



2025

ANNUAL REPORT





MISSION OF NOTCF

The mission of the New Orleans Tourism and Cultural Foundation is to support cultural industries and culture bearers of the City of New Orleans through partnerships, grants, and programs to advance sustainable tourism.

CORE VALUES OF NOTCF

We seek to impact our team and community through partnerships, grants, programs, and training to drive tourism, sustain our unique culture and to grow our knowledge.

We operate with integrity because we recognize the value it brings to building partnerships and earning the trust of the community.

Through collaboration with team members and community partners, we effectively advance the mission of NOTCF while sharing our skills and expertise.

Our passion motivates us to whole-heartedly support our cultural artists and team members with the intention of believing we all can make a difference in this world.

We aim to foster empowerment within our team and cultural ecosystem to build capacity, increase self-confidence, and resolve challenges.



INCEPTION IMPACT

NOTCF has awarded **over 2,200 grants** since its inception (May 2021), totaling **approximately \$19 Million** in funding.

Over 1,200 mini-grants awarded to Mardi Gras Indians, Social Aid and Pleasure Club Members, Baby Dolls, and other Small Projects.

Over 800 appointments have been made **for assistance with grant applications** at all funding levels and performance report forms.

Over 50 appointments have been given to **golden-agers** for grant assistance.

NOTCF has invested **over \$2.7 million directly into youth initiatives.**

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NOTCF BOARD OF DIRECTORS



Council Member
Lesli Harris
Downtown Development District
District B



Council Member
Freddie King III
Vieux Carre
District C



Lloyd Dennis
Board Chairman



Angie Simon-Holmes
First Vice-Chairwoman



Susan Brennan
Treasurer



Demond Melancon
Board Member



Dow Edwards
Board Member

NOTCF STAFF



Lisa D. Alexis

Chief Executive Officer/President



Tiffany Jackson, CPA, SHRM-SCP

Deputy Director/Chief Financial Officer



Klervae N. Stinson, M.A.

Senior Program Director



Rosalyn Sanders

Grants Manager



Janna Jackson, MAM

Senior Staff Accountant



Catherine Woodfox

Economic Development Coordinator



Abbey Caruso

Communications Coordinator



Kissie Matthews

Office Manager



Caroline Istre

Graduate Assistant

GRANTS BREAKDOWN

Name	Amount
\$1-\$2,500	
Jacqueline Alfred	2,500.00
Catina Gabriel	2,500.00
Katrina Green	2,500.00
Clifford Dexter	2,500.00
Tyrone Jones	2,000.00
Yolanda Mills	1,850.00
Robert Jackson	2,474.00
Eleria Davis	1,525.00
Gloria Mejia - Izabel Mejia (minor)	1,500.00
Herbert McCarver IV	2,500.00
Larry Terrence	2,500.00
Kathy Boutte	1,525.00
Johann Conway	1,590.00
Brian Trotter	1,990.00
Clarence Dorsey	2,500.00
Nyasha Dorsey	2,500.00
Richard Powell	2,500.00
Steven Hill	2,500.00
Iris Farrar	2,500.00
Jimmie Ricks	2,500.00
Edward Wills	2,500.00
Edwin Harrison	2,500.00
Earl Smith	2,500.00
Kevin Turner	2,058.00
Bruce Jackson	2,500.00
Clyde Adams	2,475.00
Agnes Anderson	2,425.00
Debra McHenry	2,500.00
Calvin Williams Sr	2,500.00
Linda Stewart	2,500.00
Timothy Johnson	2,500.00
Anita Oubre	2,400.00
Herman Palmer	2,500.00
Ellis Joseph	2,500.00
Desiree Jones	2,500.00
Kedric Louis	2,500.00
Teopera Barriere - Robin Slack Jr (minor)	1,500.00
Teopera Barriere	2,500.00
Deecola Barriere	2,500.00
Derrick Jenkins	2,500.00
Alicia Sanson	1,880.00
Wilhelmena Alexander	1,525.00
Kissey Smith	2,500.00

Name	Amount
Elouise Matthews - Cani Matthews (minor)	1,500.00
Tonja Hollingsworth	2,500.00
Jerron Rush	2,500.00
Hilda Celius	2,500.00
Ashley Sanson	1,880.00
Marland Keys	2,500.00
Lyndon Red	1,225.00
Robert Stark	2,500.00
Anthony Taylor	1,990.00
Kidada Brown	1,500.00
Ronell King	1,500.00
Leslie Dedmond	2,500.00
Gerard Carter	2,500.00
Ryan Harper	2,500.00
Walter Carter	2,500.00
Edward Randolph	2,500.00
Christina Chaney	1,990.00
Crystal Lewis	2,500.00
Caleb James	2,500.00
Cliff Faust	2,500.00
Lydia Jett	2,495.00
Latondra Brister	900.00
Cassandra Wilson Howard	1,990.00
Cora Coline Carmouche	1,990.00
Garell Richardson	2,500.00
Tiyana Landry	1,990.00
Bernard Robertson	2,500.00
Aysja Mallery	2,500.00
Ashley Rose - Aniyah Shelly (minor)	1,500.00
Zyeta Parker	1,962.98
Al Polite	2,500.00
Nicole Tate	2,250.00
Monica Kelly	2,500.00
Minor Wilson	2,500.00
Dwayne Washington	2,400.00
Alfred Womble Jr.	2,300.00
August Walker	2,500.00
Courtney Shelling	2,250.00
Roderick Anderson	2,500.00
Kendell Cook	2,500.00
Jerome Carter	2,500.00
Desiree Andrews - Torrie Andrews, Jr (minor)	1,500.00
Alton Landry	1,900.00
Eric Lewis	2,500.00

GRANTS BREAKDOWN

Name	Amount
Keshone Roberts	1,500.00
Louisiana Council of Resources	2,000.00
Escola de Samba Casa Samba	2,500.00
The Azariah Group	2,500.00
NOLA Pixels, LLC	2,500.00
La Source Ancienne Ounfo	2,500.00
DO IT FOR ME	2,125.00
Artivism Dance Theatre	2,500.00
Greater Image	2,500.00
Keshawn Roberts - Blaise' Roberts (minor)	1,475.00
Trenise Taylor	2,500.00
The Artisan Alliance	1,500.00
The New Orleans Giant Puppet Festival	2,500.00
Thomas Dorsey NCGCC New Orleans Metropolitan Choral Union	2,500.00
Save Our Brass Culture Foundation	2,500.00
SIAMS, Surely I Am My Sister	2,500.00
Pontchartrain Park Neighborhood Association	2,500.00
Algiers Economic Development Foundation	2,500.00
Krewe Of Nefertiti - Monique Harris	2,500.00
Camp Street Studios and Gallery , LLC	2,500.00
Barcelo Gardens and Market LLC	1,160.00
Women Helping Women	2,500.00
Carolyn Theodore	2,500.00
Evelyn Sullen	2,500.00
Adreama Dickerson	2,500.00
Laurita Dollis	2,500.00
Cammie Foe	2,430.00
Joseph Lastie	2,500.00
Meiko Gabriel	2,430.00
Cory James	2,500.00
Gilda Lewis	2,500.00
Vincent Simmons	2,500.00
Byron Hogans	2,500.00
Adreama Dickerson - Amiah Dickerson	1,500.00
Joshua Gouzy	2,500.00
Keith Roberts	2,500.00
Joan Judycki	2,500.00
Frank Davis III	2,024.00
Ulysses Gordon	2,500.00
Giimoozaabi Black Hunters Nonprofit Corporation - Kesmon Lewis, Jr.	1,500.00
Giimoozaabi Black Hunters Nonprofit Corporation - Blu McPhatter	1,500.00
Giimoozaabi Black Hunters Nonprofit Corporation - Herbert Vaughn	2,500.00

Name	Amount
Giimoozaabi Black Hunters Nonprofit Corporation - Remedy Manual	1,500.00
Giimoozaabi Black Hunters Nonprofit Corporation - Kerry Lawless	2,500.00
Giimoozaabi Black Hunters Nonprofit Corporation - Lorenza Lawless	2,500.00
Victoria Green	2,500.00
Trinity Smith, Jr. - Trinity Smith III (minor)	1,500.00
Trinity Smith, Jr	2,500.00
Alvin Epps	2,500.00
Marlon Dozier	2,500.00
Irvin Scott	2,500.00
Troval Jefferson	2,500.00
Dejuanna Beaulieu	2,500.00
Eddie Hoffman	2,500.00
Nisha Thomas	2,500.00
Jeremy Scott	2,500.00
Nyron Mitchell	2,500.00
Perry Emery	2,500.00
Juan Catchings	2,500.00
Demetris Dillard	2,500.00
Albert Clark	2,500.00
Tierra Falls	2,200.00
Cynthia Scott	2,317.00
Andrew Wiseman	2,500.00
Johari Smith	2,500.00
Ashley Rose	2,500.00
Tranell Love	1,850.00
Alicia Square - Elena-Rose Palacios Square	1,500.00
Kelly Sherman	2,050.00
Ronald Marshall	2,500.00
Keita Rouser Malone	2,500.00
Zachary Journee	2,500.00
Michael Johnson	2,500.00
Tyron Batiste	2,500.00
Joseph Henry	2,500.00
Harrell Duncun	2,500.00
Wanda Womble	2,300.00
Kevin Goodman	2,500.00
Birdell Nichols	1,484.00
Nathaniel Green	2,500.00
Wendy Smith	2,500.00
Mandisa Mitchell	2,500.00
Shakena Jenkins	2,500.00
Kendrick Johnson	2,500.00
Byron Thomas	2,500.00

GRANTS BREAKDOWN

Name	Amount	Name	Amount
Kelly White	2,500.00	Yvette Taylor	2,500.00
Troy A. Young	2,500.00	Krewe Of Nefertiti	2,500.00
Keshawn Roberts	2,200.00	Whitney Mixon	2,500.00
Aaron Hartley	2,500.00	Robin Barnes	2,500.00
Dyon Hall	2,500.00	Krewe Of Nefertiti - Jamielle Veal	2,500.00
Pamela Vasquez	2,500.00	Krewe Of Nefertiti - Terry Daniels	2,500.00
Yolanda Cambrice	2,500.00	Krewe Of Nefertiti - Taelor Griffin (LaNae)	2,500.00
Justina Sylvester	2,500.00	Krewe Of Nefertiti - Angel Smith	2,500.00
LaTanya Williams	2,500.00	Krewe Of Nefertiti - Brennin Tucker (minor)	1,500.00
Robert Gullage	2,500.00	Krewe Of Nefertiti - Demeca Burton	2,500.00
Nakesha Wilson	2,330.00	Krewe Of Nefertiti - Dawn Robert	2,500.00
Stephen Hall	2,500.00	Krewe Of Nefertiti - LaShonda Tenner	2,500.00
Janae Lindsey	2,500.00	Krewe Of Nefertiti - Ayonna Stewart	2,500.00
Elouise Matthews	2,500.00	Carol Harris	2,500.00
Ronnie Ellis	2,500.00	Krewe Of Nefertiti - Ashley Barnes	2,500.00
David Williams	2,500.00	Krewe Of Nefertiti - Melissa Barnes	2,500.00
Leslie Dedmond - Noah Dedmond (minor)	1,500.00	Krewe Of Nefertiti - Michael Smith	2,500.00
Edgar Jacobs	2,500.00	Krewe Of Nefertiti - Angel Green	2,500.00
Sade Keith	2,500.00	Krewe Of Nefertiti - Corei'Ana Conrad	2,500.00
Kristen Buras	2,500.00	Krewe Of Nefertiti - Jasmine Lago	2,500.00
Roderick Sylvas	2,500.00	Krewe Of Nefertiti - Joycelyn Scot	2,500.00
Caprice Clay	2,200.00	Krewe Of Nefertiti - Monique Harris - Justice Rachal (minor)	1,500.00
DeRon Davis	2,500.00	Krewe Of Nefertiti - Dinah Bush	2,500.00
DeShawn Burks	2,500.00	Krewe Of Nefertiti - Rebekah Scott	2,500.00
Darchelle Tholmer	2,120.00	Krewe Of Nefertiti - Jonah Gilmore	2,500.00
Jack Williams	2,500.00	Krewe Of Nefertiti - Nigel Barber	2,500.00
Tyrone Henry	2,500.00	Krewe Of Nefertiti - Marlane Miller	2,500.00
Cheryl Roberts	2,500.00	Krewe Of Nefertiti - Arielle Watson	2,500.00
Jurnee Langford	2,300.00	Vanessa Reeder	2,500.00
Throme Lacroix	2,500.00	Deron Wilson	2,500.00
Gwendolyn Mackey	2,500.00	Markell Mullins	2,500.00
Shirley Montana	2,500.00	Lydia Hampton	1,915.00
Ronald Washington	1,990.00	Waddie Griffin	2,500.00
Norman Andrews	1,850.00	Keyonna Braxton	2,500.00
Shannon Spencer	2,500.00	Eric Burt	2,500.00
Kevin Dunn	2,500.00	Ashley Rose - A'lailah Rose (minor)	1,500.00
Shawndrea Tucker	2,500.00	Walter Sandifer, Jr	2,400.00
Samuel Solomon	2,369.00	Ronell King - Nia Digs (minor)	1,500.00
Walter Ramsey	2,500.00	Cassandra Byrd	2,500.00
Tammy Montana	2,500.00	Kenya Wright	2,500.00
Gwendolyn Palmer	2,500.00	Howard Miller	2,500.00
Margarita Bergen	2,500.00	Terence Ezell	2,500.00
Cesar Elloie	2,500.00	Jordan Zeno	2,500.00
Kylineetra Stansberry	2,500.00	Oliver Pichon	2,500.00
Robert Stanley	2,500.00		

GRANTS BREAKDOWN

Name	Amount
Duran Williams	2,500.00
Lyndon Guidry Red, Jr	2,500.00
Augustus Evans	2,500.00
Denita Barlow	2,500.00
Josh Farria	2,500.00
Terry Dunn	2,195.00
Patrice Gordon	2,500.00
Jaron Williams	2,500.00
Randell Wilson	1,470.00
Joseph Boudreaux Jr	2,500.00
Mika Terry - Yana Jackson (minor)	1,500.00
Christina Bragg	2,500.00
Natasha January	2,000.00
Estaban Eugene	2,500.00
Horace Anderson - West Anderson (minor)	1,500.00
Horace Anderson	2,500.00
Myesha Bell	2,500.00
Ben Nguyen	2,500.00
Horace Anderson	1,500.00
Nkrumah Better Boys - Benny Beverly	2,500.00
Nkrumah Better Boys - Anthony Landry	2,500.00
Nu Nation Collective	2,500.00
Terry Mundy	2,500.00
Sharon Grance	2,500.00
Keith Sanford	2,500.00
Laneka Hawkins	2,430.00
Chantell Augustine	1,500.00
Paul Mauffray	2,500.00
Tonya Johnson	2,500.00
Keyontae Hamilton - Keyon Fitness & Performing Arts	2,500.00
New Orleans Martin Luther King Jr. Exhibition Council	2,500.00
KCJ, LLC	2,500.00
Roderick Watts	2,500.00
The New Orleans Giant Puppet Festival - Zachary Kolodziej	2,500.00
Renewed Minds Counselor and Wellness Solutions	2,500.00
Rebuilding Together New Orleans	2,500.00
Artifactor 501(c)(3)	2,300.00
First Line Schools - Langston Hughes Academy	2,500.00
Moving Challenges for Students with Disabilities	2,500.00
Kenneth Vernon	2,500.00
\$2,501-\$10,000	
Point Productions, LLC dba Algiers Mardi Gras Festival	9,500.00
N'Fungola Sibo African Dance and Drum Company, Inc.	9,000.00

Name	Amount
Evan Washington	9,999.00
Capoeira and Brazilian Cultural Arts Center	9,900.00
Metro Bicycle Coalition of New Orleans dba Bike Easy	9,999.00
Dillard University	9,333.00
Friends of New Orleans Public Library	9,900.00
Preservation Alliance of NO, Inc. d/b/a Preservation Resource Center of New Orleans	9,750.00
Riverfront Marketing Group	9,499.05
KID smART	9,999.00
Love Notes	9,499.05
Aqua Mob	7,260.00
Nawlins Institute of Art	9,999.00
JP Properties NOLA	9,999.00
Nous Foundation	9,500.00
Musicians for Music	9,999.00
U. S. Biennial	9,999.00
Eyrie Toliver	5,000.00
Preservation Hall Foundation	9,405.00
Music and Culture Coalition of New Orleans Nonprofit Corporation	9,000.00
Historic New Orleans Collection	9,999.00
Be Bold Ministries	9,999.00
New Orleans Legacy Association of Bands	8,000.00
Music and Culture Coalition of New Orleans Nonprofit Corporation	9,999.00
Community Academies of New Orleans	5,680.00
New Voices New Orleans, Inc	9,999.00
Folk Alliance International	9,999.00
St Michael Special School	9,999.00
Church of the Arts and Sciences	9,999.00
Silver Swan Ragtime Innovations, Inc	8,400.00
4401 BSB LLC	5,000.00
Neutral Ground Coffee House	5,000.00
1300 Hoots on the Ave	5,000.00
Chickie Wah Wah Operating Operator LLC	5,000.00
\$10,001-\$20,000	
Circle of Chiefs	19,000.00
The Idea Village	20,000.00
Second Line Arts Collective	20,000.00
ELZ Elite School of Performing Arts	14,250.00
Tekrema Center & Art & Culture	15,000.00
North Rampart Community Center	14,250.00
Eternal Seeds Inc.	19,000.00
Gimoozaabi Black Hunters Nonprofit Corporation	15,000.00
Voices in the Dark Repertory Theatre Company	15,833.33

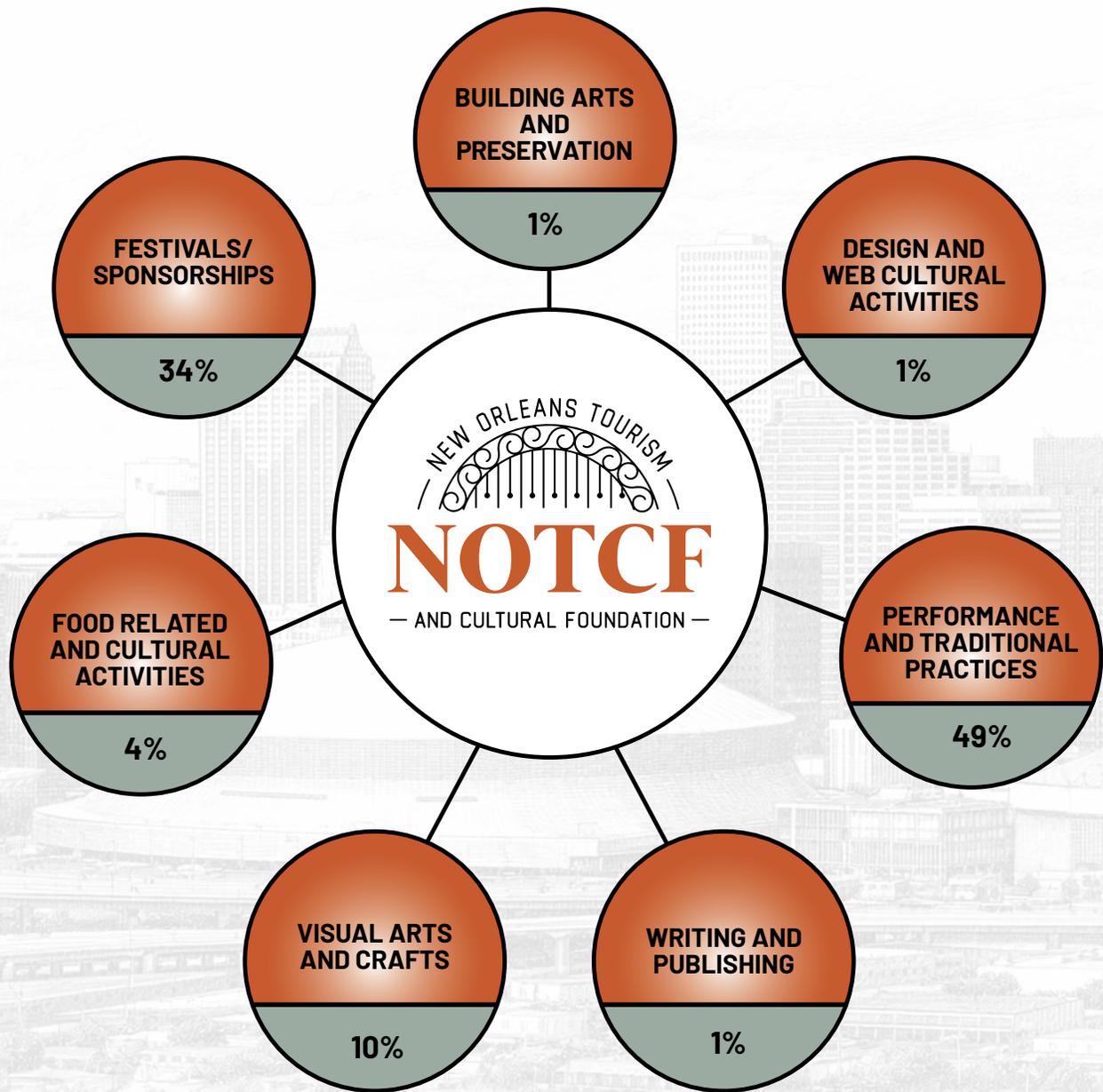
GRANTS BREAKDOWN

Name	Amount
Anthony Bean Community Theater and Acting School	20,000.00
Music and Culture Coalition of New Orleans Nonprofit Corporation	20,000.00
Greater St. Stephen	10,833.33
Goat in the Road Productions	12,666.66
New Orleans Bowl	20,000.00
Folk Riot LLC	16,666.66
Project Revolution	14,250.00
Louisiana Museum Foundation	15,000.00
Be Loud Studios	15,000.00
Apartment 4 Lifestyle LLC	14,250.00
Marigny Opera House Foundation	13,333.33
Dancing Grounds	16,666.67
Tipitina's	18,333.33
Homer A. Plessy Community Schools	12,000.00
The New Orleans Academy of Fine Arts	15,000.00
Art Camp 504	18,333.33
DiversiTea Divas	16,666.67
Festivals for Good	15,000.00
Safe Bar Network	15,000.00
ARTS COUNCIL OF NEW ORLEANS	15,000.00
\$20,001-\$49,999	
Friends of Bayou St John	28,500.00
New Orleans Black Mardi Gras Indians Council	31,850.00
Young Leadership Council	23,750.00
Administrators of the Tulane Educational Fund	47,500.00
Danny Barker Festival	28,500.00
New Orleans Black Artist Society	47,500.00
New Orleans Zydeco Foundation	38,000.00
Youth Stop, Inc.	38,333.33
Geaux Healthy	24,166.66
Xavier University Music Department	33,333.33
5th Child Films LLC	33,333.33
George and Leah McKenna Museum of African American Art	35,000.00
Guardians Institute	38,333.33
Cultural Curriculum Project	32,666.66
Crescent City Stage	36,666.66
Ellis Marsalis Center for Music	46,666.66
Funky Town Festival Productions	47,500.00
North American Song Competition Foundation	33,250.00
Five 24 Productions LLC	28,500.00
Louisiana Afro Indigenous Society	23,750.00
STEM NOLA	23,750.00
F&L Organizational Support Services, Inc	28,500.00

Name	Amount
Koats for Kids	23,750.00
Krewe Of Nefertiti	31,666.66
Mélange Dance Company	28,333.33
The Ogden Museum of Southern Art	23,333.33
Reconcile New Orleans, Inc	38,333.33
New Orleans Opera Association	48,333.33
Intramural Theater	25,000.00
Court 13 Arts	23,333.33
BlackAmericana Fest	35,000.00
Alliance Francaise de la Nouvelle Orleans	23,750.00
Tres Doux Foundation	38,000.00
Friends of Treme	28,500.00
NOLAVATE	23,750.00
BODYART Connects	25,000.00
Algiers Music and Artist Studio Foundation	30,000.00
Louisiana Children's Museum	48,333.33
NAACP New Orleans Branch	41,666.67
New Orleans Ballet Association	35,000.00
New Orleans Video Access Center	29,333.33
Combat Hate Foundation	30,000.00
Louisianwa Afro Indigenous Society	18,333.33
Crescent City Countdown Club	21,375.00
Mamacita Social Aid and Pleasure Club	28,500
\$50,000 AND UP	
Tennessee Williams/N.O.Literary Festival	60,000.00
Loyola University New Orleans	71,250.00
New Orleans Jazz & Heritage Festival	90,250.00
FRENCH QUARTER FESTIVALS, INC.	90,000.00
New Orleans Culinary Hospitality Institute	65,000.00
Gentilly Festival	66,500.00
Festivals for Good	66,500.00
The Louisiana Music & Heritage Experience, Inc,	52,250.00
FRENCH QUARTER FESTIVALS, INC.- Satchmo Festival	71,250.00
N.O. Film Society	57,000.00
NOCCI	76,000.00
Friends of Lafitte Corridor, Inc	57,000.00
3090x3090 LLC	200,000

GRANTS BREAKDOWN

Sectors and Festivals	# of Awards	Amount Awarded	% of Total
Building Arts and Preservation	7	54,749.00	1%
Design and Web Cultural Activities	2	53,083.33	1%
Festivals/Sponsorships	33	1,332,624.05	34%
Food Related and Cultural Activities	8	168,659.99	4%
Performance and Traditional Practices	424	1,930,118.92	49%
Visual Arts and Crafts	30	387,530.03	10%
Writing and Publishing	3	14,799.00	1%
Total Awards through December 31, 2025	507	\$3,941,564.32	100%



ECONOMIC IMPACT



ECONOMIC REPORT FOR 2025

NOTCF invested **over \$1.3 million to support festivals** held in the City of New Orleans.

NOTCF invested **over \$250,000 in programming and events supporting Youth Initiatives.**

The 2025 NOTCF Arts Marketplace successfully **generated more than \$30,000** in revenue for vendors.

In 2025, NOTCF had an **overall economic impact of more than \$17 million** on the City's cultural economy. This equates to **more than 500+ full-time jobs**; **\$12.8 million generated in household income** that supports families; **over \$850,000 in revenue generated to support local government revenue**; and **over \$1 million in revenue to support state government.**

2025 ACHIEVEMENTS

Advanced economic opportunities for small businesses that generated approximately \$864,441.25 in total economic activity for 80 small business vendors

Cultural Working Group (CWG) convened four meetings

Hosted Three Elevation Series Workshops

Sponsored NOLA X NOLA

Host Committee Sponsor for Super Bowl LIX

Hosted Third Annual Honors Gala

Funded youth programming at approximately \$266,809



PARTNERSHIPS



Mayor's Office of Cultural Economy
City of New Orleans
Mayor LaToya Cantrell



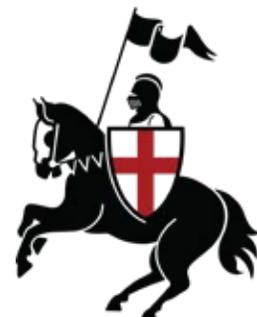
BROWN-FORMAN



City of New Orleans
Mayor LaToya Cantrell



Event Logistics | Creative Strategy



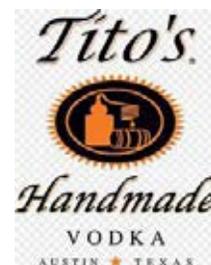
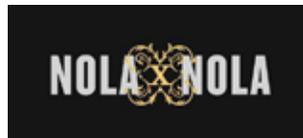
THE WINDSOR COURT



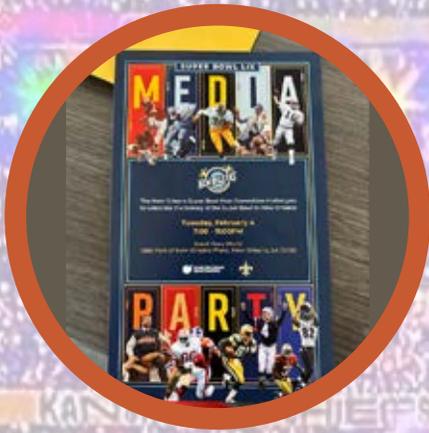
JPMORGAN CHASE & Co.



PARTNERSHIPS



SUPER BOWL LIX IN NEW ORLEANS



SUPER BOWL LIX IN NEW ORLEANS



The New Orleans Tourism and Cultural Foundation (NOTCF) was proud to serve as an official Host Committee Sponsor for Super Bowl LIX, positioning cultural artists, small businesses, and tradition bearers at the center of the city's Super Bowl engagement. NOTCF Leadership served on the Special Events and Hospitality Committee, the Supplier Diversity The Source Committee, and the Public Relations Committee, advocating for equitable access, visibility, and economic participation across cultural sectors. NOTCF also partnered in promoting the Super Bowl Soulful Celebration, further amplifying cultural expression and community-centered programming during Super Bowl week.

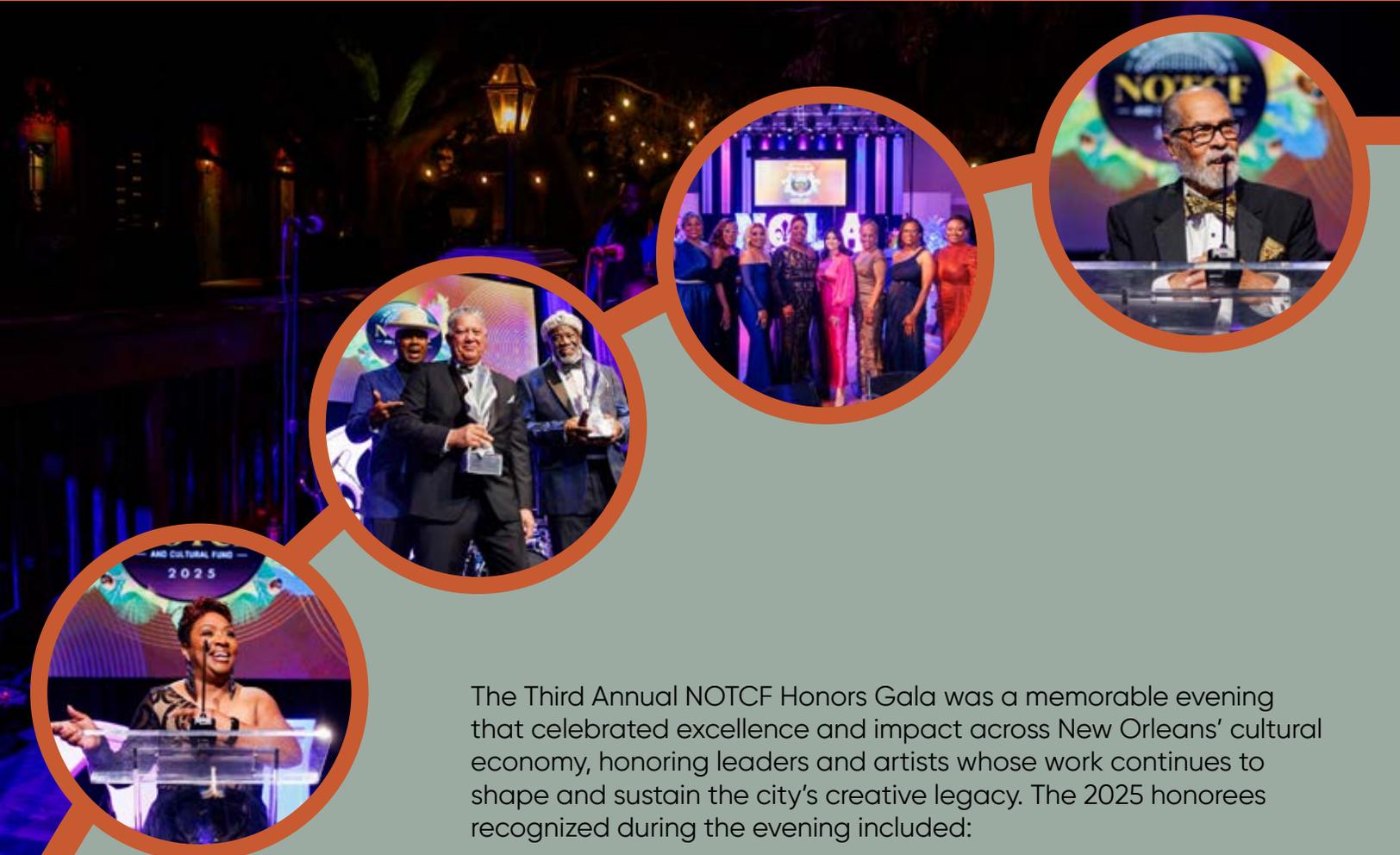
NOTCF's Board, Staff, Cultural Working Group Members, and Partners participated in the first-ever Super Bowl Parade, celebrating New Orleans' traditions on an international stage. In addition, NOTCF Board Members Big Chief Demond Melancon and Big Chief Dow Edwards, along with other traditional cultural practitioners, were featured in the NFL Films/NFL 360 documentary *Shallow Water*, which elevated the city's cultural arts and living traditions for audiences worldwide.

Super Bowl LIX marked a historic milestone for the City of New Orleans, as the city hosted the Super Bowl for a record-tying 11th time and welcomed a global audience to experience its culture, creativity, and hospitality. The week-long activation generated extraordinary economic impact, with more than 115,000 attendees visiting from 45 states and 9 countries, and 75% of visitors staying three nights or longer, creating sustained opportunities for local businesses, artists, and cultural practitioners.

Overall, Super Bowl LIX generated approximately \$1.25 billion in economic output, ranking second in economic impact among the last ten Super Bowls. Visitors and vendors spent an estimated \$658 million, including \$351.6 million from game attendees and \$148.6 million from visitors who did not attend the game but participated in Super Bowl-related events and activations. These activities also generated approximately \$82.7 million in state and local tax revenue, supported the creation of approximately 9,787 jobs, and resulted in an estimated \$395 million in worker earnings, while vendors collectively earned approximately \$180.3 million.

Super Bowl LIX demonstrated the power of major global events to generate lasting economic and cultural impact when local culture is at the center. NOTCF was honored to support this historic moment not only as a sponsor but as a steward of New Orleans' cultural economy, ensuring that the artists, businesses, and traditions that define the city were seen, valued, and economically uplifted.

THIRD ANNUAL NOTCF HONORS GALA



The Third Annual NOTCF Honors Gala was a memorable evening that celebrated excellence and impact across New Orleans' cultural economy, honoring leaders and artists whose work continues to shape and sustain the city's creative legacy. The 2025 honorees recognized during the evening included:

- **Troy Sawyer** – Emerging Artist
- **Sunni Patterson** – Literary Arts & Humanities
- **Queen Tahj** – Design
- **Aria Mason** – Entertainment
- **Vance Vaucresson** – Culinary
- **Darryl Reeves** – Preservation
- **Big Chief Victor Harris** – Visual Arts & Crafts
- **Big Chief Monk Boudreaux** – Lifetime Achievement

The Gala was made possible through the generous support of community partners, including presenting sponsor Mardi Gras World at the River District, premier lodging sponsor The Windsor Court Hotel, and media sponsor WWL Louisiana, whose coverage helped extend the reach of the celebration. Together, the evening honored cultural excellence while strengthening partnerships and advancing NOTCF's mission to support and sustain New Orleans' cultural artists and industries.

NOLAxNOLA MUSIC FESTIVAL



In 2025, the New Orleans Tourism and Cultural Foundation (NOTCF) served as a sponsor of the fifth annual NOLAxNOLA music festival, supporting New Orleans' live music ecosystem by contributing funding toward musician and band performance fees throughout the festival's full run. NOTCF's investment helped ensure that local artists were compensated for their work while expanding paid performance opportunities across neighborhoods citywide.

The 2025 NOLAxNOLA festival activated more than 50 music venues and featured over 300 live performances, centering local talent across genres and reinforcing the role of live music as a cornerstone of New Orleans' cultural economy. By sustaining a multi-week festival model, NOLAxNOLA created consistent economic opportunities for musicians, bands, venues, and surrounding small businesses.

Expanding its commitment to access and inclusion, the festival's NOLAxNoCover programming grew into a citywide initiative offering dozens of free performances. This approach removed financial barriers for audiences while maintaining support for artists and venues, balancing broad public participation with economic sustainability.

NOTCF's sponsorship of NOLAxNOLA aligned with its mission to invest directly in cultural artists and creative workers. By supporting performance fees and a festival model rooted in equity, access, and local engagement, NOTCF strengthened the city's music ecosystem and advanced economic opportunity for New Orleans' cultural community.

CULTURAL WORKING GROUP ACHIEVEMENTS



The Cultural Information System is a centralized digital platform being developed by the New Orleans Tourism and Cultural Foundation (NOTCF) to support cultural artists, organizations, and creative industries across New Orleans. Designed to enhance visibility, access, and connectivity, the Cultural Information System will serve as a shared resource to identify cultural practitioners, highlight artistic sectors, and improve access to opportunities, partnerships, and information. By addressing long-standing gaps in digital infrastructure, the Cultural Information System is intended to support a more connected, equitable, and sustainable cultural economy that reflects the range of cultural artists and organizations across the city.



In 2025, NOTCF's Cultural Working Group (CWG) convened four meetings to advance development of the NOTCF Cultural Information System. These meetings centered on reviewing platform technical components, testing functionality, and providing feedback to ensure the system meets the needs of New Orleans' diverse cultural community.

Building on discussions that began in 2024, CWG members identified a critical gap in digital infrastructure serving the city's cultural artists and organizations. Recognizing alignment with NOTCF's mission and core values, the group supported NOTCF's leadership in undertaking this initiative. In partnership with Creativity Justified, the Cultural Information System progressed through prototype development and testing, with deliberate attention to inclusive language, usability, and design across all six cultural arts sectors. This collaborative process helped ensure the platform is responsive, accessible, and reflective of the cultural community it is designed to serve. The public launch of the Cultural Information System is anticipated in 2026.

Cultural Working Group Members:

Big Chief Dow Edwards – Lead Board Member

Jeffery Darenbourg – Writing & Publishing

Joseph Santiago – Writing & Publishing

Anne Collins Smith – Visual Arts and Crafts

Hannah Kreiger-Benson – Performance & Traditional Practices

William Bertrand – Design & Web

Jamilah Y. Peter-Muhammad – Building Arts & Preservation

Sue Press – Performance & Traditional Practices

Giovanna Joseph – Performance & Traditional Practices

Jay Kazi – Food Related & Cultural Activities

ELEVATION SERIES WORKSHOPS

Workshop 1: Culture and Capital: How Art and Enterprise Move Together

In partnership with J.P. Morgan Chase & Co., Abstract NOLA, and aKrewe NOLA

Hosted as an in-person event, this workshop drew strong community interest, with more than 100 individuals registered and approximately 80 participants in attendance. The session examined how cultural expression contributed to economic empowerment and long-term success, with panelists exploring the connection between creative careers and financial stability. Participants engaged in discussions focused on personal wealth-building strategies, such as investing, while also learning about entrepreneurial resources available through Chase Bank, including banking services, access to credit, and small-business support. Local cultural business leaders from aKrewe NOLA Consulting and Abstract NOLA shared practical insights rooted in real-world experience.

Workshop 2: Digitize the Legacy: How to Use Technology to Increase Your Cultural Impact & Revenue

In partnership with K. Allen Consulting

This 90-minute virtual workshop expanded the reach of the Elevation Series to a broader audience, with approximately 150 individuals registered and 30 active participants engaging in the live session. The workshop supported cultural artists, entrepreneurs, and small business owners in strengthening their digital presence and increasing revenue through strategic technology use. Participants explored ways to leverage digital platforms and emerging technologies, including AI, identify tools aligned with their business goals, apply digital storytelling and e-commerce strategies, and develop actionable next steps to improve their digital workflows. The session emphasized accessibility and practical application, helping participants advance their work in an increasingly digital landscape.

Workshop 3: From Culture to Commerce: Your First Marketing Plan

In partnership with 30|90 Marketing

Also delivered virtually, this workshop attracted approximately 150 registrants, with 30 participants actively engaging in the live session. Led by Rachel Ledet of 30|90 Marketing, the workshop guided cultural artists and creative entrepreneurs through the foundational steps of building a personal brand and developing an initial marketing plan. Participants gained clarity around what made their work distinctive, how to identify and reach their audience, and how to implement simple, actionable marketing strategies. The session highlighted the role of storytelling, visuals, and strategy in transforming creative work into economic opportunity, equipping participants with a clear starting point and momentum to advance their creative visions.



YOUTH INITIATIVES



In 2025, the New Orleans Tourism and Cultural Foundation (NOTCF) continued to invest in the next generation of cultural leaders by supporting youth-focused programs that expanded access to arts education, cultural engagement, workforce development, and entrepreneurial opportunity. Through its Youth Initiatives, NOTCF prioritized programs that connect creativity, technical skills, and real-world application, recognizing young people as both current contributors and future leaders within New Orleans' cultural economy.

Since 2021, NOTCF has invested more than \$2.7 million directly into youth initiatives. In 2025 alone, NOTCF awarded approximately \$266,809 to youth programming, supporting a broad network of community-based organizations that deliver instruction and engagement in music, performing arts, STEM education, cultural preservation, and youth development. Partners included Eternal Seeds, Davis Rogan Music, Elz Elite School of Performing Arts, STEM NOLA, Alliance Française de la Nouvelle-Orléans, Tekrema Center for Art and Culture, Giimoozaabi Black Hunters Nonprofit Corporation, Son of a Saint, New Orleans Jazz Museum, Be Loud Studios, Young Aspirations Young Artists, Inc., EDT Dance Team, K4K in Harmony, North Rampart Community Center, and Festivals for Good, along with many other youth-driven programs and organizations supported throughout the year.

Together, these programs reached youth and families across the city, providing mentorship, skill-building, and culturally rooted learning experiences from early childhood through high school. Youth participants were supported in developing creativity, confidence, and practical skills that prepare them for academic success and future careers. NOTCF's Youth Initiatives also aligned with broader efforts to connect young people to real-world opportunities through marketplaces, activations, and cultural events. These experiences reinforced the link between cultural expression and economic participation, strengthening the talent pipeline sustaining New Orleans' cultural arts sectors.

NOTCF IMPACT AND PARTNERSHIPS WITH SMALL BUSINESS



In 2025, the New Orleans Tourism and Cultural Foundation (NOTCF) advanced economic opportunities for small businesses across New Orleans' cultural economy through strategic programming, marketplaces, activations, and events. These efforts generated approximately \$864,441.25 in total economic activity for 80 small business vendors, driven by a combination of public customer spending and program-supported market access that strengthened revenue growth and long-term sustainability.

NOTCF also prioritized elevating small business owners through in-person engagement and digital promotion, recognizing that visibility plays a critical role in long-term viability. Supported businesses represented a wide range of cultural sectors and offerings, including apparel and fashion goods, beauty and wellness products, literary works, catering services, visual and sculptural art, photography, videography, graphic design, facilitation and professional services, handcrafted body products, gourmet cupcakes, artisan candles, custom drinkware, and live entertainment services.

By investing in both capacity-building and market access, NOTCF reinforced its commitment to small business empowerment and the interconnected strength of New Orleans' cultural arts sectors.



SOCIAL MEDIA/MARKETING ACHIEVEMENTS



New Orleans Tourism and Cultural Foundation implemented marketing and promotional strategies across both traditional and non-traditional platforms. A few of the highlights include coverage of events and initiatives, such as the Honors Gala, the Youth Entrepreneur Marketplace, and STEM Saturday, as well as key partner events, such as the YLC Wednesdays at the Square press conference.

Television and radio interviews were conducted and aired across multiple media platforms, including WWL TV 4 News, WWL Great Day, WDSU 6 News, WGNO ABC 26 News, as well as WWOZ Radio, Where Y'At features on tv and digital, as well as WBOK radio station. Coverage and promotion of events included the above platforms, as well as St. Charles Avenue Magazine and Biz New Orleans.

BY THE NUMBERS:

Billboard Impressions: 4,064,146
 Television Impressions:
 >1,354,700
 Digital Display and Streaming
 Impressions: >258,204

LINKEDIN:

- 1,693 Impressions
- 28 Reactions
- 200 Followers

INSTAGRAM:

- 104 Posts
- 6,008 Likes
- 323,095 Impressions (68% increase)
- 167,927 Post Reach (21% increase)

- 1,242 New Followers
- 4,831 Total Followers

FACEBOOK:

- 169 Posts
- 2,345 Reactions
- 6,804 Page & Post Engagements
- 970 Followers
- We've more than tripled our page reactions and engagement!

PANELS:

- Tulane University's John Lewis Public Administration Residency Panel
- MusiCon Panel
- Cultural Economy Panel with the Urban League

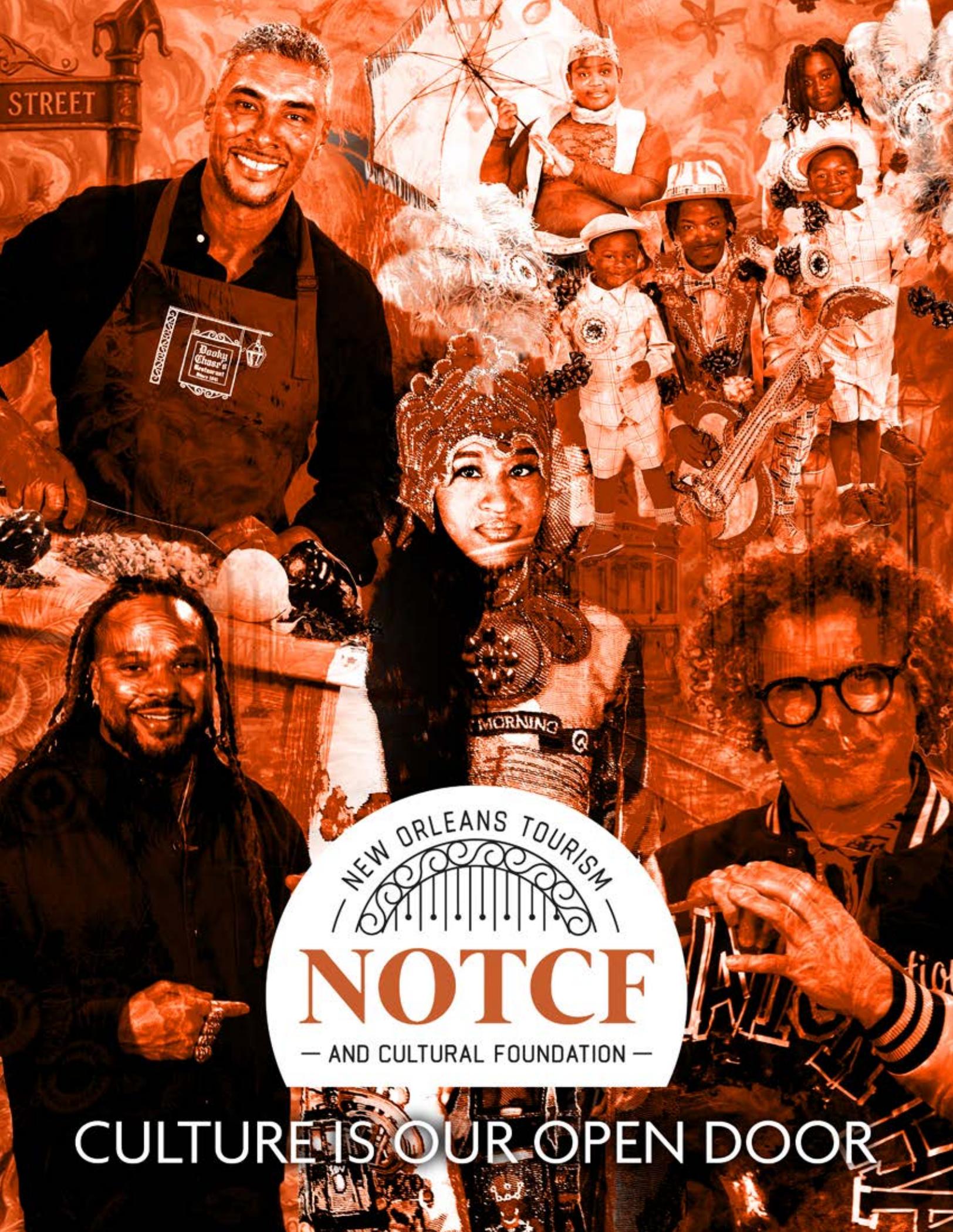
REMARKS:

- New Orleans Film Festival Feature Film "Sinners"
- New Orleans Film Festival Made in Louisiana Day Panel Opening Remarks
- New Orleans Film Festival Ribbon Cutting Ceremony of Festival Hub and Podcast Studio
- New Orleans Film Festival Opening Night Remarks
- YLC's Leadership Development Series
- Fried Chicken Festival Stage appearance
- JP Morgan Chase Partnership to celebrate locally owned businesses

2025 BUDGET VS ACTUAL (UNAUDITED)

	ORIGINAL BUDGET	YTD ACTUAL	YTD BUDGET TO ACTUAL VARIANCE
REVENUES			
Hotel/Motel Taxes	5,260,000	5,139,840	(120,160)
Harrah's Casino Lease	1,000,000	1,000,000	-
Gala Ticket Sales/Donations/Sponsorships	175,000	80,214	(94,786)
Other Donations	-	6,519	6,519
Interest Income-Sweep Account/Investment	50,000	70,792	20,792
TOTAL REVENUES	6,485,000	6,297,365	(187,635)
EXPENDITURES			
Mayor's Office of Tourism and Arts	150,000	150,000	-
Music Commission	150,000	150,000	-
Film Commission	150,000	150,000	-
TOTAL DEDICATED EXPENDITURES	450,000	450,000	
Essence Fest	367,707	367,707	-
Superbowl Host Committee	250,000	250,000	-
TOTAL MAJOR EVENT SUPPORT	617,707	617,707	
Marketing Expenditures (Agency Fees, Media, Photography, Videography)	344,000	253,006	90,994
NOTCF Honors Gala	275,000	257,121	17,879
TOTAL MARKETING EXPENDITURES	619,000	510,127	108,873
Grants	5,323,488	3,941,564	1,381,924
Cultural Information Systems	300,000	128,503	171,497
Salaries + Payroll Taxes	315,863	349,255	(33,392)
Program-Related Expenses	147,000	197,604	(50,604)
TOTAL CULTURAL ECONOMY PROGRAMMING	6,086,351	4,616,926	1,469,425
Salaries+ Payroll Taxes	440,140	415,178	24,962
General and Administrative	224,559	268,884	(44,325)
Employee Benefits	100,400	99,234	1,166
Marketing technologies/Office Furniture	15,000	20,313	(5,313)
TOTAL ADMINISTRATIVE EXPENDITURES	780,099	803,609	(23,510)
TOTAL EXPENDITURES	8,553,157	6,998,369	1,554,788
NEW RESERVES/(REDUCTION IN RESERVES)	(2,068,157)	(701,004)	1,367,153
Estimated 2025 beginning reserves balance	6,441,148	6,441,148	
Estimated reserves used in 2025	(2,068,157)	(701,004)	
Estimated 2025 ending reserves balance	4,372,991	5,740,144	





STREET

Dooky Chase
Restaurant
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MORNING

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Report prepared by:

