

**Office of Cultural Development
Division of the Arts
Division of Archaeology
Division of Historic Preservation**

Prepared for:

**Louisiana Department of Culture,
Recreation, and Tourism**



The Louisiana Research Team



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Executive Summary

This study examines the role of the Office of Cultural Development in terms of its mission and contribution for the year 2004-2005. Although the original scope of this project was to examine the objective and mission of the Office, the direction of the project changed with the occurrence of hurricanes Katrina and Rita in the fall of 2005. This report will address the current state of the Office of Cultural Development with emphasis on current practices and objectives for rebuilding *culture* within the State of Louisiana. The Office of Cultural Development includes three divisions: Division of the Arts; Division of Archaeology; and Division of Historic Preservation.

RETURN ON INVESTMENT (ROI)

In traditional business enterprises, return on investment is calculated as a relationship between the dollars invested in a business and the profits generated from that business. Obviously, this method of calculating ROI cannot be used for the Office of Cultural Development (OCD) since the returns from the dollars invested by the state are largely intangible. Therefore, alternative methods must be developed to assess the economic contributions of the OCD. The major goal related to return on investment is that OCD will positively impact Louisiana's economy through the development of the state's cultural resources.

Two studies were recently conducted which included information on the economic contribution of the OCD.

1. *Louisiana: Where Culture Means Business* (Mt. Auburn Associates, 2005)
2. *The House that Art Built: Economic Impact of the Arts in Louisiana* (ArtsMarket, Inc., 2001)

The major findings are summarized below.

- Louisiana's cultural enterprises are a major employment engine for the state economy. They provide nearly 144,000 jobs, accounting for 7.6% of Louisiana's employment.
- The Office of Cultural Development oversees significant federal and state tax credit programs to assist owners in restoring historic properties for commercial and residential use. The Historic Preservation federal Tax Credit program leveraged almost \$50 million in private investments in historic properties in 2004.
- In 2004, the Main Street program created 463 new jobs within 25 rural Louisiana communities.
- Arts in Louisiana have a total economic impact of \$934 million.
- 90% of all money spent on arts programming stays in Louisiana.
- Louisiana's nonprofit Arts activities generate \$195 million in revenue.
- Every dollar in state support in the Arts leverages \$7 in earned and contributed revenue.

The above listed measures provide only an indirect assessment of the ROI for the Office of Cultural Development. In the future, more robust metrics should be developed. The Louisiana Research Team has a consensus view that out of state visitor spending is the key factor in generating economic impact to the state. Therefore, it is important to estimate the travel

expenditures of visitors who are primarily motivated to visit Louisiana because of the arts and culture.

The 2003-04 Budget for the Office of Cultural Development was \$6,399,495 (State Funds only) with \$4,767,213 for Arts and \$1,632,282 for Cultural Development. A major portion of this, \$4,410,423, is in grant programs from the Division of Arts. OCD currently measures effectiveness using the following Performance Indicators for each Division. The Louisiana Research Team would recommend the Office of Cultural Development to further evaluate the outcome of grant awards through the Division of the Arts, considering that approximately two thirds of the budget is dedicated to grants in the Arts.

RETURN ON OBJECTIVES (ROO)

There are two major goals related return on objectives for the Office of Cultural Development (OCD). These are:

- I. The Office of Cultural Development will increase preservation and protective efforts of the state's cultural resources.
- II. The Office of Cultural Development will ensure that every citizen and visitor to the State of Louisiana will have access to quality arts programming.

The Office of Cultural Development meets the objectives by making available to residents and visitors: Resources and Information, Education, Quality Arts Programming, and Grants.

- The Division is responsible for the development and promotion of the arts for the benefit of all people of Louisiana. This is accomplished through several grant programs that award funds to Louisiana artists and arts organizations to help provide arts activities statewide.
- The Division of the Arts maintains up to date electronic resources that are made publicly available.
- The Office of Cultural Development maintains a calendar and directory of Arts events.
- The Division of the Arts is meeting the objective of providing quality arts programming as well as education to residents by fostering the development of artists. The Division of the Arts also provides support and guidance for local artist through some of the following National agencies: The Getty Foundation, The Grammy Foundation, The Southern Arts Federation, and the National Endowment for the Arts.

According to the Office of Cultural Development 2003-04 Annual Report, cultural programs are evaluated using the following Performance Indicators:

Division of the Arts (Grants provided)

- 7,609,586 audience members participating in public art programs.
- Awarded 532 grants to organizations across Louisiana.
- Awarded 91 grants to individual Louisiana artists.

Division of Archaeology

- 82 archaeological sites were identified and/or evaluated.
- 90 landowners were contacted and collaborate on archaeological sites.
- 3,232 Section 106 reviews were completed.

Division of Historic Preservation

- Preserved 114 historic properties through its tax credit program.
- Through the Main Street program, 176 new businesses located to rural historic districts.

The results of three surveys conducted post-Katrina help to determine how effective the Office of Cultural Development is in using its various tools to attain its objectives. Two surveys were of Louisiana residents and the third consisted of a Cultural Perceptions Survey of Cultural Industry participants/stakeholders.

Importance

- 80% of residents consider the importance of the Arts as a high priority
- 78.5% of residents think historical preservation for the is important; historic preservation holds the interest and support of residents

Participation and Awareness

- High participation was reported in Entertainment (74.8%) and Culinary Arts (67.6%); residents also participated in art related activities, such as: Preservation (50.5%), Visual Arts and Crafts (48.2%), Literary Arts and Humanities (41.1%), and Design (15.8%).
- Residents expressed a strong interest and placed a high value on Historic Preservation, but slightly less than half had visited a Louisiana historic site/building
- A significant 88% of residents are **not aware** of information distributed by the Division of Archaeology.
- 75% of Cultural Industry participants/stakeholders agreed or strongly agreed that The Division of the Arts provides opportunities for citizens and visitors to experience the arts.
- Almost 70% of Cultural Industry participant/stakeholders agreed or strongly agreed that the Division of the Arts assisted Louisiana artists.

Recommendations for Improving Awareness

When considering the availability of information and the importance of providing tools and resources to Culture/Arts industry participants, awareness and access is necessary. Based on the Cultural Perceptions survey of Cultural Industry participants/stakeholders, only 57.4% have accessed the Louisiana Cultural, Recreation and Tourism (LA CRT) website. There must be greater promotion of the website so that Cultural Industry participants/stakeholders become aware of the efforts of the Office of Cultural Development.

Although public education is a main goal of the Division of Archaeology and a variety of publications as well as books, videos, and electronic resources are available; based on preliminary data collection, residents are not aware of these resources. Promotion and exposure focused on the availability of materials and tools of the Division of Archaeology would add value for residents to learn about the heritage and preservation of historic sites within the state.

EFFECTS OF HURRICANE KATRINA AND RITA

On August 29, 2005, Hurricane Katrina devastated New Orleans and the Gulf Coast area. Nearly 80 percent of New Orleans flooded after the levees breached, with some neighborhoods receiving as much as twelve feet of water. Tens of thousands of homes and businesses were destroyed and four parishes in the city of New Orleans were heavily damaged. Less than one month later, Hurricane Rita hit Southwest Louisiana on September 24, 2005 impacting six parishes and the City of Lake Charles.

STATUS REPORT ON THE RECOVERY OF THE CULTURAL ECONOMY

The University of New Orleans Hospitality Research Center designed a Cultural Perceptions Survey administered to “culture” industry stakeholders throughout the State of Louisiana. The survey questionnaire included questions pertaining to different aspects of cultural resources, awareness, perceptions, and needs (See Appendix E.)

The majority of respondents work full time in Culture/Arts (63%) and the remaining survey respondents (37%) either work part time in Culture/Arts or do not classify themselves as “working” in the industry. The results of this survey provide important insights to the status of culture and arts in post-Katrina Louisiana and the major findings are listed:

- Over 96% of respondents stated that the Arts were essential as a public priority. Approximately 57% of respondents stated that Archaeology was essential as a public priority
- Over 88% of respondents stated that Historic Preservation was essential as a public priority.
- About 70% of respondents were satisfied with the cultural activities delivered by the state
- At the parish level, 75% of respondents were satisfied with cultural activities delivered.
- Although 57% had accessed the website, considering that these respondents are stakeholders in the Cultural Economy the website needs to be promoted more heavily to increase usage.
- If the state were to increase funding for cultural development, grants and support to artists top the list of needing more support.
- All facilities related to arts and culture were deemed most important to the state with museums receiving unanimous total importance. Other facilities needing support were: visual arts, art galleries, live theater, film/video studios, historic buildings, studio space, theatre studios, archaeological sites, and sound recording studios.
- Newspapers were the major source of cultural information, followed by: arts organization mailings, Internet / email, television, and community newsletters.

- Less than 30% of respondents were aware of the publications from the Division of Archaeology.
- Less than 25% of respondents were aware of the information regarding the state's archeological resources.
- 75% of respondents agreed that The Division of the Arts provides opportunities for citizens and visitors to experience the arts.
- Over 70% of respondents felt that The Division of the Arts provides meaningful support for the state's arts organizations.
- Although 60% of respondents felt that the Division of the Arts encourages collaborations between the state's arts and education communities, one third were neutral in this statement.
- Approximately 77% of respondents agreed that the Division of the Arts reflected diversity
- Almost 70% of respondents agreed that the Division of the Arts assisted Louisiana artists.
- Around 63% of respondents agreed that the Division of the Arts served its role as a clearing house and promoter of artistic resources.
- Over 53% were not aware of the role of the Division of Historic Preservation in providing federal tax credits and state tax benefits to assist in restoring buildings.
- Over 53% were aware of the role of the Division of Historic Preservation in assisting local governments, but almost 40% were neutral or unaware.
- Only 35% of respondents agreed that the Division of Historic Preservation does a good job to foster economic revitalization in local historic areas.
- Over 62% of respondents were neutral or disagreed that the state was providing current information for rebuilding arts and culture.
- Almost all respondents felt that it is the role of the State of Louisiana to provide arts and culture programs and events.

Historic Preservation and Archaeology have more important roles post-Katrina. They both have critical missions in the state's recovery. For example, The Division of Historic Preservation regulates Section 106 review, and given our current situation of rebuilding and construction, this program is essential.

- 75.5% of respondents replied that restoring cultural assets that were damaged by Hurricanes Katrina and Rita are the "most important" initiative, while only 1.7% replied that it was the least important. These findings indicate the importance and value of culture for a majority of residents throughout the State of Louisiana.
- Almost 55% of residents indicated that the state is providing current information for rebuilding arts and culture. However, in the Cultural Industry Perceptions Survey of Arts and Culture stakeholders only 35% agreed with this statement.
- Almost 84% of residents indicated that it was the state's role to provide arts and culture programs. Again this can be compared with the 96% of arts and culture stakeholders in the Cultural Industry Perceptions Survey.

The state's role is seen as important/critical by residents and artists alike. On the other hand, required information for rebuilding is not seen as available by about two thirds of those in the industry and almost half of residents.

Introduction

This study examines the role of the Office of Cultural Development in terms of its contribution to social and economic quality of life in Louisiana. The Office of Cultural Development includes three Divisions: Division of the Arts; Division of Archaeology; and Division of Historic Preservation.

The Division of Archaeology operates under three mandates: the federal National Historic Preservation Act, the state Archaeological Resources Act and the state Unmarked Burial Sites Act. These responsibilities relate to recording, protecting, and distributing information about the state's archaeological resources. The Division of Archaeology provides free booklets and information to educators as well as the general public, assistance with recording and protecting sites on private or state property, as well as assistance to archaeologists and agencies who need site information for planning, management, and research purposes.

The Division of Historic Preservation encourages the preservation of Louisiana's significant historic sites and buildings. The Division is responsible for nominating buildings, sites, districts, etc. to the *National Register of Historic Places*, the nation's official list of significant historic properties. The Division encourages the restoration/rehabilitation/renovation of historic buildings located in Louisiana through federal and state tax credit incentive programs and through the Main Street Program.

The Louisiana Division of the Arts (LDOA) was created in 1977 to support established and emerging nonprofit arts institutions, to assist individual artists and to stimulate public participation in the arts. The Division of the Arts accomplishes its objectives through several grants programs that award funds to Louisiana artists and arts organizations to help provide arts activities statewide. Each year, LDOA awards approximately \$5 million in grants to support activities that impact every parish in Louisiana. These public funds are provided by the Louisiana Legislature and the National Endowment for the Arts, a federal agency. The LDOA's two principal grants programs are the Louisiana Decentralized Arts Funding Program and the Statewide Arts Grants Program.

In addition to its role as a grant provider, the Louisiana Division of the Arts serves as a convener, trainer, clearinghouse and advocate for the arts and folk traditions of Louisiana.

Mission

The mission of the Office of Cultural Development is to preserve, promote and protect Louisiana's irreplaceable heritage of archaeological sites and historic buildings and to provide quality arts experiences and education to all Louisiana citizens while developing Louisiana's Cultural Economy.

Goals

- I. The Office of Cultural Development will increase preservation and protective efforts of the state's cultural resources and positively impact Louisiana's economy through the development of those resources.
- II. The Office of Cultural Development will ensure that every citizen and visitor to the State of Louisiana will have access to quality arts programming.

Methodology

The methods for the study included both quantitative and qualitative research. The qualitative component included interviews with key officials in the Office of Cultural Development and open-ended interview questions with cultural industry stakeholders. The quantitative methods included survey research design, implementation, and data analysis. In addition to the primary data gathering and analysis, the Mt. Auburn Associates 2005 publication entitled *Louisiana: Where Culture Means Business* and the ArtsMarket Inc 2001 publication *The House that Art Built* were reviewed and used as vital resources.

Data Collection - Interviews

In order to fully understand the scope, missions, and objectives of Office of Cultural Development, it was important to speak with a variety of officials in the three divisions. Informal interviews were conducted with division leaders in person and on the telephone during the course of information gathering in 2005 and 2006.

Data Collection - Surveys

1. The Louisiana Research Team conducted a Statewide Telephone Survey (I) of Louisiana residents that included several questions pertaining to assessing the value of arts and culture in Louisiana. The survey was conducted by the LSU Public Policy Research Lab during the week of February 20, 2006 via telephone utilizing random-digit dialing within Louisiana area codes and known exchanges. There were 916 completed responses. Questions relating to Cultural awareness and the Office of Cultural Development were included (See: Appendix E).
2. The University of New Orleans Hospitality Research Center designed a Cultural Perceptions Survey administered to culture industry stakeholders throughout the State of Louisiana. The survey questionnaire included questions pertaining to different aspects of cultural resources, awareness, perceptions, and needs (See Appendix E). The survey questionnaire was sent by electronic mail to a sample of culture industry participants over a three-week period in April 2006. Participants were selected on the basis of a previous study for the Cultural Economy initiative (this document is available online) and contacted by email. The Public Policy Research Lab of the Louisiana State University implemented the survey. Data was then sent to the University of New Orleans Hospitality Research Center for programming and analysis. (197 e-mail requests were made with a request to pass the survey on to other known "cultural" participants, 54 responses were received.)

3. The Louisiana Research Team conducted a Statewide Telephone Survey (II) of Louisiana residents that included questions designed to determine the role of arts and culture in Louisiana. The survey was conducted by LSU during the period of May 1- 6, 2006, using random-digit dialing within the known Louisiana area codes and exchanges. There were 290 responses. (Appendix D).

Return on Investment (ROI)

In traditional business enterprises, return on investment is calculated as a relationship between the dollars invested in a business and the profits generated from that business. Obviously, this method of calculating ROI cannot be used for the Office of Cultural Development (OCD) since the returns from the dollars invested by the state are largely intangible. Therefore, alternative methods must be developed to assess the economic contributions of the OCD.

Two studies were conducted which included information on the economic contribution of the OCD. The major findings are summarized below.

Louisiana: Where Culture Means Business (Mt. Auburn Associates, 2005)

<http://www.crt.state.la.us/CulturalEconomy/MtAuburn/culturaleconomyreport.htm>

- Louisiana's cultural enterprises are a major employment engine for the state economy. They provide nearly 144,000 jobs, accounting for 7.6% of Louisiana's employment.

The House that Art Built: Economic Impact of the Arts in Louisiana (ArtsMarket, Inc., 2001)

<http://www.crt.state.la.us/arts/ArtBuilt/artsmarketreport.html>

- Arts in Louisiana have a total economic impact of \$934 million.
- Arts organizations and nonprofit organizations sponsoring arts activities have a direct effect \$202 million, with a total impact of \$315 million.
- Arts participants who spend off-site in concert with arts event attendance have a direct effect of \$410 million with a total impact of \$619 million.
- Off-site spending by arts participants in Louisiana averages \$48 per person in food and drink spending, \$143 for hotels and \$78 for shopping.
- Louisiana's nonprofit arts activities generate \$195 million in revenue.
- Individuals, corporations, foundations and endowments contributed \$89 million (41%) of total revenue.
- 90% of all money spent on arts programming stays in Louisiana.
- Over \$59 million was paid to artists.
- Federal, state and local government investment in the arts of \$55 million results in \$150 million in government tax revenue.
 - \$63 million in state/local taxes
 - \$87 million in federal taxes
- Total government investment of \$55 million results in \$150 million in taxes or 2.7 times as much as invested.
- Every dollar in state support leverages \$7 in earned and contributed revenue.

Conclusion and Recommendations for ROI Assessment

The above listed measures provide only an indirect assessment of the ROI for the Office of Cultural Development. In the future, more robust metrics should be developed. The Louisiana Research Team has a consensus view that out of state visitor spending is the key factor in generating economic impact to the state. Therefore, it is important to estimate the travel expenditures of visitors who are primarily motivated to visit Louisiana because of the arts and culture.

According to the Travel Industry Association of America (TIA), “Cultural Events/Festivals are very popular among travelers. In fact, most U.S. adult travelers (75%) attended a cultural activity or event while on a trip in the past year. This translates to an estimated 109.8 million U.S. adults. Their households generated 97.7 million person-trips including a cultural event or festival in 2002. Examining the variety of cultural activities to do on trips shows that past year travelers most often attend performing arts events (48%) and/or visit art museums or antique establishments (47%)”. (Source: *The Historic/Cultural Traveler*, 2003 Edition). Indeed, cultural heritage travelers spend more than average travelers in the United States with expenditures of \$623 per trip, excluding the cost of transportation. (Source TIA; as cited in *Louisiana: Where Culture Means Business*, Mt Auburn Associates, 2005).

Similar methodology as used by TIA could be used to partition out of state visitors who have a primary motivation to travel to Louisiana due to their interest in the arts and culture and the travel expenditures of these visitors could be assessed.

The 2003-04 Budget for the Office of Cultural Development was \$6,399,495 (State Funds only) with \$4,767,213 for Arts and \$1,632,282 for Cultural Development. A major portion of this, \$4,410,423, is in grant programs from the Division of Arts. OCD must assess the effectiveness of these grants by developing and examining outcome measures as related to their stated mission and goals.

Return on Objectives (ROO)

In order to measure the Return on Objectives (ROO) of the Office of Cultural Development, cultural industry participants were asked to evaluate a variety of statements dealing with their experience and knowledge of the Office of Cultural Development specifically focusing on the three Divisions: Arts, Archaeology, and Historic Preservation (See Appendix C and Appendix D). These objectives are more qualitative than quantitative and reflect the value of Culture for the State of Louisiana as well as enhancing the image of Louisiana as a cultural resource for residents and tourists.

Mission

The mission of the Office of Cultural Development is to preserve, promote and protect Louisiana’s irreplaceable heritage of archaeological sites and historic buildings and to provide quality arts experiences and education to all Louisiana citizens while developing Louisiana’s Cultural Economy.

Goals

- I. The Office of Cultural Development will increase preservation and protective efforts of the state's cultural resources and positively impact Louisiana's economy through the development of those resources.
- II. The Office of Cultural Development will ensure that every citizen and visitor to the State of Louisiana will have access to quality arts programming.

Activities Related to Goal I

The Louisiana Division of Archaeology has state and federal roles relating to recording, protecting, and distributing information about the state's archaeological sites. The office provides:

- Free booklets about Louisiana archaeology.
- Free information about archaeology for teachers who write on school letterhead: Classroom Archaeology (activity guide for middle school teachers); Indians of Louisiana (picture book for lower elementary teachers); Traveling and Museum exhibits on Poverty Point and El Nuevo Constante.
- Information about Louisiana Archaeology Week.
- Assistance with recording and protecting sites on private or state property, through the Regional Archaeology Program.
- Research about and interpretation of Poverty Point State Historic Site and Los Adaes State Historic Site, through the Station Archaeology Program.
- Care of artifacts from state lands or those donated to the state.
- Assistance to archaeologists and agencies that need site information for planning, management, and research purposes.
- Review of plans for federally sponsored, licensed, or assisted projects to consider their effect on archaeological sites.
- Information about state law protecting unmarked burial sites.
- Information about state law protecting sites and artifacts on state land and underwater.

The Division of Historic Preservation encourages the preservation of Louisiana's significant historic sites, districts and buildings, such as plantation homes, lighthouses, log cabins and battlefields. The Division maintains several key functions critical to the mission of preserving and protecting Louisiana's resources. Programs include:

- National Register Program
- National Register Database
- Section 106 Environmental Review
- Tax Incentive Programs
- Restoration Tax Abatement
- Main Street Program

Resources and activities include:

- Grant Information
- Renovation and Restorations
- Historic American Buildings Survey
- Heritage Education

Activities Related to Goal II

The Division of the Arts meets the objectives by making available to residents and visitors:

- Resources and Information
- Education
- Quality Arts Programming
- Grants

The following description provides an overview of programs that directly support the Office of Cultural Development, Division of the Arts' mission and objectives.

The Division of the Arts is responsible for the development and promotion of the arts for the benefit of all people of Louisiana. This is accomplished through several grants programs that award funds to Louisiana artists and arts organizations to help provide arts activities statewide.

The Division of the Arts maintains up to date electronic resources that are made publicly available. The list of publications includes:

- Louisiana Division of the Arts Strategic Plan Fiscal Year 2006 - 2009
- Louisiana: Where Culture Means Business Louisiana Rebirth: Restoring the Soul of America
- Department of Culture, Recreation & Tourism 2004 Annual Report
- Louisiana Touring Directory 2004 -2006
- Explore The House That ART Built - 2001 Economic Impact Study
- Public Art Handbook
- Louisiana Artist Roster

Louisiana Percent for Art Program

The Louisiana Percent for Art Program “places public artwork in and around state buildings. The Percent for Art law specifies that when construction or renovation of a state building equals or exceeds \$2 million, then one percent of the expenditure shall be for works of art by artists and craftsmen for the building and its grounds. The program was established through Act 1280 of the 1999 legislative session and authored by Representative Diane Winston of Covington.”

The Louisiana Division of the Arts (LDOA), on behalf of the Assistant Secretary of the Office of Cultural Development, provides management for the program. The LDOA works cooperatively

with the Office of Facility Planning and Control to identify all state building projects that are subject to the percent for art law.

“Public art at its best reflects the local environment, cultural values and artistic vitality of the community in which it is placed. It is much more than art installed in public places. It is art that involves "the public." Public art can tell a community's story, reminding residents and visitors of what makes the place different and special. Public art enhances the quality of life for citizens by encouraging a heightened sense of place and enhancing a community's prestige and visual quality. The very best public art involves the public from the beginning of the project. The Shreveport Millennium Mural is an example. This mural stands as a monument to the people of Shreveport and to Shreveport's rich heritage. The community avidly participated in the production of the mural-from concept to design to painting to installation. In fact, over 2,600 community members actually painted the mural. It is indeed art of, by, and for, the Shreveport community.”

“Educating a community about its public art is an important part of the LDOA process. Education pays off in the long-term because it builds a base of community support, understanding and credibility for public art activities. The degree to which a public art project is accepted in a community is directly related to the efforts at educating the public about the project activities. This education raises levels of awareness and appreciation for the artwork.”

In order to ensure the compliance and quality of this program, the percent for art program staff will be charged with the tasks that follow:

- Implement and manage statewide program.
- Develop annual and long-range plans, guidelines and monitoring procedures.
- Monitor program commissions by conducting site visits as works are created and installed.
- Coordinate all program documents and publications.
- Interface with public artists, public officials, public art juries, design professionals, Louisiana Public Art Coalition, public art colleagues, media, state agency representatives, Office of Facility Planning and Control, architects, and other building and arts professionals.
- Provide technical assistance to artists wishing to connect to the program.
- Evaluate budgets and site specifications for each project.
- Manage educational programming for communities and schools.
- Manage review process for the selection of each artwork.
- Manage all contracts with artists.
- Coordinate all review panel/jury logistics; reviews will be hosted throughout the state.
- Coordinate artist slide registry and database.
- Track maintenance needs for all artworks.

Quality Arts Programming

The Office of Cultural Development maintains a calendar and directory of Arts events.

<http://www.crt.state.la.us/culturalassets/cultural/calendar/>

Conclusion

After reviewing the calendar from January 2006-May 2006, there is a broad representation of events, as well as a range of geographic regions of representation around the state. However, in terms of “ensuring that every citizen and visitor has access” there were no “complimentary” sessions or cultural events listed on the website. This does not mean that there are no free events open to the public, but the Office of Cultural Development and the Division of the Arts could improve upon part of its goal and mission by listing free events on their website.

Workshops

The Division of the Arts is meeting the objective of providing quality arts programming as well as education to residents by fostering the development of artists.

The following grants workshop is an example of a current offering around the state. The workshops are conducted in cities around the state, including: Baton Rouge, Lake Charles, Houma, Shreveport, Mandeville, Alexandria, and New Orleans.

The Louisiana Division of the Arts will present the grants workshop "How to Navigate the Application Roadmap." The workshop will provide information regarding grants available for the 2007 fiscal year from the Louisiana Division of the Arts, a division of the Office of Cultural Development, Department of Culture, Recreation and Tourism, Office of the Lt. Governor, State of Louisiana.

Grant Opportunities

The Division of the Arts also provides support and guidance for local artist through some of the following National agencies:

- The Getty Foundation
- The Grammy Foundation
- The Southern Arts Federation
- National Endowment for the Arts

Results of Surveys Conducted in 2006

Statewide Telephone Survey (I) of Louisiana Residents

The Louisiana Research Team conducted a Statewide Telephone Survey of Louisiana residents that included several questions pertaining to arts and culture in Louisiana. The survey was conducted by the LSU Public Policy Research Lab during the week of February 20, 2006 via telephone utilizing random-digit dialing within Louisiana area codes and known exchanges. There were 916 completed responses.

How important are "the arts" to the State of Louisiana?

Response	Percentage
Least Important	2.2%
Somewhat Important	2.4%
Neutral	12.7%
Important	19.0%
Most Important	61.0%
Don't Know	2.5%
Refused	0.2%
Total	100%

- Combining the responses “Most Important” and “Important” yields means that 80% of residents consider the importance of the Arts as a high priority.

How important is historical preservation to the State of Louisiana?

Response	Percentage
Most Important	78.5%
Important	12.3%
Neutral	4.5%
Somewhat Important	1.6%
Least Important	1.5%
Don't Know	1.5%
Total	100%

- In assessing the importance of historical preservation for the State of Louisiana, 78.5% of respondents replied that it is “most important” and 12.3% of respondents indicated “important”. The majority response supporting historic preservation demonstrates the interest and support of residents.

In the last year, have you participated in any of the following art related activities?

Response	Percentage*
Entertainment	74.8%
Culinary Arts	67.6%
Preservation	50.5%
Visual Arts and Crafts	48.2%
Literary Arts and Humanities	41.1%
Design	15.8%

* total greater than 100% due to multiple response

- These activities are related to the various components of the Cultural Economy and results show highest participation rates in Entertainment and Culinary Arts.

In the last year, have you visited a Louisiana historic site/building?

Response	Percentage
No	52.6%
Yes	46.6%
Don't Know	0.8%
Total	100%

- Of those respondents that indicated “no”, there might be some confusion as to what qualifies as a historic site/building. Even though a slight majority of residents have not visited a historic site/building in the last year (52.6%), there is a strong interest and value placed on historic preservation (see previous questions) among Louisiana residents.
- An alternate explanation might be that many residents were displaced after the hurricanes and did not have access to a Louisiana site/building in the time frame of the last year.

Are you aware of any information distributed by the Louisiana Division of Archaeology?

Response	Percentage
No	88.0%
Yes	11.5%
Don't Know	0.5%
Total	100%

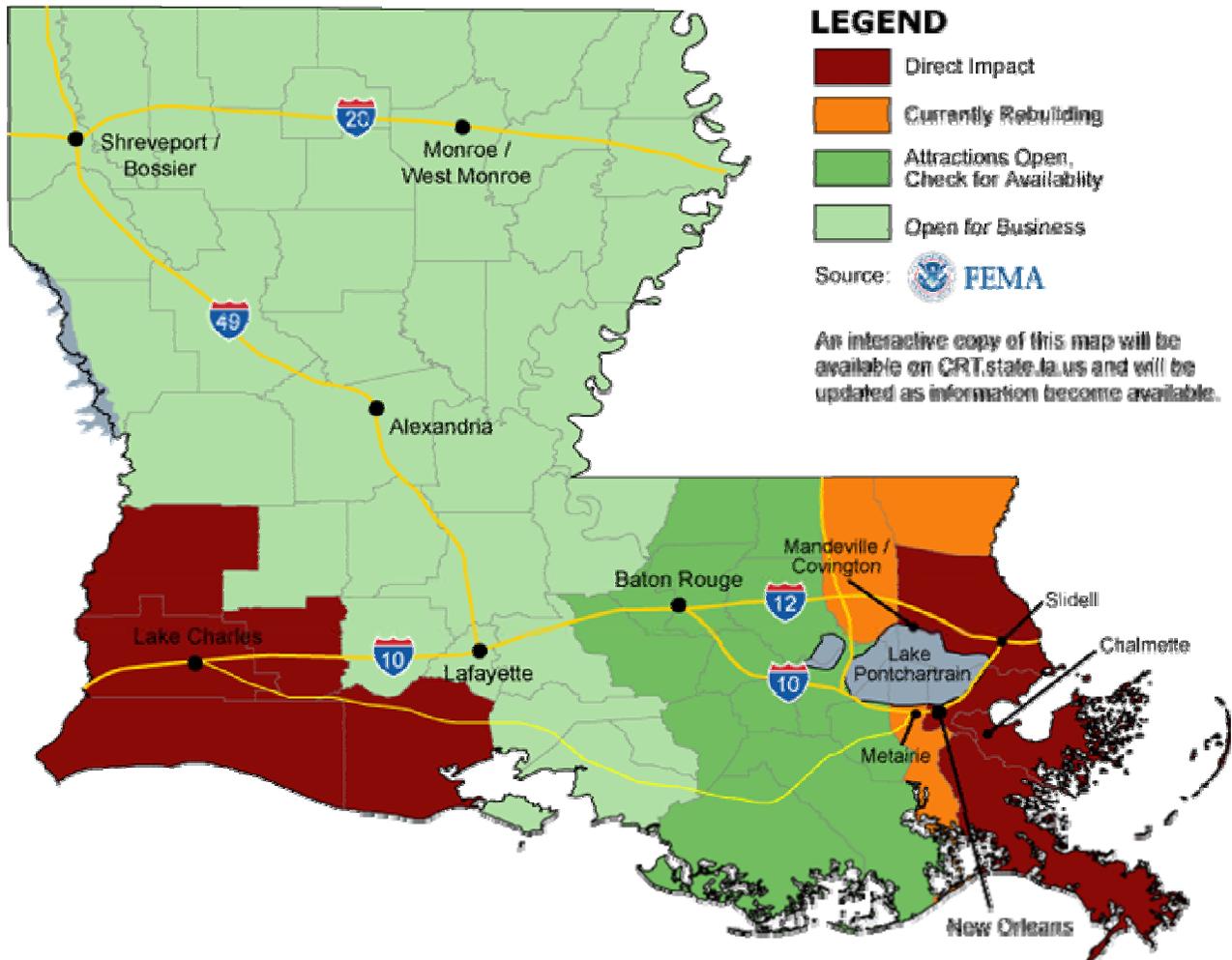
- A significant (88%) of respondents are not aware of information distributed by the Division of Archaeology. This is important because education is part of the Division's mission statement.

Effects of Hurricane Katrina and Rita

On August 29, 2005, Hurricane Katrina devastated New Orleans and the Gulf Coast area. Nearly 80 percent of New Orleans flooded after the levees breached, with some neighborhoods receiving as much as twelve feet of water. Tens of thousands of homes and businesses were destroyed and four parishes in the city of New Orleans were heavily damaged. Less than one month later, Hurricane Rita hit Southwest Louisiana on September 24, 2005 impacting six parishes and the city of Lake Charles (See Map 1).

Map 1: Louisiana Map of Affected Areas

(<http://www.crt.state.la.us/LouisianaRebirth/Map/index.aspx>)



Immediately following Hurricane Katrina, the LOUISIANA OFFICE OF CULTURE RECREATION AND TOURISM under the supervision of Mitchell J. Landrieu, Lieutenant Governor and Angèle Davis, Secretary, Department of Culture, Recreation and Tourism, devised a plan entitled *Louisiana Rebirth*:

Restoring the Soul of America. Culture, which is crucial to the recovery of the State, is at the core of this rebuilding plan. The four-point plan includes:

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.
2. Make Louisiana's Cultural Economy the engine of economic and social rebirth.
3. Build better lives and livelihoods than before for all of Louisiana's people.
4. Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

The concept of fostering and growing Louisiana's Cultural Economy is at the hallmark of the Department of Culture, Recreation, and Tourism. To support the primary mission of "development and enhancement of the unique cultural industries of Louisiana", the Louisiana Cultural Economy Foundation was founded as a catalyst for growth within the state's burgeoning Cultural Economy. The Louisiana Cultural Economy Foundation is a 501(c) (3) organization. Funds generated provide support for:

- Individual artists and artisans who are active in their disciplines
- Artists, artisans and cultural originators applying as small businesses
- Galleries, museums, collectives and nonprofit cultural organizations

In the wake of Hurricanes Katrina and Rita, The Foundation is accepting donations for immediate and ongoing aid to people and organizations of the Louisiana cultural industries.

The Louisiana Cultural Economy Foundation

"Spearheaded by Lieutenant Governor Mitch Landrieu and the Department of Culture, Recreation and Tourism, the Cultural Economy Initiative (CEI) is cornerstone in the foundation of Louisiana's economy, which is anchored in the unique, authentic arts and culture of our state. By building on the natural resources of artists and cultural industries in our state, this initiative will create new opportunities for growth that will improve the quality of life of the citizens Louisiana. These citizens were the tenants of the initiative even before Katrina, the largest natural disaster in the history of the U.S.

Because of the hurricanes, our artists, artisans, chefs, and musicians have been scattered all over the country. Rebuilding our Cultural Economy is about infrastructure, preservation, business and commerce but it must also be about retaining and sustaining our people. For Louisiana to make a comeback, our cultural community must come back."

In January 2005, an initial information gathering session in Baton Rouge, Louisiana was conducted with Pam Breaux, Assistant Secretary for the Office of Cultural Development and State Historic Preservation Officer, and Robert Collins Deputy Secretary of the Office of

Cultural Development. As Deputy SHPO, Robert Collins provided a description of both the Division of Historic Preservation and the Division of Archeology and Pam Breaux provided a comprehensive explanation of the Division of the Arts.

Because the scope and nature of this study evolved after the hurricanes, it was important to once again communicate with the Office of Cultural Development. In May 2006 a telephone interview was conducted with Pam Breaux, Assistant Secretary of the Louisiana Department of Culture, Recreation, and Tourism. The focus of the interview was to **assess the current performance of the Office of Cultural Development, consider the challenges after the hurricane, and gain insights as to future needs and trends.**

Assistant Secretary Breaux indicated that approximately two years ago, the Division of the Arts was structured more like a “traditional” state arts agency. The focus was on securing grant money and providing artists with opportunities to create. After conducting an extensive assessment of the DOA, **the focus shifted strategically so that grants and other programs are designed to improve stability and capacity building for arts organizations and individuals.** Assistant Secretary Breaux mentioned that the Mt. Auburn strategic plan entitled *Louisiana: Where Culture Meets Business* was unveiled and made available just before Hurricane Katrina on Thursday, August 25, 2005.

She feels strongly that this plan for culture in Louisiana was and is vital to our recovery efforts. According to Breaux, “We realized that it was more important than ever to have the information that was collected and to use this new information to position our state immediately.” Breaux sees **capacity building** and developing Arts and Culture programs as a strategic plan. **“In the very near future instead of just reacting, we can position ourselves with direction and purpose.”**

Assistant Secretary Breaux provided a strong example of new cultural programs and developments with a targeted purpose in the Office of Cultural Development. She mentioned **The Main Street Program** with a focus on rural development around Louisiana which ties into cultural tourism as it integrates programs with tourism initiatives.

She also stressed the growing importance of **Historic Preservation** and **Archaeology** for the state’s recovery.

For a listing of staff associated with the three Division of the Office of Cultural Development, refer to the LA CRT website: <http://www.crt.state.la.us/>.

For example, **Section 106** review which takes its name from Section 106 of the National Historic Preservation Act of 1966 requires the exploration and investigation of historic properties, or potentially historic properties, within the impact area of a building project. The Division of Historic Preservation and the Division of Archaeology regulate this program and given our current situation of rebuilding and construction, this program is essential.

Considering new challenges as well as opportunities after the hurricanes, Breaux described **the interdependency and value of the three Divisions that comprise the Office of Cultural Development as complimentary and vitally important to the state.**

Cultural Resources

Louisiana Cultural Assets Rescue

The Office of Cultural Development created a website called *The Louisiana Cultural Assets Rescue*. This website has been specifically designed to serve as a clearinghouse, information center, and bulletin board for those in the cultural resource community. It is for those involved in cultural endeavors to publicly post their needs in the wake of Hurricanes Katrina and Rita, and it is for those wishing to provide goods, services, or support to those in need. The link to the Louisiana Cultural Assets Rescue is: <http://www.crt.state.la.us/culturalassets/>

The site also includes the following resources, which provide valuable information for both residents as well as workers in the arts and culture industry.

Directories

- Artists
- Organizations
- Businesses
- Educational Institutions

Recover and Rebuild

- Online Resources
- How to Guides
- Jobs
- Housing

Statewide Telephone Survey (I) of Louisiana Residents

The Louisiana Research Team conducted a Statewide Telephone Survey of Louisiana residents that included several questions pertaining to arts and culture in Louisiana. The survey was conducted by the LSU Public Policy Research Lab during the week of February 20, 2006, via telephone utilizing random-digit dialing within Louisiana area codes and known exchanges. There were 916 completed responses.

How important is it that the State of Louisiana restores those cultural assets that were damaged by hurricanes Katrina and Rita?

Response	Percentage
Most important	75.5%
Important	11.4%
Neutral	6.8%
Somewhat Important	3.1%
Least Important	1.7%
Don't Know	1.5%
Total	100%

- 75.5% of respondents replied that restoring cultural assets that were damaged by Hurricanes Katrina and Rita are the “most important” initiative, while only 1.7% replied that it was the least important. These findings indicate the importance and value of culture for a majority of residents throughout the State of Louisiana.

Cultural Perceptions Survey

The University of New Orleans Hospitality Research Center designed a Cultural Perceptions survey administered to culture industry stakeholders throughout the . The survey questionnaire included questions pertaining to different aspects of cultural resources, awareness, perceptions, and needs (See Appendix E). The survey questionnaire was sent by electronic mail to a sample of culture industry participants across the State of Louisiana over a three-week period in April 2006. Participants were selected on the basis of a previous study for the Cultural Economy Initiative (this document is available online) and contacted by email. The Public Policy Research Lab of the Louisiana State University implemented the survey. Data was then sent to the University of New Orleans Hospitality Research Center for programming and analysis.

The survey included several questions that required open-ended answers.

- *What do you see as Louisiana’s most pressing needs regarding the preservation of historic buildings?*
- *Thinking about Hurricanes Katrina and Rita, what is the number one resource that the state of LA needs to rebuild the Cultural Economy?*
- *What is the highest priority post-Katrina and post-Rita that artists, producers, industry representatives, educators need to rebuild?*
- *What does your parish need to recover and prosper in arts and culture?*

Responses to the open-ended questions below had several common threads:

Money/financial support was frequently cited as most pressing. Respondents were concerned about when, where, and how the money would be available. **Infrastructure issues** were often mentioned. **Incentives**, such as tax credits and seed grants, were also mentioned. **Community issues** were also given a high priority.

Community issues included those relating to the artist community like: public relations, organizations to filter relevant information; studios, performing venues, and places to purchase the needs of their trade; and adequate audiences. Community concerns also included more general issues like housing, leadership, support, people returning, cleanliness, and availability of stores.

In your opinion, how long will it take your parish to rebuild the cultural community?

Those who gave an answer to this question seemed to grasp the magnitude of the problem. The mode of the answers was **five years**, but many respondents suggested it could take **ten years** or more to rebuild the cultural community.

For a complete listing of responses to all the above open-ended questions, see Appendices A and B.

The results of the remaining questions are shown below:

Where should support for Division of the Arts rank on the State of Louisiana’s public priorities?

Response	Percentage
Not Important	0.0%
Neutral	3.7%
Essential	29.6%
Absolutely Essential	66.7%
Total	100%
Valid Cases	54

- Over 96% of respondents stated that Arts was essential or absolutely essential as a public priority.

Where should support for Division of Archaeology rank on the State of Louisiana’s public priorities?

Response	Percentage
Not Important	3.7%
Neutral	38.9%
Essential	46.3%
Absolutely Essential	11.1%
Total	100%
Valid Cases	54

- Around 57% of respondents stated that Archaeology was essential or absolutely essential as a public priority.

Where should support for Division of Historic Preservation rank on the State of Louisiana’s public priorities?

Response	Percentage
Not Important	1.9%
Neutral	9.4%
Essential	54.7%
Absolutely Essential	34.0%
Total	100%
Valid Cases	54

- Over 88% of respondents stated that Historic Preservation was essential or absolutely essential as a public priority.

When you think about "cultural" activities currently delivered by the State would you say you are:

Response	Percentage
Satisfied	18.5%
Somewhat Satisfied	51.9%
Dissatisfied	20.4%
Not Familiar	9.3%
Total	100%
Valid Cases	54

- Around 70% of respondents were satisfied or somewhat satisfied with the cultural activities delivered by the state.

When you think about "cultural" activities currently delivered by the parish in which you reside, would you say you are:

Response	Percentage
Satisfied	33.3%
Somewhat Satisfied	42.6%
Dissatisfied	16.7%
Not Familiar	7.4%
Total	100%
Valid Cases	54

- At the parish level, 75% of respondents were satisfied with cultural activities delivered.

Have you accessed the LA CRT Website?

Response	Percentage
Yes	57.4%
No	42.6%
Total	100%
Valid Cases	54

- Although 57% had accessed the website, considering that these respondents are stakeholders in the Cultural Economy the website needs to be promoted more heavily to increase usage.

If you could recommend how the State would fund Cultural Development, which of the following would you like to see receive more support?

Response	Percentage
Grants	83.3%
Support for the Artists	75.9%
Art Education	72.2%
Youth Programs	70.4%
Multicultural Programs	59.3%
Exhibit Space	51.9%
Outdoor Fairs/Festivals	50.0%
Theater Space	48.1%
Promotions	48.1%
Historic Sites & Programs	46.3%
Neighborhood Programs	37.0%
Senior Programs	35.2%
Lectures/Seminars	33.3%
Valid Cases	54

*total is greater than 100% due to multiple responses

- Grants and support to artists top the list of needing more support.

Of these arts and culture facilities, which of the following do you consider most important to the state?

Response	Percentage
Museum	100.0%
Visual Arts	98.1%
Art Gallery	96.3%
Live Theater	96.3%
Film/Video Studio	94.4%
Historic Building	94.4%
Studio Space	94.4%
Theatre Studio	92.6%
Archaeological Sites	92.6%
Sound Recording Studio	87.0%
Valid Cases	54

*total is greater than 100% due to multiple responses

- All facilities related to arts and culture were deemed as most important to the state with Museums receiving unanimous total importance.

Where do you get most of your information on cultural events?

Response	Percentage
Newspaper	70.4%
Arts Organization Mailings	48.1%
Internet /E-mail	33.3%
Television	25.9%
Community Newsletter	24.1%
Radio Station	18.5%
Family/Friends	18.5%
Valid Cases	54

*total is greater than 100% due to multiple responses

- Newspapers were the major source of cultural information.

The Division of Archaeology provides public information by making available many publications as well as books, videos, and electronic resources.

Response	Percentage
Strongly Agree	11.1%
Agree	18.5%
Neutral	55.6%
Disagree	11.1%
Strongly Disagree	3.7%
Total	100%
Valid Cases	54

- Less than 30% of respondents were aware of the publications from the Division of Archaeology.

The Division of Archaeology does a good job distributing information about the state's archaeological resources.

Response	Percentage
Strongly Agree	3.7%
Agree	18.5%
Neutral	42.6%
Disagree	24.1%
Strongly Disagree	11.1%
Total	100%
Valid Cases	54

- Less than 25% of respondents were aware of the information regarding the state's archeological resources.

The Division of the Arts provides opportunities for citizens and visitors to experience the arts.

Response	Percentage
Strongly Agree	33.3%
Agree	42.6%
Neutral	18.5%
Disagree	3.7%
Strongly Disagree	1.9%
Total	100%
Valid Cases	54

- 75% of respondents agreed or strongly agreed that The Division of the Arts provides opportunities for citizens and visitors to experience the arts.

The Division of the Arts provides meaningful support for the state's arts organizations.

Response	Percentage
Strongly Agree	34.0%
Agree	39.6%
Neutral	20.8%
Disagree	5.7%
Strongly Disagree	
Total	100%
Valid Cases	54

- Over 70% of respondents felt that The Division of the Arts provides meaningful support for the state's arts organizations.

The Division of the Arts encourages collaborations between the state's arts and education communities.

Response	Percentage
Strongly Agree	29.6%
Agree	31.5%
Neutral	33.3%
Disagree	5.6%
Strongly Disagree	0.0%
Total	100%
Valid Cases	54

- Although 60% of respondents felt that the Division of the Arts encourages collaborations between the state's arts and education communities, one third were neutral in this statement.

The Division of the Arts develops art based activities that reflect diversity in Louisiana.

Response	Percentage
Strongly Agree	32.1%
Agree	45.3%
Neutral	20.8%
Disagree	1.9%
Strongly Disagree	0.0%
Total	100
Valid Cases	54

- Around 77% of respondents agreed or strongly agreed that the Division of the Arts reflected diversity.

The Division of the Arts promotes and assists Louisiana artists as a valuable resource.

Response	Percentage
Strongly Agree	35.8%
Agree	34.0%
Neutral	28.3%
Disagree	1.9%
Strongly Disagree	0.0%
Total	100%
Valid Cases	54

- Almost 70% of respondents agreed or strongly agreed that the Division of the Arts assisted Louisiana artists.

The Division of the Arts does a good job of serving as a clearinghouse for research, conservations, and promotion of the state's artistic and folkloric resources.

Response	Percentage
Strongly Agree	24.1%
Agree	38.9%
Neutral	24.1%
Disagree	13.0%
Strongly Disagree	0.0%
Total	100%
Valid Cases	54

- Around 63% of respondents agreed or strongly agreed that the Division of the Arts served its role as a clearing house and promoter of artistic resources.

The Division of Historic Preservation provides federal tax credits and state tax benefits to assist in restoring buildings.

Response	Percentage
Strongly Agree	13.0%
Agree	33.3%
Neutral	53.7%
Disagree	0.0%
Strongly Disagree	
Total	100%
Valid Cases	54

- Over 53% were not aware of the role of the Division of Historic Preservation.

The Division of Historic Preservation assists local governments in establishing historic preservation programs.

Response	Percentage
Strongly Agree	9.3%
Agree	44.4%
Neutral	38.9%
Disagree	7.4%
Strongly Disagree	
Total	100%
Valid Cases	54

- Over 53% were aware of the role of the Division of Historic Preservation in assisting local governments but almost 40% were neutral or unaware.

The Division of Historic Preservation does a good job to foster economic revitalization in local historic areas.

Response	Percentage
Strongly Agree	7.5%
Agree	28.3%
Neutral	47.2%
Disagree	17.0%
Strongly Disagree	
Total	100%
Valid Cases	54

- Only 35% of respondents agreed or strongly agreed that the Division of Historic Preservation does a good job to foster economic revitalization in local historic areas.

The state is providing current information for rebuilding arts and culture.

Response	Percentage
Strongly Agree	11.1%
Agree	24.1%
Neutral	42.6%
Disagree	20.4%
Strongly Disagree	1.9%
Total	100%
Valid Cases	54

- Over 62% of respondents were neutral or disagreed that the state was providing current information for rebuilding arts and culture.

Do you feel it is the role of the State of Louisiana to provide arts and culture programs and events?

Response	Percentage
Yes	96.2%
No	3.8%
Total	100%
Valid Cases	54

- Almost all respondents felt that it is the role of the State of Louisiana to provide arts and culture programs and events.

Are you a Louisiana resident?

Response	Percentage
Yes	98.1%
No	1.9%
Total	100%
Valid Cases	54

- Almost all respondents were residents of Louisiana.

How long have you been a resident?

Response	Percentage
1-5 Years	11.3%
6-10 Years	5.7%
11-20 Years	18.8%
21-30 Years	15.1%
31 or more Years	49.1%
Total	100%
Valid Cases	54

- Majority of respondents were long term (over 25 years) resident of Louisiana.

Parish

Response	Percentage
Caddo	1.9%
Calcasieu	42.6%
East Baton Rouge	7.4%
Franklin	1.9%
Jefferson	3.7%
Jefferson Davis	1.9%
Lafayette	3.7%
Madison	1.9%
Morehouse	1.9%
Orleans	13.0%
Ouachita	11.1%
Saint Bernard	1.9%
Saint Tammany	1.9%
Tensas	1.9%
Terrebonne	3.7%
Total	100%
Valid Cases	54

- Although 15 parishes around the state are represented in this survey, there is an unusually high rate of respondents in Calcasieu parish (42.6%). Orleans parish represents the second highest with 13% and Ouachita parish follows with 11.1%.

Do you work full time in the field of Culture or the Arts?

Response	Percentage
Yes	63.0%
No	37.0%
Total	100%
Valid Cases	54

- The majority of respondents work full time in Culture/Arts (63%) and the remaining survey respondents (37%) either work part time in Culture/Arts or do not classify themselves as “working” in the industry.

Statewide Telephone Survey (II) of Louisiana Residents

The Louisiana Research Team conducted a Statewide Telephone Survey (II) of Louisiana residents that included questions designed to determine the role of arts and culture in Louisiana. The survey was conducted by LSU during the period of May 1- 6, 2006, using random-digit dialing within the known Louisiana area codes and exchanges. There were 290 responses.

The state is providing current information for rebuilding arts and culture.

Response	Percentage
Strongly Agree	25.5%
Agree	29.3%
Neutral	22.1%
Disagree	13.4%
Strongly Disagree	2.4%
Don't Know	7.2%
Total	100%
Valid Cases	290

- Almost 55% of residents indicated that the state is providing current information for rebuilding arts and culture. However, in the Cultural Industry Perceptions Survey of arts and culture stakeholders only 35% agreed or strongly agreed with this statement.

Do you feel it is the role of the State of Louisiana to provide arts and culture programs and events?

Response	Percentage
Yes	83.8%
No	12.4%
Don't Know	3.8%
Total	100%
Valid Cases	290

- Almost 84% of residents indicated that it was the state’s role to provide arts and culture programs. Again this can be compared with the 96% of arts and culture stakeholders in the Cultural Industry Perceptions Survey.

Conclusions and Recommendations

Based on the results of this study, residents of Louisiana are committed to the state’s Cultural development.

- 75.5% of respondents in the Louisiana residents’ survey (See Appendix C) replied that restoring cultural assets that were damaged by Hurricanes Katrina and Rita are the “most important” initiative.

However, Culture/Arts industry participants living in Louisiana would like to see improvement with programming, funding, activities, and availability of services (See Appendix E).

- For example, when asked the question *When you think about "cultural" activities currently delivered by the State* 20.4% of respondents are dissatisfied, 51.9% are somewhat satisfied, and only 18.5% are satisfied (the remaining 9.3% is not familiar).

When asked how the State of Louisiana should support “Culture”, cultural industry participants responded that support for the Arts is the most important priority, followed by Historic Preservation, and Archaeology (See Appendix E).

When considering the importance of the *Arts* to Louisiana residents, the following question was asked:

How important are "the arts" to the State of Louisiana?

Approximately 80% of respondents indicated the arts as “the most important” or “important” factor.

- Although the Division of the Arts meets the objectives by making available to residents and visitors by providing Resources and Information, Education, Quality Arts Programming, and Grants the Division is facing new challenges after Hurricanes Katrina and Rita. This is evident in some of the responses of Cultural Industry Perceptions.

Residents, visitors, and arts/culture workers need to know where and how to find information regarding all activities, programming, and services available. The Website is a strong tool for providing materials, but better communication is needed to inform communities that resources through the Office or Cultural Development are available.

Recommendations for Improving Awareness

When considering the availability of information and the importance of providing tools and resources to culture/arts industry participants, awareness and access is necessary. Based on the Cultural Perceptions survey of Cultural Industry participant/stakeholders only 57.4% have accessed the LACRT website. There must be greater promotion of the website so that Cultural Industry participant/stakeholders become aware of the efforts of the Office of Cultural Development.

Although public education is a main goal of the Division of Archaeology and a variety of publications as well as books, videos, and electronic resources are available, based on preliminary data collection, residents are not aware of these resources. Promotion and exposure focused on the availability of materials and tools of the Division of Archaeology would add value for residents to learn about the heritage and preservation of historic sites within the state.

Reassessing the Cultural Economy—Future Research

In order to foster Louisiana’s Cultural Economy and think about growing the industry, it is important to reassess the needs and resources of culture in the State.

Follow up research would enhance The Office of Cultural Development’s understanding of current needs, new obstacles, and potentials for success. Based on preliminary findings in this research, residents of Louisiana are in strong support of Arts and Culture. Developing this potential will require specialized follow up interviews and focus groups with various industries around Louisiana. Also, monitoring the new developments and projects is essential to maximize the benefits for the stakeholders (residents of Louisiana) in this delicate time of transition. In the future, more robust metrics should be developed to directly measure return on investment. The Louisiana Research Team has a consensus view that out of state visitor spending is the key factor in generating economic impact to the state. Therefore, it is important to estimate the travel expenditures of visitors who are primarily motivated to visit Louisiana because of the arts and culture.

APPENDIX A

Open-Ended Responses from Cultural Perceptions Survey

When thinking about the OCD in LA, what immediately comes to mind?

A centralized resource specializing in business, tourism, funding, and marketing resources that support the arts and related industries because of economies of scale and the tendency of artists themselves having different skill sets and fewer local resources.
Art, archaeology, and historic preservation.
Art, festivals, jazz, chamber music, lectures, readings, live Broadway plays
Arts and programs
Arts Division; Historic Preservation and Main Street
Arts, festival; historic preservation; tourism campaigns; museums and galleries; interpretive centers
Arts, Historic Preservation, Archaeology, but also people and culture - however it is defined - of Louisiana
Bringing a multitude of a variety of these arts to the state
Cultural programming and the basic research and support that underpins it.
DOA
Events that will enhance my appreciation of specific cultures in our society.
Film - an attempt to bring film shoots to Louisiana, LEH films/grants.
Film and video and art
Funding for the arts.
Grant-giving agency
Historic preservation, the promotion and facilitation of the arts, music and literature and the development of tourism and recreation.
I seriously doubt that we would be this far ahead of the game had it not been for the Office of Cultural Development. Since the storm, we have received three grants totaling 10K. Five came from that office, the rest came from the Idea Village and Desire
I wonder what it is and what it does.
I would think of this office as a resource for the state for heritage and cultural info, cultural events, and support for individual artists and artisans who are participating in the practice of LA cultural arts.
Invisible
Louisiana's effort to emphasize one of the most important parts of the state.
Louisiana Division of the Arts, Mitch Landrieu, Cultural Economy Summit
Louisiana Division of the Arts. Grants.
Mississippi River
Mitch and Angele's efforts to integrate the Cultural Economy of the state. Hollywood South.
Too much bureaucracy.
My initial impression from past meetings is that the Office has been tunnel vision towards New Orleans and south Louisiana.
No help locally
Not prominent enough
Pam Breaux & her splendid support of the arts in LA.
Promotion of La as a tourist destination, research into the state's culture and history
Protector of the arts and culture of the State for funding, recognition, and advocacy.
Providing grants and technical assistance to various arts related agencies throughout the state
State Library of Louisiana
Support for and continuance of "Cajun"; things, including music, food, and traditions.

Support for regional agencies.
Support of the arts in SW & LF; LA
Surprised that there is such an origination and I have never heard of it.
That I do not know the role the office plays in cultural development
The art world of Louisiana. This includes theatre, dance, music, our history, etc.
The arts and public access to them
The continuation of cultural events in all areas of the state especially rural areas and underserved schools
The Louisiana Division of the Arts
The needs of young professionals and artists, between the ages of 20 and 35. The cultural and artistic landscape of a community must be one that attracts this target audience. They make up a significant portion of the workforce, and are the future leader
The place where we used to get grants for the Monroe symphony to play a concert for the children in Monroe.
The population of Louisiana may not be aware of the existence of this office. They should be.
The Southwest Convention and Visitor's Bureau
The use of materials that indicate our varying cultures in the state
Their influence on tourism
Tourism for either New Orleans or Lafayette
We have one? & LF; Banners is the only group I know of who actively offers a diverse opportunity for cultural exposure.
You don't hear much about OCD at all; just another part of the bureaucracy. My perception is that OCD is responsible for the broader cultural picture, making sure that accessible programming is available statewide.

What types of programs and events do you think the State should provide?

A diverse program and events that will provide residents to the state access to high quality performances
A wide variety of cultural experiences for all; art & cultural education for youth.
All available that they can provide
Americas Wetland Discovery Center in Lake Charles & LF; Trails and scenic byways off the main highways, & LF; main festivals in the 8 general metro regions, more than just Baton Rouge and New Orleans
Art/music lectures & LF; state sponsored art shows
Arts programs, support of local art
As a university professor in music, I am aware of all music, art and theater events because I look for them; I am not aware of any work of the historic preservation or archeology divisions; perhaps the information is just as visible and I am overlooking
Basic support and research to serve as development.
Collaborations for statewide touring of professional performing artists and companies in music, theatre, and dance at a minimal cost to presenting partners.
Concerts, traveling exhibits, plays
Educational
Enabling and supporting designated projects/ categories/ by guidelines
Events that will expose residents to a WIDE variety of artistic visions. Sometimes I think the events are great but don't reflect all the many disciplines out there.
Financial & educational resources for the continuation of arts and cultural events in local areas

Financial support programs, consulting programs, facility development, statewide artist register (there use to be a link online for such a thing, but it was clumsy at best and now it is gone altogether!) A State-wide competition in each of the disciplines
Funding for arts and humanities programs. &LF; School arts programs. &LF; Publicity for arts events.
Funding for live theatre, artists, writers, youth theatre and youth symphony, literature/film events
Funding, funding, funding, and promotion of events
Grant funding
Grants to individual artists, studio space, business of art workshops
Historical, musical, wetland awareness
I believe the State should support the efforts of those organizations and groups who provide insights and exposure to all facets of culture and education regarding our indigenous peoples. I also believe it imperative to expose our residents to the music
I think the state does a good job providing festivals--jazz fest being the best example. Promoting more historical events would be a good idea.
It should support all types of arts and humanities events
Live theatre
Lost hand crafted skills avenues where the youth can access info concerning artistic expressions whereas they understand that "art" is more than drawing on a canvas
More grants/direct programs to the schools to foster an appreciation of the arts
More substantial incentives for the preservation of historic residences and working facilities and assistance for working artists throughout the state.
Multicultural, educational, history, art
Neighborhood and community open air concerts and Cajun cultural activities. Festivals that are balanced to the area.
None - there are already enough independent groups doing programming and events. Those need to be supported
Not only events like jazz fest in our state but also reaching outside of our state and bringing LA out and drawing people in to our state, as well as state needs to help artisans develop markets outside our state.
Not sure.
Opportunities for young artists to share their talents with mentors
Programs showing diversity among artists
Programs that encourage the arts for children as well as adult artist. Events that will show case the range of contemporary art being created. Programs and events that would foster and support art work that could be found in metropolis filled areas as op
Programs that help the youth of today learn about the arts and their importance in our society
Promote arts, culture for the poor
Provocative public programs that cause people to think about the arts and cultural resources we have, and how we can preserve, encourage, and protect them.
Showcases for our music. &LF; Showcases for our history.
Symphony programs for kids, fine art fairs, promotion of classical music as well as all the jazz
The diversity of culture in our state is a blessing. We have so much to share with visitors. Our colorful past should be celebrated with each ethnic group sharing their culture, beliefs, and art. The programs should reach out to all peoples, not just the ed
The people of Louisiana include a wide variety of cultural backgrounds, so they need a variety of programs and events, such as lectures, art exhibits, dance, music (classical, folk, blues, Cajun, Zydeco, and music from Asian and African cultures). Less v
The state should continue its current programs, but expand them and increase funding. La's cultural resources are invaluable and an engine of economic growth and tourism. No state in the

Union can match our cultural heritage.
The state should continue with current programs; however, I would like to see a programming initiative that incorporates setting up residential areas specifically for artists, as an incentive for them to work in the state.
The state should provide support and advice to current and new programs in areas around the state and maybe not always supply the whole event itself. Local programs and events need support more now than ever before and not just in New Orleans!
To be perfectly honest, before the storms, I didn't concern myself with what the state was accomplishing simply because I felt it was unattainable and I wasn't wholly impressed with how certain projects never came to fruition due to waste, etc.
Youth programs, more, more, more

What do you see as Louisiana's most pressing needs regarding the preservation of historic buildings?

A comprehensive pre-catastrophy plan to protect the precious resources housed in our historic buildings is a prime concern.
Community involvement
Continue the effort and expand it
Don't know
Don't know much about it
Don't know.
Encouraging home ownership and rehabilitation among medium to lower income residents
Establish priorities for support of historic buildings in Orleans
Financing
Funding restoration and new applications of historic buildings... they don't all have to be museums but can be converted to functional spaces... like the marvelous conversion of the old statehouse in Lake Charles to an arts center.
Funding, and a better system for determining what needs preservation
Funding, funding, funding, and a continual promotion of the culture and value of preservation
Funding, hurricane damage
Getting enough money to repair and keep up the work on all of the beautiful old buildings
I believe the historical buildings of New Orleans (esp. the French Quarter) should be at the top of the agenda.
I can only really speak for the New Orleans area. But we have some beautiful parts of town that lay in ruin because of either blight/ and or the storms. There seems to be a lot of money at stake pertaining to real estate within the city simply because o
I cannot answer this, I do not have enough information about the current situation or assistance or limitations on assistance.
I don't know much about historic buildings.
I don't see that as a pressing need. They just need to be maintained but organizations in each parish should be responsible for them through local non-profit agencies.
I think they're doing a fine job of this already.
Information
Just that--preserving them so they don't fall into complete ruin thus necessitating their demolition. I guess grant money to seed that preservation is a real need then.
Land subsidence
Maintenance

Money
Money to renovate
More education and less activism that is sometimes divisive.
New Orleans must protect its historic neighborhoods and retain the character of the architecture. We cannot become Orlando.
Not really informed on the subject.
Obtainable guidelines
Preserving buildings that reflect different eras in LA's history.
Preserving what is available by means of tax incentives - especially in deteriorating housing that could be restored by interested individuals for housing
Prevent destruction of historical landmarks
Protection for age and weathering.
Public education, building trades that are experienced, consistent review processes and guidelines at the local level
Public information and support
Recognition of the importance of doing so
Recovery from hurricane damage
Repair and restoration post- & Katrina and Rita.
Revitalization of downtown areas
Small towns along our States byways that are falling into decay. There are so many wonderful architecturally historic places in these towns that are fast disappearing.
Speed! Even realizing the state has to work with the budget, most resources are going to New Orleans and other parishes (that have people living in them) are suffering because of it.
Stop tearing them down!! Stop the Wal-Mart's of the world from squeezing out our smaller shops etc housed in older or historic buildings. Our preservation societies and neighborhood associations should have more clout
Tax credits & LF; information; "how to" sheets
The destruction caused by the hurricanes, especially Katrina in New Orleans, has created a real crisis as historic buildings are threatened with demolition
The hurdle is the paperwork and how long it takes the state to approve. They make it very hard to get it done.
To enlarge the state residential tax credit for historic buildings to make it available to more people.
Urgent maintenance needed. Incentives to renovate, disincentives to tear down.

Thinking about hurricanes Katrina and Rita, what is the number one resource that the state of LA needs to rebuild the Cultural Economy?

An effective and efficient SYSTEM for allocating our limited resources, which minimizes bureaucratic waste and misappropriation.
All events in New Orleans i.e. Mardi Gras, Jazz Fest, French Quarter Fest.
Artists and musicians working and thriving in the State of Louisiana.
Capital investment and honest management and disbursement of the capital.
Cleaning up. New Orleans is SO filthy, even still, that tourists are not going to go there, even when morbid curiosity kicks in.
Communication
Continued commitment to supporting art & culture in LA...this brings money to the area and growth to communities.
Cooperation among all levels of government and a consensus that the Cultural Economy is viable short-term and long-term.
Corporate sponsors
Financial support and community involvement.
Funding, funding, funding
Funds
I don't know how to name just one thing.
I don't understand the phrasing of the question. Money
McNeese's Bulber Auditorium
Money
MONEY
Money and a positive attitude
Money!
Money and public will
Money, citizen input
Music - Jazz
Not sure.
Outside funding is the only way that we could jump start this process of being self-reliant again. Once we have the rebuilding under way, we need to focus our efforts on sales to an outside market so that we are not living in a bubble.... economically.
People
Supplemental funding of existing organizations that do not have reserves and may have interrupted cash flows. Concurrently, sponsoring free events for the emotional well being of the citizens.
Support from those outside Louisiana.
The artists and artisans that make our culture what it is. We need to keep our Louisiana cultural resources, and the affiliated businesses, here at home, helping them to recover in order to allow them to lead the recovery of the general public.
The people, artists, musicians, etc.
The private sector must give in terms of money and time.
We need the tourists to return, but in the meantime we need to support artists and musicians who must survive in these hard times -- in short, money
We need to promote events and sites in areas other than those that were affected by the hurricanes. Those areas are really no longer cultural destinations at this point, so we need to concentrate on protecting and promoting the assets in other areas of
We need to retain our population.
What about film festivals? We've got three Academy Award winners who all grew up in Baton Rouge, Moss Bluff and Lake Charles! (Stephen Soderbergh, Ralph Eggleston and Tony Kushner)

Artists/historic buildings/music
Cash, co-op with local agencies
Cleaning supplies and labor, then tourism
Continuity, money, & leadership
Development of waterfront and downtown
Financial resources and expertise assistance from the government to foster deserved revitalization
Housing
Infrastructure
Marketing studies
Money
Money and support
Money to fund cultural events locally
Music centered events
Obviously money is what comes to mind first because without that, almost nothing can be done initially.
Public relations would help, I think. So many people outside the state gave us up as a third world country after the storms. We still have so many of the actual resources; we need to fund them to make them remain viable; we need to get out to the great
Restoration of tourist participation and Louisiana as a destination as a whole... not just New Orleans. We have been far too dependent on the New Orleans culture.
Restoring wetlands
The style of residential architecture that could be wiped out forever

What is the highest priority post-Katrina and post-Rita that artists, producers, industry representatives, educators need to rebuild?

A place to work, studio and their retail base.
Affordable reliable housing.
All
An avenue to sell their goods and an inexpensive means to purchase their materials
Any destroyed buildings/facilities that house the arts. For instance, Bulber auditorium on the campus of McNeese Univeristy will be out of service for at least a year; programs and concerts held there have been moved to other facilities but attendance
Arts organizations.
Audiences
Communication and money
Connecting artists with venues until their home venue is available again.
Consistency of brand recognition.. For example, the Banners Arts and Humanities Series in Lake Charles has had to rework their calendar and advertising, as well as change ALL venues this season.. the strength of the NAME is what has kept support from
Continue their programming
Convincing elected officials that funding for the arts is not secondary and that the future of Louisiana's economy depends upon a cultivation and actualization of this philosophy.
Direction on where to find funding that the state cannot provide
Don't drop the ball, continue to support this area culturally.
Educated Managers (CEOs, Executive Directors, Boards)
Exposure
Facilities
Facilities and physical plants capable of expanding the industry
Financial resources and spaces to work

Financial support and credibility
Funding, funding, funding
Helping arts organizations reevaluate and strengthen its resources
Homes for our people to return and for our employees to live while they work
Hope for a better life
I don't understand the phrasing of these questions. Money
I would say that the only reason that my business has a chance to survive is simply that I am not relying on the New Orleans market for my income. This is something that we need to stress to our artists and we need to learn how to better market ourselves
Live theatre, followed closely by historic sites such as museums and homes.
Money
Money
MONEY and rebuilding the tourists industry
Money, support
Neighborhood rebuilds to preserve architecture
New Orleans
Not sure.
Probably more funding and incentives to build the cultural industry in non-affected areas so we can jump-start the economy in the rest of the state while those areas are rebuilding.
Provide grant money to artists and performers
RESTORATION THEN PROMOTION
Small-scale neighborhood cultural opportunities.
Space and community support
Space, money, information!
Space, there is a real shortage of space to perform or show art.
State support
The venues that showcase performing artists! The Civic Center and college theaters in my parish are not able to hold any productions right now!
Their venues
Venue reconstruction
Venues for artists and also information sources letting them know they can come back to Louisiana.
Venues for performing. So many were damaged.
We need to assure these individuals and groups of the necessary financial support to reestablish at least a semblance of pre-storm prosperity.
We need to foster community of small businesses and arts organizations. This will help continue the culture that makes our city unique and desirable.

What does your parish need to recover and prosper in arts and culture?

A clear vision for the future.
A clue!
A continuation of the funding available through the Louisiana Division of the Arts.
A few people in the state offices to realize that talent and merit are more important than lineage, and to give those with the talent a chance to succeed before outside developers change our city's character.
Arts Council Leadership, focus on funding responsible artists and arts organizations
BUILDING REPAIRS!!! Bulber Auditorium, Lake Charles Civic Center, Burton Coliseum, many school auditoriums, McNeese University venues, are all damaged and many will not be repaired until at least 2008.
Facilities, advertising
Funding for the extra staff needed to augment the stretch on local government to recover. This could be short-term 3-5 year assistance to be used to prop up and reinforce existing programs and analyze and help develop new. Our new industry should be more
Financial resources and expertise assistance from the government to foster deserved revitalization as well as spaces to work
Financial support
Financial support from the DOA and other grantors and community/industry support.
Financing
French heritage
Funding
Funding, funding, funding
Funds to promote and encourage the arts and culture. Grants are hard to come by this year. A lot of programs have been cancelled due to the state forgetting North Louisiana.
Grant money from the state (which it has obtained but will continue to end). Repairs to the Lake Charles Civic Center and McNeese's Bulber Auditorium.
Grant Money.
Grants to enable us to maintain and even increase the delivery of arts and cultural programs
Here in Calcasieu Parish, there is great desire and support... what is needed is incentive to continue to build collaborative projects. Also, the SWLA arts council needs more resources to get buy-in from the different arts groups in the area to develop
Homes, capital and honest disbursement of above
Housing
Information and funds
Money
Money
MONEY
Money to advertise
Money to repair buildings
Money, citizen input
Monetary support for arts and music
More local awareness
Not sure.
Orleans parish is in desperate shape -- so many musicians and others are gone; clubs, galleries, and other sites remain closed, and the tourists have not yet returned

Our community is intact and doing well other than needing additional funding to replace those corporate, foundation, and private funds that went to hurricane relief efforts. That's what has hurt groups in non affected areas since funds that generally go

People

Publicity for our many programs that were not damaged by hurricanes

Repaired homes and venues, anything to have lives back to normal so folks are less focused on loss. Times of loss are times when the arts can be so important as a release from care temporarily. Folks should be reminded to be encouraged about getting out

Repairs to Bulber auditorium at McNeese State University. Again, space. Our buildings have been damaged but not our spirits. If we have the buildings to house the arts, the people will come.

Same as above

Support to restore venues

Theater space and promotions!

Time and money

TIME, MONEY,

Validation that arts and culture is important - worthy of public dollar support and investment

We had no major loss to recover from, but we are feeling the monetary loss in decreased grants and "free" money.

We need a performing arts facility so that we can move forward. We have the entertainment resources, operation and support... we just need a facility suitable enough to present programs and events in. We need our project to be put back on the bonding c

We need to be able to fund events and activities that put cash into the pockets of our artists. We also need to provide short and long-term assistance to the providers of venues that showcase our area artists. Last, but not least, we need to provide

In your opinion, how long will it take your parish to rebuild the cultural community?

?
10 years
10 yrs.
2-3 years
2-4 years
2
2 years
2 YEARS
2 years, if the state recognizes north la verses just south
3-5 years
3-5 yrs
4 years
5 years
5 years or more
5 yeas
About five years
At least 2 years
Five to ten years.
Five years
Five years minimum
Hopefully 6 months but more likely 1 - 2 years.
I don't believe our parish is having to "rebuild"; however, I think it will take years for it reach its potential.
It all depends on the next hurricane season
It is happening daily and will continue forever
It wasn't destroyed in this parish.
Lake Charles is fortunate, really; if I were in Cameron parish I would have to say many years; or in the New Orleans area, same.
Never had it to begin with
Not really applicable, as long as we can hang on in the face of decreasing revenues
Not sure
Not sure WE ever "fell down"
Probably 10 years.
Several years
Three years
Two years
We'll recover in about 1 to 2 years once corporate and foundation funding come back totally.
We're well on our way in Calcasieu!
We are halfway there! Money continues to be a problem, as does consistency of broad vision.
We are well on our way to doing so now.
We aren't in really bad shape compared to the southern part of the state.
Wish I knew
Years
Years
Years to recover audience/contributions/etc

Do you have additional comments regarding arts, culture or heritage for the state of LA?

A designated (by constitution) percentage of tax revenue
All art forms are important, but after the hurricanes, preserving the architecture of the late 1800's/early 1900's is vital
Arts in the schools: In hard times, the arts are always cut first. In my opinion this is a big mistake. The arts are essential in cultivating the total person. Art nurtures the soul, and it is so diverse that everyone can find something to relate to.
Education is the key. Educate the children so they may develop skills and provide events that the general public can view and or enjoy the artist works
Extremely important in this region
Funding adequately is crucial.
Historic preservation has been hit hard. Local agencies have been pulled from these areas and the normal processes have been interrupted. Our historical resources are in danger of being lost and eroded, partly due to the lack of resources available
Hold grant workshops that are no charge to attend.
I am so glad that the State has recognized the importance of rebuilding its culture; that aspect of rebuilding could have gone unrecognized, which would have diminished Louisiana.
I feel we are just about the most unique state in America and we need to make sure we get that message out.
I hope that someone actually takes the time to read this and try to visualize what a great city this could be.
I think we do a really good job-more emphasis on education still needed for our youth.
I would like to see a broader spectrum of visual arts as opposed to the traditional idea of art...something more similar to that you find in metropolis filled areas.
Not all the culture is south of Alexandria!!!!
Not right now
NOTHING is more important or essential for the state
OCD seems a bit overstaffed for the degree of services and programming they provide.
Out of state promotion is extremely important
Statewide we need advocacy, a media campaign that explains the importance of the arts and our culture
Technology and art have moved to the forefront of our culture. The intersection of the two has changed our state's needs. In order to secure a firm future for our state, we must embrace the arts like never before - our economy depends on it.
Terrebonne Parish Library System provides artistic programming using grant money and each event is well attended by the public of all ages. Please continue grant support.
Thank you for taking the time and showing enough concern to provide this type of outlet. We all need to feel that our opinion matters in this time of turmoil and rebuilding.
Thanks for the support, send more!
The Division of the Arts is under funded, historic preservation does not include the humanities or history, the culture of people is not addressed
The State needs so badly to stop ignoring our underserved, rural communities. Although we are low in impact numbers, we are a critical part of our state's heritage. Not only in culture, but in economics, historic sites, and untapped human resources
Validate it quickly through State action/recognition. Identify it as part of ERA plan.

What is your occupation?

Administrator
Administrator responsible for diversity
Artist
Artist/Art Professor
Artistic Director
Artistic director of an arts organization, also a pediatrician
Arts administrator
Assistant Coordinator for arts programming
Asst Prof of Music
Bookseller
Builder of fine furnishings in Creole and Acadian style
Development Director
Director of a Regional Arts Agency
Director of Children's Theatre
Downtown Development, local government
Educator
Employee of the Department of Culture, Recreation, and Tourism
Executive Director of a performing arts theatre.
Grants Administrator for arts council.
Guitar builder/ sculptor
House keeper
I am an independent visual artist, graduate of McNeese State University
Journalist/artist
Librarian
Librarian
Local government employee
Manager
Manager of Special Projects
Museum educator
Office of Tourism/CRT
Physician assistant/part-time seamstress
Plant worker
Pres/CEO
Presenter
Professor
Professor
Professor of English
Project specialist/for mayor's office
Public Relations and marketing, photographer
Retired
Retired
Sales
Sculptor
Teacher

TV Marketing
University Librarian
University professor
University professor
Volunteer

APPENDIX B

Open-Ended Responses from Statewide Telephone Survey (II) of Louisiana Residents

What do you see as LA most pressing needs regarding the preservation of historic buildings?

AREA hard hit by the hurricane
Coast Line
Consistent criteria for reserves
DO Know
DONT KNOW
Do Know
Do Not
Don't know
Advertisement & preservation
Baton Rouge after Katrina needs more stuff
Better facility
Bldg
Bldg to do rather than historic things
Community
Development of music, I think we should look more in to the culture and get more involved.
Don't know
Don't know
Get Funds
I don't know
I'm not sure.
It needs to maintain and figure out about funding
IT'S UP TO THE GOVERNMENT for buildings to be kept up. Other forms of arts are not up to the government.
Keep Them Preserved
Don't know
Don't know
Due to our economic situation right now, I believe we have other issued to take care of
Education
Eliminate hurricane damage
Fix new Orleans
Fix the bldg
Flood control
Funding
Funding awareness
Funding the needs
Funding
Funds
Grants for the middle class
Honest politicians
Hurricane
I don't know
I think they are doing a good job at it
I think they should preserve them. It is our buildings for generations to come.

I think we should try to preserve them
I wouldn't know
I'm not sure
It's according to how far back to date and what shape the building is in.
Just to work on it...something to be done all the time
Keeping up the maintenance on them and rebuilding the New Orleans area
Let the democrats do it
Levee
Make Public aware and get funding
Maybe to push the issue of historical places so people will find interest and learn about the culture
Money
Money
Money and financial grants
More funds
Need to allow the local citizens to know about LA.
Need to be maintained
Need to keep those up.
Need to preserve them.
Need to put money into advertising to publicize so that it draws tourists
Need to see toward future and other things like education.
Needs to obtain more money from multiple sources to preserve coastal line.
New Orleans
No Idea
No needs
No opinion
None
None
Not charge taxes
Not selling our souls to developers
Not sure
Not sure
Not Sure
Not Sure
Nothing
Nothing, people should do
Oil gas
Older bldgs need to be restored
Preserving the historic sites for future generation
Preservation of its culture, heritage, and education of that heritage and culture.
Private companies should do that local people
Rebldg
REBUILD arts
Rebuilding and keeping buildings kept up
Reconditioning the buildings
Remember our heritage
Restore Natural Beauty
Servicing
Should preserve it. State needs to handle this \
So that they don't get scared

Some kind of preservation societies
That must start
The Bentley hotel
The financial situation
The funding to rebuild
The need of actually caring and more community involvement
They need to documents and they need make out brochures
They need to spend time on all of them
They should
They should preserve
Tourism
Tourists
Try to do more with them.
Try to get funds
We should preserve them as much as possibly we can

Thinking about hurricanes Katrina and Rita, what is the number one resource that the state of LA needs to rebuild the Cultural Economy

Advertisement
Better evacuation plan, levee service
Bigger levees
Build NO
Clean up the reputation and they need to act quickly
Coastal are, b/c its a draw for tourism
Cooperation of people
Do Know
Do Known
Do not Know
Don't know
Don't know
Don't know.
Education
Federal Government
Feedback
Get New Orleans back on track again
Get funds and build monuments
Money
Need to get good tourism
New state government
Not Sure
Not sure
Note Sure
Rebuild Coast Line
Rebuild Levee so that people do not worry
Rebuild the historic sites
Rebuilding of New Orleans
Repopulate those areas
Same as above question
Sea food industry

Shrimp And Cat Fish Industry
Funding
Finance
Finances
First need to get authority that knows what they are doing. So, good authority figures.
Funds
Gas
Get rid of the mayor of new Orleans.
Getting more word and funds
Houses
Housing
Housing before the culture
I don't know
I'm not sure
I'm note sure
Industry
It's going to take a very long time.
Levee and protecting the wet lands
Levees
Levees fixed!
Money
Money and volunteers
Money into arts
Money, higher levees. Having safety for people to come back.
More involvement
Need financial help
Need money and save wet lands
Need to get people back there to have culture! Take care of economy first
Need to move out of the wetlands
Need to rethink about how to spend the money
Need to work together and complete some kind of system; a system for culture
Need to sell the wetlands
New Orleans fully functional.
Not sure
No idea
None
None
Not
Not sure
Not sure
Natural gas
Oil
Oil and gas
People
People need to change their attitudes. Need money, but need to put money in the right places.
People to go to work and stop getting FEMA checks
People want to visit some buildings in particular, so repair those so people go see them.
People! People are the culture
Port of new Orleans

Power
Preserve the culture
Rebuilding new Orleans
Tourism
Resource
Schooling
Send everybody to work
State funds, advertisement
Tax deferment
Tax money should be used
Teaching facilities
The farmers and the oil producers
The funding to rebuild
The natural habitat
The offshore fisheries
The old plantations
They need money from the federal gov't
They need to help people rebuild
To encourage the people to do more for their community
Tourism
Tourism, money to build levee
Tourists
We can be better, we have so many things
Wetlands
Work.

APPENDIX C

Statewide Telephone Survey (I) of Louisiana Residents

Please answer a few questions about art and culture in Louisiana:

On a scale of 1-5 (with 1 being the least important and 5 being the most important)

How important is it that the State of Louisiana restores those cultural assets that were damaged by hurricanes Katrina and Rita?

- 1. Least Important
- 2.
- 3.
- 4.
- 5. Most Important
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q31

T: 5 5

On a scale of 1-5 (with 1 being the least important and 5 being the most important)

How important is historical preservation to the State of Louisiana?

- 1. Least Important
- 2.
- 3.
- 4.
- 5. Most Important
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q32

T: 5 5

In the last year, have you visited a Louisiana historic site/building such as a plantation home, battlefield, etc?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q33

T: 5 5

Are you aware of any information distributed by the Louisiana Division of Archeology?

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q34

T: 5 5

In the last year, have you participated in any of the following art related activities?

Entertainment-For example: film, music, live entertainment,sporting events

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q35

T: 5 5

Visual arts and crafts. For example: art museums

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q36

T: 5 5

Literary arts and Humanities. For example: book reading/ historic museums

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q37

T: 5 5

Design. For example: printing/graphic design

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q38

T: 5 5

Culinary arts. For example: restaurants/ cooking demos/wine tasting

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q39

T: 5 5

Preservation. For example: visit historic structures, buildings or districts

- 1. Yes
- 2. No
- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q49

T: 5 5

On a scale of 1-5 (with 1 being not very important and 5 being very important)

How important are "the arts" to the State of Louisiana?

- 1. Not Very Important
- 2.
- 3.
- 4.
- 5. Very Important
- 8. Don't Know
- 9. Refused

I:
NUM 1 9 2 0 24 45
Q: Q50
T: 5 5

Did you attend Mardi Gras in New Orleans this year?

1. Yes
2. No
9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS <> 2) SKP Q52
Q: Q51
T: 5 5

Is there a particular reason why you didn't?

I:
OPN
Q: Q52
T: 5 5

What is your home zipcode?

I:
NUM 00000 99999 5 0 24 45
Q: Q53
T: 5 5

I have a just a few more background questions. Remember this information is confidential and is only used for statistical purposes.

Which of the following best describes you? Are you White, Hispanic, African-American, Asian, or something else?

1. White
2. Hispanic
3. African-American
4. Asian
5. Other
- 8. Don't Know
- 9. Refused

I:
NUM -9 5 2 0 24 45
Q: Q54
T: 5 5

Which of the following categories best describes your level of education? Please stop me when I get to that category.

1. Less than 9th grade
2. 9th through 11th grade
3. High school diploma
4. Some college or vocational school
5. A 4-year college degree
6. Some graduate work
7. Advanced degree (M.A., M.S., J.D., Ph.D., M.D., ect.)
- 8. Don't Know
- 9. Refused

I:

NUM -9 7 2 0 24 45

Q: Q155

T: 5 5

Record Gender [DO NOT ASK]

1. Male
2. Female

I:

NUM 1 2 2 0 24 45

Q: Q56

T: 5 5

We would like to know what your family income was last year before taxes. I will read several income categories. Please stop me when I get to the category that includes your family income. Your best guess is fine.

[If they refuse to answer remind them that this confidential and we are only collecting this information for statistical purposes]

1. Under \$10,000
2. \$10,000 - \$19,999
3. \$20,000 - \$29,999
4. \$30,000 - \$39,999
5. \$40,000 - \$49,999
6. \$50,000 - \$74,999
7. \$75,000 - \$99,999
8. \$100,000 or more
- 8. Don't Know
- 9. Refused

I:

NUM -9 8 2 0 24 45

Q: THANKS

T: 5 5

Thank you very much for your time and participation in this survey It is greatly appreciated.
Have a nice day.

PRESS G TO END THE INTERVIEW

I:

KEY G

CPL

DISPOS=20

APPENDIX D

Statewide Telephone Survey (II) of Louisiana Residents

Q:CUL1

T: 5 5

The state is providing current information for rebuilding arts and culture.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
9. Don't Know/Not Sure

I:

NUM 1 9

Q:CUL2

T: 5 5

Do you feel it is the role of the State of Louisiana to provide arts and culture programs and events?

1. Yes
2. No
9. Don't Know

I:

NUM 1 9

DKNA

Q:CUL3

T: 5 5

What do you see as Louisiana's most pressing needs regarding the preservation of historic buildings?

Q:CUL4

T: 5 5

Thinking about hurricanes Katrina and Rita, what is the number one resource that the State of Louisiana needs to rebuild the Cultural Economy?

APPENDIX E

Cultural Industry Perceptions Survey

Introduction on Website

Welcome to the

Cultural Industry Perceptions Survey

Cultural Industry Perceptions Survey is being conducted by Louisiana State University's Public Policy Research Lab and Department of Culture, Recreation, and Tourism.

On behalf of the Department of Culture, Recreation, and Tourism, the Louisiana Research Team values your input in assessing the resources provided by the Office of Cultural Development. Your ideas, creativity, and expertise are especially important as the state rebuilds and emphasizes the need to support, promote, and encourage the culture of Louisiana. As participants actively involved in arts, culture, and preservation, we thank you for helping to determine the State of Louisiana's needs for rebuilding a more dynamic cultural community. If you know any other "cultural" participants in the State of Louisiana, please forward this e-mail/link and request their involvement in this survey.

Your individual responses are strictly confidential and the results will be reported in aggregate form only. If you have any questions about the survey, please feel free to contact Steven Procopio (225-578-7499, sproco1@lsu.edu) or Dek Terrell (225-578-3785, mdterre@lsu.edu) at Louisiana State University's Public Policy Research Lab.

Survey created and hosted by [Public Policy Research Lab, LSU](#)

1. When thinking about the Office of Cultural Development in the State of Louisiana what immediately comes to mind? (Be as specific as possible.)

2. Where should support for Division of the Arts rank on the State of Louisiana's public priorities?

Not at all important
Not important
Neutral
Essential
Absolutely essential

3. Where should support for Division of Archaeology rank on the State of Louisiana's public priorities?

Not at all important
Not important
Neutral
Essential
Absolutely essential

4. Where should support for Division of Historic Preservation rank on the State of Louisiana's public priorities?

Not at all important
Not important
Neutral
Essential
Absolutely essential

5. When you think about "cultural" activities currently delivered by the State would you say you are:

Satisfied
Somewhat Satisfied
Dissatisfied
Not Familiar

6. When you think about "cultural" activities currently delivered by the parish in which you reside would you say you are:

Satisfied
Somewhat Satisfied
Dissatisfied
Not Familiar

7. If you could recommend how the State would fund Cultural Development, which of the following would you like to see receive more support? (Check all that apply.)

Exhibit spaces
Youth programs
Support for artists
Outdoor fairs/festivals
Arts education
Grants
Lectures/seminars
Senior programs
Theatre spaces
Neighborhood programs
Historic sites & programs
Promotion
Multicultural programs

8. Of these arts and culture facilities which of the following do you consider most important to the state?
(Please rank each box - one being most important)

Art Gallery
Live Theatre
Museum
Sound Recording Studio
Film/Video Studio
Visual Arts
Theatre Studio (i.e. Rehearsals)
Historic Buildings (i.e. Plantation houses)
Archaeological Sites
Studio space

9. When you think about arts and culture activities currently delivered by the State would you say you are:

Satisfied
Somewhat Satisfied
Dissatisfied
Not Familiar

10. When you think about arts and culture activities currently delivered by the parish in which you reside would you say you are:

Satisfied
Somewhat Satisfied
Dissatisfied
Not Familiar

11. Have you accessed the Louisiana CRT website?

Yes
No

12. Where would you take friends or direct visitors for an 'arts and cultural experience' in Louisiana?

13. Where would you take friends or direct visitors for an 'arts and cultural experience' in the parish in which you reside?

14. Where would you take friends or direct visitors for an 'arts and cultural experience' in New Orleans?

15. Where do you get most of your information on cultural events?

Newspaper
Radio Station
Television
Family/Friends
Community Newsletters
Internet/E-mail
Arts Organization Mailings

16a. The Division of Archaeology provides public information by making available many publications as well as books, videos, and electronic resources.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16b. The Division of Archaeology does a good job distributing information about the state's archaeological resources.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17a. The Division of the Arts provides opportunities for citizens and visitors to experience the arts.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17b. The Division of the Arts provides meaningful support for the state's arts organizations.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17c. The Division of the Arts encourages collaborations between the state's arts and education communities.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17d. The Division of the Arts develops art based activities that reflect diversity in Louisiana.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17e. The Division of the Arts promotes and assists Louisiana artists as a valuable resource.

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

17f. The Division of the Arts does a good job of serving as a clearinghouse for research, conservations, and promotion of the state's artistic and folkloric resources

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

18a. The Division of Historic Preservation provides federal tax credits and state tax benefits to assist in restoring buildings

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

18b. The Division of Historic Preservation assists local governments in establishing historic preservation programs.

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

18c. The Division of Historic Preservation does a good job to foster economic revitalization in local historic areas.

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

19. The state is providing current information for rebuilding arts and culture.

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

20. Do you feel it is the role of the State of Louisiana to provide arts and culture programs and events?

Yes

No

Don't Know

21. If you selected yes to question 20, what types of programs and events do you think the State should provide?

22. If you selected no to question 20, who should provide these services?

23. What do you see as Louisiana's most pressing needs regarding the preservation of historic buildings?

24. Thinking about hurricanes Katrina and Rita, what is the number one resource that the State of Louisiana needs to rebuild the Cultural Economy?

25. What is the highest priority post-Katrina and post-Rita that artists, producers, industry representatives, educators need to rebuild?

26. What does your parish need to recover and prosper in arts and culture?

27. In your opinion, how long will it take your parish to rebuild the cultural community?

28. Do you have additional comments regarding arts, culture or heritage for the State of Louisiana?

29. Are you a Louisiana resident?

Yes

No

30. If you answered yes to question **, how long have you been a resident?

31. To assist us in understanding which parish you reside in, please provide your postal code.

32. Do you work in the field of Culture or the Arts?

33. What is your occupation?