

LOUISIANA REBIRTH SCORECARD

In September 2005, Lieutenant Governor Mitch Landrieu and Secretary of the Department of Culture, Recreation and Tourism Angèle Davis, along with industry stakeholders, introduced the Louisiana Rebirth campaign, a four-point, results-driven plan crucial to the recovery of our state in the wake of Hurricanes Katrina and Rita.

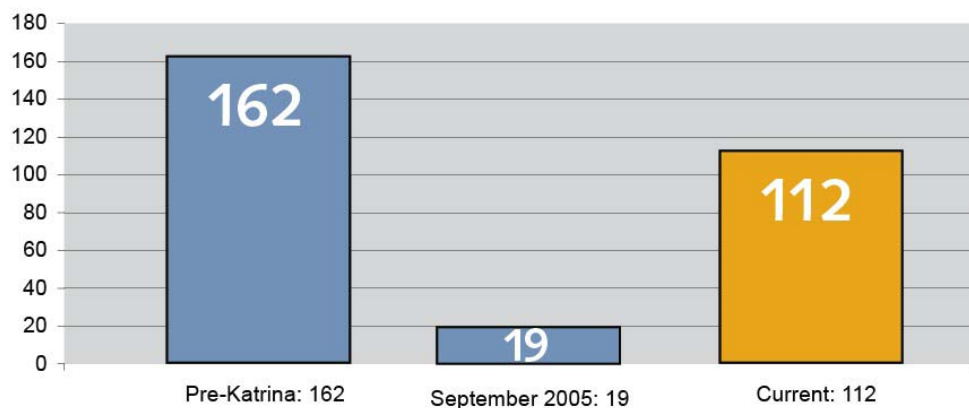
Louisiana Rebirth Campaign:

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.
2. Make Louisiana's Cultural Economy the engine of economic and social rebirth.
3. Build better lives and livelihoods than before for all Louisiana's people.
4. Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

The Louisiana Rebirth Scorecard tracks progress on this plan in terms of current efforts and short- and long-term goals.

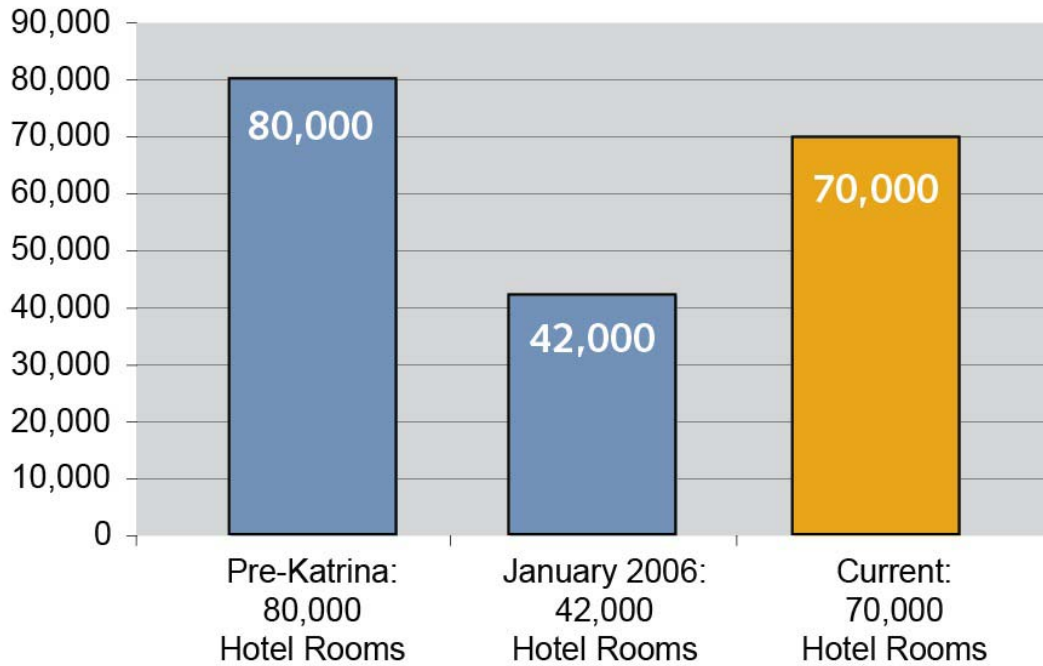
- 1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.**
 - Today, 111 daily commercial flights operate into and out of New Orleans, 64% of the pre-storm number. Continual, gradual growth is expected in the coming months.

Daily Commercial Flights From Louis Armstrong New Orleans International Airport



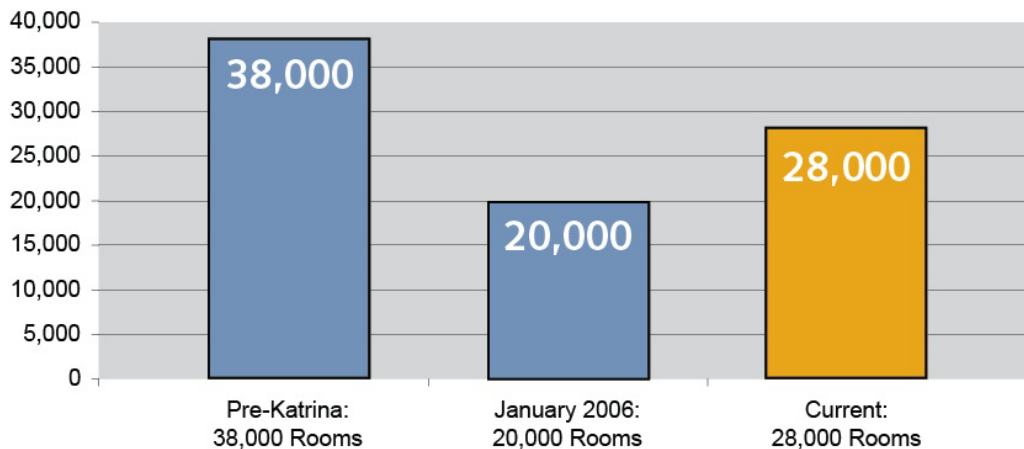
- Pre-Katrina, almost 80,000 hotel rooms were available statewide. That number is now approximately 70,000, and continues to grow with a target of 80,000.

Statewide Hotel Availability

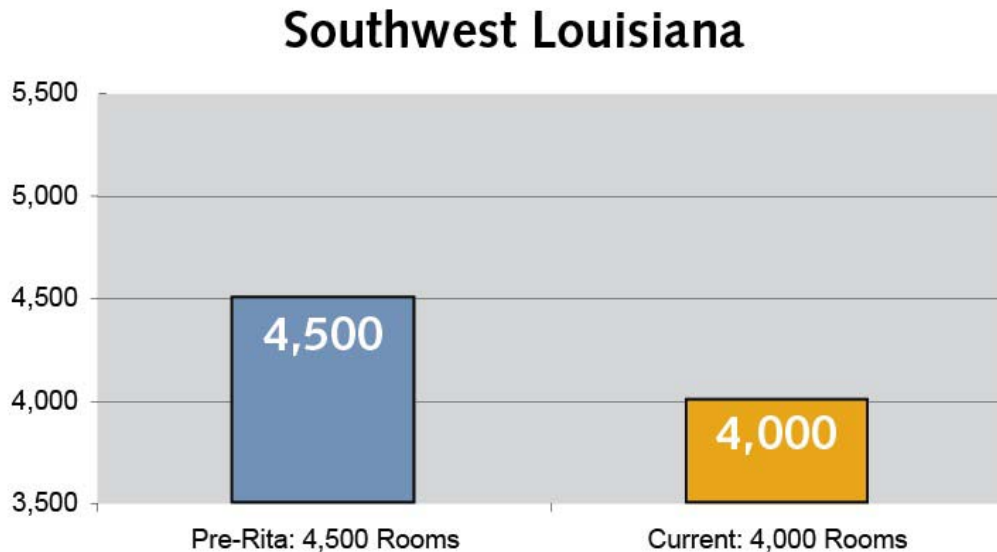


- The New Orleans metropolitan area had 264 fully operational lodging facilities representing 38,000 hotel rooms prior to Hurricane Katrina. Today, 28,000 hotel rooms are available, with more opening daily.

New Orleans



- The Southwest Louisiana area had 69 fully operational lodging facilities representing 4,500 hotel rooms prior to Hurricane Rita. Today, 4,000 of

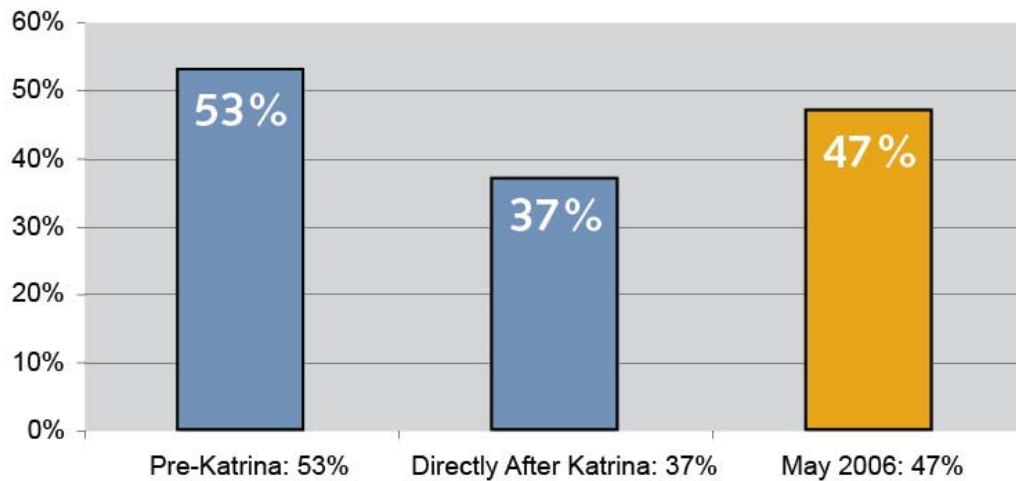


those rooms are available.

- All 12 of the Audubon Golf Trail courses are open. Gray Plantation in Lake Charles re-opened in October 2005; Audubon Park in New Orleans reopened in November 2005. The Audubon Golf Trail welcomed two new courses in 2006: the Atchafalaya at Idlewild in Patterson in January and Black Bear in Delhi in July.
- Prior to the hurricanes, New Orleans had 3,400 restaurants. 1,562 of these restaurants have re-opened. In St. Bernard Parish, only 24% of restaurants have re-opened.
- The restaurant industry in Lake Charles has returned to pre-hurricane levels.

- Pre-Katrina and Rita, 21% of the nation's travelers and 53% of Louisiana's regional market expressed intent to travel to Louisiana in the next 24 months. Immediately after the storms, the national number dropped to 13% and the regional market dropped to 37%. As of May 2006, the regional number has increased to 47%.

Regional Intent To Visit



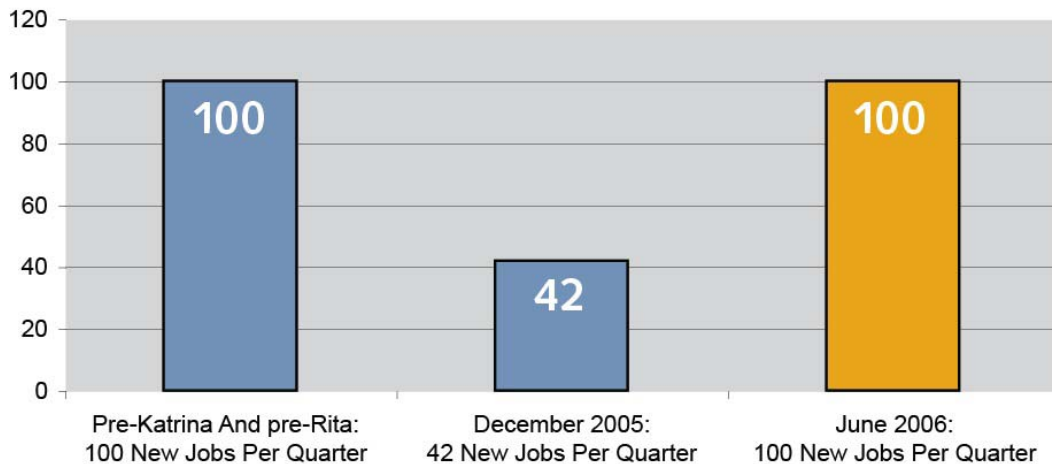
- Total inquiries to the Louisiana Office of Tourism via the internet, telephone and mail plummeted immediately after the hurricanes (from over 3 million in fiscal year 2004-05 to just under 2 million in fiscal year 2005-06), but have grown since November 2005.
- In 2005, U.S. resident visitors to Louisiana numbered 17.3 million, a decline of 23% from 2004. In the fourth quarter alone, visitors declined by 76%.
- Visitor spending in Louisiana was \$9.9 billion in 2004 and \$8 billion in 2005.
- The state's 12 Welcome Centers had over 1.4 million visitors in 2005 versus 1.6 million in 2004. All 12 Welcome Centers are open, with the New Orleans Center open five days a week.

- Obtained approval from the Louisiana Recovery Authority and legislature for a \$28.5 million Tourism Recovery grant program.
- Secured \$1,3 million for the Louisiana Scenic Byways Program.

2. Make Louisiana’s Cultural Economy the engine of economic and social rebirth.

- Louisiana had 36 state parks, historic sites and preservation areas open prior to the hurricanes. All but two sites, St. Bernard State Park and Fort Pike State Historic Site, are open. Repairs to these facilities and to some of the facilities at open parks in the hurricane-affected areas continue.
- Louisiana’s Main Street communities (25 small communities across the state) show that their net new job growth is up to pre-Katrina/Rita levels. Prior to the storms, Main Street communities averaged 100 net new jobs per quarter; that fell to 42 for the quarter ending December 2005. The June 2006 report shows 100 net new jobs in these communities.

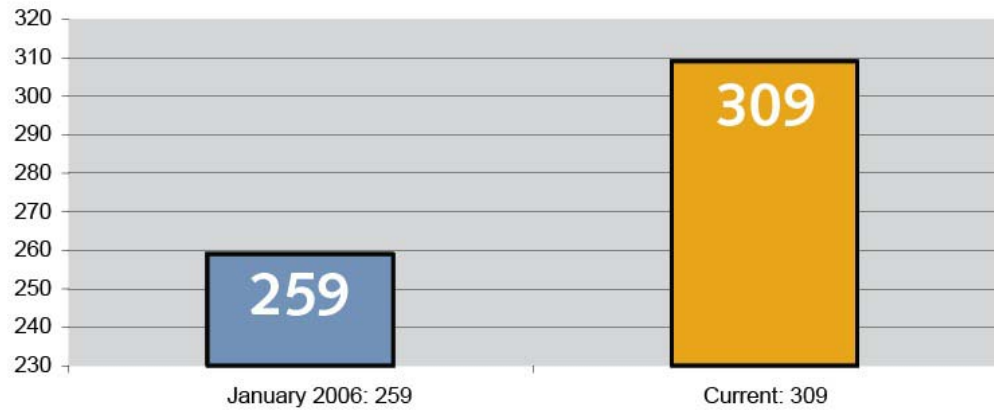
Mainstreet Communities Job Growth



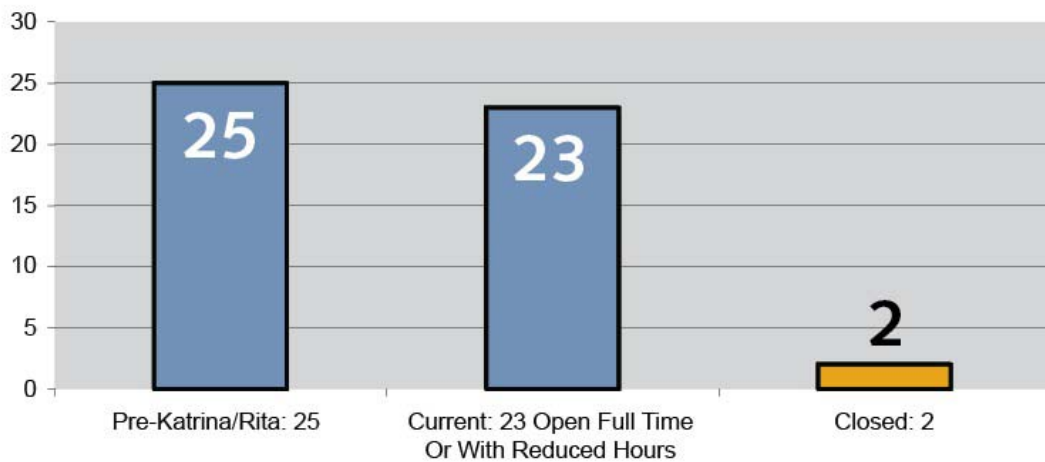
- In a sample of 25 cultural attractions from communities damaged as a result of the hurricanes, 19 sites are now open full time, four sites are open with reduced hours and two sites have closed. In the same sample,

visitation is increasing; in January 2006, those sites reported over 10,000 visitors. August 2006 shows 29,079 visitors. These organizations reported 259 jobs in January 2006, and they now report 309 jobs.

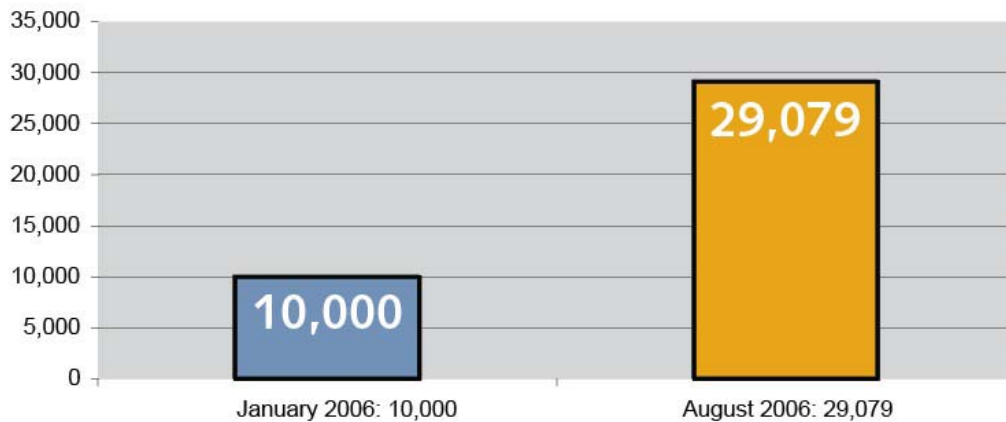
Jobs Provided By Cultural Attractions



Number Of Cultural Attractions



Visitation To Cultural Attractions



- Obtained \$12.5 million hurricane disaster relief grant for historic property repair and preservation.
- 3. Build better lives and livelihoods than before for all Louisiana's people.**
- Thousands of evacuated families were housed in Louisiana's hotels for months following the hurricanes. Every effort was made to help those families find permanent housing, and to help those who evacuated to other states return to Louisiana.
 - The Louisiana Serve Commission more than doubled its funding to community service programs from \$2 million to over \$5 million since Hurricanes Katrina and Rita.
 - Housing rehabilitation and demolition are well underway. The number of permits issued for rehab has nearly doubled in New Orleans, with more than 800 reviews.
 - Eight of the city's 13 libraries are open in New Orleans, with 310 of the state's 332 libraries open statewide. As of August 1, 2006, 22 of 332 public libraries are still closed, and four libraries are located in temporary facilities. The Office of the State Library managed thousands of donations of money, books, material and computers to affected areas of the state, and gained discounts from vendors.

- The number of visitors to our public libraries is down by only 1%, indicating that citizens will seek out essential library services even if their home branch was destroyed. In 2005 citizens averaged 3.27 visits per capita to public libraries in Louisiana. As of August 2006, 1,160,573 patrons visited public libraries in Louisiana.
- Over 2,000 hurricane evacuees were housed in state park cabins and campsites immediately after the storms. The number of cabins and campsites available for use by visitors rose to approximately 90% as evacuees found permanent housing. St. Bernard State Park is still closed for repairs, and Bayou Segnette State Park is housing 98 displaced families.
- Partnership with Americorps helped to assist in clean-up efforts. In all, more than 500,000 volunteers contributed to hurricane recovery efforts in the Gulf Coast region.

4. Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

- Established an independent Louisiana Rebirth Accountability Panel to oversee our recovery efforts and expenditures, contracting, auditing and performance measurement.
- Established Louisiana Rebirth Scorecard to track progress and ensure an accountable and transparent recovery process.
- The Louisiana Cultural Economy Foundation, a 501c3 nonprofit organization, was founded after Hurricane Katrina to develop and enhance Louisiana's unique cultural industries. Beneficiaries include artists and artisans, working both as individuals and small businesses, and galleries, museums, collectives and non-profit cultural organizations. This Foundation has raised almost \$800,000, and granted out over \$500,000.