



THE LOUISIANA MUSIC & HERITAGE EXPERIENCE



MISSION

The mission of The Louisiana Music & Heritage Experience, Inc., a 501(c)(3) non-profit organization, is to provide dynamic, multi-dimensional exhibits that tell the story of New Orleans and Louisiana's many music forms; to celebrate the legacies of its greatest music innovators; to provide educational resources for teachers, academics, and students; to initiate educational and public programs that seek to enlighten the general public as to the importance and value of Louisiana and New Orleans music; to explore the creative process of those artists whose contributions to American music are significant; and to complement existing music-related institutions, such as the New Orleans Jazz Museum and the Jazz Fest.





RATIONALE

In 1995, with the advent of the Rock and Roll Hall of Fame and Museum in Cleveland, numerous other music museums opened as America truly started preserving and celebrating its vast music heritage. Major institutions such as Experience Music Project in Seattle; GRAMMY Museums in Los Angeles, Mississippi, and Newark; American Jazz Museum in Kansas City; Musical Instrument Museum in Scottsdale; Rock 'n' Soul Museum and Stax Museum in Memphis; National Museum of African-American Music and Musicians Hall of Fame in Nashville; and many more have become cultural centerpieces as well as tourist attractions in their respective cities.

Virtually every major American music form—from folk to hip hop—is now represented in a music museum in the United States. This is true except for the most important music city/state in America—New Orleans and Louisiana. While the state does several smaller music museums, Louisiana's music creators played a major role in the development of major American music forms: rock & roll, blues, soul, funk, rhythm & blues, gospel, hip hop, Cajun music and zydeco. New Orleans even played a major role in America's opera and classical music traditions, having built one of the very first opera houses in America and having developed one of the very first true American composers, Louis Gottschalk.

The “great hole” in the American music story—one that is told in music museums throughout the country—is the hole that is New Orleans and Louisiana. It is the final frontier of music museum development. The state's vast and colorful music history, not to mention America, is incomplete without the Louisiana Music & Heritage Experience.

TIMELINE



Initial stakeholder meetings with city & state leaders, tourism and civic officials, and music community

OCT 2021

Hosted programming charrette; met with potential development partners

DEC 2021

Engaged ConsultEcon, Inc. to conduct initial feasibility assessment

JAN 2022

Hosted state-wide stakeholder meetings; meetings with development partners

APR 2022

Curate museum, secure location, architecture formatting and economic plan

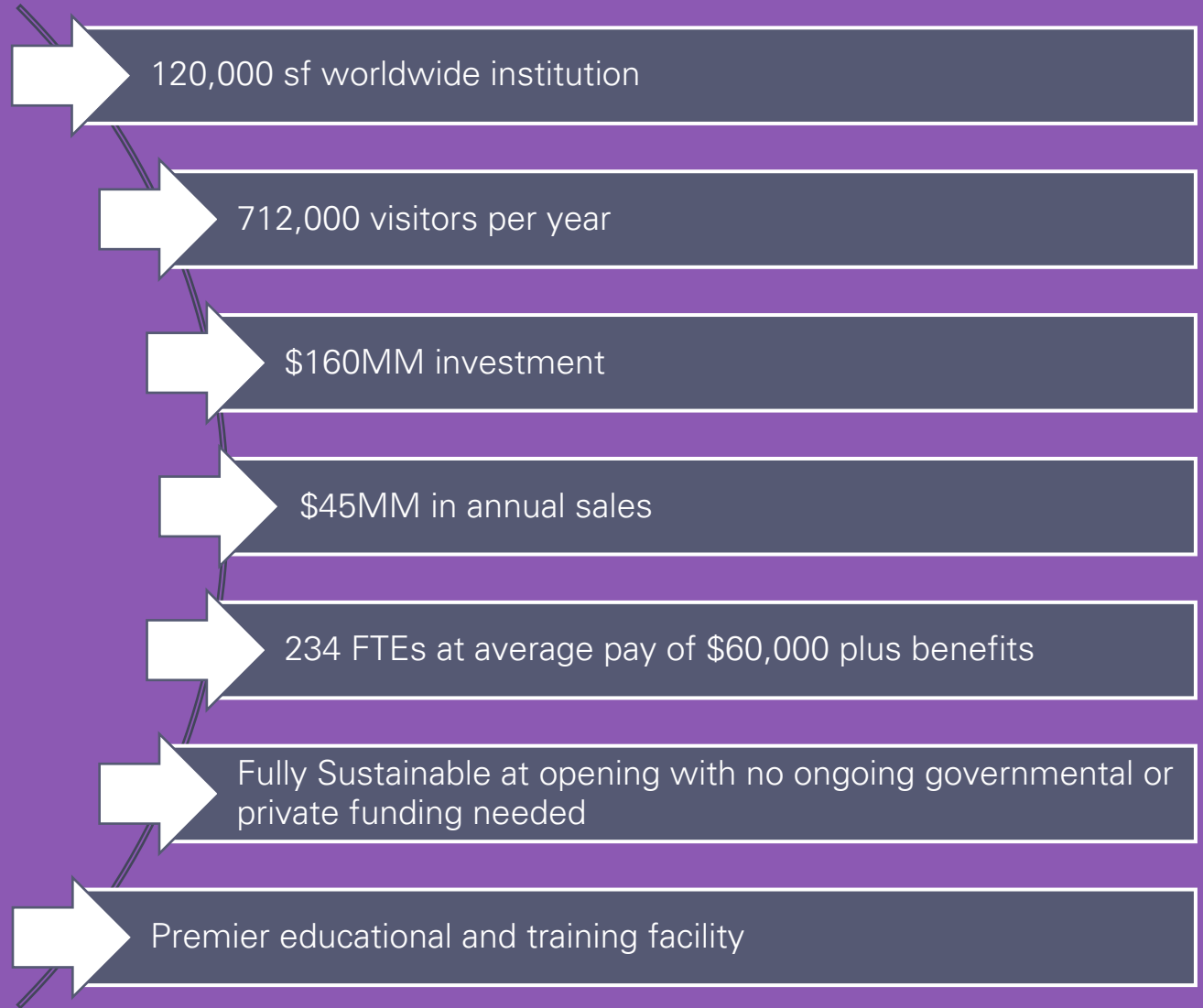
OCT 2022

Curate museum, continue architecture planning and secure funding

ONGOING



COMMUNITY IMPACT



THE QUESTION IS: WHY DON'T WE ALREADY HAVE ONE (A MAJOR MUSIC MUSEUM)?

George Porter, Jr.,

The Meters & GRAMMY Lifetime
Achievement Award Winner



WHY NOW?

1

New Orleans and Louisiana are not receiving the proper credit for the role they have played and continues to play in contemporary American popular music.

2

Tourism and economic development officials in New Orleans and Louisiana see the value of a new tourist attraction that would complement the critically acclaimed World War II Museum, re-igniting tourism in the post-pandemic era.

3

Such a museum would go a long way toward unifying the city's and the state's complex music communities, hopefully elevating their artistic output and solidifying their role in the ongoing story of American music.

4

The Louisiana Music & Heritage Experience will serve as the anchor for the soon to be launched Louisiana Music Trail, much like the ones in nearby Mississippi.

5

Teachers see the educational value of such a museum, since much of Louisiana and even American history can be taught through the lens of American music history. The museum's many education and public programs would be created in conjunction with the goals and needs of teachers throughout the state.



MEET THE MUSEUM DEVELOPMENT TEAM



CHRIS BEARY

Developer &
Board Chair



REID WICK

Developer &
Board Vice Chair



BOB SANTELLI

Curator



JAN JORGENSEN

Project Manager &
Education Specialist



STEVE DUMEZ

Architect & Partner,
Eskew Dumez Ripple



MARK HASH

Architect & Associate,
Eskew Dumez Ripple



ROBERT BRAIS

Vice President,
ConsultEcon



JUSTIN LANDRY

Vice President of Finance
& Capital Markets,
Stirling Properties



TOWNSEND UNDERHILL

President of
Development/Partner,
Stirling Properties



MAC BAUER

Development Director,
Stirling Properties

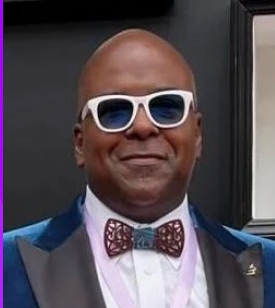
**Full biographies can be found at <https://lmhe.live/personnel>*

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**Full biographies can be found at <https://lmhe.live/personnel>*

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Director, New Orleans
Jazz Museum



KERN MAASS

Dean, Loyola University
New Orleans College of
Music & Media Arts



DON MARSHALL

Executive Director,
New Orleans Jazz &
Heritage Foundation



DEANA MCLOUD

Executive Director,
Woodie Guthrie Center



STANTON MOORE

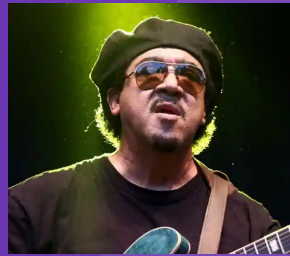
Musician (Galactic) &
Venue Owner (Tipitina's)

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Michael Murphy
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Musician
(The Meters)



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Great Spirit Warriors



JUAN PARDO

Big Chief,
Golden Comanche



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Musician &
Storyteller



GEORGE PORTER, JR.

Musician
(The Meters)



NEIL PORTNOW

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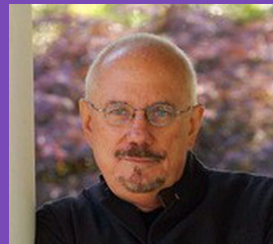
REBECCA SNEDEKER

Executive Director,
Tulane's Center for
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Music Journalist



TERRY STEWART

Former President &
CEO, Rock and Roll
Hall of Fame



MELISSA WEBER

Curator, Tulane University
Special Collections



DR. MICHAEL WHITE

Musician &
Xavier University
Professor

**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





NEXT STEPS MOVING FORWARD

FUNDRAISING

Meetings with state and city elected leaders and related organizations to gain support

Obtain support for Capital Outlay request for 2023 legislative session

Develop donor network, including a “naming rights sponsor”

Develop Capital Campaign

Develop “TIF” funding mechanism and request

SUMMARY

The Louisiana Music & Heritage Experience is a long, overdue project that will become a must-see New Orleans and Louisiana attraction, connect the city to a nationwide music tourism network, educate all on Louisiana's greatest gift to humanity [our music] and amplify the important musical contributions our city has and continues to make to the world.



THANK YOU

Chris Beary & Reid Wick

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