2017

THE SOUL OF SUCCESS

LUNCI GRAS
ARTS
FESTIVALS
OPPORTUNITIES
COMMUNITY
MEDIA EVENTS
LUNCHEONS
Dear Friends:

As the former chairman of the Board of Directors for the New Orleans Multicultural Tourism Network (NOMTN) and the organization’s new executive director, it is with great pride that I share with you our accomplishments in 2017.

With the help of Interim Executive Director LaDana Skidmore Williams, 2017 was a year of rebuilding and significant achievement. The team put the pedal to the metal every day to fulfill our mission to promote New Orleans’ cultural diversity and to increase opportunities in tourism and hospitality for minorities and minority-owned businesses.

For four years, I served on the board of NOMTN and I am excited and honored to have the opportunity to take NOMTN to the next level. Armed with years of experience, a renewed energy, a strong work ethic and plenty of soul, our team has what it takes to get the job done for our community.

In this, our city’s tricentennial year, we look forward to working with our city, hospitality and business leaders to make New Orleans one of the premier destinations for multicultural tourism in the world.

Let’s do this!

Essence Banks
Executive Director
New Orleans Multicultural Tourism Network

2018-2020 BOAD OF DIRECTORS

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Barbara Waiters, Director of Public Affairs & Policy, Downtown Development District of New Orleans

STAFF

Essence Banks, Executive Director
Nadine Laurent, Office Manager
MPI (MEETING PROFESSIONALS INTERNATIONAL) ANNUAL MEMBERSHIP EVENT

The MPI Gulf States Chapter is an organization with 170 members. In 2017, it had a buying power of more than $28 million. NOMTN supported this important group by fulfilling its request to provide funding for lanyards for attendees to wear throughout the year at the group’s monthly education luncheons and networking events. This sponsorship provided great exposure for the attendees’ brands at each event. What’s more, the lanyards were prevalent in photos shared on the chapter website and social media channels.

In recognition of our sponsorship, the NOMTN logo was included on presentation slides at monthly lunch meetings, and we received premium logo position on the homepage of the new website with other annual sponsors. We also received verbal recognition during the first meeting and first networking event.

ZULU LUNDI GRAS FESTIVAL CELEBRATES 25TH ANNIVERSARY

Every year, the Zulu Lundi Gras Festival is hosted by the 800 members of the Zulu Social Aid & Pleasure Club. In February, NOMTN was proud to be a sponsor of the festivities at the New Orleans riverfront and to have an important presence at the festival, which is free and open to the public. This fun-filled day gives locals and visitors an up-close look at the Zulu characters while enjoying great New Orleans food and music on three stages.

“We always look forward to NOMTN supporting Zulu’s Lundi Gras at Woldenberg Park and coming out in full force to welcome visitors and locals. It’s a great tradition.”

LESTER POLLARD JR., CHAIRMAN EMERITUS ZULU LUNDI GRAS FESTIVAL
NBA ALL-STAR WEEKEND
In mid-February, the NBA All-Star Weekend had an economic impact of $44.9 billion in spending to Louisiana. NOMTN led the supplier diversity efforts in NOLA by assisting with the RFP process for local products and services. Along with an extremely successful event for the hospitality industry (see stats below), NBA Cares visited eight schools (three affected by the tornados), rebuilt a home and school on their 10th Annual Day of Service, and hosted over 1,000 youth at their Jr. NBA Day on Tulane’s campus.

- NBA held 70+ official and 50+ unofficial events over the course of the weekend, including three sold-out events at the Smoothie King Center
- All-Star Weekend translated into the booking of 34,000+ hotel room nights from NBA invited guests, fans, meeting planners and sponsor support groups
- All-Star Saturday Night averaged 5.6M viewers on TNT and was the highest-rated show on television that night
- NBA All-Star Game averaged 7.8M viewers on TNT

NEW ORLEANS UNCF MASKED GALA
NOMTN once again supported the efforts of the UNCF at The UNCF Mayor’s Masked Ball, one of New Orleans’ signature fundraising galas and a premier social event of the year. Hosted by a diverse group of corporate sponsors and individuals, the gala draws celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF’s mission of investing in America’s future by getting students to and through college. They are the future of New Orleans’ tourism industry.

JAZZ IN THE PARK NOMTN HOSPITALITY NIGHT
NOMTN sponsored a hospitality tent at Jazz in the Park, a free concert series in Louis Armstrong Park, featuring local bands, live painting, art displays and food vendors. To draw visitors to our hospitality tent, Chef Will Jones of Culinary Design was on hand with special fest food and treats. The sponsorship gave the community the opportunity to network with the NOMTN team and sign up for a complimentary six-month NOMTN membership. It also gave us the chance to highlight NOMTN members and capture Soul of New Orleans stories for our website.

“NOMTN’S MEMBERSHIP DRIVE AT JAZZ IN THE PARK WAS A CREATIVE WAY TO SUPPORT OUR ORGANIZATION AND BRING BUSINESSES TOGETHER FOR NETWORKING AND GREAT MUSIC. IT’S A MODEL WE PLAN TO CONTINUE.”

EMANUEL LAIN JR., PRESIDENT PEOPLE UNITED FOR ARMSTRONG PARK
**APRIL**

**WASHINGTON SQUARE PARK CONCERT & FESTIVAL**
NOMTN sponsored the 2017 Washington Square Park Music Festival, an outdoor concert series with a lineup that included the Hot 8 Brass Band, Davell Crawford, Chris Walker and Rockin’ Dopsie to name a few. Festivalgoers enjoyed a free, family-friendly atmosphere on Tuesday afternoons in the heart of Faubourg Tremé.

**ESSENCE SPONSOR CORPORATE DINNER**
On April 12, NOMTN was part of the New Orleans Host Committee that welcomed the ESSENCE team back to our city. Activities included a kick-off reception and dinner at Marché above the French Market in the Vieux Carré.

**ESSENCE + TEAM HOPE NOLA DAY OF SERVICE**
Master P and his Team Hope NOLA Foundation partnered with ESSENCE and Walmart to beautify the local Guste Senior Residences in New Orleans. The facility received a mini makeover that included painting, landscaping and serving meals to the Guste residents. NOMTN was proud to participate in this first part of the ESSENCE Day of Service.

**NEW ORLEANS DAY 2017 AT THE LOUISIANA CAPITOL**
On April 19, NOMTN sponsored and participated in New Orleans Day 2017. This all-day event at the State Capitol was a chance to meet and mingle with the governor, lieutenant governor and the New Orleans delegation, as well as influential business leaders. The ride to Baton Rouge was provided by New Orleans Tours, Hyatt Regency provided a gourmet lunch and NOMTN provided refreshments.

**VIET TOUR WITH CYNDI NGUYEN**
VIET (Vietnamese Initiatives in Economic Training) was created in 2001 to develop educational and economic training programs and act as a resource center for minority residents in Louisiana. In April, NOMTN went to East New Orleans for a VIET tour with City Councilwoman-elect/NOMTN Board Member Cyndi Nguyen. We learned about the facility, their programming and partnership opportunities.
ASHÉ CULTURAL ARTS CENTER: VISITORS CENTER LAUNCH

On May 5, NOMTN partnered with the Ashé Cultural Arts Center for the opening of the Central City Visitors Center, the first of its kind, on Oretha Castle Haley Boulevard. The event featured a ribbon cutting and an afternoon of entertainment. The visitors center is a hub for tourists who want to explore Central City and learn more about its culture and history. Featured at the launch were a Mardi Gras Indian Suit Exhibition created and worn by Big Chief Howard Miller of the Creole Wild West, as well as costumes worn by the New Orleans Creole Belle Baby Dolls marching club, photography from the Cosette Richard Collection, and visual art created by the senior citizens of Central City Economic Opportunity Corporation. NOMTN was a sponsor and presenter at this event.

HISPANIC CHAMBER OF COMMERCE WOMEN’S BUSINESS SYMPOSIUM

NOMTN was a vendor and manned a booth at the Hispanic Chamber of Commerce Women’s Business Symposium at the Sheraton Metairie-New Orleans Hotel. This day of empowerment allowed women to learn from a diverse group of businesswomen speakers.
NEW ORLEANS TOURISM MATTERS - PARADE AND PRESS CONFERENCE
On May 9, NOMTN celebrated the 2017 National Tourism Awareness Week with other industry representatives throughout the Greater New Orleans area. NOMTN had the opportunity to take part in the Tourism Matters press conference highlighting the impressive stats, specifically relating to economic impact and multicultural travelers.

NEW ORLEANS REGIONAL BLACK CHAMBER OF COMMERCE ANNUAL MEETING/LUNCHEON
The mission of the New Orleans Regional Black Chamber of Commerce is to empower and sustain the African-American business community through entrepreneurship and economic activity. NOMTN was pleased to support its efforts by sponsoring a table at the group’s annual meeting and luncheon on May 12 at the Hyatt Regency Hotel.

TREMÉ 7TH WARD ARTS & CULTURE FESTIVAL SPONSORSHIP
This Memorial Day weekend festival highlights musicians, cuisine, art and indigenous culture bearers of two historic New Orleans neighborhoods. Sponsorship of the event entitled NOMTN to have our logo appear in TV commercials that had a net reach of over 422k. Our logo was also displayed at the event and in a social media campaign with a net reach of over 261k.
ESSENCE NOLA MEDIA DAY
For the third consecutive year, NOMTN sponsored the Money + Power Luncheon for ESSENCE NOLA Media Day on June 1. ESSENCE editors hit most of the morning television and radio shows.

NOMTN also hosted the Money + Power Business Briefing at Compére Lapin. Later that afternoon, we organized a social media influencer briefing.
GNOHLA 6th Annual Sizzlin’ Summer Social
Networking is key to the success of NOMTN and its members. On June 15, our team attended the Greater New Orleans Hotel & Lodging Association’s social at Hotel Mazarin on Bienville Street in the French Quarter.

NABJ/NOABJ National Conference in New Orleans/Media Events
NOMTN served as Presenting Sponsor of Lagniappe: The NABJ (National Association of Black Journalists) 2017 Convention Welcome Affair. We also partnered with NOABJ, the local chapter, to establish the Deborah Cotton Memorial Scholarship to support minority tourism journalism with a particular focus on local students interested in promoting the coverage of the rich culture of the City of New Orleans. The three-year agreement calls for three $1,000 scholarships to be awarded in 2017, 2018 and 2019. In addition, we worked with NOABJ to produce a story ideas guide to provide to attendees in advance of the convention. In return, NOABJ named NOMTN Presenting Sponsor, gave us logo presence on the Welcome Affair promotional materials, linked logo presence on electronic communications, tagging in all social media promotions for the Welcome Affair, event tickets and much more.

FestiGals 2017 New Orleans
FestiGals is a three-day weekend experience for women only in New Orleans featuring fashion, food, friendship and fun. In 2017, NOMTN was a sponsor of the New Orleans Women’s Leadership Conference at the event. Our participation gave us coverage in print ads, on-site signage, the FestiGals program, social media posts, eblasts, the FestiGals website and event tickets. The return on our investment was over $23k.

“FestiGals is proud to partner with NOMTN to showcase the culture and heritage of the city we love as we pursue our mission to inspire, connect and celebrate women.”

Sandra Dartus
Partnership Liaison FestiGals
THE SOUL OF NOLA MEDIA CENTER

In July, NOMTN served as a media junket sponsor at the ESSENCE Festival. This was the first time the pressroom was sponsored. The initiative involved a Takeover of Radio Row and the Daytime Media Center in the Ernest N. Morial Convention Center. The Soul of NOLA Media Center displayed art, business information and itineraries to generate positive media and feature stories on New Orleans’ multicultural heritage and local businesses. We gave the national media an insider’s look at the music, food, art and most of all, the people who are the very Soul of New Orleans. NOMTN also worked with ESSENCE to plan the itinerary for the NOMTN Media FAM Tour.

THE ESSENCE FEST SOUL SEARCHING CELEBRITY/MEDIA DAY EVENT

NOMTN sponsored the ESSENCE Fest Soul Searching Celebrity/Media Day Event, which featured a private VIP brunch experience at Le Musée de f.p.c. with Loni Love (“The Real”), Kofi Siriboe (“Queen Sugar”) and Arthel Neville (Fox News Channel). The Soul of NOLA VIP Brunch experience invited celebrity guests, bloggers/influencers and select media personalities to partake in local cuisine, art, music and an oh-so-NOLA cultural experience!
HISPANIC CHAMBER OF COMMERCE BUSINESS CONFERENCE & TRADESHOW
The Hispanic Business Conference and Trade Show is the premier venue for Hispanic businesses to market their goods and services. Attendance gave NOMTN the perfect opportunity to reach out to the Hispanic business community for inclusion in the sourcing process.

LIEUTENANT GOVERNOR’S TOURISM SUMMIT HOSTED IN NEW ORLEANS
As in year’s past, the NOMTN team attended the Lieutenant Governor’s Tourism Summit. This educational opportunity is held every August and features a keynote address from the lieutenant governor, top speakers from around the country, workshops on industry trends, opportunities to network with other tourism professionals and more.

ESSENCE HYATT FAM & SALES BRUNCH
This initiative was designed to familiarize guests with the Hyatt and New Orleans during ESSENCE. During the four-day event, guests viewed public space, guestrooms and meeting space, participated in an interactive culinary experience, networked with staff and customers and got to tour NOLA.

NOCVB SALES PRESENTATION BY NOMTN
The objective of this August presentation was to strengthen our partnership and relationship with the New Orleans Convention and Visitors Bureau sales team. Our aim was to keep NOMTN top of mind for future collaboration.

NOLA 300 CAMPAIGN LAUNCH PRESS CONFERENCE
NOMTN hosted the NOLA 300 Campaign Launch Press Conference at the National WWII Museum’s BB’s Stage Door Canteen. The event introduced the New Orleans Tourism Marketing Corporation’s tricentennial advertising campaign, “One Time, In New Orleans,” a smashing success by all accounts.

HISPANIC CHAMBER OF COMMERCE GALA
NOMTN sponsored the Hispanic Chamber of Commerce Excelencia Gala in celebration of Hispanic Heritage Month. The event included a dinner dance, a silent auction, entertainment by Julio y Cesar y Su Banda and gourmet fare by Chef Carlos Lainez.
**FRIED CHICKEN FESTIVAL**
For a second year, NOMTN was a sponsor of the 2nd Annual Fried Chicken Festival in Woldenberg Park. We hosted a cooking demo with New Orleans-born chef extraordinaire Toya Boudy to the delight of the nearly 175,000 guests in attendance over the two-day event. "NOMTN was one of the first sponsors of the Fried Chicken Festival. Because of their support, we were able to launch an event with record-breaking attendance in its first year. Last year we expanded with a larger location, more vendors and an added day. We look forward to continued success in the future.”

CLEVELAND SPEARS, PRESIDENT AND CEO
THE SPEARS GROUP

**TREME FALL FESTIVAL**
The Tremé Fall Festival, hosted by the Historic Faubourg Tremé Association (HFTA), is an annual cultural celebration that includes live music, a jazz mass, food, arts and crafts set against the backdrop of historic architecture while raising funds to help improve and sustain St. Augustine Church and other Tremé cultural/historical non-profits and to spur economic growth throughout the historical Tremé community. As sponsors, NOMTN was present with our logo displayed prominently throughout the festival on all media, promotional materials and the Treme Festival website. We also were present on site for the entire festival weekend, gaining social media followers and members due to the exposure.

**NOMTN MEMBERSHIP MIXER**
In October, the New Orleans Multicultural Tourism Network Board of Directors invited the city’s government, hospitality and business leaders to a Membership Mixer celebrating our 27th year. We held the event at Café Reconcile, an organization that provides culinary and life skills training for at-risk youths.

**AMISTAD “CELEBRATION OF LEGAL GIANTS” PATRON PARTY & SCREENING**
On October 12, NOMTN sponsored the Amistad “Celebration of Legal Giants” Patron Party at Morton’s Steakhouse.

Amistad celebrated the life and legacy of Supreme Court Justice Thurgood Marshall, founding members of the Louis A. Martinet Legal Society and other members of the New Orleans legal community during this special commemorative reception. The event included a sold-out screening of the film “Marshall” about the life of the first African-American Supreme Court justice.

**NOCVB BUSINESS AFTER HOURS + NOMTN ACTIVATION**
NOMTN attended and served as a vendor at the NOCVB Business After Hours event. It was a great opportunity to make valuable connections and build relationships.
ESSENCE SPONSOR & AWARDS EVENT
Along with the NOLA Host Committee, NOMTN represented the City of New Orleans at the 2017 ESSENCE Sponsor Awards in New York City. The event is held every year to recognize and encourage sponsor activation, highlight new programming for the upcoming festival and strengthen relationships with sponsors, prospects and representatives from New Orleans.

NOLA 300, AN OFFICIAL NEW ORLEANS TRICENTENNIAL EVENT
This official event at the Orpheum Theatre provided an opportunity for a diverse group to recount the past, discuss the present and envision the future of this exciting, constantly changing city of ours. We took advantage of this opportunity to learn from more than 20 speakers, including Mayor Mitch Landrieu, Leah Chase, Marc Morial, Deacon John, Terrance Osborne and Chief Shaka Zulu. The experience guided and informed us as we work to plan additional NOMTN events to commemorate the Soul of NOLA 300.

NOMTN SCHOLARSHIP PRESENTATIONS AT BAYOU CLASSIC
On November 24 at the Bayou Classic Coaches Luncheon at the Hyatt Regency New Orleans, www.swac.org showcased NOMTN’s scholarship presentations. Deserving recipients were Jamar Washington from Southern University and Lenwood Banks from Grambling State University.

Neiva Duncan was also presented with an NOMTN scholarship this year at the Pontchartrain Chapter of the Links, Inc., Annual Christmas Luncheon for Young Ladies from McDonough 35 High School Mentor Program. Neiva is a nursing major at Southern University and is the first in her family to attend college. She will receive assistance with GAP funding for the spring semester. We can’t wait to see what these talented young men and women do next!

NOMTN “MEET THE PLAYERS” LUNCHEON
On November 29, NOMTN hosted our first intimate “Meet the Players” Luncheon series at the Munch Factory. Our guest speaker was Henry L. Coaxum Jr., who gave our members great insight on how to advance the economic infrastructure in our beloved city. This event will be held quarterly.
ALGIERS ECONOMIC DEVELOPMENT LUNCHEON (MAYOR-ELECT)
The city's economic engines were in full force on December 6 at the Algiers Economic Development Foundation’s 25th Anniversary Annual Luncheon featuring Mayor-elect LaToya Cantrell. NOMTN was honored to sponsor this sold-out event. It was a great opportunity to highlight the work we do as part of the community.

NOMTN LAUNCH OF THE OFFICIAL SOUL OF NEW ORLEANS WEBSITE AND MEMBERSHIP PORTAL
In November, we launched our newly redesigned website, soulofneworleans.com. Don’t forget to visit the member hub to find out how you can join the network, renew your membership and get a listing on the website.

NOLA CHRISTMASFEST
NOMTN was proud to sponsor NOLA ChristmasFest 2017 at the Ernest N. Morial Convention Center. More than 40,000 attendees had a chance to see the NOMTN holiday tree during the 11 days of the festival.

ADDITIONAL NOMTN PROJECTS:
• Board Member Engagement & Collaboration
• Supplier Diversity Program
• Marketing & Social Media Consultants
• Enhanced Branding Efforts
• Alignment with NOMTN Mission Reorganization
• Meet the Players Quarterly Luncheon
• Membership Restructuring

PARTNERSHIPS:
• New Orleans Tourism Marketing Corporation
• New Orleans Metropolitan Convention & Visitors Bureau
• Meeting Professionals International
• Louisiana Office of Tourism
• Louisiana Travel Promotion Association
• New Orleans Mayor on Economic Development
• New Orleans Regional Black Chamber of Commerce

Sponsorships and partnerships are vital to NOMTN and our members. We strive to identify and promote the cultural diversity of New Orleans and to increase leadership, career and business opportunities at all levels of the hospitality industry. We partner with local businesses and tourism entities to help keep the city we love in the hearts of travelers.
WE ARE GUARDIANS OF THE CULTURE

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