



Music to inspire. Music to illuminate. Music to empower. The Campaign for The Louisiana Music and Heritage Experience

Louisiana is one of America's most musically important states. Musicians from New Orleans and greater Louisiana played a major role in the creation of nearly every major American music form, from jazz, rock, blues, soul, and funk, to rhythm & blues, gospel, country, swamp pop, and hip hop, and finally to the dancing sounds of Cajun music and zydeco. New Orleans even played a major part in America's classical music tradition, having built one of the first opera houses in America and fostered the career of one of our earliest composers, Louis Gottschalk.

It's nearly impossible to speak of America's great music tradition without acknowledging the role Louisiana played in developing it.

And yet...

Louisiana rarely receives the proper credit for the role it has played—and continues to play—in American popular music. How many people remember that America got the phrase “Elvis has left the building” from Shreveport's Louisiana Hayride announcer Horace Logan? How many people know that New Orleans native and gospel legend Mahalia Jackson prompted Martin Luther King, Jr. to put aside his notes and speak from the heart for his “I Have a Dream” speech? The greatest untold story in American music is that of Louisiana. And it is in danger of being lost.

How can that be? And why does it matter?

Louisiana does not have a permanent anchor dedicated to preserving, celebrating, and educating future generations about its music history. It is the “great hole” in the American music story – one that is told in music museums throughout the country.

Louisiana's music matters. Music is not just what Louisianians do but who they are. It has been a binding force that has brought Louisiana's “gumbo of cultures” together. Music is Louisiana's history and its future, with each generation building on the last and adding its own indelible stamp. Experiencing the history, the story, for yourself is inspiring. Illuminating. Empowering.

“New Orleans music is a hereditary thing. It's passed on from generation to generation. It's perpetual.”

- Leo Nocentelli, *The Meters*

Change is coming.

The Louisiana Music & Heritage Experience (LMHE) will fulfill a dream that has been a long time coming. More than a traditional museum, LMHE will be a truly interactive *experience* shared by Louisianians and visitors alike. Entering LMHE, you will be surrounded by the sounds, sights, and tastes of New Orleans and Louisiana.

THE LMHE VISION

A Cultural Destination

LMHE will be one of the leading attractions in Louisiana, an essential stop for local, national, and international visitors. Prominently located across the street from the New Orleans Convention Center, on the corner of Convention Center Boulevard and Henderson Street, LMHE will be an architectural gem, featuring a state-of-the-art exhibit space, a performance theater or soundstage, a research/archival area, museum store, space for public events, and educational workshop and master class areas. It will:



- Provide dynamic, multi-dimensional exhibits and music programming that tell the story of Louisiana’s many music forms.
- Celebrate the legacies of our greatest music innovators.
- Initiate public programs that provide access to—and help inform audiences as to—the importance and value of Louisiana music.
- Explore the creative process of artists whose contributions to American music are significant.
- Complement and elevate existing arts, cultural and music-related institutions.

In addition, a music club and music-themed restaurant will provide a place for visitors to hear genuine Louisiana music and eat the world-famous cuisine that draws those to the Crescent City. The music entertainment heard on the club’s stage will be integrated into the museum experience to ensure that live music is part of each person’s visit.

An Economic Engine

The economic impact will be immense. LMHE commissioned an evaluation of the market and economic opportunity from ConsultEcon, whose feasibility report demonstrated LMHE represents an “outstanding opportunity for both New Orleans and Louisiana as a whole.” ConsultEcon estimates that LMHE will:

- Attract 712,000 visitors *each year*
- Generate \$45 million in sales
- Create 234 FTE jobs, averaging \$60,000 per year with benefits
- Total \$150 million in indirect economic impact *each year*

An Incubator

LMHE will feature and nurture New Orleans’ and Louisiana’s vibrant contemporary music culture. The club will provide local musicians regular residencies and will serve as an incubator for young bands. Young sound, lighting, and stage techs will also train with experienced personnel to produce the live music which will occur all day throughout the museum. This training will raise the level of music production and ensure a quality pipeline for jobs in the local, regional, and national music community.

An Educational Partner

The educational impact will be equally transformative. Education empowers and sparks creativity. For a few, that spark leads to a life in the music industry. For most, the spark takes us in different directions, but the lessons we learn from music education and immersion lead to success in all walks of life.

LMHE will be an educational partner, providing resources, along with performance and research opportunities, for teachers, academics, and students. LMHE is developing music education curricula for both in-person and asynchronous learning and for every age group, from elementary school through adult learners.

Programs are being created in conjunction with the goals and needs of education institutions throughout the state and are planned so that the entire Louisiana story is available, online and at their convenience.

“One of the things that musicians and artists tend to do is explore other people’s art and other people’s way of doing things. I think we’re looking for inspiration.”

“Most non-musicians more easily stay in their rut. Musicians tend to find ways out of the rut, because that’s what gives us joy – learning the new thing.”

- Dan Burrus, CEO & Founder,
Burrus Research, Technology
Forecaster, Best-Selling Author
of Technotrends; Guitarist

“It needs to be done on a grand scale because New Orleans music has offered so much to the world over the centuries!”

- Kirk Joseph, Dirty Dozen
Brass Band

THE LMHE TEAM

We agree. That’s why LMHE has assembled a first-class team of experienced individuals and companies to design, plan, and manage the project. The team includes:

- Volunteer leaders and music community insiders from Louisiana such as LMHE Board Chair Chris Beary and Vice Chair Reid Wick.
- Robert Santelli, one of America’s leading music curators who has worked on nine museums, including the Rock and Roll Hall of Fame and Museum in Cleveland, Seattle’s Experience Music Project, the Woody Guthrie Center in Tulsa, the Bruce Springsteen Archives and Center for American Music in New Jersey, and all three Grammy museums (Los Angeles, Newark, Mississippi).
- The award-winning architecture firm EskewDumezRipple, a New Orleans-based firm with deep experience in museum projects, including the Louisiana State History Museum.
- Stirling Properties, a real estate development firm with 45 years of experience in the region and a track record of over \$1.5 billion in successfully completed development and public-private-partnership projects in the last 10 years alone.

Most importantly, LMHE benefits from the support, passion, and deep experience of an Advisory Board of incredible musicians, music scholars and educators, curators, journalists, and industry insiders.

TURNING VISION INTO REALITY

LMHE has already made huge strides in turning the vision of a music institution into reality, but there is much more to do. The full LMHE vision includes:

A 120,000 square foot, state-of-the-art facility:

- \$92 million – Construction and FFE Costs, including Music Club and Restaurant
- \$40 million – Exhibits and Exhibit Design
- \$28 million – Development Expenses, including Educational Program Development

Preliminary design work has begun. Detail design work will commence in 2024 and construction is projected to begin in 2025, with an opening in 2027. As with all capital projects in Louisiana, this project will be bid and built under the Louisiana Public Bid Law, including all bonding and safeguards.

THE NEED

LMHE is grateful for the early endorsement of both public and private funders, including the Goldring Foundation, Eric George, M.D., the Mayor and Counsel of the City of New Orleans, New Orleans & Company, GNO, Inc., Governor John Bel Edwards, and other state officials. LMHE is committed to fully funding the vision, and is therefore working to secure the following:

- \$60 million in private philanthropy to provide early capital and showcase the local, national, and international appeal of the project.
- \$75 million in State of Louisiana Capital Outlay, thanks to the strong support of public officials who see the value of a new tourist attraction along with the cultural, educational, and economic impact of the project.
- \$20 million in TIF financing, the leveraging of future sales tax revenue in an area that currently has a tax base of zero.
- \$5 million from a Federal Grant.

“The question is: Why don’t we already have one (a major music museum)!”

- *George Porter, Jr., The Meters & GRAMMY Lifetime Achievement Award Winner*

JOIN LMHE!

Indeed, that is the question. The state’s vast and colorful music history, not to mention America, is incomplete without the Louisiana Music & Heritage Experience. From “When the Saints Go Marching In” to Cajun music guiding the cooking at boucheries, these stories must

be collected, preserved, celebrated, and, most importantly, experienced. Please join us in this important work to make sure that our story is shared and accessible to all, now and in the future.

THANK YOU!