



Inaugural Cultural Impact Report

Mayor's Office of Cultural Economy

City of New Orleans
Mayor LaToya Cantrell

“Create opportunities.

Stimulate the economy.

Preserve tradition.”

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A Word from Our Leadership



Honorable Mayor
LaToya Cantrell

"New Orleans is a city defined by its culture — it's in our music, our food, our art, and in the spirit of our people. The cultural economy is more than an industry here; it's the heartbeat of our community and a driver of resilience, prosperity, and inclusivity. Every festival, gallery, and performance is a testament to our unique heritage and a critical contributor to jobs, tourism, and local pride. By investing in our artists, creators, and cultural businesses, we're not just strengthening our economy — we're preserving the soul of New Orleans for generations to come."

"Our cultural economy is the fabric of New Orleans, weaving together tradition and innovation in ways that are uniquely ours. Supporting our artists, musicians, and culinary and cultural entrepreneurs not only enriches the city but also fosters economic growth, community cohesion, and a sense of identity that is felt around the world. Our office is dedicated to nurturing this vital sector, ensuring that every investment in culture is an investment in the future of New Orleans and the people who make it extraordinary."



Director
Lisa D. Alexis

Dear Friends, Supporters and Keepers of the Culture,

On behalf of the City of New Orleans, we are pleased to present the Inaugural Cultural Impact Report for the Mayor's Office of Cultural Economy (OCE).

The Cantrell Administration recognizes the arts as a vital driver of socioeconomic growth and community well-being, and this report reflects OCE's unwavering commitment to strengthening our city's cultural infrastructure. The office plays a critical role in the City's strategic vision through ongoing efforts to invest in the arts and our people, setting the standard for ethical musicians' pay, positioning New Orleans as the fourth-largest film production hub in the United States, and managing major cultural events that generate **\$1.9 billion in revenue**.

Collaboration is key to expanding the reach and impact of OCE's work. In 2020, the staff stepped up as stewards of culture while the arts and cultural sector navigated the challenges of the COVID-19 pandemic. Since then, the team has worked tirelessly to deepen and strengthen over 80 new and existing partnerships within the cultural and private sectors that support our thriving cultural ecosystem through programming, grants, sponsorships, and international initiatives. Thanks to this dedication, we have successfully reached new milestones:

- Film New Orleans leads the City's efforts in the local production of feature films, television series, documentaries, and commercials, which have had a **direct spend of \$4 billion** since 2018.
- Film industry workforce training and educational programming support **8,000 jobs created in the New Orleans region**, including union crew members and film-related businesses.
- OCE utilized **\$490,000 in sponsorships for major economic and cultural events and resources** to support artists and culture bearers.
- Invested **\$504,560 into Embrace the Culture initiatives** that foster international partnerships and support creative talent, events, and programming across diverse disciplines.
- Distributed **\$150,000 in State funding to support Social Aid & Pleasure Clubs** for the 2023-2024 Second Line Parade Season.
- Awarded **\$110,650 to local arts and culture organizations** engaging in activities that promote the cultural economy.

By sharing this report, we invite you to celebrate our achievements and join us in continuing this journey to make our city a beacon of cultural enrichment and artistic excellence. Together, we can ensure that New Orleans remains a dynamic, creative city that nurtures the voices, talents, and stories of all who call it home.

May we continue to embrace the culture,



LaToya Cantrell
Mayor, City of New Orleans



Lisa D. Alexis
Director, Mayor's Office of Cultural Economy



Meet the Team



**Lisa D.
Alexis**

Director



**Frederick
Delahoussaye**

Deputy Director



**Brittany
Chandler**

Director, Film
New Orleans



**Alana
Harris**

Deputy Director of
Arts & Culture



**Bryon
Cornelison**

Deputy Director of
Programs



**Lynette
Meyers**

Executive Administrative
Manager



**Mashaera
Alexander**

Development &
Communications Manager



Kalin Polk

Creative Media
Coordinator



Micah Theodore

Strategic Policy &
Communications VISTA
Associate

Defining the Cultural Economy

Cultural Economy is defined as the people, enterprises, and communities that transform cultural skills, knowledge and ideas into economically productive goods, services and places.

Culinary Arts

Food-related cultural products including food processing, specialty food products and locally-owned, full service restaurants (does not include franchise/non-local chain restaurants)

Design

Individual designers and firms involved in the communication arts such as graphic design, printing, and advertising.

Entertainment

The performing arts (music, theater, and dance), individual performers, and the film industries.

Literary Arts and Humanities

Individual writers and editors and book, periodical, and newspaper publishing.

Preservation

Economic activities focused on the restoration and redevelopment of the built environment including architecture, landscape architecture and a percentage of construction activity focused on preservation and renovation.

Visual Arts and Crafts

Individual artists and craftspeople as well as the galleries and museums that present cultural products.

Mission

The Mayor's Office of Cultural Economy is dedicated to fostering economic growth and vitality within New Orleans' diverse cultural sectors. Our mission is to create an environment where artists, creatives, and cultural producers can thrive, contributing to the overall economic well-being of our city.

Vision

- Support the creation and sustainability of jobs in the cultural sector
- Attract and retain creative talent in New Orleans
- Enhance the visibility and recognition of our cultural assets on a local, national, and international scale
- Foster a sense of pride and belonging among all members of our community through cultural engagement and participation
- We believe that by investing in our cultural economy, we are not only supporting the livelihoods of our artists and creatives but also contributing to the overall resilience, vibrancy, and prosperity of New Orleans.

We Achieve This By

- Developing initiatives and programs that support the growth and sustainability of the cultural economy.
- Curating events and experiences that showcase the talent and creativity of our local artists and cultural organizations.
- Forging strategic partnerships with businesses, institutions, and community groups to amplify the impact of our cultural assets.
- Connecting with the community to ensure that the benefits of the cultural economy are accessible and inclusive.

Our Commitment

Our office recognizes the immense potential of the cultural economy to drive innovation, entrepreneurship, and economic development. By leveraging these qualities, we aim to integrate cultural considerations into a wide range of City projects and priorities, ensuring that the unique character and creativity of New Orleans are woven into the fabric of our city's growth and development.

GALLIER HALL

Cultural Events Hosted at Gallier Hall

- Welcome Reception For 71st MISS UNIVERSE Competition
- YLC Wednesday at the Square Press Conference
- Mardi Gras Parades
- Mayor's Mardi Gras Ball
- New Orleans Entrepreneur Week
- Carver High School Drama Club Production
- Kidd Jordan Funeral
- BRAVO 35th Anniversary Luncheon
- New Orleans Ballet Danse Le Jardin
- Gallier Hall 170th Anniversary Open House
- House of Essence
- NOTCF 2024 Honors Gala Kick-Off Social
- You Night Breast Cancer Survivors Fashion Show
- Angel Network
- Dr. Ko's Coats for Kids
- St. Barbara's Day Washington Artillery Louisiana National Guard



The management of Gallier Hall is a shared responsibility of both the Mayor's Office of Cultural Economy and the Department of Property Management. Within this unique partnership, our goal is to preserve one of the most historic assets of the City of New Orleans through a combination of thoughtful external rentals to provide income for the building and use this asset as an avenue to support members of the city's unique cultural economy.

Visit gallierhall.com to learn about the storied history of Gallier Hall and to plan your next event.

Embrace The Culture

Embrace the Culture (ETC) was launched in March 2020 as a virtual series to help artists expand their audience and earn revenue when the doors of traditional venues and businesses were shuttered, the series featured a range of artistic disciplines — visual arts & crafts, literary arts, fashion & design, culinary arts, film, and music — and prioritized showcasing the diverse talent and cultures that truly represent the people of New Orleans.

“Embrace the Culture” has become the OCE’s official brand mantra. It is rooted in the idea that culture, when given a platform to thrive, will be embraced and that embracing culture is the ultimate expression of acceptance and support for the prosperous success of a community.

ETC continues to pursue OCE’s goals of strengthening cultural ecosystems — including digital infrastructure, attracting more artists to display their work online, diversifying artists’ revenue streams, and bringing more diverse cultures into the homes and hands of the masses. Through ETC, our team remains committed to supporting and investing in the multi-generational wealth and health of New Orleans’ cultural community.

200+ LOCAL ARTIST

Over 200 local artists participated in the Embrace the Culture Series.

100,000+ USERS

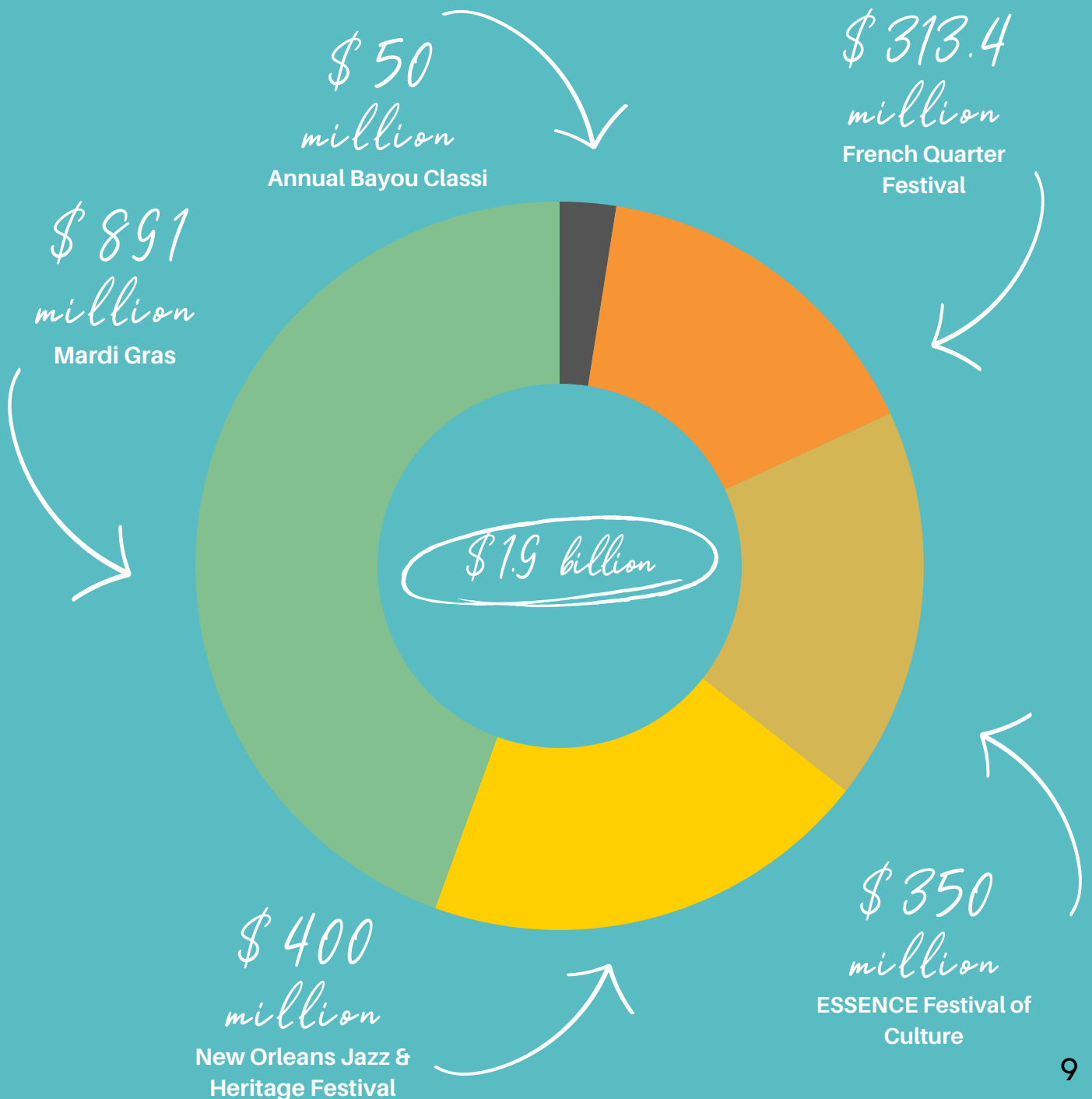
Over 100,000 users have viewed the series through Instagram and Facebook, and the program has won international acclaim.

\$75K IN STIPENDS

The program pays every creator it features and has paid artists \$75,000 to date.

Economic Impact

The Mayor's Office of Cultural Economy manages the City's cultural events and initiatives. Notable, large-scale events that have a combined **\$1.9 billion** impact on the local economy include the following:



City Cultural Initiatives

King's Day

**Mardi Gras
Season**

**French Quarter
Festival**

**New Orleans Jazz &
Heritage Festival**

**ESSENCE Festival
of Culture**

**ESSENCE Local
Vendor Marketplace**

**Go 4th On The
River**

**New Orleans Film
Festival**

**Annual Bayou
Classic**

Deck The Halls

Embracing The Culture

Quarterly

Q1

NOLA New Year's Eve

King's Day Celebration

Mardi Gras Season

Baby Doll Umbrella Workshop

Welcome Reception for 71st Miss Universe Competition

NOTCF Honors Gala

**The National Council of Artists (NCA) 26th
Martin Luther King Jr. Commemorative Art Exhibition**

**New Orleans Named #3 Best Cities to Live and Work
as a Moviemaker**

WBOK King Cake Wars

**NOVAC and Film New Orleans present
SYNC UP Cinema: In the Mood for Love**

Mayor's Mardi Gras Ball

**Hosted Lumkah Fabulas, Durban Youth Ambassador for
the New Orleans South Africa Connection, Inc.
(NOSACONN)**

Grand Opening of Camp Street Studios

Black Film Festival of New Orleans

**Official City of New Orleans Welcome for Edie Littlefield
Sundby, the "Mission Walker"**

Sing for Hope Ribbon Cutting & NOLA Exhibition Launch

**Association of Film Commissioners International
(AFCI) Conference**

Overlook Film Festival



Embracing The Culture

Quarterly

Q2

Sound Diplomacy Music Tourism Convention

French Quarter Festival

Billboard Magazine Spotlight on New Orleans

New Orleans Jazz & Heritage Festival

TODAY with Hoda & Jenna Live

Film Day at the Capitol

Gallier Hall 170th Anniversary

New Orleans Day at the Capitol

**Call for Proposals - National Endowment for the Arts
(NEA) Our Town Grant**

Young Artist Movement "Light Bearers" Mural Unveiling

New Orleans Corridor Celebration in Los Angeles, CA

Juneteenth Freedom Festival

39th Edition of Ascona Jazz Festival (JazzAscona)

**Nigerian Film Commission (Nollywood) Panel
Presentation and Networking Event**

**Mayor's Essence Welcome Reception and
Hip-Hop Sip & Shop**



Embracing The Culture

Quarterly

Q3

ESSENCE Festival of Culture

SOKO NO.LA Marketplace

Go 4th on the River

**Water Seed & Friends Residency
at Nublu in New York**

Villa Albertine Cultural Exchange

NOVAC REEL Reset Mixer

18th Anniversary Hurricane Katrina Memorial

FNO X Global New Orleans

New Orleans Fashion Week

NOLA X NOLA

**Prospect New Orleans Artists of Public Memory
Commissions**



Embracing The Culture

Quarterly

Q4

Louisiana Arts Summit

Sister City Signing Ceremony

International Arts Festival & Sister City Summit

Dominican NOLA Fest

10th Annual You Night Empowering Events Runway Show and Celebration

Coast Guard Events

NOLA MusiCon

SWAMP SCREAMS: A Crescent Cinema Series Event

NOLA Zydeco Festival

New Orleans Film Festival

NOVAC REEL reSET: NOFF Edition

End of Historic SAG-AFTRA Strike

Dr. Ko's Koats for Kids Concert

50th Annual Bayou Classic

LUNA Fête X

Deck the Hall with Mayor LaToya Cantrell for the Holidays



Cultural Economy Grant Recipients

Organization	Program	Funding Amount
Louisiana Philharmonic Orchestra	Music at the Museum Series	\$10,000.00
New Orleans Martin Luther King Exhibition Council	National Conference of Artists 26th Exhibition	\$5,000.00
No Dream Deferred	We Will Dream: New Works Festival	\$3,000.00
New Orleans Opera Association	Beyond the Stage Career Fair	\$2,500.00
Tekrema Center for Art and Culture	Dance Forever! 2023 Conference	\$2,500.00
BORDERS FOUNDATION	PRIDE at Broadside	\$1,500.00
Market Umbrella New Orleans	New Orleans Music & Cooking Demo's @ Market	\$1,500.00
Black Film Festival of New Orleans	Black Film Festival of New Orleans 2023	\$7,000.00
Treme Arists Collective	Down in the Treme Concert Series	\$1,900.00
Fitchfield Foundation	Fitchfield Foundation Community Outreach Fest	\$2,500.00

Cultural Economy Grant Recipients

Organization	Program	Funding Amount
New Orleans Jazz Museum	Balcony Concert Series	\$2,000.00
Lantern Light, Inc	Connecting Musicians to Ministry	\$1,000.00
North Rampart Community Center	After School & Summer Camp Programs	\$3,000.00
Camp Street Studios and Gallery LLC	Rooted in Place	\$1,850.00
NOVAC	REEL ReSET & Crescent Cinema Series	\$17,400.00
Mohawk Hunters	West Fest 23 & Sewing, Dancing & Drumming Classes	\$2,500.00
Overlook Film Festival	Overlook Film Festival 2023	\$2,500.00
Uptown Jazz Orchestra, Inc.	3rd Annual Jazz at Congo Square Festival	\$2,000.00
International Arts Foundation	International Arts festival	\$15,000.00

Cultural Economy Grant Recipients

Organization	Program	Funding Amount
Eternal Seeds	Belite	\$1,500.00
New Orleans Healing Center	Day of the Dead/Fèt Gede	\$2,000.00
New Orleans Community Arts	Community Arts' Mentorship in the Visual Arts	\$3,500.00
The Ella Project	Crescendo: A Music Business Intensive	\$2,500.00
Musicians for Music	Ecos Latinos Series	\$3,000.00
Arts Council of New Orleans	Arts Market New Orleans	\$1,500.00
NOLA x NOLA	NOLA x NOLA 2023	\$5,000.000
Voices in the Dark Theatre Company	LeCode Noir Outdoor Historical Drama	\$5,000.00
Barrett-Jackson Welcome Reception	Naydja CoJoe Performance	\$2,000.00

Social Aid & Pleasure Club Funding



\$150,000

Funds designated by CEA #23-945-320 to support the 2023–2024 second-line season in New Orleans through contributions made by Senator James “Jimmy” Harris, III.

Recipients:

- Big Nine
- Black Men of Labor
- CTC Steppers
- Divine Ladies
- Dumaine Street Gang
- Family Ties
- Good Fellas
- Keep n’ It Real
- Ladies of Unity
- Lady Backjumpers
- Lady Jettsetters
- Lady Rollers
- Men of Class
- Money Wasters
- New Generation
- Nine Times
- Ole & Nu Style Fellas
- Original Big Seven
- Original Four
- Perfect Gentleman
- Pigeon Town Steppers
- Prince of Wales
- Revolution
- Scene Boosters
- Single Ladies
- Single Men Sudan
- Treme Sidewalk Steppers
- Undefeated Divas & Gents
- Uptown Swingers
- Valley of Silent Men
- VIP Ladies
- We Are One
- West Bank Steppers
- Women of Class
- Young Men Olympian
- Zulu Social Aid & Pleasure Club



CREATE OPPORTUNITIES.
STIMULATE THE ECONOMY.
PRESERVE TRADITION.

International Partnerships & Delegations





Mexico



Brazil



Haiti



Dominican Republic



Colombia



Cuba



Senegal



South Africa



Ethiopia



Republic of Congo



Ghana



Kenya



South Korea



Jordan



Italy



Denmark



France



Ireland



Switzerland

Film New Orleans

Mission

Film New Orleans partners with local and state economic development organizations to attract film productions and film infrastructure investment to the city; partners with local non-profits and state economic development organizations to produce workforce training programs with a pathway to film industry employment; compiles film data for the city and region. Film New Orleans serves as the city's One Stop Shop for Film Permitting intaking and processing all film and location permits.

The Film Office supports workforce training and educational programming through its partnership with the New Orleans Video Access Center (NOVAC) and is the primary sponsor of the Crescent Cinema Series and the REEL reSET events.



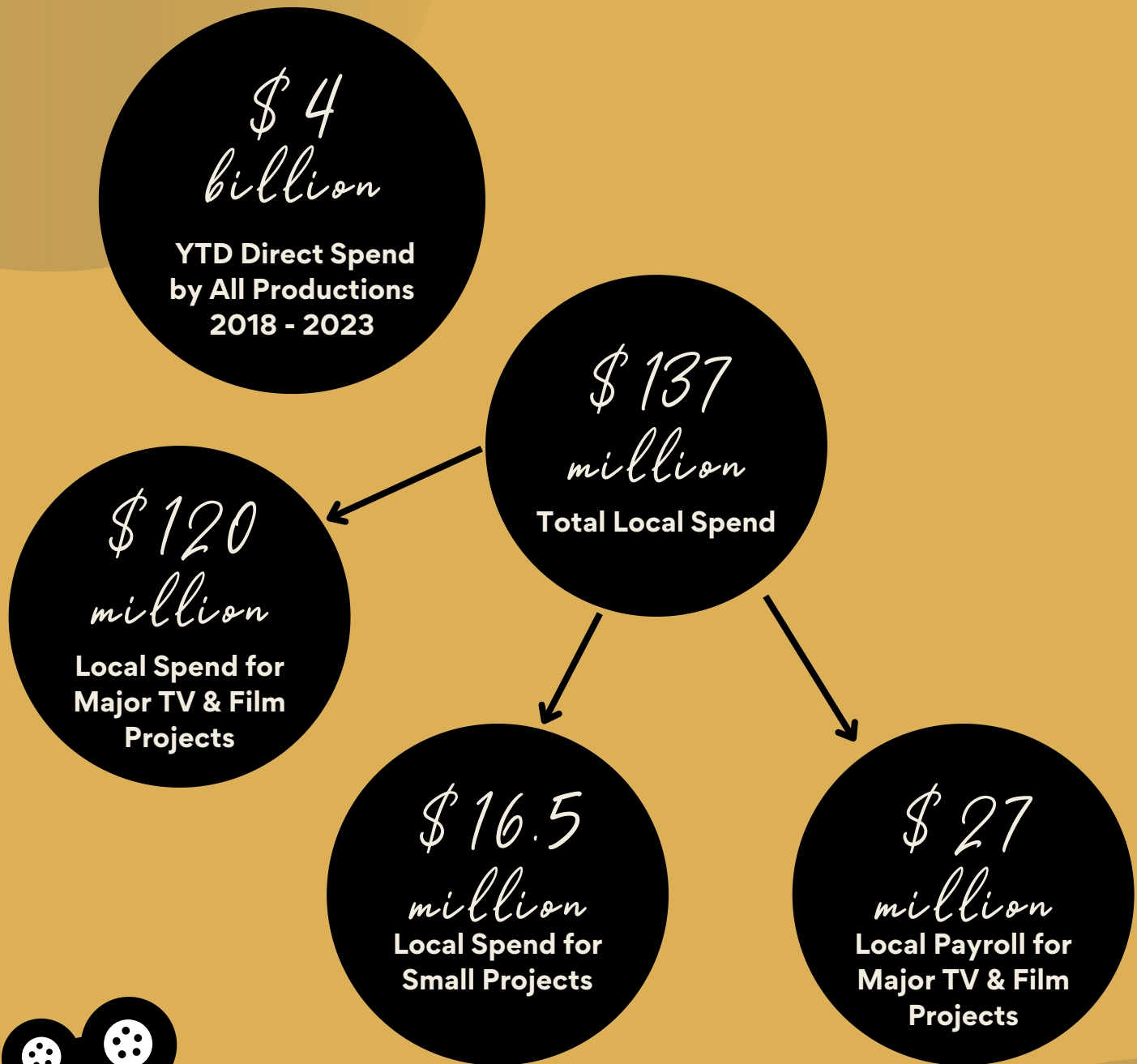
Highlights & Accomplishments

Partnered with the Department of Parks and Parkways and Louis Armstrong New Orleans International Airport to establish rental rates for production companies.

Louisiana's Film Tax Credit Program successfully extended until 2031.

Established the Louisiana Film Workforce Coalition comprised of workforce training providers in New Orleans and Louisiana (NOVAC, IATSE 478, Cool Cooperative, Louisiana Entertainment, New Orleans Film Society, Film Prize, Jr. and NOLABA) with the goal of leveraging workforce funding, opportunities and ensuring pathways to employment.

Film New Orleans Data



Film New Orleans Data

1,130

Production Days for
Small Projects

273

Production Days for
Major Projects

197

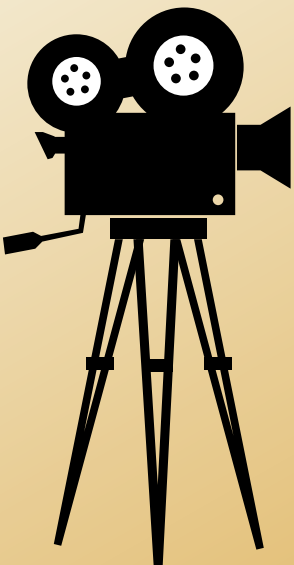
B- Roll Permits

136

Shoot dates on
location

116

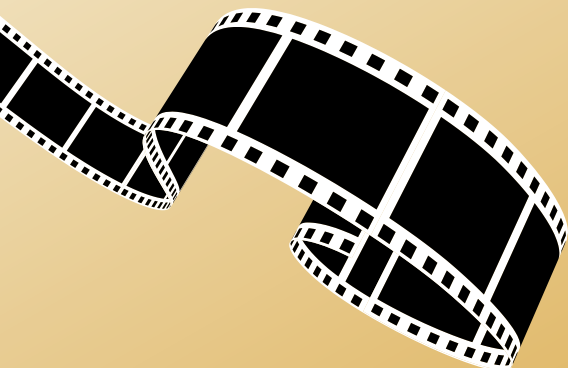
Location Permits



Major TV & Film Productions

Project	Studio Name	Estimated Local Spending	Estimated Local Payroll	Production days
Life and Beth Season 2	Hulu	\$7,433,047	\$2,103,871	12
Five Nights at Freddy's	Blumhouse	\$25,180,722	\$12,149,027	65
Bachelorette 20	ABC/Hulu	N/A	N/A	4
Home Movies (Faces of Death)	Legendary Pictures	\$7,409,664	\$4,520,000	31
Untitled Marine Project	Sony	\$60,000,000	N/A	75
TODAY with Hoda & Jenna in New Orleans	NBC	\$500,000	N/A	1
Interview With A Vampire S2	AMC	\$5,000	N/A	2
Interview With A Vampire S2	AMC	\$400,000	N/A	2
Imaginary	Blumhouse/Lionsgate	\$13,080,544	\$6,275,923	42
OSIRIS	Denton Films, XYZ Films, Roosevelt Film Lab	\$6,656,463	\$2,346,516	39

Small Projects



Notable Premieres

TV SERIES/PILOTS:



Twisted Metal – Peacock



I'm A Virgo – Amazon



Mayfair Witches – AMC



Daisy Jones & The Six - Amazon



Queer Eye – Netflix



Interview With a Vampire – AMC

Notable Premieres

FEATURE FILMS:



Renfield – Universal



Haunted Mansion – Disney



Big George Foreman – Sony



Five Nights At Freddy's - Peacock



The Killer – Netflix



We Have A Ghost – Netflix

Join Our Cultural Directory



Contact Us

Office of Cultural Economy



(504)-658-4927



nola.gov/cultural-economy



[@Embracetheculturenola](https://www.instagram.com/Embracetheculturenola)



New Orleans Cultural
Economy

Film New Orleans



(504)-658-4900



filmneworleans.org



[@Filmneworleans](https://www.instagram.com/Filmneworleans)

Gallier Hall

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gallierhall.com

Credits

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Page 12, Row 3, Photo 2 (Center)

Mayor's Mardi Gras Ball

Photo of Perrin "Lenny" Green (left) and SweetFunk band members
by John Merrit Photography

Page 14, Row 1, Photo 2 (Center)

Film Day at the Capitol presented by Film Louisiana
Fire scene from "Love & Zombies"
Photo by Eliot Brasseaux

Page 14, Row 2

Nollywood presented by Film New Orleans
Photo by Humbleness Beginnings Photography

Page 16, Row 1, Photo 2 (Center)

Go 4th on the River
Photo by Vincent Simmons Photography

Page 16, Row 3, Photo 1

NOVAC REEL Reset Mixer hosted by NOVAC and Film New Orleans
Photo courtesy of New Orleans Video Access Center (NOVAC)

Page 16, Row 3, Photo 2 (Center)

New Orleans Fashion Week
Photo of Indys Blu by Shades of Gray Photography

Page 18, Row 2, Photo 1

Deck the Halls
Photo by Billiot Photography and Video

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



**FILM
NEW
ORLEANS**

MAYOR'S OFFICE OF CULTURAL ECONOMY