

# Managing the Nightlife Economy of New Orleans

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# A brief look at the numbers

- ▶ 17.75 million annual visitors to New Orleans.
- ▶ Over 12 million spend at least one night in town.
- ▶ 1718 cultural businesses in Orleans Parish.
- ▶ 136 live entertainment venues.
- ▶ 1100 new residents in the CBD since 2006, with more on the way.



# A growing trend

- ▶ San Francisco
- ▶ Seattle
- ▶ New York
- ▶ Washington DC
- ▶ Orlando
- ▶ Pittsburgh
- ▶ London
- ▶ Berlin
- ▶ Bogota
- ▶ Melbourne
- ▶ Ft Lauderdale
- ▶ Iowa City
- ▶ Cali
- ▶ New Orleans?



# What's good for New Orleans?

- ▶ The Culture of New Orleans is envied across the world, and most of it happens after dark.
- ▶ A thriving, highly functional night life economy is essential to both the quality of life of New Orleanians and the economic health of the city.
- ▶ Managing this economy needs to be proactive rather than reactive.



# What exactly does this office do?

- ▶ “What the night mayor does is actually city planning after dark,”- Mirik Milan, Former Night Mayor, Amsterdam
- ▶ “It’s about everybody having access to social options in their city on a timeframe that works for you, if you work on a different schedule other than 9-to-5. So how does that change the way we do city government?”-Allison Harnden, Night Economy Manager, City of Pittsburgh.
- ▶ “ It’s not all about buildings, roads, bike lanes. It’s about the socializing. It’s about what people can do in your city. You have to plan for people as much as you plan for buildings.” Jim Peters, Responsible Hospitality Institute.

# Don't call it a Night Mayor

- ▶ A Mayor issues edicts.
- ▶ This office is a liaison between nightlife and existing agencies.
- ▶ Bi-lingual in the language of government and the language of nightlife.
- ▶ Drives the discussion of New Orleans as a holistic 24 hour city.

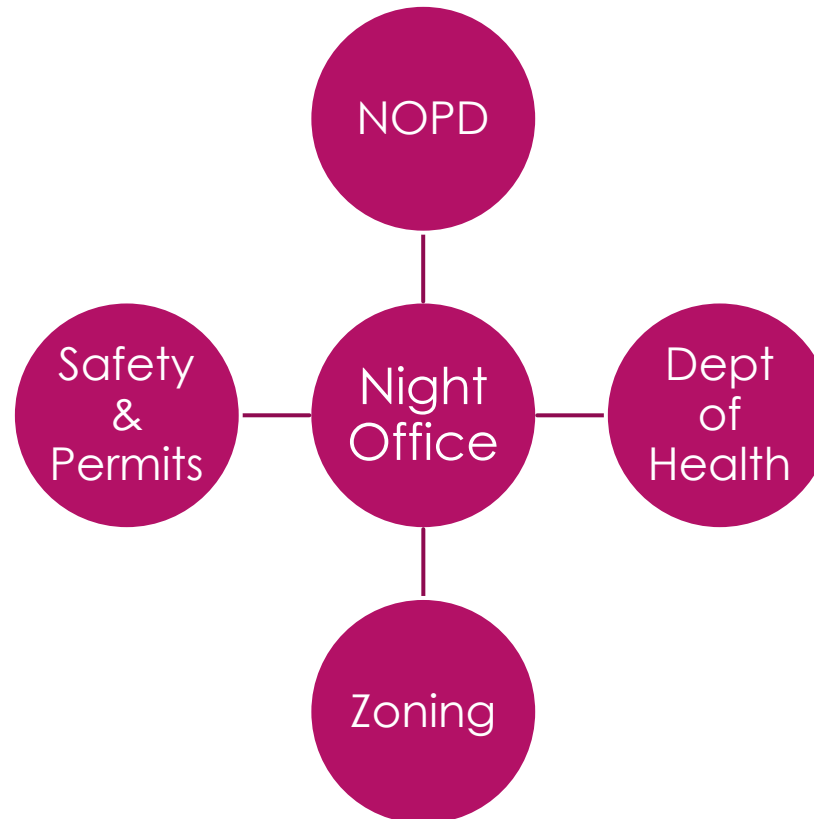


# The objectives

- ▶ Serve as a liaison between government agencies and the nightlife industry.
- ▶ Preserve and advocate for the social, cultural and economic value of night time entertainment.
- ▶ Oversee compliance with codes and policies.
- ▶ Ensure public safety while minimizing the impact to quality of life.
- ▶ Educate nightlife stakeholders to operate successful, sustainable businesses.



# Interaction with government





# Interaction with public



# Small office, big results

- ▶ Most departments operate with a staff of 1-3, buttressed by existing code enforcement.
- ▶ Job is in the field, after dark.
- ▶ Lessens load on NOPD
- ▶ Increased permitting paves the way for a self-funding office.



# Next steps

- ▶ Fact finding trip to Seattle, San Francisco to meet with their night time managers.
- ▶ Conversations with stakeholders.
- ▶ Measuring the holistic economic impact.
- ▶ Engage public policy organizations including Music Policy Forum, Responsible Hospitality Institute.



Questions?



421 Frenchmen St, Suite 200  
New Orleans, LA 70116  
EllaNola.org  
504-250-0429