



LOUISIANA CULTURAL ECONOMY INITIATIVE

Baltimore Marriott Waterfront
Baltimore, Maryland
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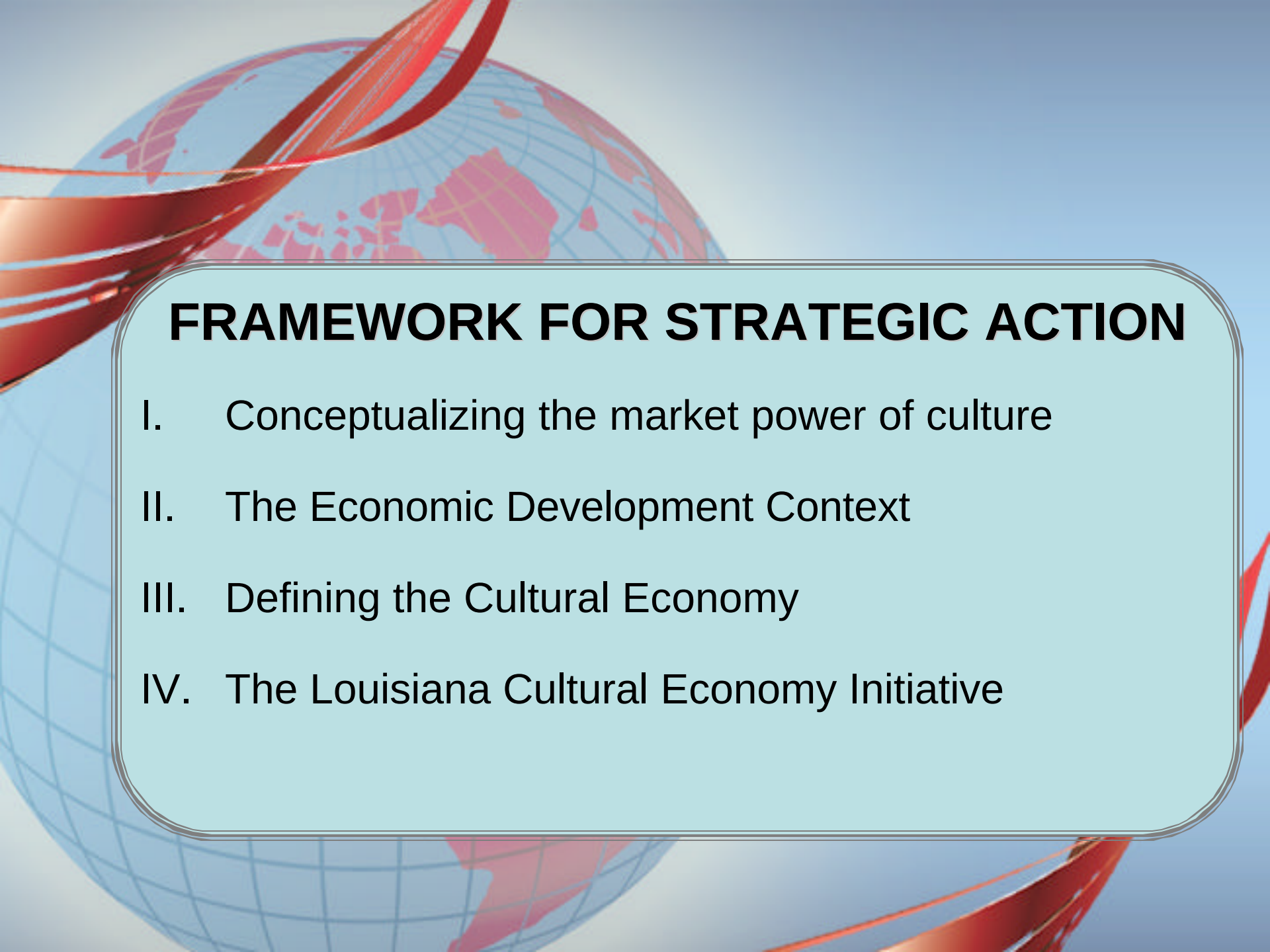
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FRAMEWORK FOR STRATEGIC ACTION

- I. Conceptualizing the market power of culture
- II. The Economic Development Context
- III. Defining the Cultural Economy
- IV. The Louisiana Cultural Economy Initiative



CONCEPTUALIZING THE MARKET POWER OF CULTURE

- **Recognizing cultural assets distinct from creative industries**
- **Maintaining authenticity without commodification**
- **Organizing cultural economy stakeholders**



THE ECONOMIC DEVELOPMENT CONTEXT

- **Define consumer parameters**
- **Enhance competitiveness of export based industries**
- **Develop workforce and training capacity**
- **Build business and entrepreneurial support systems**
- **Strengthen access to markets**

DEFINING THE CULTURAL ECONOMY



Conventional Approach

- Nonprofit emphasis
- Economic impact analysis
- Defensive
- Advocacy and fundraising
- Led by arts and cultural community
- Focus on consumption

DEFINING THE CULTURAL ECONOMY



New Approach

- **Focus on production and distribution**
- **Include commercial enterprises and individual artists**
- **Broader focus on economic development, job creation, entrepreneurship and revitalization**
- **Collaborative effort (Redefining related industries)**



THE LOUISIANA CULTURAL ECONOMY INITIATIVE

- Formed a cultural economy initiative steering committee
- Defined the cultural economy and industry segments
 - Created economic profiles of cultural industries
 - Held regional focus groups and interviews
 - Assessed infrastructure and resources
 - Developed strategic plan (August 2005)

REPORT AND STRATEGIC CALL TO ACTION

LOUISIANA: WHERE CULTURE MEANS BUSINESS

-  Support the **origination and sustainability** of authentic Louisiana culture
-  Enhance the **production capacity** for Louisiana cultural products
-  Expand the **distribution and markets** for Louisiana cultural products
-  Foster the **support system**

Strategic Messaging & Promotions

- **Define Message Components**
- **Develop Cultural Economy DVD (August 2005)**
- **Establish New Brand Markets**

Tangible Outcomes

- **Arts-in-Education**
legislation setting new requirements
- **Cultural districts legislation**
- **Slices of the economic development pie**
- **New interest from the national foundations community**
- **Louisiana Cultural Economy Foundation**

EXERCISE:

**Modeling Louisiana's
Regional Focus Groups**



DISCUSSION:

**New ways to expand the
distribution and markets for
cultural/creative
products**



- Leverages the state's unique heritage and ensure it remains the driving force and embodiment of a global cultural economy
- Brings together cultural ambassadors, educators, arts and cultural leaders from around the world
- Demonstrates the value of culture internationally, shine the light on Louisiana's cultural industries, invite investment, and welcome national and international visitors