



# OFFICE OF THE LIEUTENANT GOVERNOR

## DEPARTMENT OF CULTURE, RECREATION & TOURISM

*Department Report 2016-2018*



*"It is with great pride and a full heart that I am honored to have the opportunity to serve as Louisiana's 54th Lieutenant Governor.*

*We have worked as a team to promote Louisiana to the world, and have led our great state to record-breaking success by introducing the "The Louisiana Experience": all the unique things you can find in #OnlyLouisiana.*

*There is something for everyone to experience in our state, whether it's fishing our vast bodies of water, exploring one of our museums or state parks, visiting libraries, eating delicious Louisiana seafood, attending a festival, or learning about Louisiana's history. Our food, music, arts, culture, history and, most importantly, our people are what make Louisiana special. Only in Louisiana can you "Feed Your Soul".*

*I am proud to lead the Department of Culture, Recreation and Tourism, and extremely proud of the accomplishments made by this department."*

*– Lt. Governor Billy Nungesser*



Chef Ryan Trahan, Blue Dog Café being crowned Great American Seafood King

## LOUISIANA SEAFOOD

→ The 2018 Louisiana Seafood Cook-off welcomed 21 chefs and restaurants from around the state who submitted videos talking about their love and experience cooking with Louisiana seafood. Last year's event also saw record-breaking attendance of nearly 2,600 visitors.



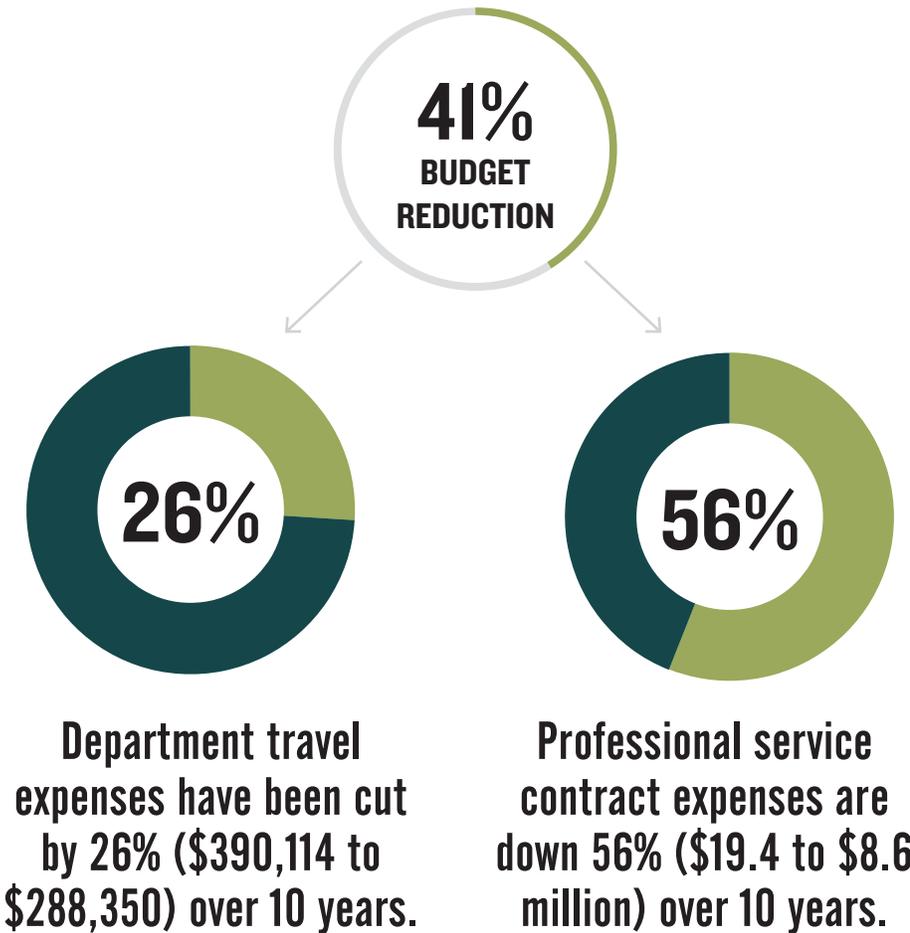
→ In 2018, Lt. Governor Nungesser sent a letter to President Trump and the Congressional Delegation requesting they pass legislation that would impose a 0.10 cent per pound inspection fee on imported seafood into the United States to be utilized to improve seafood safety. The current tariffs that are in place are not significant enough to make an impact. This is evident by the increasing amount of shrimp imports entering the country. The lack of inspection creates a tangible threat to our national security and the health and safety of American citizens.

## VOLUNTEER LOUISIANA

- Awarded a Volunteer Generation Fund (VGF) grant of \$243,377 to collaborate with the Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP) on a multi-phase initiative.
- For 2018: Volunteer Louisiana received \$5.5 million in federal grants to operate AmeriCorps State Programs. Additionally in 2018, Volunteer Louisiana received \$560,544 in grants to support the operation of the State Commission and \$243,377 for the Volunteer Generation Fund. Finally in 2018, AmeriCorps members earned \$3.3 million in federal Segal Education Awards.
- Each year Volunteer Louisiana recognizes nine Champions of Service from each of six geographic regions throughout the state, plus an AmeriCorps champion, Senior Corps champion, and corporate volunteer champion. Champions of Service are individuals or groups who have demonstrated compassion and dedication, leadership and initiative, or innovation and creativity in addressing community challenges and serving others. The Champions are nominated by peers in their community and the nominations are reviewed by a panel of Volunteer Louisiana Commissioners, staff, Volunteer Louisiana Foundation members, and external volunteers. Awards are announced in the late winter/early spring and the winners are invited to Baton Rouge for a special recognition event.

# DEPARTMENT OF CULTURE, RECREATION & TOURISM

Even with a 41% budget reduction over the past 10 years, the department continues to accomplish more results with fewer resources, including record visitation in 2018.



- Through public/private partnership efforts, we will create additional recreational opportunities in our state parks and facilities.
- Will provide grants for projects that advance culture, recreation and tourism around Louisiana using foundation funds, instead of costing Louisiana taxpayers.
- Created the Louisiana Foundation for Culture, Recreation & Tourism, which supports development in these areas through public/private partnerships.



## ATCHAFALAYA NATIONAL HERITAGE AREA PROGRAM



- Leveraged \$363,000 to receive \$620,000 through the Atchafalaya Welcome Center.
- Leveraged \$65,000 to receive \$190,000 for Atchafalaya Water Heritage Trail.
- Leveraged \$20,000 to receive \$17,400 and \$275,000 for Louisiana Geological Society.
- Leveraged \$10,000 to receive \$69,365 for Sugar Fest.
- Leveraged \$120,494 to receive \$260,000 for National Heritage Area Awareness.
- Leveraged \$111 to receive \$102,455 for Water Heritage Trail.
- Leveraged 4,500 volunteer hours to receive \$108,756 in-kind support for Volunteer Hours Commission.

# OFFICE OF TOURISM

## REBRANDING

Rebranded Louisiana to show the state is more than a vacation, it's an experience that will "Feed Your Soul." The new brand conveys to the world that no other state can offer the incredible bounty of food, music, history and culture that Louisiana can – telling visitors that they may come to Louisiana hungry, but they'll leave with their soul full.

- Brand launch generated \$1.4 million in media coverage.
- New brand activation promotion received a coveted Gold Adrian Award from the Hospitality Sales & Marketing Association International.



## RECORD BREAKING TOURISM NUMBERS

Louisiana saw its sixth consecutive year of record-breaking visitation and spending.

Without tax revenues from visitors, every household in Louisiana would have to pay \$1,047 more in taxes to maintain current revenue. In 2018, there were 1,775 newly opened rooms with 19 new hotels and 1,189 rooms under construction added to Louisiana's room inventory. Compared to December 2016, there has been a 3.5% increase of hotel rooms. In 2016 and 2017, respectively, there were 27 new hotels opened across the state. Louisiana's hotel inventory is pushing 100,000 rooms.



### NEW DIRECT INTERNATIONAL FLIGHTS

- British Airways from London's Heathrow Airport to Louis Armstrong New Orleans International Airport.
- Condor Airlines from Frankfurt, Germany, to Louis Armstrong New Orleans International Airport.
- COPA Airlines flight from South America to Louis Armstrong New Orleans International Airport

## AMBASSADOR PROGRAM

"What makes Louisiana so special is you, and those who share your love for Louisiana"

– Lt. Governor Billy Nungesser



Do you love Louisiana? Sign up to become a member of the Bayou Krewe and you could win awesome gear from Louisiana companies like Southern Marsh, Kysek Coolers, Tchoup Industries and more. Once you've signed up, start sharing photos of the things you love most about the Bayou State with #OnlyLouisiana on Instagram and Twitter for a chance to earn rewards.

As of January 2019 we have 8,742 members of the Bayou Krewe and there are 142,659 photos tagged with #OnlyLouisiana on Instagram alone.

# MEDIA AWARDS & COVERAGE

- Live broadcast of “Dick Clark’s New Year’s Rockin’ Eve” from New Orleans brought international exposure to Louisiana, with more than 50 million live and more than 20 million video-on-demand viewers, generating billions of media and social media impressions.
- Aaron Millar of National Geographic Traveler won a national award from the US Travel Association and Brand USA’s 2017 IPW Travel Writer Award for his “Louisiana: Hoodoo & Voodoo, Ghosts & Graves” article in the magazine’s April 2017 issue.
- American Airlines’ in-flight magazine American Way showcased Louisiana with a 4-page spread in the September 2018 issue, highlighting what makes Louisiana a great place to live, work and invest to more than 16.7 million passengers that month.

## MOVIE TRAIL (LIGHTS, CAMERA, LOUISIANA)

Louisiana continues to be a shining star in the movie industry, with more than 2,500 productions being filmed in the state through the years, including “12 Years a Slave,” “A Streetcar Named Desire” and “Monster’s Ball.” Visitors along the Louisiana Movie Trail can now visit 23 sites representing 135 different films shot throughout the state – not including additional sites in New Orleans – with more to be added this year. Moving forward, the state will continue to place an emphasis on promoting movie sites, based on new 2018 research from MDRG showing the significant impact the film industry has on travel to Louisiana.

- Nearly 10% of the state’s visitors are influenced by Louisiana films and TV shows, producing \$1.3 billion in annual tourism revenue likely attributable to these productions.



## SUCCESSFUL INTERNATIONAL TOURISM MISSIONS

- China: Lt. Governor Billy Nungesser led a 10-day China tourism mission in September 2018 with stops in Beijing, Shanghai and Hangzhou, and was the highest-ranking U.S. elected official at the Brand USA Leadership Summit in Hangzhou.
- Canada: LOT led a three-day media mission to Canada to promote Louisiana in October 2018, with media luncheons in Toronto and Montreal where journalists, editors and group tour operators saw the unveiling of the new “Feed Your Soul” brand campaign to the Canadian market.
- Germany & London: Lt. Governor Billy Nungesser led a sales mission to Germany and the United Kingdom Sept. 25 – Oct. 3, 2017, along with 17 state tourism partners from around the state. The trip helped promote the new non-stop British Airway flights from London and non-stop Condor Airlines flights from Frankfurt, with media coverage from the London portion of the mission valued at nearly \$78,000.



## CIVIL RIGHTS TRAIL

Louisiana has already teamed up with other states through Travel South USA to create a U.S. Civil Rights Trail featuring more than 100 sites, including the 5th Circuit Court of Appeals, New Zion Baptist Church, the Tremé neighborhood and William Frantz Elementary School in New Orleans, along with the Louisiana State Capitol and Southern University in Baton Rouge.

Now, a new task force is not only working to identify more sites for the U.S. trail, but also establish the state’s own Louisiana Civil Rights Trail to tell the overarching story of the role its citizens played in that movement. For Louisiana’s trail, the task force will seek out sites that helped shape and still preserve the state’s Civil Rights history by offering a meaningful visitor experience. Top priority will be given to landmarks where events affecting legislation or Supreme Court decisions that extended racial equality occurred, and museums or other locations that contain significant displays and interpretations of events from this era.

# OFFICE OF STATE PARKS

Although State Parks was cut by 31% during the first two years of Nungesser's administration, overall expenditures still decreased by 7% while keeping all parks open – and with increased visitation.



Chemin-A-Haut State Park



Bogue Chitto State Park



Lake Bruin State Park



## AMONG THE COST SAVINGS:

- Redistricted from four districts to three to eliminate three positions, saving \$220,000 annually.
- Analyzed and renegotiated trash contract, saving \$30,000 annually.
- Reduced Zone Managers at low-attendance parks through attrition, saving \$150,000 annually. Reorganized so a manager in the Feliciana Parishes oversees multiple sites and also assists with overseeing maintenance in the area, saving \$75,000 annually.
- Partnered with AmeriCorps to increase volunteer numbers in parks, saving \$42,290.
- Partnered with Cane River National Heritage Area to have them operate Los Adaes State Historic Site, for a savings of \$45,000 annually.

*During June-August 2018, visitation to Louisiana's State Parks and State Historic Sites increased by 22,000 guests over the same period the previous year, jumping to 484,000 guests. Among other highlights:*

- State Parks has continued its commitment to improving customer service by sending staff through a series of training sessions consisting of presentations, exercises, discussions and role-playing scenarios.
- State Parks also has partnered with the Louisiana Workforce Commission to participate in the Louisiana Rehabilitation Services program, which assists persons with disabilities to obtain employment and achieve independence in their communities.

Through the Louisiana Coastal Protection and Restoration Authority (CPRA), State Parks NRDA (Natural Resource Damage Assessment Restoration) capital projects were awarded roughly \$16 million.



**GRAND ISLE  
STATE PARK**  
(JEFFERSON PARISH)



**BAYOU SEGNETTE  
STATE PARK**  
(JEFFERSON PARISH)



**SAM HOUSTON  
JONES STATE PARK**  
(CALCASIEU PARISH)



**CYPREPOINT  
STATE PARK**  
(ST. MARY PARISH)



**STATE BERNARD  
STATE PARK**  
(ST. BERNARD PARISH)

## BEACH IMPROVEMENTS AT LOUISIANA STATE PARKS

Ten Louisiana State Parks will welcome guests this summer with new and improved beach facilities after significant renovations during the winter months. Park workers have been busy spreading new sand, grading existing sand, cleaning beach areas and adding new amenities at Bogue Chitto (Franklinton), Cypremort Point (Franklin), Fontainebleau (Mandeville), Grand Isle (Grand Isle), Jimmie Davis (Chatham), Lake Bistineau (Doyline), Lake Bruin (St. Joseph), Lake Claiborne (Homer), Poverty Point Reservoir (Delhi) and South Toledo Bend (Anacoco).

“Staycations are one of the major messages of the Department of Culture, Recreation & Tourism,” said Lt. Governor Billy Nungesser. “Our State Parks staff have been working hard to make the beaches more appealing to our visitors, and their efforts are appreciated.”

## OFFICE OF STATE LIBRARY

*In the past three years, 44 State Library staff members have performed the duties of 78 positions, including:*

Served nearly **6000 blind and physically handicapped clients** in Louisiana by answering nearly **34,000 reference requests** and by assisting them in selecting to borrow **529,550 talking books**.

The Louisiana Book Festival, funded entirely through public-private partnerships, featured **800 nationally recognized authors**, reached nearly **52,000 attendees**, utilized nearly **2,000 volunteers** and created a **\$6 million economic impact** to the greater Baton Rouge area over the duration of the book festival weekends.

Louisiana Book Festival was named **one of the top 10 literary Festivals in the country in 2018**.

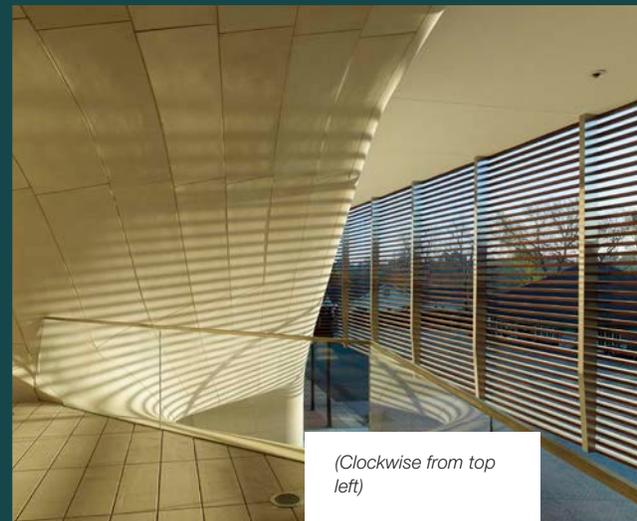
Provided electronic educational resources statewide, that were used more than **21.5 million** times by adults and children, including Homework Louisiana, an online after-school tutoring program that conducted **170,259 tutoring sessions** for students.

Provided **7,500 hours of direct IT support** to 340 public libraries saving countless local dollars for rural libraries who otherwise would not have had any professional technology support.

State Library staff filed individually for federal E-rate funding discounts for each of the **340 public libraries** in Louisiana, ensuring that Louisiana had 100% participation in the program which saved Louisiana taxpayers nearly **\$14 million dollars**.

# OFFICE OF STATE MUSEUMS

- One of 20 museums nationally to receive a “Seeding Vitality Arts in Museums” education grant to develop and implement arts education programs for adults 55 and older.
- In association with the Friends of the Cabildo, secured a National Endowment for the Humanities grant for \$40,000 for the Madame John’s Legacy exhibition. (Note: Museum is currently closed pending FP&C HVAC and roofing/ structural projects.)
- The New Orleans Jazz Museum is exploring expansion of educational activities for students statewide, including a traveling stage to support budding musicians by giving them the opportunity to perform on the Jazz Museum stage and positively affect entire communities across the state with educational programs.
- The Presbytere offered a Sensory Friendly Mardi Gras Celebration for families of children with autism and developmental disabilities with drop-in art activities and exploration of the exhibition Mardi Gras: It’s Carnival Time in Louisiana! This event included three separate sessions and all were booked to capacity. Similar offerings will be at the New Orleans Jazz Museum this year.
- For the first time in 25 years, the Louisiana State Museum presented a new program of exhibitions, including the internationally heralded, Recovered Memories: Spain, New Orleans and the Support for the American Revolution in The Cabildo, one of Louisiana’s most historic buildings.
- Hosted the King and Queen of Spain for the Recovered Memories: Spain, New Orleans and the Support for the American Revolution exhibit at The Cabildo.
- Hosted the Baron and Baroness de Pontalba for The Baroness de Pontalba & the Rise of Jackson Square exhibit at The Cabildo.



- (Clockwise from top left)
- The Cabildo; wing of the Louisiana State Museum
  - Louisiana Sports Hall of Fame Interior
  - *Recovered Memories*; An exhibit that the King and Queen of Spain visited in The Cabildo
  - Exterior of The Capitol Park Museum

# OFFICE OF CULTURAL DEVELOPMENT

*Lt. Governor Billy Nungesser was awarded the 2017 “Public Leadership in the Arts Award for State Arts Leadership” presented by Americans for the Arts and the National Lieutenant Governors Association, honoring a public official who has demonstrated outstanding leadership in the advancement of the arts.*

**Funded 8 regional arts councils, 72 arts organizations and 232 project grants serving all 64 parishes.**

## DIVISION OF THE ARTS

*Awarded approximately \$1.7 million in grants to 295 Louisiana arts organizations for project and operational support.*

- In 2018, the National Endowment for the Arts announced \$745,500 in funding to the Louisiana Division of the Arts. The funds assist in supporting regional arts agencies, local arts organizations, arts-in-education, and art-based projects throughout the state.
- Provided support along with the National Endowment for the Arts and the Ella West Freeman Foundation for the ELLA Project to provide Artist Business Development Boot Camps to visual artists throughout the nine regions of our state.
- Awarded 25 Business Enhancement Mini-Grants to individual musicians and bands throughout the state for current recording and business development projects.
- The Louisiana Division of the Arts’ Cultural Districts Program was the only agency chosen in the U.S. to partner with the National Endowment for the Arts, Project for Public Spaces and Chamber Music America in the Sound Places project.



University Medical Center New Orleans, Louisiana Percent for Art program

## CULTURAL DISTRICTS PROGRAM

- With 97 Districts in 64 towns and 37 parishes, Louisiana’s certified Cultural Districts are creating and amplifying unique authentic community identities, attracting people, businesses and artists. In 2017, these Districts reported over \$8 million in original art sales, with a net growth of 300+ new businesses. Over 5.3 million people attended 3,398 events in Louisiana’s Cultural Districts in 2017, with 14,000+ artists benefiting from these events and sales.
- An estimated 422 commercial renovation projects and 1,044 residential projects began in 2017 in Cultural Districts across the state, many independent of tax credit incentives.

## ARTS-IN-EDUCATION

- Students from every region of the state participated in the Poetry Out Loud Program, with the regional competition drawing more than 250 participants and 23 making it to the state finals.
- In fiscal year 2017, the Division of Arts committed \$30,000 to the Arts-In-Education initiative for Louisiana, funding teaching artist residencies in several Louisiana A+ schools across the state. Around 600 teachers and 12 teaching artists were trained in arts integration, reaching roughly 7,000 children.



## DIVISION OF HISTORIC PRESERVATION

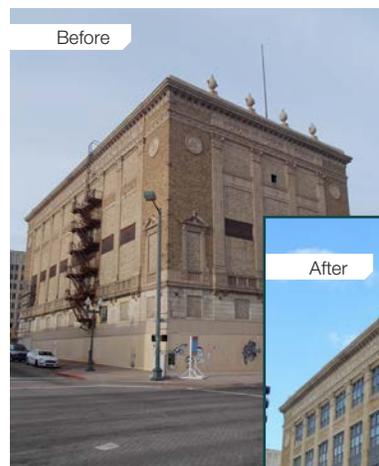
→ **Louisiana Main Street Program** realized numerous successes:

- O.C. Haley Boulevard in New Orleans received the “Great American Main Street 2017 Award.”
- Louisiana was one of five states selected by the National Main Street Center to receive “Cultivating Place in Main Street Communities” training.
- Louisiana Main Street communities have seen \$931 million in total investment and \$460.5 million in new construction and rehabilitation – plus more than 9,000 new jobs, more than 1,900 new businesses and more than 150,000 new volunteers since 2004.
- Louisiana Main Street is cost-effective economic development, costing \$1,632 per net new job or \$5,802 per net new business.

> **State Commercial Tax Credits:** Every \$1 Creates \$8.76

- National Park Service ranked Louisiana #1 in the nation in the highest number of federal tax credit projects completed and #1 for the most approved historic tax credit applications in 2017.
- In FY16-17, the State Commercial Tax Credit Program leveraged \$543 million in private investment in 161 of Louisiana’s historic buildings, for an estimated credit award of approximately \$90 million. Each year, on average, these rehabilitation projects generate 1,725 direct jobs and 1,429 indirect and induced jobs.

- The division has funded 12 projects through the National Park Service Historic Preservation Fund Grant, totaling \$227,000.
- These much-needed funds will support required surveys of properties 50 years or older in certain parishes to identify resources that may be eligible for future National Register listing, grants, and tax incentives.
- National Register continues to implement programmatic improvements, with the highest number of National Register listings presented to the National Register Review Committee on one agenda (15) in the agency’s history.
- To date, Louisiana has 1,415 individual properties and 131 historic districts for a total of more than 50,000 resources listed in the National Register of Historic Places.





## FOLKLIFE PROGRAM

*Baton Rouge Traditions, a project of the Folklife Program, had a higher level of community engagement and media attention than many previous Folklife initiatives. It resulted in a virtual book and quilt exhibit, created by the community, which will tour the state for years to come.*

## DIVISION OF ARCHAEOLOGY

- Assisted in the recovery of a 34-foot American Indian dugout canoe from the Red River that was made around 1200 AD – the largest ever found in Louisiana – and Facebook posts of the recovery reached more than 1.5 million views. The canoe was donated to the division and is being conserved at Texas A&M University.
- Migrated geographic information system (GIS) software to an improved, online platform, which has enabled GIS to remain updated and provide federal and state agencies, as well as private companies, accurate information on more than 21,000 archaeological sites, 6,000 investigation reports, 51,000 historic structures, 1,200 National Register structures, 136 National Register districts, 66 local historic districts and 96 cultural districts.



## COUNCIL FOR THE DEVELOPMENT OF FRENCH IN LOUISIANA

- In 2018, the council (CODOFIL) celebrated its 50th anniversary focusing on education and recruitment by coordinating 61 scholarships worth \$307,000 to study French abroad.
- Every year, CODOFIL recruits approximately 70 French teachers for elementary public schools in Louisiana, with teachers coming from France, Belgium, Canada, Mali, Senegal, Cameroon, Togo, Niger and the French Antilles.
- Since 2016, CODOFIL has opened four new French Immersion schools and has expanded in existing schools, opening approximately 15 new French Immersion sections. The department also opened a new French Immersion program in Lincoln Parish, which is the first one in North Louisiana. For the 2017-18 school year, there were French Immersion programs in 32 schools, reaching approximately 5,000 students.
- CODOFIL wrote the application in the name of the state to become an observatory member to the International Organization of the Francophonie (think of it as the United Nations for French countries), which now has 87 members. Louisiana is the only non-country (except for Quebec and New Brunswick, Canada) to become a member of the organization.





Chemin-A-Haut State Park



**LOUISIANA**  
Feed Your Soul.