frequent flyer for the top jazz recording companies such as Blue Note, Rounder, MCA, and Windham Hill Records.



### Roger Lewis

New Orleans musician Roger Lewis shares a childhood music memory with Confetti Park about his first love, the saxophone. Roger Lewis has had a wonderful career in music that keeps him traveling around the world to this day. The baritone saxophonist is a founding member of the Dirty Dozen Brass Band, which began in 1972. He is also a member of the Tremé Brass Band, the Delfeayo Marsalis Uptown Jazz Orchestra, Walter "Wolfman" Washington's band, and several other bands around town.

### Edward Jackson III



Edward Joseph Jackson III known to the world as "Juicy" is an American Jazz Trombonist, a composer, and an educator. He is an ambassador of New Orleans culture being that he was born and raised in the 9th Ward of New Orleans. With over 20 years in the music industry, he has cultivated many awards, toured the world, made film appearances, and inspired so many around the world. He continues to teach and be a pillar and pioneer of music in New Orleans.

## Deck the Hall with Mayor LaToya Cantrell for the Holidays

**6:30 pm-7:30 pm**  
Music by Haruka Kikuchi  
Networking

**7:30 pm - 8:00 pm**  
Office of Cultural Economy Acknowledgments  
New Orleans Cultural Expression by Josh Kagler  
Remarks from Mayor LaToya Cantrell

**8:00 pm-8:30 pm**  
Networking



### Josh Kagler

Grammy nominated and Stellar Award winner, Seven octave range, Producer, Singer, Songwriter, Entertainer and Choir connoisseur, Joshua Kagler is a New Orleans, LA native with a calling for innovative ministry and leadership through his gift of music. He has traveled nationally and internationally singing background for several mainstream gospel artists. His group, Harmonistic Praise are the most recent winners of The Verizon Wireless "How Sweet the Sound" Southern Regional Choir Competition for 2013.

These elite aggregation of singers have been featured on Oxygen Networks First Premiere Season Reality Show "FIX MY CHOIR", which features Grammy award-winning singer Michelle Williams (Destiny's Child) & Deitrick Haddon (Preachers of L.A.) Also make sure to be on the look out for Josh Kagler and Harmonistic Praise Crusade highly anticipated album entitled "KAGLERIZED" set to release this summer.

### Haruka Kikuchi



Trombonist Haruka Kikuchi was born in Japan and always had a knack and a love for music, listening to as much of it as she could at a young age as well as picking up instruments like piano and violin. It wasn't until she heard an old recording of the Original Dixieland Jazz Band that she decided to pick up a Trombone, a decision that would predicate her later move to New Orleans, the birthplace of Jazz.

Since she came to New Orleans, she has been playing with Shotgun Jazz Band, Shake'Em Up Jazz Band, Preservation Hall All Stars, Kermit Ruffins and many more local musicians both within and outside the country, Festivals like North Sea Jazz Festival, Umbria Jazz Festival, Edinburgh Jazz Festival etc. Also she was a nominated member for 61st Grammy Awards, Best Regional Roots Music Album with Cha Wa's album "SpyBoy".





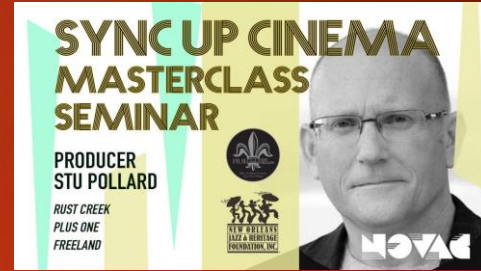
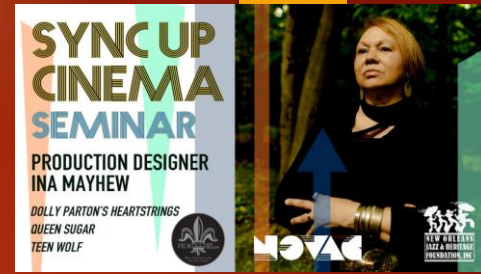
# Partnerships

- ▶ We work with the community, cultural organizations, and culture bearers to enhance the cultural economy and leverage opportunities



# Sync Up Cinema

Sync Up Cinema is an open-to-the-public event that is sponsored by the New Orleans Film Office in partnership with NOVAC (New Orleans Video Access Center) and the Jazz and Heritage Foundation to connect the local independent film community with insights.



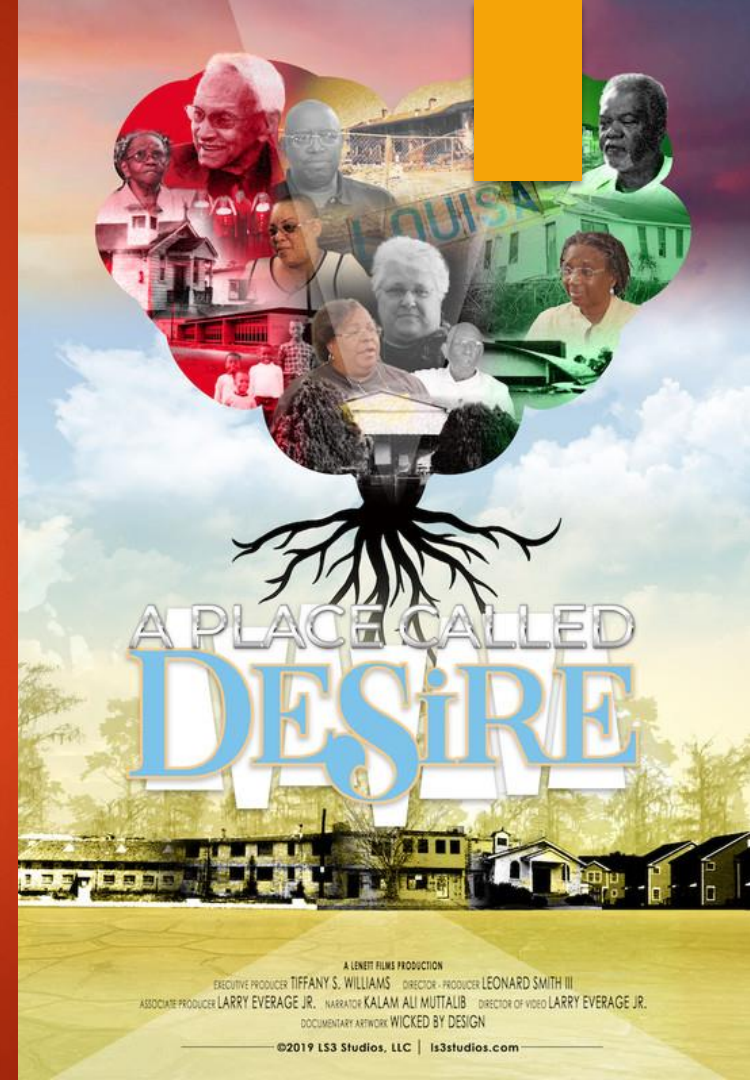
# BFFNO



► The Black Film Festival of New Orleans is a multi-day festival created to celebrate independent films and filmmakers. The festival is committed to building a strong black film community and connecting visiting filmmakers with our community. Through the events and screenings, visiting filmmakers have an opportunity to build relationships with our local filmmakers which provides the space for collaboration on future projects. The New Orleans Film Office was a proud sponsor of the BFFNO.

# 2021 Black Film Festival Award Winners

- ▶ Best actress: Jasmine Guy in *Illegal Rose*
- ▶ Best Actor: Maynard Okereke in *I'm Sorry*
- ▶ Best Director: Deborah Riley Draper in *Illegal Rose*
- ▶ Best Documentary: *A Place Called Desire* by Leonard Smith III
- ▶ Best Feature: *Solomon* by JB Armstrong
- ▶ Best New Orleans Project: *A Dream for Sale* by Jonathan Isaac Jackson
- ▶ Best Young Filmmaker: David Chambers for *Blaming Cairo*
- ▶ Audience Jury Award: *A Place Called Desire* by Leonard Smith III
- ▶ Best Short Film: *Rejoice Resist* by Elisha Smith-Leverock
- ▶ To view more winners or more information about the festival please click [here](#).





# Jazz Festing in Place

►The Office of Cultural Economy sponsored “WVOZ presents Jazz Festing in Place”, 2020, an 8-day broadcast event, April 23-26 and April 30-May 3 from 11am-7pm, the same days and hours as the originally-scheduled Jazz Fest. The schedule includes over 100 archival Jazz Fest performances from and an awesome list of headliners: Fats Domino, Professor Longhair, Trombone Shorty, Dr. John, The Radiators, The Neville Brothers, Irma Thomas, and Allen Toussaint.



# Orpheum Mural

► "The purpose of the murals is to raise awareness and to prompt action," Audrey Decker the Street Art for Mankind cofounder

► It's the first of six murals that will be painted in cities across the U.S. as part of an awareness campaign called "Zero Hunger," created by World Food Program USA, Street Art for Mankind and Kellogg Company. The Office of Cultural Economy partnered with Street Art for Mankind, a New York-based organization that was created to raise awareness about child labor issues around the globe and the Louisiana Philharmonic Orchestra. This campaign is focusing on Black communities in the U.S. in particular. According to the U.S.D.A., African-Americans suffer food insecurity at more than twice the rate of non-Hispanic white Americans.



# You Are What You Eat

► You Are What You Eat, a mural by New Orleans artist Jessica Strahan is an expansion of Strahan's latest portrait series. The Office of Cultural Economy partnered with Strahan to curate art for visiting delegations. The mural celebrates the unique relationship between New Orleans' cultures and food while touching on the importance of making healthier food choices. Strahan will be exhibiting additional works from her You Are What You Eat Series in Legacy Park as part of the mural celebration.







4 segments  
Embrace the  
Culture  
Sponsorship

MiNO's Made Together is live online programming streamed on **Instagram Live** featuring discussions and demonstrations celebrating New Orleans' rich culinary culture and the BIPOC hospitality professionals who create the food that brings us together as a community. Each week, these 30-minute to one-hour episodes spotlight the creators that are the backbone of the hospitality industry, ensuring that they are acknowledged, celebrated, and have access to resources for economic opportunity. Made Together was created in response to the COVID-19 pandemic to amplify the voices of hospitality professionals of color and share resources in our community.







# Yaya in Bloom

▶ Our Director of the Mayor's Office of Cultural Economy at the new Yaya in Bloom Exhibit!

▶ "YAYA is an acronym for 'Young Aspirations Young Artists.' There is also a Yoruban word ya-ya, meaning "eldest daughter," and in New Orleans, the food capital of the South, the term has developed a colloquial meaning through the phrase "gumbo ya-ya," a rich local soup featuring sometimes seafood, sometimes meat, always vegetables and rice. So it fits, this odd sounding name on a variety of levels, to describe what Jana (YAYA's founder) gave to her students. It means hope, art, food, and family. It is local and international, Anglo and African. It is what the first eight YAYA Guild members came to be called: the YAYAs."

–Claudia Barker,

▶ YAYA! Young New Orleans Artists and Their Storytelling Chairs

▶ (and How to YAYA in Your Neighborhood)



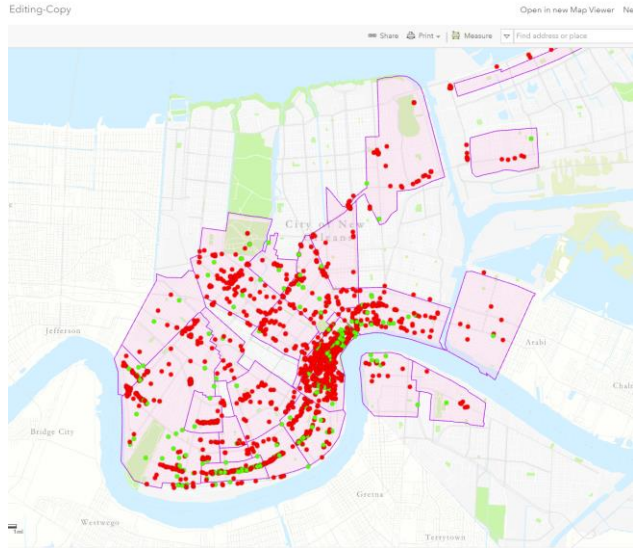
# Fleur de Lis Intersection Pride Street Mural and Asphalt Art

- ▶ OCE has been working with the Department of Public Works and other departments over the course of this year to negotiate a way to bring Pride street art to life. An agreement was reached to paint a Fleur di Lis in the intersection this past week after months of coordination.
- ▶ Other cities are making street or pavement art a part of their landscape and bringing culture into neighborhoods. New Orleans is now joining that effort and increasing opportunities for cultural expression.





# Cultural Product Districts Update



► The State-run Cultural Districts program requires the City to report the amount of original art sales tax exemptions claimed each year under the program. Because of the way Revenue collects sales tax and codes businesses, this was not easily possible. OCE worked with GIS and Revenue to devise a list of art selling businesses to make the reporting requirement possible. Alison Gavrell, who manages the annual reporting for the districts, selected all art selling businesses from a list of 4,000 businesses to make the report possible.

► Without successful reporting, the CPDs will lose their designation and artists will lose the sales tax benefit that boosts their sales.

# NOLAxNOLA

- ▶ The NOLAxNOLA Series supported and uplifted musicians and music venues after the double impacts of COVID and Hurricane Ida, particularly on tourism and attendance at live performances.
- ▶ New Orleans & Co., NOTCF, venues, and musicians joined to support music venues, performers, and provide safe events for audiences.



# Ecos Latinos, Ida and NORDC



► Cultural Economy coordinated with NORDC and NOLA Ready for a performance from the Ecos Latinos Music Concert Series to perform at the Lyons Center on 9/19/21.

► Bringing culture to citizens as they recover from Hurricane Ida and providing opportunity for our Latino cultural community to perform is a core part of our mission to leverage the innovative and entrepreneurial nature of cultural economy to achieve deeper outcomes across City projects and priorities, in this case disaster recovery and cultural development.





# KEEP THE BEAT ALIVE

HALF DAY HANDS-ON  
CPR TRAINING  
FOR NEW ORLEANS CULTURE BEARERS



# FREE CLASSES

HELD IN AUGUST  
& SEPTEMBER 2021

NEW ORLEANS  
MUSICIANS' CLINIC  
ASSISTANCE FOUNDATION

**SIGN UP NOW!**  
[NEWORLEANSMUSICIANSCLINIC.ORG/CPR](http://NEWORLEANSMUSICIANSCLINIC.ORG/CPR)

SUPPORTED BY THE NEW ORLEANS' OFFICE OF CULTURAL ECONOMY

## Keep the Beat CPR Courses

- ▶ The New Orleans Musicians' Clinic & Assistance Foundation, with the support of the Office of Cultural Economy, offered free CPR training for local performers every week in August & September to help Keep the Beat Alive on and off the stage.
- ▶ The COVID-safe classes taught hands-on CPR, Naloxone administration, and information regarding overdose response in an effort to ensure the health and safety of our local cultural community.

# OCE Sponsors Slumber Retreat 2021 with Casmè

► Daughter of the King Mentor Girls Club is an organization started by the performer Casmè, who was featured on Embrace the Culture and The Voice. Slumber Retreat 2021 was supported by OCE and the luxury slumber party was also part of a mentorship experience for the girls.

► Embrace the Culture has not only impacted individual performers like Casmè, but also enabled them to expand their reach and start projects that positively impact their communities.

DOTK  
MENTORING  
GIRLS CLUB

## DOTK 101



## DAUGHTER OF THE KING

Slumber Retreat 2021



# New Orleans Fashion Week in Gallier Hall

- ▶ "Taste of Fashion Week," was a 3-day fashion fête of events showcasing the talent & creative spirit of New Orleans & Southern based designers. In partnership with The Office of Cultural Economy's Embrace the Culture initiative, the week culminated with a designer showcase on Saturday, November 6, at Gallier Hall.
- ▶ OCE Staff worked closely with organizers to bring this event to life, utilize Gallier Hall as a city asset effectively, and promote the nascent fashion industry in New Orleans as part of the core industry that is the cultural economy.



# Arts Council Art of the Black Experience Exhibition

- ▶ The Art of the Black Experience Exhibition was a City Percent for Art Collection event held Friday, 12/3/21 where Lisa Alexis, Director of OCE, represented OCE/NOTCF speaking to support of the exhibition and partnership with the City.
- ▶ Percent for Art is a joining of City resources and the Arts Council to bring art to the public. This event showed the City's investment in the arts, and the City's renewed investment in the NOTCF grant program, which funds arts and tourism creatives.



Sundance Film Festival/New Orleans Film Society  
Satellite Location January 28th - February 3rd

► Due to COVID-19, the Sundance Film Festival went virtual in 2021 and the New Orleans Film Society was chosen as a satellite location for screenings at the Broadside Theater. The New Orleans Film Office provided technical support for the 7 days of screenings.

INTRODUCING  
2021 SUNDANCE  
FILM FESTIVAL

**NEW ORLEANS  
SCREENINGS**

SUNDANCE  
FILM  
FESTIVAL  
2021

ACURA

SUNDANCE TV

SAPPHIRE

Adobe

NEW ORLEANS  
FILM  
SOCIETY

# We Uplift The World

► The New Orleans Film Office is partnering with the Los Angeles based non-profit We Uplift The World (WUTW) to produce an afterschool filmmaking program at McMain Secondary School, and additional schools will be identified for future program partnerships. The program will teach students to produce a short film on an iPhone provided by WUTW.





# ARRAY Crew and Resource Database

The logo for ARRAY CREW is displayed on a dark grey rectangular background. The word "ARRAY" is in a bold, sans-serif font, with each letter filled with a different color: A (orange), R (green), R (blue), A (red), Y (yellow). The word "CREW" is in a smaller, lighter-colored, sans-serif font to the right of "ARRAY".

ARRAY CREW

- ▶ Revered filmmaker Ava Duvernay has launched a nationwide below-the-line crew database to “provide film and television... access to crew members with diverse backgrounds”. New Orleans was one of the first cities asked to help launch ARRAY due to our position as a major production hub and our reputation for being such a culturally diverse city.
- ▶ “ARRAY CREW is an equal opportunity platform, with a mission to support professionals in the film and television industry from underrepresented populations. This includes, but is not limited to, women of all kinds and individuals of African American, Hispanic, Native American, Asian American, Alaska Native, Native Hawaiian, and descend from the Pacific Islands.” - Arraycrew



# Egyptian Film Commission

► Recently the Office of Economic Development connected with Gamal Guemeith, an Egyptian producer and filmmaker. Mr. Guemeith is an Eisenhower Fellow and in conjunction with his fellowship is working to establish the first Egyptian film commission. Mr. Guemith consulted with the New Orleans' Film Office Director, Carroll Morton, to discuss the foundations of a film industry and the steps needed to establish a film commission. Moving forward, the New Orleans Film Office will continue to provide consultation and technical support in Mr. Guemeith's endeavor.

# Film New Orleans Partners with UNO Career Services

- ▶ Carroll Morton, the Director of Film New Orleans, met with Sergio Cuevas with the University of New Orleans Career Services Center on Tuesday, August 17<sup>th</sup> with more meetings planned for the future.
- ▶ The goal is to facilitate connecting Film degree program graduates with jobs and internships in the Film Industry.





# Opening Night at the 32<sup>nd</sup> New Orleans Film Festival

- ▶ Friday, November 5<sup>th</sup> marked the official opening of the 32<sup>nd</sup> New Orleans Film Festival with the film "C'mon Gurmeet's" starring Joaquin Phoenix which was filmed in New Orleans in 2020.
- ▶ The New Orleans Film Office is a major sponsor of the festival, with 30% of the films produced by local filmmakers.



# Facilitation of a Disney film shoot at Lafayette #2



- ▶ Film New Orleans facilitated a Disney feature film to design, build and shoot a staged mausoleum in Lafayette #2 reviewing the design and meeting with the Department of the Cemeteries.
- ▶ Disney has been identified by the Film Office, OED and LED as a potential long-term investor in the city.

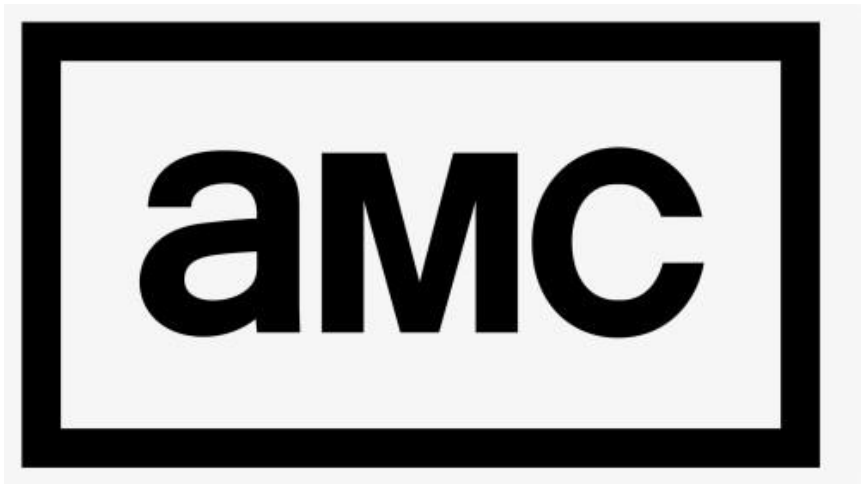
# The Film Office collaboration with the French Cultural Attaché to New Orleans

- ▶ The New Orleans Film Office will be working closely with the French Cultural Attaché's office resulting in the mentoring of two filmmakers when they come to New Orleans as part of the Consulate's newly launched Villa Albertine (Artist in Residence) program. These filmmakers include Dyana Gaye, a French-Senegalese filmmaker who will shoot her film in New Orleans in 2022.
- ▶ A meeting was had between the Consulate General of France in New Orleans and the New Orleans Film Office to open discussion and promise of partnership in the future.





# Meeting with AMC Executives



- ▶ On Thursday, October 28<sup>th</sup>, Carroll Morton, Director of Film New Orleans, Lisa Alexis, Director of the Mayor's Office of Cultural Economy, Jeff Schwartz Director of Economic Development and representatives from LED had a dinner meeting with 9 AMC Executives to discuss AMC's securing the rights to the Anne Rice catalog and producing multiple series in New Orleans which will replace the Walking Dead.
- ▶ AMC's commitment to filming in the city is long term and will elevate New Orleans' visibility as a production hub.

# Community

- ▶ Bringing together the City and the cultural community to find best practices and solutions to keep the cultural economy going strong



# Social Aid and Pleasure Club Meeting

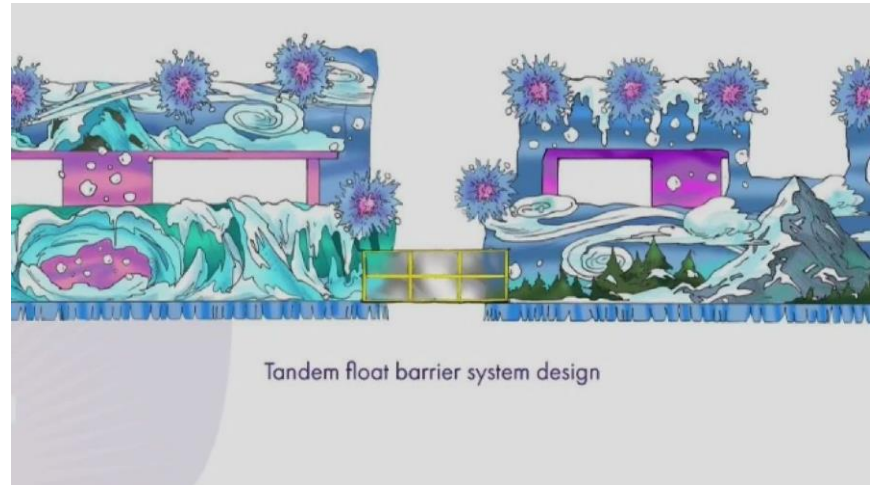
► On April 24, 2021, a group of local culture bearers and social aid and pleasure club members along with city officials gathered to discuss what was needed for ensuring the safety of SAPCs and the public for the possibility of future events during the pandemic (such as second lines, etc.)





# Mardi Gras Advisory Council on 5/26/21

► A draft of a new city ordinance would require the space between tandem floats to be enclosed, from the bottom corners, up to the riders. A rendering from Kern Studios demonstrates a possible design.



# WBOK 1230 at Xavier University

- ▶ Our Deputy of Arts and Culture, Alana Harris, attended the grand opening for WBOK's new studio. Outreach to community resources keeps the Office connected to the culture.
- ▶ The new studio will now be located on Xavier's campus.





# High on the Hog

▶ A High on the Hog Watch Party Event hosted by the MINO Foundation was attended by many, including our Deputy of Arts and Culture, Alana Harris, and was presented at Café Carmo. The Office is connecting with Café Carmo as a possible resource for events and a venue for artists.



# New Orleans Tourism and Cultural Fund (NOTCF)

- ▶ The non-profit economic development corporation is dedicated to strengthening New Orleans culture-bearers with resources that uplift the city's traditions and aid the evolution of skills, knowledge, and ideas into goods, services, and places that support our local cultural economy and tourism offerings.
- ▶ Individuals and organizations who align with this mission may be eligible for funding. NOTCF will accept applications throughout 2021.
- ▶ The Office and NOTCF coordinate effective outreach.





# WBOK Interview

- ▶ On the morning of May 27th, WBOK interviewed our Director, Lisa Alexis who is also the President of NOTCF.
- ▶ The mission of the New Orleans Tourism and Cultural Fund (NOTCF) is to support cultural industries and culture bearers of the City of New Orleans through partnerships, grants, and programs to advance sustainable tourism.
- ▶ Outreach on the NOTCF's resources opens up opportunities for culture bearers.



# Preservation Hall

- ▶ Preservation Hall's 60<sup>th</sup> Anniversary marked the re-opening by gathering 40 musicians for a photo.
- ▶ The photoshoot honors New Orleans' Jazz Musician Greats in celebration of the re-opening of Preservation Hall which occurred on the 60<sup>th</sup> Anniversary. The photo is on track to be the cover for the December issue of Relix magazine.





# Breast Cancer Awareness Activation



► Breast Cancer Awareness at City Hall, Music provided by Ecos Latinos via the Office of Cultural Economy. Proclamation and flowers on behalf of the Mayor recognizing Ms. Lena's commitment to this event for more than 8 years.

► Bringing Hispanic cultural representation to an important community event and providing cultural impact on City Hall strengthens our mission of Embracing the Culture.



# Sing a Different Song

► Troy Sawyer's Sing A Different Song feat. Ray Wimley & Casmé with Dj Raj Smoove represents the struggle and the progress that we all faced during the height of the pandemic. It also represents Nola artists coming together to create something beautiful during the global pandemic to find change, hope, joy, & peace.

► Link:  
<https://linktr.ee/troysawyermusic>



# Opening Night of the New Orleans Jazz Orchestra

► Adonis Rose is the Executive Director of NOJO and OCE works closely with him to help support our local musicians. Pictured also is Gabriel Cavasa who was featured on our Embrace The Culture Series and made her debut with the NOJO.

► The opening demonstrated that a safely conducted live music event is possible and Cultural Economy's presence in the community for cultural events is crucial to show City support for the culture.





# MiNO Foundation: Let's Brew Together

- ▶ Let's Brew Together was a benefit dinner to support our local black and brown chefs featuring Chef Bryan Bradley and supported by Made in New Orleans (MiNO).
- ▶ OCE continues to support and uplift our local chefs while also creating new opportunities for economic growth.



# Morris Jefferson Community School Talk

► Carroll Morton, Director of Film for the City of New Orleans, spoke to the Senior Class at Morris Jefferson Community School about careers in the film industry post-graduation.





# Open NOLA Venue Grant



- ▶ The Open NOLA Venue grant offers up to \$6,000 and is a resource to help live entertainment venues re-ignite their bars/clubs by using \$2,000 to purchase PPE supplies and using the remaining \$4,000 to book live performances. The Open NOLA Venue grant was used to reopen Preservation Hall. Saturday, October 9<sup>th</sup> kicked off their reopening and participation in NOLAxNOLA, an initiative to bring live music venues around the city. NOTCF funded \$6,000 to Preservation Hall.
- ▶ The distribution of grant awards given directly to cultural venues stimulate the cultural economy to help recovery from COVID, Ida, and their related impacts. Preservation Hall, as an iconic venue in the historic Quarter, is representative of the importance of culture for the city and grants to preserve it.



# NOTCF Press Conference

- ▶ Mayor LaToya Cantrell hosted an event honoring the recent New Orleans Tourism and Cultural Fund (NOTCF) grant recipients who are culture bearers in the city. The event was hosted at the JOB1 Center which is a partner that offers business center space to NOTCF staff and technical grant assistance to cultural applicants and career services.
- ▶ This event centered around the distribution of \$1.1 million in grant awards given directly to cultural artists. Some of these included Mardi Gras Indians, Baby Dolls, Krewe of Red Beans, Preservation Hall Foundation, Make Music Nola and many more.
- ▶ Mayor Cantrell is the pioneering champion of the establishment of NOTCF as she worked with colleagues on the state level to allocate more tax dollars derived from tourism to directly support the progress made since the launch of the grant program in May 2021. These grants directly support our culture bearers.



# Residence De France Reception

- ▶ Cyrille Aimee & Adonis Rose of the New Orleans Jazz Market celebrated the release of their album titled Petite Fleur at the Residence De France.
- ▶ France and New Orleans have a historical and cultural relationship that lasts to this day, with France appointing a Consul General in the City, which is rare. They have also recently assigned a cultural attaché that will work with the City to coordinate cultural exchange. This strengthens our relationship with France, tightening the ties between New Orleans, France, jazz, and New Orleans' culture.



# Unveiling of Artwork for Gentilly Resilience District

- ▶ The City and the Arts Council commissioned an original artwork for the Gentilly Resilience District (GRD). Unity is in honor of residents who suffered Katrina losses and continue to face environmental challenges. The GRD seeks to address these challenges sustainably.
- ▶ This project is a superlative example of the intersection of culture, development, sustainability, and place-based planning. OCE continues to support these multi-faceted efforts to strengthen culture throughout the city.







# LPO Opening at the Orpheum

- ▶ The LPO opened at the Orpheum for its first in-person indoor season since the pandemic began. OCE was invited to attend by Anwar Nasir, the LPO Executive Director.
- ▶ OCE has been cultivating closer relationships with cultural organizations, including the LPO. In January, OCE assisted the return of LPO's musical director from Spain by working with the Mayor's Office to provide a letter of support. These relationships allow OCE greater reach in the cultural community.



# Dirty Bird Fry

- ▶ The 4<sup>th</sup> annual “Dirty Bird Fry.” In the past it was meant to cover two things: Primarily as a Public Safety Event to share how dangerous frying a turkey can be for inexperienced cooks. Frozen Turkeys can cause an immediate flare up and too much oil in the pot can result in the pot running over when the turkey is lowered resulting in a fire as well. Secondly, traditionally the New Orleans Saints have played the Atlanta Falcons on Thanksgiving day, hence the “Dirty Bird” We play Buffalo this year. This event is chaired by First Gentleman Jason Cantrell and Chief Roman Nelson of the New Orleans Fire Department.
- ▶ A combination of a cultural event and public safety, this event brings public awareness and unity around safety, Thanksgiving, and brings awareness to the Mayor’s Office role in the two.

# Novembre Numerique: Digital November Festival Exhibit at the Alliance Francaise de la Nouvelle-Orleans

- ▶ Novembre Numerique allowed guest to virtually immerse themselves in French culture. The event featured virtual reality tours of the d'Orsay Museum, the Seine River, the Garnier Opera, Paris' city hall, and the Eiffel Tower. There were also showings of the documentary Ma Place by Adele Tourte which highlights Louisiana natives speaking about their relationships to places, culture and language.
- ▶ The culture in New Orleans is very heavily rooted in French culture. This event gives us a chance to reflect on the similarities as well as seeing how the respective cultures differ.





# Dr. Ko's Coats for Kids



- ▶ This year's event was a tribute to the late Ellis Marsalis who started Coats for Kids in partnership with Dr. Jeon Ko. All musicians that participated in the Coats for Kids event had some relation to Mr. Marsalis or the Ellis Marsalis Foundation. Guests who attended were asked to donate new or gently used coats for kids in need.
- ▶ This event honored the great Ellis Marsalis was a world-renowned musician who represented New Orleans' culture throughout his life.



# New Orleans Jazz Orchestra's "Big Beat Gala"

- ▶ NOJO's celebrated its nineteenth season with its annual Big Beat Gala. This is a fundraising event that took place on December 4, 2021 and was hosted by Big Freedia. The songs featured in the orchestra were either written by or associated with New Orleans native composer Allen Toussaint.
- ▶ Attending NOJO's Big Beat Ball reinforces that OCE is continuing to uplift our cultural artists and organizations. Funds raised will be used to support programs, musicians, and students.



# New Year's Rockin' Eve

- ▶ New Year's Rockin' Eve puts New Orleans center stage on a national scale, featuring local and national performers, footage of Jackson Square and the French Quarter, and the iconic Fleur di Lis drop.
- ▶ NYRE is a great tool to increase tourism to the City, enhance civic pride and togetherness, and show the world our ability to safely celebrate. The cultural offerings of NYRE demonstrates that culture is the foundation upon which a large portion of our economy is built—tourism, hospitality, and more. OCE is instrumental in coordinating NYRE, as with other cultural events that involve the City and the Mayor.







# Celebration of Women

- ▶ Carroll Morton, Director of Film New Orleans, attended this year's Celebration of Women on Saturday, December 4, 2022 at the Crowne Plaza in Baton Rouge. She was selected as one of 12 trailblazing women to be honored across Louisiana in their diverse fields. Carroll won the "Woman of the Year" award.
- ▶ The Celebration of Women annually "celebrates and honors women for their accomplishments and achievements by working together to link the chains to success". The event was organized by the Child Development Institute and the purpose of the event is to draw attention to the wide range of impact women have on society.

# NCIS Leaves New Orleans

► Season 7 marked the last season for NCIS: New Orleans. Carroll Morton was asked to give three separate interviews with The Advocate, and WWL regarding the departure. At one interview she stated “One of the gifts that ‘NCIS: New Orleans’ gave to the city was how much they shot on location and in music venues, and the support they gave to cultural organizations”. The show entrenched itself so deeply in the city, some of the actors have bought homes in New Orleans and elected to remain a part of our community.



# Biz New Orleans Interview

▶ Carroll Morton with the film office did an interview for the Biz New Orleans Magazine called “Episode 73: Hollywood South on the Rise – Will that change now?” regarding the Film Industry in New Orleans.

▶ The podcast speaks towards the booming film industry in New Orleans, and was released on Biz Talks’ website or anywhere you can listen to podcasts. The written version appeared in Biz New Orleans’ magazine both in print and online.



**Biz**  
NEW ORLEANS





# Impacts

- ▶ Tangible results to the cultural economy and benefits to culture bearers and the community





# Embrace the Culture Success Stories

- ▶ It is an honor to work with our local culture bearers and support them, especially during these challenging times. We love to see our former artists reach larger platforms to expand their brand.
- ▶ Casmé Carter, after performing for Embrace the Culture, later went on to be a guest on The Voice and sang The Star Spangled Banner for the Bayou Classic in Shreveport. Casmé Carter also sang the National Anthem ahead of the New Orleans' Saints 2020 NFC Wild Card matchup against the Chicago Bears.

# Embrace the Culture Success Stories

► Lou Hill is a producer for the Embrace the Culture and Geaux Live NOLA! Series. He is still a member of our team and now has been hired as a producer for NOCCI and has created several spin offs with his company Moonrise Entertainment.

► DJ Raj Smoove, in partnership with drummer Lou Hill of contemporary funk/soul band Water Seed, launched GenRise; a multiplatform music and media company. GenRise aims to provide the business and strategic support that has previously been in short supply within the New Orleans music community.





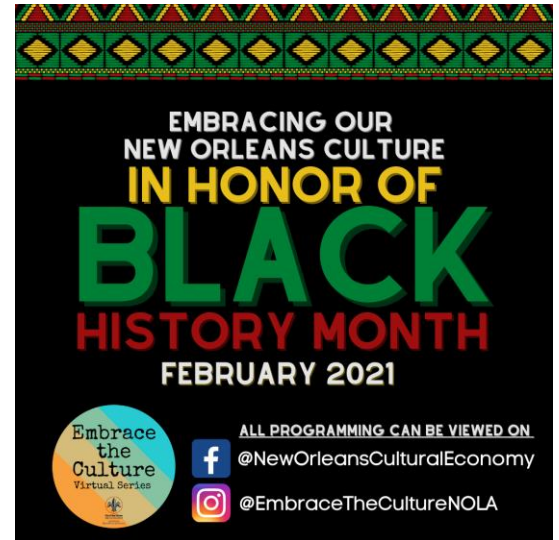
# Embrace the Culture Success Stories

▶ 2 Brothers 1 Love is two partners that were showcased in the Embrace the Culture series with MINO and are holding successful dinners, running restaurants, and creating a ginger farm in Jamaica. They also provided lunch for essential City Hall employees during the early days of the pandemic.



# Embrace the Culture Success Stories

► Chef Blue was showcased on our Embrace the Culture's partnership with Made in New Orleans (MINO) project. He is now the Head Chef of "Seafood Sally's". He has also executed other successful dinners, pop-ups, and managed several restaurants in New Orleans amongst other business endeavors.





## Embrace the Culture Success Stories

► Our former Embrace the Culture artist DJ Kelly Green has been booked since participating. Originally, she presented the Mayor's Lunch Mix and has now done several of the Mayor's events and other events throughout the city.



# Embrace the Culture Success Stories

► Our former Embrace the Culture artist, Zena Moses has been named an Essence's Essential Hero. Moses' performance was recorded and streamed during the 2021 Essence Celebrates New Orleans virtual shows to thousands of viewers. She will win a \$5,000 JCPenney shopping spree. She will also receive an interview and makeover.



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**Art in America**  
 FEATURES REVIEWS INTERVIEWS A LA GUIDE

**Justice Delayed: "Make America What America Must Become" at the CAC New Orleans**  
 Taking its cue from James Baldwin, a show of Gulf South artists at the CAC in New Orleans examined the still unfulfilled promise of the Emancipation Proclamation.  
 By Kristina Kay Robinson

**Mourning in America: and Grievance" at New Museum**  
 Okwui Enwezor's final exhibition esp. Black artists have grappled with atrocity.  
 By Camille Okhai

**Rosalie Smith's "Last Garden"**  
 Rosalie Smith's installation and points to the myth of exceptionalism.  
 by Sean Strub



# Embrace the Culture Success Stories

► Lionel Milton, our former Embrace the Culture artist, has expanded his platform to an exhibit at the Contemporary Arts Center (CAC) which was later featured in Art in America.





# Embrace the Culture Success Stories

► After many artists were banned from performances due to the pandemic, the Embrace the Culture platform helped our former artists achieve their goals. Artist and host Erica Falls is now back to booking stages again, and New Orleans' Song Bird Robin Barnes now has a residency every Thursday at the Fontenot Hotel.







## Embrace the Culture Success Stories

► Fermín Ceballos, our former Embrace the Culture performer that initiated HispaNOLA Live and became one of the hosts of the show is now getting bookings, creating new music like his new song Vete a Vacunar (Go Get Vaccinated), and is traveling for shows.

# Embrace the Culture Success Stories

► Adonis Rose has partnered with the Consulate General of France in Louisiana and the New Orleans Jazz Orchestra. The Office looks forward to future endeavors with Adonis Rose and the New Orleans Jazz Orchestra.



# Carousel of Culture Impact

- ▶ Consumers shopped and safely distanced while enjoying the music.
- ▶ By adding music and food, retail vendors reported a 25% uptick in sales, and some sold out of product. An African cloth vendor did so well they came back for an additional day.
- ▶ First day food vendors sold out before the day was up, replenished, and more food vendors were added to meet demand.
- ▶ Overall, a success which showed a safe event is possible and can both draw the public and benefit vendors within guidelines for public safety.







# Culture Bearers

- ▶ Mardi Gras Indian Big Chief Shaka Zulu has a new series of beer called Big Chief 'Crème Stout Style by Cajun Fire Brewing Company with use of our commissioned photos taken by Justen Williams.
- ▶ Social Aid and Pleasure Club members and Mardi Gras Indians are now being made into action figurines for local New Orleanians, especially children.

# Reparations Clinic

► Felice Gee our producer from We Of: later went on to create the Reparations Black Wellness Clinic which was designed to cater to the community to heal and provide free sessions of various activities from yoga to soundscape.

**REPARATIONS  
BLACK WELLNESS  
CLINIC \* NEW  
ORLEANS \***

apr 24

3 - 8 PM CT/ FREE

1924 TOLEDANO ST, NOLA 70115

1:1 SESSIONS 3 - 6 PM  
COLLECTIVE WORKSHOPS &  
DINNER 6 - 8 PM

YOGA ACUPUNCTURE & MASSAGE, TAROT, REIKI & SNAX  
HERBS DONATED BY #HERBALMUTUALAIDNETWORK,  
HOSTED BY @SOULFLOWEXPERIENCE +  
@VJANANDAHEALING @EARTHARTSCENTER @META.DEN  
@REPARATIONSWELLNESSCLINICNOLA

# International Initiatives Impact

► Dr. Yvens Laborde is a medical Director of Global Health at Ochsner Health. Dr. Laborde expresses great gratitude for the work Mayor Cantrell is doing here in New Orleans and abroad, supporting his work in our sister city in Cap-Haitien. His work was recognized by Mayor Yvrose Pierre of Cap Haitien and Hospital Universitaire Justinian (HUU). It is with great honor that we inform that Dr. Laborde received a distinguished award for his humanitarianism towards the community.





March to  
December  
2020

Embrace  
the Culture  
Facebook  
and  
Instagram  
Data



Reach\*

37,361

\*The number of people who saw any content including posts, stories, ads, social information from people who interact with the page and more. Reach is different from impressions, which may include multiple views of your posts by the same people.

Likes  
1,880

Shares  
113

January to  
August  
2021  
Embrace  
the Culture  
Facebook  
and  
Instagram  
Data

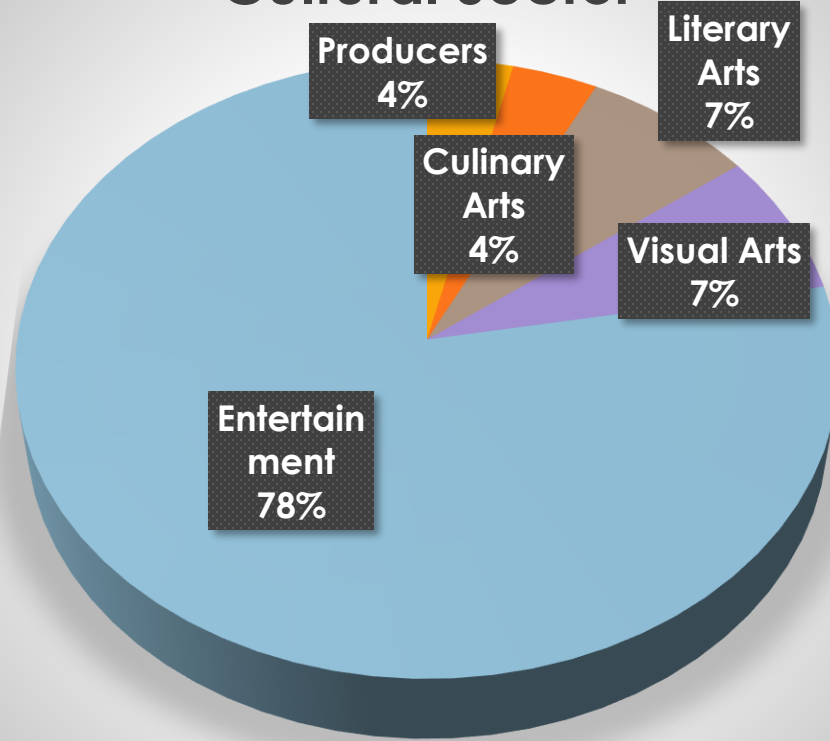


Reach  
64,967

Likes  
2,329

Shares  
259

## Cultural Sector



Embrace the  
Culture  
Supported  
Performers by  
Cultural Sector  
Category



# New Orleans is the 4th Major Production Hub in the US for the 4th year

► New Orleans hosted another record-breaking amount of film production in the region in 2021 with film and tv productions spending \$891m. Previous records were held in 2019 and 2020. The city continues to hold the position of the 4<sup>th</sup> Major Production Hub in the US behind Los Angeles, New York and Atlanta.

► What it means: \$891m was directly spent in the New Orleans region. Each production employs at least 95% local crews and workers, importing a small group of talent and producers from out of state. They rent or purchase local goods and services including camera equipment, film trucks, studios, clothing, food/catering services, houses, buildings and locations for filming, furniture, and other set dressing locally.

► Film production has remained consistent in the city beginning in 2010 which has positioned the city to be one of the top choices for filming by Disney, Netflix, Amazon, Apple TV, Sony and other studios and streaming services. As streaming services continue to expand their viewership, the city benefits as a film industry content creation hub.



# Film New Orleans Data for January to December 2021

In 2021, productions spent **\$891 Million** in New Orleans which is an historical record

Location  
Permits  
Issued

• 447

Major Film &  
TV  
Productions  
Filmed

• 39

Documentari  
es,  
Commercials,  
Photoshoots,  
and Student  
Films

• 215

Total  
Shoot  
Days

• 666

# Film New Orleans Data

Major studios with production in the city in 2021

Netflix	Disney+	Epix	NBC/ Peacock	OWN	Apple TV	Other Major Studios
6	6	5	4	3	3	10



# Ma Belle, My Beauty

► Ma Belle, My Beauty was written and directed by New Orleans first time filmmaker Marion Hill, produced locally by Marion Hill, Kelsey Scult and Ben Matheney, and the crew was comprised of New Orleanians. The film premiered at the Sundance Film Festival's New Orleans Satellite location and won the Sundance Audience Award: NEXT!

► It went on to screen at the South By Southwest virtual Film Festival and has been acquired by Good Deed Entertainment for US Distribution. It will be released in theaters on August 20th.

► Trailer:

<https://www.youtube.com/watch?v=7avROAM7E8M>

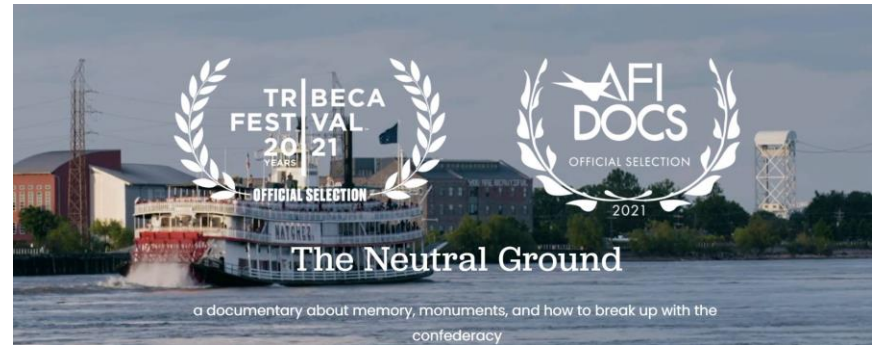


A Film by Marion Hill

# Ma Belle, My Beauty

# The Neutral Ground

► The Neutral Ground is a documentary feature about taking down confederate monuments in the city. It was produced by New Orleans' own Darcy McKinnon; a local filmmaker and former director of NOVAC. The film premiered at The Tribeca Film Festival in New York City on June 19th and earned a Special Jury Mention at the festival.





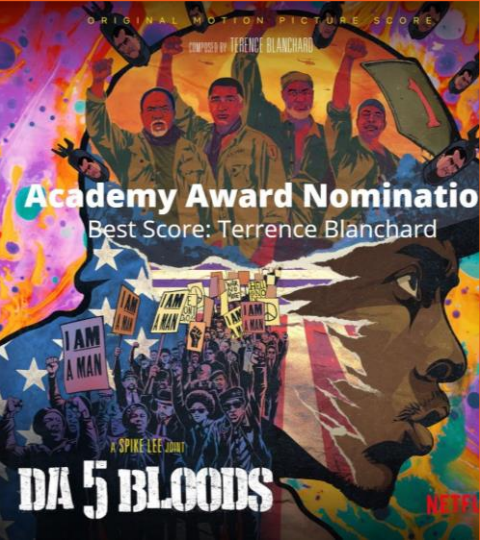
# Shapeless

► Shapeless is a feature that follows a young girl through her life in New Orleans while struggling with an eating disorder. Director Samantha Aldana is a New Orleans native, and graduate from the New Orleans Film Society's Emerging Voices Mentorship Program. The film shot in New Orleans with New Orleans crew. Shapeless premiered at the Tribeca Film Festival in the Midnight Feature category.



# Major Film and Television Projects in 2022

- ↓ New Orleans is a major production hub for productions produced by major studios and streaming services. Here are just a few which will be released in 2022:
- ↓ Emancipation (Apple TV) starring Will Smith
- ↓ We Have a Ghost (Netflix) starring Anthony Mackie and Jennifer Coolidge
- ↓ Haunted Mansion (Disney) starring Tiffany Haddish and Owen Wilson
- ↓ Where the Crawdads Sing (Apple TV) starring Daisy Edgar-Jones and Taylor John Smith
- ↓ The Thing About Pam (NBC) starring Renee Zellweger and Josh Duhamel
- ↓ The Killers (Netflix) starring Michael Fassbinder
- ↓ Interview With the Vampire (AMC) starring Sam Reid and Jacob Anderson
- ↓ Disney TV series including Sulphur Springs, and Ultra Violet and the Black Scorpion



# Oscar Nominees and Winners

► The 93rd Academy Awards had six Nominations for New Orleans films with Jon Batiste winning an award for Best Score for the Disney film, Soul.

# Moviemaker Magazine

- ▶ New Orleans was named The Best Small City/Town to Live and Work as a Moviemaker, by Moviemaker Magazine in 2021.
- ▶ “Its excellent film festivals are a testament to its rich film culture, as are the astonishing films and filmmakers coming out of the Crescent City.”
- ▶ “New Orleans perfectly encapsulates the title of this list: it’s truly one of the best places not to just work as a moviemaker, but live.”





# AFCI - Film New Orleans

► Film New Orleans, with its Film Director Carroll Morton and Production Manager Isabella Renner have become members of the Association of Film Commissioners International. AFCI provides connection to film offices across the globe, education to help build and strengthen the economic development of film industries, and legitimacy for film commissions worldwide.

