

ORDINANCE NO. CO-111-2021

AN ORDINANCE OF THE LAFAYETTE CITY COUNCIL AMENDING THE FY 20/21 OPERATING BUDGET OF THE LAFAYETTE CITY-PARISH CONSOLIDATED GOVERNMENT BY INCREASING THE USE OF THE CITY GENERAL FUND PRIOR YEAR FUND BALANCE BY \$37,316 AND APPROPRIATING WITHIN THE FESTIVAL ACADIENS ET CREOLES LINE ITEM FOR ADDITIONAL FUNDING NEEDED

BE IT ORDAINED by the Lafayette City Council, that:

SECTION 1: The FY 20/21 operating budget of the Lafayette City-Parish Consolidated Government is hereby amended by increasing the use of the City General Fund prior year fund balance by \$37,316 and appropriating within the Festival Acadiens et Creoles line item for additional funding needed for the Festival.

SECTION 2: This transfer of funds shall be as reflected in any pertinent documents which are attached hereto and made a part hereof and filed in the Office of the Clerk of the Lafayette City Council.

SECTION 3: All ordinances or resolutions, or parts thereof, in conflict herewith are hereby repealed.

SECTION 4: This ordinance shall become effective upon signature of the Lafayette Mayor-President, the elapse of ten (10) days after receipt by the Lafayette Mayor-President without signature or veto, or upon override of a veto, whichever occurs first.

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FESTIVAL PERFORMANCE SITES LOCATED IN GIRARD PARK & ECONOMIC IMPACT STUDY

Festivals Acadiens et Créoles - Festival de Musique Acadienne

What has come to be called Festivals Acadiens et Créoles is a cooperative of previously independent festivals, the Louisiana Native Crafts Festival, the Festival de Musique Acadienne, and the Bayou Food Festival, that joined forces in 1977 to become Festivals Acadiens. In 2007, Festivals Acadiens developed a community board and became an independent non-profit corporation. In 2008, the co-op officially changed its name to Festivals Acadiens et Créoles in order to more accurately reflect the cultures that have always been the focus of the festivals. Since their foundations in the early 1970s, all three components have consistently championed creative cultural continuity. Organizers strive to present the current state of the culture through performances that can range from thoughtful preservation to daring innovation, from the oldest ballads to the latest in experimental Cajun music and zydeco, from traditional gumbos to crawfish eggrolls, from historical wooden boats to innovative multi-media folk art. And the Cajun and Creole musicians, cooks and craftsmen and –women who participate in this annual event continue to invest themselves in what most rightly consider their own festival, a self-celebration of Cajun and Creole culture.

The Festival de Musique takes place in 5 music venues, together featuring the best in Cajun and Zydeco Music:

Scene Ma Louisiane

The Festivals' oldest music stage grew out of the 1974 concert in Blackham Coliseum. It carried the main musical load for decades and features Cajun and Creole Music, from the oldest traditional forms to the most contemporary innovations. Cajun and Creole musicians gather annually to make a statement concerning the current state of the art. This stage kicks off with a Friday night concert and rolls all day and into the evening on Saturday and Sunday.

Scene Mon Héritage

This stage grew out of the Atelier or Workshop Stage, as it was known when it first emerged in the 1980s. This stage eventually evolved into a main performance stage due to the pressure to include the growing number of bands that deserved to play the festival. This stage, now a full-blown open-air site, has a well-earned reputation for experimental Cajun & Zydeco programming.

La Salle de Danse

The Dance Hall Tent grew out of a request from people attending the Festival for a wooden dance floor and also out of a need to feature bands who specialize in a dance hall style of music. It also preserves the revival tent feeling that developed during the evolution of the Heritage Stage. In addition to Cajun and Zydeco Dance Hall style rhythms you might also hear some Lake Charles Swamp Pop or New Orleans Rhythm and Blues emanating from the stage!

Bayou Food Festival

C'est bon (That's good) is the simple truth about authentic Cajun and Creole cooking, and nowhere in the world is the variety greater than at the Festivals Acadiens et Créoles Bayou Food Festival in Girard Park. Try fried soft-shell crab, seafood and artichoke lasagna, barbecue boudin, crawfish fettucini, corn and crab bisque, meat pies, catfish courtbouillon, jambalaya and bread pudding. You can find all this and more as the area's best restaurants and caterers turn out to showcase their finest specialties.

Culture sur la Table

Food has played a major role in the formation and preservation of our Cajun and Creole Culture. Where other places eat to live, in Cajun and Creole country, we live to eat! There are very few restaurants throughout the US or the world for that matter that don't feature a menu item that is either an attempt at duplication or at least inspired by our repertoire of regional recipes. Gumbo, Boudin and Jambalaya have become staples not only on restaurant menus but are also prepared daily in homes throughout Acadiana. Join us at Culture sur la Table - Culture on the Table Tent where renown chefs gather to share their cooking secrets with those attending the festival.

Louisiana Crafts Fair

Festivals Acadiens et Créoles presents traditional and fine artists and craftspeople from across Louisiana. The Louisiana Crafts Guild, a non-profit statewide organization created for the professional crafts person, hosts the Louisiana Craft Fair. The Craft Fair takes place next to the Scène Mon Héritage and admission is free, making the entire festival a free event. The Louisiana Craft Fair will feature over 70 fine arts and crafts booths. Dozens of craftspeople will be on hand selling and demonstrating. Some of the crafts available include wood furniture, jewelry, Houma Indian crafts, gourds, pottery, kaleidoscopes, stained glass, soaps, musical instruments, photography, pen and ink drawings and silk. Please visit www.louisianacrafts.org

Atelier Workshop Tent

The Atelier at Festivals Acadiens et Créoles is your up-close connection to many of our musical traditions. For two days, we fill the stage with an astonishing selection of performances and interactive workshops, many of them featuring musicians who are performing at the festival, providing rare insights into the music and magic of these artists. Enjoy a workshop given by Master Fiddlers, learn about the inner workings of a Cajun accordion, listen to a discussion on the integration of pianos and steel guitars in Cajun and Creole music, enjoy a session on traditional unaccompanied ballad singing.

JAM ÇA! Jam Tent

And then there's the Jam ÇA! Tent, presented by the Dr. Tommy Comeaux Endowed Chair in Traditional Music where festival-goers have the opportunity to play alongside some of the best Cajun and Creole musicians Louisiana has to offer, picking up priceless pointers and having a great time all the while. Be sure your festival plans include a visit to the Atelier and Jam des Amis tent.

La Place des Petits

Festivals Acadiens et Créoles invites all the little folks to La Place des Petits! Enjoy French-language games, crafts, and music focusing on the rich traditional culture of Acadiana. Be sure to check out the tent near the playground at Girard Park both Saturday and Sunday for tons of fun and a great way for les Petits to learn about the heritage of francophone Louisiana.

The Louisiana Sports Tent

This recent addition to the Festivals' impressive array of areas is located near the Bayou Food Festival. The Sports Tent allows those attending the festival to keep up with the scores of their favorite Louisiana teams! Wide screen TV's will be available in the tent for catching a score on your team while washing down an ice cold drink. So whether you want to park yourself in the tent for the game or two-step over just to catch up on the score is entirely up to you!

ECONOMIC IMPACT STUDY EXECUTIVE SUMMARY

Organizers of Festivals Acadiens et Creoles (Festival) commissioned a study to determine the effect of the 2013 Festival on the economy of Acadiana in relation to the attendees. Organizers and sponsors were also interested in obtaining attendees' perceptions of the sponsors and the overall Festival. The following report summarizes findings obtained from individuals who attended the 2013 Festivals Acadiens et Creoles.

- Most Festival attendees reside outside of Lafayette Parish with a sizable contingency coming from 26 states other than Louisiana and 6 countries other than the United States.
- Festival has a strong loyal base of attendees while still continuing to attract new attendees.
- Most Festival attendees recognize the names of the major Festival sponsors and have favorable attitudes towards those sponsors. Additionally, one-fourth of the attendees are most likely to purchase the sponsors' products simply because of their affiliation with Festival.
- Word of mouth is the best form of promotion of Festival followed by the Internet.
- Other than spending more on transportation, lodging and music, visitors from outside of Lafayette Parish have similar spending patterns to residents relative to Festival attendance.

- Residents spent an average of \$362 per person while visitors spent an average of \$945 per person.
- More than one-third of the resident attendees also entertained guests during Festival and spent an additional \$370 to do so.
- Using a multiplier of 2.1 to represent the chain of spending and re-spending, Lafayette Parish generated over \$63,000 in tax revenues for every 1,000 Festival attendees in 2013.
 - Festival attendance was 150,000, Lafayette Parish generated over \$9.5 million in tax revenues.

ATTENDEE FINDINGS

Attendee Participation Profile

Most (70%) of the respondents have attended Festival in the past, many of them more than once. Nearly one-third (30%) of the respondents, however, reported this was their first visit to Festivals Acadiens et Creoles. This indicates that not only are Festival attendees loyal but that Festival is also growing in terms of new participants.

Table 1: Number of Years of Attendance	
This is the first year	30%
This is the second visit	9%
This is the third year or more	61%

While Festival is popular with local residents (35% of the respondents reported that they live in Lafayette Parish), it draws a large base from outside the parish. Approximately 37% of the local residents who attended Festival also entertained guests during the event.

Table 2: Attendee Location of Residence	
Yes, live in Lafayette Parish	35%
No, do not live in Lafayette Parish	65%

Table 3: Entertaining of Guests	
Yes, did entertain guests	37%
No, did not entertain guests	63%

While Festival draws participants from Acadiana and throughout the state, a majority (53%) of attendees traveled over 200 miles to attend the Festival.

Less than 10 miles	5%
10-49 miles	20%
50-99 miles	9%
100-149 miles	9%
150-199 miles	4%
200-499 miles	15%
500 or more miles	38%

Most (69%) visitors traveled to Festival in their own car or other vehicle. Others traveled via airline (17%), rental car (1%), train or other method.

Personal car	46%
Personal vehicle	23%
Airline	17%
Rental car	10%
Chartered bus	1%
Train	1%
Other (carpool, motor home, etc.)	3%

Forty percent (40%) of visitors traveled to Festival with one other person while many (11%) traveled alone. The remainder traveled with two or more people. Some traveled in groups of 15 people or more. One respondent traveled in a group of 55 people.

None	11%
1	40%
2	19%
3	11%

4	9%
5	6%
Other	5%

A majority (54%) of attendees rate Festival as better than Downtown Alive, and approximately one-third consider it better than Festival International, Art Walk, and the New Orleans Jazz and Heritage Festival. Thirty-six percent (36%) rate it “much better” than Downtown Alive, 29% rate it “much better” than Art Walk, and 20% rate it “much better” than Festival International and the New Orleans Jazz and Heritage Festival.

The vast majority (90%) of attendees report they definitely would attend Festivals Acadiens et Creoles in the future, as reported in Table 12 below.

Definitely would attend	90%
Probably would attend	9%
Probably would not attend	-
Definitely would not attend	-

Financial Impact of Festivals Acadiens et Creoles

Events such as Festivals Acadiens et Creoles typically have a significant financial impact on the local economy. This festival is no exception. The following analysis compares spending among Lafayette Parish residents and those who are visitors to the area. Overall, with the exception of the obvious transportation and lodging costs, residents and visitors exhibited similar spending patterns relative to Festival.

Lafayette Parish residents who entertained guests (13% of the resident respondents) for Festival spent an average of \$370 for entertaining, primarily for food and drinks. Average amounts spent for various categories are reported in Table 13 below.

Food and drinks outside the home	\$148
Food and drinks in my home	\$98

Transportation (trips to airport, plane tickets, car rentals, touring)	\$68
Housekeeping services	\$13
Hotel, motel, bed & breakfast, lodging	\$7
Other	\$36
Total	\$370



KUDOS & ACCOLADES

I was at your festival this year with 20 music lovers from all over Europe. We tremendously enjoyed it and would love to come back next year.

Rolf Schubert
Cologne, Germany

Our first trip to your festival, it was wonderful and we are looking forward to coming back. Well done folks!

Russell Vaughn
Baton Rouge, La

Our first Festival Acadiens was an absolute delight in every way- we had a blast! I danced my ankles off!

James Fears III
Dallas-Fort Worth

Voted the Best Festival outside New Orleans 2013

By Offbeat Magazine

International Business Award 2015

By Le Centre International Business Organization

The award is given annually to a business or organization that promotes Lafayette positively to an international audience!

Best Cultural Festival for 2015

As chosen by the reader of USA Today and 10 Best

LAFAYETTE CITY COUNCIL MEETING

AGENDA ITEM SUBMITTAL FORM

1) **JUSTIFICATION FOR REQUEST:** An ordinance of the Lafayette City Council amending the FY 20/21 operating budget of the Lafayette City-Parish Consolidated Government by increasing the use of the City General Fund prior year fund balance by \$37,316 and appropriating within the Festival Acadiens et Creoles line item for additional funding needed.

2) **ACTION REQUESTED:** Adoption of Ordinance

3) **COUNCIL DISTRICT(S) (CIP PROGRAM/PROJECTS ONLY):** N/A

4) **REQUESTED ACTION OF COUNCIL:**

A) INTRODUCTION: 08/03/21

B) FINAL ADOPTION: 08/17/21

5) **DOCUMENTATION INCLUDED WITH THIS REQUEST:**

A) Ordinance

B) Submittal

6) **FISCAL IMPACT:**

_____ Fiscal Impact

_____ X No Fiscal Impact.

APPROVED FOR AGENDA:

/s/ Glenn Lazard

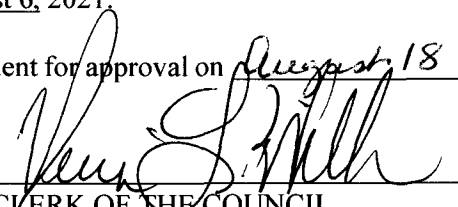
GLENN LAZARD, DISTRICT 5
LAFAYETTE CITY COUNCIL

DISPOSITION OF ORDINANCE NO. CO-111-2021

1. This ordinance was introduced: August 3, 2021
YEAS: Lewis, Naquin, Hebert, Cook, Lazard
NAYS: None
ABSENT: None
ABSTAIN: None
- Final disposition by Council: August 17, 2021
YEAS: Lewis, Naquin, Hebert, Cook, Lazard
NAYS: None
ABSENT: None
ABSTAIN: None

2. Notice of Public Hearing: This ordinance was published by Title and Notice of Public Hearing was published in the Advertiser on August 6, 2021.


3. This ordinance was presented to the Mayor-President for approval on August 18, 2021, at 9:45 o'clock a.m.


CLERK OF THE COUNCIL

4. Disposition by Mayor-President:

I hereby:

- A. Approve this ordinance, the 26 day of August, 2021, at 3:48 o'clock p.m.
- B. Veto this ordinance, the _____ day of _____, 2021, at _____ o'clock ____m., veto message is attached.
- C. Line item veto certain items this _____ day of _____, 2021, at _____ o'clock ____m., veto message is attached.


MAYOR-PRESIDENT

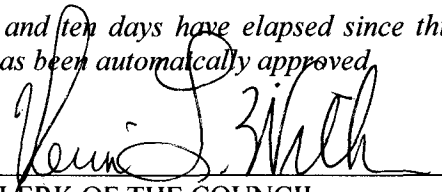
5. Returned to Council Office with/without veto message on August 26, 2021, at 4:18 o'clock p.m.

6. Reconsideration by Council (if vetoed):

On _____, 2021, the Council did/refused to adopt this ordinance after the Mayor-President's veto.

7. Returned to the Council Office without signature of Mayor-President (unsigned) on _____, 2021, at _____ o'clock ____m.

If not signed or vetoed by the Mayor-President, and ten days have elapsed since this ordinance was presented to him for action, same has been automatically approved.


CLERK OF THE COUNCIL

8. Full publication of this ordinance was made in the Advertiser on August 20, 2021.