



2015 New Orleans CULTURAL ECONOMY SNAPSHOT



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OVERVIEW



Since the Snapshot was introduced in 2010, New Orleans has experienced amazing growth and renewal, particularly in the cultural economy. New Orleans is now being recognized as a destination for cultural workers, visual artists, film projects, interactive media companies, and much more. We are proud to present the 6th New Orleans Cultural Economy Snapshot, an attempt at fully quantifying the cultural economy in New Orleans. This Snapshot is a tool to better understand the size, composition, and value of the cultural economy to the City of New Orleans, and we hope that it can be used by government, cultural producers, businesses, and non-profits to further opportunities to grow this industry and to continue to look towards our city's future. This report affirms the centrality of indigenous arts and culture in the creation of our City's organic fabric of neighborhoods and communities, as well as our economy.

The cultural economy is vital to New Orleans:

- New Orleans' cultural industries accounted for 36,478 jobs in 2015.
- Between 2006 and 2015, the total number of jobs in the cultural industries increased by 53%. This exceeds the 28% rate of growth in jobs in all industries in New Orleans from 2006-2015.
- The cultural sector is a larger source of employment than the city's private healthcare and social assistance sector, its private education sector, its government sector, and its retail sector.
- There were 1,735 cultural businesses in New Orleans in 2015, 6% more than in 2010.
- \$1.3 billion in wages were paid to New Orleans cultural workers via cultural businesses in 2015, 57% more than in 2006. During this same period, total earnings from all industries increased in New Orleans by only 27%.
- The city hosted 41 total feature film and television tax credit projects in 2015.
- Local expenditure of film projects is estimated at \$583 million for the New Orleans Region, a 14% increase from 2014.
- New Orleans' 126 live entertainment venues hosted 30,755 music gigs in 2015, up 9% from 2014.
- The local festival scene is thriving, with 132 festivals attended by an estimated 3.8 million people in 2015 and with an economic impact of \$861 million.



EMPLOYMENT



In 2015, New Orleans had 36,478 cultural industry jobs. The cultural sector has become one of the largest industry sectors in the city. What's more, the cultural sector has continued to increase relative to other jobs in New Orleans. In 2002, the creative industries were 9% of all local employment; by 2015, this had risen to 14%.

The cultural sector is a larger source of employment than the city's private healthcare and social assistance sector, its private education sector, and its retail sector. In 2014, for the first time, it also had more jobs than the city's entire government sector.

Cultural jobs are also growing faster than most other sectors. With 23% growth since 2002, cultural industry jobs have grown at a faster rate than many other sectors, including tourism.

JOBS IN NEW ORLEANS' CULTURAL INDUSTRIES



BROAD INDUSTRIES	2002 JOBS	2015 JOBS	% CHANGE [02-15]
Educational Services (Private)	16,380	22,445	37.0%
Cultural Industries	29,743	36,478	22.6%
Professional, Scientific, and Technical Services	19,692	22,612	14.8%
Accommodation and Food Services	35,733	40,134	12.3%
Tourism	43,428	43,966	1.2%
Other Services (except Public Administration)	17,365	16,402	-5.5%
Health Care and Social Assistance	31,434	26,913	-14.4%
Life Sciences	21,972	18,007	-18.0%
Government	62,954	30,518	-51.5%



36,478 CULTURAL INDUSTRY JOBS IN 2015

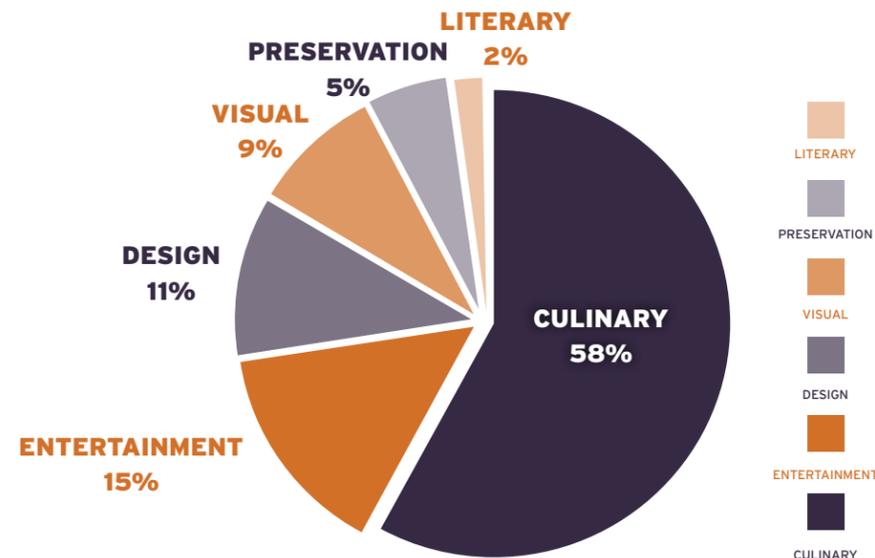
CULTURAL JOBS GROWING 23% SINCE 2002



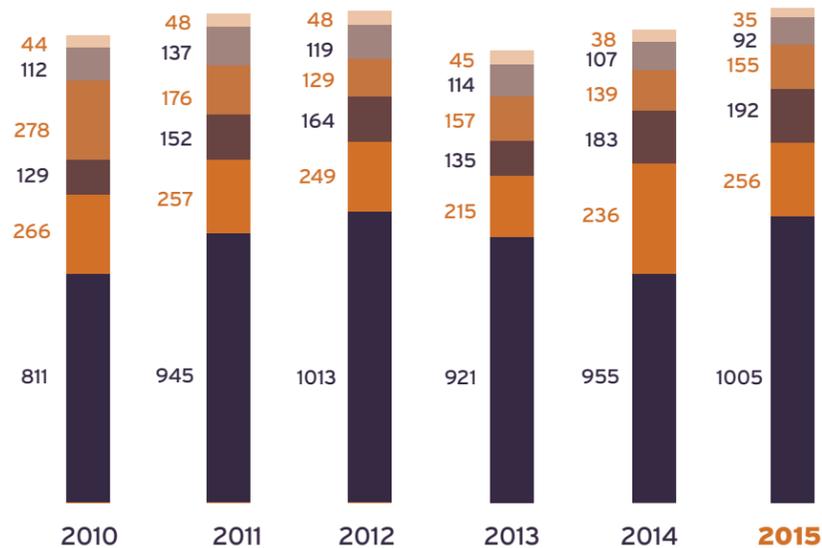
The Best City for Creatives

In 2015, New Orleans was ranked as the number one best city for cultural workers by Smartasset Tools. As the birthplace of jazz, the city provides many opportunities for musicians in its jazz clubs, restaurants, and bars. New Orleans also supports over 1,900 actors and actresses who perform in a diverse set of venues. Offering a lower cost of living than many coastal cities, and having a large population of creatives, New Orleans is a popular destination for those who make their living through culture and continues to produce a vibrant and unique cultural economy.

2015 CULTURAL BUSINESSES BY SEGMENT



CULTURAL BUSINESSES BY SEGMENT, 2010-2015



BUSINESSES



There were 1,735 cultural businesses in New Orleans in 2015 ranging from restaurants, art galleries, and architectural firms; to bookstores, performance venues, interior design, and film and video firms. There are 4.6% more cultural businesses in 2015 than in 2014 and 5.8% more than in 2010. The largest increase was in the Visual Arts and Crafts segment, with an increase of 11.5% since 2014. This increase was entirely due to the addition of more art galleries and specialty shops that sell original art. Entertainment businesses increased by 8.5%. More live music venues was a part of this increase, but film and video businesses accounted for most of the increase, along with an increase in performance venues and reception halls. Finally, Culinary continued to gain restaurants in 2015, with a 5.2% increase, mostly due to new restaurants and mobile food sellers.



1,735
CULTURAL
BUSINESSES
IN 2015



**\$1.3 BILLION
IN SALARY
AND WAGES
TO CULTURAL
WORKERS**

New Orleans as a “Bustling Tech Hub”

According to Wired Magazine, New Orleans has become a “bustling tech hub” in the ten years following Katrina. Young, creative, and driven people have come to the city to found tech start-ups, assisted by an effective tax credit program. New Orleans became more friendly and welcoming to the entrepreneurial spirit after Katrina, and organizations like the Idea Village and Propeller created incubators and partnerships aimed towards drawing and retaining entrepreneurs. The city now boasts many tech and video game companies like Audiosocket, inXile, and Gameloft.



CHANGE IN AVERAGE EARNINGS 2002-2015

SEGMENT	2002	2015	% CHANGE [02-15]
CULINARY	\$25,382	\$31,117	23%
DESIGN	\$34,545	\$43,522	26%
ENTERTAINMENT	\$28,979	\$34,766	20%
LITERARY	\$37,890	\$40,874	8%
PRESERVATION	\$32,707	\$44,467	36%
VISUAL	\$21,449	\$24,798	16%
CULTURAL INDUSTRIES (OVERALL)	\$29,093	\$34,947	20%
ALL INDUSTRIES	\$39,035	\$50,724	30%

EARNINGS & WAGES

In 2015, cultural workers earned \$1.3 billion in salary and wages. Total earnings, including wage and salary earnings, self-employment earnings, and sole proprietorships, has been growing rapidly. Since 2006, there has been a growth of \$463 million in earnings associated with the cultural industries, a 57% rate of growth. During this same period, total earnings from all industries increased in New Orleans by only 27%.





FILM

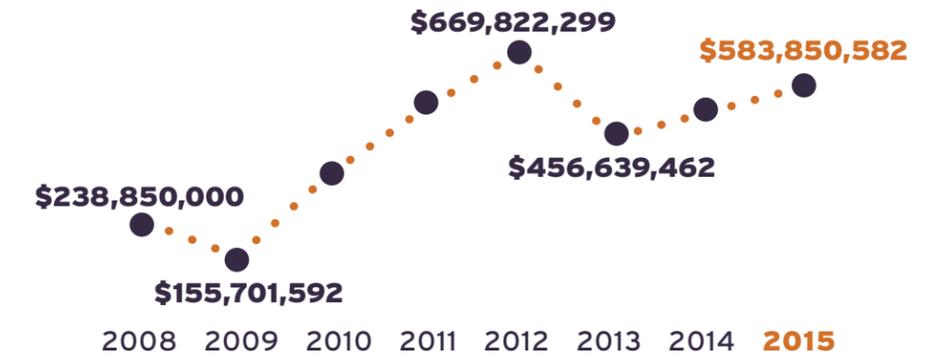
New Orleans hosted 41 total feature film and television tax credit projects in 2015. Local expenditures for these projects are estimated at \$583 million for the New Orleans Region. There were 108 smaller, non-tax credit projects for 2015. These projects range from student films and independent films to commercials and major network news and sports broadcasts.

Productions mean local expenditures, which peaked at \$670 million in 2012, when a large number of feature projects such as *The Butler* and *Ender's Game* were filmed in the city. As large productions and television series continue to locate in the city, the local expenditure has increased back towards that high peak. In 2015, local expenditure reached \$583 million, an increase of 13% from 2014. On average, productions have spent 63% of their total budgets locally over the last 6 years, and in 2015, 66% of the total budget was spent locally. The film industry has made a large investment in local labor, goods, and services. Changes in the tax credit program for film will significantly effect this investment, as well as the number of total tax credit projects in 2016.

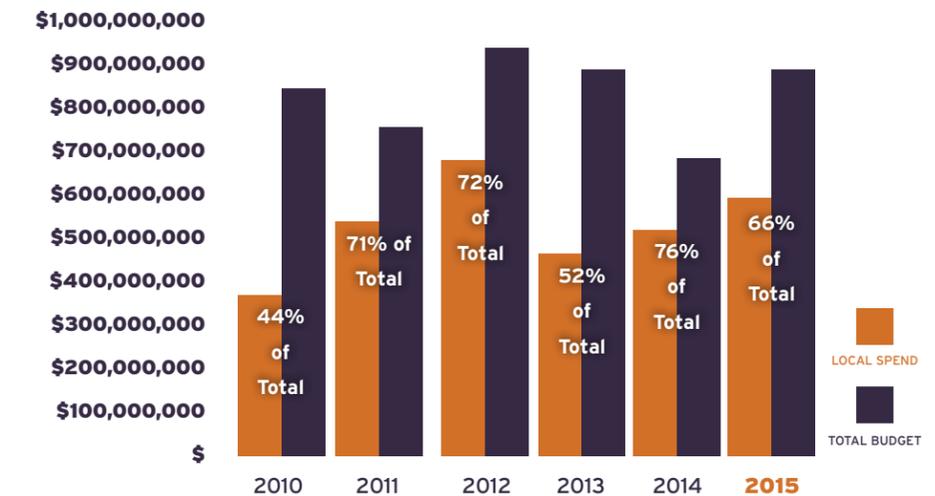


\$583 MILLION
LOCALLY SPENT
BY TAX-CREDIT
PROJECTS

TOTAL LOCAL SPEND BY ALL TAX-CREDIT PROJECTS IN NEW ORLEANS REGION



LOCAL SPEND COMPARED TO TOTAL TAX CREDIT PROJECT EXPENDITURE

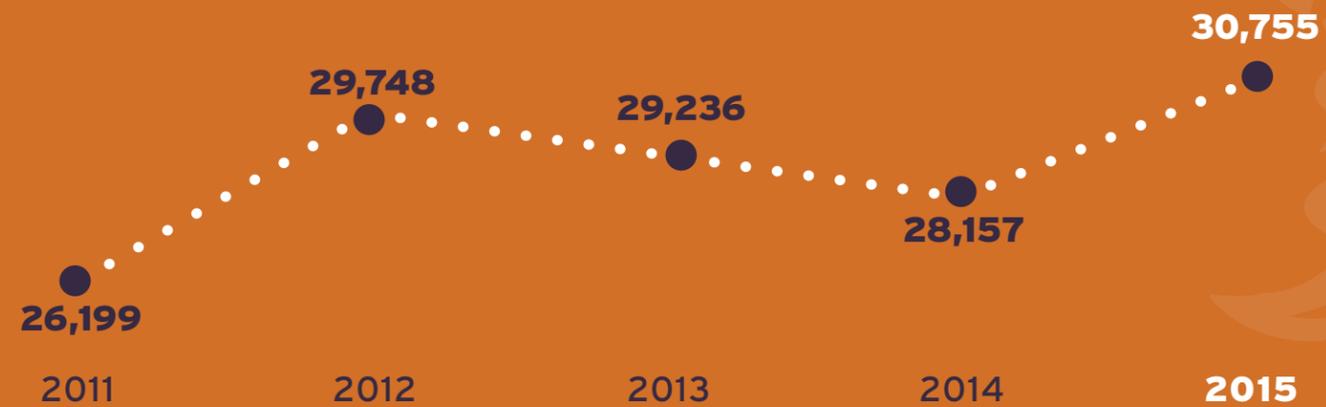




MUSIC

In over 120 venues throughout the city, there were 30,755 music gigs in 2015, 9.2% more than in 2014. Festivals have a large impact on the average number of gigs, with 29% more gigs on average on a festival day. Festivals taking place in the city tend to increase gigs on week days and any given day overall. The impact of festivals and events, particularly music festivals, is positive on the number of local live music gigs in the city and therefore for performance opportunities for local musicians. Venues at or near a festival location book more musicians during the festival to capitalize from the presence of a potentially larger audience. New zoning laws have also opened up potentially hundreds of new venues for musicians by allowing restaurants to host live musical accompaniment without going through the conditional use process or obtaining a live entertainment permit. Impacts from this change will be more noticeable during 2016.

TOTAL GIGS, 2011-2015

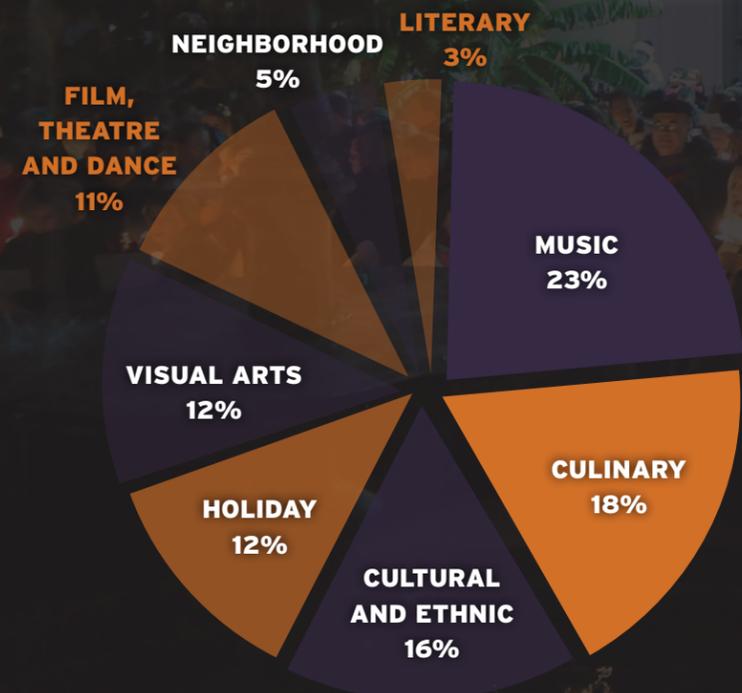


OVER 120 VENUES
30,755 MUSIC GIGS



**\$861 MILLION
ECONOMIC IMPACT
OF MARDI GRAS,
FRENCH QUARTER
FESTIVAL, AND
ESSENCE FEST**

FESTIVALS AND EVENTS BY TYPE, 2015



FESTIVALS & EVENTS



MAJOR EVENT ECONOMIC IMPACT, 2009-2015



New Orleans boasts 132 festivals, markets, and concert series. Celebration is an inherent characteristic of the city, and our diverse festival offerings are so numerous that 3.8 million people enjoy more festivals days than there are weekend days each year. This means that no matter the month or even the week, there is always a festival, market, or concert to attend. New Orleans' largest festivals also make a significant economic impact on the city. Mardi Gras, French Quarter Festival, and Essence Fest not only drew millions of visitors but also had a total estimated economic impact of \$861 million in 2015. Smaller, local festivals are also an important economic engine for the city by hiring local musicians and providing selling opportunities for local arts and crafts vendors.



May 2016

Dear Friends and Colleagues:

I am pleased to present the 2015 New Orleans Cultural Economy Snapshot, the sixth edition of the groundbreaking report created at the beginning of my term as Mayor in 2010. My Administration has offered this unique, comprehensive annual review of our city's cultural economy not only to document the real contributions of the creative community to our economy, but also to provide them with the information they need to get funding, create programming, start a business, and much more. This report outlines the cultural business and non-profit landscape of New Orleans extensively to achieve that goal.

The cultural economy is more important than ever. The cultural sector has 36,500 jobs, an increase of 53% since 2006. Many of these jobs come from the 1,735 cultural businesses that were counted in 2015, but there are also many cultural jobs in non-cultural industries such as education. The cultural economy has created employment for a creative workforce that is both native to the city and made up of newcomers. Indeed, the city was named the number one best city for creatives in 2015.

Forty-one feature film and television tax credit projects spent \$583 million in the city in 2015. Musicians in the city played 30,700 gigs in 2015 at clubs, theatres, or at many of the city's 132 annual festivals. Over 3.8 million attended our diverse national and local events last year, contributing to an economic impact of \$861 million. While the economics are impressive, the cultural economy is more than just dollars; it is a cultural engine creating quality of life in the city with its unique sights, melodies, and flavors that our residents produce and enjoy. Culture not only drives our tourism industry, after all culture is our tourism product, but also provides locals with the authenticity they expect and appreciate.

I invite you to utilize this report so that we can maximize this impact and spread the word of the strength of our city's diverse cultural economy. Thank you to all who contribute data to this report, and to all of our cultural producers that make this report possible.

Sincerely,

Mitchell J. Landrieu, Mayor



CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

Credits

All the photographs in this publication are courtesy of the New Orleans Convention and Visitors Bureau

COVER:

Little Boy Street Performer by Chris Granger
Crescent City Bridge by Richard Nowitz

PAGE 2:

Jackson Square Artist by Richard Nowitz

PAGE 4:

Rex Rolls Down St. Charles Avenue by Pat Garin

PAGE 5:

St. Louis Cathedral by Pat Garin

PAGES 6-7:

Bourbon Street by Kathy Anderson Photography

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Jackson Square Artist by Richard Nowitz

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New Orleans Alley by Chris Granger

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Oyster Shucking by Chris Granger

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Carriage Ride in the Quarter by Chris Granger

PAGE 12-13:

New Orleans Commercial Shoot

PAGE 14:

French Quarter Brass Band by Richard Nowitz

PAGE 15:

Young Musicians by Cheryl Gerber

PAGE 16:

Caroling in Jackson Square by Pat Garin

PAGE 17:

Bourbon Street Nightlife by Richard Nowitz

PAGE 19:

Band Leads Barkus by Jay Combe

BACK COVER:

Beads by Pat Garin

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Employment and Wage Data is compiled from ESMI. Business, Film, Music, and Festival data is sourced from the Bureau of Revenues' Occupational Licenses list, the State of Louisiana, and primary sources gathered by the Mayor's Office of Cultural Economy.