



# THE CREATIVE ECONOMY & SHARED HISTORY IN NC & SUSTAINABLE CREATIVE INDUSTRY INCENTIVES IN LA

SEPTEMBER, 20 2017

# KINSTON, NORTH CAROLINA:

## TOBACCO TOWN, MUSIC TOWN, RIVER TOWN, DIVIDED TOWN

- WITH ABOUT 50,000 RESIDENTS, KINSTON HAS FELT THE DECLINE OF TOBACCO & TOBACCO SALES/PROCESSING AS WELL AS THE DECIMATION OF TRADITIONAL MANUFACTURING
- THE CITY IS ROUGHLY HALF BLACK, HALF WHITE AND STRUGGLES WITH A DEEP RACIAL DIVIDE. 1999'S HURRICANE FLOYD DESTROYED A MAJOR PART OF THE LOW-LYING BLACK NEIGHBORHOODS ADJACENT TO DOWNTOWN. THE RESIDENTS WERE RELOCATED
- TODAY KINSTON IS IN A FRAGILE RENAISSANCE, LED BY BLACKS & WHITES AND BUILT ON A DIFFICULT BUT ROBUST CREATIVE ECONOMY EFFORT BUILT ON ARTS, CULTURE, CREATIVITY, AND.....**SHARED HISTORY**

“Shared history is what binds Kinston. A shared history made up of tobacco, tobacco warehouses, racial divide, and....the musical heritage that is the fabric of Kinston”

# WHAT IS SHARED HISTORY IN KINSTON?

## SHEPPARD'S WAREHOUSE

**R. E. (Bob) Sheppard**  
AND  
**W. Bruce Kennedy**  
*Managers*



**SHEPPARD'S WAREHOUSE**  
LOCATED CORNER BRIGHT AND HERRITAGE STS.

**A GUARANTEED SALE**  
Every Sale Day  
*Of Approximately*  
**16 ROWS**

*We Take This Opportunity to Thank All Our Customers, Both Old and New For Their Patronage Last Year.*

SHEPPARD'S WAREHOUSE WILL AGAIN BE MANNED BY A FORCE OF CAPABLE AND EFFICIENT MEN. ALL OF THESE MEN HAVE BEEN THOROUGHLY TRAINED IN THEIR WORK AND HAVE HAD YEARS OF EXPERIENCE IN RENDERING GOOD SERVICE AND SELLING TOGETHER THE HIGHEST POSSIBLE DOLLAR AS HAS BEEN THE CASE WITH SHEPPARD'S IN THE PAST.

**Bring Us Your First Load**



**LOUIS ARMSTRONG and his FAMOUS ORCHESTRA**

**IN PERSON** **AMERICA'S INCOMPARABLE RHYTHMIC STYLIST**



## COUNT BASIE

AND HIS FAMOUS ENTERTAINING ORCHESTRA

Featuring Bob Ewell, Joe Jones -- J and the "All-American I" **KINSTON**

Sheppard Warehouse  
FRIDAY NIGHT  
White Spectators

IT'S SWINGTIME AGAIN FEATURING THE

## International SWEETHEARTS of RHYTHM



THE ALL GIRL ORCHESTRA  
WEDNESDAY NIGHT  
FEBRUARY 20, 1946

### Sheppard's Warehouse

W. BRIGHT ST., KINSTON, N. C.

Gen'l Adm. \$1.75—White Spectators \$1.75  
Advance tickets \$1.50 on sale at

Dunn's Hotel  
State Theatre  
Silver Moon Cafe  
Veterans Club

Presented By David Parker

**SWING AND JUMP**  
with  
**LOUIS "Satchmo" ARMSTRONG**  
and His Famous Orchestra of Stage-Radio-Screen

### SHEPPARD'S WAREHOUSE

ST. KINSTON, N. C.  
MONDAY NITE, APRIL 1st

Dancing 10 p. m. to 2 a. m.

General Admission \$2.00—Advance \$1.75  
Reservations for White Spectators \$2.00  
Tickets on Sale at

Sandwich Shop Dunn's Hotel, State Theatre, Veterans Club.

Advance Tickets For White Spectators on Sale at J. E. Hood & Co. \$1.75

Presented by David Parker





## "All the cats came in and brought their horns."

**Maceo Parker's** description of the musicians and instruments that honed his teen-aged experience playing sax makes it clear why five members of **James Brown's** renowned band came from his Kinston hometown. In fact, eastern North Carolina has produced some of the most transformative figures in the history of jazz, gospel, and popular music.

Rocky Mount celebrates the birthplace of internationally renowned jazz pianist and composer **Thelonious Monk** and Greenville holds a festival to honor jazz artist **Billy Taylor**. **Little Eva's** number one hit *Loco-Motion* helped put Kinston on the map. Asheville-born **Roberta Flack** began her career teaching music in Wilson and singing with the jazz band **The Monitors**. **Reverend F.C. Barnes** was inspired to compose *Rough Side of the Mountain* on eastern North Carolina roads.

[More >](#)

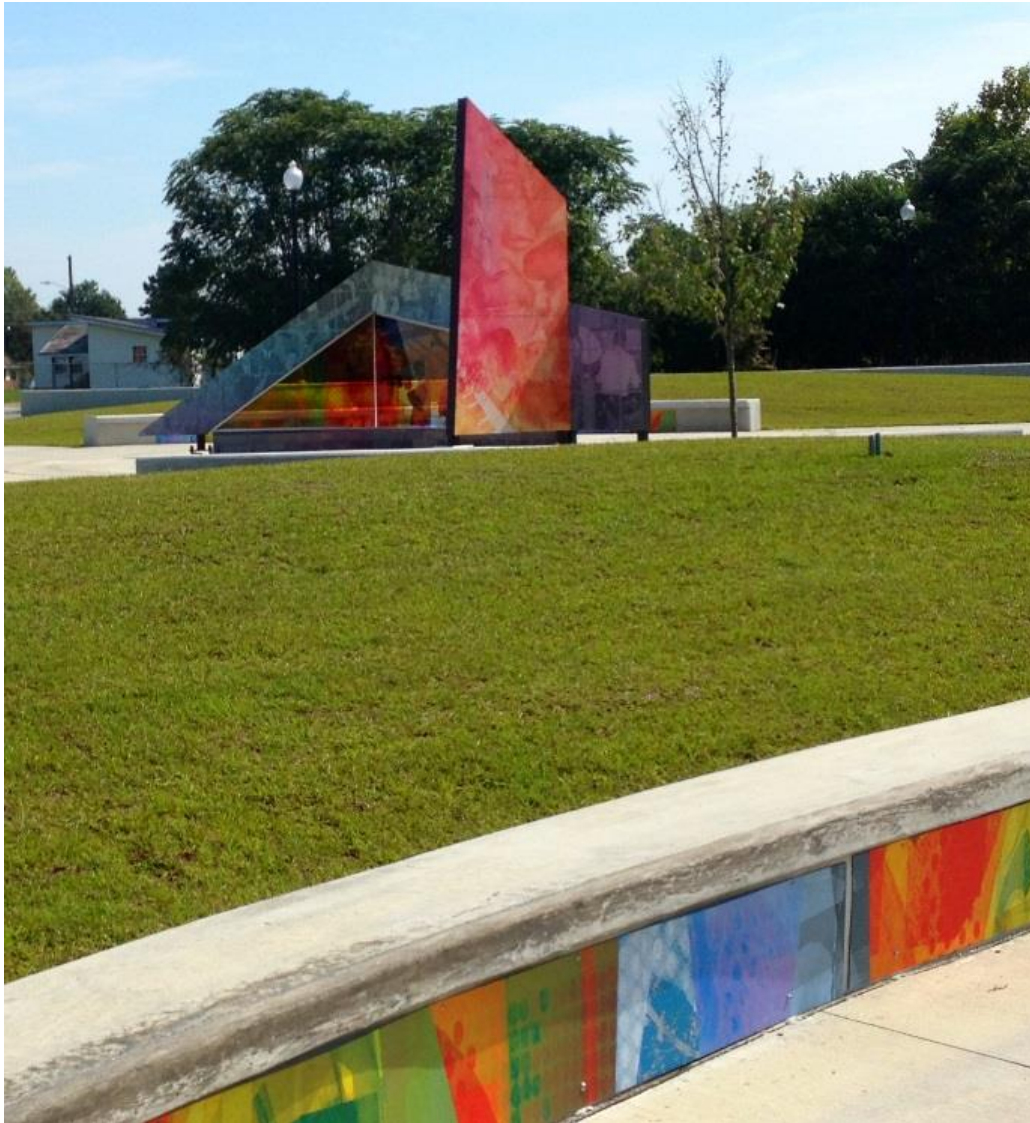


<http://www.africanamericanmusicnc.com/>

“The State’s Response is a Program of the NC Arts Council called the *SmART Initiative*

*SmART* is an economic development program run by an **arts organization**”

# THE KINSTON AFRICAN-AMERICAN MUSIC PARK



“

So what happened  
next?

”



# THE COMMUNITY RESPONSE

## All the players came to the table

- **Funding** from town, county, state, federal, foundation, and private sector
- A new **foundation**, smART Kinston, dedicated to arts-based economic development including artist relocation packages
- **Renovation** of the historic Mitchelltown section of downtown as an artist enclave.
- A **Neuse River walking trail** spanning downtown Kinston from north to south
- **Redevelopment** of the minor league baseball park
- **Downtown culinary**: brewery & distillery, new restaurants including the *Chef & the Farmer* chronicled on PBS
- **Renovation** of downtown buildings for retail, office, and residence
- **Redevelopment** of an old downtown bank into a high end boutique hotel & the resurrection of an abandoned downtown motor lodge
- **Streetscaping & wayfinding** project downtown
- **Expansion** of the Kinston Music Park and installation of a major public art piece to bookend downtown and.....
- ....**Hopefully community healing**





# SUSTAINABLE CREATIVE INDUSTRY INCENTIVES IN LA

## FILM FORWARD

A SMARTER ENTERTAINMENT PROGRAM FOR LOUISIANA

# GOV. EDWARDS TASKED LED WITH THE MISSION TO DEVELOP RECOMMENDATIONS THAT IMPROVE THE MOTION PICTURE INCENTIVE PROGRAM

When evaluating potential changes, LED defined four primary evaluation criteria that are addressed in the recommendations:

## Sustainability

- Efficient use of resources that provides long-term benefits to the state
- Long-term development that attracts investment and creates permanent jobs
- Ensuring industry can eventually survive without state subsidy or financial aid

## Statewide Impact

- Impact to the state treasury – money spent on credits vs. money received in tax revenues attributable to in-state film production

## Return on Investment

- Economic benefit of the incentivized activity reaches all state regions
- Incentive provides opportunity for statewide industry development

## Predictability

- Overall annual program cost to the state is pre-determined and will improve long-term budgeting



## LED EMPLOYED A VARIETY OF METHODS TO INFORM ITS PLANS TO IMPROVE THE INCENTIVE PROGRAM

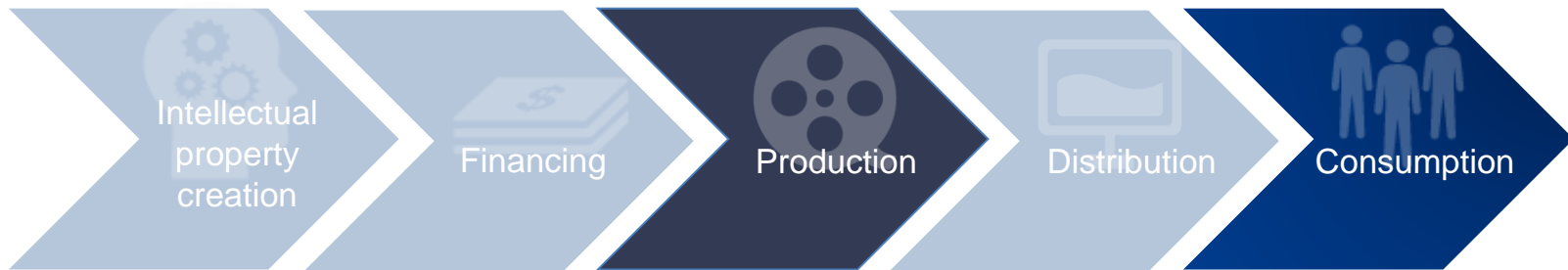
- **Internal opportunity analysis:** Determined what size, type of production provides the most value; identify niche markets and trends in the industry that will help determine future opportunities through, SWOT, case study and market analysis
- **Benchmarking:** Reviewed and analyzed other models for entertainment industry development nationally and internationally, either in whole or in part, that have been successful in attaining the goals outlined above.
- **Stakeholder input:** LED gathered input from industry stakeholders and experts, including an online questionnaire, regional meetings and meetings with industry experts both in and out of Louisiana
- **Economic Impact Study:** LSU professor emeritus Dr. Loren Scott conducted the mandated biennial economic impact analysis.

# LED BEGAN BY IDENTIFYING THE GAPS IN LA'S FILM INDUSTRY SUPPLY CHAIN AND DETERMINING WHERE THE STATE FINDS THE MOST VALUE

## Fillings the gaps in the state's film production value stream:

The state has built a robust infrastructure of goods and services that support film production activity, but little else within that value chain. Consumer consumption of entertainment content is growing at a rapid pace and the ability to get that product to market has changed dramatically due to technological advances and consumer viewing trends. (streaming, Netflix, Amazon etc.) This provides a unique opportunity for Louisiana.

*\* light blue represents a gap in Louisiana's film industry*



## Where the state gains the most value:

- Full-time permanent jobs
- Companies with long-term commitment to the state
- Production with long-term commitment to the state
- Louisiana content creation and production

## LED CREATED RECOMMENDATIONS THAT FOCUS ON FIVE BASIC PRINCIPLES

- Limit the amount of credits the state will issue and work within the budget the Legislature provides
- Create full time permanent jobs
- Incentivize investment in and production of Louisiana Intellectual property
- Provide a stable tax credit market by insuring production activity continues while backlog of credits is reduced
- Continue to attract film production by remaining competitive, and leverage that activity better to create a more sustainable and indigenous entertainment industry

# FOR MORE INFORMATION ON HERITAGE-BASED CREATIVE ECONOMY DEVELOPMENT OR LOUISIANA'S NEW ENTERTAINMENT INDUSTRY INCENTIVES

## CONTACT

---

### **CHRIS BEACHAM**

Economist, Business Intelligence  
Louisiana Economic Development  
225.342.5410  
Chris.Beacham@la.gov

### **SHERRI MCCONNELL**

Assistant to the Secretary, Special Projects & Public Policy  
Louisiana Economic Development  
225.342.9005  
Sherri.McConnell@la.gov



**OpportunityLouisiana.com**



**@LEDLouisiana**