

# OFFICE OF THE LIEUTENANT GOVERNOR

DEPARTMENT OF CULTURE,  
RECREATION & TOURISM

LEGISLATIVE UPDATE



Feed Your Soul.





Cypress Bend Park Toledo Bend Lake  
Many, LA

[www.LouisianaTravel.com](http://www.LouisianaTravel.com)



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# OFFICE OF THE LIEUTENANT GOVERNOR



2023 Tournament of Roses Parade  
Pasadena, CA

## LIEUTENANT GOVERNOR BILLY NUNGESSER

### AWARDS AND RECOGNITIONS

- > National Lieutenant Governors Association Chairman Award (2022)
- > National Lieutenant Governors Association Recycling Impact Award (2021)
- > Northwestern State University Distinguished Hospitalitarian Award (2019)
- > Northwestern State University Nth Degree Award (2019)
- > Hospitality Sales and Marketing Association Gold Adrian Award for Louisiana: Feed Your Soul branding (2019)
- > Elected Chairman of the National Lieutenant Governors Association (2018)
- > Named one of America's 10 Best Lieutenant Governors by Newsmax (2018)
- > Southeast Tourism Society Governmental Tourism Leadership Award (2018)
- > Friends of the National Service State Leadership Service Award (2018)
- > Girl Scouts Louisiana East Outstanding Man Award (2017)
- > Shreveport-Bossier Convention & Visitors Bureau State Tourism Supporter Award (2016)



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.

I am proud to lead the Department of Culture, Recreation & Tourism for all of Louisiana. I am extremely proud of the accomplishments made by the fine men and women who work every day to increase the quality of life for the people of Louisiana. The accomplishments featured in this book reflect just some of the hard work, and I assure you, we are already off to a great start in 2023.

It is clear we are on the road to returning to record-breaking visitation years ahead. The tourism industry has battled adversity over the past several years, and is coming out on top. Efforts such as our Sunshine Plan, a roadmap to emerging from the pandemic, to the hard work of everyone involved in participating in the Macy's Thanksgiving Day Parade and Rose Parade to promote Louisiana have delivered hope and encouragement to the tourism and hospitality industries. The diligent work of Department of Culture, Recreation & Tourism staff has kept Louisiana ranked in the top 10 desired destinations on many national travel sources.

I would like to thank our legislators for their support throughout these last seven years. Your involvement and participation in the promotion of Louisiana and staycations has been invaluable. We look forward to continued work and collaborations with our state legislature.

There is something special for everyone to experience in our state, whether it is 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 rich and diverse history. Our food, music, arts, culture, history, and most importantly – our people – are what make Louisiana a special place that will Feed Your Soul. When you are in Louisiana, we treat you like family.

If I can be of assistance in any way, please do not hesitate to reach out to me at [ltgov@crt.la.gov](mailto:ltgov@crt.la.gov).

A handwritten signature in black ink that reads "Billy Nungesser". The signature is written in a cursive, flowing style.

**Billy Nungesser**  
Lt. Governor

# OFFICE OF TOURISM



Rayne Frog Festival  
Rayne, LA



Everyone in Louisiana is very passionate about life, food, and culture, and our festivals and attractions are the result of that passion and joy that we put into life. Most importantly, we treat strangers like family and make them part of the celebration and the culture. The Louisiana Office of Tourism has excelled in making sure visitors worldwide know they can Laissez les bon temps rouler in Louisiana!

—Lt. Governor Billy Nungesser



Red River Revel  
Shreveport, LA

## 2022: Hospitality Sales and Marketing Association International

- > **Silver Adrian Award – Advertising/Brand Activation:**  
Macy's Thanksgiving Day Parade, Rose Parade
- > **Bronze Adrian Award – Public Relations/Communications, Feature Placement Online:**  
Forbes article resulting in festival-focused media tour

## Southeast Tourism Society

- > **Shining Example Award – Best Niche Marketing:**  
Louisiana Civil Rights Trail

## Web Marketing Association WebAward

- > **Best Travel Website** – LouisianaByways.com

## U.S. Travel Association Mercury Award

- > **Best Video, Film, or Podcast Series** – Tiny Trips

## 2021: Wanderlust Bronze Award

– Louisiana Sunshine Plan



Take a journey on  
**LOUISIANA BYWAYS**

## Sunshine Plan

- Staycations →
- Regional Trips →
- Long-Haul Trips →
- International →

## 2019: Hospitality Sales and Marketing Association International

- > **Gold Adrian Award – Advertising Excellence:**  
*Louisiana: Feed Your Soul* advertising campaign

**LOUISIANA**  
Feed Your Soul.

# 96TH ANNUAL MACY'S THANKSGIVING DAY PARADE



66 Coming out of the pandemic, we wanted to find something that would keep Louisiana on the map and top of mind for travelers ready to get out again. That is just what we did with the Macy's Thanksgiving Parade and the Rose Parade. Our participation in these parades has been hugely successful drawing global attention to Louisiana.

– Lt. Governor Billy Nungesser

- › On Thanksgiving Day 2022, the Louisiana “Celebration Gator” crawled through the streets of New York City for a second consecutive year. The “Celebration Gator” is the longest float in the history of the parade, coming in at 60-foot-long from nose to tail. During its two appearances, the “Celebration Gator” has promoted Louisiana to about **50-million spectators** on television and along the route. Media coverage reached more than **2.3 billion people worldwide and was worth an estimated \$22 million**.
- › All facets of Louisiana’s culture and thriving tourist appeal inspired the alligator-themed float. The “Celebration Gator” features a colorful street view of Louisiana: a blend of the Louisiana architecture and participants dressed in lavish purple and gold vests with hats reminiscent of the Treme Brass Band, as well as a team of stilt walkers, all done in an elaborate celebration of Louisiana traditions for millions of spectators and TV viewers across the nation.
- › For 2022, New Orleans native and Grammy winner Trombone Shorty & Orleans Avenue provided a definite Louisiana flare aboard the “Celebration Gator.” Trombone Shorty brought the same energy to the Macy’s Thanksgiving Day Parade as he does to every one of his shows.

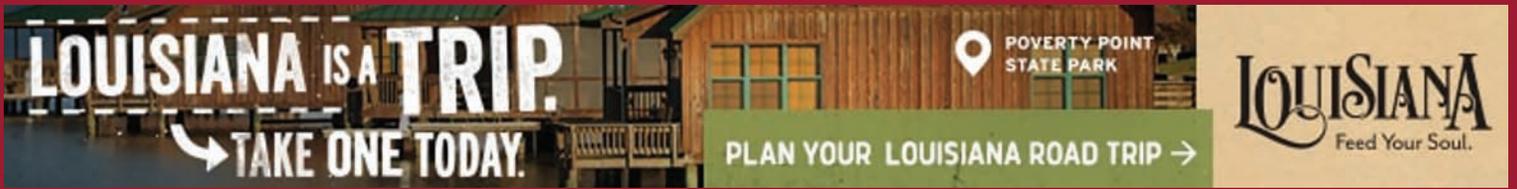


Media coverage in 2022 and 2023 reached an estimated **4.1 billion** people and was worth approximately **\$37.4 million**.

# TOURNAMENT OF ROSES PARADE

- > **2023: Showmanship Award** (Outstanding display of showmanship and entertainment)
- > **2022: Wrigley Legacy Award** (Outstanding display of floral presentation, float design, and entertainment)
- > On January 2, 2023, the Louisiana “Celebration Riverboat”, the state’s second year participating, cruised through the streets of Pasadena promoting the state’s unique culture, cuisine, and music to the world. Skipped by Lt. Governor Billy Nungesser, the “Celebration Riverboat” carried 21 Louisiana queens and a former Shriner’s Hospital patient, along with country music award winner and Louisiana music ambassador Lainey Wilson.
- > 2023 Co-sponsors included Visit Baton Rouge, Lafayette Travel, and Convention and Visitors Bureaus in Natchitoches Parish, Shreveport-Bossier, St. Bernard, and Tangipahoa Parishes.
- > Once again, Louisiana featured the mid-parade performance. This year, Baskin native Lainey Wilson wowed the crowd from the “Celebration Riverboat with her hit “LA”. Wilson is a Country Music Association Award winner, 2022 Academy of Country Music New Female of the Year winner, and Louisiana music ambassador.





## STAYCATIONS

- > Lt. Governor Nungesser declared **2020 the “Year of the Louisiana Road Trip”** and launched **LouisianalsATrip.com**. Advertising and marketing was directed toward staycations and encouraging Louisianans to see a part of their state they have not visited, including state parks. A resurgence in outdoor escapes resulted in record visitation at our state parks.
- > Several state legislators were involved in the promotion of staycations statewide, helping in not only getting businesses back open quickly but also getting people from around Louisiana interested in visiting a part of the state they had not yet seen. Legislators participated in promotional videos of their areas, touting the wonderful attractions each had to offer. We thank you for your assistance and look forward to future collaborations.

## AFRICAN AMERICAN HERITAGE TRAIL RELAUNCHES

- > In September 2022, the Louisiana Office of Tourism kicked off the revitalization and relaunch of the Louisiana African American Heritage Trail. First launched in February 2008, the original trail included 26 sites from New Orleans to north Louisiana, and has since expanded to the current 38 sites open to the public. This new revitalization and relaunch project began with a new site nomination process to improve and expand the Louisiana African American Heritage Trail.
- > The Louisiana African American Heritage Trail will start from the arrival of ships carrying the enslaved arriving in Louisiana in 1719 and continue all the way through the Civil Rights period. This will include slavery, sharecropping, Reconstruction, and the Jim Crow era, setting the state for the Modern Civil Rights Movement. The trail will explore the themes of music, literature, entrepreneurship, invention, agriculture, commerce, and much more.



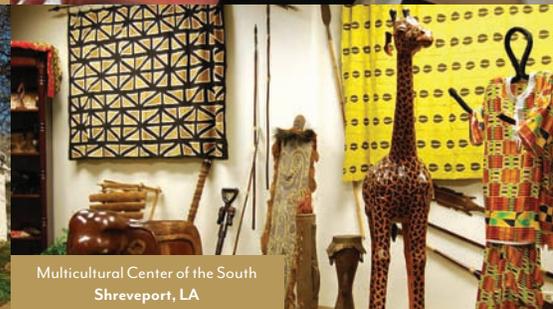
Whitney Plantation  
Edgard, LA



River Road African American Museum  
Donaldsonville, LA



Arna Bontemps Museum  
Alexandria, LA



Multicultural Center of the South  
Shreveport, LA

# LOUISIANA CIVIL RIGHTS TRAIL

February 2021 saw the launch of the **Louisiana Civil Rights Trail** and **LouisianaCivilRightsTrail.com** with the unveiling of the first three markers. To date, ten markers have been unveiled with five more in the coming months.

## 2023 MARKER INSTALLATIONS:

**William Frantz Elementary, New Orleans:** On January 12, 2023, a marker was placed at William Frantz Elementary School, one of the first all-white elementary schools integrated in the south in November 1960 when Ruby Bridges became the first black student to attend.



William Frantz Elementary  
New Orleans, LA

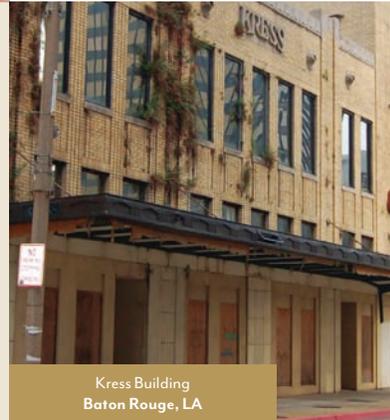


Pillars of Progress  
Lafayette, LA

### University of Louisiana at Lafayette Pillars of Progress:

Constructed in 2004, the pillars at the corner of East St. Mary Blvd. and Rex Street on the University of Louisiana at Lafayette campus, represent the first African American students to attend what was then Southwestern Louisiana Institute on September 10, 1954.

**Kress Department Store, Baton Rouge:** On March 28, 1960, students from Southern attempted to integrate the five and dime store's lunch counter. When the students refused to leave, police arrested and charged them with disturbing the peace. *Garner v. Louisiana*, a landmark U.S. Supreme Court case ruled Louisiana could not convict peaceful sit-in protesters who refused to leave dining establishments under disturbing the peace laws.



Kress Building  
Baton Rouge, LA



## UPCOMING 2023 INSTALLATION:

**Canal Street, New Orleans:** Canal Street was a main thoroughfare for sit-ins and boycotts during the Civil Rights Movement in 1960. New Orleans' first sit-ins took place at Woolworth's Department Store lunch counter and McCrory's on Canal Street. For the next two years, activists picketed 75 stores on Canal Street, demanding the desegregation of eating and restroom facilities, and for merchants to hire 90 Black employees in 75 days. It took 735 days, but the boycott ultimately succeeded.



## PREVIOUS MARKER INSTALLATIONS:



McDonogh 19 Elementary  
New Orleans, LA

### 2022

- > McDonogh 19 Elementary; New Orleans, LA  
February 1, 2022
- > 761st Tank Battalion; Pineville, LA  
February 2, 2022
- > Robert Hicks House; Bogalusa, LA  
August 11, 2022

### 2021

- > Dooky Chase Restaurant; New Orleans, LA  
May 3, 2021
- > Old State Capitol; Baton Rouge, LA  
May 4, 2021
- > Little Union Baptist Church; Shreveport, LA  
May 7, 2021
- > A.Z. Young Park; Baton Rouge, LA  
August 9, 2021



761st Tank Battalion  
Pineville, LA



Robert Hicks House  
Bogalusa, LA

## NATIONAL CIVIL RIGHTS RECOGNITION

- > In February 2022, nine Louisiana sites were added to the U.S. Civil Rights Trail bringing our total to 15 sites.
- > Sites added in 2022 included: A.Z. Young Park, the Old State Capitol, and sites of the 1960 sit-ins in Baton Rouge; Dooky Chase Restaurant, McDonogh 19 Elementary, and Canal Street where the first sit-ins occurred in New Orleans; University of Louisiana-Lafayette Pillars of Progress; 761st Tank Battalion at the Louisiana Maneuvers & Military Museum in Pineville; and, the Robert Hicks House in Bogalusa.



# LOUISIANA SEAFOOD PROMOTION & MARKETING BOARD



## SHRIMP INSPECTIONS

- > In 2019, Lieutenant Governor Nungesser introduced a resolution calling for seafood inspection fees that would prevent other countries from selling cheaper and less safe seafood. As a result, Congress provided \$6 million in 2022 to develop and implement options for regulating shrimp imports, including imports from the three largest exporting countries by volume over the last three calendar years. Currently, these countries are India, Ecuador, and Indonesia.
- > In 2022, the U.S. Food and Drug Administration signed an agreement with Ecuador to inspect aquaculture areas the country regulates as well as share confidential information including inspection records, draft rule making and guidance, and other non-public documents.

## HURRICANE RECOVERY

- > A Louisiana Department of Wildlife and Fisheries report detailed the economic impact of the hurricanes in 2020-2021 on Louisiana's seafood industry.
- > Damage and revenue loss totaling \$579.9 million.
- > Infrastructure damage estimated at \$304.9 million.
- > Louisiana Seafood Promotion & Marketing Board Executive Director Samantha Carroll met with affected fishermen and women to help start the recovery process. With help from Lt. Governor Nungesser, Louisiana Seafood secured generators for 13 seafood processors in south Louisiana following Hurricane Ida.



**My daddy was in the shrimp business. I know after a hurricane the shrimp are all over out there. We've got to get these people back out there making a living. We've got to have places for them to live.**

**– Lt. Gov. Billy Nungesser after meeting with fishermen in September 2021**

## LOUISIANA SEAFOOD COOK-OFF

> The 16th Annual Louisiana Seafood Cook-Off is moving to new surroundings. In 2023, Louisiana Seafood is holding the competition in Lake Charles. Hurricanes Laura and Delta had a significant impact on the seafood industry in southwest Louisiana. As this region continues to recover from those storms, we wanted to hold the Louisiana Seafood Cook-Off in Lake Charles as another way to draw attention to the area and to the Louisiana seafood industry as a whole at the same time. Since 2017, the Louisiana Seafood Cook-Off called Lafayette home. Prior to that, the competition took place in New Orleans. Reigning Queen of Louisiana Seafood Chef Amanda Cusey is set to crown a new King or Queen of Louisiana in her hometown of Lake Charles in 2023.



Louisiana Seafood Cook-Off  
Lafayette, LA



Great American Seafood Cook-Off  
New Orleans, LA



## GREAT AMERICAN SEAFOOD COOK-OFF

> The King or Queen of Louisiana Seafood competes against the best chefs around the country in the Great American Seafood Cook-Off, hosted by Louisiana Seafood in conjunction with the Louisiana Restaurant Association Showcase in New Orleans. The annual event cooks up intense competition that produces some amazing seafood dishes, each with a touch of the state the chef represents. Louisiana claimed the title King of American Seafood three times in the 22-year history of the event. In 2022, the first ever Queen of American Seafood was crowned with Chef Erin Miller of Urban Hearth in Cambridge, Massachusetts, taking home the title.

## PARDONING OF THE CRAWFISH

> The Louisiana Crawfish industry contributes about \$300 million every year to the state's economy with around 120 million pounds of crawfish produced and boiled every year. That is certainly reason for celebration. And, in Louisiana, we mark the unofficial start of crawfish season by pardoning one lucky crustacean then release him in a state park to live out the rest of his days.

> Lieutenant Governor Billy Nungesser and the Louisiana Seafood Promotion & Marketing Board hosted the 7th Annual Pardoning of the Crawfish in Breaux Bridge in 2023. The ceremony has been held around the state in Baton Rouge, Thibodaux, Lafayette, and New Orleans.



Parc des Ponts Breaux  
Breaux Bridge, LA

**The Louisiana Seafood Promotion & Marketing Board continued its promotion of Louisiana Seafood through sponsorships of events around the state to non-profits, universities, and tourism events such as conventions throughout Louisiana.**

# OFFICE OF STATE PARKS

“

When I took office, I was told we'd have to close seven state parks. That was not an option. We not only kept them open, but through the hard work of Assistant Secretary Brandon Burriss and the staff at all of our parks, today seven state parks are making money. I believe we'll see a day where every one of our parks is generating millions of dollars for culture, recreation and tourism.

—Lt. Governor Billy Nungesser



## RECORD SETTING VISITATION

- > Louisiana State Parks have seen record visitation over the last three year. In 2022, Louisiana State Parks welcomed nearly 1.3 million visitors. The promotion of staycations and the introduction of several discount codes has seen people from Louisiana make up 92% of all visitation.
  - STAY125: From January 9 – February 28, 2023, visitors enjoyed a deluxe state park cabin in north Louisiana for \$125/night.
  - KICKOFF2022: stay four nights for the price of three from October through December 2022.
  - NORTHPOLE: book one night, get one night free from December 2021 through February 2022.
  - WINTER30: save 30% on cabin, campsite, group camp, or lodge reservations at north Louisiana state parks from October through December 2020.
  - WELCOMEBACK: book three nights, get the fourth free from May 18 through September 7, 2020.
- > Another effort to increase visitation is increasing access to campsites with full sewer hookups. In 2015, there were 35 sites statewide with access to full sewer hookups. As of spring 2023, that number has nearly tripled to 133 sites with full.

## BLACK BEAR CONFERENCE CENTER

- > Louisiana State Parks celebrated the opening of the Conference Center at Black Bear Golf Club in March 2023.
- > The building is designed as a rentable facility with stunning interior and exterior spaces providing panoramic views of the golf course, state of the art audio/visual components, public address system, and full commercial kitchen to attract not only golf events but also conventions, weddings, and other special events.



Black Bear Conference Center  
Delhi, LA



Sam Houston Jones State Park  
Lake Charles, LA

## SAM HOUSTON JONES STATE PARK REBUILD

- > A new and improved Sam Houston Jones State Park officially reopened with a ribbon cutting in July 2022, almost two years after Hurricanes Laura and Delta ravaged the park. New additions include a 31-site campground with new RV sites including full sewer and electric hookups, ten luxury cabins with granite countertops and screened porches complete with outdoor fireplaces, and 10 Tentrr glamping sites. Additionally, new pavilions, a new trailhead restroom, and a new 500-foot boardwalk along the west fork of the Calcasieu River welcome visitors looking to take a stroll through the beautiful scenery of southwest Louisiana.

## JIMMIE DAVIS STATE PARK

- > Jimmie Davis State Park in Jackson Parish received new life in November 2021 with the opening of newly rebuilt cabins following a 2018 hailstorm, a 2019 tornado, and Hurricane Laura in 2020 causing extensive tree damage and major structural damage to throughout the park. Additionally, the comfort stations, beach restrooms, and picnic pavilions were all rebuilt following the storms.



Jimmie Davis State Park  
Chatham, LA



## NEW RESERVATION SYSTEM

- > Booking a cabin or campsite in a Louisiana State Park is now easier than ever with the new Go Outdoors Louisiana full service reservation system. The new system features a central reservation system, ability to purchase day use passes, a call center, and golf course management system.
- > The new online system – [www.GoOutdoorsLouisiana.com](http://www.GoOutdoorsLouisiana.com) – offers a streamlined reservation process requiring fewer clicks to book a cabin or campsite. In addition, 360-degree street-view maps with floating-campsite markers allow customers to visualize a campsite before booking.



## CRUISING THE FUTURE

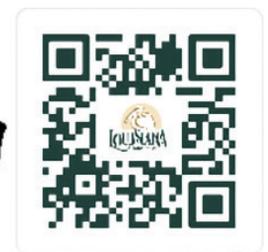
- > As visitation to Louisiana’s state parks increase, the next economic boon will be by water. Louisiana State Parks and Office of Tourism have partnered with several cruise lines to offer stops along Mississippi River journeys to visit our state historic sites and the Poverty Point World Heritage Site.
- > Docking sites include: New Orleans, Darrow, Baton Rouge, St. Francisville, and Vicksburg, MS. Shore visits for passengers include Houmas House, Capitol Park Museum, Port Hudson State Historic Site, Audubon State Historic Site, Rosedown

- State Historic Site, and from the Vicksburg dock a visit to Poverty Point World Heritage Site. Additionally, a tram will soon be available for visitors at Poverty Point to tour the mounds and grounds.
- > In 2021 alone, eight river cruise ships provided 147 Mississippi River excursions through the American Queen Steamboat Company and American Cruise Links. Viking River Cruises is adding an additional option.



## EXPLORE LOUISIANA STATE PARKS WITH TIMELOOPER

- > In December 2022, Louisiana State Parks released the new mobile app Explore Louisiana State Parks in partnership with TImelooper, Inc. The mobile app provides an interactive on-site visitor experience at Poverty Point World Heritage Site through augmented reality (AR) and virtual reality (VR) technology.
- > The mobile app features nine AR experiences including a welcome address from Lt. Governor Nungesser and former Tribal Chairman of the Coushatta Tribe David Sickey along with eight experiences that explore significant elements of the Poverty Point complex.



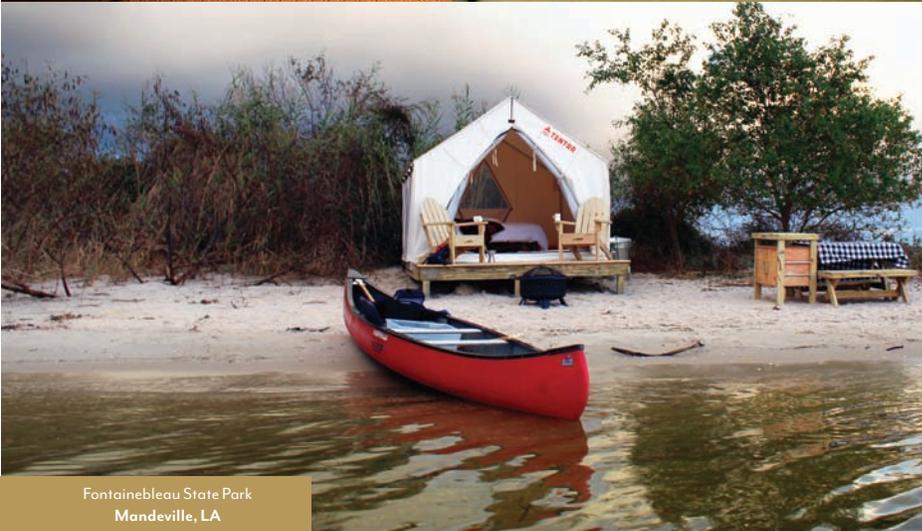
SCAN ME

## WORLD CLASS MOUNTAIN BIKE TRAILS

- > Bogue Chitto State Park in Washington Parish welcomed the addition of world-class mountain bike trails in April 2021. Created through a collaboration with the Northshore Off-Road Biking Association, the trails feature more than 14 miles of runs for all skill levels, with more currently in development. In October 2021, more than 1,100 people from seven states visited the trails for its first major competition.
- > Prior to the installation of the first mountain bike trail, Bogue Chitto State Park was the 4th most visited park. Now it ranks 2nd in visitation for all Louisiana State Parks.



Bogue Chitto State Park  
Franklinton, LA



Fontainebleau State Park  
Mandeville, LA

## GLAMPING AROUND LOUISIANA

- > Launched in November 2020, a partnership with Tentrr placed 60 fully equipped glamping sites in eight state parks. Today, we have expanded that to 83 sites. Each site features a safari-style tent, queen beds, Adirondack chairs, fire pit, grill, and picnic table to make camping more accessible and more affordable for everyone.
- > So far, glamping reservations at Louisiana State Parks has provided more than \$250,000 in sales.
- > Glamping sites are located at Bogue Chitto SP, Chicot SP, Fontainebleau SP, Grand Isle SP, Lake Fausse Pointe SP, North Toledo Bend SP, South Toledo Bend SP, Tickfaw SP, and the newest 10 located inside the newly rebuilt Sam Houston Jones SP.



Keep  
**LOUISIANA**  
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

66

Thanks to Governor John Bel Edwards and state legislators for their trust in my office to help oversee tackling the litter issue in Louisiana, and issue that concerns me greatly and affects not only our quality of life but the tourism industry. Under the leadership of Keep Louisiana Beautiful Executive Director Susan Russell, we had a very successful Love the Boot Week but more needs to be done. We need everyone in every parish to take a stand against litter and help clean up Louisiana. It's time we held ourselves accountable and commit to implementing the changes required. Failure to resolve this issue is not an option.

—Lt. Governor Billy Nungesser



## LOVE THE BOOT WEEK

The Louisiana Legislature moved Keep Louisiana Beautiful under the Office of the Lieutenant Governor in July 2021. Exactly one year later, the Statewide Litter Abatement and Beautification Task Force submitted a report to the governor detailing suggested action items to clean up Louisiana and enforce litter laws.

- > The inaugural Love the Boot Week in 2022 proved to be hugely successful for Louisiana. Love the Boot Week is the largest litter removal effort in the state and the turnout reflected the urgency of our litter concerns.



- > In addition to litter removal, volunteers focused on community beautification, planting 131 trees and 671 plants, and refurbishing 58 gardens.
- > Love the Boot Week takes place during the third full week of April. For more information, visit [LoveTheBoot.org](https://www.LoveTheBoot.org).

## LET LOUISIANA SHINE

- > To further promote a cleaner Louisiana, Lieutenant Governor Billy Nungesser and Keep Louisiana Beautiful teamed up with Governor John Bel Edwards to launch a statewide litter prevention campaign call “Let Louisiana Shine.”
- > Through television, radio, billboards, and social media, the “Let Louisiana Shine” campaign conveys to the public the importance of preventing litter in our communities.
- > Television commercial featuring Lt. Governor Nungesser and Governor John Bel Edwards awarded Cinematography – Gold ADDY award by American Advertising Federation Baton Rouge Chapter.
- > To date, campaign has achieved 143 million impressions.

## SUPPORTING LOCAL COMMUNITIES

- > Over \$600,000 in Trash Receptacle Grants awarded in 40 parishes
- > Over \$152,000 in Beautification Grants awarded in 24 parishes
- > 69 Public Libraries in 30 parishes participating in “Get Down to Clean Up” supplies check out program

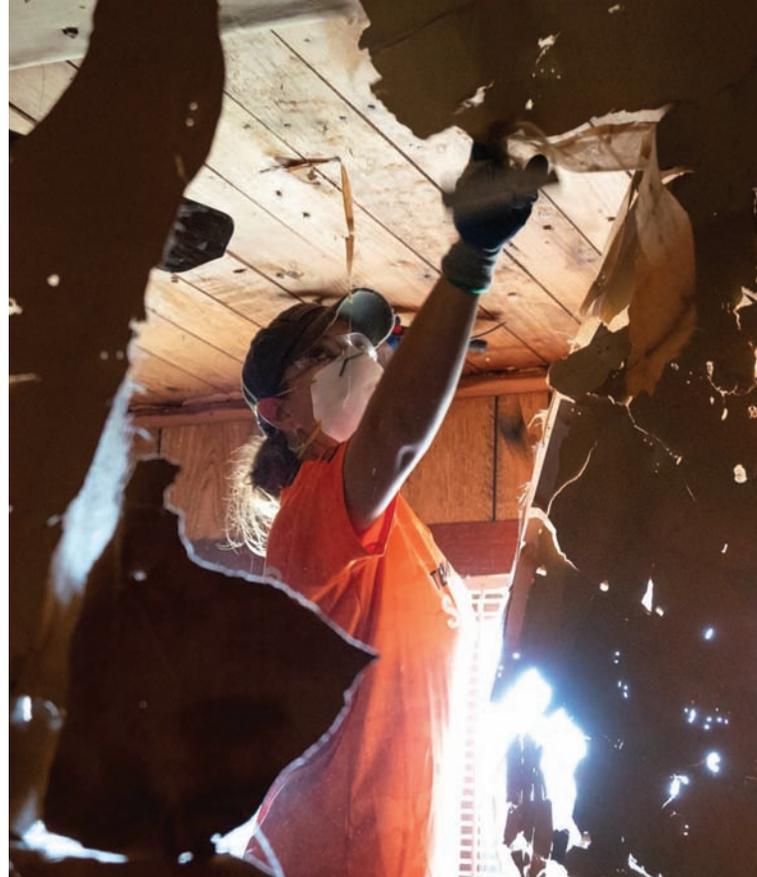




# VOLUNTEER LOUISIANA

## CRISIS RESPONSE

- > More than 20,000 volunteers responded to the call in the aftermath of Hurricane Laura in 2020, the May 2021 flood, and Hurricane Ida in 2021 giving over 150,000 service hours engaged in disaster-related service projects.
- > Since 2020, Volunteer Louisiana helped channel volunteers to response organizations that provided debris removal, roof tarping, and mucking and gutting services. There were nearly 19,000 household cases closed through Crisis Cleanup.



“In times of disaster, there is one thing we know about Louisiana and its people. We are a resilient state. We pitch in to help our neighbors in their time of need. It is this selflessness and willingness to give back that shows the strength and character of the people of Louisiana. Through the diligence of Volunteer Louisiana Executive Director Judd Jeanson and his staff, we are seeing more and more Louisianans step up to help their neighbors.”

– Lt. Gov. Billy Nungesser after meeting with fishermen in September 2021



## DISASTER SERVICES

- > Volunteer Louisiana trained **535 volunteers across 25 parishes** in 2022, who completed **4,864 hours** of basic Community Emergency Response Team (CERT) training. Since 2019, **more than 1,500 volunteers** have received CERT training, completing **13,235 training hours**. CERT training includes emergency response skills such as fire safety, light search and rescue, team organization, and disaster medical operations.
- > Additionally, Volunteer Louisiana grew its youth preparedness initiative through Teen CERT trainings in collaboration with the Louisiana National Guard and Youth Program leading to **121 teens going through preparedness training**.

- > **Volunteer Activation Kits:** invested **\$100,000 in Louisiana's infrastructure** to supply 14 volunteer organization with kits, which include equipment and supplies to support volunteer recruitment, volunteer support, and volunteer deployment throughout Louisiana in times of disaster.
- > A new partnership is being piloted with the Louisiana Commission for the Deaf, teaching deaf, hard of hearing, and deaf-blind Louisianans lifesaving disaster preparedness skills.
- > Launched a new website for Louisiana Voluntary Organizations Active in Disaster (LAVOAD) – **www.lavoad.org** – supporting non-profit volunteer groups across the state.



## NATIONAL SERVICE THROUGH THE YEARS

- > For the 2021-2022 program year, Volunteer Louisiana managed 16 AmeriCorps State programs across 47 parishes. AmeriCorps Louisiana members.
- > Since 2019, Volunteer Louisiana-supported AmeriCorps members have served 48,409 K-12 students; 8,706 veterans and military families; improved 5,801 acres of Louisiana parks/lands; and transitioned nearly 100 families into safe, affordable housing.

# OFFICE OF CULTURAL DEVELOPMENT



“One of Louisiana’s greatest assets is our rich history in the arts, and our music. You really will not find anything like it anywhere in the country that Feeds Your Soul the way Louisiana can. Arts and culture are a strong economic engine in Louisiana, attracting visitors every year to experience our unique way of life. Preserving and furthering the arts in Louisiana needs to be a priority.”

– Lt. Gov. Billy Nungesser

University Medical Center  
New Orleans, LA

## GRANTS

> Led by Assistant Secretary Kristin Sanders, the staff of the Office of Cultural Development worked to award more than \$2.6 million in grants to more than 270 grantees around the state in 2022.

- **Atchafalaya National Heritage Area:** awarded **\$172,284** to **41 grantees** in 12 of 14 parishes in the area. Projects included cultural celebrations, museum exhibits, recreation events, and ARCGIS storymapping.
- **Historic Preservation:** awarded **\$548,185** to support **21 projects**, trainings, surveys, and scholarships within various communities across the state.
- **Louisiana Main Street:** awarded more than **\$93,000** to **ten Main Street communities** to revitalize historic commercial buildings.
- **Division of the Arts:** awarded **\$1,829,780** to more than **200 grantees** in every parish for project and operational support.



## LOUISIANA MAIN STREET

> Main Streets are the heart and soul of our communities. Since 1984, the Louisiana Main Street program has helped communities—large and small—revitalize historic downtown commercial districts and neighborhood commercial corridors. A prosperous, sustainable community is only as healthy as its core. Overall, Louisiana Main Street's 35 communities around the state have seen:

- **\$1 Billion** in total investment
- **\$520 million** in New Construction
- **10,500+** Net New Jobs
- **2260+** Net New Businesses
- **196,000+** Volunteers since 2004



Ruston Main Street  
Ruston, LA



Charlestown Cultural District  
Lake Charles

## CULTURAL DISTRICTS

> The Division of the Arts announced six new Cultural Districts in 2022, bringing the total number to 124, representing 77 municipalities and 44 parishes in all corners of Louisiana. The most recent economic impact data available for Cultural Districts in 2021 show:

- **193,584** people attended 536 events
- **398 new businesses** opened
- **649 commercial renovation projects** began
- Sales tax exemption on qualifying, original art sales directly benefited:
  - **1,824 businesses**
  - **526 artists**
  - **184 events**
  - **52 organizations**

## HISTORIC TAX CREDITS

> The federal and state Historic Tax Credit programs leveraged more than **\$385.5 million** in private investment in **58 of Louisiana's historic, income-producing buildings**. Additionally, the State Commercial program leveraged **\$52.8 million** of unique investment in **24 commercial historic buildings**. Combined, these programs leveraged over **\$438.3 million** in **82 of Louisiana's historic buildings** and created or supported **5,098 construction jobs**.



Essane Theater  
New Iberia, LA

## ATCHAFALAYA NATIONAL HERITAGE AREA

- > The Atchafalaya National Heritage Area (ANHA) received reauthorization for the next 15 years, until 2037, through the passage of the National Heritages Area Act in Congress.
  - > Since its initial authorization in 2006, the Atchafalaya National Heritage Area has awarded nearly **200 grants totaling over \$1 million**. The ANHA has directly leveraged approximately \$6 million in matching funds over the life of the program, which is nearly a 3:1 match.
- With reauthorization, the ANHA will expand staff to offer more technical support and resources for cultural and conservation organizations.
- > The Atchafalaya NHA received support for individual reauthorization from Louisiana state legislators, Lieutenant Governor Billy Nungesser, as well as the Louisiana Congressional delegation.

Atchafalaya National Heritage Area  
St. Martin Parish



Brookhill Ferry Shipwreck  
Baton Rouge, LA

## ARCHAEOLOGY

- > Low water levels on the Mississippi River revealed a glimpse into the past, and a look at some of the work of the Division of Archaeology. State Archaeologist Chip McGimsey spent several days on the site of the Brookhill Ferry shipwreck in downtown Baton Rouge mapping and making drawings of the wreck to add to work done back in 1992. While thousands of people ventured to the site for a look at the wreckage, the office gave **36 interviews** locally, nationally, and internationally resulting in **846 media mentions** worldwide to a potential audience of **5.9 billion people** (about 75% of the world's population). The ad value of the coverage is estimated at **\$54.3 million**.
- > The Division of Archaeology's Outreach program reached over **189,000 people** through educational teaching kits, Archaeology Month, social media, booklets, presentations, and web outreach. This includes over **1,700 K-12 students** and **330 teachers** statewide.

## COUNCIL FOR THE DEVELOPMENT OF FRENCH IN LOUISIANA (CODOFIL)

- > Louisiana renewed its interest in working with Canadian partners through the signing of Memorandums of Understanding with two provinces, Nova Scotia and New Brunswick. The cultural ties are strong between those provinces and Louisiana. Louisiana also signed a cooperative agreement with the region of Brittany in France. All three delegations visited Louisiana in 2022 and have established relationships that will prosper in the future.
- > In April 2022, Lieutenant Governor Billy Nungesser and the CODOFIL welcomed Louise Mushikiwabo, Secretary-General of the Organisation Internationale de la Francophonie (OIF), as she made her first official visit to Louisiana.
- > CODOFIL represented the State of Louisiana in the 43rd session of the Conférence Ministérielle de la Francophonie, and the XVIIIth Summit of the Organisation Internationale de la Francophonie (OIF). The Summit reunited heads of state and ambassadors of the 88 countries that are members of the Organization.



# PERCENT FOR ARTS PROGRAM

## DIVISION OF THE ARTS

Enacted in 1999, the Percent for Art law stipulates whenever more than \$2 million in state funds is expended for the construction or renovation of a state building, 1% of the state money shall be used to acquire, conserve, or restore and install works of art for display on the grounds of the state building.

> In 2022, the Percent for Art program completed and installed sculptures in three state parks and on the LSU campus.

- **Black Bear Conference Center – Delhi, LA**

In June 2022, New Orleans-based artist Brennan Steele installed a new piece at the Black Bear Conference Center and Golf Course. The piece is a precision-cut, fabricated, and welded steel plate sculpture, approximately 13 feet tall and more than 6 feet wide. The sculpture represents the Louisiana Black Bear indigenous to the area and is a wonderful addition outside the new conference center.

- **Bogue Chitto State Park – Franklinton, LA**

In December 2022, Louisiana-based artist, biologist, and environmental educator Brandon Ballengée installed a sculpture titled Marvelous Monarch. The sculpture can be found at the new Bogue Chitto kids trail.



Bogue Chitto State Park  
Franklinton, LA



Black Bear Conference Center  
Delhi, LA



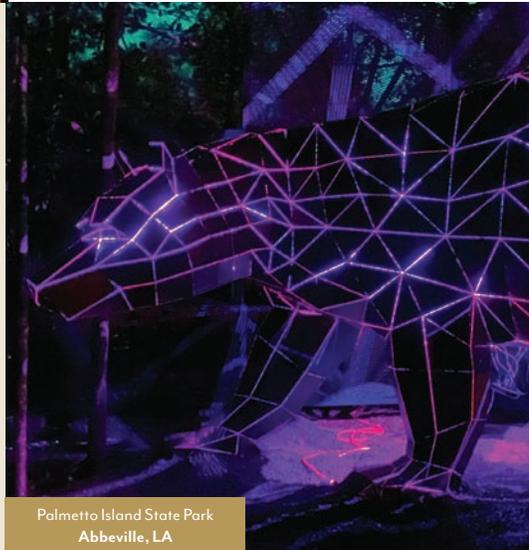
LSU Campus  
Baton Rouge, LA

- **LSU Bookstore – Baton Rouge, LA**

In August 2022, Reflectivity was installed on the campus of LSU. The sculpture, designed by Seattle artist John Fleming, sits outside the campus bookstore and represents the live oak trees, which are an iconic symbol on the campus.

- **Palmetto Island State Park – Abbeville, LA**

Also installed in December 2022, New Orleans-based artist Brennan Steele installed his second piece for Louisiana State Parks. Titled Ursa Major, the black bear sculpture is welded steel approximately 8 feet tall and more than 15 feet wide. The backdrop design was inspired by some of the architectural details of nearby facilities and buildings to mimic the shape of the palmetto leaf.



Palmetto Island State Park  
Abbeville, LA





# OFFICE OF STATE MUSEUMS

## THE FUTURE OF HISTORY

- > The appreciation of the Louisiana State Museum's mission, programs, and impact increased as did audiences and revenue. Overall, in 2022, the museum enjoyed a revival and renaissance as people in Louisiana and tourists recognized it is not enough to just live through historic times, it's essential we document, interpret, preserve, and learn from our present and our past.
  - The Louisiana State Museum saw a 38% increase in visitation, resulting in a 27% increase in admission revenue.
  - The New Orleans Jazz Museum, now the fastest-growing cultural institution in the state, saw an increase in visitation of 60%.

## HEAD OF STATE VISITS

- > In November 2022, Louisiana State Museums and Lt. Governor Nungesser welcomed French President Emmanuel Macron and his wife to the Cabildo. This historic moment marked the first time since 1976 that a French head of state visited Louisiana.
- > In March 2018, King Felipe and Queen Letizia of Spain visited the Cabildo to tour the Recovered Memories: Spain, New Orleans, and the Support for the American Revolution exhibit as part of the Tricentennial Celebration of New Orleans. The exhibit depicted Spain's influence on the development of New Orleans.

## LOUISIANAMUSEUMS.COM

- > There are more than 200 museums in every corner of the state including, but not limited to, the nine state museums preserving and exhibiting our most valued assets for anyone to view. Through the new LouisianaMuseums.com, we made the decision to promote every museum in the state. Each museum is searchable by city or museum type.



E.D. White State Historic Site  
Thibodaux, LA

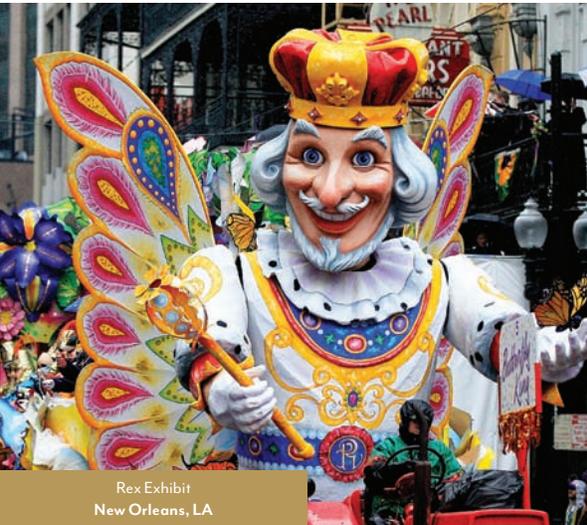
## FACILITY UPGRADES AND IMPROVEMENTS

- > Improvements to the Presbytère, Cabildo, and Old U.S. Mint include numerous roof and window repairs, exterior waterproofing, and replacement of a boiler.
- > A full renovation of Madam John’s Legacy, the oldest residential property in the French Quarter, is expected to be completed in 2023.
- > The Wedell-Williams Aviation and Cypress Sawmill Museum in Patterson will have a new entry and exit ramp directly off Highway 90. Additionally, the facility received repairs to the HVAC system and improvements to drainage issues around the property.
- > At the E.D. White Historic Site in Thibodaux, the community is now using the newly repaired boat dock and the newly crafted main exterior stairway.

## EDUCATIONAL OUTREACH

Education is an essential component of the Louisiana State Museum’s mission. In 2022, the state museum’s nine facilities saw a 420% increase in school group and student attendance.

- > Recently completed a three-year Institute of Museum and Library Services project, Sensory Tools for Historic Sites, to install a new interactive display at the 1850 House designed to support visitors with disabilities.
- > Utilized a \$25,000 grant from the Gia Maione Prima Foundation to increase distance learning opportunities through improvements to the website and streaming capabilities, making all educational programs available online.



Rex Exhibit  
New Orleans, LA

## NEW EXHIBITS

Several high profile exhibits brought awareness and appreciation of Louisiana’s rich and diverse history and culture to museum visitors.

### **Rex: The 150th Anniversary of the School of Design**

Opened in January 2022, and extended through the end of 2023, Rex: The 150th Anniversary of the School of Design, is on display at the Presbytère. The exhibit celebrates the history and contributions of the Rex organization to carnival season. Over 20 historic and contemporary costumes and gowns are displayed, making it one of the largest temporary carnival exhibits ever produced by the Louisiana State Museum. Also, you can view a film believed to be the oldest surviving footage of Mardi Gras in New Orleans, the 1898 Rex Parade.

### **Carnival in the Nation’s Capital: The Washington Mardi Gras Ball**

The exhibit showcases the story of Louisiana’s not-to-be-missed annual celebration in our nation’s capital. Started in 1944 by homesick Louisianans eager to introduce colleagues in Washington to their favorite celebration, Washington Mardi Gras has been expanded to a three-day whirlwind of parties, brunches, dinners, and networking culminating in a formal ball. The exhibition features stunning costumes, photographs, jewelry, favors and throws, artwork, and vintage footage of past balls.



Washington Mardi Gras  
Washington, DC



# STATE LIBRARY OF LOUISIANA

## EXPANDING DIGITAL SERVICES

- > The State Library of Louisiana partnered with the Office of Broadband Development and Connectivity to enhance broadband capacity in Louisiana. Five parishes are participating in the pilot program – East Carroll Parish Library, West Feliciana Parish Library, Rapides Parish Library, Jefferson Parish Library, and the Livingston Parish Library. The State Library and Connect LA are working to provide digital literacy training, identify barriers and successes, provide support to the libraries, and establish best practices for future statewide implementation.
- > The State Library provides critical IT and E-rate support to all public libraries in Louisiana. In FY21-22, library public access computers were used 1.3 million times and Wi-Fi was accessed 4 million times.
- > Electronic resources provided through the State Library were used over 13 million times in FY21-22. Free to everyone, these resources include job assistance, job test preparation, language learning, consumer information, health and medical information, newspapers, magazine, children’s and teen’s books, and more.



## HOMework LOUISIANA

- > Homework Louisiana, an online after-school tutoring service for grades 2 through basic college, delivered more than 576,000 tutoring sessions to students in Louisiana, representing an increase of nearly 300%. Feedback shows students utilizing Homework Louisiana are seeing improved performance across all grade levels.



## YOUNG READER PROGRAMS

- > Nearly 38,000 students have participated in the Louisiana Readers’ Choice Award program, reading and voting on more than 100,000 books over the last four years. Additionally, more than 128,000 children and teens have participated in the Louisiana Summer Reading program, which provided more than 22,000 events at public libraries with nearly 1 million people attending over that same time.



Louisiana Book Festival  
Baton Rouge, LA

## LOUISIANA BOOK FESTIVAL

Returning in person for the first time since 2019, the Louisiana Book Festival welcomed nearly 15,000 people to downtown Baton Rouge in 2022. The festival was ranked as one of the top 10 literary festivals in the United States by VacationIdea.com in 2018, and names as a must attend literary festival in 2019.

- > In 2022, two organizations chose the Louisiana Book Festival to kick off their **10th anniversary celebrations**.
  - The **National Student Poets program** gathered its Class of 2022, representing the five national geographic regions, to celebrate the 10th year of the program. It is the only event at which all five student poets appeared together during the fall.
  - **Narrative 4** kicked off a yearlong celebration of its 10th year during the festival. The goal of Narrative 4 is to build empathy and community through the power of shared storytelling, enabling young people to learn and lead with curiosity, deep listening, and imagination. The celebration included a tribute to Louisiana founding member Darrell Bourque, twice the Louisiana Poet Laureate.
- > In 2022, the Louisiana Book Festival featured 185 authors and presenters and 105 exhibitors in 17 venues, all coordinated by the Louisiana Center for the Book and hundreds of volunteers.

## LOUISIANANS HELPING LOUISIANANS

- > Served **more than 6,000 blind and physically handicapped** Louisianans by assisting them in selecting nearly **150,000 braille and “talking books.”**
- > Provided **7,500 hours** of direct IT support to **340 public libraries**, saving **nearly \$1 million** for libraries who otherwise would not have professional technical support.
- > Filed for federal E-rate funding discounts for each of the 340 public libraries, ensuring **100% participation for Louisiana**, drastically reducing public library telecommunications costs and **saving taxpayers nearly \$14 million**.
- > State Library staff provide one of the **leading Continuing Education programs** in the nation, delivering over **200 classes** attended by more than **3,000 public library staff**. This includes the Louisiana Support Staff Certification Program for public library staff. Through the program, **Louisiana leads the nation** in the number of fully certified public library support staff with **46 certifications**.
- > The Louisiana Collection is the premier collection of Louisiana items and materials in the state. In FY21-22, Louisiana Collection staff answered a total of **3,564 reference requests**. Staff have processed, scanned, indexed, and filed over **25,000 photographs** and processed over **190,000 negatives**.



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Lieutenant Governor Billy Nungesser

**LOUISIANA**  
Feed Your Soul.