

STRATEGIC PLAN FY2021-2023

LOUISIANA DIVISION OF THE ARTS



LOUISIANA
OFFICE *of* CULTURAL
DEVELOPMENT

ARTS • ARCHAEOLOGY • HISTORIC PRESERVATION • CODOFIL

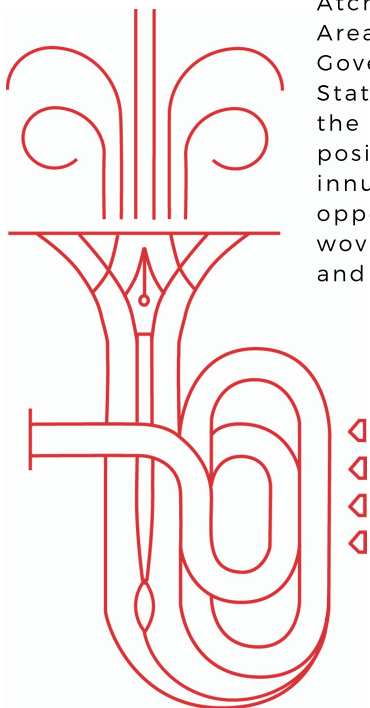
THE HUG - JUANJO NOVELLA - 2018

LT. GOVERNOR'S OFFICE OF CULTURAL DEVELOPMENT

ABOUT

Since 1977, the Louisiana Division of the Arts (LDOA) has been the agency in the Department of Culture, Recreation and Tourism under the Lt. Governor charged with the maintenance and development of the state's valuable artistic and cultural assets. It is the officially designated State Arts Agency, responsible for developing a statewide arts plan, establishing arts and cultural policy with statewide impact, and administering financial support received from the NEA and the State of Louisiana.

LDOA works closely with its partner organizations in the Office of Cultural Development: the Division of Archaeology, the Division of Historic Preservation, the Council for the Development of French in Louisiana, and the Atchafalaya National Heritage Area. The Office of the Lt. Governor also oversees Tourism, State Parks, State Museums, and the State Library. This unique positioning of LDOA allows for innumerable collaboration opportunities and connections, woven into statewide, regional, and national networks.



**LOUISIANA'S MOST
PRECIOUS NATURAL
RESOURCES ARE
ITS PEOPLE.**

MISSION

The Louisiana Division of the Arts (LDOA) in cooperation with the Louisiana State Arts Council is the catalyst for participation, education, development and promotion of excellence in the arts.

VISION

It is the responsibility of LDOA to support established arts institutions, nurture both emerging arts organizations and our overall cultural economy, assist individual artists, encourage the expansion of audiences and stimulate public participation in the arts in Louisiana.

CORE VALUES

The arts are an essential and unique aspect of life in Louisiana to which each citizen has a right. Access to the arts should not depend on your geographical location, physical abilities, or income. All residents should have an equitable stake in the arts in Louisiana, which provide a wonderful quality of life and add to our rich cultural heritage.

LDOA PROGRAMS

PERCENT FOR ART

This program facilitates art in public places that encourages a heightened sense of place and community, and provides the citizens of Louisiana with an improved public environment, adds visibility to the cultural heritage of the state and its people, attracts visitors to the state and creates economic opportunities and training for public art artists and related industries.

FOLKLIFE

Louisiana's Folklife program is legendary in its status as a thirty plus year archival, research, and programmatic powerhouse. This program's contributions have been featured in publications, festivals, films, concerts, exhibits, and more. With an intense focus on Louisiana's traditions and culture bearers, this program continues to evolve and transform.

GRANTS

Through project grants and general operating support grants, this program provides key investments for the creation of art and the participation in arts programs and arts projects across the state and is committed to administrative excellence and diversity, equity, and inclusion in our grant review panels, grant applicants, and grant recipients.

CULTURAL DISTRICTS

The Cultural Districts result from a creative placekeeping program that utilizes historic tax credits and local sales tax exemptions on original works of art to help communities revitalize, coalesce around a sense of place, and strengthen their creative economies by putting artists at the forefront of community development.

ACCESSIBILITY/ ARTS IN EDUCATION

LDOA's accessibility initiatives are focused on the underserved communities of the state and are woven into the Arts in Education work that LDOA furthers throughout Louisiana. These two areas of work are foundational for all LDOA programs, and will continue to be pursued as goals and to be thoughtfully integrated.

A LETTER FROM THE STAFF TO THE PEOPLE OF LOUISIANA

In our role as the State Arts Agency, we have traditionally provided funding and support for the advancement of the arts field. We also focus on providing public access to Louisiana arts and culture. Under the Office of Cultural Development, it has been our duty to preserve, support, develop and promote the arts and cultural assets of our state. It is also the Office of Cultural Development's vision to promote a Louisiana that values and embraces Louisiana cultural assets as essential in shaping a vibrant future for our community and citizens. LDOA knows that we do not accomplish this work alone, and we are thankful beyond words to our many partners in the field. We also recognize the indigenous land that our work occurs upon, and seek to amplify the importance of the people that came before us and those that continue to occupy these lands.

In this plan, we place an emphasis on what this looks like within the framework of the specific issues and opportunities we face here in Louisiana. We look to the future and how to better position the arts and culture sector of our state and its role – one critical to the solutions of the unique social and environmental issues facing our state. Under the guidance of our last strategic plan, we have spent time in communities across the state with increased presence across all of our programs. We have built upon our greatest strength as a clearinghouse for information, as we described our last plan, which includes:

- Recognizing trends and making connections across different regions of the state
- Defining cultural resources and innovative solutions to our state's unique issues
- Leveraging and integrating the issues and solutions that we witness in each region, on a statewide platform
- Coordinating statewide convenings and networking/development opportunities
- Measuring and stimulating the impact of art and culture activities

We are excited and honored to continue this work with our audiences, constituents, partners, and most of all, the citizens of Louisiana.

SETTING THE SCENE FOR 2021-2023

A QUICK LOOK AT THE STATE OF THE STATE

FIVE ISSUES LOUISIANA IS FACING + LDOA'S APPROACH

ENVIRONMENTAL FACTORS

Land-loss is a pressing issue facing a coastal state like Louisiana.

LDOA brings artists and scientists together in new conversations, resulting in innovative solutions.

AGING POPULATION

40% of the state is over 50 years old, and this will increase to over 60% by 2035.

LDOA is pioneering creative aging solutions with statewide partners.

DIGITAL DIVIDE

The COVID-19 pandemic drew an even sharper line between those that have access to the digital economy and those that do not.

LDOA continues to assess and transform programs to make them accessible and user friendly.

POVERTY

24 of the 35 rural parishes in the state are designated as "persistent poverty parishes" by the USDA.

LDOA's grant programs are evolving to ensure that mechanisms meet the funding realities in the state and every region, regardless of population, can submit a competitive grant proposal and receive an impactful grant award amount.

RACIAL EQUITY

As an extremely diverse state, Louisiana faces unique challenges that require catalytic solutions to attain racial equity.

LDOA EQUITY STATEMENT

LDOA aspires to intentionally advance diversity, equity, and inclusion (DEI) in every aspect of our work. LDOA celebrates our state's diversity and promotes the role of the arts to connect people, bridge our differences, and inspire an appreciation of our shared humanity. LDOA is committed to integrating DEI into the fabric of our organization and our work, from our internal culture to how we partner with communities and other organizations to how we use our resources. We continually seek ways to expand our impact and improve our performance on these measures.

CREATING THE PLAN



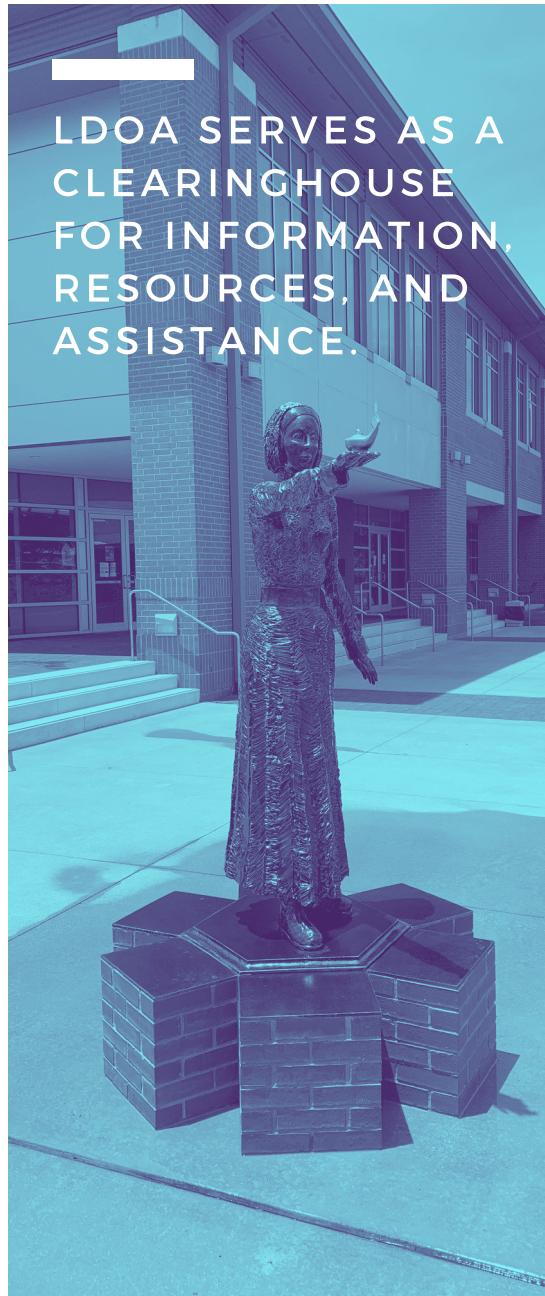
THE CREATIVE ECONOMY IN LOUISIANA
DEPENDS ON EVERY CITIZEN HOLDING
AN EQUAL STAKE IN THE QUALITY OF
LIFE AND HERITAGE THAT THE ARTS CAN
PROVIDE.

The development of this strategic plan was completed in three stages:

1. Meetings were hosted by Regional Arts Councils with arts organizations, artists, community leaders, educational groups, local governments, and businesses in six locations around the state in early 2020: New Orleans, Monroe, Lafayette, Baton Rouge, Shreveport, and Houma.
2. A statewide survey of arts and culture stakeholders was developed and conducted in Spring 2020.
3. A COVID-19 survey was distributed statewide to understand the current and future impacts on the cultural economy, April-May 2020.

WHAT WE FOUND

CONSISTENT NEEDS IDENTIFIED THROUGHOUT THE PLANNING PROCESS:



LDOA SERVES AS A
CLEARINGHOUSE
FOR INFORMATION,
RESOURCES, AND
ASSISTANCE.

- Data support and research assistance for Regional Arts Councils and organizations
- Help in eliminating duplication of efforts throughout the regions by facilitating partnerships
- Community engagement to aid communities in understanding the value of the arts market and the arts in general
- Support for relationship building within communities and regions
- More points of entry for constituents to engage with the arts
- Professional development and formalization of art and business techniques
- Assistance in “finding” artists, creatives, and makers and connecting them to a regional/statewide network

FLORENCE NIGHTINGALE - RUSSELL WHITING - 2020

STRATEGIC DIRECTION 1

COMMUNITY

LEVERAGING OUR PRESENCE THROUGHOUT THE 64 PARISHES AND BEYOND

LDOA GOALS

- Continue furthering a sense of place in our communities and programs, utilizing a layered approach to identifying needs.
 - *Example:* Reflect and amplify the intentions of stakeholders at **Percent for Art** installation sites.
- Broaden the audiences in the cultural community.
 - *Example:* Collaborating with new state agencies and partners around land loss in the **Folklife** program, raising cultural awareness through non-traditional partnerships.
 - *Example:* Design and create an aging collaboration with Councils on Aging across Louisiana in the **Accessibility** program.
- Establish meeting cadence based on regions to strengthen statewide networks.
 - *Example:* Grouping **Cultural Districts** together by regions to share best practices and create better partnerships with Regional Arts Councils.
- Continue a philosophy shift for community engagement and partnership expectations to become more congruent with LDOA's priorities.
 - *Example:* The changes from Decentralized Arts Funding program to more focused and accessible Project Grants program, allowing parishes to collaborate and more sustainable projects to emerge from the **Grants** program as a whole.



THE RELATIONSHIPS IN
THE ARTS COMMUNITY
RESONATE OUTSIDE OF
THE CREATIVE SECTOR.

STRATEGIC DIRECTION 2

ADAPTABILITY

ADJUSTING AND RESPONDING TO CHANGING CONDITIONS IN LOUISIANA

LDOA GOALS

- Further combat "death by bureaucracy."
 - *Example:* Focus on agility in processes and consolidation for ease of constituent use in **all programs**.
- Create virtual training and resources (not just technical but conceptual).
 - *Example:* **Accessibility** training videos for arts and culture organizations.
- Continue professional development opportunities in **all programs**.
 - *Example:* Offer learning opportunities in partnership with other organizations.
- Shift language and approach to funding/projects.
 - *Example:* Adjust **Grant** program guidelines with a focus on inclusion and accessibility in **all programs**.

ARTS AND CULTURE
MEET LOSS AND
CHANGE WITH
CREATIVE DISCOVERY
LIKE NO OTHER
SECTOR OF SOCIETY.

STRATEGIC DIRECTION 3

RESILIENCY

REMAINING STEADFAST AMIDST CHALLENGES

LDOA GOALS

- Continue to develop Creative Relief Louisiana, a statewide support effort in partnership with Louisiana's Regional Arts Councils to assist artists and arts and cultural organizations during times of disaster, in **all programs**.
- Focus on Louisiana artists.
 - *Example:* Increase work to bring more artists into the process, creating a pipeline for artists at different stages in the **Percent for Art** program.
- Bring awareness to programs and projects.
 - *Example:* Social media outreach, new media integration such as podcasts, staff appearances at conferences and events as subject matter experts in **all programs**.
- Increase intentionality surrounding organizational needs.
 - *Example:* Work with arts organizations across the state to adapt our General Operating Support **Grants** program to reflect the current needs of those organizations on a "thrive not survive" mentality.
- Transform reporting processes to equip communities with more data to pursue resources.
 - *Example:* Build out **Cultural Districts'** current software to give participating communities access to information that can support all activities.



"ART IS ABOUT
RESILIENCE - IT
ALWAYS HAS BEEN."

STRATEGIC DIRECTION 4

SUSTAINABILITY

TAKING THE LONG VIEW WITH A HOLISTIC APPROACH

LDOA GOALS

- Pursue digital transformation of the division.
 - *Example:* From an interactive **Cultural Districts** map to new software for **Grants** applicants and **Percent for Art** website upgrades, the LDOA will capitalize on the necessary shift to more virtual programming in the arts.
- Focus on underserved communities.
 - *Example:* Develop an **Accessibility** state plan.
- Continue archiving and cataloguing for future use and research support.
 - *Example:* **Folklife's** extensive and comprehensive website.
- Adapt existing funding mechanisms to current realities.
 - *Example:* **Grants** program engineering changes to a decades old mechanism so that it more accurately meets the needs of the state's unique regions and show effective use of the funding that supports the program.
- Create a mentorship program to pair communities and strengthen the statewide network.
 - *Example:* New **Cultural Districts** will be placed with an existing successful District to help communities learn and grow together.



ARTS AND CULTURE
ARE VITAL TO
LOUISIANA THRIVING
IN THE FUTURE.



**DEDICATED TO THE
LIFE, MEMORY,
AND LEGACY OF
CHERYL LARKIN CASTILLE**

There are many partners, stakeholders, artists and organizations around the state, region, and nation to thank for their assistance and support in helping LDOA accomplish our work. We would like to show our appreciation to the following:

National/Regional Partners

- National Endowment for the Arts
- National Assembly of State Arts Agencies
- SouthArts
- Americans for the Arts
- Recording Academy/Grammy Foundation

State Partners

- Arts Council of Greater New Orleans
- Arts Council of Greater Baton Rouge
- Bayou Regional Arts Council
- Acadiana Center for the Arts
- Arts & Humanities Council of Southwest Louisiana
- Arts Council of Central Louisiana
- Shreveport Regional Arts Council
- Northeast Louisiana Arts Council
- St. Tammany Parish Government Commission on Cultural Affairs
- Louisiana Endowment for the Humanities
- Louisiana Folklore Society
- Louisiana Trust for Historic Preservation

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