



CITY OF NEW ORLEANS

**Katrina 10 Commemoration**

*April 2015*

# Resilient New Orleans

- The 10 year anniversary marks a vital milestone in the history of the city, where New Orleans and the nation will no longer look back and define the city through the prism of a catastrophic storm, but instead will look to the future of the city, its prosperity and its resilience.
- **Four Main Goals of Katrina 10 Anniversary Celebration:**
  - Reflecting on the loss
  - Honoring the thousands who have helped the city recover
  - Inviting those that have not returned back home- “homecoming”
  - Celebrating the city’s resilience and its future



| Month  | Date         | Event   | Host Organization                                 |
|--------|--------------|---|---|
| April  | 20           | The Coastal Index Report Release                                    | The Data Center                                   |
|        | 20           | 5th Anniversary of BP Oil Spill                                     |   |
|        | 28           | Reinvention: What Have We Learned?                                  | POLITICO  |
|        | 24-26, 30    | Jazz & Heritage Festival  | New Orleans Jazz & Heritage Foundation            |
| May    | 4-6          | Collective Impact Forum   | Aspen Institute Forum for Community Solutions/FSG |
|        | 4-6          | National Travel & Tourism Week                                      | CVB & NOTMC                                       |
|        | 1-3          | Jazz & Heritage Festival  | Jazz & Heritage Foundation                        |
|        | 18           | State of the City   | City of New Orleans                               |
|        | 17-30        | Build-a-thon (10 houses in 10 days)                                 | Habitat for Humanity                              |
|        | 9            | TEDxNewOrleans Conference   | Wisdom/Jacobs/GNO Inc                             |
| June   | 19-20        | The Urban Education Future  | Education Research Alliance/Cowen Institute       |
|        | 21-24        | National Charter School Conference                                  | National Alliance of Charter Schools              |
|        | 28 -30 (TBD) | Goldman Sachs Celebration: 10,000 Small Businesses, ReFresh Project | Goldman Sachs                                     |
|        | 2-5          | Essence Music Festival  | Essence   |
| July   | 31           | Katrina Index at 10 release   | The Data Center                                   |
|        | 1            | Launch of AIA Exhibit   | AIA New Orleans                                   |
|        | 17           | Atlantic Magazine Journalistic Event                                | Atlantic Magazine, Rockefeller                    |
| August | 26-28        | RISE Katrina 10 Conference  | Urban League of Greater New Orleans               |
|        | TBD          | Release of Resilience Strategy                                      | City /NORA/Rockefeller                            |
|        |              | Katrina 10 Media Center   | City of New Orleans                               |
|        | 17-30        | & Commemoration Events  | K10 Workgroup Partners                            |

| Date                                       | Event  | Possible Locations   |
|--|--|--|
| <b>Monday, August 17-Sunday, August 30</b> |  |  |
|  | Media Center                                       | Sheraton   |
| <b>Thursday, August 27</b>                 |  |  |
|  | Grand Opening: Orpheum Theater                     | Orpheum Theater  |
|  | Urban League Gala                                  | Urban League of Greater New Orleans                            |
| <b>Friday, August 28</b>                   |  |  |
|  | Mayoral Press Conference                           | Sheraton   |
|  | Foundation/Philanthropy Convening                  | Sheraton   |
|  | Private Event: New Orleans Honors                  | Saenger Theater  |
| <b>Saturday, August 29</b>                 |  |  |
|  | Wreath Laying Ceremony                             | Katrina Memorial, Canal Street                                 |
|  | Signature Press Event w/<br>Dignitaries and Public | Local University or<br>Smoothie King Center/ Convention Center |
|  | Citywide Neighborhood Events/Day<br>of Service     | Citywide   |
| <b>Sunday, August 30</b>                   |  |  |
|  | Media Day  | Sheraton   |



# Media Center: Sheraton Hotel

- August 17-August 29
- Kickoff with Atlantic LIVE series
- Hosted at the Sheraton Hotel
- Featuring a press conference room, 2 panel discussion rooms programmed daily, area for credentialing, private interview space, social media command center, info booths and a hospitality/lounge area.
- Organized tours of the region will be available for media and/or political leaders
- Satellite media centers throughout the city at different "hot spots" including Lower 9



# Philanthropic & Policymaker Convening: Beyond K10, the future of NOLA

- Friday, August 28
- A daytime gathering for non-profits, businesses, foundations, government entities and community members
- Purpose: Analyze lessons learned; New Orleans as a model for other cities facing major urban challenges; Outline vision for future and how New Orleans is tackling its toughest challenges
- Allow organizations to make commitments to future projects



# New Orleans Honors

- Friday, August 28 at Saenger Theater
- Honoring key stakeholders such philanthropic organizations, corporations, individuals and foreign nations for their investments in the city's recovery over the past 10 years
- Programmed with musical & cultural showcases, videos highlighting the recovery
- Platform to highlight future commitments



# Wreath Laying

- August 29
- Early morning prayer service and wreath laying at Katrina Memorial on Canal Street
- Site where the unidentified and unclaimed bodies from Hurricane Katrina are laid to rest
- Time to honor lives lost



# City-wide Day of Service

- Saturday, August 29
- Similar to Super Bowl Day of Service
- 5-7 locations in heavily-impacted neighborhoods
- Service opportunities ranging from educational to faith-based to housing activities
- Open to individuals and organizations:
  - Neighborhood associations
  - Faith-based community
  - Non-profits
  - Corporations



# Signature Commemoration Event



- Saturday, August 29
- Venues: Smoothie King Center
- Open to public (10,000 capacity)
- Interfaith prayer service, musical & cultural reflections, videos
- Celebrate progress & plan for future
- Begin or end with community second line



# Action Items

- Send events for master calendar
- Send photos and b-roll for asset database
- Send ideas for stories of resilience
- Feedback on planned events

