



New Orleans Jazz State of the Park 2011



Photo: Charles and Andy Oliphant

New Orleans Jazz 2011 by the Numbers

A note from the superintendent:

It is my pleasure to present the 2011 State of the Park Reports for the two National Parks that I have the honor to oversee: New Orleans Jazz National Historical Park and Jean Lafitte National Historical Park and Preserve. While the missions of these two parks may be somewhat different, the parks have blended to make the best use of shared staffing, resources, and facilities.

As the National Park Service prepares for its second century of stewardship and engagement, both parks spent 2011 engaging park employees, partners, and stakeholders and committing to the “actions that advance the Service towards a shared vision for 2016” outlined in the NPS Call to Action. These State of the Park reports are organized to follow the themes of the Call to Action which may be found at www.nps.gov/calltoaction/.

Back in 1987, Congress designated jazz as “a rare and valuable national American treasure to which we should devote our attention, support, and resources to make it certain it is preserved, understood, and promulgated.” The resource study authorized in 1990 led to the establishment of New Orleans Jazz National Historical Park in 1994, and ever since then employees, musicians, and partners have been building, enhancing, interpreting, and educating visitors and students about the origins, history, and progression of jazz.

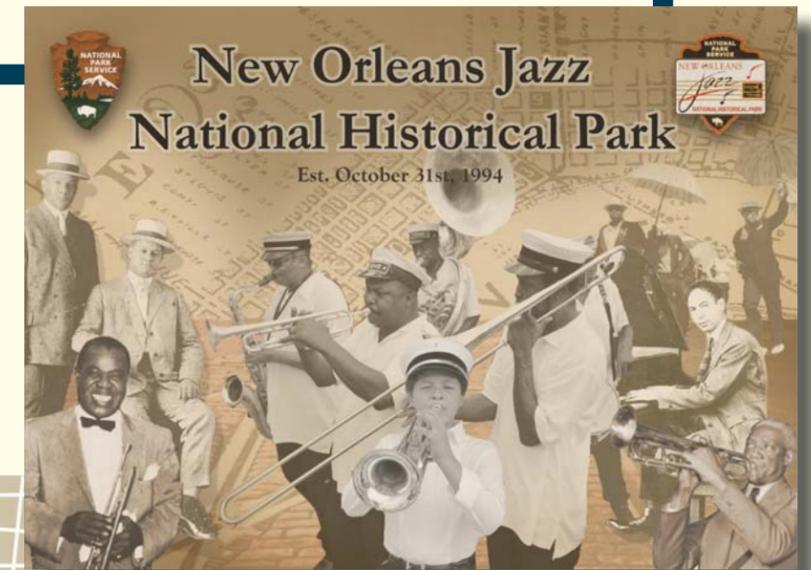
Throughout this report, you will see the outstanding and creative results of a small and extremely dedicated staff who exude passion for the music and sense of place that symbolize jazz and the unique culture of New Orleans. We cannot think of jazz without reaching across the nation and the world to current and historical connections between diverse people, places, and cultures. For New Orleans Jazz National Historical Park, these connections are expressed through stories and music.

Despite the rotation of staff and a flat budget, New Orleans Jazz continued to increase its musical venues, opening two additional sites: Perseverance Hall and the Old US Mint. The park provided support and programs for widely-attended festivals in the city of New Orleans. Employees endured economic challenges, both in their private lives and in the work arena. The high cost of living in New Orleans and continuing recovery efforts have at times made it difficult to recruit for vacant positions. The park has been successful in increasing the diversity of its staff through student temporary and career hiring authorities and by engaging music students from the area as a way to not only provide them with musical skills but also to perhaps interest them in a National Park Service career. In 2011, New Orleans Jazz emphasized programs and projects that provided for employee and visitor safety, improved business practices, and made significant progress towards the implementation of the original vision for the park.

What is reflected in this report---and I swear you can almost hear the music through the pages---is that despite the hurdles, New Orleans Jazz employees exhibited spectacular wisdom and pride as they continued to keep the music live and relevant.

--- Carol A. Clark, Superintendent

- 130,000 visitors to three visitor centers
- 48,000 website visitors
- 70,000 visitors attended a park program
- 4,300 students attended a curriculum-based education program
- 2,600 kids became Junior Rangers
- 30 volunteers worked for 2,200 hours
- economic impact: park visitors spent more than \$4 million and supported 53 jobs in New Orleans in 2010 (last year for which figures are available)



History, heritage, and new generations of musicians all add up to New Orleans Jazz. The park has three sites in and near the French Quarter. (Graphics: NPS)

New Orleans Jazz Connecting People to Parks

Connecting people to parks means touching their hearts, encouraging their interest, and intriguing them with new ideas.



New Orleans Jazz rangers introduce audiences to the roots of jazz. (Photo: Danny Kadar)

THE BEAT GOES ON Jazz Roots programs were the heart of the 2011 calendar at New Orleans Jazz. These regularly scheduled programs delved into musical styles from Africa, Europe, and the Americas that influenced the formation and progression of jazz in New Orleans. Park rangers presented Jazz Roots and often used their own musical talents to guide the audience through the cultural and musical history of New Orleans. Relying on audience participation and often featuring special guest musicians, each program was a special, one-of-a-kind event. Designed to both educate and entertain, Jazz Roots explained and demonstrated the key musical elements that gave rise to the sounds of jazz long before it had a name.

Jazz Roots programs focus on

- **blues** — Emerging from the cadence, tempo, and hazards of hard labor, the blues was born out of the African American experience and laid the groundwork for jazz.
- **spirituals and gospel music** — Rangers engage the audience in call-and-response

techniques and the rousing, soul-stirring songs of black congregations from the American South.

- **jazz and the African diaspora** — This program details the migration of distinctly African rhythms and syncopation styles as they traveled to the Americas by way of the Caribbean.
- **creole music** — Creole Americans in New Orleans were often sophisticated, classically trained, and heavily influenced by European culture. In turn, the century's worth of creole music that existed before the jazz era was a critical precursor to jazz.
- **Louisiana potpourri** — Cultural and musical interactions between rural and urban French-speaking people in Louisiana created

a continuum of indigenous music---Cajun, zydeco, brass bands, spirituals, Mardi Indian chants---that all contributed to jazz.

The goal of all five programs was to transport the audience into the time and place of the birth of jazz. What was Buddy Bolden hearing in the uptown churches of New Orleans? Who first gave a neglected clarinet to young Sidney Bechet as he grew up in New Orleans' 7th Ward? How did Jelly Roll Morton popularize the "Spanish Tinge"? Rangers explained where, why, and how certain songs and rhythms endured and evolved into a new art form in America.

FUN AT THE FESTS The festival season in New Orleans offers a fun, exciting way for thousands of city residents and visitors to learn about and engage in traditional jazz music. New Orleans Jazz partnered with local and national festival promoters to share the sounds and stories of jazz.

- Key events on the 2011 calendar included:
- **Tennessee Williams/New Orleans Literary Festival** (March) - The park featured a panel discussion on the musical era of Tennessee Williams with New Orleans jazz icon Irvin Mayfield and local legend Harold Battiste.
 - **French Quarter Festival** (April) - As one of the nation's largest free music festivals, the event welcomed a record number of over 500,000 attendees in 2011. New Orleans Jazz hosted two days of Kids Stage programming, Junior Ranger outreach, and the 15th annual International Music Colloquium, which featured panel discussions that explored the New Orleans jazz revival of 1945-1965. The colloquium was recorded and archived with the park's collection of oral history.
 - **Creole Tomato Festival** (June) - The park sponsored two days of traditional New Orleans jazz music in the perfect setting: the 220-year old French Market.
 - **Essence Music Festival** (July) - The park reached thousands of visitors through an outreach exhibit.
 - **Satchmo SummerFest** (August) - New Orleans Jazz sponsored traditional jazz performances on two stages and "Seeking Satchmo," a trumpet competition honoring Louis Armstrong. The competition features young trumpet players blowing their best before a panel of professional musicians and hoping to be named the next great ambassador of New Orleans brass. A festival highlight was a park-sponsored second line from Fauborg Treme through the French Quarter made up of hundreds of celebrating locals and out-of-towners---all of them fully immersed in the American experience of collaboration and improvisation that is jazz.



Above: Young trumpet-ers strut their stuff during the "Seeking Satchmo" competition. Left: Junior Rangers earn their badges at the park's French Quarter Festival booth. Below: The National Park Service and Amtrak have teamed up to present Trails & Rails for more than a decade. (Photos and graphics: NPS)

RIDING THE RAILS Trails & Rails is an innovative partnership between the National Park Service and Amtrak that provides train passengers with an on-the-go appreciation for National Park Service heritage areas. NPS volunteers conduct free programs, describe terrain and historical happenings, and share artifacts that bring local events to life. Trails & Rails began in New Orleans in 2000, and in 2011, New Orleans Jazz carried on the local tradition by restarting the *Sunset Limited* Trails & Rails route from New Orleans to Beaumont, Texas. The *Sunset Limited* had been without the program since Hurricane Katrina disrupted operations in 2005. The park also staffs the *City of New Orleans* route between New Orleans and Greenwood, Mississippi. New Orleans Jazz volunteers are specially trained to run the park's Trails & Rails programs and donated more than 1,000 hours of effort in 2011.



New Orleans Jazz Advancing the National Park Service Education Mission

Learning happens every day at New Orleans Jazz, both at park sites and beyond: a family works together to complete a Junior Ranger quiz, students gather to play music with local professionals, teachers in another city share songs and stories with their students.

PASSING THE TORCH

The *Music for All Ages* program fully embodies the park's mission to preserve, understand, and share the history and music of jazz. The program gave young musicians the opportunity to play traditional jazz with a professional and established brass band. The Saturday morning mentoring workshops provided an opportunity for students to not only learn the music, but also the history and etiquette associated with New Orleans traditional brass band jazz.

Of crucial importance to the park and the professional musicians was making sure that the students understand how music functions in the context of New Orleans. Because brass bands are interwoven with the social fabric of the city, it is critical that young musicians understand such things as the musical repertoire and dress code of the full range of community cultural events in which they may perform: jazz funerals, second-line marches, sacred services, political rallies, and outdoor festivals.

Music for All Ages participants learn from seasoned brass band leaders that the player's disposition, improvisation, and interaction with the audience must be culturally appropriate for the specific type of community event. Practical and artistic concepts of improvisation, listening, participation, accompaniment, and interplay are handed down in a comfortable setting and in a manner that transcends music into important lessons about life.



Jazz has always been a community affair, passed down from one generation to the next. *Music for All Ages* continues the tradition every Saturday morning with young musicians learning their trade from the pros. (Photo: Elizabeth Dupree)

The program completed its sixth year in 2011, long enough to see former students taking successful steps in their musical careers. Several former students have formed new bands and are making a mark on the fertile local music scene. Others have continued their formal musical training at highly acclaimed schools. In 2011 the program was honored to welcome a handful of former students back to the program---this time as teachers.

SEARCHING FOR FREEDOM

Freedom Is Coming tells the story of the Underground Railroad through song and spoken word pieces on a CD produced by New Orleans Jazz in 2011. The CD focuses on the southern routes and passages of the Underground Railroad and includes extensively researched liner notes that explain the hidden messages incorporated into music in America's pre-Civil War days.

Until the Civil War abolished legal slavery in the United States, attempting to escape the oppression of slavery was a dangerous proposition. Although many enslaved people headed for freedom in the north, for others "going up north" was neither practical nor possible. National Park Service, artists, academics, and local historians learned of key destinations where enclaves of freedom were established even in the South of slavery: rural areas, swamps and bayous like Bayou Bienvenue on the eastern border of New Orleans, and remote maroon villages ("maroon" was an old Spanish term for runaway slaves).

Music, folk rhymes, chants, and physical items like quilt patterns were used to provide navigation and other information to escapees. In the songs and words of *Freedom Is Coming*, the listener can also hear the syncopated rhythms, work songs, call-and-response spirituals, and liberation lyrics which influenced early jazz in New Orleans. Park rangers partnered with local musicians and recording artists to interpret the songs, singing in the swamps of Jean Lafitte National Historical Park and Preserve's Barataria Preserve and at the Old US Mint in New Orleans. Designed to both educate and entertain, the CD project includes lesson plans that can be adapted for a variety of grade levels; they are available at the park website at www.nps.gov/jazz.

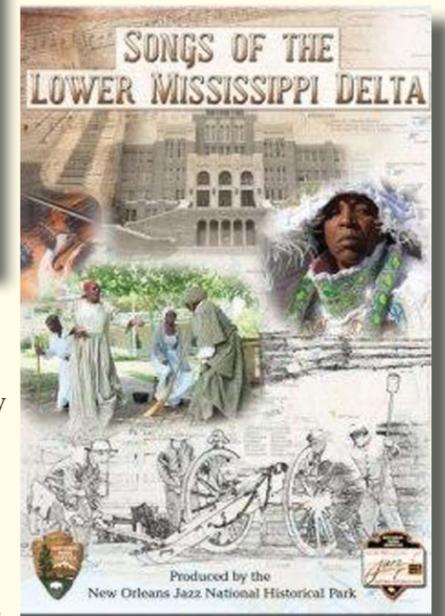


Two CDs produced in 2011 by New Orleans Jazz share the songs and stories of the quest for freedom and of the everyday lives of the people who live in the Mississippi River Valley. (Graphics: NPS)

SINGING ABOUT THE

DELTA Spanning over a century of folk and popular music from the American South, *Songs of the Lower Mississippi River Delta* brought together National Park Services sites from Arkansas, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee. The collaborative CD project was coordinated and produced by New Orleans Jazz rangers with funding from an NPS Lower Mississippi Delta Initiative grant. Park staff selected songs or spoken word pieces representing the story of their parks, from popular songs to topical events to traditional music. Special emphasis was placed on parks which share stories of the Civil War or the civil rights movement.

Throughout 2011, park rangers and guest artists researched and recorded music. Along with performances in New Orleans, selections from the CD were performed live at Shiloh National Military Park and Fort Donelson National Battlefield in Tennessee, Vicksburg National Military Park and Natchez Trace Parkway in Mississippi, and Little Rock National Historical Site in Arkansas. Performances were filmed and added to park web sites. The CD and film project now serve as an excellent educational tool for interpreting park and regional themes. Lesson plans that can be easily adapted to any age group have been developed and are available through the New Orleans Jazz website at www.nps.gov/jazz.



New Orleans Jazz Preserving America's Special Places

National parks are where history happened and natural beauty lives. To preserve these special places, New Orleans Jazz works with volunteers, with community groups, with researchers and musicians, and with you.

PERSEVERANCE HALL

One of New Orleans' most historic jazz venues reopened to the public in June 2011. After years spent meeting, designing, building, and restoring, the aptly named Perseverance Hall stepped back into the jazz spotlight. The staffs of New Orleans Jazz and of Jean Lafitte National Historical Park and Preserve partnered with the City of New Orleans to introduce a new generation of jazz fans to one of the city's oldest musical hotspots.

Perseverance Hall is located within Louis Armstrong Park, the gateway to two of New Orleans' most vibrant and historic neighborhoods: the nearly 300-year-old French Quarter and the 200-year-old Faubourg Tremé. The opening represented a significant milestone in the redevelopment of Armstrong Park, which was created to tell the story of the people, places, and diverse influences that converged in New Orleans to create the uniquely American art form of jazz.

Perseverance Hall No. 4 was originally a Masonic Lodge built between 1819 and 1820, making it the oldest Masonic temple in Louisiana. It is situated close to Congo Square, where enslaved Africans and free people of color met on Sundays for decades in colonial times to trade, talk, sing, and dance, a place where African rhythms became part of the musical fabric of New Orleans.



Perseverance Hall is back! The building has been associated with New Orleans music for nearly two hundred years and was restored and reopened by New Orleans Jazz in 2011. (Photo: NPS)

Historically Perseverance Hall was used for dances, concerts, banquets, and recitals. Both black and white organizations rented the hall and reportedly both African American and Creole jazz performers and bands played before both black and white audiences in the days of segregated entertainments.

The building was listed on the National Register of Historic Places in 1973 and had been closed since Hurricane Katrina struck the Gulf Coast in 2005. Armstrong Park reopened to the public after extensive Hurricane Katrina-related repairs in May 2011.

In keeping with its long legacy of musical tradition and innovation, Perseverance Hall now serves as the home for the park's Music for All Ages program that allows young musicians to play along with professional brass band musicians.



Above: The Music for All Ages All-Stars provide a brassy welcome at the grand opening of the Old US Mint performance space. (Photo: Charles and Andy Oliphant)

Left: The Old US Mint now provides a versatile venue suitable for intimate programs or crowded concerts. (Photo: Akustiks)

OLD US MINT Like any good jazz performance, opening a new state-of-the-art performance venue inside New Orleans' Old US Mint was a collaboration that held some surprises and expanded the horizons of everyone involved. The project began in 2007 when funding from state and federal sources came together in the National Park Service Centennial Challenge Cost Share with the goal of a world-class New Orleans jazz museum in the Old US Mint.

The building, located in the French Quarter, was built in 1835 and served as a US mint until 1909, with a brief hiatus during the Civil War to mint Confederate coins and house Confederate troops. After the mint closed, the building was used as a federal prison, a warehouse, and a fallout shelter. In 1981 it opened to the public as a Louisiana State Museum site.

To build the new performance venue, the Louisiana State Museum collaborated with New Orleans Jazz to create space for performing arts and education programs that not only would share the history of jazz, but also would promote jazz as a music form that still makes history every day.

Since the performance venue opened in November 2011, it has seen nearly daily use from New Orleans Jazz public programs. The new facilities also include a state-of-the-art recording studio and live streaming capabilities that allow the park to capture a variety of innovative programs, both for the park archives and to share with the world.

New Orleans Jazz Enhancing Organizational Excellence

The National Park Service constantly strives to serve the public better and more efficiently. Much of this work is done behind the scenes by volunteers or by park staff in administration and facility maintenance.

ADMINISTRATION

Sound business practices are a core value of the National Park Service. With recent changes in leadership and facing static budgets for expanding services, the administration of New Orleans Jazz National Historical Park and Jean Lafitte National Historical Park and Preserve were merged in fall 2011, a step authorized in the original legislation establishing New Orleans Jazz.



Behind-the-scenes work by volunteers lay the groundwork for programs like this gospel performance by Shades of Praise. (Photo: Charles and Andy Oliphant)

By the end of the year, the two parks shared information technology specialists, cultural resource and curatorial staff, facility maintenance personnel, and law enforcement staff. Integrating the two parks has enhanced the safety, fiscal efficiency, and human resources needed to manage expanding program offerings at New Orleans Jazz without detriment to Jean Lafitte.

VOLUNTEERS

Photographers, historians, singers, musicians, and outreach specialists are just a sample of the volunteers who assisted New Orleans Jazz in 2011. Over 2,000 hours of work were provided by a cadre of talented and invaluable volunteers, many providing the production skills that allowed the show to go on.

With two additional performance spaces opening in 2011---the Old US Mint and Perseverance Hall---, park staff relied on volunteer greeters and ushers as well as college interns to help cover all the bases. Volunteers also provided support and community

outreach at festivals and special events. They conducted independent historical research, contributing significantly to the *Songs of the Lower Mississippi Delta* and *Freedom Is Coming* CD and film projects.

About half of 2011's volunteer hours were logged by rail-riding interpreters as part of the Amtrak-National Park Service Trails & Rails program. New Orleans Jazz volunteers staffed two routes in 2011, the *Sunset Limited* from New Orleans to Beaumont, Texas, en route to Houston and the *City of New Orleans* between New Orleans and Greenwood, Mississippi, en route to Chicago.

TEACHER TO RANGER TO TEACHER

The National Park Service Teacher to Ranger to Teacher program hires teachers from school districts where students rarely have the opportunity to visit national parks and gives those teachers the opportunity to spend the summer working as rangers. The teachers bring their skills in communication and curriculum development to the park; they return to their classrooms with lesson plans that draw on their summer experience. In 2011, New Orleans Jazz hired an eighth-grade social studies teacher from North Carolina

with a particular passion for jazz. He spent eight weeks interpreting jazz to park visitors and writing curriculum for the park and his school to use. He also acted as a mentor to the park's younger staff and volunteers. Drawing on park-produced music projects, he developed lesson plans that can be easily modified for a variety of ages and audiences.

ORAL HISTORIES

Since 1997, New Orleans Jazz has worked with the Hogan Jazz Archive at Tulane University to interview people who have lived the history of jazz: musicians and their family members, jazz club owners, and members of organizations that promote jazz. Over 200 interviews are housed at The Historic New Orleans Collection for use by researchers, rangers creating programs for park visitors, and anyone who loves jazz.



New Orleans trumpeter Lionel Ferbos (right) is 100 years old and still playing jazz. His interview with John McCusker is part of the park's oral history collection. (Photo: NPS)

To build a better park, New Orleans Jazz works with organizations like...

- The State of Louisiana Department of Culture, Recreation and Tourism, Tulane University, and the Louisiana State Museum to renovate, create, and provide the Old US Mint performing arts venue with space for visitor contact, exhibits, and a multi-purpose program space.
- French Quarter Festivals Inc., a nonprofit organization that produces some of New Orleans' favorite cultural and music festivals, to offer programming for kids by young musicians as well as lectures and panel discussions focusing on local jazz history.
- Trails & Rails, Amtrak, and the National Park Service to provide programs on two Amtrak routes.
- Eastern National to run the park's bookstores and to fund special projects and events.
- The University of New Orleans, including university institutions such as the New Orleans Jazz Institute, the Midlo Center for New Orleans Studies, and the Neighborhood Story Project, to develop public programs, courses, and publications, including ethnographic histories of musicians and their neighborhoods.
- The University of Wisconsin Milwaukee to facilitate an annual summer student service learning project in New Orleans for the university's Cultures and Communities Program, Helen Bader School of Social Welfare.
- French Market Corporation (City of New Orleans) to offer "Seeking Satchmo," a trumpet competition for young musicians in conjunction with the French Quarter Festivals Inc.'s Satchmo SummerFest.
- The Historic New Orleans Collection to record and archive the park's extensive oral history catalogue and lectures at the annual New Orleans International Music Colloquium.
- The New Orleans Jazz & Heritage Foundation, Inc. to produce oral history interviews.
- The New Orleans Visitor and Convention Bureau and local hotel concierges to provide information to jazz-loving visitors to the city.

New Orleans Jazz Looking Ahead to 2012

ON THE TO-DO LIST

- Work with local universities and the Louisiana State Museum to launch a state-of-the-art distance learning program from the Old US Mint performance space.
- Transform oral histories in the park archives into media and products accessible to the public.
- Produce interpretive media with a “roots of jazz” theme.
- Build an active coalition of teachers and music educators to consult and collaborate with in the creation of sustainable, innovative, and educational park programming.
- Provide staff training in NPS Operational Leadership (safety leadership) and in NPS Incident Command, the structure used for major events and disaster response.
- Convert park financial and asset information systems to the new NPS-wide Federal Business Management System.
- Offer Satchmo Camp, the park’s first summer day camp.
- Hire a Teacher to Ranger to Teacher to work at summer camp and to produce curriculum for use by the park and by schools.
- Partner with Jean Lafitte National Historical Park and Preserve to commemorate the beginning of the War of 1812 bicentennial with NOLA Navy Week in April, when tall ships and modern Navy vessels will sail into New Orleans.

FUNDING APPLIED FOR

- Produce a feature-length documentary on the music of the Civil War and its influence on the history of jazz.
- Collaborate with rangers at other national parks and with musicians throughout the country to create a children’s music CD for Junior Rangers, youth, and families. Songs will provide a musical journey through the National Park System and styles will include traditional songs, hip hop, country, calypso, folk, and jazz.
- Work with local organizations to create, organize, and produce an event on the Louisiana Creole experience featuring music, language, and culture.



Roots of Music members step out at the park’s French Quarter Festival Kids Stage. (Photo: Charles and Andy Oliphant)