

CULTURE COMMUNIQUÉ

JULY 2014

The mission of the Office of Cultural Development is to serve the citizens of Louisiana by preserving, supporting, developing and promoting Louisiana culture, including archaeology, arts, French language and historic preservation.

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LOUISIANA
OFFICE OF CULTURAL DEVELOPMENT



DEVELOPING OUR CULTURAL ASSETS

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A message from Lt. Governor Jay Dardenne



I have had the distinct honor of working on the Poverty Point World Heritage Initiative throughout my time as Louisiana's lieutenant governor, and I am so proud to say that on June 22, the UNESCO World Heritage Committee inscribed northeast Louisiana's Poverty Point earthworks as the 1,001st World Heritage Site. This incredible distinction bestowed by the global community represents the culmination of years of work by a multitude of people in our office and beyond, and I could not be prouder.

Louisiana is certain to experience a boost as the world hears more about Poverty Point. People are interested in our unique culture, both past and present, and our state will benefit in a multitude of ways as a result.

If you have not yet seen the monumental earthworks of Poverty Point, make your way to West Carroll Parish at your first opportunity.

A message from Assistant Secretary Pam Breaux



Poverty Point's inscription on the World Heritage List is such an exciting event for so many, and I am thrilled to thank those who have worked so hard to get us here.

Lt. Governor Dardenne gave me the honor of representing Louisiana in Doha, Qatar, as the World Heritage Committee met to hear this year's nominations, and it was an experience I will never forget. Our delegation, which included administrators from the U.S. departments of State and the Interior, worked hard to bring this home in the face of a number of obstacles, and I am so grateful for everyone's efforts in securing this distinction for the U.S. Poverty Point is important to the cultural history of the world, and I am so thrilled that the world body has agreed.

Stay tuned as we begin the work of celebrating Poverty Point's new distinction. You can find regular updates on [Facebook](#) and our [website](#).

Poverty Point named UNESCO World Heritage Site

On June 22, Poverty Point became Louisiana's first World Heritage Site. It joins unique locations around the globe that include the Grand Canyon and Great Wall of China and could provide a potential boost in tourism to the northeastern part of the state.

"Poverty Point is truly of international significance, so I'm delighted that it now gets the recognition that it deserves," Nancy Hawkins, archaeologist manager for the Department of Culture, Recreation and Tourism's Division of Archaeology, said.

The United Nations Educational, Scientific and Cultural Organization's World Heritage Committee designated the site at its 38th session held from June 15 to June 25 in Doha, Qatar.

Poverty Point was the only U.S. nomination, as most countries only nominate one or two sites each year.

There are now 22 World Heritage Sites in the U.S., which span from the Statue of Liberty to Redwood National and State Parks. There are now 1,007 World Heritage Sites in the world, including Machu Picchu and the Pyramids of Giza.

Poverty Point State Historic Site, near Pioneer in West Carroll Parish, is a 400-acre complex of carefully engineered mounds and ridges more than 3,000 years old.

State officials are hopeful the designation will boost tourism in an area without many other national attractions.

"It's huge," Lt. Governor Jay Dardenne said of the designation. "It's going to provide an economic shot in the arm for northeast Louisiana."

Sites throughout the world are



Poverty Point's Mound A, also known as the Bird Mound

judged on their own merits, but the process was in no way fast or simple. The Division of Archaeology and others have worked toward a nomination in earnest since 2007. The U.S. created a 14-site shortlist of potential nominees for the designation.

The state's Division of Archaeology had to provide more than 1,100 pages of technical documentation to show the site was unique in the world and well-preserved, state archaeologist Chip McGimsey said. Two staff members worked full time on that task for three years.

"You don't just do this on a whim," McGimsey said of the process to get a site nominated. "It's a monumental effort to pull together."

Lt. Governor Dardenne said he is hopeful the new designation would boost tourism in the area. He cited the Chaco Culture National Historical Park in New Mexico, which received about 10,000 visitors a year before it became a World Heritage Site but jumped to about 30,000 visitors after it was added to the list, despite its remote location.

"There are people around the world who put visiting World Heritage Sites on their bucket lists," McGimsey said.

Poverty Point is one of the keys to understanding a time period stretching from 2,000 B.C. to 500 B.C., Hawkins said. It is the largest known community in North America that lived without agriculture. It also may have been the largest community of that kind in the world, but documentation is too poor to know for sure, Hawkins said.

Roughly 2,000 Native Americans lived among the site's mounds and ridges for about 600 years, surviving off of abundant fish and turtles in the nearby bayou as well as deer and squirrels throughout the surrounding land.

For North America, "There was nothing else like it 3,400 years ago," Hawkins added.

STAFF UPDATES

From **Ray Scriber**, director of the Louisiana Main Street Program

Main Street makes a difference with New Orleans' ReFresh Project

Broad Community Connections is a New Orleans Main Street organization that was founded in 2008 to revitalize the Broad Street area and address the challenges facing the commercial corridor due to the impacts of Hurricane Katrina and decades of marginalization and disinvestment. The communities along Broad Street, including Tremé, Mid-City, Lower Mid-City, Faubourg St. John, Esplanade Ridge and the Seventh Ward, underpin all of BCC's work to promote the communities' economic, residential and cultural development.

One of BCC's most complex and innovative projects began when it decided to redevelop Broad Street's largest vacant building, a former Schwegmann Brothers Giant Supermarket, as a grocery store to address the area's need for fresh food access. Following the devastation of Hurricane Katrina in 2005, the building sat blighted and vacant until December 2010, when BCC received a grant to place the property under contract. The organization then worked with community stakeholders to develop the ReFresh Project, a food access hub. Its mission is to improve community health through fresh food access and education, creating a catalyst for

economic development in the commercial corridor. BCC and its partners developed a model to bring in not only a fresh food retailer but also culinary and nutrition education, health and wellness classes, social services and youth and workforce development programs under the same roof.

A year before the redevelopment's construction began, BCC established the ReFresh NOLA Coalition, a group that works to develop collaborative impact programming for the ReRefresh Project. The coalition connected the project with mission-driven organizations, and the group has developed committees to address the goals of community health and revitalization.

The ReRefresh Project began in earnest with Whole Foods Market's grand opening in February 2014, and other partners are scheduled to open in the former Schwegmann building throughout the summer. The ReRefresh Community Farm, the project's onsite teaching farm, is also expected to open in the coming months, rounding out a project that many hope continues revitalizing the people and businesses on Broad Street.

Learn more about the ReRefresh Project [here](#).

From **Cathy Hernandez**, Division of the Arts director

Grant writing workshop to be held at Tulane July 30 – 31

The Institute for Strategic Funding Development will host a two-day grant writing workshop July 30 – 31 at Tulane University in New Orleans. The workshop will teach key, proven strategies to develop winning grant proposals, including:

- writing persuasive proposals,
- identifying relevant government, foundation and corporate funding sources,
- establishing an efficient pre-proposal planning process,
- developing and organizing results-oriented proposals,
- preparing and writing content to effectively meet proposal guidelines and
- managing and streamlining submission procedures and follow-up.

Tuition for the two-day workshop is \$498 per person, with a \$25 discount for early sign-ups (10 business days or more before the workshop). Each participant will receive the following:

- ISFD Certificate of Completion accredited by CFRE with 15 Continuation Education Units ,
- Strategic grant writing development proposal workbook and bonus materials and
- Ongoing consulting services with ISFD instructors and staff.

To learn more about the workshop and register click [here](#).



FUNDING OPPORTUNITIES

- The New Orleans Jazz and Heritage Foundation has established a grant program called the Catapult Fund, which provides business training opportunities and access to funding for entrepreneurs in the arts. Arts- and culture-based businesses in Louisiana are encouraged to apply for the program. The deadline to apply is **July 15**. Click [here](#) to learn more.
- The 2015 Artist in Business Leadership Program is an independent business arts fellowship program featuring a \$5,000 working capital grant to be used to support a one-year marketing plan or business goal. Selected artists will receive technical assistance, a professional network of peers and additional travel funds to participate in individualized professional development workshops. The deadline to apply is **Sept. 1**. For more information [email](#) Miranne Walker or call 605.348.0324.
- The 360 Xochi Quetzal Artist and Writer's Residency Program is a free artist residency located in Chapala, Jalisco, Mexico. International writers, playwrights, visual artists, fiber artists, photographers, new media artists, dancers and musicians 25 years or older are welcome to apply for a one-month residency. Those chosen are provided with free housing and a food stipend of 1,000 pesos to make artistic progress without the stress and distractions of daily life. The application deadline for the winter residency, which runs Dec. 16, 2014, through Jan. 16, 2015, is **Sept. 28**. Click [here](#) to learn more.
- The National Endowment for the Arts Office of Research and Analysis is accepting applications for *Research: Art Works*, which supports research that investigates the value of the U.S. arts ecosystem and the impact of the arts on other domains of American life. Click [here](#) to learn more.
- The New England Foundation for the Arts is accepting proposals for its National Native Artist Exchange Program, which supports an exchange of ideas between two Native American artists from different regions. Click [here](#) to learn more.
- The Pollination Project is accepting applications from social entrepreneurs for seed grants of up to \$1,000. The grants are awarded to individuals whose projects are in the early stages of development and promote compassion toward all life, environmental sustainability, justice, community health and wellness and social change-oriented arts and culture. Click [here](#) to learn more.
- The New Orleans Theatre Association is a leading presenter of touring Broadway productions and other performing presentations in Louisiana. All revenue generated is returned to the community in the form of grants and other support for cultural, educational and arts-based organizations. Click [here](#) to learn more about applying for a NOTA grant.

Artists can stay updated on arts opportunities throughout the state and beyond by clicking [here](#).

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Stay connected to our office via our [website](#) and [Facebook](#). Use the hashtag **#OnlyLouisiana** on social media. To make a comment about *Culture Communiqué*, [email](#) us.