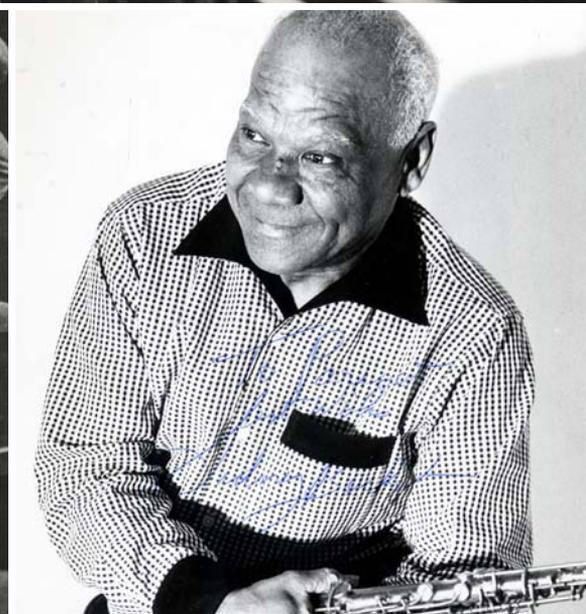


THE LOUISIANA MUSEUM FOUNDATION
CAMPAIGN FOR

THE
NEW
ORLEANS
JAZZ
MUSEUM
A GIFT TO THE WORLD



THE LOUISIANA MUSEUM FOUNDATION CAMPAIGN FOR THE NEW ORLEANS JAZZ MUSEUM



The Campaign

The Louisiana Museum Foundation (LMF), in support of the Louisiana State Museum (LSM), is engaged in a \$2 million capital campaign to create a world-class New Orleans Jazz Museum. While nearly half of the campaign's \$2 million goal has already been acquired or pledged, your help is needed to complete the funding for this historic project!

In addition to underwriting capital construction and other project-related needs, the campaign will help fund the essential, ongoing process of jazz collections conservation and preservation, including preserving many priceless musical instruments and related artifacts. Just a few examples from the Museum's vast collection include: Louis Armstrong's first cornet; Sidney Bechet's soprano saxophone; Edward "Kid" Ory's trombone; George Lewis' clarinet; and Warren "Baby" Dodds' drumset. Additionally, through primary/grade school-level and university (postsecondary) education/research programming and partnerships, the New Orleans Jazz Museum will broaden local, national, and global understanding of jazz as the most innovative, historically pivotal musical art form in American history.

Your gift, along with donations from other visionary private supporters, will enable the New Orleans Jazz Museum to open in the fall of 2017, just in time for New Orleans' landmark 2018 tricentennial celebration of its founding. No other permanent jazz exhibition in the world will match the New Orleans Jazz Museum for authenticity, creative interactivity, and breadth and depth of collections.



The New Orleans Jazz Museum

To be housed within the historic Old U.S. Mint (1838)—strategically located at the intersection of the city's French Quarter (Vieux Carré) and Frenchmen Street live music corridor—the New Orleans Jazz Museum will place on permanent display the world-renowned New Orleans Jazz Club Collections of the Louisiana State Museum. Meticulously collected over several decades by the storied New Orleans Jazz Club, this extraordinary assemblage of jazz artifacts was donated by the club to the Louisiana State Museum in the late 1970s. Since that time, the Museum has expanded its jazz-related holdings, laying a foundation for the all-new Museum to showcase the world's largest collection of jazz instruments, as well as an extensive collection of photographs, artifacts, and other ephemera focused on the origins, evolution, and continuing relevance of New Orleans jazz.

In its entirety, the Museum will encompass more than 14,000 square feet, spanning the entire second floor of the Old U.S. Mint. The project's core, which is the focus of this capital campaign, includes eight rooms, totaling over 8,000 square feet. These include a large main exhibition room, a visitor orientation theater, a youth and family education center, a rotating exhibitions gallery, and four "interactive rooms," where visitors can, among other fun and educational activities, create and electronically share music reflecting diverse styles and periods of New Orleans jazz. In combination with a state-of-the-art live music performance venue located on the Old U.S. Mint's third floor, the New Orleans Jazz Museum will have strong, multigenerational appeal.

The Implementation Team

Founded in 1906 in New Orleans, the Louisiana State Museum is a statewide network of National Historic Landmarks and architecturally significant structures that house nearly half a million artifacts

showcasing Louisiana's rich history and culture. The LSM operates nine museums across the state, with five located in New Orleans' historic French Quarter:

the Cabildo, the Presbytère, the 1850 House, Madame John's Legacy, and the Old U.S. Mint. Since 1978, the LSM has been entrusted with preserving and showcasing the New Orleans Jazz Club Collections, the world's most extensive assemblage of early jazz instruments and artifacts.

For nearly 35 years, the Louisiana Museum Foundation has been the major 501(c)(3) charitable donor support organization for LSM. In addition to

an experienced and dynamic core staff, the LMF is governed and supported by an accomplished, all-volunteer Board of Directors comprised of leaders from across Louisiana's arts, culture, and business sectors. Independently audited, the LMF is highly regarded for its fiscal responsibility and careful stewardship of philanthropic donations.

The Case: Why in New Orleans and Why Now?

New Orleans is unquestionably the birthplace of jazz, American's most quintessential musical art form. Jazz remains New Orleans' musical gift to the world!

It is unfortunate—and sadly ironic—that the city which created jazz has lacked anything resembling a proper jazz museum for more than a decade. However, that situation is rapidly changing for the better. Propelled by an aggressive strategic plan, the Louisiana



Instruments in storage. Your support for this campaign will allow us to share our one-of-a-kind collection in a dynamic educational setting.

Museum Foundation and Louisiana State Museum have joined forces to embrace this ambitious \$2 million capital campaign to build the world's newest and best jazz museum. Having raised nearly half of the required funds, we are now ready to move into the public phase of the campaign. Several unique, high-visibility naming opportunities exist for signature supporters, including an overall prime sponsorship of the New Orleans Jazz Museum, as well as specific room and gallery naming rights. All supporters will be recognized in the Museum.

Our timing could not be better. As the city of New Orleans looks back with great pride on nearly 300 years of history, we also recognize that this is an era of tremendous excitement and opportunity. With a dynamic, expanding population, as well as nearly ten million visitors from around the world each year, the Crescent City is reestablishing itself as a global mecca for world-class art, culture, and of course, music. The New Orleans Jazz Museum will fuel this ongoing renaissance, boosting cultural tourism and uniting global music lovers in a celebration of jazz—the music that fills our streets, forms the heartbeat of our city, and makes the world a much happier place.

In Summary

Unparalleled project exceptionalism, as well as breadth/uniqueness of early jazz collections.

Unquestionable institutional legitimacy, fiscal responsibility, and capability.

Nearly half of the \$2 million campaign goal already pledged or in-hand.

Great timing for New Orleans' ongoing renaissance and 2018 tricentennial.