



2016
NEW ORLEANS
CULTURAL ECONOMY
SNAPSHOT



May 2017

Dear Friends and Colleagues:

I am pleased to present the latest and final New Orleans Cultural Economy Snapshot, the seventh 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 38,000 jobs, an increase of 59% since 2005. Many of these jobs come from the 1,718 cultural businesses that were counted in 2016, 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 highly skilled newcomers.

Fifty feature film and television tax credit projects spent \$439 million in the city in 2016. Musicians in the city played 31,000 gigs in 2016 at clubs, theatres, or at many of the city's 136 annual festivals. Over 3 million attended our diverse national and local events last year, contributing to an economic impact of \$904 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, its unique sights, melodies, and flavors that our residents produce.

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,

A handwritten signature in dark ink that reads "Mitch". The signature is stylized and cursive.

Mitchell J. Landrieu, Mayor

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We are proud to present the 7th *New Orleans Cultural Economy Snapshot*, a groundbreaking report that fully quantifies 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, for use 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 37,793 jobs in 2016 and has continuously climbed since 2006 by 59%, exceeding the 33% overall job growth in New Orleans.
- The cultural sector (37,793 jobs) is a larger source of employment than the city's private healthcare and social assistance sector (27,718 jobs), its private education sector (23,097 jobs), and its retail sector (18,649 jobs).
- This report counted 1,718 cultural businesses in New Orleans in 2016. The most common cultural businesses are restaurants and specialty food stores (869), art galleries (141), and live music venues (136).
- Earnings in the cultural industries were \$1.3 billion in 2016. Total earnings in the cultural industries have grown \$460 million from 2002-2016, a growth of 35%.
- The city hosted 50 total feature film and television tax credit projects in 2016.
- Local expenditure of film projects is estimated at \$439 million for the New Orleans region. This includes materials, rentals, salaries for local workers, catering, and more.
- New Orleans' 136 live entertainment venues hosted 31,127 live entertainment music gigs in 2016, the highest recorded in the 7 years of this Snapshot.
- The local festival scene is thriving, with 136 festivals attended by an estimated 3 million people in 2016 and with an economic impact of \$904 million.



The Cultural Economy

New Orleans' cultural and tourism sectors are closely intertwined. The definitions of the two overlap significantly, especially in New Orleans, a destination locale. Overlapping jobs include restaurants, entertainment, and museums. However, there are also distinct differences between the two sectors, how they are defined, and whom they employ.

Cultural businesses include a wide range of firms in the design and media industries, as well as literary arts such as publishing and structural preservation businesses. These are areas not covered within "tourism," but do help to develop a foundation upon which tourist-based strategies thrive such as maintaining historic districts and creating effective advertising campaigns for visitors.

When examining tourism directly, other parts of the economy are included, such as transportation, casinos, sports, recreation, and lodging. In other words, while the tourism sector revolves around the resources and amenities needed to provide for tourists, the cultural sector represents the core elements of what makes a place intellectually, creatively, and culturally vibrant, and therefore attractive to visitors. These often overlap, but are not one in the same.

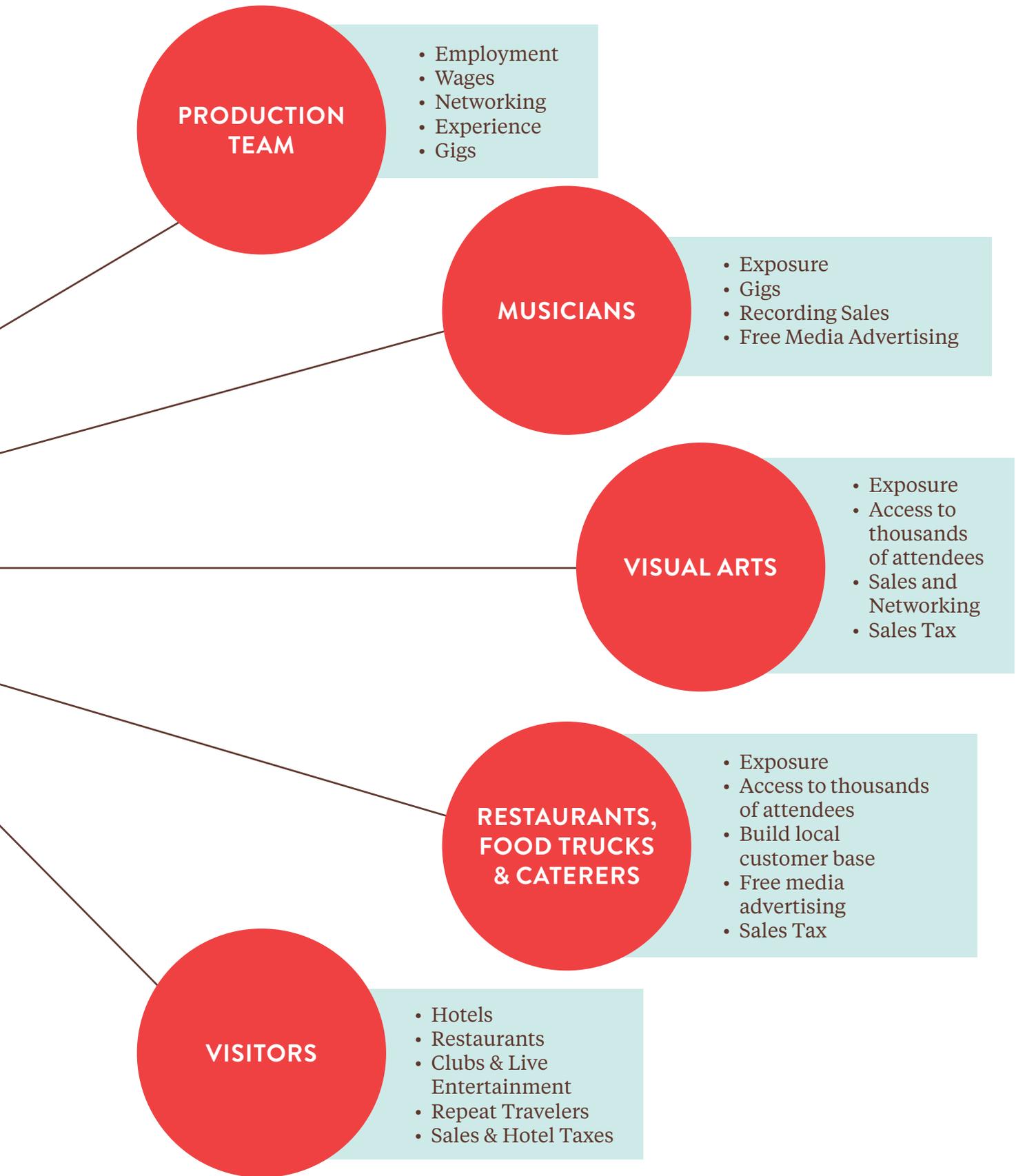


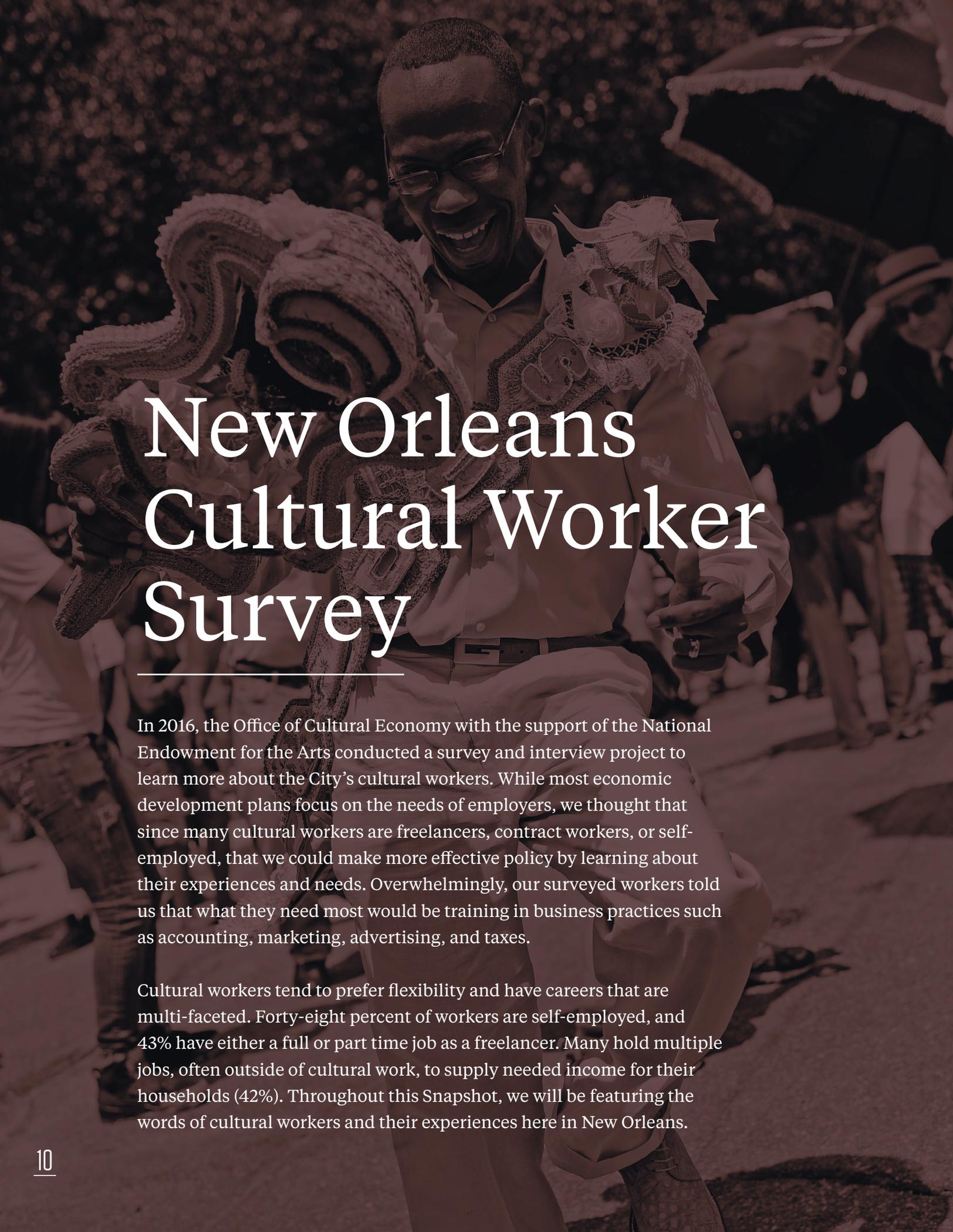
Although the center of the diagram includes cultural jobs that are counted as both part of the cultural sector and the tourism sector, this overlap is not double-counting, but a necessary and integral part of the two related but different sectors. To exclude Entertainment, Visual Arts and Full Service Restaurants from the cultural sector would be to eviscerate the vast majority of cultural job activity in this city by claiming it only has value to tourism, when in fact the local arts, entertainment, and restaurant scene is an essential part of the local economy and quality of life for the city’s residents. Similarly, to exclude these three types of jobs from the tourism sector would deny the fact of the large number of visitors that are drawn to this city to experience its unique music, food, and nationally accredited museums.

Festivals are a great example of the interaction between culture and tourism. Many local festivals have a cultural theme like specific music genres, authentic cuisine, or local visual and craft artists. Their local economic impact is also easy to understand, making them a perfect example of how the cultural economy works by providing jobs, exposure, wages, taxes, and more. The figure shows how a festival impacts cultural workers and businesses, and how it can benefit them professionally and economically. Tourists are also included as impacted by the festival. In addition to spending money in the city locally, they may be influenced by the festival experience to return to New Orleans again as repeat festival attendees.



FESTIVALS





New Orleans Cultural Worker Survey

In 2016, the Office of Cultural Economy with the support of the National Endowment for the Arts conducted a survey and interview project to learn more about the City's cultural workers. While most economic development plans focus on the needs of employers, we thought that since many cultural workers are freelancers, contract workers, or self-employed, that we could make more effective policy by learning about their experiences and needs. Overwhelmingly, our surveyed workers told us that what they need most would be training in business practices such as accounting, marketing, advertising, and taxes.

Cultural workers tend to prefer flexibility and have careers that are multi-faceted. Forty-eight percent of workers are self-employed, and 43% have either a full or part time job as a freelancer. Many hold multiple jobs, often outside of cultural work, to supply needed income for their households (42%). Throughout this Snapshot, we will be featuring the words of cultural workers and their experiences here in New Orleans.

WHAT DO CULTURAL CAREERS LOOK LIKE?

Full-time employment with a regular salary	33.21%
Part-time employment with a regular salary	6.79%
Full-time self-employment or freelancing (working on individual contracts, sales, or gigs)	21.43%
Part-time self-employment or freelancing (working on individual contracts, sales or gigs)	22.50%
A business that you own in which you have other employees	10.00%

REASONS FOR CHOOSING WORK OUTSIDE OF CULTURAL WORK

Need more income to support myself/my household	42.27%
Need more predictable income that does not vary from month to month	25.26%
Enjoy a variety of experiences	18.56%
Better benefits from non-cultural work (e.g. health insurance, retirement)	12.89%
Have not been able to find steady employment in cultural work	12.89%

“Just having a space where people who are doing the same kind of work are coming together, and that’s how authentic connections are born... facilitating those sort of connections would be awesome. Definitely just [by] creating the space for it.”

Culinary Arts Interviewee

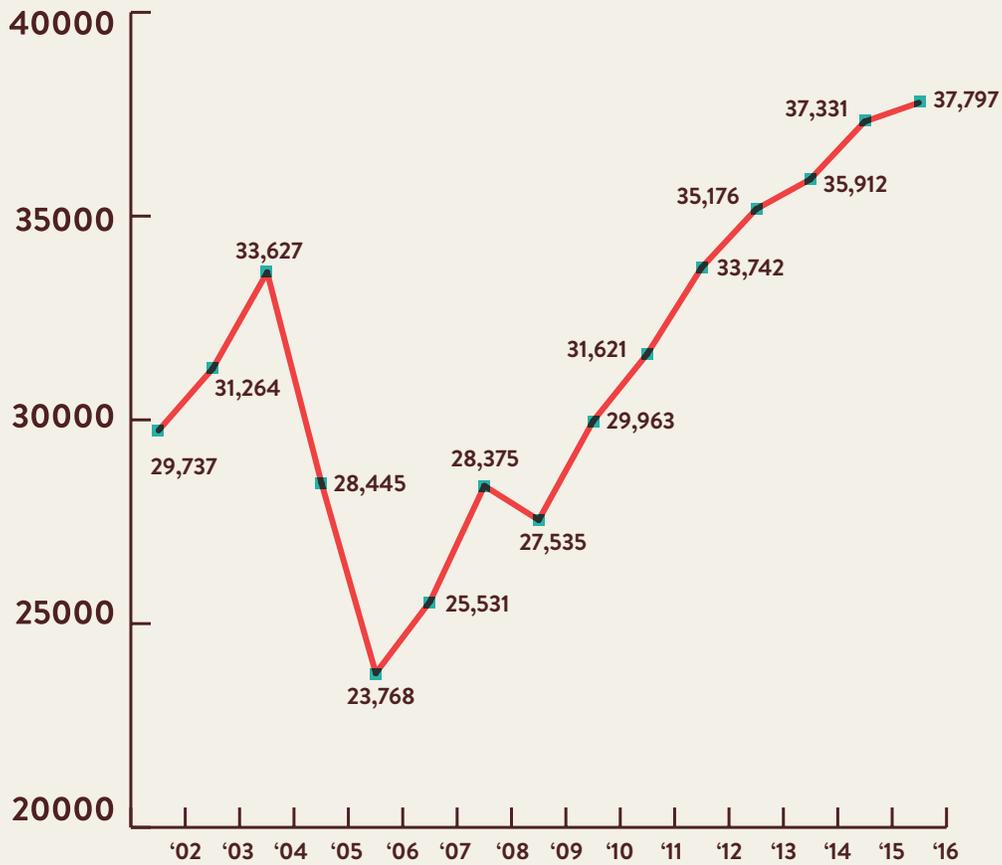
Employment

For the past eight years, the number of cultural economy jobs in New Orleans has steadily increased by over 35%. The cultural industry in New Orleans has concurrently made up an increasingly larger portion of all jobs in the city since 2009, increasing from 12% to 14% in 2016.

While this growth may seem small, compared to other industries, the cultural sector has consistently grown at a greater rate than the rest of the City's industries since 2006. Cultural jobs increased at a rate of 59%, while overall jobs increased by 33%.

In New Orleans, the majority of cultural jobs are in the Culinary segment, followed by Entertainment. Culinary jobs have increased 100% since 2005, reflecting the growth of the restaurant industry in New Orleans, which has received national attention and garnered 32 James Beard awards including Best Chef, Best New Restaurant, and Lifetime Achievement over the past 30 years. Entertainment jobs have increased by 72%. The biggest growth within the Entertainment segment has been jobs for independent performing artists and for promoters of events and the performing arts.

TOTAL CULTURAL INDUSTRY JOBS, 2002-2016



CULTURAL SEGMENT	EMPLOYMENT CHANGE SINCE 2005	% CHANGE SINCE 2005
Culinary	7,898	100.8%
Entertainment	4,676	72.6%
Visual Arts	533	42.8%
Design	333	21.6%
Preservation	554	12.7%
Literary Arts	30	1.3%
TOTAL	14,024	59.0%

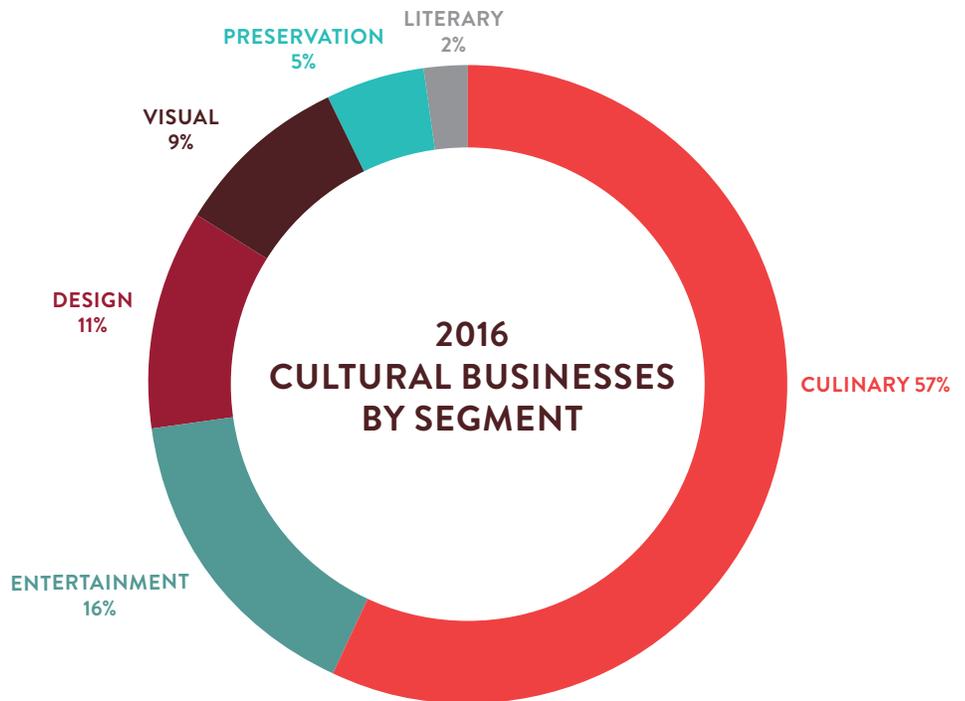
“The thing about New Orleans with food is you don’t even need a game plan, to be honest with you. You can just be like, ‘There’s going to be a lot of people there.’ Set up and sell food and do it. This is literally [the] cultural legacy in New Orleans. My dad used to sell food at Second Lines when I was a kid. People creating this environment ... and being entrepreneurs for themselves, has always been a part of New Orleans history.”



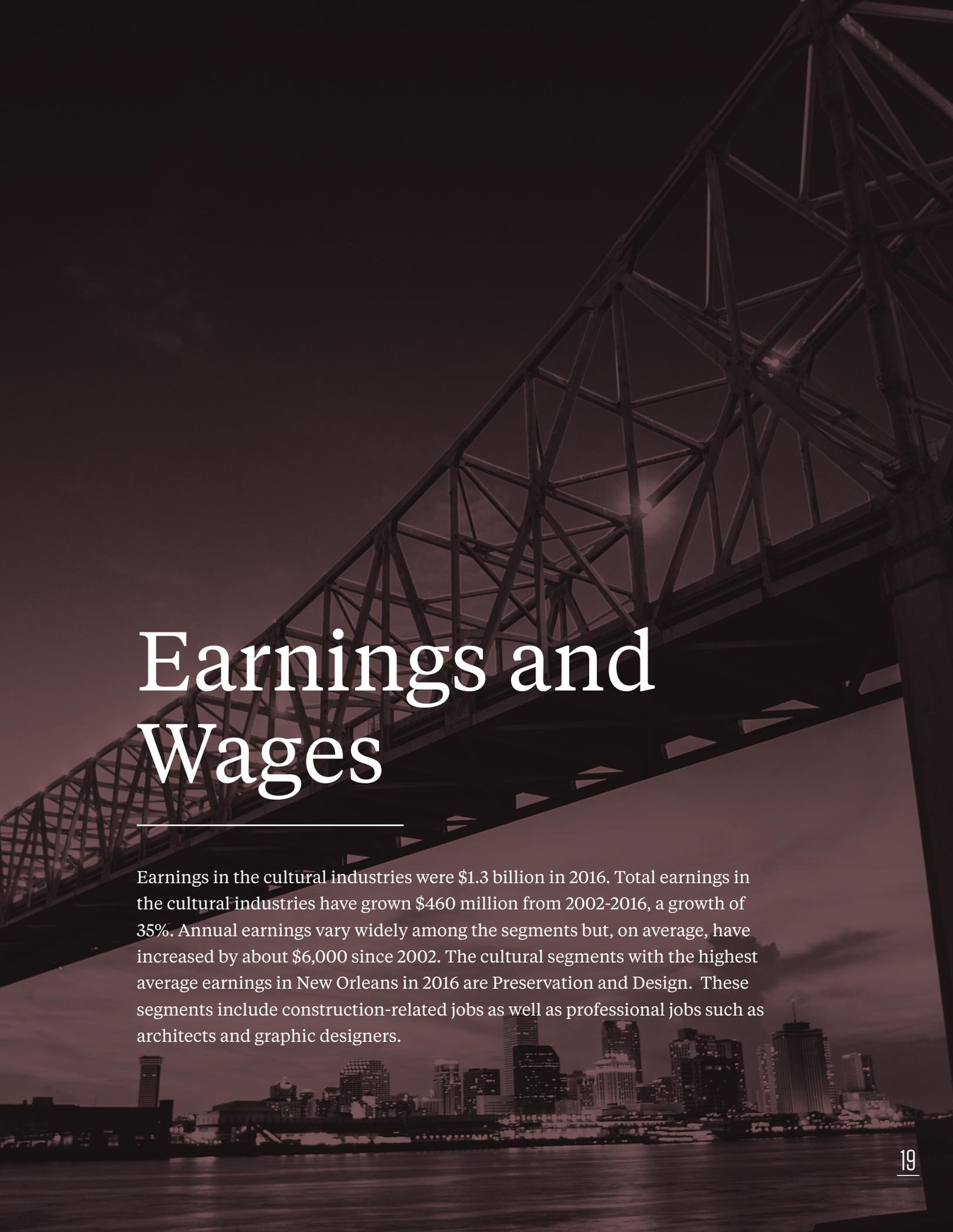
Businesses

This report counted 1,718 cultural businesses in New Orleans in 2016. Cultural businesses are a diverse group, spanning from restaurants and bands to art galleries and advertising. The most common cultural businesses are restaurants and specialty food stores (869), art galleries (141), and live music venues (136).

There are 4.75% more businesses than in 2010. The largest increase in enterprises or independent workers was in the Design segment, which has risen by 50% since 2010. Finally, Culinary has gained many new businesses compared to 2010, with a 20% increase, mostly due to new restaurants and mobile food sellers.



“A lot of the art departments at all of these universities... are training all of these students to go out. They’re training them to be proficient in their industry, but they’re not training them to actually own a business one day. A lot of creative people, especially now[a]days, are more inclined to start their own business because we realize the benefits, the increased income you can make, and also the lifestyle is a little more flexible for us as opposed to being stuck at some sort of corporate firm.”



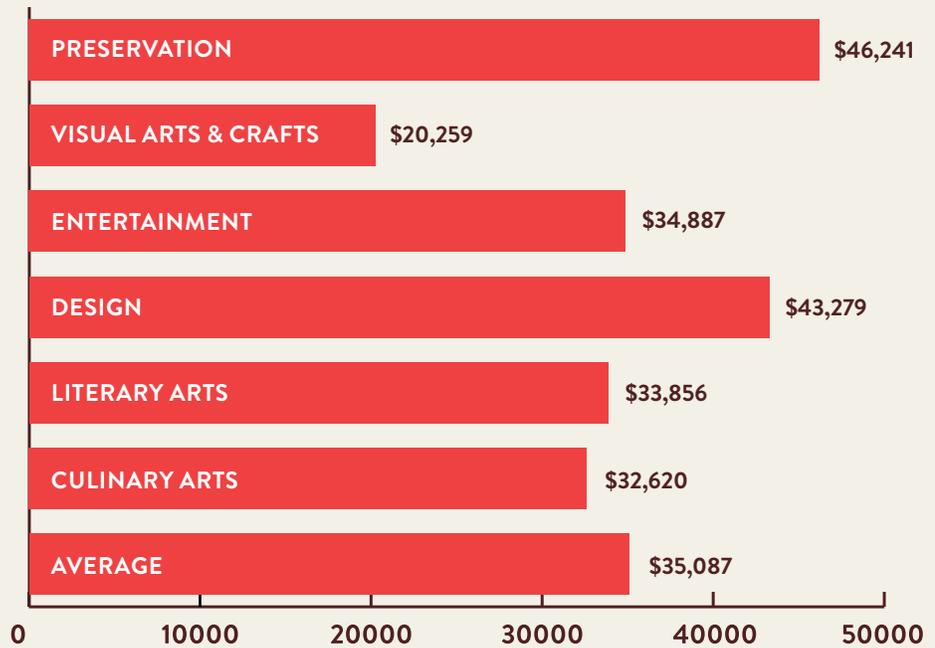
Earnings and Wages

Earnings in the cultural industries were \$1.3 billion in 2016. Total earnings in the cultural industries have grown \$460 million from 2002-2016, a growth of 35%. Annual earnings vary widely among the segments but, on average, have increased by about \$6,000 since 2002. The cultural segments with the highest average earnings in New Orleans in 2016 are Preservation and Design. These segments include construction-related jobs as well as professional jobs such as architects and graphic designers.

OVERALL CULTURAL INDUSTRY EARNINGS



AVERAGE ANNUAL WAGES BY SEGMENT, 2016



“When I say I have to work for free sometimes, I don’t mean I literally have to, but to stay true to myself sometimes I have to do things for free. Being involved with different groups, volunteering my services, that’s the only way to be seen sometimes. They’re not always going to pay you for it. Sometimes you need to show people what you can do and then you’ll get work after that.”

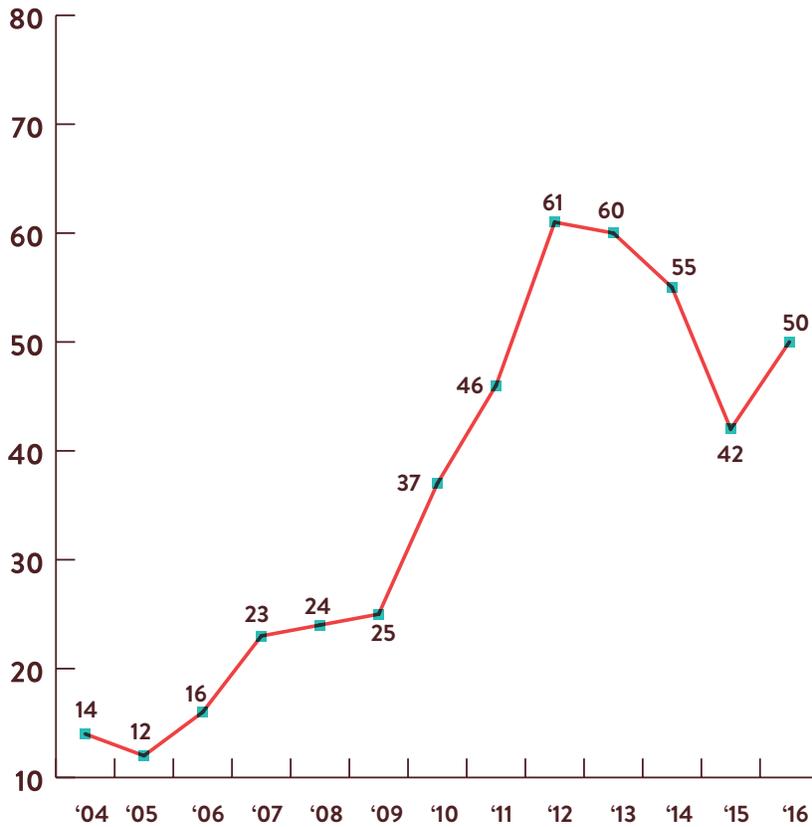
Design Interviewee

A photograph of a film set, showing large overhead lighting rigs and various pieces of equipment. The scene is outdoors, with a building in the background. The image is overlaid with a semi-transparent white box containing text.

Film

After a dip in 2015, the number of tax credit film projects increased to 50 in 2016. Changes in the film tax credit law in 2015 lowered the number of projects in New Orleans from 55 in 2014 to 42 in 2015. However, in 2016, the presence of multiple TV series boosted both project numbers and employment for film workers as series require longer contracts than a film. The film industry spent \$439 million locally on 50 projects in 2016, translating to 67% of total budgets spent locally. Over 120 non-tax credit film projects were completed in 2016. The film industry, with support of the tax credit program, nurtures everything from student films to major blockbusters.

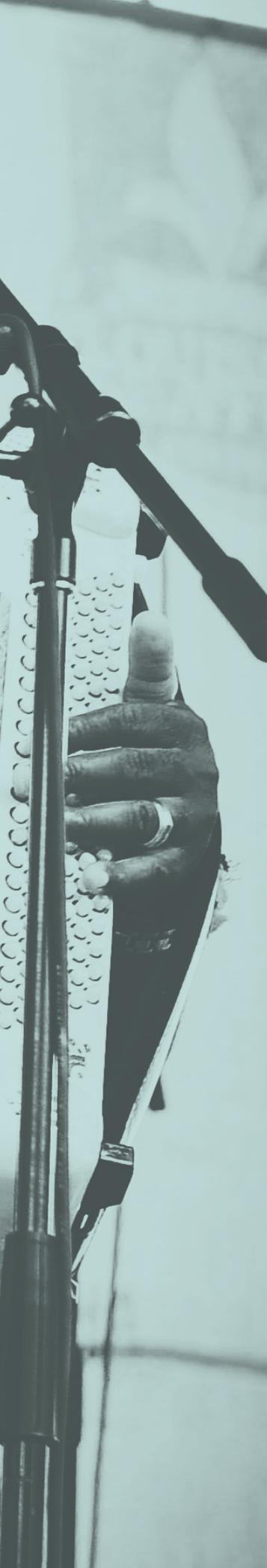
ALL PRODUCTIONS, NEW ORLEANS REGION



OVERALL LOCAL EXPENDITURE

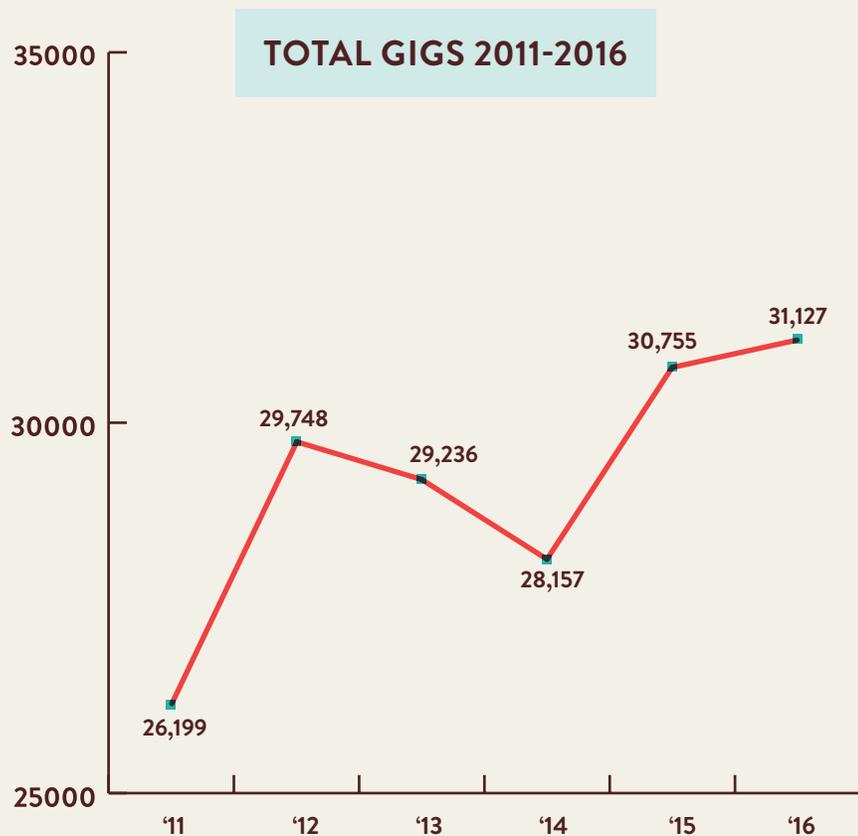
YEAR	LOCAL EXPENDITURE
2008	\$238,850,000
2009	\$155,701,592
2010	\$364,698,680
2011	\$531,711,369
2012	\$669,822,299
2013	\$456,639,462
2014	\$514,078,995
2015	\$583,850,582
2016	\$439,146,508





Music

The City's music is such a signature of its culture that sometimes we don't realize just how much music surrounds us. Living in New Orleans can easily bring you into contact with live music every day, whether it's in a club, out on the street, or a local school marching band practicing for Mardi Gras. On average, there are 85 gigs a day. A 'gig' is a single, unique live musical performance. This report counts each gig by a soloist or group daily. An average weekend day features 112 gigs. Not including restaurants that have live musical accompaniment, there are 136 live music venues in the city, presenting everything from jazz and funk to electronic and bounce. In 2016, 31,000 gigs were counted daily through WWOZ's live music calendar, the highest number recorded since 2011.



“I just always heard this quote that good music’s always going to last. Everything else is here today, gone tomorrow. I feel like whatever I do with music, if I’m true to it, then it’s going to stick.”

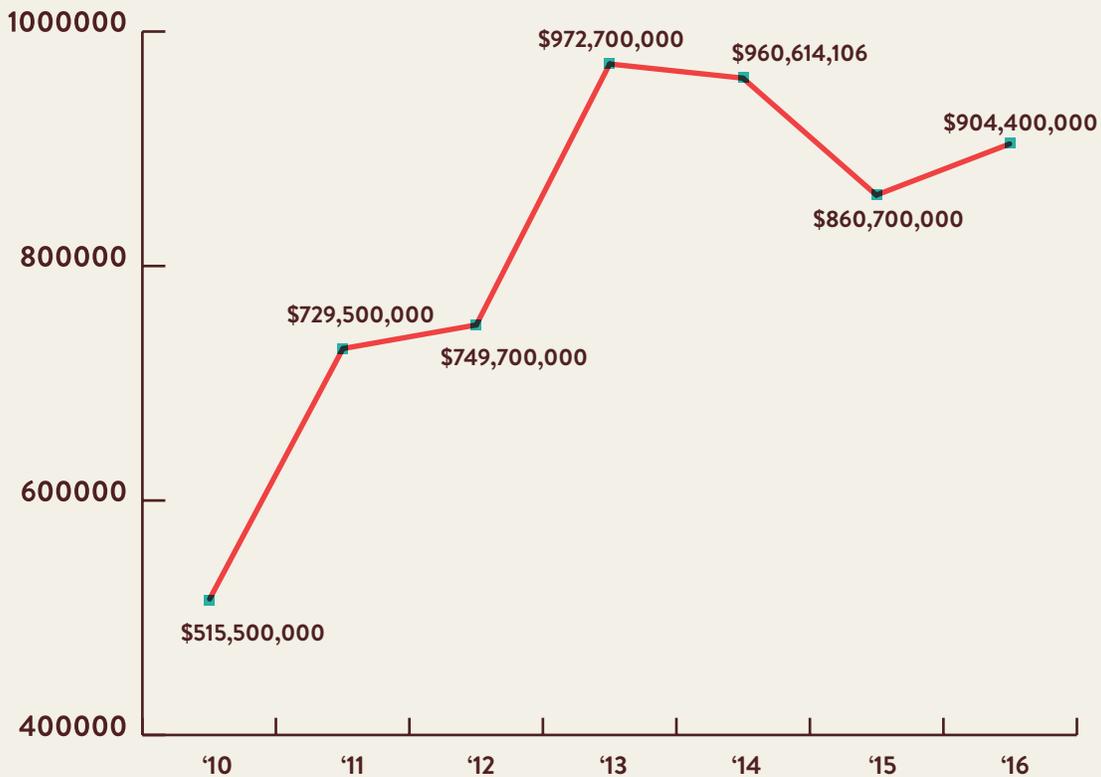
Entertainment Interviewee



Festivals

Festivals and special events have become a defining force in the City's culture. Our festivals show who we are through food, music, and traditions. There were 136 cultural festivals and events in 2016. Peak festival seasons are March to April and October to November. The City's major events, including Mardi Gras, French Quarter Festival, the Jazz and Heritage Festival, and Essence Festival, attract over 3 million attendees each year. These attendees not only attend the festival, but stay in our hotels, eat in our restaurants, and shop at our small businesses. Overall, events estimated that there was over \$900 million in economic impact in 2016. Festivals are a great example of the cultural economy, creating a major platform for performers, artists, and restaurants to increase exposure and sales.

MAJOR EVENT ECONOMIC IMPACT 2009-2016



“When I mask, I’m not just masking for everyone who’s masking When I’m making an umbrella, I’m not just doing the doodles and everything else. I’m channeling all the visual artists ... when I dance, [it’s] all the people I’m dancing for.... It’s the fact that the past and the present get an actual tie, not [to] what I do, but in the fact that I’m a visual tie into the past and the present.”

Visual Arts and Entertainment Interviewee

CULTURAL ECONOMY TEAM

Scott Hutcheson, Deputy Chief Administrative Officer & Senior Advisor to the Mayor for Cultural Economy

Roland “Sonny” Borey, Special Projects, Protocol Manager

Alison Gavrell, Senior Advisor to the Deputy CAO & Research Director

Asante Salaam, Senior Advisor to the Deputy CAO

Carroll Morton, Manager, Entertainment Industry Development & Tricentennial Manager

Katherine Williams, Director, Film New Orleans & Senior Advisor to the Deputy CAO

Jennifer Kessler, Film Coordinator & Special Events Manager

PHOTO CREDITS

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

Covers: Brass Band by Jen Amato

Page 4: Little Boy Street Performer by Chris Granger

Page 6: Jazz Funeral for Uncle Lionel by Cheryl Gerber

Page 9: Photo courtesy of Film New Orleans

Page 12: Jambalaya by Joyce Bracey

Page 15: Crescent City Bridge by Richard Nowitz

Page 18: Photo courtesy of Film New Orleans

Page 20: Cajun Zydeco Festival by Cheryl Gerber

Page 23: Big Chief Bo Dollis, Jr. and the Wild Magnolias at French Quarter Fest 2011 by Zack Smith



The Mayor's Office of Cultural Economy
City of New Orleans
Mitchell J. Landrieu, Mayor