

RESOLUTION

R-07-

CITY HALL: _____

BY: COUNCILMEMBERS HEAD AND FIELKOW

SECONDED BY: COUNCILMEMBER

WHEREAS, Louisiana has an opportunity in the post-hurricane economic recovery process to emerge as "Broadway of the South"; and

WHEREAS, Louisiana is presented with an opportunity to capitalize on the benefits of federal enacted tax incentives, coupled with a proposed new state tax incentive, creating an environment ripe for economic development projects surrounding live performing arts; and

WHEREAS, Louisiana has suffered a loss of 1,409 travel and hospitality businesses and 33,000 related industry jobs post storm that need revitalization; and

WHEREAS, The Louisiana film tax incentive program has proven to be a very successful model in attracting film production projects and growing annual revenues in that sector from \$20 million to \$475 million in less than five years; and

WHEREAS, Louisiana's policy makers have a unique opportunity in the 2007 Legislative Session to expand the film tax incentives to the performing arts arena to attract first rate productions to Louisiana and create economic activity that will generate permanent jobs and businesses; and

WHEREAS, These incentives would attract revenue-generating services to producers, institutional investors and other production-related businesses; and

WHEREAS, Hurricane impacted parishes can draw these investors with GO Zone federal tax incentive opportunities for investment in renovation projects or construction of new facilities to rebuild the physical asset base for live productions; and

WHEREAS, The Hurricane Regions and the state suffer from an image crisis in the post storm environment and this opportunity could help re-brand the state as Broadway South of the nation with positive marketing impact; **NOW THEREFORE**

BE IT RESOLVED that the Council of the City of New Orleans joins the Governor and the Louisiana Legislature in supporting the "Broadway South" legislation to be filed by Senator Murray and co-authored by others that would create a powerful state tax incentive program for performance productions and related infrastructure projects, thereby boosting the tourism and hospitality industries of the New Orleans region and related spending, providing the area a unique brand, additional jobs, and exceptional venues to improve the quality of life and economic base of the region.

BE IT FURTHER RESOLVED that the Clerk of Council send certified copies of this resolution to Governor Kathleen Babineaux Blanco, Louisiana House of Representatives Speaker of the House Joe Salter, Louisiana State Senate President Pro Tempore Diana Bujica, the Orleans Parish state legislative delegation and the Jefferson Parish state legislative delegation for their immediate attention and consideration.